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THE PROSPECTS FOR UHF RECEIVERS: How about uhf receivers? When will they come? At what cost? With what performance characteristics?

We checked major set manufacturers and tuner makers this week, found virtually everyone has a uhf unit in the works. But it's obvious that only demand -- meaning stations actually on air or imminent -- will bring full answers.

If one big manufacturer took the leap now, of course, and built uhf in new lines, he might precipitate industry into such production -- despite inescapable fact uhf stations are still long way off.

But Zenith's resumption of old "obsolescence" campaign this week, with full-page ads across country (see pages 9-10), doesn't look like the "precipitator".

Heavy developmental programs, on part of both the set manufacturers and the tuner makers, have produced number of acceptable devices, but --

It will be years, rather than months, before more than merest handful of uhf stations can possibly get on air. Even if FCC finds it can lift the uhf freeze before vhf (Vol. 7:12-13), it can't conceivably start granting stations before late summer or early fall -- since it has promised 2-3 months' hiatus while applications for stations are prepared and filed.

Thus, 2 or 3 stations on air this year are about all that can be hoped for. And accretion next year is bound to be very slow, regardless of number of construction permits granted, because the only uhf transmitters any manufacturers have for possible delivery are experimental.

Many applicants are enthusiastic about uhf possibilities in non-vhf areas, but obviously none would order transmitter until he knew final score on allocations. Then manufacturer, after receipt of firm order, needs at least same 9-12 months it takes to make vhf transmitters (Vol. 7:11).

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Uhf receiver situation is fairly well in hand as far as most manufacturers are concerned. They feel they have units for uhf ranging from "so-so" to "good" now, will have even better ones when people are willing to buy them.

Biggest tuner maker of all, Standard Coil Products (over 4,500,000 built to date, for Admiral, et al), plans to test latest tuner in Bridgeport next week. [For Standard's answer to Zenith claims, see pages 9-10.]

Sarkes Tarzian, who says he's next to Standard, seems quite happy with tuner he has up his sleeve. He says it's continuous type, covering whole band, claims it gives performance comparable with vhf. It's expected to cost 75-100% more than vhf-only, which costs manufacturers about \$10.

S.M.A. Co. plans continuous tuner, covering vhf-uhf, estimates it will increase set cost some \$20-\$30.

Mallory, maker of continuous tuner for DuMont, et al, says it has "several good solutions," with converter now designed and tuner well on way.

Crosley will be first to unveil a new tuner in "full-dress" press demonstra-

tion. New "Ultratuner" will be shown off at Bridgeport's Barnum Hotel April 11. Crosley group of top engineering and sales officials will be headed up by v.p. John W. Craig. Describing Ultratuner briefly, Crosley says:

"It can be attached to TV receivers using continuous-type tuners. It is low-cost, simple-to-operate and can be installed without special tools or technical knowledge. It offers possibilities for quickly and economically extending uhf telecasts to the public when uhf stations are authorized to go on the air."

All set makers using turret tuner say they can give same answer as Zenith -- namely, addition of uhf "strip".

Hallicrafters says it has achieved satisfactory performance with strip in Bridgeport tests, but calls it only an "interim answer" for uhf reception.

Philco says that slight alteration can adapt its sets, which have "dual chassis," with space between units for later insertion of tuner.

Most others have left space for tuner -- Motorola, GE, DuMont, etc.

RCA hasn't disclosed latest plans. However, during allocations hearing (Vol. 6:47), it told FCC it intended to build vhf-uhf sets, vhf-only, and uhf converters. It said vhf-uhf would cost about \$25 more than vhf, that vhf-only would have room for later addition of uhf at some \$50, and that uhf converter would run about \$50, besides installation and antenna.

EVERYONE STUDYING ALLOCATION ANGLES: Industry is still mulling proposed vhf-uhf allocation plan (Vol. 7:12-13), but no one has filed comments on it yet. Actually, deadline date of April 23 is likely to be extended, perhaps for 10 days, as requested this week by NARTB.

Many stations and applicants are waiting to exchange views at April 15-19 NARTB convention in Chicago, before filing comments, and FCC is expected to take that fact into account, grant postponement. Other deadline dates -- May 8 for counter-comments, May 23 for start of city-by-city hearing -- would also be extended.

Educational channel reservations remain most objectionable feature of allocation, in industry's eyes. Real showdown will come during city-by-city hearing when educators show up and state intentions. Failure to make good case, in face of commercial opposition, might conceivably result in loss of reservations -- though Comr. Hennock, prime mover, actually seeks more such channels.

Educators are hustling to "get out the vote," insure presentation of well-prepared cases. Joint Committee on Educational Television, which carried ball during hearing, is setting up permanent headquarters at 1785 Massachusetts Ave., NW., Washington, to coordinate, advise, etc.

A political "assist" for educators came from Rep. Emanuel Celler (D-N.Y.) this week, when he introduced H.R. 3547, which would force commercial stations to donate 25% of their time to non-commercial education programs.

He parts company with Comr. Hennock when it comes to channel reservation, terming idea of setting aside 25% of channels "unworkable and untenable."

Educators have approached big philanthropic foundations for funds to support JCET activities. Presumably, these include Ford, Kellogg and Carnegie Foundations, Whitney Fund. We gather that individual schools or groups are going directly to private donors for money to build and operate stations.

Meanwhile, existing stations generally are quite happy with allocation plan -- very happy over proposed increases in powers and heights, and are busily exploring availability of new transmitters, amplifiers, towers.

The 31 who have to shift channels (see Allocation Report) haven't yet complained loudly to FCC, though a few may. Some have informally told Commission they have no objections. Some hope to increase power to maximum same time they shift. In Ohio, which has many shifts, stations are considering plan to swap equipment, meaning purchase of very little new gear. Others may follow suit.

Engineers for new-station applicants are racking their brains, hunting holes in allocation where new vhf stations could be squeezed in. But chances of getting FCC to relax minimum station separations are awfully slim.

WIDENING BREACH BETWEEN FCC & INDUSTRY: Once again, FCC put its foot into it -- provoking the film industry to bitter anger, impelling even the staid New York Times to comment: "The FCC evidently aspires to be the Pooh-Bah of the electronic age."

Its incredible dictum in movie "anti-trust opinion" last week (Vol. 7:13) virtually threatens that industry with exclusion from telecasting licenses if it doesn't come across with its first-run films for TV.

By itself, the opinion might be laughed off as mere words -- but actually it's just another reflection of the Big Stick attitude, the master-slave philosophy, that has already alienated from FCC the esteem and respect of:

(a) Virtually the entire electronics manufacturing-distributing industry -- because it sought to impose untested, unproved "bracket standards," within a ridiculous one-month deadline, in connection with its hell-in-a-hack quest for color (Vol. 6:35, et seq).

(b) The great body of TV-aspiring radio broadcasters -- because it sliced off a big chunk of the scarce vhf channels, and even more uhf, to meet nebulous demands for "educational stations" (Vol. 7:12-13).

(c) Most existing telecasters -- because it plans, though hasn't yet scheduled, a probe into program content that some fear has Blue Book implications, albeit such motive is vehemently denied (Vol. 7:3-5). But telecasters can't forget attempt, which may be renewed, to dictate how many hours of time a station may or may not take from any particular network (Vol. 6:40-48) -- though in this case it must be noted that 2 networks actually asked FCC for such regulation.

These are only a few facets of the disaffection that unfortunately now prevails between this Commission and industry. Nor has this widespread feeling of mistrust been mitigated by artificial prolongations of a freeze, now 31 months old, which has hamstrung one of the most fabulous industries of all time.

[The color issue, of course, was main cause for protracted freeze; and there's scant doubt that, should Commission win clearcut decision in Supreme Court case, effort will immediately be made to implement its choice of field-sequential system by (a) requiring existing broadcasters to telecast certain number of hours of color as condition of their licenses, and (b) extracting promises to telecast color as condition of post-freeze new station grants.]

* * * *

But leave aside the broadcasting-telecasting fraternity, who are licensed and who with their lawyers must pay lip service, sometimes abject obeisance, to the agency holding power of life and death over their business:

There are political overtones to what FCC is doing that are unmistakable.

FCC may not give a hang what licensees and their lawyers and engineers think and say about it behind its back, but its ears would burn if it could hear what the movie exhibitors and their spokesmen are saying -- and there are some 18,000 of them, most of them business leaders in their communities.

Just as many of the 30,000-odd TV-radio manufacturers-distributors-retailers throughout country have come to believe there's "dirty work" behind some of FCC's curious recent actions, notably in the color imbroglio, so the movie people are now apparently convinced there's something rotten in Denmark.

Actually, nothing venal is involved. Simplest explanation is that the power complex (you-do-as-we-say-or-else) has become ingrained -- notably at higher staff levels. Despite Chairman Coy's disavowals in this connection before House committee this week (see p. 4), their extraordinary influence as policy initiators and opinion drafters is matter of common knowledge.

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The local merchandising folk may not comprehend Washington's peculiar power complexes, but the protracted freeze, the attempt to foist an unwanted color system on them against advice of preponderant engineering opinion and in midst of a war economy, unwonted attacks like Comr. Jones' on the integrity of the industry that created TV-radio (Vol. 6:35 et seq), and such bungling acts as an official demand

that RCA "lend" rival its tri-color tube (now called the DiMaggio, see Vol. 6:44-45, 49) -- these they do understand and don't like.

Movie trade press is filled with bitter recriminations -- and it's our guess that not only FCC, but an Administration already sore-beset by scandal, have not heard end of things yet from an industry far more adept at politics and far more articulate in publicity than TV-radio. An indignant writer to New York Herald Tribune, for example, states "this particular bureaucracy has gone off half-cocked again and is simply proposing to rob Peter of Hollywood to pay Paul of coaxial cables."

First political reaction came from Senator Wiley (R-Wis.), who bitinglly wrote Chairman Coy that FCC seeks to intimidate the film industry with a "gratuitous attack...worthy of Russia's 'courts' but not ours."

New York Times editorial April 3 is calmest, most detached, yet most pointed we've seen. It tells the whole story; full text below.

'Pooh-Bah of the Electronic Age'
Editorial in the *New York Times*, April 4

THE FCC has overreached itself. Its warning to the Hollywood producers that they turn over their films and stars to TV, lest they jeopardize their own chances to enter video broadcasting, is an arbitrary and capricious action that flouts the elementary principles of a competitive economy and raises serious questions of law.

In what it calls "a statement of policy" the commission in effect is insisting that Hollywood must come to the aid and succor of its chief competitor. The stars, directors and other craftsmen in whom the film capital has built a substantial investment over the years, the commission suggests, now should be made available to the industry's growing rival. The one thing which television does not have--the up-to-date, full-length picture which may cost millions of dollars--Hollywood now is expected to furnish on television's terms.

The FCC ignores completely in its statement the economic realities which today separate Hollywood and television. The only reason that the motion-picture industry can afford to make its feature films is because it has the box office to pay for them. Even the least expensive film requires a gross of \$1,000,000 or more to show a profit. The most expensive show on television today, including the cost of talent and time on the air, runs to \$85,000.

Apparently the FCC is unconcerned, however, whether Hollywood goes broke in serving as the involuntary sugar daddy of television. Its statement merely notes that the motion picture companies "refuse to make copies of their films available for use by television stations." Would a brand-new picture have to be released immediately to TV? Or after it had been seen in the second-run houses? Or when? Whatever the answer, the practical result would be for a governmental agency and not the producers to run the private film industry. That is a bleak and fearsome prospect.

The legal reasoning behind the commission's action may give cause for even greater concern than its peculiar economic thinking. Superficially, the FCC merely is saying that if a motion-picture concern has been found in violation of the anti-trust laws in its own field it will take that fact into consideration should the company ask for a television license. Indeed, the FCC has no alternative in this regard.

But the commission then takes the extraordinary step of superseding both Congress and the Department of Justice in deciding without benefit of any public hearing what may constitute an anti-trust violation. Whether or not the refusals of the film companies to turn over to television their films and players is a violation of the law, the FCC says in so many words, the commission will consider them

HEARINGS on McFarland Bill (S. 658) this week, before House Interstate & Foreign Commerce Committee, had FCC Chairman Coy most vehement about provision to keep commissioners from consulting with staff members other than their own assistants.

"As far as we can determine," he said, "the effort to place the commissioners in a kind of isolation ward is based upon the calumny, all too often repeated, that the commissioners are unduly influenced by the Commission staff, and that this staff is in turn prejudiced and irresponsible. I should like to say categorically that these assertions, or rather insinuations, are completely unfounded. These attacks on the Commission's staff are, in reality, attacks upon the integrity and ability of the commissioners . . ."

Coy also objected to: (1) "Legislative time-table" which would require action on applications within certain deadline, with reports to Congress on reasons for delay. (2) "Protest" procedure "under which an existing station could demand and secure a hearing on any application . . . the grant of which might cause economic injury to it." (3) Changes in criteria for granting license renewals. (4) Changes in transfer-of-licenses procedure which "would permit a person to secure a valuable broadcast license and then auction it off to the highest bidder, thereby making a mockery of comparative proceedings." (5) Changes in criteria in granting applications to those involved in anti-trust violations.

Hearing resumes April 9, with questioning of Comrs. Coy and Jones--latter favoring separation of Commission and staff. Others scheduled to testify for bill are Joseph Ream, CBS executive v.p.; Frank Roberson, FCC Bar Assn.; Justin Miller, NARTB chairman. Opposing, in part, will be Robert Ramspeck, chairman, Civil Service Commission.

Metropolitan Opera is setting up new TV dept. to prepare special operatic programs for sponsored telecasts, to be booked through Wm. Morris Agency. "We will attempt to develop special TV techniques rather than using stage techniques," said gen. mgr. Rudolf Bing April 2. "The Metropolitan is not only thinking of the possible added revenue but also of the fact that TV as a new mass medium has come to stay and offers unlimited possibilities for opera." Heading department will be Dr. Herbert Graf, Met stage director; Reginald Allen, business mgr.; John Gutman, artistic asst.

relevant in granting a TV license. The FCC evidently aspires to be the Pooh-Bah of the electronic age.

The commission on its own initiative should reconsider its latest statement of policy. Failing that, it is a matter which should commend itself to the prompt attention of Congress.

NICKEL THREATENS REAL BOTTLENECK: Sporadic stoppages in receiving and cathode ray tube plants provide forewarning that nickel crisis may come sooner than anticipated.

And make no mistake about it -- nickel shortage is most serious problem facing electronics industry today. Here are the facts:

Nickel is used heavily in receiving, picture and transmitter tubes, where there are no known substitutes for it. It's also ingredient in ferrite transformer cores (10-20% nickel) and alnico permanent magnets (14% and up). Like cobalt and tungsten, it's vital to jet plane program and many other military projects.

NPA "permits" civilian use of nickel at 65% of first-half 1950 rate (Order M-14, Vol. 6:48), but --

This month, 85% of U.S. supply of nickel is earmarked for defense orders and govt. stockpiling. Govt. metal experts say that within 30 days -- probably less -- defense orders and stockpiling will require 100%.

Past experience in shortage crises, however, indicates Govt. certainly isn't going to let electronics industry wither and die. Undoubtedly NPA eventually will siphon to tube industry enough nickel to keep it in at least minimum operation -- probably not much more than half the 200,000-250,000 lbs. a month which industry estimates are its rock-bottom requirements. This may be accomplished by rescreening military orders, cutting down wherever possible, as was done in case of cobalt.

But hard times are ahead, any way you look at it -- because even the most ingenious conservation measures (Vol. 6:49, 7:6-7) apparently don't come anywhere near eliminating tube industry's heavy dependence on nickel.

No increase in nickel production is in sight before end of year. By then, Govt. will have reactivated World War II Nicaro Nickel Co. plant at Oriente, Cuba, which can turn out 25,000,000 lbs. yearly -- mere drop in bucket compared with requirements. Nickel now comes from 2 sources, both Canadian: International Nickel, 240,000,000 lbs. a year; and Falconbridge Mines, 30-40,000,000 lbs.

It's estimated civilian electronics industry (mostly TV-radio) used slightly more than 2,500,000 lbs. of nickel last year -- about 1% of total supply.

That's the situation as it stands today, and that's No. 1 problem being pondered by Govt.'s high-level Electronics Production Board (Vol. 7:11-12).

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Emergency appeal by tube makers for temporary aid (Vol. 7:11,13) has as yet received no action. There's strong possibility it will be delayed -- some govt. people pointing to current sales slump and asking blandly why TV production should be kept going at all.

Real crux of problem, of course, is that tube and other electronic plants must stay in business, keep their working force -- against time they'll be called on to produce the electronic nerve centers for Uncle Sam's military machine.

By June, NPA will place nickel under all-out allocation, doling out every pound of available nickel among the hundreds of thousands of users -- according to essentiality of end-product.

Representatives of whole electronic industry will be summoned by NPA to discuss entire problem in Washington in about a week.

Users of nickel have felt shortage for many months -- but they say it's snowballed now so that it's cutting heavily into production, forcing stoppages.

Timing of TV sales slowdown, however, has softened the blow. Actually, tubes are easier to get now than they've been in months, as TV manufacturers cut back schedules due to sales letdown. But demand is still lively -- distributors' orders to fill depleted replacement stocks believed accounting for much of it.

Picture tubes are reported "softest" item, so far as demand goes. Indeed, DuMont this week cut its prices to manufacturers by \$1.50-\$11. In second reduction

this year (Vol. 7:5), its 17-in. picture tubes were cut from \$26 to \$24.50; 19-in. from \$43.75 to \$32.50; 20-in. from \$43.75 to \$37.50. RCA says it won't follow suit, and so far as we're aware no general CR price-cutting is in view.

This sidelight graphically illustrates severity of nickel shortage: There's no cobalt problem now. Despite reduced allocation of cobalt for April (Vol. 7:13), it's now lack of nickel that's big hold-up in production of Alnico V magnets (24% cobalt, 14% nickel).

NPA STEEL ORDER MADE TIGHTER: With a neat twist of the wrist, NPA April 5 converted its steel durable goods order (Vol. 7:10-11) from a hairshirt to a straitjacket for TV-radio industry.

Last escape hatch in M-47 was locked, sealed and boarded shut with the publication of amended list of product categories and groups covered by the order.

Order's basic provision remains unchanged: Manufacturers are limited in their use of steel during second quarter to 80% of their rate of use during first six months of 1950.

But new amendment, seeking to assure output of durable goods in same proportion as during first-half 1950 base period, has effect of "freezing the mix" of TVs, radios and phonographs that any manufacturer can produce this quarter.

It divides consumer durables into 9 categories, subdivides categories into groups of closely-related items. Steel quotas can't be shifted from one group to another within a category.

Radios, TVs and phonographs comprise one category, which is broken down into these groups: "(1) Radio receivers, home, portable, and broadcast band automobile receivers. (2) Radio-phonograph combinations. (3) TV receivers. (4) Radio-TV receivers, TV-phonograph combinations and radio-TV-phonograph combinations. (5) Phonographs and record players."

Thus a manufacturer can't cut down on radios and put extra steel into TVs.

TV receivers are a group by themselves; TV manufacturer, therefore, isn't allowed to use this quarter more than 80% of the steel he used in TVs during average quarter of first-half 1950 -- can't juggle proportion of TV steel to radio steel.

Radio classification is more lenient. Manufacturer who turned out no portables durable first-half 1950, for example, could put entire radio steel allotment into portables this quarter, eliminating auto & home radios entirely, if he chooses.

Classification 4 permits some flexibility. Manufacturer could cut down on combinations -- saving steel by eliminating phono -- and increase his output of TV-AM or TV-FM sets. But he couldn't use this steel for TV-only sets, which are in different classification group.

NPA vetoed a proposed change which would have eliminated discrimination in M-47 against "assemblers," who buy all their steel parts ready-made. "Assemblers," therefore, won't be permitted to produce this quarter more than 80% of units in each group that they turned out during average quarter of first 6 months of 1950.

Best hope for "assemblers" -- and any others who can't live with current order -- is to ask NPA for individual adjustments, backing up their cases with concrete evidence of conservation measures.

Mobilization Notes: Controlled Materials Plan (Vol. 7:3,12-13) is definitely in the books, said both Defense Mobilizer Charles Wilson and Production Chief Wm. Harrison at hearing of Congressional Joint Committee on Defense Production April 4. Details haven't been announced, but starting date may be pushed from July 1 to Sept. 1. CMP will allocate nation's supplies of steel, copper and aluminum for military and essential civilian production, but bulk of materials control orders are expected to remain in effect, and so-called "non-essential" civilian production won't come within scope of CMP, according to best information. NPA Administrator Manly Fleischman is strong proponent of CMP, while DPA Administrator Wm.

Harrison is reported as feeling all-out controls aren't necessary now. It's generally believed that Harrison, in ill health, will resign within 30-60 days, regardless of decision on how far CMP will go. It's good guess that if he does, assistant W. W. (Wally) Watts, RCA v.p., will follow suit.

Westinghouse's \$20,500,000 in new defense contracts, announced this week, include 4 totaling \$12,000,000 for TV-radio division for radio test, transmitter and other equipment, one for \$8,500,000 worth of Navy radar equipment for its appliance plant. F. M. Sloan, TV-radio division chief, announced new plant at Raritan, N. J. (Vol. 6:35, 39), will be completed by mid-July and ready for defense output.

Copper, aluminum and lead restrictions were modified in 3 new NPA orders. Prohibitions on use of copper and aluminum were relaxed with an amendment to Order M-7 postponing for one month (until May 1) ban on use of aluminum in manufacture of about 200 civilian products. "Home radio cases" is only category on list which applies to TV-radio industry. Copper end-use order M-12 (Vol. 6:52, 7:10) was amended to permit purchase and sale of copper parts for use in prohibited items, provided they're not suitable for use in permitted items. Sole TV-radio item on copper ban list is auto radio antennas. Amendment to lead order M-38 limits consumers to 100% of their rate of use during first-half 1950, a period of low lead consumption, and reduces permitted lead inventories from 60 to 30 days' supply.

Revised "essential activities" list, issued by Commerce Dept. "for the guidance of Defense Dept. in scheduling calls on reservists to active duty, and for information of Selective Service in determining draft deferments," is much more rigid than tentative list released last August (Vol. 6:31). Only electronic-communications activities listed are: production of military equipment, central switchboard, printing telegraph equipment and coaxial cable; telephone, telegraph, radio-telegraph service. Missing are broad classifications of telecasting, broadcasting, TV-radio manufacturing, wholesaling and retailing which appeared in earlier list. Labor Dept.'s companion list of "critical occupations" will be forthcoming in next few weeks.

Mobilization Personals: Brig. Gen. George Irving Back, Gen. MacArthur's Signal Officer in Tokyo since 1947, World War II Chief Signal Officer of MTO, nominated as Army Chief Signal Officer, subject to Senate confirmation, succeeding Maj. Gen. Spencer B. Akin, who retired March 31 . . . Maj. Gen. Francis H. Lanahan, Ft. Monmouth (N. J.) commanding general, wartime Chief Signal Officer of Eisenhower commands, ordered April 4 to report to Gen. Eisenhower for duty at Supreme Headquarters Allied Powers in Europe, presumably as Chief Signal Officer . . . Thomas S. Nichols, on leave from Mathieson Chemical Co., Baltimore, ex-WPB, ex-State Dept., named NPA deputy administrator, succeeding Glen Ireland, who has returned to his post as Pacific Telephone & Telegraph Co. v.p.

Test equipment section—Robert B. McCurdy and George G. Hoye—has been transferred from NPA Electronic Products Div. to Technical & Scientific Supplies Div., 5th floor, 801 E St. NW, headed by Howard Pringle.

Paul A. Porter, ex-FCC chairman and onetime Federal Price Administrator, named one of 4 public members of new Mobilization Policy Board named by President Truman April 7. Labor, agriculture, management and public comprise top-level board of 16 to serve under Defense Mobilizer Charles E. Wilson.

Censorship of TV by FCC to exclude programs "offensive to public decency" is objective of H. R. 3482, introduced April 3 by Rep. Lane (D-Mass.). He's been lambasting TV for "lewd images and suggestive language," quoting warnings by Boston's Archbishop Cushing and Worcester's Bishop Wright (Vol. 7:9). Rep. Lane wants Communications Act to read: "No regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication; but the Commission shall have authority to promulgate regulations for the purpose of preventing inclusion in television broadcasting programs of any language, sound, sign, image, picture, or other matter or thing which is obscene, lewd, lascivious, or otherwise offensive to public decency."

Financial & Trade Notes: Olympic Radio's 1950 record sales of \$21,937,175 compared with \$9,609,672 in 1949. Net earnings were \$1,577,484 after providing \$1,604,500 for taxes, or \$4.66 per share on 338,263 common shares outstanding, as against 1949 earnings of \$578,163 (\$2.24 on 256,667 shares then outstanding). *Wall Street Journal* reports Olympic's first 1951 quarter sales may top \$6,500,000, compared with \$4,700,000 in same 1950 quarter.

Raytheon showed profit of \$1,797,000 on sales of \$64,000,000 in 9-month period ended Feb. 28, reports president Charles Francis Adams Jr. This compares with profit after taxes of \$131,162 on sales of \$39,000,000 in corresponding 1950 period. Third quarter ended Feb. 28 accounted for \$23,000,000 sales, \$520,000 net profit vs. \$16,516,699 sales and \$752,863 profit for same 1949 period.

National Union Radio Corp. (tubes) reports \$14,799,107 sales in 1950 vs. \$7,455,105 in 1949, net profit \$1,268,851 in 1950 (92c a share) vs. \$70,845 in 1949. Company also announces purchase of 50 acres for new 130,000-sq. ft. plant in northeast Philadelphia costing \$6,000,000 and employing 1600. Construction starts immediately for completion by end of 1951.

Wells-Gardner 1950 sales were \$17,825,097, net income \$954,235, and consolidated earned surplus at end of year was \$2,394,227 after payments of \$307,725 (75¢ per share) dividend. Company last May 1 purchased Zangerle & Peterson Co. for \$621,593. Sales in 1949 were \$7,662,068, profit \$182,289; in 1948 sales were \$13,100,150, profit \$717,836 (Vol. 6:14).

P. R. Mallory & Co. reports 1950 sales of \$39,158,150, net profit \$2,553,758 (\$5.29 a share) vs. 1949 sales of \$24,647,429, net profit of \$1,124,090 (\$2.79). Backlog of orders Dec. 31 was \$11,002,375, working capital \$5,454,480.

American Phenolic Corp. reports sales of \$12,944,833, net profit \$920,833 (\$2.30 per share) for 1950 vs. \$10,082,819 sales, \$567,275 profit (\$1.42) in 1949.

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Reeves Soundcraft Corp. will ask stockholders, at April 10 annual meeting, to authorize 1,000,000 more 5¢ par common shares, to be added to the 2,500,000 presently authorized (2,308,495 outstanding, along with 5080 shares preferred). Company reports 1950 sales of \$1,513,470, net profit \$118,458, earned surplus at Dec. 31, 1950, amounting to \$79,052 (converted from \$39,406 deficit at start of year). Company operates disc, magnetic tape, tube divisions; owns 93% of Light Metals Corp.; owns approximately two-thirds of Tele-Video Corp., which in turn owns all capital stock of Airdesign Inc.; is majority stockholder in Cinerama Inc., new color film process; reports manufacture of color TV cameras under contract with Remington Rand in accordance with CBS designs.

Dividends: Tung-Sol, 25¢ on common, 20¢ on preferred, both payable May 1 to holders of record April 17; Hoffman Radio, 25¢ payable April 21 to holders April 7; Tele-tone Class A preferred, 16¼¢ payable April 1 to holders March 27; American Phenolic, 20¢ payable April 13 to holders April 27; Clarostat, 10¢ payable April 10 to holders April 16; Emerson, 25¢ payable April 16 to holders April 4; Olympic Radio, 10% stock and 25¢ quarterly dividends payable April 25 to holders April 12; RCA, 50¢ payable May 18 to holders April 20, 87½¢ on preferred payable July 2 to holders June 11 (with announcement semi-annual dividends will be declared hereafter in May & November, if earnings justify).

Mallory-Sharon Titanium Corp., Indianapolis, is new firm formed by P. R. Mallory & Co., components makers, and Sharon Steel, to develop, produce and market titanium and titanium alloys. They own 50% each.

OUTPUT PACE LOWER AT QUARTER'S END: Production slide continues -- first quarter's 13th and final week (ending March 30) resulting in output of 157,771 TV receivers (6298 of them private brand) as against 161,602 preceding week. Factory inventories meanwhile climbed to 269,448 from preceding week's 235,142 and 196,326 week before.

Total output for quarter is thus 2,196,016, subject to revision by RTMA statisticians, as against 1,605,000 for first 1950 quarter and about 2,500,000 for record fourth 1950 quarter. Recapitulating RTMA weekly counts, these are the figures seriatim for all 13 weeks: 105,699, 167,859, 188,758, 176,860, 167,315, 154,774, 181,945, 183,438, 190,291, 178,696, 181,008, 161,602, 157,771.

Radios went down also in final week of quarter -- to 319,926, lowest since New Year week. Factory inventories as of March 30 were 143,777 as against 136,037 preceding week. Week's breakdown showed 173,017 home radios, 114,848 auto, 32,061 portables. For quarter, radios totaled 4,298,025 -- weekly figures seriatim having been as follows: 209,792, 338,520, 342,586, 344,216, 322,855, 322,300, 353,689, 326,606, 367,322, 355,044, 364,916, 330,253, 319,926.

INVENTORY PROBLEM STILL CLOUDS TRADE: It's still a "sticky" market -- with April's baseball, huge manufacturer advertising-promotion, more low-end sets the prime hopes for moving swollen TV stockpiles.

First post-Easter weeks weren't great shakes for distributors-retailers, by and large, but there were some indications of pickup.

Most manufacturers now are determined to bring about better equilibrium between supply and demand -- but no one makes any bones about necessity of first clearing up pipelines clogged with estimated 1,000,000 or more sets.

A few of the bigger producers say "things aren't too bad," and that "buying is normal for this time of year." One even tells of a major chain dealer reporting biggest Saturday-after-Easter sales ever. But nearly everybody is sitting on edge of seat, fearful of panic selling to unload inventory.

So far, only Majestic among the majors (see Topics & Trends) has followed outright Admiral's example (Vol. 7:12) in cutting prices of low-end models, with Emerson and Hallicrafters making price pitches via 14-in. models (Vol. 7:13), Air King out with new 17-in. table at \$199.95, and Meck letting it be known it will announce something radically new next week.

Price-cutting and bargaining at retail stores continue commonplace, but distributors seem inclined to hold tight as long as credits permit -- on advice of factories that shortages are still in prospect.

At the factories, defense orders haven't materialized large enough to preclude shorter work weeks and/or layoffs. There's scarcely a TV-radio producer who hasn't sheared payroll. Only one major manufacturer we've contacted said (as of Wednesday) it has had no cutbacks; in fact, claimed this week's production would reach all-time high -- with "a good mix of sizes" and with "no-cutbacks planned unless forced by materials."

Everybody else admits cutbacks, reluctantly but frankly -- some light, some as heavy as 50%. News wires, trade paper reports, union statements add up to frightening reduction of employment in Chicago's many TV-radio plants particularly.

There's still strong school of thought -- bolstered by NPA reports -- that insists shortages are inevitable eventually, as voluntary cutbacks and enforced materials limitations begin to take their toll. Components may seem plentiful now, but they won't remain so.

Even more significant than steel-copper-cobalt reductions will be nickel shortage that must inevitably hit tube production (see p. 5). Yet in face of this, there's curious anomaly of DuMont's reduction in prices of its CR tubes.

Tube bottleneck -- and nickel could force it in both picture and receiving

tubes -- could very well mean shortages of sets by time present pipelines are cleaned out and usual mid-summer introduction of new models is due.

Few are talking about them -- though Sylvania has announced new models for May, Westinghouse for June, latter including new 24-in. -- but it appears certain Chicago Furniture Mart June 18-28 will bring forth quite a few new models.

ZENITH UHF CLAIMS AGAIN RAISE STIR: Zenith this week dusted off its old ill-fated "obsolescence" campaign of 1949 (Vol. 5:11, et seq) which was stopped in its tracks at that time by one speech by FCC Chairman Coy.

In full-page ads in TV cities, Zenith took somewhat more cautious tack this time. It angered rest of industry, all right, but so far has kicked up much less uproar than last time. Ad reads:

"The FCC has announced plans for 1807 new TV stations -- the majority in the new ultra-high frequency channels. Zenith -- and Zenith alone guarantees that every TV set it has ever built and sold to the public has built-in provision to receive these new stations without the use of any converter or adapter."

What Zenith refers to are "uhf strips" to replace vhf in its turret tuner.

Reactions of manufacturers, to what seems to be beginning of sustained Zenith campaign, has been in form of sales "ammunition" to dealers -- but no counter ads, no appeal to Federal Trade Commission, etc., as was case in 1949.

"Misleading" is mildest of words used by other manufacturers and tuner makers to characterize ad. Generally, they object to:

(1) Implication that "Zenith alone" can achieve uhf with strips.

(2) Implication that uhf performance, with "strips," would be comparable with present vhf.

Most turret tuners are equally adaptable, other manufacturers contend. For example, Glenn Swanson, president of Standard Coil Products (which has built over 4,500,000 tuners for Admiral, et al), relates how Zenith was invited to showdown in New York's Warwick Hotel, in connection with Fortune Magazine June 1949 article on Admiral (Vol. 5:22). He said engineers did simple strip-replacement job on Admiral set, but that Zenith declined side-by-side comparison.

This week, Admiral's reaction to Zenith ad was to rush memo to dealers, giving them this answer to customers' questions:

"While other manufacturers have claimed 'exclusive' provisions for uhf, the fact is that Admiral pioneered in the development of the turret tuner which provides for adaptation to uhf reception by the simple expedient of easily replaced snap-in coil inserts."

Admiral may also use small slug in ads, calling attention to adaptability.

* * * *

RCA's answer was detailed statement sent to distributors, who were urged to disseminate it to dealers. Gist of report:

(1) Any vhf receiver will require modification to get uhf. Bridgeport experiments "proved conclusively" that use of converter is best.

(2) RCA will build such converter -- "competitively priced."

(3) All conversions mean additional cost, including additional antenna.

(4) FCC hasn't yet finalized uhf allocation.

(5) "Large-scale telecasting of uhf will not commence before late 1952 or early 1953," because of time needed for transmitter and station construction -- "aside from delays which may be caused by shortages of critical materials."

(6) "When uhf broadcasts commence, RCA Victor, and we assume other manufacturers, will have available an adequate supply of high quality converters for present vhf receivers, assuring full-band reception of all the uhf channels without sacrificing any of the present vhf channels."

Others are telling dealers same or similar story, assuring them they can advise customers sets are by no means obsolescent, may readily be converted.

Performance of Zenith strips is eyed dubiously by most manufacturers, some

of whom said they had actually tested them, compared them with their own.

But tests by FCC labs, reported by Edward Chapin during allocations hearing (Vol. 7:5), appear to indicate Zenith performance about same as that of other units tested -- GE, RCA, DuMont. Chapin's general conclusion regarding uhf sets then was:

"Considerable progress has been made by the receiver manufacturers in their efforts to develop useful receiving equipment for uhf service, particularly in the direction of adequate sensitivity. However, at this time it is most apparent that there is considerable difficulty with oscillator radiations and spurious responses."

Fortunately and wisely, FCC tailored its proposed uhf allocation plan (Vol. 7:12-13) to minimize problems of oscillator radiation, greatly simplify job of designer and manufacturer.

It's too early to gauge effect of Zenith ads on public, but one big distributor reports two "irate" groups in his area: "(1) Zenith owners who just can't believe that uhf isn't here, or that they're not all set to receive it. (2) Non-Zenith owners who suspect that they may have been victimized, because they think uhf is upon us and they're not prepared for it."

But, by and large, manufacturers don't anticipate repercussions of kind attending 1949 whoop-de-do for simple reasons that (a) uhf service is still far off (see p. 2), and (b) any company with a name to protect and service contracts to fulfill will certainly see to it that past as well as future customers are protected.

PATTERN OF TV-RADIO PRICE CONTROLS: Inclusion of TV-radio in retail price regulations (CPR-7) announced this week is only one step in controls that will set complete price regulations for TV-radio industry.

Next step will be price control regulations covering manufacturers, due to be issued shortly -- probably within week. Regulations for wholesalers are also due about then.

TV-radio manufacturers at that time will be able to establish ceiling prices for each step in distribution system -- for distributors, retailers, public.

In fact, manufacturers' regulations are considered much more important than this week's move putting retail margin-type control over TV-radio-phonograph sets, replacement parts, accessories as of April 30 and removing these items from Jan. 25 general price freeze (Vol. 7:4).

Rollback in prices may occur when manufacturers' regulations are issued -- certainly where present lists are too far out of line with present costs. Mainly, squeeze will be on profit margins, since forthcoming manufacturers' rules likely won't permit continuance of same margins, percentagewise, as at present.

With TV-radio products under CPR-7, manufacturers may apply to Office of Price Stabilization for dollars-and-cents ceiling prices. This can be done under Section 43 of CPR-7, which is special provision for "branded" merchandise (Vol. 7:9). CPR-7 is essentially a margin-type regulation for retailers.

When manufacturers' regulations come out, they will permit dollar value of increases in materials and labor costs to be added to base period selling price to establish ceiling price. Base period will be "best" quarter for the year ending June 1950. Increases in costs will be permitted on materials to December 1950; for factory labor, to current payrolls.

However, since TV-radio lines today are not same as during base period, manufacturers will have to figure complicated formula to arrive at ceiling prices of sets now in lines. This will involve a markup-type of calculation for present sets that are comparable to base period sets.

Recalculation of these ceiling prices will be necessary several months after manufacturers' regulations are issued. Reason for this is that manufacturers' regulations will also apply to suppliers whose prices, too, may be rolled back. This would mean far higher markup margins for manufacturers than they initially figured and which OPS desires.

Everyone at OPS vows he doesn't want to hurt any company or industry. Regu-

lations won't pinch TV-radio too hard, officials say. If it does, OPS will attempt to do something about individual hardship cases.

If industry as whole gets hurt, tailored regulations for TV-radio can be formulated and put into effect.

Both such adjustments will take profits into account.

OPS experts don't think TV-radio will want specific industry rules, feel forthcoming regulations are pretty good for this industry.

Trade Miscellany: "Treble the area coverage" of each TV station is claimed for new high-sensitivity receiver that John Meck is inviting newsmen to see in chartered plane flight April 12 from Chicago to Indianapolis, Milwaukee, possibly Detroit; it's good for 140 to 150-mi. reception, he claims . . . Belmont (Raytheon) reports April cutback of 30-35%, more if necessary in May and June; about 70% of its production is for Raytheon brand, remainder for Montgomery-Ward, Western Auto, Gamble-Skogmo and other private labels . . . *Retailing Daily* (April 2) reports big private-brand promotions being prepared by dept. stores, with offers of 17-in. tables at \$179, open consoles at \$219 or \$229, consoles with doors \$269; 20-in. tables at \$249, open consoles \$299.

New sets and prices: Majestic cut price on 17-in. leatherette table from \$239.95 to \$199.95; 17-in. plastic front console from \$299.95 to \$269.95 . . . Stromberg-Carlson has 17-in. table at \$299.95 . . . Air King has new 17-in. table at \$199.95 . . . Macy's this week advertised 17-in. Hyde Park table at \$189 . . . Cadillac (Vol. 7:7) has 17-in. table at \$189.95 . . . Both Jackson Industries and Trans-Vue have new "promotional line," with same sets and prices: 17-in. table \$199.95, console \$239.95, 20-in. table \$249.95, console \$299.95. Trans-Vue sets are made by Jackson.

Trade Trends: Census Bureau's monthly summary of retail trade in larger establishments in 45 cities over 100,000 population shows TV-radio store sales were down 6% in February from January, but 10% ahead of February 1950 . . . New York *Herald Tribune* survey of leading local dept. store sales in March shows TV-radio off 7% to 71% from same 1950 month, but one store reported 131% increase . . . Washington area's appliance sales leader last year was TV, says local Electric Institute, accounting for \$19,115,000 vs. refrigerator sales of \$16,200,000.

About 800 employes at 4 RCA plants reported "temporarily" laid off due to materials restrictions and change-over to defense production; plants are in Indianapolis, Bloomington & Marion, Ind.; Canonsburg, Pa. . . . CIO's International Union of Electrical Radio & Machine Workers (IUE) April 3 won vote in RCA Victor plant in Camden, will replace left-wing UEW which CIO recently ousted . . . RCA spokesman says nothing to reports its advertising account will switch from J. Walter Thompson to Biow.

Upcoming Meetings: RTMA and Canadian RMA at Seaview Country Club, Absecon, N. J., April 12-13 . . . Radio Pioneers, Hotel Stevens, Chicago, April 17 (during National Assn. of Broadcasters convention), with RCA's Sarnoff accepting Radio Hall of Fame Award in memory of Marconi . . . Parts Distributors Conference & Show, Hotel Stevens, Chicago, May 21-23 . . . National Appliance & Radio Dealers Assn., Hotel Stevens, Chicago, June 25.

First on uhf bandwagon among receiving antenna makers is Clear Beam Television Antennas (Pete Wald), 618 No. La Brea, Los Angeles, which plans production of 13-in. unit to retail for \$2-\$3. Company also makes lead-in wires, including open-wire type claimed to have 1/6th as much loss as conventional lead-ins.

Trade Personals: Charles E. Krampf succeeds Bert Conway, resigned, as executive v.p., Aerovox, continuing also as president of Electrical Reactance Corp. . . . John Kuneau, who joined Philco in January from J. Walter Thompson Co. to handle public relations, advanced this week to v.p. . . . W. A. Weiss, since 1947 mgr. of Sylvania receiving tube plant in Emporium, Pa., named mgr. of its new \$1,000,000 receiving tube plant to be ready this fall in Burlington, Ia. . . . Wm. H. Moore, v.p. of Packard-Bell's cabinet plant in Santa Ana, transferred to main office as asst. to president on defense contracts . . . Frank D. Langstroth, ex-Lansdale Tube Co., elected president of Starrett Television, succeeding R. D. Burnet, resigned . . . W. B. Whalley, of Sylvania plant at Bayside, L. I., appointed adjunct professor of electric engineering, Brooklyn Polytechnic Institute . . . John P. Gleason, ex-General Luminescent Corp., assigned by American Structural Products Co. to represent its Industrial & Electronics Div. in New York, with offices in Rockefeller Center . . . I. R. (Ike) Lambert, retired RCA general counsel, has moved to Wichita where he is opening law offices; he represents Mary Pickford in applications for TV, having filed 3 already in North Carolina (*TV Factbook No. 12*) and planning several more . . . Bernard Wolbarst, handling communications for Time Inc., elected v.p., Press Wireless Inc. . . . Ernest Marx, chief of DuMont receiver division, returned March 30 from month's business tour of Europe and South American TV cities . . . K. V. Bontecou appointed to new post of product mgr., GE Tube Divisions, Schenectady.

Washington's provocative TV advertising of "sales, clearances, promotion" will have to be cleared with local Better Business Bureau, beginning April 10. In letter this week to all dealers, BBB informed them all 4 Washington papers have agreed to submit such copy to it for approval before insertion; asked dealers to submit such advertising to newspaper at least 3 days before publication date. BBB letter refers to last year's standards (Vol. 6:15, 23, 26), "backsliding" that cropped up during sale ads last few weeks (Vol. 7:11). It's believed this is first time newspapers and BBB have cooperated to screen TV ads before publication, although practice is not unknown on other products.

An image orthicon film converter, selling for \$270, is being offered by Television Accessories Co., 2514 Camino Real, Arcadia, Cal. Owner Wes Turner claims new device permits conversion of any image orthicon camera into film camera "within minutes," says Los Angeles KECA-TV, has used converter daily since last June 22. Advantages, says Turner, are: (1) No more iconoscope tube or camera worries. (2) No shading to bother with. (3) No edge flare. (4) No chalky faces. (5) No abrupt changes in picture level with scene changes. (6) Wide compensation for light or dark prints. (7) Allen wrench only tool needed."

RTMA members sold 631,080 picture tubes in February —96% of them 16-in. or larger, 82% of them rectangular—valued at \$17,555,375. Number is 9% greater than January's 580,317.

NARTB-TV committee may choose department's paid director (probably \$35,000 a year) at meeting called Saturday before NAB convention, April 14—with FCC Chairman Coy still among those to be considered, but considerable opposition to him now because of his opinion in the vote favoring TV channels for "educators" (for text, see *TV Allocation Report*). Also, there's some question now whether he would prefer that job as against seeking reappointment when present term expires June 30. Choice is in hands of 5 men: George Storer, Fort Industry Co.; Clair McCollough, WGAL-TV & WDEL-TV; Robert Swezey, WDSU-TV; Campbell Arnoux, WTAR-TV; Paul Raibourn, KTLA (Paramount). Meanwhile, parent NARTB chose as its \$40,000 paid president Harold E. Fellows, CBS New England director and manager of its WEEI, Boston; he takes office June 4, succeeding Judge Justin Miller, who becomes chairman and general counsel.

Phonevision's 90-day test authorized by FCC among 300 Chicago families ended March 31, with Zenith's E. F. McDonald reported elated over results. Next step, presumably, is application to FCC for formal rule-making hearing to permit pay-as-you-look system of TV on commercial basis. Zenith hasn't applied yet, however, but has invited commissioners and key staffmen to witness demonstration in Chicago April 17 during NARTB convention. Before it goes to FCC, results of observations by U of Chicago National Opinion Research Council will presumably be made ready. Movie industry, meanwhile, shows little more enthusiasm than before, and telecasters seem apathetic—particularly now that their time is at premium and they're moving into profitable operation (Vol. 7:13). Latest wrinkle in Zenith's continuing promotional campaign is metered-mail puff reading: "Zenith Phonevision can bring you the best TV for low cost entertainment."

How FCC's statement about films for TV (Vol. 7:13) applies to theatre owners is object of probe by 3-man Theatre Owners of America committee, set up at this week's TOA board meeting in Washington. Members of committee, who will seek meeting with FCC chairman Coy, are: Gael Sullivan, TOA executive director; Julian Brylawski, Washington exhibitor; Marcus Cohn, Washington attorney. TOA theatre-TV enthusiasts look for hearing on request for frequencies sometime this fall.

New CBS color promotional effort will be demonstration for Washington area servicemen in U. S. Chamber of Commerce Auditorium, 7 p.m. April 13, presumably first of series around country. CBS is working with local Rucker Radio Wholesalers; CBS consultant Richard Mahler will run show. CBS has also extended its product demonstration series (Vol. 7:11), conducting showings for executives of Congoleum-Nairn, Chesebrough, Wamsutta Mills, Borden, Duffy-Mott, Esso, Wildroot.

Only application for new TV station this week was from KSWO, Lawton, Okla., for Channel 11. This makes total of 396 applications. Request of WPDQ, Jacksonville, for reinstatement of CP it relinquished in 1949 (Vol. 5:19, 22) was denied by FCC. It was told to reapply. [For further details about applicant, principals, etc., see *TV Addenda 12-M* herewith; for listings of all applications to date, see *TV Factbook No. 12*, with Addenda to date.]

Defense Mobilizer Charles E. Wilson will be featured TV luncheon speaker April 19 at NARTB convention in Chicago. He will speak from Washington over closed TV circuit, be seen on 30-in. DuMont sets.

Andrew W. Bennett, 56, Washington radio attorney, died April 3 in Stuart, Fla., where he had lived since dissolving his partnership recently with John A. Mason, recalled to Navy.

Personal Notes: Joseph V. Heffernan, RCA v.p. and gen. attorney, appointed NBC financial v.p.; he's succeeded at RCA by Robert L. Werner of his staff, whose title is gen. attorney . . . Vernon Brooks, operations mgr. of WGN-TV, Chicago, has resigned . . . Lew Frost, asst. to John K. West, v.p. in charge of NBC Western Div., appointed director of network operations, Hollywood . . . John W. Brooke promoted to Eastern TV sales mgr., George Stanton Midwest TV sales mgr., Frecc & Peters, under TV v.p. I. E. (Chick) Showerman . . . Jack W. Brand named executive producer, WENR-TV and ABC-Central Div. . . . Robert F. Laws named sales mgr., KECA-TV, Los Angeles, in addition to being gen. sales mgr. of ABC Western Div.; Tom Sarnoff named sales supervisor and asst. to Mr. Laws, and L. D. Larimer placed in charge of TV national spot sales . . . Tom Knode, ex-NBC-TV station relations, now with WIVI, Virgin Islands . . . George E. Simons has resigned as Crosley adv. mgr. to become sales v.p., John Sutherland Productions Inc., Hollywood . . . Walter H. Smith, ex-CBS and Young & Rubicam named marketing-research v.p., Kastor, Farrell, Chesley & Clifford Inc. . . . Jeff Selden promoted to TV-radio dept. director, Arnold Cohen agency, N. Y.

Station Accounts: American Vitamin Associates Inc., which has had exceptional results introducing its "Thyavals" and "Orvita" via West Coast TV, will not only sponsor Cubs and White Sox games on WGN-TV, Chicago, thru The Counselors, Hollywood (Vol. 7:13) but has also purchased 30-min. *Leo Carillo Show* (kine) and three 15-min. Class A periods on that station—said to be largest single time sale ever made in Chicago . . . Sears Roebuck local stores throughout country turning more and more to TV, with these time purchases announced in New York area this week: *Shopper's Corner*, Tue. & Fri. 11:45-noon on WABD; sports on WNBT; participations in *Margaret Arlen Show* on WCBS-TV; hour film weekly on WATV; 2 films weekly on *Night Owl Theater* on WPIX . . . Grosset & Dunlap (book publisher) takes Mon. 11-11:15 p.m. on WABD, New York, for *We Challenge Your Memory*, thru Madison Adv. Agency . . . Family Circle Magazine, published by P. K. Leberman, who formerly owned Seattle's KRSC-TV (now KING-TV), preparing TV film spots to promote sales through chain food stores . . . Add baseball sponsorships (Vol. 7:13): Burger Beer, Columbus Red Birds, WLWC . . . Add dept. store sponsorships, Rike-Kunler, Dayton, *Shopping with Cornelia*, 1-1:30 daily on WLWD . . . Among other advertisers currently reported using or preparing to use TV: Survival Inc. (paint that prevents flying glass), thru Klores & Carter Inc., N. Y.; Bu-Tay Products Ltd. (Rain Drops water conditioner), thru Brisacher, Wheeler & Staff, Los Angeles; Harry T. Campbell Sons Corp. (Sakrete dry mix concrete), thru H. Lee Hoffman Adv., Baltimore; Air King Products Co. (TV, radio receivers), thru Bennett, Walther & Menadier, N. Y.; Kendall Foods Inc. (dog foods), thru Dan B. Miner, Los Angeles (KTLA); Zippo Mfg. Co. (Zippo lighters), thru Geyer, Newell & Ganger, N. Y. (WCBS-TV); American Cyanamid Co. (Superset wrinkle-proof fabric), thru Roy S. Durstine, N. Y. (WCBS-TV); Cinch Products Inc. (cake mixes), thru Elwood J. Robinson Adv., Los Angeles (WCBS-TV); Clean Products Co. (Clean wallpaper cleaner), thru Byer & Bowman Adv., Columbus, O. (WDTV); Liquinet Corp. (Liquinet liquid hair net), thru A. Martin Rothbardt Inc., N. Y. (WCBS-TV); Roux Distributing Co. Inc. (Roux color shampoo), thru Dundes & Frank, N. Y.; Orange-Crush Co. (Old Colony quart package) (WGN-TV & WBKB); James Miami Chemical Corp. (Weather Seal auto glaze), thru Product Services Group, N. Y.; Telegift Inc. (gifts-by-wire service), thru Lewin, Williams & Saylor, N. Y.

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Editor's Note: News of Controlled Materials Plan, vitally affecting every phase of TV-radio-electronics manufacture, is included in special Mobilization Electronics Report (white) section herewith.

CBS SPRINGS SURPRISE AM RATE CUTS: Oddly enough, AM radio's league-leading CBS is first to crack network rates -- an out-of-the-blue announcement April 12 stating that, effective July 1, rates for 8-10:30 p.m. network time will go down 15%, for 1-8 p.m. and 10:30-11 p.m. down 10%.

It was tacit, though not expressed, capitulation to advertiser demands for reductions on basis largely of TV inroads on audience.

Decision followed disclosure of CBS-Hytron deal (see p. 2) by one day, came as complete surprise to most affiliates right after special meeting of Affiliates Advisory Board headed by "Ike" Lounsberry, WGR, Buffalo. Presumably board wasn't unanimous in agreement, and CBS officials declined further comment.

CBS affiliates contacted around country expressed astonishment in light of high level of both CBS and their own billings. Though NBC had "no comment," there was irony in fact that network, more openly committed to TV, attempted to do same thing last December but backed down when affiliates howled (Vol. 6:50, 7:1).

Sudden CBS move may have been precipitated by rumors ABC & MBS were about to cut rates and NBC is still bent on doing so. Their cuts are now deemed certain, but CBS wants to set pattern, standardize cuts, hold radio leadership.

Ironical, too, is fact CBS continued first 2 months of 1951 to top rivals in network billings -- Jan.-Feb. PIB figures showing CBS total of \$12,972,841 vs. NBC's \$9,947,573, ABC's \$5,734,166, MBS's \$2,969,592 (p. 2, Vol. 7:13). All but CBS were down from same 1950 period -- but apparently a general downward trend was betokened. During 1950, CBS led by far, with \$70,744,669 to NBC's \$61,397,651, ABC's \$35,124,-625, MBS's \$16,091,977 (p. 5, Vol. 7:3).

Better-positioned AM stations generally, with spot and local booming, say business is still at all-time high -- and Detroit's powerful WJR, CBS affiliate, only this week reported first quarter sales far ahead of same 1950 quarter, profit down only because of higher taxes (see Financial & Trade Notes). Reasoning behind network rate-cut now, as stated by CBS sales v.p. Jack Van Volkenburg in April 13 interview, runs something like this:

Advertisers are increasing resistance to radio. At present radio rates, it's hard to interest new advertisers in AM medium. ANA and individual sponsors have been pressing for rate cuts insistently during last year (Vol. 6:14-15,29-31; Vol. 7:11). Reduction should stimulate interest of old and new advertisers, maintain radio's position as "best buy in advertising."

But that doesn't alter objections, freely expressed by CBS affiliates, to across-the-board rather than selective cuts in TV markets only; to fact that most of them are heavily booked, indeed hard put to it to clear time for more commercials. And many simply don't like idea of "capitulating" to claims made for TV.

This much seems sure: AM network rate cuts, now-documented facts of TV

inroads on audience and sponsors, TV's fast-building dollar volume (Vol. 7:13), feeling among broadcasters that telecasting is their natural heritage albeit so very few would venture into it pre-freeze -- these factors will combine to intensify eager quest for new TV stations and demand for speedier action on freeze.

WHYS & WHEREFORES OF CBS-HYTRON DEAL: These would seem to be factors which finally decided CBS to plunge into the TV-radio manufacturing business by acquiring Hytron Radio & Electronics Corp., of Salem, Mass., sizeable tube manufacturer, along with its receiving set manufacturing subsidiary Air King Products Co., Brooklyn:

(1) Simple and natural quest for profit -- desire for share of an industry whose boom seems temporarily stayed (see p. 8) but whose potential is enormous, once the defense economy relaxes and FCC really unfreezes.

(2) To capitalize on its own great trade name, and its great promotional abilities and facilities. It's reasonable to assume receivers will be made bearing "CBS" or "Columbia" brand names, publicized heavily via its AM & TV networks.

(3) Buildup of resources in hope that its FCC-approved color system will eventually prevail. CBS wants to be prepared to produce color receivers itself if, as seems likely, rest of manufacturing industry persists in its lack of enthusiasm for any non-compatible, mechanical system of colorcasting. Issue is now before U.S. Supreme Court (Vol. 7:13).

(4) Intense rivalry with RCA, whose subsidiary NBC it has outstripped in radio billings while lagging far behind it in TV (see p. 2, Vol. 7:13). CBS borrowings of \$10,000,000 from Prudential and \$5,000,000 from Metropolitan Life this week are obviously designed to help it win lost ground in TV and to finance expansions, notably its costly new Hollywood Center.

Loans had nothing to do with Hytron deal, said CBS president Frank Stanton, and this would seem to be borne out by fact that no money is involved -- CBS simply exchanging 31 shares of its stock (quoted at around 30 on N.Y. Exchange at time of announcement) for 100 shares of Hytron (quoted as around 9½ over the counter). The Hytron quotation remained firm (9¼ bid, 10 asked) through week, but CBS gained 3 points up to Friday's closing.

Stanton also said deal did "not particularly have color in mind" -- also quite likely since (a) Supreme Court decision is tossup, and (b) the preponderant pro-compatibility, all-electronic color folk (including Hazeltine, GE, DuMont, Sylvania & Philco as well as RCA) have improvements up sleeves which FCC can hardly refuse to consider after the legalisms are cleared away.

Deal wasn't entirely to liking of whole CBS corporate family, still needs approval of both companies' stockholders. But it may give CBS same hedge against possible shrinkage of still-lush AM broadcasting, and support for costly new telecasting, which its rival NBC enjoys -- namely, capacity to make up initial TV costs and losses from profitable (up to now, at least) receiving set and tube business.

For fact is that TV receiver and component manufacture last year hit \$1.7 billion; that 6-year-old telecasting industry, with only 107 stations, last year enjoyed dollar volume of more than \$105,000,000, or about 25% of 30-year-old radio broadcasting with 2000-plus stations; and that TV's 4 little networks, linking mere 47 cities, are already doing half the dollar volume of AM's 4 big networks linking practically every market area of the land (Vol. 7:13).

CBS has long cast eye on manufacturing business -- in recent years had looked into Capehart-Farnsworth plant (later absorbed by IT&T), Sylvania's Colonial plant in Buffalo, Raytheon's Belmont plant in Chicago, probably others.

Ironically, CBS becomes patent licensee of RCA, since both Hytron tubes and Air King receiver production are licensed -- and CBS will also now have facility to manufacture RCA tri-color tube which it sorely needs for its color system and which RCA has promised to permit licensees to make and use, having already sent designs.

* * * *

Financially, CBS is strong indeed -- ended 1950 with highest gross income in its history, \$124,105,408, but with profit down slightly (\$4,105,329, or \$2.39 per share) due to taxes that were higher than profits (Vol. 7:12). At end of 1950, CBS

earned surplus was \$28,572,222. Of 1,500,000 Class A \$2.50 par common shares authorized, 961,278 were outstanding; of 1,500,000 Class B, 948,674 were outstanding. Net earnings record shows declines in recent years.

In 1949, CBS grossed \$105,397,580 and netted \$4,184,079 (\$2.44); 1948, \$98,377,258 & \$5,041,682 (\$2.94); 1947, \$101,045,647 & \$5,920,104 (\$3.45); 1946, \$91,996,822 & \$5,795,896 (\$3.37); 1945, \$86,257,385 & \$4,308,627 (\$2.51) plus \$1,037,014 (60¢ per share) derived from sale of WBT, Charlotte; 1944, \$84,905,830 & \$4,678,361 (\$2.72). [For officer stockholdings, see p. 16, Vol. 7:13.]

How much of CBS gross and net derive from subsidiary Columbia Records Inc. has never been disclosed -- but recording firm is said to have been fairly profitable last year along with rest of that industry.

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Hytron has won good position in receiving tube manufacture, riding TV boom and recently expanding with new plant in Newburyport, Mass. It's also strong in picture tubes, though not in class with RCA, Sylvania, GE and DuMont volume-wise. It has not indicated how much dollar volume is accounted for by Air King, but that company is probably toward bottom of industry's Big 20 set producers (Vol. 6:8) and has been major private-label producer for Sears Roebuck, Firestone, Pathe, et al. It also has small Brooklyn cabinet-making subsidiary, Royal Wood Products Mfg. Co.

Hytron's consolidated 1950 sales totaled \$40,542,135, net profit \$3,348,871, or \$1.65 per share on 2,004,892 shares outstanding. Its earned surplus at end of year was \$2,584,694, net working capital \$6,492,132. It split stock 2-1 in 1950.

Last year represented huge jump from preceding operations: 1949, gross of \$16,226,143 and net of \$565,171 (45¢ on 1,262,422 shares); 1948, \$4,159,714 & \$63,853 (11¢ on 573,835 shares); 1947, \$4,153,288 & \$28,971 deficit; 1946, \$5,013,143 & \$30,603 deficit; 1945, \$5,257,257 & \$4,759 deficit; 1944, \$5,264,088 & profit of \$131,314 (76¢ on 173,835 shares).

It's probable that acquisition of Hytron, with considerable plant facilities, will give CBS better tax base than now, for broadcasting represents far smaller plant investment in relation to volume than manufacture. As CBS figures show, its volume has gone up consistently, but profits have slipped -- largely due to huge talent investments, resulting from raids on other networks, but also due to higher taxes (particularly 1950).

Hytron-Air King operations, joint statement says, will continue under present managements, with 4 of their executives going on CBS board. These will include Lloyd H. Coffin, chairman, and Bruce A. Coffin, president, of Hytron, and David A. Cogan, president of Air King.

FCC EASES ALLOCATIONS DEADLINES: Industry got requested breather, in vhf-uhf allocations proceedings, when FCC granted postponement of deadlines for comments on allocation plan and beginning of city-by-city hearing. Largely because of conflict with NARTB April 15-19 convention, Commission moved comment deadline from April 23 to May 7, opposition deadline from May 8 to May 22, start of city-by-city hearing from May 23 to June 11.

Most applicants will use delay in dogged hunt for more vhf channels. Intentness on vhf is understandable, in light of simple uncontroverted fact that uhf can't possibly get going on any meaningful scale for many months, probably several years. Yet, on other hand, additional vhf stations won't blossom forth in any hurry either (Vol. 7:12-14).

Nevertheless, uhf outlook brightens daily, as manufacturers pull wraps off remarkable results quietly achieved in laboratories over past few years, and as additional propagation data indicates probability of very acceptable services areas for uhf in many, if not most, areas (see stories on pp. 4 & 5).

Another Senator got into educational TV act this week -- Sen. Wm. Benton (D-Conn.), onetime advertising mogul (Benton & Bowles) who controls Muzak. In long speech on Senate floor April 13, he introduced S. Res. 127 calling for 90-day "quick review" of question by Interstate & Foreign Commerce Committee.

He wants FCC to hold off final decision until Senate receives and studies

Committee's findings on: FCC's allocations criteria, program trends, program control, prospects of program financing by Govt. and other non-profit sources, legislation needed.

"I think TV is too vital to the future of America," he said, "to be relegated at this time, without further study by Congress, to the custody of any govt. agency or bureau. Without implying any criticism of the FCC...for which I have the very highest regard, I suggest that the Congress [should] inform itself..."

Sen. Benton also plugged Phonevision and Subscriber-Vision, saying:

"I suggest that there is nothing at all out of tune with our system of free enterprise in the suggestion that radio and TV might sell its service, instead of giving it away...I happen to believe it is a major business opportunity..."

Chiming in on Sen. Benton's educational pitch were Sen. John Bricker (R-Ohio) and Sen. Lester Hunt (D-Wyo.).

Opposition to vhf education reservations is coming from some educators themselves. U of Kansas City president is reported to have consulted with city's applicants and written FCC that university didn't expect to get into TV for many years, thus would be satisfied with uhf reservations.

Pro-reservation comment by one of TV's well-placed "ins" -- WBEN-TV's A. H. Kirchhofer, whose Channel 4 would remain intact -- as quoted in TV News, Buffalo:

"The provision for educational channels is a forward-looking step. I hope the educational institutions will be more successful in their utilization than they were with AM or FM..."

BRIDGEPORT WINNING UHF 'CONVERTS': Another visit to Bridgeport, which is turning out to be the "nursery of uhf," thanks to the RCA-NBC "guinea pig" station (Vol. 6:5 et seq), reveals that just about every set and tuner maker and many of his brothers of the broadcasting business have been to town to run tests.

Our junket this week was mainly to have look at Crosley's new "Ultratuner" (see page 5), but we took occasion to check on what others have done in and around Bridgeport. By and large, the reports are favorable.

Unusual focal point of activity is Bridgeport home of Rudy Frank, promotion manager of New Haven's WELI (AM), owned by veteran broadcaster Col. Harry Wilder, of Syracuse, who founded WSYR-TV there. Mr. Frank is an absolute convert to uhf, as is his boss, general manager Richard Davis, who told us he and his engineers are thoroughly convinced of uhf potential.

This conviction isn't based on mere theory, say Messrs. Davis and Frank. Their engineers have conducted over 500 measurements in station wagon, checked converters in 14 homes, over many months. They're satisfied with what they've seen.

Mr. Davis can't understand why more broadcasters don't get excited about uhf. "We don't want to cover all of New England," he says. "If we can deliver 20-25 miles, and I know uhf can do it, that's good enough for us. A clear channel AM station may claim a lot of area, but its listeners are close to home. Same will apply to TV."

Mr. Frank has had samples of almost everyone's converters -- including Zenith, RCA, GE, Crosley, Philco. Engineers have been running in and out of his house ever since the uhf test station went on air more than year ago (Vol. 5:53). Of converters he's had, some of them early models, he says GE's was best but would cost too much to build; Zenith's demanded very strong signal; RCA's drifted most.

Philco loaned its single-channel 2x3x4-in. converter (Vol. 6:15), which employed rather expensive crystal. But Frank says RCA's Wenyan Pan was fascinated with Philco device, worked up one using 30¢ crystal which could sell for \$2.

We saw first-rate uhf pictures on Philco 16-in. set, to which Frank attached different converters. Uhf images were vastly better than vhf from New York stations, 50 miles away, whose signals may be rated tolerable.

WELI management is so hepped up about uhf that it placed first order with GE for its 5-kw transmitter and helical antenna (Vol. 7:12). Davis has written his

"uhf credo" for publication in April 16 Broadcasting Magazine. We urge you to read it to get full appreciation of reasons behind his enthusiasm.

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Firm optimism about uhf coverage is held by the chief engineer of FCC, Curtis Plummer. Transmitting end doesn't bother him. In April 9 talk to Washington IRE, he ventured: "Success of uhf will be determined at the receiving end."

"The uhf data indicates," he said, "that uhf will deliver about the same field strength as the lower vhf channels out to about 25 miles. I recall that in 1945 applicants came crying to us with tale that they had to have Channels 2 to 6, that 7 to 13 couldn't possibly serve their markets. Now, it's the same story -- except that they insist on Channels 2 to 13."

Defending allocation plan in toto, Plummer said FCC's basic philosophy is to insure reasonable amount of rural coverage and to prevent what happened in AM -- gradual hemming in of service areas. Hence FCC's insistence on minimum spacings permitting maximum power for everyone, whether station starts out large or small. Roughly 40-mile radius is regarded as station's service area, he said.

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Plummer's worries about receivers should be fast diminishing, as manufacturers show they can provide good uhf reception -- whenever public wants it (see below). And manufacturers' transmitter and antenna developments make it clear they're ready to produce equipment -- when applicants want it.

GE is pulling out all stops at NARTB convention. It's ready to take orders for 5-kw uhf transmitters and 20-gain helical antennas (Vol. 7:12). Cost of transmitter will probably run 20-40% higher than 5-kw vhf, which runs about \$90,000.

GE also has special deal for small operators -- driver stage of the 5-kw unit, complete in itself, with output of 100-125 watts. Amplifiers can be added to driver as desired -- same as with many FM transmitters. Price of little package isn't yet set. GE promises delivery "third quarter 1952", thus lending weight to predictions that uhf is bound to emerge slowly.

RCA is planning to offer 1-kw air-cooled transmitter and 20-gain antenna, but feels it's too early to quote delivery dates or prices. Amplifiers may be added to unit, and antenna is built to take 10-kw input.

DuMont has 1-kw unit, but isn't pushing it, apparently feeling that real demand will be for greater powers.

CROSLY'S 'ULTRATUNER' SCORES HIT: Looks like Crosley did a real job with its uhf converter. It produced excellent picture for newsmen at April 11 demonstrations in Bridgeport. And engineering claims are really quite striking -- sensitivity, selectivity and stability as good as vhf, if not better.

"Ultratuner" is a continuously-tuned converter, covering all uhf, built to sell for "considerably under \$50" at present cost levels. It can be attached to vhf set "in 2 minutes," simply by plugging in and hooking up piece of twin-lead.

It has built-in antenna, which performed beautifully on 10th floor of Hotel Barnum -- just as well as outside antenna, in fact. And company claims that performance in residential areas is even better, due to absence of downtown noise.

Tuning is quite simple. Dial on vhf set is placed at spot marked "uhf" and converter is ready to go to work.

Dimensions of wooden converter cabinet are 9½x7x6½-in. Slide-rule dial is about 6-in. long, with 8 equally-spaced channel numbers -- 14, 18, 24, 30, 38, 48, 62, 82. Other channels are tunable in between. Tuner has 2 knobs. Switching between vhf-uhf antennas is automatic.

Converters are useful only with vhf sets employing the Crosley type of continuous tuner covering all 12 vhf channels plus spectrum between Channels 6 & 7. Crosley estimates there are about 2,500,000 such sets out, including most DuMont and Stromberg-Carlson. Some other types of sets may be able to use it, but many would require extensive changes first. Basic portion of tuner is made by Mallory.

Crosley didn't shilly-shally about its plans. It will make converters when

people want them -- namely, when signals are available. This will be "late 1952 or early 1953," v.p. John W. Craig estimated. But, he said, "it's ready for production now. It's here."

Company isn't particularly interested in selling converters per se, said Craig. Its prime purpose is protection of its own customers and good name. It is conducting institutional ad campaign in 20 TV areas, emphasizing simple convertibility of vhf sets. But no "selling" campaign is contemplated. "We just want to tell the public what we have," said Mr. Craig.

FCC members will be invited to demonstrations "if they're interested."

Combination vhf-uhf sets, with everything built in, will be available when needed. They'll cost \$20-\$30 more than vhf-only, Craig estimated, and he saw "no economic sense in charging customers extra for something they can't use for a long time or may not want or need at all in some areas."

Craig took crack at Zenith (Vol. 7:14), saying "misleading advertising and half-statements are worse than outright falsehoods." He said installation of Zenith uhf strips would cost money, including 3-4 hours of serviceman's time, and he pointed out that each uhf strip means one less vhf channel available.

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Converter was built from ground up -- two engineers under E. J. H. Buzzard working on it for over 2 years. Many new types of components were developed, including tubes. But all these are now ready for commercial production on standard basis, Buzzard reports. Some tricks are still trade secrets, apparently, including dialing mechanism and automatic vhf-to-uhf switching.

Questions by some reporters probably reflected public confusion as to what uhf means. Apparently, some believe that uhf is an entirely different system of TV, or that it's somehow peculiarly related to color. Of course, latter concept could turn out to be right, if uhf operators in strong vhf markets eventually seize upon color as an "extra" in attempt to offset obvious competitive disadvantage.

FCC Chairman Coy, speaking personally, definitely qualifies dictum in now-famous paragraph 20 of Commission's "anti-trust report" (Vol. 7:13-14)—an April 12 press release by Theatre Owners of America quoting him, with permission, as expressing hope that film companies will make *special films* for TV.

FCC report had said, in effect, that it might go hard on movie applicants for TV stations if it's shown they continue to withhold their films from TV—a statement that has aroused whole motion picture industry to anger, leading influential *Motion Picture Herald* April 7 to headline "Knife in the Back" and editorialize that Congress should investigate "before the FCC commissioners turn themselves into commissars in charge of what the 'proletariat' may hear, see and think."

Said TOA statement following "very satisfactory" meeting of executive director Gael Sullivan, consultant Nathan Halpern and Washington counsel Marcus Cohn with Coy April 11:

"Chairman Coy expressed the hope that motion picture producers would produce more films especially made for TV, while continuing to produce feature films designed solely for theatrical exhibition. Chairman Coy recognized that the TV broadcast needs for film to fit advertising segments call for special film product rather than the film features designed specifically for theatres."

TOA statement goes on to say movie company practices mentioned in FCC report "were not intended to, and did not in fact, have any reference to practices of exhibitors" and Commission will judge "on a case-to-case basis the qualifications of applicants for TV stations who have been involved in the violation of anti-trust laws or practices which tend toward the violation of such laws." Coy also is reported to have said FCC report will have no

bearing on question of special frequencies for theatre-TV on which hearings are to be held.

This backtrack may satisfy exhibitors, probably won't sit well with producers—none but Paramount as yet showing any real desire to become telecasters—for language of FCC opinion plainly suggested release of first-run films "or else." Actually, it's exhibitors who don't want first-run films released to TV, which isn't in cards anyhow until TV outlets (now only 107 in number) can compete with 18,000 movie houses.

Following up sharp editorial in *New York Times* (Vol. 7:14), its radio editor Jack Gould April 8, in article critical of FCC dictum, suggested FCC "withdraw that part of its policy statement relating to the present practices of Hollywood studios as they concern TV, call a public hearing at which it can fairly set forth its own position, hear the full rebuttal of the film industry, and then reach a decision."

Wisconsin GOP Senator Wiley's criticism (Vol. 7:14) was answered April 12 in letter (FCC Public Notice 62856) stating all FCC did was point up "possible conflict of interest" if movie company owned a TV station, but had "made no final judgement."

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"TV picturemaking without a camera," both monochrome and color, is slogan of new Telechrome Inc., 88 Merriek Road, Amityville, N. Y. President and chief engineer is J. R. Popkin-Clurman, ex-Hazeltine, who developed inexpensive devices for generating pictures (Vol. 6:8, 27). Organization offers \$965 picture generator which "borrows" sync signal out-of-the-air from commercial station. It also has color gear which can generate and display signal for any system—simultaneous, field-, line-, dot-sequential or any variation thereof.

Corrections to TV Allocation Report

MAKE these changes in your copy of full text of FCC's "TV Allocation Report" of March 21, as printed by *Television Digest* and furnished you along with Vol. 7:12—and FCC engineers assure us that the text will be completely accurate:

- Page 15: First column, 17 lines from bottom, change formula to read: $R(T)=R(T=10)k(T)$. Second column, 7th line down in paragraph starting "If the distance . . ." change formula to read $R_d(T=10)$.
- Page 23: Ames, Iowa, delete asterisk (*) from Channel 5. Council Bluffs, Iowa, delete whole item. Kansas City, Kansas, delete whole item.
- Page 24: St. Joseph, Missouri, add asterisk (*) to Channel 36.
- Page 27: Wheeling, W. Va., add asterisk (*) to Channel 57. Change Nanaime, British Columbia, to Nanaimo.

Network Accounts: Bohn Aluminum & Brass Corp. April 29 starts sponsorship of *American Forum of the Air* on NBC-TV, Sun. 1:30-2, thru Biow Co., N. Y. . . . June 28 is starting date for Blatz Brewing Co.'s *Amos 'n' Andy* on CBS-TV, Thu. 8:30-9, thru Wm. H. Weintraub & Co. Inc., N. Y. . . . Maiden Form Brassiere Co. May 5 moves *Faith Baldwin Theatre of Romance* from alt. Sat. 11-11:30 to alt. Sat. 12:30-1; will alternate with Seeman Bros. (Air-Wick) *I Cover Times Square* which has had period weekly . . . Westinghouse will remain on CBS-TV through summer, but from June 18 will substitute *Westinghouse Summer Theatre for Studio One*, Mon. 10-11, thru McCann-Erickson . . . Northam Warren Corp. (Cutex, Odorono, Peggy Sage) May 5 begins sponsorship of 1-1:15 portion of new *Laraine Day Show* on ABC-TV, Sat. 1-1:30, thru J. M. Mathes Inc., N. Y. . . . McKesson & Robbins Inc. (drug products) June 2 begins *Date with Judy*, family comedy show, on ABC-TV, Sat. 11:30 a.m.-Noon, thru J. D. Tarcher & Co. and Ellington & Co., both N. Y. . . . Anthracite Institute May 5 starts *Better Home Show* on ABC-TV, Sat. 6:30-7, thru J. Walter Thompson, N. Y.

Personal Notes: Elected directors of Brand Names Foundation this week were Frank M. Folsom, RCA president; Wm. O'Neil, president of General Tire, Yankee Network and Don Lee; Frank K. White, MBS president. . . . Wes Turner has taken leave of absence from ABC to open engineering consulting practice under business name of Westerner Co., 9918 E. Camino Real, Arcadia, Cal. . . . Neal Van Eils, formerly with Indiana AM stations, named program director of WLWD, Dayton, succeeding A. D. Faust, now with WDTV, Pittsburgh . . . Edythe J. Meserand, asst. director of news and special features, WOR & WOR-TV, elected president of newly formed American Women in Radio & TV . . . Morton Galane, ex-U.S. Patent Office specialist in electronics and TV, has joined Washington law firm of Roberts & McInnis . . . Vincent L. Herman appointed v.p. in charge of TV operations, Jam Handy Organization . . . Harold Azine, ex-KTTV, Los Angeles, named chief of TV Branch, Civil Defense Administration; Stephen McCormick, ex-WOL, Washington, Radio Branch.

NBC loses 37 employes to Army at one clip May 1 when network unit reports for active duty at Fort Riley, Kan. Unit is mobile broadcasting company, part of psychological warfare group commanded by Col. Ellsworth H. Gruber of *New York Daily News*. Commanding company is Capt. William B. Buschgen, NBC spot sales; executive officer is Lt. T. M. Thompson, NBC personnel mgr.

Station Accounts: February TV sponsorships were up 6.1% over January, reports March *Rorabaugh Report*, with 99 of the 107 stations (60 out of 63 markets) reporting 1053 national spot schedules, 3611 local-retail schedules, while networks reported 215 schedules (NBC 82, CBS 70, ABC 44, DuMont 19). Total of 4740 sponsoring compares with 4466 month before. List of network and spot sponsors is published in March *Rorabaugh Reports* . . . Philadelphia's WPTZ reports 210 advertisers during March, 82 local, 63 thru national rep, 65 NBC network . . . Hygrade Food Products Corp. sponsoring *Cook & Win* on WJZ-TV, New York, Tue. & Thu. 4:30-4:45, thru Zan Diamond Adv. . . . CBS Radio Sales reports its new *Range Rider* film series, starring Jack Mahoney, now locally sponsored on 10 stations, Langendorf United Bakeries taking it in the 4 West Coast TV cities . . . Finnish Govt., to promote tourist traffic on its railways and airlines during 1952 Olympic Games, planning to use TV and radio, thru Victor van der Linde Co., N. Y. . . . Add dept. store sponsorships: Saks Fifth Ave., with Ed & Pegeen Fitzgerald, on WJZ-TV, New York, Mon.-Wed.-Fri. 2:30-3; ZCMI Store, Salt Lake City, on KDYL-TV . . . Add baseball sponsorships (Vol. 7:13-14): Cleveland Indians, piped from WXEL to WBNS-TV, Columbus, for August Wagner Brewery; Washington Senators, piped from WTTG to WAAM, Baltimore, for American Brewery Inc.; Houston Buffs night games on KPRC-TV, for Philco and Henke & Pillot (chain market); Miami Sun Sox, on WTVJ for local Frigidaire distributor and spot users . . . Among other advertisers currently reported using or preparing to use TV: Kylon Foundation Inc., thru Melvin, Newell & Rector, Hollywood; Trico Products Corp. (car accessories), thru Baldwin, Bowers & Strachan Inc., Buffalo (WPIX); J. B. Williams Co. (Skol suntan lotion), thru J. Walter Thompson Co., N. Y.; Charles E. Hires Co. (Hires root beer), thru N. W. Ayer & Son, Philadelphia; White Rock Corp. (sparkling beverages), thru Kenyon & Eckhardt, N. Y.; Hood Rubber Co. (canvas & rubber shoes), thru McCann-Erickson, N. Y.; Schiaparelli Inc. (men's toiletries), thru Robert W. Orr & Associates, N. Y.; J. Colonna Bros. (Italian Kitchen bacon cheese), thru Nolan & Twichell Adv., Albany (WJZ-TV); John W. Taylor Packing Co. (potatoes & tomatoes), thru H. W. Fairfax Adv., N. Y. (WJZ-TV); Susquehanna Mills Inc. (mattresses), thru MacManus, John & Adams, N. Y. (WABD); Judson Dunaway Corp (Expello moth deterrent), thru J. M. Mathes Inc., N. Y. (WABD).

"TV Is a Good Summer Buy"—150-page April 9 *Sponsor* makes point with lot of facts. Trade journal compares 16.8 Videodex rating for 15 network TV shows for August 1950 with 18.5 average for December—drop of only 1.7. It reports 8 top NBC-TV shows, using Nielsen ratings, came up with average summer rating of 24.5 vs. spring average of 27.4—difference of only 2.9.

Magazine also quotes from Nielsen study showing hours of viewing for all 1950 months ranged from high of 4.34 hours per day in September to low of 3.57 in August—not very great dip. Elmo Roper study of TV owners in August 1950, *Sponsor* says, showed that 73.7% chose TV viewing as primary after-supper leisure time activity.

TV networks are making pitch to keep Class A time sponsors on during summer. CBS offers 10% discount for 8 summer weeks in addition to regular 10% discount for 52 weeks; also will cut production charges one-third. NBC offers "contributions" as high as \$4000 per program toward production costs if advertiser stays on during summer. ABC and DuMont are said to plan no such inducements. All networks feel they'll have top commercial programs this summer, compared to thin fare in 1950.

TIGHTER NICKEL MEANS FEWER TV-RADIOS: Nickel shortage looms so real that it may soon force reduction of TV-radio output in direct proportion to impending cut in raw material supply -- at least 50%, possibly even more.

That's the current trade forecast from highest govt. sources, to be spelled out in detail by top mobilization officials when they meet with industry representatives in Washington next Tuesday (see Mobilization Notes).

DO orders already placed would consume 85% of available supply of nickel if they aren't trimmed, as reported here last week (Vol. 7:14). For receiving tubes and kinescopes, there appear to be no all-out substitutes or real shortcuts.

Tungsten will be next serious shortage to hit industry -- and govt. metals experts say its effects on tube industry could be more crippling than nickel crisis.

If condition were merely short-range, this might be welcome news to great number of distributors-dealers with "digestive tracts" figuratively "constipated" with excess of merchandise -- but at the factories and among rank-and-file employes the situation presents grim prospects for later this year.

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Plain, unvarnished fact is that the public, with a few spotty exceptions, has taken a walk on TV buying. Whole trade is in dither. Instead of the 1,000,000 or so TVs estimated in inventories (Vol. 7:14), one of biggest set makers this week calculated nearer 2,000,000.

Factory layoffs are spreading, union leaders plenty worried -- latter now awake to need for hurrying end of freeze and adding their considerable influence to pressures being exerted for relaxation of Regulation W. Whole trade blames these factors in main for present situation, plus confusion about prices, color, etc.

Cutbacks are order of the day, especially since defense orders are coming through in mere dribbles. Hardly a receiver, tube or components factory has been lucky enough to escape layoffs. "Long vacations" this spring and summer may be tactic used by some. RCA layoffs at Camden are reported at 1300 to date, mainly recent additions to payroll. Emerson dropped 250 in Jersey City plant. DuMont, already on 4-day work week, this week laid off 500 of 3500 workers in Paterson plants, and Westinghouse dropped 130 off usual 1300-1500 payroll at TV plant in Sunbury, Pa. Others had already cut rolls, notably in Chicago (Vol. 7:13-14). Philco, which has enjoyed fairly steady production pace, issued this statement this week:

"Starting April 23, part of TV-radio production of Philco will be cut back temporarily due to an adjustment of production schedules in line with the requirements of govt. regulations and the spring sales demand. Philco is continuing full production of all govt. work, auto radios, export products as well as refrigerators, freezers, electric ranges and air conditioners." Two-week furlough of 5000 employes is indicated, some of whom may not be called back soon.

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Irony of situation is that, if nickel curtailment cuts tube supply and reduces output of small as well as big radios and TVs, lower production rate may force higher prices because of inability to maintain economies of mass production.

Thus if manufacture slows down and even a modicum of demand is maintained, present stocks next fall and winter might be "worth their weight in gold."

That's what wholesalers and retailers are being told -- but their retort is that it's scant comfort to them while huge credits are tied up in warehouses.

Every conceivable sales gimmick is currently being employed to move goods -- giveaways of all sorts, even of watches and candy for the kiddies. "Warehouse" and "surplus stock" sales offer even branded merchandise at 20% to 50% off. Yet the only items moving at anything like normal pace seem to be TV table models at \$200 and under and radios, especially portables.

Note: RTMA auditors failed to report output figures for first week of second quarter at week's end, as customary -- so they won't be available until early next week. RTMA members can contact association direct if they're in a hurry.

Interesting parallel between TV and automotive unit output is discernible from glance at authoritative Automotive News figures. Both are in same boat now so far as lagging inventories are concerned; both face big second quarter cuts.

TV output of 7,463,800 sets last year is matched by 8,004,242 automotive units (6,663,461 passenger cars, 1,340,781 commercial vehicles). First quarter this year, TV turned out 2,196,016 sets as against 1,605,000 same 1950 quarter (Vol. 7:14). Autos totaled 1,982,075 (1,605,611 passenger cars, 376,464 commercial vehicles) first 1951 quarter vs. 1,647,942 (1,348,312 passenger, 299,630 commercial).

NPA PLEDGES ACTION ON REPAIR PARTS: Long-overdue NPA action to assure replacement parts for TV-radio and other electronic equipment was promised this week by Office of Civilian Requirements. It's still in preliminary stage, however, and will probably be incorporated into Controlled Materials Plan (see Mobilization Reports).

Electronic parts distributors met April 9 with NPA and renewed last month's plea that manufacturers be permitted to make and sell at least 150% of the number of parts sold for replacement during first-half 1950 (Vol. 7:10).

This general plan has been approved by Office of Civilian Requirements, which is headed by ex-West Coast broadcaster Lewis Allen Weiss (Vol. 7:10). But first NPA order incorporating the principle has yet to be issued.

Distributors made other proposals, and OCR spokesmen say some of them are being drafted in form of recommendations to other NPA divisions involved -- in the hope they'll finally end up in orders or directives. The distributors proposed:

(1) Base period of steel durable goods order M-47 (Vol. 7:10-11,14) -- first 6 months of 1950 -- be extended to entire year of 1950, because of phenomenal increase in production of TV and other electronic items during last-half 1950. NPA officials say this can't be done, since Defense Production Act provides base period must be "representative period preceding June 24, 1950."

(2) Component wholesalers be granted priority to order replacement parts at 150% of base period rate.

(3) NPA initiate campaign to salvage obsolete radio sets.

(4) All equipment and parts used in maintenance and repair be "simplified," but not to the extent of so-called "victory lines" used during World War II. Distributors' committee will meet with NPA again May 28.

FIRST-QUARTER sales and earnings reports of the manufacturers should be good—many better than same 1950 quarter, some perhaps as good as boom fourth quarter—but they're apt to mislead as to near-term trend of the now-lagging TV-radio industry. Unless sudden buying wave sets in, trade seems to be in for slower tempo during spring and summer months. Even if unit volume holds up as more low-priced sets are produced and sold, dollar volume probably won't—unless defense orders come through faster and larger than now.

Yet nobody can doubt TV-radio industry's long-term prospects. Short of war, good portion of that half of nation's populace still outside telecasting ranges should begin to get service by latter 1952. Mindless though it has been of trade implications of its dilatory handling of freeze, FCC can't keep freeze on forever and is now really moving toward ending it (Vol. 7:12 et seq).

New stations will have to be built, new-type receivers (in some areas with dual vhf-uhf tuners) will have to be made and marketed. If factory sales reached \$1.7 billion last year (about 7,500,000 sets) and retail-installation-servicing trade was \$3 billion, it's fair to assume that kind of market is still in store when artificial restraints like freeze, credit and materials limitations, etc., are lifted. There's also simple fact that "TV saturation" is far

from reality in most of the 63 population areas now served by the 107 existing TV stations (Vol. 7:12). On basis of 60-mi. coverage estimates, *Radio & Television Retailing* calculates Boston area families with TV sets total 65%, Philadelphia 61%, Milwaukee 60%, New York 57%, Los Angeles 57%, Cleveland 56%, Cincinnati 56%, Minneapolis-St. Paul 55%, San Diego 48%—to list only top ones.

These are the more "heavily saturated" areas. There's still good proportion of non-TV homes yet to be supplied and replacements yet to be sold in these and other presently-served areas, let alone the new ones to be opened up.

CBS has guaranteed itself a color set maker in acquiring Hytron's Air King (see page 2)—if Supreme Court gives it go-ahead. But Tele-tone, too, says it will "dust off" plans for "slave" unit (Vol. 6:45) upon favorable Court action. President S. W. Gross says "we'll get into production as soon as we can." He says he'll also be ready with uhf when demand arises, but doesn't see anything in it now to lift today's depressed market. CBS attracted big audience (1200-1400) of servicemen to April 13 demonstration in Washington of 17-in. drum set (Vol. 6:52), followed by long technical discussion by Edward Noll, TV Technicians Lecture Bureau, Indianapolis.

Topics & Trends of TV Trade: Govt.'s Regulation W has "killed sales above the \$250 level," said Admiral president Ross Siragusa at stockholders meeting April 12, and it may be necessary for Admiral to seek bank loans to carry piled-up inventories. First 2 months of this year were good, he said, but March 1 began "definite slump" in company's TV sales. He blamed 10% excise, higher prices forced by higher wage and materials costs, confusion over color as contributors to slump.

It's still too early to make predictions for 1951, said Siragusa, but present slowdown may affect company's earnings for year despite brisk appliance business. Plastic material shortages particularly affect company's low-priced models, for which he said there's good demand. But same chassis in more expensive combination cabinet "can't be given away" in today's market.

Regarding defense program, he pointed out that 85-90% of electronic business is being given to non-electronic companies, while newer companies were getting only small percentage compared to their civilian output. Govt. business, he said, won't take up slack caused by loss of TV sales until late this year or early next.

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RCA and Sylvania reduced prices of CR picture tubes this week, following DuMont's action (Vol. 7:14) which followed wave of price-cutting by smaller firms. DuMont officially stated reason for cuts was "improved production methods and greater production" while neither RCA nor Sylvania gave out any statement, but it's commonly known trade fact that inventories were piling up in tube industry due to reduced public demand and that cutbacks in production are now in progress. GE is expected to cut, too, but had not made any announcement up to presstime.

RCA reduced 17-in. metal rectangulars from \$25 to \$23 to manufacturers, \$27.60 to \$25.30 distributors, \$38.20 to \$35 retailers, \$51 to \$46.75 list. Sylvania cut 17-in. glass tube from \$26 to \$23.50 to manufacturers, \$28.60 to \$25.85 distributors, \$39.35 to \$35.55 retailers, \$52.50 to \$47.50 list. Sylvania's metal-coated 17-in. went down from \$25 to \$23 to manufacturers, \$27.60 to \$25.30 distributors, \$38.20 to \$35 retailers, \$51 to \$46.75 list. Sylvania's 20-in. was cut from \$43.75 to \$35 to manufacturers, \$48.15 to \$38.50 to distributors, \$66.50 to \$53 retailers, \$88.75 to \$70.75 list.

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New Meek high sensitivity set (Vol. 7:14) has four major engineering features that company claims will "treble the area of coverage" of each TV station, permit reception up to 100 miles from transmitter. This means, according to Meek's trade advertising, that dealers have "a million more homes" as prospects for TV. Named the "Red-Head," for color of some components, set's features are said to be: (1) Four IF stages of amplification. (2) High level video detector, feeding twice the video signal level of average set. (3) Newly designed synchronizing circuits, to prevent interference. (4) Balance of engineering factors to provide satisfactory fringe reception. Promotion speaks of a "built-in booster." Work on set began last October, Meek says. Set is now being delivered to market, and prices are "same as previous models."

Lots of talk about Tele King opening West Coast plant, and president Harvey L. Pokrass acknowledges that company is planning to open factory in Los Angeles area and that Mario Tosatti, ex-Crystal Productions (independent film producer), will be its executive head. Pokrass said Tele King production was continuing at about same levels as first quarter—which was about same as last 1950 quarter. Tele King plans new line in June for Chicago Mart.

Trade Miscellany: RCA's David Sarnoff tells *Variety's* Abel Green (in April 11 interview) that 6,000,000 TVs will be produced in 1951, making total sets-in-use 17,500,000 by year's end (though NBC Research's own figures would thus put total nearer 16,500,000). "Mr. Electronics," as Green calls him, "is so bullish in TV and its future that his dim views on radio would seem to dwarf AM's future chiefly because of his enthusiasms about TV" . . . Freed Radio creditors (Vol. 7:10) meet April 26 at 11:15 a.m. before Referee John E. Joyce in Federal Courthouse, New York City . . . Muntz TV announces expansion of its retail stores, reporting that since Jan. 1 it has opened new ones in Dayton, Springfield, Marion, Lancaster, Hamilton & Middletown, O.; Kenosha & Sheboygan, Wis.; Aurora & Waukegan, Ill.; Santa Ana, Cal. . . . Philco accessory div. staffers, in recognition of all-time production records achieved in March, received gold watches from gen. mgr. Herbert Riband at dinner April 11 . . . Dumont reports turning out 30-in. tubes (for own receivers only) at "nice rate" but doesn't disclose how many . . . New York *Journal of Commerce* says layoffs of TV-radio plant personnel in Chicago area close to 10,000, with Magnavox and Capehart-Farnsworth in Ft. Wayne reported laying off around 400 employes each . . . Hytron cut CR tube personnel at Newburyport this week, but receiving tube output reported still going full speed . . . Ansley has moved plant and offices from Trenton, N. J., to 85 Tremont St., Meriden, Conn.

Plant Expansions: Raytheon starts construction this month on new \$1,200,000 receiving tube plant at Quincy, Mass., adding 86,000 sq. ft. to 23,000 now occupied by Tube Div. in Quincy and 270,000 by plant in Newton . . . Canadian GE erecting \$1,000,000 addition to its Royce Ave. plant in Toronto, new 90,000-sq. ft. structure to be used for increased electronic production . . . Canadian Admiral Corp. (Vincent Barreca, president) has moved into new \$300,000 plant at Port Credit, Ont. . . . Sylvania's new 30,000-sq. ft. plant in Warren, Pa., only few months old, will be expanded by July 1 with 50,000-ft. new wing to employ 300-400 workers on wire drawing and wire plating . . . Pacific Electronics, Las Gatos, Cal. (transmitting tubes, rectifiers) has acquired 77-acre plant site near Ventura, plans 125,000 sq. ft. plant, production of crystals, wood products, test instruments, etc.; George E. Mitzel is president.

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In apparent reversal of trend to larger picture sizes, Arvin this week announced resumed production of 8½-in. table models listing at \$129.95 and offered in mahogany, willow green and sandalwood colors. TV-radio v.p. Harold B. Foulke also reported acceleration of four 12½-in. models at \$169.95 (tables) and \$199.95 (consoles), said growing demand for smaller screen sets is "dictated largely by the present condition of the popular pocket-book." The 8½-in. tube is made by GE, Arvin being only known customer. That neither 8½, 10, 12½, 14-in. sizes have been much in demand by manufacturers lately, is indicated by February RTMA production figures showing 96% of month's output were 16-in. or larger (Vol. 7:14).

Canadian RMA reports 4288 TVs sold by factories for \$2,215,985 during February, with inventory of 2696 units as month ended. Table models under \$400 list price totaled 324, over \$400 totaled 1522. Consoles under \$500 totaled 363, over \$500 totaled 1637. TV-phonos numbered 442. More than half of February sales were in Windsor (Detroit) area. First 2 months of 1951 unit sales were 8907, valued at \$4,195,060. Cumulative TV sales to Feb. 28 totaled 45,920 valued at \$20,471,643, with 44% in Windsor area, 35% in Toronto-Hamilton, 16% Niagara Peninsula, 5% other areas.

EDMUND T. MORRIS HEADS NEW EPB: Electronics Production Board, new top-level policy board of DPA, with last-word authority over all phases of electronics production and procurement (Vol. 7:11-12), will be headed by 44-year-old Edmund T. Morris, director of Westinghouse Electronics & X-Ray Div., Baltimore. He's Westinghouse career man, who started with company at 21 after taking master's degree at MIT, reports to Washington April 23 after vacation in Virgin Islands.

Board's primary function is "to make certain no electronic bottleneck stymies any element of the defense programs." Four of 7 present members are drawn from TV and related industries, some probably serving on temporary basis pending fulltime appointees and shaping up of staff. Official appointments haven't been made yet, but makeup of board at outset will comprise besides Morris:

John D. Small, ex-Emerson v.p., chairman of Munitions Board; Harry E. Ehle, International Resistance v.p., consultant to Army; Don Mitchell, Sylvania president, consultant to Air Force; Capt. Frederick R. Furth, chief, Naval Research Laboratory; John G. Daley, acting director, NPA Electronic Products Div.; Marion W. Boyer, general manager, Atomic Energy Commission.

I—HOW CMP WILL AFFECT YOUR BUSINESS: Tight new end-product controls on civilian TV-radio production will be by-product of Controlled Materials Plan (CMP), beginning July 1, despite fact that consumer durables won't fall within CMP's scope.

All phases of electronics industry will be affected by Govt's new method of controlling production. Here's what CMP will mean to your business:

CIVILIAN TV-RADIO, OTHER CONSUMER DURABLES -- Present limitation orders will be revamped, aimed directly at end-product manufacturers -- not at component makers and their suppliers, who bore brunt of previous materials orders. Use of copper and aluminum will be limited in same manner as Order M-47 now limits steel.

Steel order will be tightened -- permitting consumer durable makers to use steel in third quarter at 70% of rate they used it during first-half 1950, instead of current 80% limit (Vol. 7:10-11,14). Two other changes are being considered:

(1) Direct ceiling on number of units each manufacturer is allowed to produce. Auto industry is urging this type of control, several TV makers are known to favor it. Administrator Manly Fleischmann says NPA will ask for views of consumer durable manufacturers on this proposal. He'll run into stiff opposition from RTMA, whose board meeting April 12-13 at Absecon, N.J. passed resolution objecting to portion of present steel order which limits unit production of some TV-radio makers, asked tonnage limit instead.

(2) Change in base period for NPA orders, to reflect full year, intended to make orders more equitable to seasonal industries. Known to be under discussion are 12-month period ending June 30, 1950, and full year 1949. Either of these would be worse for TV-radio industry than present first-half 1950 base, because of comparatively low rate of 1949 TV production.

MILITARY ELECTRONIC END-PRODUCTS -- Will come under CMP. Plenty of paper work for manufacturers, who must estimate their requirements of steel, aluminum and copper -- and in some cases the requirements of their suppliers and subcontractors. But they can be sure of getting the materials they need, on time. Days of the "hunting license" will be over when CMP begins operating smoothly. A CMP allotment will be a "certified check" for materials.

COMPONENTS -- Still subject to final decision, it appears now that makers of components for civilian as well as military products will fall within CMP. Under present plans, steel, copper and aluminum will be allotted by Govt. for manufacture of all components. Therefore, it's possible that availability of tubes and other

components, which come under CMP, may be governing factor in production of civilian TV-radios, which don't.

REPAIR SHOPS, TV-RADIO REPLACEMENT PARTS -- To be covered by special CMP regulation designed to "assure repairmen of needed materials without application to NPA." Specific amounts of steel, copper and aluminum will be allotted to keep repair parts for home TV-radio equipment on distributors' shelves (see Trade Report).

MAINTENANCE, REPAIR, OPERATING SUPPLIES -- Current MRO Reg. 4 (Vol. 7:9) will be superseded by new CMP regulation designed to assure that materials are set aside for maintenance supplies for industry and business, including broadcasting.

BROADCASTING, TELECASTING EQUIPMENT -- Manufacturers of this equipment will be required to file application for quarterly requirements of copper, aluminum and steel with NPA. Presently it's planned that new broadcasting and telecasting equipment will come under CMP for allotments of the 3 strategic metals. It's known that -- short of all-out war -- NPA won't stand in way of new station construction, and under CMP may even offer some help.

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Dates to remember: No CMP orders have been issued yet -- merely the announcement that it will begin July 1. Seven specific CMP regulations, due about May 1, will put plan into operation. By June 1, NPA will require producers of a specific list of items to file their requirements for third quarter. Most manufacturers will be notified directly shortly after May 1; for others, there will be ample public notice as to where they can obtain applications.

We'll follow CMP developments closely, keep you informed of steps you must take -- and results you can expect -- under new production plan.

II--HOW GOVT. EXPECTS CMP TO WORK: CMP controls production through regulation of the 3 basic industrial metals -- steel, copper and aluminum.

It's a method, proven in World War II, designed to let govt. planners know exactly how much of each metal is available, and exactly how much of each is required for the defense program. It aims to put metals in right hands at right time -- to keep military production program running smoothly.

Limited CMP which will begin next quarter will actually dole out metals only to defense and defense-supporting activities; but all manufacturers except those who make consumer durables will be required to file their requirements. In brief, here's how it's supposed to work:

First, DPA's Program & Requirements Committee, directed by Charles Wampler, sits down and figures out just how much steel, copper and aluminum will be available in this country next quarter.

Then demand is figured up -- on basis of requirements filed by military, by producers of military and essential civilian goods.

Next, this total is measured against supply. If high policy makers don't think this leaves enough metal for civilian goods, military and defense-supporting orders may be cut back.

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When planning is completed, Govt. issues allocations of the 3 metals to all military and defense-supporting users. This "certified check" guarantees users will get the steel, copper and aluminum they require.

What's left -- difference between defense requirements and total supply -- is available for civilian goods on a "free market" (not directly allocated) basis. NPA chief Fleischmann says it should be a "substantial balance."

Present limitation orders will then be changed -- tightened -- to reflect, as accurately as possible, amount of materials left for civilian use, in attempt to divide them equitably among non-defense users. But civilian users aren't assured an exact supply of the metals, as are CMP defense users. They'll still have to scramble for what's left.

Civilian products won't be classified according to essentiality. NPA feels all manufacturers should get even crack at materials not needed for defense. Hence

present bans on use of copper and aluminum in large variety of items (e.g., venetian blinds, door knockers, coffee makers, etc.) will probably be lifted. Ban on purely decorative uses of copper and aluminum, however, will be continued.

CMP will supersede NPA's 25 "special programs" which, helter-skelter, now allocate materials for freight car program, shipbuilding program, electric power industry, etc., as well as countless special directives. Says Fleischmann:

"What we have been doing is exactly what we cannot continue to do for any prolonged period of time; namely, draw checks on the bank without knowing exactly how many checks are out, or even knowing the exact bank balance."

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CMP will minimize need for centralized defense production planning and supervision, by following normal "chain of command" in industry. Large share of responsibility for getting out necessary production will be left to industry.

Most producers of military products will get material allotments from their customers. Govt. is prime contractor's customer. Subcontractor's customer is a prime contractor or another subcontractor. A producer of tanks, for instance, will be required to allot controlled materials to his subcontractors and schedule production so that all the thousands of parts and components that make up a tank are ready on time and in the right quantities.

As in World War II, products coming under CMP will fall into "A" and "B" categories. Producers of "A" products will get their allocations directly from their customers. "B" producers will receive individual allocations directly from Govt., but can't allocate any of their quotas to subcontractors.

"A" products generally are end-products bought by military and other defense industries. "B" products are civilian-type items and components needed for defense, including industrial machinery and equipment. Most or all electronic equipment will be on "B" list, because it generally uses standard components.

Application forms -- stating amounts of steel, copper, aluminum needed -- will be required of manufacturers of "B" products. Official "B" list will be issued May 1, and producers of military and defense-supporting items not on "B" list can assume they're on "A" list. These are electronic and related products appearing on tentative "B" list:

Radio, radar & TV equipment, except home type (including transmitting); radio tubes; transformers, capacitors, rectifiers, induction & dielectric heating units; telephone & telegraph communication equipment; X-ray & therapeutic apparatus; aircraft, scientific & surveying instruments; motors & generators; switch gear & electrical control apparatus; aircraft & aircraft parts; electrical wiring devices & supplies; electrical indicating & measuring instruments.

Among items on tentative list of civilian products for which it's stated CMP applications won't be required or permitted: Home radio & TV sets; household refrigerators, freezers, air conditioning; household electrical appliances.

CMP will be master-minded by NPA Assistant Administrator Walter C. Skuce, on leave from Owens-Corning, who had similar responsibility in World War II.

CONSERVATION RESEARCH BEARS FRUIT: There hasn't been much fanfare, but for months component makers' laboratories have been buzzing with development of materials-saving conservation and substitution measures no less significant than those of the big TV-radio manufacturers (Vol. 7:6-7).

Most of the results haven't been spectacular in the usual sense of the word. A shortcut here, a substitution there, a small part eliminated, a steel part replacing an aluminum one -- these have been quietly incorporated into production. Now -- possibly in the nick of time -- reports of major developments are beginning to seep from the laboratories. Here are some recent ones:

New type ceramic core for electronic applications has been developed by Henry L. Crowley Co., West Orange, N.J., which supplies Admiral, Philco, Zenith and most other major TV-radio makers. New core, said to be interchangeable with 10-20% nickel oxide ferrite type, contains no nickel at all. Trade-named "Croloy C-4,"

it's said to be especially valuable in horizontal linearity, width control and fly-back circuits and other TV applications where ferrite is now being used.

The new cores were experimentally used in standard Philco TV set recently, we were told, and performance was reported as good as or better than ferrite, with no circuit changes. Crowley Co. says Croloy is now "near the production stage."

New permanent magnet "containing only non-critical material" was announced this week by Sylvania's metallurgical laboratories "for applications in radio and TV receivers as well as other commercial and military equipment."

No cobalt, aluminum or nickel -- all ingredients of Alnico V magnets -- are used in new magnetic material, Sylvania says. It's now in "pilot plant production stage," with commercial production scheduled "at an early date."

The new magnets are reported comparable in strength to Alnico III, which isn't widely used in speakers or TV focus units because of lower field strength. Sylvania officials indicate, however, that stronger magnets can be produced.

It's not known whether Sylvania's new process stems from a French formula which has aroused interest in this country from time to time. After investigation, most U.S. magnet makers have termed French developments economically unfeasible.

Hope for expansion of cobalt supply is riding high on basis of work being done by Indiana Steel Products and others toward refining low-grade domestic ore, heretofore largely fruitless. A prime mover in this field told us progress so far "looks promising." Almost all cobalt now comes from Africa.

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Just about every tube manufacturer has ready an electrostatically-focused picture tube (Vol. 7:1,3,5,9), but none reports any orders by set makers. The 2 biggest TV manufacturers who've announced they'll use the new material-saving tubes -- Philco and RCA (Vol. 7:5-7) -- have postponed changeover dates. RCA says "later this month." Philco says "possibly in May." But most tube and set manufacturers see no industry trend to electrostatics until late summer, at earliest.

The reason: Set manufacturers are now getting enough critical materials to take care of their production requirements, reduced by trade conditions (see Trade Report). In other words, consumer resistance, not material shortages, is limiting factor in production -- for time being, at least.

Mobilization Notes: Nickel shortage crisis will overshadow everything else April 17 when representatives of all phases of electronics industry meet with NPA. But cobalt squeeze—which threatens to become much tighter than it is now—will come up for large share of discussion, too. Situation facing industry was summed up by NPA chief Manly Fleischmann April 11: "Military production will take up to 100% of cobalt . . . and very nearly that much of nickel."

Agenda for the meeting provides revealing hint of seriousness of situation: "(1) The nickel situation—receiving tubes—resulting production level. (2) Requirements for civilian tube replacements. (3) Effects of increases in rated [priority] orders for tubes. (4) Supply of critical materials for speakers—cobalt vs. copper. (5) Current and near future production—TV and radio sets. (6) Summary and conclusions of recommendations."

In discussion of item 4, industry will probably be told that there will be no cobalt available for civilian use by June or July, and that NPA to date has granted no manufacturer permission to use copper-wound electromagnets in place of permanent speaker magnets.

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Spot check of aluminum industry's compliance with NPA orders, undertaken by Federal Trade Commission (Vol. 7:9), is near completion. Of 300 cases transmitted to NPA Compliance Div., 239 have been reviewed. Of these, Compliance Div. recommended following action: That files be closed and no action taken in 96 cases; warn-

ing letters regarding apparent violation be sent in 48 cases; supplemental investigation in 30 cases; files be referred to NPA general counsel for enforcement action in 7 cases; further investigation regarding prohibited items be made in 32 cases; files be further interpreted in 26 cases.

Next spot check will cover some 300 producers of copper and copper-base alloy products. NPA Administrator Manly Fleischmann disclosed Compliance Div. since Jan. 1 has reviewed 409 other complaints of violation of NPA orders, mostly construction order (M-4).

Mobilization Personals: Added to staff of NPA Electronic Products Div., to serve in end-products section headed by J. A. Milling (which includes TV-radio): Lee Golder, ex-General Instrument; Wm. J. Bapst, ex-Marine Corps electronic expediting officer, ex-WPB; Adam Stein, ex-Engineering Research & Development Laboratories, Ft. Belvoir, Va. Other members of end-products section: O. W. McDaniel Sr., E. MacDonald Nyhen, Noble Harris . . . Franz T. Stone, on leave as president of Columbus McKinnon Chain Corp., Tonawanda, N. Y., named NPA Assistant Administrator in charge of industrial & agricultural equipment . . . Gerald R. Gallagher, engineer, formerly consultant to NSRB, appointed Civil Defense Assistant Administrator for Technical Services.

"Handbook of Emergency Defense Activities," which lists key personnel and organizational outlines of mobilization-related govt. bureaus, is available for 25¢ from Govt. Printing Office, Washington 25, D. C.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for February: Francis H. Uriell bought 15 Admiral, holds 1100; Joseph B. Hall bought 200 Avco, holds 200; James D. Shouse bought 4000 Avco (Jan.), holds 5350; Wm. J. Halligan gave 500 Hallierafters as gift (Jan.), holds 36,900 in own name; Wm. Balderston gave 30 Philco as gift, holds 7188; David B. Smith bought 2 Philco (Jan.), holds 3273; Stanley P. Lovell bought 200 Raytheon, holds 400; Harry G. Sparks sold 1300 Sparks-Withington, holds 100; John Kuhajek sold 10 Zenith, holds 20.

Westinghouse stock transactions reported by SEC: John H. Ashbaugh bought 434 (Jan.), holds 1508; Walter C. Evans bought 6, holds 1400; John K. Hodnette bought 579 (Jan.), holds 1664; James H. Jewell bought 326, sold 50 (Jan.), holds 788; Andrew H. Phelps bought 434 (Jan.), holds 1445; Gwilym A. Price gave 55 as gift, bought 1085 (Jan.), sold 399 (Feb.), holds 4800.

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Admiral first quarter sales were \$70,321,548, compared to \$46,291,409 same 1950 quarter. Earnings before taxes were \$8,490,463, and after provision for taxes \$2,403,344 (\$1.25 per share) vs. net profit of \$4,158,449 (\$2.16) for same 1950 quarter. Reserve for taxes, president Siragusa noted, was \$3.16 per share this year vs. \$1.25 last.

Packard-Bell sales for 6 months ending March 31 were \$13,839,147, virtually equal to the \$13,894,713 for whole of 1950. Six-month report compares with \$3,203,531 for same period 1950. Earnings for the 6 months were \$902,629 (\$1.53 per share on 588,000 shares outstanding). President H. A. Bell figured civilian sales for next 6 months will equal \$10,000,000, profits \$600,000.

Bendix Aviation's first quarter sales rose to \$67,044,705 from \$52,379,209 for same 1950 quarter, but earnings dropped to \$2,578,457 (\$1.21 a share) from \$3,798,919 (\$1.79) due to higher taxes. Backlog at end of quarter, president M. P. Ferguson reported, exceeded \$475,000,000, heavily military, as against \$170,000,000 backlog same time last year.

Webster-Chicago sales in 1950 were \$19,086,151, highest in its history, compared with \$11,089,364 in 1949, \$13,768,731 in 1948. Net earnings were \$1,212,050, equal to \$2.69 a share on 450,000 shares of common stock outstanding vs. \$335,824 or \$2.89 a share on 289,036 shares in 1949 and \$334,550 (\$2.89) in 1948. Inventories carried forward to 1951 totaled \$3,662,409 and \$2,000,000 in govt. contracts are on books, president R. F. Blash reported April 10.

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Muter Co. and wholly-owned subsidiaries, Rola Co. and Jensen Mfg. Co., had gross sales of \$14,389,725 in 1950, compared with \$7,907,572 in 1949. Consolidated net income after Federal taxes was \$1,034,200, or \$1.59 per share on the 651,000 shares outstanding (including 59,200 shares declared as stock dividend in December 1950). This compares with net earnings of \$453,264 (\$1.53) on the 296,000 shares outstanding as of Dec. 31, 1949 and \$389,184 (\$1.31) in 1948. During 1950, dividends of 45¢ cash were paid after 100% stock distribution in May, as against 60¢ cash dividends declared each of preceding 2 years. At end of 1950, consolidated working capital was \$2,552,973, up \$589,692 for year. Proxy notice for April 17 stockholders meeting at Chicago offices discloses Leslie F. Muter, president, holding 110,000 shares; Thomas A. White, president of Jensen, 12,810; A. A. Dailey, v.p., 5390; Karl E. Rollefson, engineering v.p., 3850; Lawrence A. King, president, Rola, 1870. Compensations for 1950 included: Mr. Rollefson, \$12,000 plus \$35,649 bonus; Mr. White, \$15,000 & \$20,633; Mr. King, \$15,000 & \$33,814.

Robert C. Sprague, recently retired president but still chairman of RTMA, whose Sprague Electric Co., North Adams, Mass., showed 1950 earnings nearly triple those of 1949 (Vol. 7:13), reports his company's sales of electronics equipment, mainly capacitors, ran at higher rate first quarter this year than same quarter last year despite estimated 15% reduction in TV production. He predicts 1951 sales will be "substantially greater" than 1950. Company has acquired small plant in Bennington, Vt., to increase by 4½ times its production of ceramic coated wire, particularly for military contracts.

Stewart-Warner reports 1950 production of its Electric Division (radio, TV & electronic products) tripled that of 1949 but was severely handicapped by materials shortages. Division has moved into new plant at 1300 No. Kostner Ave., Chicago, with E. G. Fossum as gen. mgr., Henry Gillig plant mgr. TV-radio are still small part of company operations, which in 1950 had total \$80,482,372 sales, \$4,584,936 net profit (\$3.55 per share) as against \$54,609,713 sales, \$2,163,106 profit (\$1.67) in 1949.

Capehart-Farnsworth was profitable operation in 1950, showed threefold sales increase over 1949, according to IT&T report, which does not separate subsidiary profits and losses. IT&T consolidated net income for year rose to \$15,557,339, highest since 1929, comparing with \$4,685,877 in 1949. Sales were \$216,947,277 vs. \$201,005,225.

Canadian Admiral Corp. reports first quarter 1951 sales were \$1,836,426, net earnings \$135,971 (47¢ a share) vs. \$726,190 sales, \$36,308 (13¢) earnings for same 1950 period.

WJR, The Goodwill Station Inc. reports first quarter sales were \$891,441, profit \$165,381 (32¢ per share) vs. \$861,710 sales and \$152,695 profit (30¢) for same 1950 period.

Trans-Lux Corp., operating 14 theatres and holding various other interests, blames TV in reporting drop in earnings to \$50,857 in 1950 from \$198,185 in 1949.

New York distributors got together this week to set up standards against "misleading" and "wild" TV advertising, and to get New York newspapers to use these standards as guides in accepting retail TV sales copy. Plan is somewhat similar to move made by Washington distributors last week, which involved local Better Business Bureau acting as clearance agent for TV "sales" ads, with local newspapers pledged to refuse copy turned down by BBB (Vol. 7:14). Members of New York distributors committee to draw up standards: Gerald O. Kaye, Bruno-New York; Benjamin Gross, Gross Distributors; Martin L. Scher, Motorola-New York; William O'Brien, Crosley Distributing; George Hart, Zenith Radio.

Trade Personals: Joseph H. Gillies, Philco TV-Radio Div. operations v.p., adds duties of chief of newly established Govt. & Industrial Operating Div., Wm. J. Peltz reporting to him as mgr. of operations. Robert F. Herr, v.p., added to president's staff, will direct all govt. and industrial sales-contract negotiations, with James D. McLean reporting to him as gen. sales mgr. and John Booth as gen. mgr. of Tech Rep Div. . . . Ernest Marx, gen. mgr. of DuMont receiver sales div., named head of new govt. contract dept., with H. B. Graham handling govt. negotiations and bids, Zeke Soucek Washington mgr., B.V.K. French Dayton mgr. . . . Patrick J. Brady, chief industrial engineer of Sylvania TV-radio div., named mgr. of company's plant in Williamsport, Pa. . . . Edward K. Foster, gen. mgr. of Bendix Radio Div., elected v.p. and member of company's administrative committee; will continue at Baltimore post.

Telecasting Notes: At least one big AM independent—and there may be one or two others—claims to have exceeded record \$4,000,000 gross time sales achieved in 1950 by NBC-TV's New York key WNBT, which we said last week (Vol. 7:13) was probably exceeded in AM only by WLW and the AM network keys . . . Zenith's president Eugene F. McDonald Jr. has presented to Indiana Technical College, Ft. Wayne, company's old custom-built experimental TV transmitter designed for Channel 2; city has been assigned 3 uhf channels (see TV Allocation Report), of which one is earmarked for education, but it's doubted Zenith vhf transmitter will be used for anything other than closed-circuit operation for teaching . . . Gloria Swanson and her daughter will be stars of new variety show to start Sept. 9 on ABC-TV, Sun. 1-2; no sponsors lined up yet . . . Ernest Hemingway has agreed to make his works (some 70 stories and novels) available for TV through MCA, appearing himself via film recordings, his N. Y. attorney Alfred Rice announced this week . . . WBKB, Chicago, April 1 raised base rate from \$925 to \$1100, one-minute announcements from \$160 to \$200 . . . Hal Roach's old *Our Gang* 2-reelers shortly to be released to TV as *Hal Roach's Rascals* thru Regal Television Pictures . . . CBS has granted cost-of-living wage increase of 10%, effective April 1, to all employes earning under \$10,000 with exception of contract employes . . . NBC has leased Hollywood's 1100-seat El Capitan Theatre for 15 years, will use it to originate TV and radio shows . . . WBNF & WBNF-TV, Binghamton, N. Y., plans own new studio-office building to cost \$300,000-\$400,000, construction to start June 1.

Debate on separation of FCC and staff, between Chairman Coy and Comr. Jones, during April 9 hearing on McFarland Bill before House Interstate & Foreign Commerce Committee, found former insisting staff would be made "eunuchs" if it weren't permitted to make recommendations to Commission. Jones said: "I personally can do without recommendations from the staff. But I can use all the facts I can get." Coy maintained that divergent views of subordinate staff members were encouraged, not "smothered" by their superiors. Jones suggested that commissioners' personal staffs be enlarged at expense of overall staff, saying: "Commissioners come and go, but the staff stays on, tends to stagnate. When a new commissioner is appointed, I believe that Congress intends that his influence be felt." Jones also asserted that "expertese" of staff is overemphasized in rule-making procedures, that most questions are "fundamentally economic"—including color and clear channels. For example, said Jones, there are "good technical reasons" for moving all TV into uhf, but Commission didn't make move "because of tremendous investment involved. FCC doesn't want to tear up a man's investment." Coy said that Jones' logic would require every commissioner to be a lawyer, something Congress had never intended. Hearing resumes April 24.

Sponsorship of public hearings, such as those of Kefauver Crime Committee, is perfectly all right, in opinion of FCC Chairman Coy, as long as committee involved agrees. He gave opinion in response to question by Rep. McGuire (D-Conn.) during April 9 hearing on McFarland Bill before House Interstate & Foreign Commerce Committee. Coy also warmly advocated televising of any major public hearing.

Only application for new TV station this week was from Desert Television Co. for Channel 13 in Las Vegas, Nev. Applicant is composed of local businessmen, with interlocking ownership with KRAM, Las Vegas. This makes total of 397 applications. [For further details about applicant, principals, etc., see *TV Addenda 12-N*, herewith; for listings of all applications to date, see *TV Factbook No. 12*, with Addenda to date.]

ABC Chairman Edward J. Noble told stockholders meeting April 11 that network is "not for sale," though he has "listened" to several offers. Deal with IT&T (Vol. 7:13) is off, no other negotiations now under way—and Mr. Noble predicted ABC's time sales for TV alone will hit \$18-20,000,000 this year, as compared with only \$6,500,000 in 1950. "Profits are very satisfactory," he said. "We turned the corner in November 1950, and are now definitely over the hump, with no drag on radio earnings."

TV cameramen have newsreels fuming. Seems Rep. Wood (D-Ga.), chairman of House Un-American Activities Committee, forbade both newsreel and TV cameramen from covering current hearings into Hollywood Communists unless they could function "with no noise, no lights, no space." Newsreels couldn't meet those requirements, but NBC-TV and Telenews cameramen showed up at film actor Sterling Hayden's appearance April 10 with small, noiseless, hand-held, specially designed 16mm. sound film cameras, got full coverage for telecasts later that night. Special processing of film and transmission control overcame underexposure due to ban on floodlights.

Functional music FM operations employing super-sonic note to cut out voice announcements are clearly illegal, according to FCC. This week, it wrote 4 stations with such operations (Vol. 7:5, 9), told them as much in a sort of "declaratory order" which gives them a chance to quit before Commission gets tough. FCC hasn't said any more about transcasting or storecasting, but there's believed to be fair chance it will at least permit transit operations.

April 1 sets-in-use reported since NBC Research's "census" of March 1 (Vol. 7:12): Washington 253,760, up 9760; Fort Worth-Dallas 112,608, up 3608; Memphis 83,018, up 3718; Omaha 73,930, up 7430; Norfolk 65,377, up 5077; Greensboro 63,949, up 6449; Miami 60,000 up 5000; St. Louis 282,000, up 14,000; Kansas City 114,600, up 6600; Johnstown 82,200, up 7100; Utica 40,700, up 2200; Boston 720,000, up 19,000; Baltimore 303,812, up 18,812.

Live football telecasts of one major college game in each region each Saturday next fall under "test conditions"—that's proposal of National Collegiate Athletic Assn. TV committee, announced April 11, subject to almost certain approval by NCAA national committee next week. TV sponsors would determine which game would be televised, and NCAA's TV committee would be clearing house.

Parabolic microphone, 6 ft. in diameter, was used in TV studio for first time during NBC-TV's April 11 *Four Star Revue*. According to engineering v.p. O. B. Hanson, parabolic mike eliminates many drawbacks of overhead mike—threat of appearing in picture, hampered performers' movements, inadequate articulation. It's said to be good for distances up to 35 ft.

Strikebound KFI-TV is operating about 6 hours daily, mainly with film, while performer members of TV Authority remain out—with AFM musicians refusing to cross picket lines but AFRA performers meeting engagements at sister AM station KFI. TVA wants closed shop at KFI-TV under same terms as other local stations.

Copies of Allocation Report

We can still supply full text of FCC's proposed new *VHF-UHF Rules, Standards & Allocations*, printed for our subscribers and including detailed city-by-city allocations (with educational assignments), proposed orders, engineering data with charts, commissioners' separate statements, etc. Our 28-page print of FCC's 60-page mimeographed document is available at \$2 per copy, or \$1 each in quantities of 25 or more.

Television Digest

WITH AM FM REPORTS

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RATE DISPUTE IMPELLING 'TV WAVE-RUSH': The great TV stampede will soon be on -- sparked by coming thaw of the long freeze (Vol. 7:12 et seq), flamed by CBS network radio rate cut (Vol. 7:15) and virtual certainty other AM networks will follow suit.

No one who was at NARTB convention this week could mistake surge to TV. It was all-pervading subject -- dominated Coy and Miller speeches, BAB, Research & FM sessions, equipment exhibits, corridor talk.

Attorneys and consulting engineers who flocked to Chicago to see clients left with instructions from most to "start work on our TV applications."

Even General Bradley's big news-making luncheon talk had to be cut short during question-answer period so he could "keep a date with television."

* * * *

AM rate-cutting and its effect on networking and future of radio were predominant topics. Mostly, the broadcasters were angry -- even some who own TV stations -- but generally there seemed to be resigned feeling that high-riding, lush day of radio had passed its zenith.

Even special session of affiliates of all 4 AM networks, which began as anti-network (particularly anti-CBS) indignation meeting, simmered down to sober endorsement of special committee to "study radio rate structure" headed by Paul W. Morency, WTIC, Hartford (NBC), which meets April 24 in New York with networks. [For members of committee, see p. 5.]

More than 750 at "protest meeting" asked networks not to effect any rate changes until committee has had time for study and recommendations -- albeit ABC president Kintner has already indicated his company's course by stating it intends to "meet the competition"; NBC president McConnell has made no bones about conviction AM rates must eventually yield to TV inroads on audience; and MBS president White has said he will wait to see what all the others do.

Bitterness would not have been so great, it was apparent, had CBS cuts been confined to TV markets only -- for all seemed to acknowledge TV's impact on radio listening, even those who don't like to admit it.

Trade press is replete with quotes by embittered broadcasters, Variety headlining "Radio's Fight for Survival," Broadcasting captioning strongly worded editorial with obvious pun "Rate Race," Radio Daily quoting scores of disaffected broadcasters' generally antagonistic comments (one used term "moral cowardice").

* * * *

What roiled most was that sudden move was timed when business is good -- billings at new high in some cases, including CBS's. Indeed, only this week the FCC AM-FM income report for 1950 (Public Notice 62934) revealed revenues of the more than 2100 stations reporting had reached surprising total of \$447,700,000, up 7.8% from 1949's \$415,200,000 -- the 4 networks and their O&M stations accounting for \$109,700,000 of this total (up from \$108,100,000 year before) while others' local, spot and other income rose to \$338,000,000 (from \$307,100,000 in 1949).

Govt. figures tended to refute argument AM is slipping -- but also showed

TV's phenomenal growth to \$105,800,000 in 1950 from \$34,300,000 in 1949 (Vol. 7:13).

Few would acknowledge good economic reasons for CBS move at this time, though everybody accepts CBS story that Lever, Procter & Gamble, other major sponsors had given rate-cut ultimatums. CBS station relations v.p. Herb Akerberg spent some uncomfortable hours with affiliates at Chicago.

NARTB chairman Justin Miller took cognizance of sponsor rate demands in his speech: "Far more dangerous to radio than competition from TV," said he, "is rate-cutting boycott recently engineered by a combination of national advertisers. Although radio will be the immediate sufferer, it may be only a question of time until similar, monopolistic, conspiratorial coercion will be used to break down TV rates also." He thought anti-trust actions were possible.

What rubbed CBS affiliates mostly was fact all they got was bare telegram telling them of July 1 cuts -- no prior warning or discussion. They griped most bitterly that President Stanton had assured them at recent regional CBS meetings that there would be no cuts; that CBS had been in fore with surveys showing "radio as best buy"; that when NBC sought to cut rates in TV markets only last December (Vol. 6:51, 7:1), they had urged their local NBC brethren to buck such move -- at behest of CBS executives, they said; and that some had stayed out of TV when channels were plentiful -- on advice of CBS.

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During all-affiliates meeting, one heard such expressions as "survival of radio," "beginning of the end," "dog eat dog," and Chairman Morency asked if high price of talent (referring to CBS raids) wasn't real cause. At BAB meeting, chairman Edgar Kobak, ex-MBS president, remarked:

"Broadcasters are to blame for fact they failed to raise rates in recent years. Rate structure, not rates, is out of date. Buyers think rates should be lower, and sellers have been making deals which indicate they think rates are too high, that they are losing confidence in their product."

Kobak urged complete separation of TV and radio, if under same ownership. "These powerful media are in competition," he said. He quoted letter from ex-CBS executive v.p. Paul Kesten, member of BAB board:

"Let TV fend for itself. While BAB's slugging need not be aimed primarily at TV, it must be considered a fair target. All double-jointed radio-and-TV interests supporting BAB ought to agree to this in advance." Kesten suggested survey "to pit radio and TV against each other in parallel markets and measure the payoff."

* * * *

From Judge Miller's speech, some could take heart when he denied TV can "completely destroy and supplant aural radio." He said: "The walls have not yet crumbled on radio because of the impact of TV -- and never will."

On other hand, there was news -- discounted by some because of its TV interest -- that Detroit News' pioneer WWJ had cut Class A night hourly rate from \$800 to \$640 an hour, retroactive to April 1. Manager Harry Bannister explained WWJ had raised its rates in recent years, now faced TV cut into audience, felt it must "play square" with advertisers. He said radio would have to find its own level, but for next few years faces rugged going.

Bannister's attitude exemplifies position of big broadcaster who also is big telecaster, recalls 1949 warning by Crosley's James Shouse (Vol. 5:42) and action of WFIL's Roger Clipp in readjusting that Philadelphia station's rates just prior to last year's NAB convention (Vol. 6:16).

TAKE WRAPS OFF TV--NARTB KEYNOTE: Exasperation over long freeze and educational channel reservations (see TV Allocation Report) was obvious among NARTB conventioners. But also worth noting was this growing attitude: "What the hell -- let's quit fussing around, let's get going, let's build some stations."

Greater optimism about uhf, stemming from excellent technical progress (see page 4 and Vol. 7:15), also contributed to "let's get going" feeling.

Additional pressure was supplied by WHEC's able chief engineer Bernard C. O'Brien, who almost sold FCC on 150-mile vhf cc-channel separation and who contrib-

uted greatly to getting FCC 220-mile proposal of 1949 down to 180 miles (Vol. 7:5).

"It is my opinion," he told engineers, "that these 12 vhf channels will eventually accommodate many more stations than are now proposed to be allocated... The range of all existing vhf stations will be in the neighborhood of 50 miles. Doubling the number of vhf assignments will reduce the figure to about 35 miles; 4 times as many...could be accommodated with a probable range of 25 miles or so.

"Most of us who are now operating an AM station on a regional or local frequency would be very happy if we could cover a 25-mile range at night.

"I believe that the first 4 priorities [of the FCC] will be more completely served by a larger number of smaller range stations than by the relatively small number of 50-mile range stations currently proposed."

Also precipitating haste, of course, are the TV-prompted AM rate cuts, which would extend into non-TV areas (see page 1).

Not that applicants won't strive mightily to get more commercial vhf channels into their cities, during hearings beginning June 11 (Vol. 7:15). In fact, FCC Chairman Coy's speech appeared to indicate more than ordinary Commission receptiveness to such efforts.

DuMont will undoubtedly make most comprehensive pitch, improving its plan for 4-network system since FCC has proposed closer vhf channel spacing. To gain support for DuMont's position, v.p. Thomas Goldsmith said his plan will give 4 or more vhf channels to 31 of top 50 cities, compared with 7 in FCC plan. Further, he pointed out, his plan would require channel shifts of only 19 existing stations, compared with 31 proposed by FCC.

Senator Johnson sounds almost like a vhf applicant when discussing allocation plan. He tells us:

"I'm disappointed in the vhf allocation to Colorado, particularly to Denver. Previously, Denver was scheduled to get 5 commercial vhf channels; now it's getting only 3. That's not enough for a city of 500,000. Other states, like Wyoming, seem to have gotten better treatment. I don't think much of this mixing of vhf and uhf, either. The Commission knows what I think; I've told them."

Asked what he thought of moving vhf channels from other Colorado cities to Denver, he said: "I'm not commenting about that."

* * * *

Uhf got lift from several sources. Said Coy in convention speech:

"I feel quite sure that uhf stations in the future will be able to cover almost any metropolitan area and a very large part of the rural areas...To me the strong probability of early assignments in the uhf look a bit more attractive than prolonged and costly litigation [for] the few vhf channels available...I believe that by time uhf transmitters can be put on the air, there will be substantial flow of receivers equipped to receive both uhf and vhf signals ready to go on market."

Ex-Comr. E. K. Jett, now of WMAR-TV, Baltimore, expressed great hopes for uhf future. NBC's Ray Guy emphasized that his apparent bearishness on uhf during hearing (Vol. 6:46) stemmed solely from Bridgeport experience with low power and height, hilly terrain. RCA lab chief C. B. Jolliffe, in talk at Princeton U, said company's experience "has shown that a major expansion is practical and possible in the uhf." And GE this week announced it has uhf converter (see page 6).

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Educators are about to announce permanent establishment of Joint Committee on Educational Television, with WOI-TV's Richard Hull as administrator and headquarters in Washington. Ford Foundation has granted JCET \$90,000, and other foundations may come across soon with similar grants.

Sen. Johnson wouldn't comment on educational reservation, said he had sent Benton Resolution for 90-day allocations freeze, pending Senate study (Vol. 7:15) to McFarland subcommittee "where it will get careful consideration."

Pittsburgh's Mayor David Lawrence, president of U.S. Conference of Mayors, has been urging all mayors to spur educational TV activity in their cities. In Milwaukee, Mayor Frank P. Zeidler announced that he was doing just that.

TRANSMITTER MAKERS OUTDO THEMSELVES: Transmitter outlook appears remarkably good.

Be it vhf or uhf, high power or low, chances are equipment won't lag far behind demand when it's really needed. Prospects are subject to the usual "if" -- if war's impact on economy doesn't get worse.

Demand, as expressed by "dotted line" contingent contracts, has strong bearing on future equipment availability. And seriousness of applicants at this week's NARTB convention (see page 1) gave manufacturers something tangible upon which to base production plans.

Uhf developments are most striking. Within space of a week, GE upped power of its klystron-powered transmitter from 5 to 10 kw (Vol. 7:12,15). Thus, with 20-gain helical antenna, GE is prepared to deliver equipment capable of emitting maximum permissible power -- 200 kw -- by third quarter of next year.

All this, plus monitor, will cost \$158,000, say GE salesmen, comparing it with \$200,000-plus for same vhf power. Makers of klystron, Varian Associates, say they can build about 50 tubes this year. GE says station should have 4 on hand -- 2 for transmitter, 2 spares -- meaning tubes for dozen stations by year's end. So klystrons shouldn't be bottleneck.

Critics of GE's transmitter point out that klystron alone will cost some \$10,000. GE answers that tube is good for 10-40,000 hours, compared with average vhf tube's 7000 or so; that burned-out klystron, which includes tuned circuits, may be "retreaded" at factory for 15% of original cost; that GE may offer life guarantee assuring hourly cost no greater than with standard tubes.

RCA says it will have 1-kw uhf transmitter, selling for about \$65,000, ready second half of this year. Outputs of 5-10 kw, employing new tetrode tube, will be available when needed, company says.

DuMont expects to offer 1-kw unit within about 6 months. It's expected to sell for some 20% above vhf unit of same power. DuMont will also have, for first time, its own uhf antenna -- 20-gain slotted radiator.

* * * *

Prospects for high-powered vhf seem excellent. RCA is now in production of 20-kw amplifier to sell for around \$85,000. With 5-gain antenna, this gives FCC-permitted maximum of 100 kw on Channels 2-6; with 10-gain, maximum of 200 kw is delivered on Channels 7-13. Scheduled for second half of 1952 is 10-kw transmitter to sell for \$80-\$85,000.

GE plans to have 35-kw unit for Channels 2-6, 20-kw for Channels 7-13, by second half of this year. Equipment is intended either for basic transmitter or as amplifier for existing 5-kw transmitter. Expected price is \$70,000.

DuMont promises 40-kw transmitter in 18-24 months, with price of \$115,000.

At opposite end of scale -- low powers permitted in FCC's plan -- RCA has in production 2-kw transmitter to sell for \$45-\$50,000. Presumably, GE and DuMont also will be able to offer low-powered units of any desired size.

Not least important factor in all these promises is price -- generally well under what might be expected, considering pre-freeze price levels.

No other manufacturers showed transmitting equipment at convention. If they have anything in the works, they're keeping it quiet. Companies showing activity or interest in the field in past are Federal, Raytheon, Westinghouse and Claude Neon's Standard Electronics Corp. (Vol. 6:5,15).

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NPA hasn't yet formulated policy on materials for transmitters, but it's "studying" question and appears to be sympathetic, since no great tonnages of scarce materials are needed. It's expected transmitters will be covered by NPA's upcoming Controlled Materials Plan (Vol. 7:15).

Towers may be something else, since steel involved is considerable, compared with transmitter needs. Possibility is that NPA may insist that stations explore usefulness of their AM or FM towers (if any) before coming to NPA for help. Of course, any station with AM or FM tower good for TV wouldn't want to spend money on new tower anyway.

NARTB Chicago Convention Notes

NARTB-TV \$35,000 general managership won't be filled until June 2 meeting of nominating committee (Vol. 7:13) in Williamsburg, Va., 2 days before full NARTB board meets in Washington. Meanwhile, counsel Thad Brown is acting. Several committeemen want FCC chairman Wayne Coy for job, but he can't give answer yet as to availability—presumably still undecided whether to seek reappointment when term expires June 30. There's some doubt about Coy, due partly to his stand on color, educational reservations, NARBA, "anti-trust" report, McFarland Bill. There's some fear, too, that educational channel promoter Comr. Henock would get chairmanship if Coy should quit FCC—and she's persona non grata to most telecasters. There's also some insistence that an organization must be set up first; as of April 19, just 58 of the 107 stations had signed, will pay monthly dues starting May 1 of one-time 5-min. or half 15-min. rate, whichever is lower. AM stations and TV applicants may join at \$25 monthly.

Affiliates committee formed at NARTB convention to meet with networks, discuss rate cuts, consider whole radio rate structure, meets April 24-25 at BAB headquarters, New York. Headed by Paul W. Morency, WTIC, Hartford, it includes: Kenyon Brown, KWFT, Wichita; Walter Damm, WTMJ, Milwaukee; R. M. Fairbanks, WIBC, Indianapolis; Leonard Kapner, WCAE, Pittsburgh; Edgar Kobak, WTWA, Thomson, Ga.; Clair McCollough, WGAL, Lancaster & WDEL, Wilmington; John Patt, WJR, Detroit; Robert Swezey, WDSU, New Orleans; George Storer, Fort Industry; Ben Strouse, WWDC, Washington; G. Richard Shafto, WIS, Columbia, S. C.; Hugh Terry, KLZ, Denver.

Defense Mobilizer Wilson told broadcasters they would not get priorities for building new TV stations, but must "compete with other essential industries" for materials. He spoke on DuMont closed circuit from Washington at TV luncheon April 19, viewed by more than 500 on 16 DuMont 19-in. sets. His main plea was "hold the line" on inflation, but in answer to question regarding TV set production, he replied that there would be periodic cut-backs during next several years of mobilization program but that there should be "substantial" overall output.

Appeal from FCC's FM functional music crackdown (Vol. 7:15), with NARTB backing, was assured when association passed resolution to back up any fight challenging legality of ruling. Manufacturers remain principal stumbling-block to FM, according to Everett L. Dillard (WASH, Washington), who told convention: "Frankly, we of the FM broadcasting industry are tired and disgusted with stepchild treatment from the manufacturers . . ."

NARTB had 1446 members as of March 1, of which 43 were TV, 70 associates. It took in \$847,052 from Jan. 1, 1950 to Feb. 28, 1951 (of which \$792,929 was in dues) and spent \$871,044—or \$23,992 more than income. Heaviest expenses were salaries, \$459,793; general and office expenses, \$209,583; travel, \$105,529.

Full line of studio equipment was shown at NARTB convention this week, for first time, by General Precision Laboratory. Included were studio and field camera chain at \$12,250 (less image orthicon), and synchronizing generator and video switcher (\$7500) to be used with new \$3200 16mm GPL projector.

NARTB convention in 1952 will be held April 26-May 2 at Waldorf-Astoria in New York. Next board meeting is June 4 in Washington, at which time newly chosen president Harold Fellows (Vol. 7:14) takes office.

Program standards for TV—"before somebody does it for us"—is object of 5-man TV committee set up by NARTB at April 19 Chicago meeting. Committee will call conference of telecasters in May or June to appraise "plunging neckline" and excessive commercialism. Plan is to meet before FCC conference (Vol. 7:3-5) takes place. Committee: Robert Swezey, WDSU-TV, chairman; Clair McCollough, WGAL-TV & WDEL-TV; George Storer, Fort Industry; F. M. Russell, NBC; Chris Witting, DuMont.

All Fort Industry stations are in the black, v.p. Lee B. Wailes told telecasters at operating cost session April 19. He said one station (unnamed) had 400% increase in business first 4 months this year compared with same period last year, only 46% increase in costs. He gave following breakdown of expenses in Fort Industry TV stations (WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta): Programming, 40%; engineering, 30%; sales, 15% (ranging from 8 to 18%); administration & general, 15%.

Station Accounts: Adjacencies and spots for Dodgers games on WOR-TV, sponsored by Schaeffer Brewing Co., add up to imposing array of sponsors: *Talk to the Stars* following each game, 15-min. for Mennen Co. and Tide-water Oil; *Happy Felton's Knothole Gang*, Curtis Candy Co.; time signals, Elgin Watch Co.; 20-sec. spots, Life Magazine, Kreml, Bromo-Seltzer, Kools, Spuds, John T. Stanley Co. (shaving cream) . . . New beauty-health show on WJZ-TV, Mon. 2:15-2:30, is *Claire Mann Glamour Show*, sponsored by J. Ossola Co. (Buitoni starch-reduced spaghetti, Torini olive oil & olive mix), thru Carlo Vinti, N. Y. . . Prize Beer sponsoring Texas travelog films on WOAI-TV, San Antonio, to be made available to other stations . . . City Furniture Co., Chicago, sponsoring *Here Comes the Bride*, actual wedding ceremonies, in its Englewood store, Mon. 9-9:30 p.m. on WGN-TV . . . Add baseball sponsorships: Baltimore Orioles on WMAR-TV, 2 games weekly, first half of each by Gunther Beer, second half by Atlantic Refining . . . Among other advertisers currently reported using or preparing to use TV: Cyma Watch Co., thru Irving Berk Co., N. Y.; Waverley Fabrics, thru Anderson, Davis & Platte, N. Y.; Sick's Seattle Brewing & Malting Co. (Rainier beer), thru Western Agency Inc., Seattle; Olympic Distributors (Nids chlorophyll tablets), thru Vic Knight Adv., Los Angeles; John T. Stanley Co. Inc. (Stanley's Castile shave cream), thru Posner-Zabin Adv., N. Y.; Pure Frozen Lemon Juice Corp. of America (Nilcar), thru Newby & Peron, Chicago; Hawaii Visitors Bureau, thru Holst & Cummings, Honolulu; United Frozen Foods Corp. (Simple Simon pies), thru Davis & Co., Los Angeles; American Chemiatric Corp. (Refresher gum breath deodorant); H. Fox & Co. Inc. (U-Bet syrups), thru Paul Smallen Adv., N. Y. (WABD); Mt. Rainier Bulb Co. (mail order gladiola bulbs), thru National Radio Adv., Seattle (WABD).

Network Accounts: Standard Brands (Chase & Sanborn instant coffee, Tender Leaf tea) will sponsor Mon.-Wed.-Fri. 1:45-2 segments of *Garry Moore Show* on CBS-TV, thru Compton Adv.; Junket Brand Foods will take Thu. 1:30-1:45 portion, thru McCann-Erickson. Starting dates not set . . . Colgate-Palmolive-Peet May 7 starts *Strike It Rich* on CBS-TV, taking Mon.-Wed.-Fri. 11:30 a.m.-noon editions of across-the-board series, thru Wm. Esty Co.; *Steve Allen Show* will move to Mon.-Fri. noon-1 . . . Gillette May 5 will sponsor *Kentucky Derby* film on CBS-TV, Sat. 9:45-10, thru Maxon Inc., N. Y. . . Arthur Godfrey's morning AM show on CBS, Mon.-Fri. 10-11:30 reported likely simulcast next fall with present sponsors Toni, Reid Murdoch Div., Lever Bros., Pillsbury, National Biscuit Co. & Chesterfield expected to back TV edition also.

Financial & Trade Notes: Motorola reports first quarter operations were "maintained at a relatively high level," sales exceeding \$46,000,000 compared with \$35,800,000 for same 1950 period. Earnings before taxes, president Paul V. Galvin reported to stockholders April 16, likewise attained new peak for quarter, but final figures aren't ready yet. Mr. Galvin stated home and auto radio sales should maintain satisfactory volume second quarter but that TV volume "tends to reduce in the second quarter . . . downward trend usually continues until the third quarter." Communications business, including microwave, has been stimulated by civilian defense requirements. Notice of stockholders meeting to be held May 7 discloses that, of 897,605 shares outstanding, Mr. Galvin owned 52,769 as of last Feb. 21; Robert Galvin, executive v.p., 64,258; Elmer H. Wavering, v.p., 10,450; George R. McDonald, v.p., 5170; Walter H. Stellner, v.p., 4400; Dannel E. Noble, v.p., 2933; Frank J. O'Brien, v.p., 2907; Matthew J. Hickey, director, 2444. In addition, the Galvins held beneficial interest in 108,906 shares held in trust for estate of Lillian A. Galvin, deceased. President Galvin's 1950 salary was given as \$75,000, that of each of the 6 vice presidents approximately \$50,000.

Magnavox reports \$13,609,000 sales, \$640,000 net profit (88¢ per share on 709,374 common shares) for first quarter 1951, compared to \$8,901,000 sales, \$625,000 profit (89¢ on 676,289 shares) in same 1950 quarter. For 9 months to March 31, sales were \$39,398,000, net profit \$2,454,000 (\$3.40) vs. \$22,678,000 sales and \$1,400,000 profit (\$2.04) for comparable preceding period. Defense contracts on books exceed \$20,000,000. Magnavox will redeem 4000 shares of Class A preferred stock next June 1 at \$15.75 plus accrued dividends—those called for redemption being selected by lot by Ft. Wayne National Bank. Right to convert into common shares holds until 5 days prior to redemption date. Up to April 12, total of 49,575 Class A shares had been voluntarily converted, leaving 50,425 outstanding.

Stromberg-Carlson will report net income of \$243,113 (63¢ per share) on sales of \$8,163,951 for first 1951 quarter vs. \$63,480 (10¢) on sales of \$6,707,796 same 1950 quarter. At stockholders meeting April 25, management will fight effort of Bernard Fein, ex-Ansley, to "try for control" with proxies opposing authorization of 500,000 additional shares of common stock, contending his "Independent Stockholders Committee" aggregates only 560 shares of common stockholdings.

Olympic Radio stockholders meeting has been called for April 23 at company plant, proxy notice disclosing president Adolphe A. Juviler owner of 82,400 common shares (24%) of the 338,263 outstanding, drawing \$44,550 salary in 1950; Percy Schoenen, executive v.p., 22,660 shares (6.7%), salary \$30,550; Morris Sobin, v.p., 800 shares, salary \$28,300. Company's record 1950 sales-earnings were reported last week (Vol. 7:14).

Muter Co. first quarter sales, including subsidiary Jensen and Rola companies, were \$4,565,000, net profit \$293,033, or 45¢ per share on 651,200 common shares outstanding. This compares with sales of \$2,819,000, profit of \$219,137 (34¢ on 296,000 shares) for same 1950 quarter.

Aerovox first quarter sales were up 20% over \$4,700,000 of first quarter 1950, reports April 17 *Wall Street Journal*, with earnings off "slightly" due to higher taxes and defense orders "picking up fast."

CBS consolidated gross income was \$39,323,391, net profit \$1,276,054 (74¢ a common share) after \$2,225,000 taxes for quarter ended March 31 vs. \$30,809,064 sales and \$1,304,050 earnings (76¢) after \$1,651,700 taxes for same 1950 period.

Trade Personals: Charles H. Atkin, supervisor of industrial relations, Westinghouse plant at Fairmont, W. Va., appointed to same post in company's new Electronic Tube Div., temporarily headquartered at Bloomfield, N. J. . . . Louis C. Kunz appointed production mgr. for CR tubes in GE Tube Div., Schenectady . . . J. J. Farrell, engineer in charge of commercial products, appointed asst. mgr. of engineering, GE Commercial Equipment Div., Syracuse; L. H. Junken, design engineer, named division engineer of engineering service . . . E. R. Glauber, ex-Eastern regional mgr., named gen. mgr. of Admiral-owned distributing branches under v.p. Clarence S. Tay . . . Edward A. Pecara, ex-Zenith, appointed sales promotion mgr., Motorola . . . H. L. Hoffman, Hoffman Radio has been presented Helms Athletic Foundation Award for "noteworthy contribution to sports" in connection with sponsorship of football telcasts . . . Bonnel W. Clark, retired Westinghouse sales v.p., named director, NPA Electrical Equipment Div.

Marvin J. Kelly, executive v.p., elected president of Bell Laboratories April 20, succeeding Dr. Oliver E. Buckley, appointed by President Truman as chairman of new science advisory committee of ODM.

GE announced uhf converter (called "translator"), will show it at July Music Merchants' convention in Chicago. Like Crosley's (Vol. 7:15), it's continuous tuning, covering whole uhf band, easily attachable to present vhf sets. In memo to distributors, GE asserts converter is best means of achieving uhf with present sets, that combination vhf-uhf sets aren't now being offered because customer would be "forced to pay premium" for facilities which may not be used for long time. Price and performance weren't disclosed, but GE says that it will be "competitive," probably meaning \$50 or so, and that unit worked satisfactorily during several months' tests at Bridgeport.

Stackpole Carbon Co., St. Marys, Pa., has developed ferrite type transformer cores for TV-radio uses which contain neither nickel nor any other material currently on critical list. Known as Stackpole "Ceramag No. 8," this material, like Henry L. Crowley Co.'s "Croloy C-4" (Vol. 7:15), is said to be interchangeable with nickel-containing ferrite cores. Stackpole's Electronic Components Div. says new material has been turned out in production lots and is now ready for commercial production. Sprague Electric Co. last April joined with Philips Industries Inc. to form Ferroxcube Corp. of America (Vol. 6:29) which is now commercially producing ferrite core material developed by Philips Research Labs in Holland and said to have superior characteristics to old-type ferrite and containing no nickel, cobalt or other critical alloying material—also interchangeable with old-type cores.

Color TV seemed to be furthest from NARTB conventioners' minds. Only FCC Chairman Coy seemed worked up about it, saying: "To me it is the most exciting and most effective communications medium ever devised . . . It can become the most profitable medium." He reiterated conviction that Supreme Court would uphold FCC decision, took crack at those who termed color issue "academic" because of impending materials shortages by citing first-quarter 1951 production of 2,200,000 sets. "It is my view," he said, "that so long as TV sets can be made, color in TV need not be denied the American people."

Paramount's interest in Lawrence tri-color tube (Vol. 6:18-36), through Chromatic Television Laboratories, amounts to 50%, president Barney Balaban reveals in annual report. "I can now report," he states, "that Chromatic has produced practical color TV tubes. These tubes also appear to have considerable value for military purposes." Paramount has yet to show off tube.

OUTPUT RECEDES, CONTROLS BEING FELT: There can be little doubt, now, about shortages -- once present stocks are cleared. The industry was told some cold, hard facts at Tuesday meeting with defense production officials (see p. 10). Nickel and tungsten curtailments mean fewer tubes, and tubes can determine rate of output.

Next quarter, nearly all controls will be tighter, shortages worse -- as natural by-product of gradually accelerating military production, as well as CMP (Vol. 7:15), which will set aside materials for practically all hard goods except consumer durables. It's not known how much will be left for consumer items such as TV-radio, but we've heard dire warnings -- for instance, that of the copper producers, who April 19 told NPA there may be no copper left after CMP allocations.

TV production was down considerably first 2 weeks of this quarter. Trade slowdown is undoubtedly responsible, but even if TV sales were brisk we'd see some slackening of production rate all through this quarter, because manufacturers now must restrict their output to conform with quarterly and monthly quotas set by NPA steel order (Vol. 7:10-11,14).

First week of second quarter (ended April 6) saw TV output drop to 140,964 (5393 private brand) from preceding week's 157,771, while factory inventories rose to 324,859 from 269,448 at end of March (Vol. 7:14).

Second week (ended April 13) TV output fell still further -- to 133,576 units (3864 private brands) and factory inventories rose to 386,307.

Radios held up better, first April week's output totaling 332,463 units, leaving only 133,338 in factory inventories; second week 351,652 output and 156,445 in inventory. Radio breakdown for April 6 week: home radios 179,296, auto 121,959, portable 31,208. For April 13 week: home 158,206, auto 155,374, portable 38,072.

SLIGHT SALES PICKUPS, OUTPUT DOWN: Baseball and the MacArthur homecoming helped sell some more TV sets this week -- but the general outlook remained cloudy as piled-up stocks moved too slowly to offset even reduced production rate (see figures above).

Pickups in business were noted in some major markets, notably along West Coast, with low-end receivers selling quite well. And there were strong forces at work seeking to persuade Federal Reserve Board to relax Regulation W and pressure FCC to greater haste toward ending new-station freeze.

Adding his voice to industry's, mindful of big cuts in factory payrolls throughout electronics field, IUE president James Carey urged FRB to allow TV trade-ins under some sort of blue-book plan (Vol. 7:13), speaking before Pennsylvania CIO convention last week. His union was also active in Washington (see p. 8).

AFL's IBEW reports it is asking FRB to return Regulation W to last year's level (15% down, balance 18 months in lieu of 25% and 15 months), and will urge FCC "to grant TV station licenses in some of the uncontested localities."

FRB hasn't yet taken up industry proposal to permit blue-book values on trade-ins applicable to down payment, but outlook wasn't regarded with too great hope within industry circles because of complex price history of TV's multifarious models. Proposal hasn't been turned down, at least.

There's cold comfort, at moment, in fact that (a) most consumer durables, notably autos, are suffering same sudden recession of buying as TV, their industry leaders also fearful of continued depression; (b) nearly all the business services and commentators seem to be of one accord in predicting upturn after swollen inventories -- soft goods as well as hard -- are disposed of.

The pundits argue that people have jobs, there's plenty of money in circulation, inventory glut is temporary. Said United States News, for example, speaking of business generally:

"Business firms, bothered over heavy stocks, probably will be glad they have

them as the year wears on. Inventory dumping appears to be inadvisable. Trade prospect for the year as a whole points to a record business volume...What's going to happen is that consumer demand will revive in the months ahead. But production of civilian hard goods won't pick up. It will decline. So wholesalers and retailers can expect to find buyers for the goods on hand."

Federal Reserve Board, making public a survey made for it by U of Michigan Research Center, noted no decline in consumer plans to buy TVs, radios, furniture, refrigerators and other appliances -- not even during first half of this year. Outlook was less optimistic for auto purchasing, said statement, which noted:

"To the extent that consumers may have been unduly doubtful concerning the availability of goods and their own financial prospects at the beginning of the year, it is possible that purchases later in the year may be larger than is indicated by buying plans." Surprisingly, survey showed only 3-4% of consumers indicated their buying plans were being affected by Regulation W.

HOW LABOR WOULD MEET LAYOFF PROBLEM: Powerful IUE-CIO's president James Carey and delegates from hard-hit locals (who claim 100,000 in TV-radio industry) have been visiting govt. agencies with rather startling proposal for "industry-labor-govt." program to attack unemployment and reconversion bottlenecks in the industry.

Union says more than 20,000 workers have been laid off thus far, blames "breakdown in mobilization agencies' electronics program, govt. credit regulations and refusal of companies to share any sacrifices required in transition period."

To share these sacrifices, Carey wants TV-radio companies to "pay a special unemployment benefit to those laid off -- this money to come from 1950 profits." He estimates "fund of \$12,500,000, or less than 10% of the industry's 1950 profits after taxes, would pay 20,000 workers \$40 a week for 15 weeks."

Delegation took this proposal to NPA chief Manly Fleischmann, Munitions Board vice chairman Harry K. Clark and Federal Reserve Board member R. M. Evans.

Rest of union's "reconversion program" is less controversial, much of it coinciding with long-time pleas of TV-radio industry. IUE urges:

(1) Immediate placing of initial military production orders and allocation of materials "to keep the labor force fully intact until military electronics program is fully underway." (2) Relaxation of govt. credit controls. (3) Reconversion of TV-radio plants immediately to handle military production. (4) "Intensive training in military electronics field" for TV-radio industry's labor force.

In speech to Pennsylvania CIO convention last week, Carey demanded that Federal Reserve Board "review this discriminatory Regulation W and at the very least permit people who want to trade in old TV and radio sets to have the same rights as those who trade in autos -- to apply the trade-ins against the down payment."

CAUSES & EFFECTS OF TV-RADIO SLUMP: Why the present confused situation in TV-radio? Answer is simply: uncertainties resulting from rearmament program and inescapable controls which accompany any mobilization effort.

Diagnostician is RTMA chairman Robert C. Sprague, speaking April 20 before Chicago meeting of Armed Forces Communications Assn. His words bear repeating:

"No doubt many persons outside the industry may question [my diagnosis] in the light of the high production of radio and TV receivers during the first quarter of this year. Frankly, it has surprised many of us in the industry. [But] an explanation is not hard to find.

"With the outbreak of the Korean war, manufacturers began preparing themselves for widely-predicted shortages to come. They knew that military contracts would not be immediately forthcoming to fill the gap caused by these shortages. They bought all the components they could find and afford, and even with the high production of last fall and winter were able to put some of these components into inventory. Parts and tube manufacturers also increased production in response to heavy orders from set producers, and in anticipation of material shortages. These actions were perfectly natural and to be expected of alert business men.

"In addition, both set and parts manufacturers speeded up their efforts to

reduce the use of critical materials. They found that through redesign of equipment and components they could conserve hard-to-get materials and substitute less critical materials without in any way impairing efficiency or performance. Our industry has a reputation for ingenuity. When the stimulus of necessity is added to the incentive of cost saving, that ingenuity can achieve spectacular results.

"The post-Christmas season is normally a slack one. This year, however, the circumstances cited induced everyone to produce beyond the immediate market needs in anticipation of increased shortages. Meanwhile, production costs have risen, credit restrictions have been tightened, and the 10% excise tax on TV sets was beginning to be felt. Consequently, the accumulation of heavy inventories...

"In our industry, the feast-or-famine pattern seems to be traditional. There is seldom a period that might be called normal -- that is, when supply and demand are in perfect balance. Last fall TV sets were short and on allocation to dealers; during the first quarter of this year there was an over-supply, and by mid-year or early fall they will probably be in short supply again."

Topics & Trends of TV Trade: Western Union's venture into TV servicing field, in cooperation with DuMont, is frankly starting out May 1 as trial run of what may turn into nation-wide service for any make of receiver. At outset, newly formed subsidiary Western Union Services Inc. will simply install and service DuMont receivers in Essex, Passaic and Union counties, in New Jersey, getting usual \$65-\$85 installation-plus-annual service fee or else a "per call" fee. and paying dealers 10% on service contracts they sell.

Expansion of idea, which grew out of conversations between Dr. DuMont and Walter P. Marshall, WU president, depends on how public takes to it; also on availability of manpower. WU's first maintenance center is located at 1 Evergreen Place, E. Orange, N. J.

President of subsidiary is WU v.p. Thomas F. McMains, with WU plant-engineering v.p. S. M. Barr vice president and director. Mr. McMains foresees "millions of new TV homes" and growing need for "efficient and reliable receiver servicing" as TV expands westward, and stated the 100-year-old telegraph company is in good position to provide such servicing by reason of its experience with wide range of ultra-modern electronic devices.

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In effort to liquidate inventory, Admiral is putting big promotion breaking April 22, behind unusual premium deal whereby dealers can give away, with each purchase of an Admiral console, one of its 3-speed phono-radio table units listing at \$90. Sales v.p. Wallace C. Johnson, in letter to 25,000 dealers, outlined plan whereby with each Model 27K15, 27K16 or 27K17, retailing in \$350 range (Vol. 7:1), distributor will sell him the \$90 radio-phono for \$14.95, or about one-fourth the wholesale price. For every higher-priced TV console the dealer orders, beginning with Model 27K25, which retails at \$369.95, dealer gets the radio-phono unit free.

Retailers may also buy one radio-phono unit at \$29.95 each for every Admiral console in inventory purchased on or before March 3. Deals will be made "only as long as it takes to clear out existing TV stock now held by Admiral distributors." They don't apply to Admiral's plastic console Model 27K12, recently reduced from \$280 to \$250 (Vol. 7:11).

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Exemption from excise tax of TV-radio and other communications equipment sold to U. S. or "any allied govt." is object of H.R. 3603, introduced April 9 by Rep. Kean (R-N. J.), referred to House Ways & Means Committee. Exemption would apply also to parts used in equipment made for Govt.

Trade Miscellany: Admiral this week celebrated jubilee, with production of its 2,000,000th TV receiver . . . Muntz states it's now making 12,500 sets a month, reports its 50 retail outlets have doubled sales since 17-in. leatherette table model recently was cut to \$149.95 . . . Sylvania receiver plant in Buffalo has cut TV output about 25%, cut force from 3200 to about 2600 . . . Trad Television Corp., producing mainly private label sets, announces 17-in. console at \$219.95, 20-in. at \$279.95 . . . RMA of Canada delegates, at last week's joint meeting with RTMA, predicted 55,000 TVs will be sold in that country this year, as against about 35,000 last year (Vol. 7:15) . . . DuMont has appointed Companhia Auto-Lux Importadora as distributor for Rio de Janeiro & Sao Paulo, Brazil, as result of receiver sales mgr. Ernest Marx's recent visits there . . . Philco, hedging for its distributors against curtailed TV-radio demand, has added to its accessory line a 7-piece stainless steel kitchen tool retailing at \$12.95; it includes potato creamer, masher, dipper, ladle, utility spoon, spatula, fork, is made by Ace Products Co., Chalfont, Pa. . . . GE reports new TV warranty policy guarantees replacement tubes 6 months from date of purchase, superseding old deal guaranteeing them 6 months from shipment from factory . . . Stromberg-Carlson this week laid off 200 workers due to TV curtailments . . . GE shipping 1500 chassis, 400 complete TV sets to Brazil, making 4700 for which it has received import licenses thus far.

Plant Expansions: Westinghouse's new Electronic Tube Div. (Vol. 6:51) will occupy 3 plants, first to be \$4,000,000 one-story structure covering 3 acres near Bath, N. Y., employing 2000 on military production; second plant is now being built at Horseheads, N. Y., near Elmira (Vol. 7:10); site for third hasn't yet been chosen. . . . Westinghouse, for new Air-Arm Div. under v.p. Walter Evans, who also heads Electronics & X-Ray Div., has purchased 75 acres adjoining Baltimore Friendship Airport for new 400,000 sq. ft. plant to be completed by autumn and to employ 2500-3000 by end of 1952.

RCA has added new TV console (Model 7T125) to its 1951 line, making total 15 models (Vol. 6:51). It's 17-in. Provincial in mahogany, walnut or maple, with 2 full doors, lists at \$425, delivery in mid-May. Other Provincial in line is 9T128, a 19-in. 4-door console at \$495.

Hoffman Radio's expanded line of TVs, announced this week, includes 14-in. mahogany table (Model 639) \$199.95, oak \$209.95; 17-in. mahogany table (637) at \$309.95, oak \$319.95. These have been tested on Pacific Coast, will now be released for Eastern distribution.

RTMA annual meeting has been scheduled for June 8-9 in Stevens Hotel, Chicago.

NICKEL PINCH, FEWER TUBES INEVITABLE: NPA laid facts on the line this week -- told electronics executives there won't be enough nickel available this year to prevent dislocations in receiving tube industry.

For TV-radio manufacturers and "assemblers," NPA held out the hope that inequities in steel order M-47 (Vol. 7:10-11,14) may soon be corrected. Speaker makers were told that while cobalt outlook won't be any better, it probably won't be any worse during May and June.

But nickel crisis, affecting every segment of electronics industry, was predominant theme of NPA's April 17 meeting with its Component, End Equipment and Receiving Tube industry advisory committees (for those attending, see p. 11).

Tube manufacturers presented scale of minimum nickel requirements -- May 250,000 lb., June 225,000, July 200,000 -- and warned cuts below these figures would jeopardize industry, weaken its capacity to produce for defense orders.

Govt. production officials shook their heads, said tube industry can expect far less than 200,000 lb. a month beginning in May. April's allotment actually was less than 170,000 lb. Only way tube industry can get more nickel, NPA men made clear, is to take it away from the military, an unlikely prospect.

Lead time -- period it takes to process and fabricate nickel alloys -- is 3-5 months. Tube makers will thus feel April's shortage in August and September. Tube industry is already feeling cumulative effect of months of "little shortages."

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One big factor behind NPA's reluctance to shake loose relatively small amount of additional nickel for tube industry, it was learned, is ramifications such a move would have among hundreds of other nickel-using industries. Although tube industry doesn't use much more than 1% of U.S. nickel, many other industries could also make strong case of their essentiality as basis of plea for more nickel.

An NPA metals expert put it into words of one syllable for us: "For the sake of argument, let's say there are 100 industries, each of which normally uses 1% of America's nickel supply. Comes the rearmament program and we chop a big hunk out of that supply for new military uses -- jet planes, for instance. We chop out another hunk for the stockpile, and you can see everybody's got to take a cut, and there can't be any exceptions."

Oft-heard warning that tungsten -- only known tube filament material -- may soon be worse shortage problem than nickel, was repeated by NPA officials. They said real pinch in tungsten supply may be felt by July.

Tube industry was urged to assure that adequate supply of new tubes flows into replacement channels, lest NPA take situation into its own hands through new restrictive regulations.

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Cobalt will be available to TV-radio industry during May and June at about same rate as April -- 29-30,000 lb. for all uses, or about 25% of normal requirements (Vol. 7:13) -- NPA officials said. They praised industry's conservation efforts, asked for still more.

Question of electromagnetic speakers was brought up by set makers, who have learned the hard way that tales of cobalt conservation don't cut much ice in convincing NPA's Copper Div. to provide extra copper to replace cobalt.

Set manufacturers who have conserved substantial amounts of copper, NPA spokesmen suggested, might "lend" part of their base periods to their speaker suppliers for use in obtaining copper wire for electromagnetic speakers. But it was emphasized that set makers must save considerably more copper than they ask NPA to approve for their speaker makers under any such arrangement.

There's good chance 2 most objectionable features of steel order M-47 will

be swept away, Asst. Administrator Horace McCoy indicated at NPA-industry meeting.

Some manufacturers protested section of order which limits second quarter output of so-called "assemblers" to 80% of sets they produced during average quarter of first-half 1950 (Vol. 7:11). They said it discriminates against some set makers and discourages conservation efforts, and asked that "assemblers" be limited on basis of use of steel as are "manufacturers". McCoy said request would be given favorable consideration.

Second objection was to "strait-jacket amendment" to M-47 (Vol. 7:14), which in effect freezes manufacturers' "mix" of production as between radios, TVs, radio-phonos, TV combinations and phonos. Industry pointed out intent of amendment was to prevent manufacturers from skimping on output of lower-priced lines and concentrating on high-end items -- but its effect is just the opposite.

In light of present trade conditions, they said, set makers want to produce more low-end items, but steel order forces them to turn out higher-priced combinations in same proportions as first-half 1950. Set makers asked permission to divert some of steel earmarked for TV-phonos to TV-only sets, some of steel reserved for radio-phonos to more saleable smaller radios.

Steel order now divides TV-radio products into 5 groups. Steel quotas (80% of use during average first-half 1950 quarter) can't be shifted from one group to another. Groups are: (1) radios, (2) radio-phonos, (3) TV-only, (4) TV-radios, TV-phonos, TV-radio-phonos, (5) phonos, record players. Industry wants groups 1 & 2 combined, groups 3 & 4 combined. This can probably be arranged, McCoy said, but he warned NPA will be watching for "abuses".

Industry's collective estimate of 1951 production, offered in response to NPA query: 5-6 million TVs, 10-15 million radios.

Mobilization Notes: Seven certificates of necessity for rapid tax write-off of \$9,688,168 worth of new plant facilities for electronic and related production were granted by DPA between March 7 and April 6. They represented only small portion of the 396 certificates issued for \$1,310,799,399. Of the 7, Sylvania got 3 totaling \$7,942,353.

Certificates granted Sylvania: For production of sub-miniature tubes, at Burlington, Ia., \$4,252,322 at 75% amortization; tungsten & molybdenum fabrication, Towanda, Pa., \$2,899,335 at 80%; electron tubes, Warren, Pa., \$790,695 at 80%.

Certificates granted other electronic firms: Bendix, aircraft communications & radio equipment, Towson, Md., \$1,008,474 at 75%; Titeflex Inc., radio & ignition components, Newark, \$289,065 at 80%; Litton Industries, magnetron tubes, San Carlos, Cal., \$248,277 at 85%; Good-All Electric Mfg. Co., metal-clad condensers, Ogallala, Neb., \$200,000 at 75%.

Of 258 certificates granted by NSRB from Oct. 30, 1950, to Jan. 25, only 7 were for electronics manufacture (Vol. 7:10), and 3 more for electronics appeared on previous DPA list of 228 granted Jan. 25-March 7 (Vol. 7:11).

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New procurement policies "to provide maximum aid for small business" were announced this week by Defense Dept. They include: (1) Assignment of small business specialists to all armed service procurement offices. (2) Division of negotiated procurements into small lots to allow multiple contract awards. (3) Program to encourage subcontracting. (4) Payments of "price differential in negotiated procurements to accomplish the objectives of broadening the industrial base of suppliers." NPA is also planning "special treatment" for small business.

Army announced plans to open 34 more sample display and procurement information centers as aid to small business. Of these, Signal Corps will get one new center-- at 2800 So. 20th St., Philadelphia--in addition to the present one at Ft. Monmouth, N. J. Air Force, citing "favor-

able reception" of last February's subcontractor clinic in New York (Vol. 7:7-8), is scheduling similar displays by prime contractors in 5 other cities, beginning in Chicago April 30, and later in Boston, Detroit, Los Angeles and Fort Worth.

Munitions Board, in announcing January total of military contracts reached \$3,984,000,000, revealed that small business received 73% of contracts, but only 17% of dollar value. During January, contracts negotiated directly (rather than awarded by bid) soared to 84% of total value, with small business receiving 13-14%.

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Members of 3 industry advisory committees who met with NPA officials April 17: **End Equipment Committee**-- R. A. Graver, Admiral; C. W. Thompson, Arvin; J. W. Craig, Crosley; H. C. Roemer, Federal Telephone & Radio; W. J. Halligan, Hallicrafters; Dr. W. R. G. Baker, GE; A. A. Juviler, Olympic; Franklin Lamb, Tele King; J. B. Elliott, RCA; Ray C. Ellis, Raytheon; R. Alexander, Wells-Gardner; Fred Lack, Western Electric. **Receiving Tube Committee**--J. M. Lang, GE; J. Q. Adams, Hytron; W. J. Peltz, Philco; K. C. Meinken, National Union; Carl Hollatz, RCA; N. B. Krim, Raytheon; R. E. Carlson, Tung-Sol; R. F. Marlin, Sylvania. **Components Committee**--W. E. Wilson, Acme Electric; George Bliley, Bliley Electric; A. D. Plamondon, Indiana Steel Products; H. A. Ehle, International Resistance; A. P. Hirsh, Micamold; L. F. Muter, Muter Co.; W. R. Reisner, Reisner Mfg.; Sarkes Terzian, Sarkes Tarzian Inc.; R. C. Sprague, Sprague Electric; J. J. Kahn, Standard Transformer; Max Balcom, Sylvania; C. E. Williams, DuMont; R. F. Sparrow, Mallory.

Canada will put nickel under complete allocation beginning May 1. Canadian, U. S. and British defense production will get top priority, but Canadian civilian industries aren't expected to be cut off completely from supplies of the strategic metal. Similar orders placing copper, aluminum, lead and zinc under controls are expected soon from Canada's Defense Production Department.

Telecasting Notes: Emilio Azcarraga's XEW-TV, Mexico City's second outlet, has been televising baseball twice weekly since March 22, one night and one day game, as sort of test schedule on Channel 2, plans to increase time on air gradually to reach 5 hours daily by Sept. 18, date of inauguration of new Televiscentro, which Mr. Azcarraga says will contain finest studios on the continent . . . With application of *Providence Journal* to purchase WCFI, Pawtucket, Attorney General J. Howard McGrath, agent for Pawtucket firm and executor for estate of one of owners, severs identity with radio; 2 other members of President Truman's cabinet have TV-radio interests—Secretary of Commerce Sawyer, owning AM stations in Dayton & Springfield, O., and Secretary of Navy Matthews, who controls WOW & WOW-TV, Omaha . . . ABC has purchased 4-story and penthouse showroom building at Broadway & 70th St., New York, for \$416,500, acquiring 50,000 sq ft. more space for TV operations, centered mainly in old New York Riding Academy at 6 W. 66th St. thru to 67th St. . . . CBS office workers (publicity and news writers, secretaries, clerks) voted 308-290 this week against joining CIO American Newspaper Guild . . . Philco reports AT&T now installing its 6000-7000 mc microwave equipment to link Cincinnati-Dayton, service to start May 14; similar short-haul links were supplied recently for linking Binghamton into Schenectady-Utica and Richmond-Norfolk . . . Program Advisory Board of 12 industry, education, religious leaders formed by WAAM, Baltimore, to counsel station on public interest services . . . Crosley TV stations (WLWT, WLWC, WLWD) have appointed MCA as agent for syndication of their programs having national potential . . . WDTV, Pittsburgh, has raised base hour rate from \$600 to \$800, one-min. from \$100 to \$125 . . . First strike ever against a TV station (Vol. 7:15) ended this week after 3-week walkout (during which strikers argued their case over station) when Los Angeles' KFI-TV management agreed to discuss terms with TVA.

Personal Notes: Harry M. Bitner, onetime publisher of *Pittsburgh Post-Gazette*, now holding large interests in radio stations in Indianapolis, Evansville, Grand Rapids and Flint—his son Harry Jr. managing WFBM & WFBM-TV, Indianapolis—named one of National Production Authority's consultants on printing and publishing; others are Wm. G. Chandler, Scripps-Howard; Buel W. Hudson, *Woonsocket* (R. I.) *Call*; Matthew G. Sullivan, Gannett Newspapers . . . Kingley F. Horton, CBS-TV asst. sales mgr. in New York, appointed CBS radio & TV sales mgr. for West Coast . . . Robert Hibbard acting operations director of WGN-TV, Chicago, succeeding Vernon R. Brooks. . . . Norman Gladney, TV v.p. of Franklin & Gladney Inc., resigns to join Bulova Watch Co.; firm will continue present corporate name . . . Max Tendrich succeeds Lester J. Mallets as TV-radio director of Weiss & Geller, N. Y.

Georgia interests, backed by Clement A. Evans & Co., investment bankers, retaining two-thirds ownership, applied this week to FCC for authority to take over Channel 8 operation from WSB-TV, Atlanta, while that station retains Channel 2 on which it has been experimenting since *Journal-Constitution* merger (Vol. 6:12-13, 20). Applicant company is Broadcasting Inc., proposing to pay \$525,000 for plant, headed by Walter T. Sturdivant, knitting mills executive. [For details, see *TV Addenda 12-O.*]

Unusual letter received by FCC from attorneys Rivet & Blum, New Orleans, said their client, one Frank W. Bennett, wanted to be on record in event early applications received any priority. They said Bennett plans to apply for TV in Lake Charles, Lafayette, New Iberia, Jeanerette, Morgan City, Baton Rouge, Houma, Thibodaux, all Louisiana.

TREMENDOUS TV coverage of Gen. MacArthur's return and speeches, seen live or filmed by estimated 30-40,000,000 (probably biggest audience yet), will undoubtedly spark off new series of evaluations of "TV's impact on the democratic process," educational TV, etc.

Well worth noting is that commercial sponsorships of such events, encouraged recently by FCC Chairman Coy (Vol. 7:15), tend to insure quality and quantity of public-event coverage efforts in future.

Probably most spectacular station effort was that of Hoffman Radio, over KNBH, Los Angeles. Films of speech before Congress were flown West by famed speed flyer Paul Mantz, televised 7 p.m. same day. Station kept audience informed of his positions en route.

Networks, heavily sponsored, went all-out in equipment and personnel, with following lineup:

ABC-TV—*Life Magazine*, two 45-min. segments before and after Thu. 12:30 speech before Congress, thru Young & Rubicam.

CBS-TV—Longines Wittnauer Watch Co., speech plus New York parade and reception, thru Lennen & Mitchell.

DuMont—*Newsweek Magazine*, 30-min filmed excerpts of speech Thu. 10-10:30, thru Lennen & Mitchell; United Airlines, 45-min. of New York arrival, thru N. W. Ayer & Son; *Collier's Magazine*, New York parade 11:45-1:30, thru Kudner Agency.

NBC-TV—Motorola, segments before and after speech, thru Ruthrauff & Ryan; American Oil Co., New York ceremonies 11:30-1:30, thru Joseph Katz, Baltimore.

New York independent WPIX rushed American Express Co. commercial on air before speech just 25 minutes after receipt of order from sponsor which also bought New York ceremonies; agency was Benton & Bowles.

Justice Dept. and networks are studying National Collegiate Athletic Assn. TV committee's college football plan (Vol. 7:15), formally approved by full committee in Washington April 18. Plan provides: (1) One game to be televised in each area each Saturday. (2) "Blackouts" to be imposed in each area on at least one Saturday, to study effects on game attendance. (3) No team to be seen more than twice, once when it plays at home and once away. NBC, CBS and DuMont officials conferred with NCAA officials April 19, and seemed "interested," NCAA TV chairman Tom Hamilton said. ABC, although invited, passed up conference. Committee discussed plan with Justice Dept., but Govt. indicated it will thoroughly study matter before giving opinion on anti-trust aspects.

Formation of FCC Broadcast Bureau is held up, what with some commissioners desiring more time for study and with clear majority approval of Harry Plotkin as chief still lacking. Plotkin appears to have solid backing of Chairman Coy, Comr. Walker, probably Comr. Hyde, with others on the fence or definitely opposed. If Plotkin appointment fails, it's rumored chief engineer Curtis Plummer is shoo-in with 6 votes—if he wants the \$11,200 job, and he may not since salary is same as he now gets. Another strong contender is Parker D. Hancock, who heads Office of Formal Hearing Assistants.

Phonevision demonstration was given for 5 FCC commissioners at NARTB convention April 17, for broadcasters April 18-19 at special Blackstone Hotel showing. Viewers were addressed by Millard (Tex) Faught, Zenith publicity consultant, whose main point was that Phonevision was a means for broadcasters to garner additional income, particularly in early stages of establishing TV. Final results of 90-day test (Vol. 7:14) are now undergoing checkup by U of Chicago National Opinion Research Center. Zenith intends to do nothing until that's completed in a few weeks.

Television Digest

WITH AM FM REPORTS

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April 28, 1951

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END OF FREEZE STILL LONG WAY OFF: Caution -- once again: This freeze can't be thawed, in true sense of the word, for many months. We can't reiterate too often that there is almost no chance of any meaningful number of stations on air before late 1952.

Let's be realistic about it, even assuming an optimistic view of probable snail-pace steps we know must be taken:

(1) City-by-city hearing on new allocation plan (Vol. 7:12), starts June 11 -- unless something comes up to delay that. Bitter struggle for channels, now deemed to be worth millions, will run estimated 2 months. That means mid-August.

(2) FCC mulls decision month or so, issues it, say, by end of September.

(3) Applicants are given 2-3 months to file, amend. Thus, end of 1951.

(4) FCC starts granting CPs -- January at earliest, but only in those cities with more channels than applicants -- and there will be mighty few of these. Handful of eager beavers, with equipment bought on hope and speculation and already delivered, might start telecasting by spring or early summer. But majority of even these "easy" grants won't get going until late summer or fall. Conceivably, a few stations in Hawaii, other Territories, could get going before then if hoped-for "partial" unfreezing materializes (Vol. 7:12).

(5) Really significant cities, hotly contested, must have competitive hearings -- to take place during spring or summer of 1952 at earliest. Decisions on these might come in late summer or fall. But some of these could wind up in courts for indefinite period, if losers decide to appeal.

(6) Winners of hearings could get on air during late 1952 or early 1953 -- assuming transmitting equipment is available, likely unless defense needs increase.

Freeze won't really be over until last step has been completed.

Of course, FCC says it's trying for partial freeze-lifting on uhf without going through city-by-city hearing. Even if that does happen, only a tiny number of uhf stations could get on air this year -- all of rather low power.

Equipment deliveries are bottleneck in uhf. Some 1-kw units could be delivered this year (Vol. 7:16), but GE is only manufacturer quoting dates on 5-10 kw transmitters -- and it says "third quarter 1952."

* * * *

We say above estimate is optimistic, because we see nothing on horizon to speed things up by more than couple months at best. And there are plenty of other contingencies that might drag things out longer than foregoing timetable:

(1) Congressional intervention. Plenty of this can be expected, since so many states and communities fare badly under allocation plan. Even Senator Johnson isn't very happy about way Denver comes out (Vol. 7:16).

Senator Benton's resolution calling for 90-day freeze while the Senate "studies" educational channel reservations (Vol. 7:15-16) doesn't sound like much on surface, assuming such "study" could run concurrently with FCC deliberations. But situation is fraught with delay.

Only NARTB-TV has seemed to appreciate delay factor in Sen. Benton's pro-

posal, and has told Sen. Johnson's Interstate & Foreign Commerce Committee how it feels. Everyone else seems complacent; committee has received no other comments.

(2) Court delays. Many lawyers, including Communications Bar Assn., say flatly that portions of FCC plan violate Communications Act -- particularly the predetermined geographical allocations and the educational reservations.

A company opposing the plan as a whole -- DuMont, for example, has already noted that plan permits only 2 networks on vhf basis -- or disgruntled applicants might figure they have nothing to lose by appealing to the courts. This could quite conceivably tie up entire allocation in litigation for some time.

Delaying action in courts or hearings might not make for popularity in an impatient industry, but the aggrieved may think their chances of getting a channel would be bettered by appeal to courts.

There are other potential delays, undoubtedly, some as yet unforeseen. The color issue, chief reason for protraction of freeze to full 32 months, may flare anew after Supreme Court decision -- and tie up FCC's time (and passions). And mobilization picture could change overnight, throwing every estimate out the window.

'FREEZE' MAIL FLOODING THE FCC: Stream of letters to FCC, constant throughout freeze, has approached flood stage since release of allocation plan March 22 (Vol. 7:12). Hundreds are on file in the docket, addressed to chairman or Commission as a whole. Individual commissioners are getting hundreds more.

Members of Congress, college presidents, station managers, individuals -- every type of interest is represented, with questions or comments on all aspects of the freeze. File is open, so we spent few hours studying it -- and found:

"When will we get TV?" is question most frequently asked. Frequently forwarded by members of Congress, letters come from every nook of the country -- e.g., Butte, Mont.; Woonsocket, R.I.; Yoakum, Tex.; Ashland, Mass.; Decatur and Evansville, Ind.; Yankton, S.C.; Falls City, Neb. -- in addition to those from such obvious big-city "outs" as Denver, Portland, Tampa, St. Petersburg.

A few AM stations have written in. KGAF, Gainesville, Tex., sees "nothing wrong" in uhf Channel 49 allocated there, hopes freeze ends soon, stands ready to apply. WOPI, Bristol, Tenn., is happy with allocation, is prepared to file, plans microwave to Greensboro. WNLC, New London, Conn., is delighted; city gets Channel 3, only vhf in state besides Channel 8 assigned to WNHC-TV, New Haven.

KUGN, Eugene, Ore., complains of being "left out." Channel 9, only vhf allocated, is earmarked educational. KVFD, Ft. Dodge, Ia., objects to uhf-only there. Montana-Washington-Oregon broadcaster Ed Craney, through Sen. Warren G. Magnuson (D-Wash.), objects strenuously to educational reservation.

WGAN, Portland, Me., wrote FCC chief engineer Curt Plummer, native of Maine, saying it found how to add vhf channel to Bangor, Me. Plummer replied that plan looked good, didn't violate minimum spacing.

Sen. Johnson's concern about Denver (Vol. 7:16) was expressed in April 2 letter which wondered whether vhf channels from nearby cities might be transferred to Denver if not used within 2 years. Coy replied that such shifts are implicit in allocation, if channels "remain unclaimed for a protracted period." This "protracted period," he said, is likely to vary from case to case.

Correspondents from non-TV areas seem impatient enough, but letters from single-station areas -- Kansas City, Pittsburgh, St. Louis, etc. -- appear downright purple-faced with exasperation.

Queries about "booster" or "satellite" stations are rather frequent, as people hunt for means of pulling in signals just over the horizon. FCC answers that such stations would defeat purposes of allocation plan if they used vhf-uhf channels, that no other frequencies are available.

Educators generally commend channel reservations, occasionally complaining that their towns were given uhf instead of vhf. Only exceptions we've seen were from Clarence Decker, president of U of Kansas City, and Roscoe Shores, acting supt. of Kansas City schools. They say uhf will do, since they don't expect to get into

TV for a long time; moreover, cooperation of local stations has been excellent.

Comr. Webster is worked up about flood of pro-educational letters he's getting. Seymour Siegel (WNYC, New York), president, National Assn. of Educational Broadcasters, has been urging educators to write Commission. Webster, who opposed educational reservations, has asked Siegel for copy of letter, saying:

"While I am of the firm opinion that citizens have the right to express their views to the heads of govt. agencies, there is a proper time, place and means for such expressions..." Such "pressure," he said, "is of questionable propriety."

Some educators say they have definite plans to build. Among these are U of Kansas, U of North Carolina, Miami U (Ohio). Last says it will need "very minimum of 2 years" to get proper approval. U of Chattanooga wants to get going, but fears great costs. However, it says, arrangements can be worked out with WDOD, "using certain facilities in common." Educational channel in Chattanooga is uhf.

FCC doesn't reveal much in its replies, usually sends copy of its "Third Report" with brief summary of freeze history and status. Chairman Coy generally handles Congressional queries. In a couple letters, Coy and Comr. Jones indicate hope or expectation freeze will end "this year."

TELEVISION MOVING IN ON THE MOVIES: "Straw in the wind" -- and they're none too happy about it -- best describes Hollywood's reaction to this week's deal with Petrillo whereby independent producer Robert L. Lippert obtained release of post-1946 feature films for TV. Major producers don't like it a bit, fear it's precedent.

Nor are the big Hollywood producers joyous about emergence of new film companies organized to make pictures for TV. They recall how their own gigantic industry sprang from even humbler beginnings, are realistic enough to realize that in time the present handful of 107 TV stations will expand enormously and really become important factor in rental revenues.

Negotiations between majors and Petrillo on renewals of present contracts begin this fall. These expressly forbid release to TV of any films made after 1946 -- and there have been indications Petrillo considers same provisions binding on films made prior to that year.

Lippert agreed to pay 5% of his gross from TV into AFM royalty fund. He also agreed to re-record music track on old films, using same number of musicians same length of time as on originals. He announced he would re-record 26 of his post-1946 films for immediate TV release.

Known in trade as a "gangs and gore" film-maker, Lippert's most recent picture is The Steel Helmet, based on Korean war. He's owner of chain of 20 film houses in California, became producer in 1944, has in recent years turned out such pictures as Outlaw Country, I Shot Jesse James, Son of Billy the Kid, Arson Inc., Treasure of Monte Carlo, Apache Chief.

What major producers find most significant in Lippert-Petrillo deal is 5% contribution to union fund. Only such TV film producers as Snader, Gene Autry and a handful of others had agreed to that so far. It may be Petrillo's hedge or precedent against inevitable day when majors will open up their vaults to TV (Vol. 7:13).

* * * *

That new enterprise will make films for TV, if majors and other established producers don't do it, is indicated anew with formation of still another company with that in mind. It's a \$1,000,000 cooperative venture, including some 50 telecast stations, known as Consolidated Television Broadcasters Inc.

Mainspring is Harrison Dunham, ex-KTTV manager, who promoted such move for owner Los Angeles Times last year (Vol. 6:32). He's executive v.p. President is Richard Jones, WJBK-TV, Detroit, owned by Geo. Storer interests, principal backer. Already hired is Frank Wisbar, ex-Bing Crosby Enterprises (Fireside Theatre).

Initial plans call for 2½ hours of film per week for 26 weeks, each to cost between \$10-20,000. Member stations will have first refusal rights in own market, rentals to be not more than 50% of card rate for running time of film.

Potential of film-making for TV is indicated in statement to Wall Street

Journal by Richard Dorso, head of United Television Programs, formed recently by Standard Radio and Petry in collaboration with Century Artists (Vol. 7:2-3):

"Based on conservative estimate of 6 hours of film programming per day on the part of each of the 4 networks, at an average price of \$20,000 per half-hour of film, we can look for an annual \$240,000,000 business here in Hollywood by 1954."

Pointing to economic impact of TV film producing, already, is recent Petrillo edict that musicians' pay in TV field shall be \$50 per 3 hours work instead of the \$39.90 regular Hollywood scale, which is expected to be raised to same level.

Not only are special production firms being formed to turn out TV films, but established radio program services have entered or are entering field. Already heavily involved are World (Ziv) and Goodman, as well as the Standard Radio-Petry group. New to field but already a factor is Snader. Soon to announce their entry, it's reported, are Associated Program Service and Lang-Worth.

Networks are still quiet about what they intend to do, but there's little doubt they have film-making plans. Otherwise, they would not have met Petrillo's 5% royalty demand (Vol. 7:7,11). ABC already has huge Hollywood facilities (old Warner lot) and CBS has big plans under way for which it recently got financing (Vol. 7:15), and it's having its Amos & Andy series filmed. NBC is known to be shopping for studio space, with unverified talk about a tieup with Warner Bros.

On exhibitor side, United Paramount Theatres president Leonard Goldenson, in 1950 annual report just issued, offers calm assurance that movies can meet threat of TV. He admits boxoffice is off more in TV areas than in non-TV, but states it's impossible yet to determine exact extent of TV's effect. After novelty wears off and set is paid for, he says, viewers become more selective.

"Then, we believe, the American people, giving freer play to their gregarious instincts, will respond as in the past to our high-quality motion picture entertainment," his report states. He urges exhibitors to use TV as an "ally" -- in advertising -- but admits "much work remains to be done in developing techniques."

STATIONS BITTER BUT RATE CUTS SURE: Radio networks will all cut their rates shortly. They can't help it, they told Affiliates Committee meeting in New York this week. For die was cast by CBS, which sprang sudden 10-15% reductions on eve of NARTB convention (Vol. 7:15-16), leading to formation of protest committee.

Committee chairman Paul Morency, WTIC, Hartford, indicated how seriously situation is regarded when he wrote all network affiliates this week: "If any real effort is going to be made to prevent a debacle in the radio industry, it must be made by affiliates...The radio industry and particularly the affiliates in it are faced with the greatest decision in the history of their operations."

What they can do about it, is still obscure -- but formation of permanent organization, allegiance pledge of stations before committee meets again May 15, is being urged. Membership dues were set at station's highest one time 15-minute rate.

Some committeemen proposed (a) revision of option time agreements, and (b) elimination of day-night rate differentials. Some stations already have single-rate schedules for entire day, notably New York's WNEW, Washington's WWDC.

Network cuts "should not be regarded [as] indication of the overall value of radio and particularly of the market-by-market value of radio," said Morency letter, which recommends affiliates raise local rates if warranted.

That network leadership is on wane, was conviction of some committeemen who said they foresaw considerable change in scope of network operations as well as their position in industry during next few years. Nor were they likely to be mollified by latest PIB network billings figures (see p. 5) showing CBS January-March \$2,000,000 ahead of same period last year, even MBS slightly ahead, others down.

CBS rate cut goes into effect July 1, as announced. NBC is expected to follow suit after meeting with Stations Planning and Advisory Committee. ABC will wait for NBC card, and MBS will make known its cuts after all the others.

There's talk of cuts only in TV markets, instead of following CBS across-the-board method. But all face fact total cuts must be equal to, or under, CBS's.

Network TV-Radio Billings
March 1951 and January-March 1951

ANOTHER big leap in network TV time billings is revealed in Publishers Information Bureau report for March. Gross billings for March (not including non-reporting DuMont) were \$9,085,403 vs. \$7,804,550 in February (Vol. 7:13) and \$8,082,876 in January (Vol. 7:10). The March billings were more than fourfold those of March 1950, and Jan.-March cumulative was \$25,007,059 vs. only \$5,799,995 for same 1950 quarter.

Network radio went up also in March, totaling \$16,440,387 vs. \$14,957,460 in February and \$16,629,928 in January. But it was slightly down from March 1950, and radio's Jan.-March cumulative of \$48,132,847 compared with \$49,308,757 for same 1950 months. Noteworthy was that CBS continued to show increases as well as maintain big lead, with \$6,815,406 March radio billings vs. \$6,108,386 in March 1950 and \$19,788,562 Jan.-March cumulative vs. \$17,850,089 for same 1950 quarter. MBS also showed slight increase, but ABC and NBC were lower.

It would appear to be only short time, what with upgrading rates for TV and downgrading rates for AM, that TV network billings will overtake AM networks—albeit only 48 TV areas are interconnected as yet, whereas just about every corner of the country is reached by network radio. The PIB figures:

	NETWORK TELEVISION			
	March 1951	March 1950	Jan.-Mar. 1951	Jan.-Mar. 1950
NBC	\$ 4,594,203	\$ 1,175,186	\$12,730,785	\$ 3,195,582
CBS	2,993,902	657,501	8,195,406	1,823,456
ABC	1,497,298	344,097	4,080,868	780,957
Total	\$ 9,085,403	\$ 2,176,784	\$25,007,059	\$ 5,799,995
	NETWORK RADIO			
	March 1951	March 1950	Jan.-Mar. 1951	Jan.-Mar. 1950
CBS	\$ 6,815,406	\$ 6,108,386	\$19,788,562	\$17,850,089
NBC	5,085,636	5,847,374	15,033,209	16,785,941
ABC	2,891,339	3,476,383	8,693,478	10,181,753
MBS	1,648,006	1,410,683	4,617,598	4,490,974
Total	\$16,440,387	\$16,842,826	\$48,132,847	\$49,308,757

Station Accounts: "This season you can scarcely turn a dial (radio or TV) without bumping into a beer sponsor, large or small," reports April 23 *Sponsor Magazine* in survey of "Beer on the Air" which your commercial dept. should study. It recounts how in 1941 only 4.3% of beer advertising went into radio, by 1949 TV-radio combined took 22.4%, exceeded only by outdoor media's 23%. Forty beer sponsors, their agencies and the TV-radio programs they place are conveniently tabulated . . . Adjacencies on Ballantine-sponsored Yankee home games and Chesterfield-sponsored Giant home games on WPIX include *Play Ball* with Hal Tunis 30-min. before Yankee & Giant games for Winston Stores (TVs, appliances), *Dizzy Dean Show* 10-min. before Yankees game for Philip Morris, *A Day with the Giants* 15-min. before Giants games for Krueger, various spots for Kreml, Palmolive, Read's Ice Cream, Bufferin, Gruen, Kaiser-Frazer, Thom McAn, Barney's Clothes . . . Falstaff Brewing Co., St. Louis, to sponsor *The Great Merlini*, United Artists mystery film series in St. Louis, Omaha, Memphis, New Orleans, San Antonio, thru Dancer-Fitzgerald-Sample, N. Y.; Red Top Brewing Co., Cincinnati, already signed for Cincinnati, Dayton, Columbus, Indianapolis . . . Add baseball sponsorships: Cincinnati Reds, piped for Burger Beer from WCPO-TV to WSAZ-TV, Huntington, W. Va., as well as WHIO-TV, Dayton . . . Travel questions feature new-type quiz program on KTTV, Los Angeles, titled *Honeymoon Express*, Fri. 8-8:30, with airline tickets as prizes; co-sponsors are Western Airlines, Lyon Van & Storage, Seven-Up, Tanner Motors, thru Dean

Simmons Adv. . . Harris, Upham & Co., New York stock-brokers, using 1-min. films on KRLD-TV, Dallas, as starter of wider campaign . . . Westinghouse Appliance Div. offering local dealers new series of 1-min. and 20-sec. film demonstrations of refrigerators, ranges, ovens, vacuum cleaners, fans, etc. . . Among other advertisers reported using or preparing to use TV: Modern Food Process Co. (Thrive pet food), thru Lavenson Bureau of Adv., Philadelphia; Finkel Outdoor Products Inc. (beach & garden umbrellas, lawn furniture), thru Atlantic Adv., N. Y.; Wool Bureau Inc. (wool apparel), thru Grey Adv., N. Y.; Cowles Magazines Inc., thru McCann-Erickson, N. Y. (KTSI); Illinois Meat Co. (Broadcast Brand meats), thru Arthur Meyerhoff & Co., Chicago (WCBS-TV); Richardson & Robbins (food products), thru Charles W. Hoyt Co., N. Y. (WCBS-TV); Seawol Corp. (Zig-Zag sewing machine), thru Vic Knight Inc., Los Angeles; Industrial Tape Corp., thru Kenyon & Eckhardt, N. Y. (WCAU-TV); Nedick's Inc., thru Weiss & Geller, N. Y. (WTOP-TV); Quality Importers (Welch's wine), thru Al Paul Lefton Co., N. Y. (WCBS-TV); Ultra Chemical Works (Ultra Gloss floor wax), thru S. R. Leon Co., N. Y. (WCBS-TV); Newsweek Magazine, thru Lennen & Mitchell, N. Y. (WABD); Fred W. Amend Co. (Chuckles candies), thru Henri, Hurst & McDonald, Chicago (WOR-TV); George Schneider & Co. (carbonated beverages), thru Doyle Dane Bernback, N. Y. (WOR-TV); Dearborn Supply Co. (Chlor-O-Creme face cream), thru Gordon Best Co., Chicago; Dorchester Products Co., Washington (Clorodets chewing gum), thru Joseph Katz Co., Baltimore.

Personal Notes: Thomas F. O'Neil, v.p. and director of Yankee-Don Lee networks, v.p. of General Tire, elected chairman of board of MBS April 30, succeeding Theodore C. Streibert, WOR; E. M. Antrim, business mgr., *Chicago Tribune* (WGN & WGN-TV) succeeds O'Neil as vice chairman, and all other directors were reelected . . . Victor A. Sholis, director of WHAS & WHAS-TV, Louisville, awarded 1951 medal of American Cancer Society as layman contributing most to cancer control program in America . . . Kenneth W. Church leaves managership of WIBC, Indianapolis, July 1 to become sales mgr. of WKRC & WKRC-TV, Cincinnati . . . Hoyt Andres appointed asst. mgr. of WKY & WKY-TV, Oklahoma City; Eugene B. Dodson named administrative asst., Ray Scales succeeding him as public relations mgr. . . Ben Gedalecia resigns as ABC research mgr. to join Dept. of State information service . . . Joseph L. Tinney, v.p. of WCAU & WCAU-TV, Philadelphia, promoted to Captain, USNR . . . A. E. Joseelyn, CBS Hollywood operations director, reelected president of So. Calif. Broadcasters Assn. . . W. D. Fisher, ex-Young & Rubicam, joins Gardner Adv., St. Louis, as TV-radio director . . . Wm. A. Chalmers, ex-Kenyon & Eckhardt, appointed TV-radio v.p., Grey Adv.

Amendment to TV Allocation Report

TO CLARIFY meaning of paragraph II-B-1 of its allocation proposal (page 8 of *Television Digest's* March 24 printed full text of TV Allocation Report), FCC this week amended it with Public Notice 51-410. New paragraph reads as follows, added language in italics:

"1. A channel assigned to a community in the Commission's Table of Television Assignments shall be available, without the necessity of rule making proceedings, to any other community *which is located within 15 miles of the assigned community and which has no assignment of its own* provided the minimum separations set forth in paragraphs "E" and "G" herein are maintained."

TV-RADIO ESCAPE PRICE ROLLBACKS: Price controls don't hurt the TV-radio industry. Instead of rollbacks, it looks like ceiling prices will be high enough to permit upward price changes as and when needed. At least, that's early interpretation of industry and govt. executives following issuance this week of Office of Price Stabilization's manufacturers' price regulation (CPR-22), effective May 1.

And with this week's revision of Section 43 of retail price regulation (CPR-7), which now permits manufacturers of branded merchandise to set wholesale as well as retail prices, the TV-radio industry is in position to calculate its ceiling prices to distributors, retailers, public (Vol. 7:9,14).

Inasmuch as today's TV prices are lower than they were during base period stipulated, plus permitted increases in factory labor and materials costs, nobody sees much difficulty in foreseeable future. Factory accountants are working on details of what the regulation means to their companies; nobody, so far, seems to have found any hidden "gimmicks," as one put it.

Parts manufacturers aren't quite so sanguine. Their best thinking is that no rollbacks will be required immediately, but that "cushion" between present parts prices and ceiling prices is pretty close -- doesn't give them much leeway if costs get out of hand.

There's also still unresolved question in OPS whether manufacturers' regulation covers all electronic components makers. Best guess is that final decision, due in week, will keep parts makers whose products are primarily for TV-radio under manufacturers' regulation.

TRADE WINDS BLOWING NOBODY ANY GOOD: More factory "vacations" and layoffs, further decline in TV production, mounting factory inventories, and a still-listless retail market -- that about tells story of this week's TV trade.

To say that industry folk are plenty worried -- at manufacturer, wholesaler and retailer levels alike -- would be putting it quite mildly. Short of seasonally-unlikely loosening of customer pursestrings, the outlook remained gloomy. One big effort was extended this week:

RTMA president Glen McDaniel and general manager James Secrest waited on Federal Reserve Board staff to ask, once again, that Regulation W be at least ameliorated by way of (a) a 90-day moratorium on the 25% down payment requirement, so that TV stocks can be moved; (b) ruling that trade-ins may be applied against down payment; or (c) that up to 50% of trade-in value be so applied.

Reduced installment buying is believed by many to be basic cause of current market lull. Time sales have declined much more sharply than cash selling since Regulation W was tightened last October. Bankruptcies and financial straits among dealers were cited as reasons for relief. The industry spokesmen were assured matter would be brought to attention of full board next week.

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There were plenty of signs of distress, as sales and giveaways failed to move goods fast enough. Only promise of better things ahead was Dept. of Commerce April Survey of Current Business stating that high-inventory situation in consumer durables generally should be short-lived because (a) NPA steel order (Vol. 7:15-16) will cut future output, and (b) inventories of raw materials and components among manufacturers are getting low.

"They're telling us!" might well be reaction to report's conclusion that TV-radio has felt blow harder than other lines. And "Oh yeah" to statement that inventories of consumer goods aren't "unduly" high in relation to sales, and that wholesale inventories "do not appear excessive in terms of sales volume."

Nor is there much comfort in Federal Reserve Board's latest Survey of Con-

sumer Finance (Vol. 7:16), which purports to show "little or no decline" in number of consumers considering 1951 purchases of TV, refrigerators, furniture, etc.

"TV Cut Price Jamboree" was being advertised in New York, customer invited to name own price. New York Times April 26 reported out-of-town stores unloading many off-brand and a few top brand TVs in city at lower than distributor prices, being so hard-pressed to meet bank commitments.

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Philco furlough of 5000 employes this week continues through next week, as planned (Vol. 7:15) -- but RCA Victor's complete shutdown of all TV and some radio production, ordered last Monday (April 23) at 6 plants, was wholly unexpected. At first, it looked like full week layoff of 5837 employes, but NPA came to rescue Thursday with favorable action on adjustment of steel limitation.

About 90% of workers at Camden and Indianapolis were called back to jobs immediately, and next day (April 27) plants in Bloomington & Monticello, Ind. and Pulaski, Va. were back at work. The 175 laid off at Canonsburg, Pa. radio plant are due to return May 1 when month's allotment of steel is available.

RCA officials state emphatically that steel order M-47 (Vol. 7:10-11,14) alone was cause of shutdown -- there was no motive of deliberately "vacationing" from TV-radio production due to becalmed market. Previous layoffs (Vol. 7:13-15) had discounted that "seasonal" condition, and company claims to be better off than most with respect to inventory.

Employment situation in industry at large, however, continues bad, has the unions no less than employers worried. IBEW local chief in Chicago estimates that area's layoffs in TV and components plants at 15,000 or more. Another Chicago report had Zenith laying off 3000 this week, giving inventory-taking as reason.

Nearly all TV-radio plants shut down in July, of course, for summer vacations, usually first 2 weeks -- and no exception is likely this year. Big question is whether, even if inventories persist, factories will offer usual new models in June-July, further aggravating market. Chances are most will, so far as we can learn, particularly since so much hullabaloo over uhf tuners has already been raised (Vol. 7:14-15) and everybody seems to anticipate lifting of freeze and opening up of new markets much earlier than seems likely (see p. 1).

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TV production dropped to 122,489 (3116 private label) in week ending April 20 -- lowest since 1950 post-Xmas week's 105,968 and lower than any other save last year's summer vacation weeks. Factory inventories rose to 433,930 from 386,307 week before and 324,859 first week of second quarter (ending April 6). TV output for quarter's 3 reported weeks: 140,964 first week, 133,576 second, 122,849 third.

Radios fared better, thanks largely to seasonal auto and portable output. Third week's total was 349,767 vs. 361,652 second week, 332,463 first (Vol. 7:16). Radios for week ending April 20 were: 158,504 home, 147,587 auto, 43,676 portable. Factory inventory of radios was 175,014.

FEAST AND FAMINE IN TUBE INDUSTRY: Despite shortages, despite trade slump, the production of receiving tubes is humming along at remarkable rate, with demand high.

But picture tube industry is in doldrums. In this field probably more than any other -- because it's purely TV -- current trade slump is reflected and future TV production trends forecast. And picture tube business is bad -- with no signs of pickup in near future.

Larger CR tube makers report business down -- from "a little" to "way off." But some middle-sized ones are operating at about 30% of capacity, and smaller manufacturers are creeping along with production as low as 15% of normal. Bottom may not have been hit yet; at least nobody's reporting any increase in orders.

These are straws in the wind in the depressed CR tube situation: Corning Glass Works is discontinuing picture tube bulb production at its new Albion, Mich. plant, and is converting to manufacture of sealed beam headlights, electronic tube and incandescent lamp bulbs. TV bulb production will be limited to Corning, N.Y.

factory. Two CR tube manufacturers, Sarkes Tarzian and National Video, are reported planning to enter receiving tube business.

On price front, it's possible the wave of CR tube slashes (Vol. 7:14-15) has subsided, at least temporarily. Common complaint is that recent reductions have come almost entirely out of tube makers' pockets; there hasn't been proportionate reduction in production costs.

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Things are different in receiving tube industry, possibly due in part to fact there are only 9 important producers in this field (with Westinghouse soon stepping in) as against 37 CR producers (see pp. 64-65, TV Factbook No. 12).

Although shortages are bothersome, receiving tube manufacturers unanimously predict present high production rate will continue for at least 30 days. When it does fall off, scarcity of nickel -- not customers -- will be to blame, they say.

Receiving tube sales hit all-time high in March despite depressed TV market, RTMA figures reveal -- 44,413,146 vs. 33,663,494 in March 1950 and previous record of 40,105,611 last October. In first quarter, 118,277,243 tubes were sold; 22% or 25,477,655 were for replacement, about 80,000,000 for new TV-radios, 4,000,000 for export and a mere 676,310 for govt. agencies, including military.

There have been some cutbacks from March's record production -- but many tube plants are still operating with extra shifts or on 6-day week. Military orders, while coming in steadily, still represent less than 10% of tube makers' business, industry-wide, according to manufacturers' own estimates.

Principal reason for continued high demand -- as most tube makers see it -- is that set makers, who for past year have been operating with practically no tube inventory at all, are building up "normal" advance supplies. And radio production is still high. Distributors' buying wave, however, has slackened -- most replacement shelves are fully stocked.

Material shortages trouble tube makers day-to-day and hour-to-hour. They've felt nickel pinch (Vol. 7:15-16) last 30 days, but full fury hasn't hit yet. And coming tungsten crisis is just dark cloud on the horizon.

Conservation and substitution will eventually result in use of about one-third less nickel in civilian tubes, most manufacturers say. But these measures won't do in military tubes -- won't fit strict specifications. For example, the military requires pure nickel leads, whereas nickel-plated steel leads are adequate for civilian tubes.

So tube makers are faced with new headache. They're going to have to make 2 production runs for each type tube -- one to meet military specifications, another for civilian tubes, using minimum of strategic materials.

Topics & Trends of TV Trade: Philco reports "program of cooperative research" with Massachusetts Institute of Technology, alma mater of its engineering research v.p. David Smith and other top staffmen, whereby they will exchange data on military and commercial electronics, TV-radio, refrigeration, home appliances, etc. Special conferences and seminars and factory visits are planned. And this week, too, Majestic Radio announced the establishment of Majestic Research Fund Inc., endowed for \$500,000, under which grants up to 48 scholarships per year for 5 years, each worth about \$2000, will be made to persons over 35 years of age seeking another chance for education; scholarships will be known as "Second Chance," and advisory board comprises Dean H. L. Masson, Engineering Graduate School, New York U; Dean Erich Hausman, Brooklyn Polytechnic Institute; Prof. R. T. Livingstone, executive officer, Dept. of Industrial Engineering, Columbia U; Prof. David Bendel Herz, Columbia U; G. A. Bishop, director of research, Textile Workers of America.

Arguments against Regulation W have been marshalled in 8-page press release by Philip Lesly Co., 100 W. Monroe St., Chicago, public relations counsel for American

Finance Conference, 176 W. Adams St., Chicago. Latter is campaigning for elimination or modification of credit controls. Lesly Co., which also handles publicity for Meck, is preparing leaflet on subject, will make copies available to all interested.

Some 3,300,000 wired homes exist within 60-mi. radius of existing or projected TV stations in Latin America, so that within next 5 years there's potential market for about 1,300,000 TVs. So Philco International Corp. v.p. Radcliffe L. Romeyn told meeting this week of Export Advertising Assn., New York. Within range of the 6 stations now operating in Latin America (2 in Cuba, 2 in Mexico City, one in Rio de Janeiro, one in Sao Paulo) Mr. Romeyn estimated 1,500,000 wired homes, only about 25,000 sets-in-use, perhaps another 15,000 in trade pipelines. Of sets-in-use, about 14,000 are in Havana, 3500 in Mexico City, 3600 in Sao Paulo, 3000 in Rio.

Esquire Radio Corp., 26 Court St., Brooklyn, is new manufacturing firm announced by A. Robert Lieberman, ex-Jewel Radio, with B. Stohl in charge of purchasing. He states company plans to produce TVs, radios and other electronic equipment.

Zenith's new uhf strip is much superior to old one, according to Rudy Frank, promotion manager of WELI, New Haven, whose management is extremely enthusiastic about uhf (Vol. 7:15). Frank, whose Bridgeport, home is virtual testing ground for various manufacturers' uhf sets, writes: "This new device is so vast an improvement over the early strip which we tested that I feel that an injustice has been made if I didn't correct the impression created by my appraisal [in Vol. 7:15]. Contrary to published comments that the job of installation of the strip required hours of work by a serviceman, I was able to install the strip myself in a matter of 5 minutes, and you might recall that I am not an engineer or a serviceman. The important thing though is the quality of the picture. I can say that Zenith produced the clearest, cleanest picture of any of the converters and receivers we have tested to date."

Trade Miscellany: DuMont announces availability of electrostatically-focused 17 & 20-in. picture tubes (17FP4 & 20GP4) which eliminate need for copper or cobalt-containing focus magnets (Vol. 7:1, 3, 5, 9) . . . GE 12-in. tube promotion launched this week aims at what it regards as "tremendous replacement market" . . . Richmond Television Corp., Los Angeles, subject of adjudication order in bankruptcy proceedings in Federal district court (Vol. 7:7), has offered to pay creditors in full with 12-installment notes . . . Pathe cut price of 12-in. table from \$249.50 to \$149.50, 17-in. console from \$299.50 to \$169.50; Pathe sets are made by Air King . . . Sparton returning to refrigerator field, will produce 9 & 10-ft. models starting next month.

Skiatron Electronics & Television Corp., 30 E. 10th St., New York (new corporate name, new address), reports election of Telford Taylor and Rear Admiral Timothy J. O'Brien, USN retired, to board. Taylor is former general counsel of FCC, as USA brig. gen. prosecuted Nuremberg war crimes trials, is now partner in New York law firm of Paul, Weiss, Rifkind, Wharton & Garrison, which represents Emerson (in color case) and educators (in TV channel allocations issue). Admiral O'Brien is v.p. of Yearbook Publication Inc. Skiatron is promoting "Subscriber-Vision," rival to Zenith's Phonevision, and claims patents on a TV theatre projector that dispenses with CR tube.

Dividends: Magnavox, 37½¢ payable June 15 to holders of record May 25 and 25¢ on Class A preferred payable June 1 to holders May 15; Indiana Steel Products Co., 20¢ payable June 8 to holders May 22; Standard Coil Products Co., 25¢ payable May 15 to holders May 1; General Instrument Corp., 20¢ payable May 15 to holders May 1; Westinghouse, 50¢ payable June 1 to holders May 10; P. R. Mallory, 30¢ payable June 11 to holders May 18.

Trade Personals: Wm. J. Halligan, Hallicrafters president, named president of Armed Forces Communications Assn. at Chicago convention . . . John R. Beers, engineering v.p., elected president of Arcturus Electronics, succeeding late Morris H. Cohn . . . Harold W. Schaefer, onetime Westinghouse and RCA engineer, recently special asst. to Philco engineering v.p. Leslie J. Woods, appointed Philco director of refrigerator and range engineering . . . Charles L. Cade appointed director of distributor sales for Sarkes Tarzian Inc., now entering replacement market . . . Joshua Sieger has resigned as engineering v.p. and Dr. Adolph H. Rosenthal elected v.p. and research director, Freed Radio . . . Saul Feldman, ex-Tele-tone, named controller of Jewel Radio . . . Edwin G. Weber, covering Chicago TV-radio trade for *Retailing Daily*, has resigned to join Philip Lesly Co., public relations, whose clients include Meek-Scott, Webster-Chicago . . . E. W. Ritter, mgr. of Westinghouse's new Electronic Tube Div., elected v.p., and E. V. Huggins elected to newly created post of executive v.p., Westinghouse Electric International Co.

Financial & Trade Notes: Sylvania achieved another record when its first 1951 quarter sales more than doubled those of same period 1950, and net went up threefold. Quarter was better than any full year save 1948 and 1950, president Don Mitchell told annual stockholders meeting in Boston this week.

First quarter sales were \$60,631,085 vs. \$29,347,911 for same 1950 quarter. Net earnings were \$3,515,155, after providing \$6,665,000 for Federal taxes, or \$2.34 a common share, vs. net of \$1,225,844 (77¢) same period last year. Net for whole of 1950 was \$8,221,185 (\$5.37 a share) on sales of \$162,514,814 (Vol. 7:11).

President Mitchell said unfilled defense orders now amount to about \$75,000,000, but it will be late in third quarter before shipments are substantial. He predicted TV sets, though now "a drug on the market," will be in short supply by fourth quarter. Stockholders approved increase in authorized common shares from present 1,500,000 to 2,500,000.

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Tele-tone's first annual report (since stock was placed on market in August 1950) shows \$19,785,604 sales during 1950, up 65% from 1949, and net income of \$1,083,525 before taxes, \$646,372 after taxes. Common stock earnings were \$1.36½ per share, dividends paid third and fourth quarters were 22¢ per share on Class A, 25¢ on Class C. There were 88,147 shares of \$10 par Class A outstanding as of Dec. 31 out of 100,000 authorized. Of 1,000,000 shares of \$1 common, 458,242 were outstanding. Earned surplus at year's end was \$728,015. Report points to 20-fold increase in volume since firm began in 1945; shareholders totaling 1346 in 31 states; new plant in Elizabeth, N. J.; work on color TV (with CBS); manufacture this year of private-label TVs & radios for Sears Roebuck, Western Auto, B. F. Goodrich, Gamble-Skogmo, Rexall Drug, Walgreen Drug, Mercantile Stores Co. Company at end of year had 1654 employes. Disclosed also was fact that Tele-tone's public relations counsel is Benjamin Sonnenberg, who also represents CBS, notably on color.

Zenith consolidated sales for quarter ended March 31 were \$37,053,064, net profit \$2,228,709 after total taxes of \$2,451,993. This is equal to \$4.53 per common share on 492,464 shares outstanding. No comparisons were available because company has changed its fiscal year to end Dec. 31 instead of April 30, but recent annual report showed profit of \$5,627,003 (\$11.43 a share) on sales of \$87,704,071 for 8 months ending Dec. 31, 1950 (Vol. 7:12).

International Resistance Co. report on 1950 business shows \$11,085,109 sales, \$1,056,638 net profit, or \$1.01 per share on 1,010,757 shares of common outstanding as of Dec. 31. Year before, sales were \$6,483,149, profit \$347,529 (39¢). Backlog of orders at year's end was \$4,424,830 vs. \$687,308 year earlier. During 1950, firm converted 122,069 shares of preferred into common on basis of 2 common for each preferred; also retired 17,598 preferred shares in treasury. Remaining preferred (only 2583 shares after redemptions so far this year of 23,053) are now being redeemed.

Teco Inc., formed by Zenith to promote Phonevision and backed by \$1,010,000 raised through stock issue (Vol. 6:15-16, 39, 40), reports disbursements and promotional expenses, chiefly salary and travel, of \$22,452 from time of incorporation May 25, 1949 to Dec. 31, 1950. Organization expenses, mainly fees in connection with stock issue, totaled \$34,418. President S. I. Marks' report to stockholders April 25 shows \$925,159 in U. S. bonds, \$16,466 cash, states: "Obviously, unless and until Phonevision is approved [by FCC], your company will not be engaged in any income-producing operations."

DEFENSE ORDERS AREN'T THE ANSWER: Defense Dept. and mobilization agencies are fully aware of vital necessity of keeping electronics plants going, safeguarding their skilled manpower reservoir -- but no one we've contacted feels that current letdown is due to mobilization program. Official attitude can best be summed up thus:

"We can hardly be blamed because you miscalculated your civilian markets and overproduced."

Short of upsurge of public demand for TVs, only thing that might really help now is more military production orders -- but military simply doesn't have that kind of money. Defense Dept. has pushed subcontracting and spreading of orders, and NPA has proved sympathetic to industry's woes by helping on cobalt, steel, aluminum, and in other situations. But these haven't solved problem.

RTMA chairman Robert Sprague, speaking to Armed Forces Communications Assn. last week, not only explained trade picture (Vol. 7:16) but posed what he called the "\$64 questions": What will be the total military and civilian production for the third and fourth quarters of 1951? And for 1952? What are industry and individual company prospects? His answers were realistic, not too reassuring:

"Despite the rather sizeable allotment of public funds for the purchase of military electronic equipment and components, it seems apparent that the nation's military needs, short of an all-out war, will not absorb production facilities."

"Our latest information indicates that military electronics production will reach a peak annual rate of about \$2.5 billion in the fall of 1952, and thereafter decline to an annual rate of about \$1.5 billion. [Vol. 7:3]. This might appear to be a very heavy schedule of military production, if merely compared with the 1950 total output of about \$2¼ billion. Actually, it probably will not absorb more than half of the industry's production facilities, even at its peak, due chiefly to the fact that military production dollars have about half the impact on our industry as civilian production dollars. This is due to several factors, but principally because a considerable portion of special and elaborate mechanical gear is obtained from manufacturers not considered a part of our industry."

"A disturbing aspect of the present rearmament program is that the military load is not, for a variety of reasons, evenly distributed throughout the industry. Perhaps it cannot be evenly distributed. Nevertheless, many manufacturers are in danger of being caught in a squeeze between material shortages on the one hand and insufficient or no military orders on the other. Already some of the smaller manufacturers are in this difficulty."

"This condition might not be alarming were it not for the recognized essentiality of electronics to modern warfare. Because of the importance of electronics to our national defense, it is dangerous to permit any significant number of manufacturers of either end equipment or components to fall by the wayside..."

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Four current industry problems were stressed by Leslie F. Muter, president of Muter Co., past president of RMA, speaking before same convention April 19: (1) Credit restrictions. (2) Stockpiling of critical materials. (3) Military contracting procedures. (4) "Pirating" of engineers. Said he:

"I believe that a more realistic program of credit and stockpiling must be quickly adopted or we will be struggling with deflation instead of the widely-heralded inflation." Stockpiling, he said, "is evidently being conducted on a basis that indicates a more serious situation than we have thus far been informed." He was glad to see more negotiated contracts replacing bidding since bidding frequently resulted in awards to companies poorly-qualified to deliver the goods. He added:

"I feel that the pirating of highly-skilled engineering personnel should be considered before additional contracts are placed with companies that do not possess the staffs and facilities to meet the problem."

Mobilization Notes: Appeals board with final authority to grant or deny individual adjustments under NPA orders was set up April 24 by NPA Administrator Fleischmann (NPA Reg. 5). Three-man board will hold open hearings (except where national security is involved) on appeals arising from denial of applications for adjustment or exception by NPA industry divisions. T. Munford Boyd, U of Virginia law professor, is chairman. Other members: Frank J. Peterson, former WPB labor consultant and Kansas City AFL Building Trades Council official; Jack M. Rorimer, ex-WPB appeals board member and onetime v.p.-secy., Empire Plow Co., Cleveland.

NPA has been reorganized to mesh with operation of Controlled Materials Plan (Vol. 7:15). Present 20 industry divisions have been expanded to 35, grouped under 4 over-all bureaus, replacing Industry Operations Bureau. New bureaus are Industrial & Agricultural Equipment; Metals & Minerals; Chemical, Rubber & Forest Products; Textile, Leather & Speciality Equipment—with Electronics Div. coming under latter. Asst. administrator Horace B. McCoy heads Textile, Leather & Specialty Equipment Bureau; Norman W. Foy, Republic Steel official, has been named asst. administrator to head Metals & Minerals Bureau.

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Eleven certificates for rapid tax amortization of \$6,665,741 in new plants and facilities for production of electronic equipment are included in DPA's latest list of certificates granted April 9-13. While electronic production certificates account for 11% of the 94 granted, they amount to only 3% of the \$218,523,000 dollar-value approved during 4-day period.

Most of the electronic certificates are for expansion of tube production, including \$4,088,390 for new Lansdale (Philco) tube plant at Frederick, Md., with 5-year write-off for tax purposes on 75% of that amount. Sylvania was issued 6 of the 11 certificates, giving that firm total of 10 certificates for \$10,011,318 worth of expansion to date (Vol. 7:10-11, 16). Electronic tube production expansion certified by Govt. is generally for special-purpose tube types for which civilian production facilities can't be readily adapted. Over-all average allowance for amortization is 70%.

Sylvania was issued these necessity certificates for expansion at 5 localities: Electronic tubes—Salem, Mass., expansion valued at \$346,893, with 80% of this amount to be amortized in 5 years; Montoursville, Pa., \$216,756 at 80%; Emporium, Pa., \$67,301 at 85%. Electronic tube production equipment—Warren, Pa., \$165,290 at 85%; Radio-TV Div., Buffalo, \$114,450 at 85%. Coils—Salem, Mass., \$93,275 at 75%.

Other firms receiving certificates for expansion of electronic production facilities: Weston Electrical Instrument Co., Newark, air radio course indicator, \$1,500,000 at 90%; Electrons Inc., Newark, electronic tubes, \$35,000 at 85%; Resistance Products Co., Harrisburg, Pa., wire-wound resistors, \$25,110 at 80%; Chatham Electronics, Newark, electronic & radar tubes, \$23,276 at 80%.

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Edwin T. Gibson, General Foods v.p., former deputy DPA administrator, was promoted April 27 to acting Defense Production Administrator to succeed—at least temporarily—Maj. Gen. Wm. H. Harrison who leaves post May 1 to return to presidency of IT&T. Some of Harrison's aides, including W. W. Watts, RCA v.p. on leave, may also quit to give new administrator freer hand in selection of staff. Edmund T. Morris Jr., Westinghouse Electronics & X-ray Div. director on leave, April 23 took over chairmanship of DPA's top-drawer Electronics Production Board (Vol. 7:11-12, 15).

THE FCC is going to have its hands full, once comments on allocations plan are in—all due by May 7 (Vol. 7:15). Questions of all kinds will be dumped in its lap, probably including some shockers.

Very few commercial interests have filed comments yet, but educational responses have begun to dribble in. There are likely to be hundreds of each by deadline. [We will summarize all comments after May 7 deadline.]

First station comment came from KTTV, Los Angeles. It points out dilemma: Station can't protect Grade A service of adjacent-channel station 60 miles away and at same time (a) meet minimum power requirements in serving city of 1,000,000 with antenna over 1000 ft. and (b) utilize maximum power with antennas over 500 ft. Station asks that adjacent-channel ratio be changed from 0 db to -6 db.

Educational issue is bringing such comments as these:

(1) U. S. Conference of Mayors and New York City's WNYC ask that municipalities be permitted to apply for reserved channels. FCC's proposal would admit only accredited educational institutions.

(2) U of Tampa says it can't afford station, but reports that Ted Mack offers it 20% of time and 10% of stock if he gets station.

Pittsburgh's Mayor David Lawrence, president of Conference, is all excited about TV, exhorting his confreres to stimulate local educators—apparently with occasional results. He says reserved channels "should never" be turned over to commercial interests. Some mayors have caught his enthusiasm—we've heard of Milwaukee's Zeidler, Binghamton's Kramer, St. Louis' Darst. Interestingly, KSD-TV's George Burbach is serving as advisor to educational committee in St. Louis.

Focus of educational activity, Joint Committee on Educational Television, was formalized this week. Executive director and secretary is Richard Hull, WOI-TV, Ames, Ia. (country's only educationally-owned station). Telford Taylor and Seymour Krieger continue as counsel. Stuart Haydon is general consultant (publicity, etc.). Chairman is Dr. Edgar Fuller, of National Council of Chief State School Officers; Dr. David Henry, president of Detroit's Wayne U, is vice chairman.



FCC would allocate entire spectrum, including govt. frequencies, under bill (S. 1378) introduced this week by Sen. Edwin Johnson, chairman of Interstate & Foreign Commerce Committee. It's his reaction to recommendation of Communication Policy Board that President set up board to coordinate govt. frequency users (Vol. 7:13). Says Sen. Johnson: "This bill would get rid of the dog-in-the-manger attitude of govt. users who waste frequencies." Asked if he thought FCC would need to be enlarged to handle new duties, he said: "No. They've got plenty of people, plenty of time." Bill provides for following to be inserted into Sec. 305(a) of Communications Act: "All such Government stations shall use such frequencies as shall be assigned to each or to each class by the Commission under rules and regulations prescribed by it and which shall be approved by the President. The Commission may hold public hearings in connection with the assignment of frequencies to such Government stations and shall make public announcement of such assignments, except when the interests of national security require the withholding of information with respect to any such assignment." Regarding phrase "approved by the President," Sen. Johnson says: "I have no worry about FCC's ability to sell the President on its rules and regulations."

Defense Production Inquiry Center will be set up about May 1 by NPA and DPA in main lobby of old Govt. Accounting Office Bldg., 5th & G Sts. NW,

NBC Count of TV Sets-in-Use by Cities

As of April 1, 1951

Estimates are sets within .1 Mv/m contours (60 mi.), excluding overlaps

LOWEST accretion to TV audience since TV sales began swift zoom upwards 2 years ago occurred in March when 423,100 sets were sold—making grand total of 12,171,500 sets-in-use as of April 1, according to NBC Research's monthly "census" report released this week. This compares with 601,900 sales in February (Vol. 7:12), 593,000 in January (Vol. 7:8). These are the breakdowns (consult individual stations for estimates of number of families within range):

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
<i>Interconnected Cities</i>			<i>Interconnected Cities—(Cont'd)</i>		
Ames (Des Moines)	1	54,500	Pittsburgh	1	250,000
Atlanta	2	104,000	Providence	1	145,000
Baltimore	3	292,000	Richmond	1	74,000
Binghamton	1	36,200	Rochester	1	79,200
Birmingham	2	49,300	Schenectady	1	152,000
Bloomington, Ind.	1	16,000	St. Louis	1	282,000
Boston	2	721,000	Syracuse	2	114,000
Buffalo	1	198,000	Toledo	1	89,000
Charlotte	1	68,600	Utica	1	40,700
Chicago	4	915,000	Washington	4	254,000
Cincinnati	3	250,000	Wilmington	1	62,000
Cleveland	3	454,000*	Total Interconnected	81	10,333,600
Columbus	3	143,000	<i>Non-Interconnected Cities</i>		
Davenport-Rock Island ..	2	53,900	Albuquerque	1	7,900
Dayton	2	125,000	(Dallas)	2	113,000
Detroit	3	455,000	Fort Worth	1	73,100
Erie	1	45,900	Houston	1	73,100
Grand Rapids	1	78,400	Los Angeles	7	900,000
Greensboro	1	63,900	Miami	1	60,000
Huntington	1	41,300	New Orleans	1	54,400
Indianapolis	1	124,000	Oklahoma City	1	84,400
Jacksonville	1	30,000	Phoenix	1	37,500
Johnstown	1	82,200	Salt Lake City	2	42,600
Kalamazoo	1	36,200	San Antonio	2	43,300
Kansas City	1	115,000	San Diego	1	92,000
Lancaster	1	88,300	San Francisco	3	179,000
Lansing	1	49,000	Seattle	1	80,900
Louisville	2	86,700	Tulsa	1	69,800
Memphis	1	83,000	Total Non-Interconnected	26	1,837,900
Milwaukee	1	233,000	Total Interconnected and Non-Interconnected	107	12,171,500
Minneapolis-St. Paul	2	256,000			
Nashville	1	27,100			
New Haven	1	150,000			
New York	7	2,300,000			
Norfolk	1	64,400			
Omaha	2	72,800			
Philadelphia	3	829,000			

* March 1 estimate. Figure for April 1 not available until early in May. Bureau of Business Research, Western Reserve University, making audit of TV set figures.

Chances of McFarland Bill's passage (Vol. 7:4-15) appear somewhat improved after hearings every day this week before House Interstate & Foreign Commerce Committee. Separation of Commission and staff (in contested hearings) and easing of stations' renewal burdens remain most controversial issues. This week, CBS, NBC and Federal Communications Bar Assn. joined rest of industry in supporting most provisions of bill, although CBS supports FCC on separation issue. Committee members have begun to show understanding of problems, and, since bill has come up early in session, some sort of FCC "streamlining" legislation may well result. Senate has already approved bill.

FCC set theatre-TV hearing for Sept. 17, issued list of issues which include: (1) Whether common carrier facilities can't do job. (2) What frequencies and how much are needed. (3) Whether public needs or demands service. (4) Data on technical and program feasibility. (5) Whether, if approved, theatre-TV should be considered as common carrier. Appearances must be filed by Aug. 15. Setting of date comes more than year after FCC said it would hold hearing (Vol. 6:2, 9), will be culmination of exhibitors' interest in establishing theatre-TV service (Vol. 5:36 et seq).

Telecasting Notes: Manuel Alonso, newsreel producer and holder of CP for new Channel 2 station in Havana, reports his station probably won't be ready for operation before end of year. RCA equipment is being shipped, he states, and building construction will begin in May, requiring about 4 months . . . Projected Storer-backed station in Havana on Channel 7 (Vol. 7:9) is now "up in the air"; decision expected soon whether to go ahead . . . Whether Gen. MacArthur's May 3 testimony before joint Senate committees will be telecast (he says he's perfectly willing), will be determined in day or two . . . Promotion-wise CBS took advantage of this week's Waldorf-Astoria conventions of AP and American Newspaper Publishers to put on 4 color TV demonstrations, using 17-in. drum receiver, viewed by 250 editors and publishers, some owning TV-radio stations; shows drew high praise from viewers . . . Closed-circuit TV setup during April 26-29 Greater Portland Industries Exposition, operated by RCA traveling crew under Dick Hooper, gave that Oregon city, one of biggest still without TV, foretaste of eventual service; big Meier & Frank dept. store had receivers operating in show windows and auditorium, besides the 15 sets at exposition . . . Detroit Edison took half hour on WXYZ-TV to telecast employe meeting this week, with company brass appearing and film on firm's progress featured; it was designed as sort of "report to stockholders" . . . Milwaukee's WTMJ-TV April 30 moves weekday sign-ons from 12:30 p.m. to 9:30 a.m., which has been Sat. & Sun. schedule since last fall; it adds 15 hours a week to make total of more than 100 hours of telecasting weekly . . . WTOP-TV, Washington, May 15 raises base hour rate from \$450 to \$550, one-min. from \$100 to \$120.

Peabody Awards went to 3 TV programs this week, while third got special citation for educational value. Jimmy Durante (NBC) got award for TV entertainment, *Zoo Parade* (NBC) and *Saturday at the Zoo* (ABC) shared award for best children's program. *Johns Hopkins Science Review* (DuMont) got special citation as educational program. Special award went to ABC for "resisting organized pressure" and reaffirming "basic American principles" by refusing to cancel Gypsy Rose Lee radio show on grounds she was listed in *Red Channels* as communist. President Robert Kintner, on assurance from Miss Lee that she wasn't even a Red sympathizer, refused to bow to pressure from American Legion.

Sale of KFMB & KFMB-TV, San Diego (Vol. 6:46) to John A. Kennedy, former Charleston (W. Va.) broadcaster, former publisher of old *San Diego Journal*, present 48% owner of WSAZ & WSAZ-TV, Huntington, W. Va., was approved April 25 by FCC. Purchase price was \$925,879 for 100% of stock interest of Jack O. Gross. Other TV station sales last year: WOIC (now WTOP-TV) to *Washington Post*, 51%, CBS 49%, price \$1,400,000 (Vol. 6:25); KBTU (now WFAA-TV) to *Dallas News*, price \$575,000 (Vol. 6:4, 11); KLEE-TV (now KPRC-TV) to *Houston Post*, price \$740,000 (Vol. 6:13, 21); KTSL, Los Angeles, to CBS, price \$333,765 plus \$228,000 yearly rental of facilities for 10 years (Vol. 6:52).

Two applications for TV stations this week, bringing total to 399, were from Northwestern Theological Seminary & Bible School (KTIS), Minneapolis, for Channel 9; *Wichita Falls* (Tex.) *Record News* (KTRN), for Channel No. 6. [For further details about applicants, principals, etc., see *TV Addenda 12-P* herewith; for listings of all applications to date, see *TV Factbook No. 12*, with Addenda to date.]

Milwaukee union leaders complain TV has cut attendance at union meetings as much as 50%.

Television Digest

WITH AM FM REPORTS

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FACTORS IN CBS PROPOSAL TO BUY ABC: Deal has been made whereby CBS would buy ABC, retain ABC's TV stations in Chicago, Detroit and San Francisco, then re-sell the ABC radio network and its two remaining TV stations in New York and Los Angeles.

Sale price was reported as \$28,000,000 by New York Times, whose ace radio reporter Jack Gould May 4 broke front-page story that had the broadcasting industry in a veritable dither at week's end -- particularly CBS and ABC affiliates.

Principals are obviously pledged to secrecy, had apparently hoped story wouldn't leak until they could wrap up "package deal" to present to Washington. Not only must FCC rule on it, but Dept. of Justice might look into anti-trust implications should elimination of competition be involved. Mr. Gould reported May 5, obviously from CBS sources, that plan does not contemplate scrapping ABC network.

"No comment," was laconic reply to inquiries put to as many principals as could be contacted -- but no one undertook to deny report. Even in banking circles, it was indicated some sort of deal was afoot -- and considerable interest revolved around identity and motives of person or persons who sold and bought block of 35,000 shares of Class A CBS stock recently through Glore, Forgan & Co.

Only officers-directors holding that much are chairman Wm. S. Paley (98,510 shares of A) and the Levy brothers (Isaac 31,826 shares, Leon 14,100) -- aside from their Class B holdings of 251,900, 20,475, 40,900 shares, respectively.

* * * *

It was no secret that CBS had approached several prospective customers with proposal they continue ABC's AM network, line up new TV network with ABC-TV stations in New York and Los Angeles that CBS doesn't need. Gould indicated sale price for what's left after CBS takes what it needs from ABC purchase would be \$18-20,000,000.

Among those approached, we learn, were Philadelphia Inquirer publisher Walter Annenberg, whose WFIL & WFIL-TV are ABC affiliates; Chicago Tribune's Col. Robert McCormick, whose WGN is a basic MBS outlet, his WGN-TV a DuMont TV outlet, and who might be interested in building up an MBS-TV network; the National Grange, which in past has shown interest in acquiring an AM network; very likely others.

This is conjecture, frankly, and there isn't time at deadline for adequate check -- but it wouldn't be surprising if either Fort Industry (George Storer), Cowles-Look, Crosley, Yankee-Don Lee (Wm. F. O'Neil-General Tire), Time-Life or Meredith Publishing Co. (Better Homes & Gardens) interests are involved or contemplated as prospective purchasers. All have indicated expansionist ambitions in TV.

Storer owns TV stations in Detroit, Toledo, Atlanta, AMs in same cities plus Cincinnati, Miami, Wheeling, Fairmount, W.Va. Cowles publishing group has AMs in Des Moines, Boston, Yankton, S.D., no TVs (though owners of Minneapolis WTCN-TV & WTCN have small interlocking ownership with Cowles newspapers there); and there has been recurrent talk of possible sale of CBS's 50-kw Minneapolis WCCO (AM) to Cowles.

Crosley has TV stations in Cincinnati, Columbus, Dayton, besides its AMs WLW in Cincinnati and WINS, New York. Yankee recently bought Don Lee Network, sold off its one TV station (KTSL, Los Angeles) to CBS (Vol. 6:42-45); it's one of owners of

MBS, and Tom O'Neil runs Yankee-Don Lee, is MBS chairman. Time-Life has long eyed TV, once held block of CBS stock. Meredith had big TV plans pre-freeze, did start TV station WHEN in Syracuse, is still applicant for Albany and Rochester.

Foregoing are some of more obvious prospects in deal which May 4 AP dispatch also confirmed, but stated was in "an exploratory, still nebulous stage at best."

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In view of silence of CBS and ABC officials, no specific details are available -- but speculation was rife. Reasonable facts and deductions added up to this:

(1) Deal is far from fait accompli, though it's understood CBS chairman Paley and president Stanton, ABC president Kintner and v.p. Hinckley have made some soundings in Washington. It's predicated on ability to sell what remains after CBS should absorb into own network ABC's WENR-TV, Chicago; WXYZ-TV, Detroit; KGO-TV, San Francisco. That would leave WJZ-TV in New York and KECA-TV in Los Angeles, plus AM network with its 5 owned-and-managed stations to be sold; also would mean CBS would have to divest itself of its 45% of WTOP-TV, Washington, for it cannot own more than 5 TV outlets and already has WCBS-TV in New York and KTLA in Los Angeles.

(2) Without its profitable TV stations, and facing bitter competitive struggle now under way among AM networks, ABC radio network faces uphill fight for commercial survival. It runs poor third among networks in AM billings, also TV network billings (Vol. 7:17), has poor recent record of earnings (Vol. 7:17), must meet AM rate cuts already announced by CBS and NBC. This deal again makes clear ABC is on block, despite frequent disavowals (Vol. 7:13-14).

(3) Relations between AM networks and affiliates, especially CBS's & ABC's, are becoming more and more strained -- may be aggravated by this move. CBS affiliates are still smarting under rate cuts suddenly sprung on them (Vol. 7:15-17); and ABC members, unhappy about poor billings, now wonder just where they stand. Already, recriminations abound, as TV impact on radio structure takes on curious, confusing and high-finance twists.

(4) Congressional and FCC reaction isn't hard to guess if net effect is to reduce competition -- even though many hard-headed observers of the commercial scene find it hard to figure how more than 3 AM networks can survive current changes -- maybe not more than 3 TV networks too. At FCC, everybody professed to be astonished at news. Competition has become a shibboleth there; only 8 years ago, in 1943, the then FCC chairman James Lawrence Fly led move to force NBC to get rid of Blue Network for sake of more competition, and it was purchased for \$8,000,000 by Ed Noble and associates, becoming ABC.

Hint of political obstacles is contained in statement by Sen. Ed Johnson, who heads committee with all-powerful sway over FCC, radio and TV. He said:

"In principle, I'd be opposed to such a merger. I'm against any move towards monopoly in the broadcasting network business. I'm dubious about such a merger, unless there are factors involved that I know nothing about. I should think our committee would want to move in and learn all the facts involved. I'm for competition and lots of it. There's already too much monopoly in the radio business."

* * * *

Eager quest for TV stations, of which there are now only 107 though channels could have been had for the asking only a few years ago, is evidenced not only by CBS-ABC deal and intense interest in freeze-thaw (see p. 4), but also by station sales deals of last year (see p. 12, Vol. 7:17) and others known to be cooking.

At least 2 Midwest TV stations are currently subject of sale negotiations in 7-figure sums. Networks aren't involved; details should be revealable soon.

TV SPONSORS STICK, NBC-AM RATES CUT: TV networks say they're holding onto most of their evening sponsors through summer -- most with same shows, some with substitute shows. If reaction of public is good, they think pattern for year-round sponsorships will have been established, contrary to hiatus precedent of radio.

Summer schedules are now being aligned, so it's too early to secure exact data. But CBS-TV's Jack Van Volkenburg says virtually all sponsors are staying on, definite orders on hand already from 80%. NBC-TV's Frank Reed reports 5 full-hour

shows sticking, 3 sponsors holding time with replacements, others now being signed. ABC-TV's Fred Throver reports 15 out of 43 accounts definitely committed for summer, only 2 as yet definitely off for summer. DuMont's Chris Witting reports 7-8 commercial hours per week certain to stay this summer, no vacation requests yet.

What's holding the sponsors seems to be the desire to hang onto time spots on still-restricted network lineups, since there are so few cities with enough competitive outlets due to station freeze. There's also incentive of summer "bargain" rates and conditions (Vol. 7:15). On station side, adjacencies to network shows are proving bonanza -- and such spots are easy to sell.

Radio network picture isn't too bright, by contrast, mainly because of rate cuts starting mid-summer and frankly forced by TV. As did CBS a few weeks ago (Vol. 7:15 et seq), NBC this week announced across-the-board cut of 15% on 8-10 p.m. time, 10% on 1-8 p.m. time, effective July 1 -- so it's only matter of days before ABC and MBS reveal their reductions. Simultaneously, NBC dropped 20 AM staffmen, plans more of same, hopes to absorb such personnel in TV depts.

Though affiliates are still bitter, network people say radio rate cuts are having effect of (1) keeping some sponsors on air who were ready to cancel, and (2) attracting new sponsors. But April 28 Billboard quoted consensus of ad folk as saying that, with TV getting stronger, with more TV stations to come, radio rates may have to be cut again in year or so. And "virus" is spreading to spot, with Esso's agency Marschalk & Pratt writing all stations carrying Esso Reporter that it feels CBS cut was "a step in the right direction, especially in those cities where TV is gaining strength...We assume similar reductions will be made in spot rates."

It's no secret that stations now look to increased spot and local business to hold up revenues, some even talking of raising such rates. Broadcasting Magazine calls network rate cuts "emotional spasms," suggests industry-wide research to prove value of radio. Advertising Age, same date, hails reductions as "stabilizing rate structure of radio," referring to "devious manipulations" by which stations and networks had been making time deals anyhow.

END-OF-FREEZE HOPES, UHF ENTHUSIASM: First TV grants by Dec. 1, first new stations on air by mid-1952. That's latest estimate by FCC Chairman Coy, who outlined freeze-ending procedures in April 30 address to National Newspaper Promotion Assn. His guess isn't too far off from ours (Vol. 7:17). Coy also reiterated faith in uhf and doggedly plugged CBS color.

Coy's failure to mention "partial" unfreezing has led some to believe everything may have to await ultimate decision on whole allocation. This would include hoped-for "quick" unfreezing of vhf stations in Territories, increases in power for existing stations, grants of uhf everywhere. But FCC's answer on partial unfreezing won't come until it has studied all comments on allocation plan (see p. 4).

To back up his hopes for uhf, Coy pointed out that it will serve 30-40 mile radius, contrasted with hundreds of AMS covering 15-20 miles day, 3-5 miles night.

RCA has spent \$2,500,000 in uhf research, chairman Sarnoff told May 1 stockholders meeting. "Our engineers," he said, "taking the initiative in pioneering the upper frequencies, have determined that a major expansion is practical and possible at uhf. By adding a simple and inexpensive converter, owners of present TV sets can enjoy high quality reception from uhf as well as the vhf."

Enthusiast John Poole, Long Beach, Cal. (Vol. 6:21,27), this week asked FCC permission to conduct propagation tests from Mt. Wilson, using 15-kw beamed signal.

FCC is worried about transmission line losses in uhf. It has written manufacturers, asking for answer to this problem: For 1000-ft. tower, using some 1200 ft. of 3½-in. line, only 20% to 30% of power would get to antenna at 890 mc. A 6½-in. line would be more efficient, except that undesirable reflections, etc., might arise. Commission wants to know what can be done about it.

RCA is reported offering 10-kw transmitter (Type TTU-10A), plus 20-gain antenna and monitoring equipment, for \$180,000. Delivery dates aren't indicated, but "late 1952" is considered likely.

That 1-kw uhf transmitter of GE's (Vol. 7:15), will cost \$75-100,000, in-

cluding associated equipment, deliverable in about 18 months, the company says.

Federal Telephone & Radio points out that it produced first 1-kw unit for 490-mc, for CBS in 1946 and states it will have uhf transmitters "when required".

Federal also reports increased vhf activity, saying 2 of last year's new stations use its transmitters, that 2 more will be delivered within 60 days, that company has number of additional orders on hand.

Zenith unleashed another full-page ad in April 29 New York Herald Tribune, stating: "FCC Announces Plans For 10 TV Stations For New York City-Newark...3 in the New Ultra-High Frequency Channels! And Zenith Sets Need No Converter!"

* * * *

NPA hasn't set policy on materials availability for transmitters and towers, but its Electronics Division this week submitted plan to top echelon, making some provision for them (see p. 13). NPA climate appears favorable at this moment.

TV-radio station construction is no longer exempt from NPA building restrictions (Vol. 6:3,6). In move designed to save structural steel for defense and defense-supporting civilian programs, NPA May 4 amended M-4 order to require specific authorizations to build or make major alterations on TV-radio broadcasting buildings and newspaper plants. Larger apartment house and luxury home construction are major targets of new ruling.

FREEZE COMMENTS BEGIN, DELAY FEARED: Flood of TV allocation comments -- first wave -- broke on FCC this week when educators filed some 200 statements. Second wave -- from commercial stations and applicants -- will arrive on May 7 deadline. Some of latter, like strongly-worded petition filed this week (see below) may augur delays of various sorts, including even possible court action.

[Note: We'll summarize all the comments filed after they're all in.]

Among comments on allocation principles to come next week will be requests for: changes in height-power-interference ratios, correction of uhf terrain factor, lifting of 200-kw ceiling on uhf, changes in Gulf area channel spacings.

City-by-city comments will include the obvious -- opposition to educational reservations and channel-juggling to provide more vhf stations. A number are bound to say: "We're willing to take a reduction in power in exchange for slight reduction of 180-mile separation." Others will point out: "City-to-city, we're just under 180 miles, but transmitter-to-transmitter we're over 170-mile minimum."

DuMont is filing whole new allocation proposal, with prime objective of getting more channels where population density is greatest -- furthering network competition. It will stipulate new system of "priorities," claiming them to be more realistic than FCC's. DuMont claims FCC hasn't stuck to its own priorities.

DuMont is even using big electronic computer at MIT to evolve answers to complex allocation formulas, reports results so far are very encouraging.

It has also prepared elaborate map for hearing, with lights representing top 300 markets. Lights are actuated by punched cards, can show at a glance which channels are reserved, which are occupied, how each channel is allocated, etc.

DuMont plan reduces amount of vhf-uhf intermixing, but says survey of applicants indicates uhf will go ahead fairly well, even in intermixed areas.

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Vast majority of comments from schools -- large and small -- are almost identical. Actually, most merely filled out or followed a form, saying they commend FCC for reserving channels, hope to make use of them eventually although they have no plans now. And in cities where only uhf is reserved, they regret that vhf isn't set aside. A very few say they plan to apply for stations soon.

Joint Committee on Educational Television, formed to conduct campaign and aided by Ford Foundation money (Vol. 7:17), will again carry ball for educators when city-by-city hearings begin June 11. In its comments, it asks for (a) reservation of "flexibility" channels (see TV Allocation Report) where no others are available, (b) change in "priorities" to specify an educational service to all parts of U.S., (c) vhf reservation even in cities with fewer than 3 vhf channels, (d) a chance of

some sort at vhf channels in "closed cities" where all vhf are now occupied -- presumably at renewal time.

Educators and Comr. Hennock don't see eye to eye any longer on question of "percentage" reservation. Miss Hennock keeps plugging for 25% of all channels. Educators, JCET at least, have dropped talk of percentages, merely ask for "more".

Ford Foundation came across again, to tune of \$260,000, for Iowa State College's WOI-TV -- though it's on FCC lists as a commercial outlet since it takes such programs from all networks. At week's end, Foundation granted \$300,000 for "tape network" of National Assn. of Educational Broadcasters, to be administered by Lowell Institute, Boston. Institute itself has applied for FM, presumably will go for TV.

Sen. Benton took up cudgels again in May 3 closed-circuit address from New York to Columbus, Ohio, meeting of Institute for Education by Radio-TV. The Senator has been working closely with JCET, its counsel Telford Taylor (who recently joined board of Skiatron, promoter of Subscriber-Vision; Vol. 7:17), and Ford Foundation. He suggests that Congress might make "grants-in-aid" to support educational TV, that FCC put the bee on commercial stations for more "public service," that educators become "publicists and promoters and politicians."

Sen. Benton tells us he's reexamining his resolution (S.Res. 127, calling for 90-day Congressional study of educational question) to see whether it needs changing. He said Senators Johnson and McFarland have assured him hearing soon.

Percentage of time on commercial stations seems to be Sen. Benton's major motive now. Here's how he puts it: "I'd rather have one hour every night on NBC than an educational station in every state."

He also continues pitch for subscription TV -- a la Skiastron's Subscriber-Vision and Zenith's Phonevision -- thinks they'd contribute to education in addition to "providing healthy competition" to an "advertising-supported system."

In speech to the Ohio group, Comr. Hennock said she wants 500 channels reserved instead of 200, that "the obstacle of funds has been overrated."

New York's Rep. Emanuel Celler renewed lobbying for his bill (H.Res. 3542) to make commercial stations devote 25% of their time to "non-commercial, educational programs, sustained or sponsored." In letter to New York Times May 4, he again labels channel reservation idea "unworkable and undesirable."

* * * *

Spokesman for the radio broadcasters, many standing to be left out in cold in view of paucity of channels and educators' slice, Broadcasting Magazine was quite bitter in its editorial attack April 30 on Hennock scheme. It stated:

"In unvarnished words, this is a crusade for socialized TV...Our school systems are in dire financial need. Teachers are under-paid. New construction is needed. The entire program lags. Then how can prudent government, whether local, state or Federal, espouse TV stations involving an initial investment of half a million per entity plus annual operating overheads (deficits) to match?

"There must be a reason. It is the lust for power -- political power and perpetuation of politicians in office..."

Opposition from Sen. Johnson is indicated, for he said: "I doubt very much that any educational institution in Colorado will attempt to operate a TV station in the next 20 years. The cost is way beyond them. They're having a hard time keeping their doors open, let alone spending \$1000 a day to operate a TV station. I can't speak for other states, but I certainly can for Colorado."

And some ostensibly well-heeled schools have approached lawyers with query: "Can't we become partially commercial somehow?"

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Filed this week was potentially significant document from WKMh, Dearborn, Mich. Station owner Fred Knorr stuck his neck out, cautioned FCC that its freeze-ending procedures appear to violate statutes and "invite court action" -- making possible more years of delay. At same time, petition said "no threat of court action" was intended, and it suggested method of lifting freeze "almost immediately."

Laws violated, according to petition (not an allocation comment) filed by

counsel Bingham, Collins, Porter & Kistler, include Sec. 4(b) of Administrative Procedures Act, Secs. 307(b) and (c) of Communications Act. Generally, petition contends that FCC hasn't given parties full opportunity to participate in rule-making; that Congress hasn't delegated authority to make channel reservations; that channel allocations must be guided by demand, rather than fixed allocation plan to be changed only by rule-making.

In lieu of present procedures, petition suggests that allocation plan be placed in engineering standards "as a guide." According to counsel, this could mean lifting of freeze within couple months. Otherwise, they fear, whole procedure is extremely vulnerable to tieup in courts anywhere along the way -- even after grants have been made. For example, a single court test of any of the 31 proposed channel shifts, they say, could throw whole allocation into litigation for 2-3 years.

Similar word of caution will be voiced by Federal Communications Bar Assn. in petition to be filed shortly (Vol. 7:17).

OLD ORDER MAY CHANGE IN FCC SHAKEUP: FCC underwent something of a revolution this week -- in move that didn't make newspaper headlines but can have enormous influence on its future actions.

It removed Harry Plotkin, assistant general counsel, from driver's seat on broadcasting matters, picked chief engineer Curtis Plummer to head newly established Broadcast Bureau which will have vast authority over aural and visual broadcasting.

Plotkin is widely regarded as prime architect of much Commission policy, the "master mind" behind recent moves arousing bitter controversy. He's a brilliant, persuasive, relentless advocate of greater and greater govt. control over industry.

FCC vote of 5-2 was harsh defeat for Chairman Coy, Plotkin's staunchest supporter. Only he and Comr. Hennock voted for Plotkin. Until month or so ago, it was considered virtually unthinkable that anybody else would get prize \$11,200 job.

Hennock vote was surprise, for she's at constant odds with Coy (she's suspected of harboring ambition to be next chairman) and it was she who once gave Plotkin fiercest public tongue-lashing we've ever heard in FCC hearing room (Vol. 6:48), accusing him of underhandedly sabotaging her pet educational TV program.

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All isn't settled yet, since Plummer's second in command is still to be named. He may want Plotkin, since they've worked together for years. But FCC majority could reiterate what some lawyers styled "lack of confidence vote" by refusing to accept Plotkin, who has gained enmity of considerable proportion of FCC bar.

Future policy also may rest on choice of 5 division chiefs under Plummer. If they're "Plotkin men" -- and he has gathered devoted group around him -- his thinking is likely to be perpetuated to considerable degree.

Even Chairman Coy's future is drawn into speculation -- whether he can now hold majority of commissioners, as in past; whether he will seek renomination before term expires June 30. Despite number of unpopular actions he's supported, political consensus seems to be he can have job if he wants it.

Some think he wants to get out -- because he needs more money, because of sheer physical strain of fierce intra-FCC and extra-FCC struggles, huge work load.

"But Coy never runs from a fight," his friends say. Since Commission is always under attack, there's plenty to keep him going. Even this week, resolution to investigate Commission (H. Res. 214) was introduced by Rep. Bernard W. Kearney, Republican, of Gloversville, N.Y. He's member of Un-American Activities Committee, says he has reason to suspect group within FCC of pro-Communist leanings -- an old story not likely to stand up, probably stemming from Lawyers Guild members on staff.

* * * *

What kind of broadcast boss Plummer will be, only time will tell. Up to color decision, he had firmest kind of support from industry as well as Commission. It's not known how much he contributed to decision itself, notably its ill-starred bracket-standards gimmick (Vol. 6:35, et seq) -- but he's held responsible.

Credit for highly-commended engineering aspects of TV allocation plan must

be placed on his shoulders, as should his sound record as chief of TV engineering. It's uncertain who will get chief engineership, but appointment is expected from within. Principal contenders seem to be Edward W. Allen, technical information chief; Edward W. Chapin, lab chief; George S. Turner, asst. chief engineer for field services and monitoring; James E. Barr, chief of AM broadcasting.

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Broadcast Bureau plan is effective June 4, part of program of functional reorganization. Other two bureaus are Common Carrier and Safety & Special Services. Most TV-AM-FM jobs are taken away from general counsel, chief engineer and chief accountant, put under head of Broadcast Bureau. In bureau will be 5 divisions, each to have chief: Aural Facilities (AM-FM), Television Facilities, Renewal & Transfer, Hearing, Rules & Standards. Race is now on to see who gets coveted jobs. Plummer says he hasn't decided; in past, chief's preferences have carried great weight.

INDUSTRY AGREED ON COLOR SYSTEM: Color fight is warming up again, as everybody stands by each Monday awaiting Supreme Court decision.

This week, Ad Hoc color subcommittee of National Television System Committee (Vol. 7:1), top-level all-industry group whose counsel FCC followed in setting up monochrome standards, has completed its work, reported to whole NTSC.

Results are now undergoing field testing, and NTSC members are so hot about them that they say Court's decision will have little bearing on accelerated efforts to perfect compatible system, place it before FCC.

Details are being withheld, but among new developments is an "oscillating color sequence" -- said to reduce susceptibility to interference by 6-8 db, produce steadier color, move color carrier up to 4 mc, make system "even more compatible."

This apparently is what New York Times' Jack Gould saw on his home set May 2, leading him to write front-page story May 3 which reported reception of picture "superior to the monochrome images normally seen."

RCA had begun off-hour experimental transmissions, which will continue. It's plain now that RCA's plans, once Court decision is rendered, embrace public demonstrations, sponsor-product shows, networking, remote pickups.

Philco and DuMont are also conducting field tests, while all other NTSC members are being urged to build color sets to test available signals. Hazeltine continues its color classes, is starting fourth 2-week course of 20 engineers each.

CBS plans Denver closed-circuit public showings of its system. It's Sen. Johnson's home state, and affiliate KLZ is cooperating in May 14-18 demonstrations. RCA picked next-biggest non-TV city, Portland, Ore., gave it first taste of TV this week with black-and-white demonstrations in cooperation with U of Portland.

KINE-RECORDINGS BIG FACTOR IN TV: Much of the future of TV programming depends on kinescope recordings -- otherwise called kines, TV-recordings, tele-transcriptions.

Despite early thinking that they would lose their importance as networks expanded and more films were produced for TV (to say nothing of release of feature films from big producers' vaults; see Vol. 7:13,16), it's increasingly apparent that off-the-camera films of TV shows will gain added importance with time.

Consensus of experts at May 1 session of Society of Motion Picture & TV Engineers in New York this week seemed to be that, despite their present deficiencies, kines will be answer to (1) high cost of intercity coaxial and/or microwave hookups; (2) programming of independent or non-interconnected TV stations; (3) delayed programming, where station time cannot be immediately cleared; (4) such complications as daylight saving time, time zones, etc.; (5) auditions and records.

Thus kines will serve same purpose -- possibly on bigger scale -- as radio transcriptions, now an enormous factor in broadcasting and capable of quality every whit as good as live shows.

Even today, it was noted, top TV shows are being kine-recorded, shipped to our troops overseas for showings in their cinema setups. Among the more noteworthy developments reported at SMPTE meetings were these:

- (1) Some 3,000,000 ft. of 16mm film per week are already being processed by

TV networks, based on 120 hours of original negative. That's equivalent of 60 two-hour films per week. This year, networks will make 40,000 prints, each to be shown at least twice. This information came from CBS's Howard Chinn, NBC's Frank Lapore.

(2) Kine-recordings for military training films were described by Navy's Lt. Comr. J. S. Laffin, who said, "Pictorial quality, while not up to motion picture standards, is acceptable for most types of subject matter...Pictures look better than a purely mathematical analysis of resolution would indicate."

(3) How kine recordings might be used to make Hollywood movies, with consequent savings in production costs, was described by G. R. Stevens, of Television Film Productions Ltd., London. He told of British experiments whereby TV camera chain, instead of film camera, is used to "shoot" a scene, with best shots recorded on film off face of monitor tube. This permits director to edit scenes before they are recorded on film, thus eliminating repeated film shots, lengthy editing processes. Idea presupposes that kine recordings will be of same quality as today's motion picture films. Similar experiments are being conducted in Hollywood.

Personal Notes: Jack P. Blume, FCC examiner, resigned May 1 to join law firm headed by former FCC chairman James Lawrence Fly, heading newly-opened Washington offices at 1028 Connecticut Ave. (headquarters are New York). Firm will henceforth be known as Fly, Shuebruk & Blume. Blume was examiner in San Francisco and Detroit TV hearings (no decision rendered due to freeze) and in Paramount-DuMont case . . . Rodney Chipp, DuMont Network engineering director, leaves May 18 on business-vacation flying trip to Europe, accompanied by Mrs. Chipp, who is also an engineer; she's v.p. and chief engineer of Newark Controls . . . Theodore C. Streibert, president of WOR & WOR-TV, left May 1 for Tel Aviv, Israel, on inaugural flight of new El Al Israel Airlines, returning May 22; he was subject of sketch April 30 in "Business & Finance Leaders" column in *New York Herald Tribune* . . . Robert N. Wold, ex-Knox Reeves Adv., named promotion mgr., WTCN & WTCN-TV, Minneapolis . . . James Kilian promoted to asst. program mgr., WAAM, Baltimore . . . Jack Barlass, ex-Meredith Publishing Co., named executive v.p., Princeton Film Center . . . Paul Monroe named executive director of TV-radio production, Theodore Gannon director of program development, Wm. H. Weintraub & Co. . . . Irvin B. Levin new head of TV-radio dept., Degner & Associates, L. A. . . . Tom Wright, ex-BBDO, joins Dundes & Frank Inc. as TV-radio director . . . Robert Gillham, TV-commercial film v.p., J. Walter Thompson Co., has resigned to join Cunningham & Walsh . . . Florence Smith, ex-H. B. Humphrey Agency, appointed TV-radio timebuyer for Hewitt, Ogilvy, Benson & Mather, N. Y. . . . Howard Chernoff, ex-West Virginia Network, named mgr. of KFMB & KFMB-TV, acquired by purchase by John Kennedy interests (Vol. 7:17) . . . Edward L. Sellers, director of FM dept. of NARTB, resigns May 1 to join Carl Byoir & Associates, public relations counsel (for RCA, among others) . . . Leroy Bremmer, WABD engineer, has applied for 250-watt AM station on 1490 kc in Atlantic City . . . Wm. Doty Edouarde, ex-KFWB, appointed NBC spot sales rep for So. California, succeeding Robert E. Howard, resigned.

Station Accounts: Union Pacific Railroad buys *Singing Rails* on KTSB, Sun. 7-7:30, and *Polyzoides*, political columnist, on KTTV, Wed. 8-8:15, thru Caples Co. . . . Banks were first to buy *March of Time Through the Years* in 23 cities (Vol. 7:7,11), but Ohio Standard Oil Co. has taken it on stations in Cincinnati, Columbus, Dayton, Toledo . . . McLevy Dance Studios and Slenderizing Salons sponsoring *Video Venus*, new beauty-talent search show starting May 11 on WJZ-TV, Fri. 10:30-11, thru Associated Adv. Service . . . Elgin American Division, Illinois Watch Case Co., buys heavy schedules of pre-Mother's Day (May

13) TV spots, thru Russel M. Seeds, Chicago . . . Cribben & Sexton Co. (Universal gas ranges) sponsoring *Sally Smart's Blue Flame Gas Kitchen* on WOR-TV, Wed. 11:30-noon, kinescopes to be syndicated by Paramount Television Productions . . . Among other advertisers reported using or preparing to use TV: Pan American-Grace Airways Inc., thru J. Walter Thompson, N. Y. (WABD); Personal Products Corp. (Co-ets facial tissue), thru Young & Rubicam, N. Y. (WABD); Vitrex Co. (reducing plan), thru Courtland D. Ferguson Inc., N. Y. (WABD); Olson Co. Inc. (roofing materials), thru E. T. Howard Co., N. Y. (WABD); Nestle Co. Inc. (Nes-Tea), thru Needham & Grohmann, N. Y. (WABD); Bardahl Oil Co. (lubricants), thru Harold Kirsch Co., St. Louis (WDTV); C. H. Musselman Co. (apple products), thru Clements Co., Philadelphia (WBAL-TV).

Network Accounts: Brown Shoe Co. (Buster Brown Shoes) moving *Smilin' Ed McConnell Show* from NBC-TV alt. Sat. 6:30-7 to CBS-TV every Sat. 11:30-noon, starting Aug. 11, thru Leo Burnett Co., Chicago . . . Nash-Kelvinator, starting June 9, takes over full sponsorship of *Paul Whiteman TV Teen Club* on ABC-TV, Sat. 8-9, thru Geyer, Newell & Ganger; American Dairy Assn. dropping 8-8:30 segment. Nash-Kelvinator reported dropping *Star of the Family* (Morton Downey) on CBS-TV Fri. 10-10:30 . . . Gillette sponsoring kine of *Kentucky Derby* on CBS-TV from WHIO-TV, Dayton, evening of May 5, 9:45-10 p.m.; Gillette will also sponsor *Preakness* from Baltimore on CBS-TV May 19, 5-5:30, thru Maxon Inc. . . . Pabst slated to sponsor Ezzard Charles-Joey Maxim championship fight from Chicago May 30 on CBS-TV, 10 p.m., thru Warwick & Legler . . . Anchor-Hocking Glass Corp. dropping Mon. & Wed. but continuing Tue.-Thu.-Fri. sponsorship of *Broadway Open House* on NBC-TV, 11-midnight, with Jack E. Leonard replacing Jerry Lester, thru Wm. H. Weintraub & Co. . . . Precter & Gamble replacing *Fireside Theatre* with *Cameo Theatre* on NBC-TV from July 3, Tue. 9-9:30, thru Compton Adv. . . . Lucky Strike replacing *Your Hit Parade* on NBC-TV with unnamed program starting July 14, Sat. 10:30-11, thru BBDO . . . Philip Morris reported to have signed for *I Love Lucy*, new comedy series on CBS-TV to start in fall with Lucille Ball and Desi Arnez, thru Biow Co. . . . Next *Jack Benny Show* on CBS-TV will be May 20, sponsored by Lucky Strike, Sun. 7:30-8, in lieu of *This Is Show Business*.

Den Fink, editor of *Electronics Magazine*, will be U. S. spokesman at TV sessions of CCIR conference June 5-July 6 in Geneva, Switzerland. Conference is expected to vote regional TV standards on world-wide basis so they can be recommended at 1952 world telecommunications sessions in Buenos Aires.

Financial & Trade Notes: DuMont earned net income of \$6,900,788 (\$2.87 per common share) after provision of \$6,300,000 for taxes on gross income of \$76,362,565, according to 1950 annual report released this week. This compares with \$3,269,880 net (\$1.49) after \$2,250,000 taxes on \$45,267,089 gross in 1949 and \$2,701,767 net (\$1.29) on \$26,934,239 gross in 1948. Report does not break down factory and network operations, but does reveal 78% increase in TV receiver output, 250% increase in units with higher margin of profit on CR tube production, increase of distributors to 34 covering 52 TV markets. Total current assets at end of 1950 were \$31,087,710 vs. \$15,481,032 at end of 1949, liabilities \$14,134,480 vs. \$7,260,662. Working capital was \$16,953,230 vs. \$8,220,370. (For network estimate, see Telecasting Notes.)

Best first quarter in its 31 years was reported by RCA, with sales of \$185,590,755, net profit of \$11,901,542 (75¢ on 13,881,016 common shares) after taxes of \$15,842,000 for 3 months ending March 31. This compares with \$127,369,550 sales, \$11,236,231 (75¢) net profit, \$7,709,000 taxes in first quarter 1950 (Vol. 6:18). Company's business volume is 4½ times what it was 10 years ago, chairman Sarnoff told stockholders at annual meeting in NBC's TV studio 8H May 1, with TV biggest factor in new sales record. He also said military orders recently "reached a volume that required conversion of some of our commercial production facilities to manufacture of equipment to national defense." Stockholders overwhelmingly approved hotly-contested proposal to grant purchase options on 100,000 shares of stock to Gen. Sarnoff and 50,000 to president Frank M. Folsom.

Philco annual meeting of stockholders will be held May 18 in Philadelphia, proxy statement disclosing these directors to be elected, their present stockholdings (in parentheses) and their 1950 compensation if active in management: Wm. Balderston, president (7188 shares), \$75,000 salary and \$118,750 bonus; James T. Buckley, chairman (21,966), \$37,500 & \$59,375; Harold W. Butler, v.p. (11,245), \$30,000 & \$52,250; James H. Carmine, executive v.p. (31,225), \$60,000 & \$95,000; Wm. H. Chaffec, v.p. (901), \$22,083 & \$26,600; Charles S. Cheston, director (237); Joseph H. Gillies, v.p. (9437), \$32,500 & \$59,850; Larry E. Gubb, director (28,973), \$30,000; Larry F. Hardy, v.p. (7809), \$37,500 & \$71,250; Russell L. Heberling, v.p. (24,087); Robert F. Herr, v.p. (27,578), \$22,083 & \$42,750; Thomas A. Kennelly, v.p. (25,474), \$35,000 & \$71,250; Wm. Fulton Kurtz, director (200); John M. Otter, v.p. (7312), \$40,000 & \$57,000; Courtney Pitt, v.p. (1270), \$25,625 & \$35,625; David B. Smith, v.p. (3273), \$35,000 & \$19,000; Leslie J. Woods, v.p. (9905), \$40,000 & \$66,500.

Dividends: International Resistance Co., 10¢ payable June 1 to holders of record May 15; CBS, 40¢ payable June 1 to holders May 18; Avco, 15¢ payable June 20 to holders of record June 1; Blaw-Knox, 25¢ payable June 12 to holders May 14; Telecoia Corp., 5¢ payable May 15 to holders May 5; Television Electronics Fund, 15¢ payable May 29 to holders May 15.

Motorola's first quarter report, released May 4, shows record sales of \$46,659,847, earnings before taxes \$6,782,105, net income \$2,572,718 (\$2.93 per share). This compares with \$35,846,974 sales, \$4,720,775 earnings before taxes, \$2,825,966 (\$3.21) net income for same 1950 period.

Wilcox-Gay Corp. (Majestic) reports net earnings of \$355,787 for first quarter on sales of \$3,707,658. This compares with net loss of \$227,223 on sales of \$1,220,560 for same 1950 period. (For 1950 report, see Vol. 7:13.)

Collins Radio reports sales of \$5,853,000, net profit of \$132,161, for 6 months to Jan. 31 vs. \$5,551,000 sales and \$145,243 profit for 6 months ended Jan. 31, 1950.

TV is "superb" as means of public education, Kefauver Crime Investigating Committee said in its widely-publicized May 1 report summing up hearings on organized gambling and racketeering.

Senate Committee gave telecasters "major part of the credit" for impact of recent hearings on public, credited telecasts with "salutary effect in awakening the public to the menace of organized racketeering that now confronts our national life."

But report points up new problems raised by televising of legislative processes—including possible invasion of privacy—and urges "code of Congressional procedure . . . to insure the continuing dignity and maximum effectiveness of legislative proceedings which might be televised as well as to preserve the constitutional rights of citizens."

With memory of Kefauver telecasts still in sharp focus, Gallup Poll released April 27 shows 70% of voters think it would be good idea to telecast sessions of Congress, 16% said poor idea, 5% fair, 9% no opinion. Despite possibility of dull and long-winded speeches, 78% said they thought such telecasts would be interesting, 14% said no, 8% no opinion.

Rep. Jacob K. Javits (R-N. Y.) May 2 inaugurated discharge petition in attempt to get House action on his H. Res. 62—pigeonholed by Rules Committee—to provide for telecasting and broadcasting important House debates.

National Union Radio Corp. sales volume was \$5,021,822, profit after taxes \$448,443 in first quarter 1951 which compares with \$2,485,746 sales and \$186,182 net earnings for same 1950 quarter. CR and radio tube sales accounted for favorable report, company reported to stockholders May 1, but CR production at Hatboro (N. J.) plant has been curtailed due to decline in TV buying. "It is expected," report states, "that towards the end of the second quarter there will be a favorable upturn, with demand for CR tubes continuing to increase into the early fall." Meanwhile, construction will not be delayed on new 140,000-sq. ft. plant at Rhwan & Dugan Sts., Philadelphia, costing \$5,000,000, to be devoted to miniature and sub-miniature tube production.

National Union's recent annual report for 1950 (Vol. 7:14), showing record sales and earnings (Vol. 7:14), was accompanied by proxy statement disclosing C. Russell Feldman, chairman, as owner of 232,000 shares (entire issue) of preferred stock, no common, with director Harry E. Collins, senior partner in Collins, Norton & Co., investments, owning 219,000 shares of common, Mrs. Collins 80,500, and president Kenneth C. Meinken 35,900 out of 1,375,766 shares outstanding. Mr. Meinken's 1950 salary is given as \$40,000, bonus \$10,000.

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Standard Coil Products Co. reports consolidated net sales of \$12,756,856 for quarter ended May 31, net profit of \$1,123,539 after provision of \$995,646 for estimated Federal income taxes. This is equal to 76¢ per share on 1,470,000 outstanding shares of common. Report includes figures for Kollman Instrument Co., purchased Jan. 1, 1951, big govt. contractor for optical products. Standard's recent 1950 report (Vol. 7:12) showed net profits of \$5,266,442 on sales of \$35,632,396.

Color performance of Eidophor theatre TV system (Vol. 7:7), specified in 20th Century-Fox's agreement with Institute of Technical Research in Zurich, should be "not substantially less good than existing motion pictures in Technicolor." According to 20th Century's annual report, prototype of such color equipment is to be delivered in 18 months. Big movie firm has exclusive license on system.

NEW LOW IN TV OUTPUT, RADIO HOLDS UP: TV production nose-dived fourth week in April (ending April 27), dropping to 83,516, of which 6720 were private label. Inventories at factory stayed high -- 403,642 vs. 433,930 at end of preceding week (Vol. 7:17). Week's output was lowest since beginning of 1950, save for two July vacation weeks.

Output drops began in mid-March, accelerated through April (Vol. 7:13-17) when first week showed 140,964, second week 133,576, third 122,489 -- so that month's RTMA total is 480,545, lowest since last July's 330,377. They compare with 874,634 in March (5 weeks), 679,319 in February, 645,716 in January (revised RTMA figures). Further drops are expected.

Radio output for fourth April week held up reasonably well, totaled 313,348 -- as against 349,767, 361,652 & 332,463 preceding April weeks (Vol. 7:16-17). Month's total thus was 1,357,830 vs. 1,737,141 in March, 1,325,450 in February, 1,235,114 in January. Fourth April week's radio breakdown: home radios 138,241, auto 130,717, portable 44,390.

PLANS AND PURPOSES OF THE SET MAKERS: RCA and GE committed themselves definitely this week to hold their TV price lines -- RCA until Aug. 1, GE until Sept. 10. In addition, RCA assured distributors it will introduce no new models before Aug. 1.

This seems to contravene downward trend indicated by current trade lull and Emerson's deep price slashes ordered as of May 1 (see Topics & Trends).

Fact is that, despite discouraging apathy of today's retail market, despite huge inventories forcing what look like distress sales and intercity dumping, despite factory curtailments, a sort of quiet optimism appears to have settled over many manufacturers in contemplating future prospects.

It will be surprising if Admiral, Motorola and Philco, who with RCA form industry's Big Four, will offer new models by usual time of Chicago Furniture Mart, June 18-28. Nor will many other name brand producers, so far as we can learn.

If some do come out with new models next few months, and do any appreciable promoting, the big fellows figure that such promotion will build store traffic on which present models can ride. New "1952" gimmicks, whether furniture or gadgets, aren't likely to obsolete current lines, is general belief.

Talk about uhf is seen adding to confusion, helping no one sell sets now or until such stations are actually on the air -- still long time away. Color, even if Supreme Court should uphold FCC choice of CBS system, isn't regarded likely to do more than create still more confusion in buyers' minds -- since colorcasting isn't going to be done on any big scale for long time and industry forces opposed to CBS system will renew pitch to FCC and public with better, compatible system.

Impulse of the manufacturers now is to underproduce, particularly higher-priced sets. Laid off workers are protesting loudest now, their unions among the foremost urging more haste in lifting freeze and easing of Regulation W (Vol. 7:16).

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RCA called its decision "a positive move to stabilize the dealers' investment in [our] inventories in the face of the current slump...to bolster dealer confidence in the long-range stability of the TV market." Consumer v.p. Joe Elliott promised to continue advertising of current models at present lists, urged dealers to "go out and sell TV" and reiterated conviction that materials shortages will limit his company's TV production during second half of year.

Mr. Elliott told Pacific Coast NEDA, later in week: "In regard to the production of TV sets, hard times are ahead...A stock of TV receivers today is money in the bank tomorrow." He warned dealers who dump inventories that they will be "making a mistake they will seriously regret." Said he: "Employment is high, there is plenty of money in circulation, consumer demand is certain to pick up...opportunities are unlimited for the capable business man who can and will plan, sell and work."

GE's receiver sales chief Arthur A. Brandt stated price-holding policy was formally adopted because "price uncertainties in a few lines are creating a depressing effect on all segments of the industry." Purpose is not only to stabilize the market but protect distributors and dealers, he stated, and he predicted:

"Despite the fact that TV sets are in plentiful supply at this time, curtailed production will catch up with the industry later in the year when the full impact of material restrictions is felt by manufacturers."

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DuMont sales chief Walter Stickel told Buffalo group April 29 that defense limitation orders must inevitably cut TV production -- forecast best rate of output rest of this year would not exceed 60% or 65% of 1950's fourth quarter peak rate. By sheer coincidence, his line of reasoning seemed to follow closely that of Philco's Jack Otter and other Philco executives in recent trade talks: shortages are coming, current slump is no reason for panic and in many respects seasonal, talk of "saturated markets" comes only from "weak sisters" among field men and dealers, period of stress affords chance "to separate the men from the boys."

Dr. DuMont says his plant is now producing "no more sets than we can sell."

Admiral's Ross Siragusa sees pickup by end of third quarter. Motorola's Robert Galvin said production is now down about 35%, thought third quarter may revert to first quarter's pace. Olympic's Percy Schoenen wasn't quite that optimistic, thought third quarter will continue low but fourth should be better even than fourth quarter 1950; he feels time will alleviate current condition, also is convinced that shortages impend and plans no new models in June or July.

Tele-tone's Morton Schwartz attributes current troubles to overexpansion of plants, thinks next big sales push should be second sets in homes. Another manufacturer said he would have color sets coming off lines in September if Supreme Court renders decision before June favoring CBS system.

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To dealers, NARDA v.p. H. B. Price Jr., head of Price's Inc., Norfolk, offered this advice at appliance dealer confab in Wilmington May 2: "Stop buying. Don't buy until you need merchandise for sales -- not anticipated sales." He urged lowered sights on volume, advised:

"It is reasonable to expect a shortage of certain models of popular brands, but don't stock up planning another killing; take smaller volume and sleep nights." He even had good word for manufacturers: "Their only sin was aggressive selling."

Trade Personals: Edward F. Harbison, recently chief of guided missiles plans, Air Materiel Command, Wright Field, Dayton, appointed mgr. of new Pacific Coast office for Philco's Govt. & Industrial Division, located at 260 S. Beverly Drive, Beverly Hills, Cal. . . John Ward Dawson, ex-Stanford Research Institute, named chief engineer of Electronics Div., Sylvania . . . George O. Smith, well known as science-fiction writer, during last war writer of manuals for National Defense Research Council, named by Emerson as mgr. of components engineering . . . Anthony Dillon, recently with Olsen & Co., Philadelphia DuMont distributor, has rejoined Air King as field sales mgr. . . B. G. Hickman, TV-radio service mgr., promoted to asst. sales mgr., Sparks-Withington.

Largest theatre-TV purchase yet was announced this week by United Paramount Theatres, which ordered 22 systems for installation by fall. RCA got 20 orders, and Paramount Pictures (which uses intermediate-film equipment) got 2. Theatres into which installations are going will be mainly in Midwest. This will bring to 27 number of UPT houses with large-screen installations; present ones being New York Paramount, Chicago State-Lake and Tivoli, Detroit Michigan, Minneapolis Radio City. It will bring to more than 40 number of theatre-TV installations throughout country.

Plant Expansions: Webster-Chicago considering new office-plant building sites in Chicago area, but won't move right away; executive v.p. C. P. Cushway told stockholders meeting May 1 that company currently has \$2,000,000 in war contracts . . . Wilcox-Gay has leased 85,000 sq. ft. factory in Burbank, Cal., to produce TVs, radios, recording products, etc. . . Tracerlab Inc., Boston, nucleonic instruments, has leased 20,000 ft. of manufacturing space for assembly of electronic equipment . . . Lewyt Corp., Brooklyn, plans new \$3,800,000 plant in Nassau County, Long Island, for military electronic production, covering about 250,000 sq. ft., employing 2000 . . . GE will triple Syracuse electronics laboratory, May 4 announcement stating new 2-story wing to start this month will increase space from 33,000 to 101,000 sq. ft.

National TV-radio set and station ads last year brought \$22,760,000 in revenue to newspapers, 78.4% increase over \$12,756,000 in 1949, according to ANPA report. This included: set advertising \$16,507,000, up 98.9% from \$8,300,000 in 1949; station ads \$6,097,000, up 39.4% from \$4,373,000; miscellaneous \$156,000, up 88% from \$83,000. TV-radio set advertising showed biggest increase of any category on publishers' list. Total national newspaper advertising amounted to \$499,019,000 in 1950, up 12.1% from \$445,015,000 in 1949.

Topics & Trends of TV Trade: Philadelphia may or may not be indicative of national trend, but its first quarter TV sales figures, as released by Electrical Assn., are quite eloquent. They show total of 79,907 sets sold first 3 months of this year for retail dollar volume of \$27,992,605. This compares with 93,188 for \$26,992,605 in same period last year, the dollar volume holding up because 1951 average price per unit was \$350 vs. \$279 in 1950. During all 1950, total TV sales in Philadelphia area were 364,233 units as against 220,366 in 1949 and 82,606 in 1948.

Seventeen brands of receivers are covered in Philadelphia report, which showed 34,329 sold in January (up 43% from the 23,970 for same month last year); 25,151 in February (down 15% from 29,688); 20,427 in March (down 49% from 39,530). Apparently, the recession in sales volume began in February.

Chicago Electric Assn. reports TV sales there fell to 18,176 in March, only slightly more than half preceding month. Washington's downward trend is indicated by estimates that sales fell from 14,150 in January to 10,350 in February, 9500 in March, 8540 in April.

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Machinery price order (CPR-30), issued by Office of Price Stabilization May 3, is practically identical with manufacturers' price order issued last week (Vol. 7:17), covers TV-radio transmitters, studio equipment, all electronic parts. OPS is expected, however, to divide controls on electronic parts to bring those primarily used in TV-radio under manufacturers' regulation.

RTMA production figures for first 1951 quarter, revised by its statisticians, indicate 645,716 TVs turned out by industry as whole in January, 679,319 in February, 874,634 in March—total of 2,199,669, as against the 2,196,016 we reported on basis of tallying first 13 weeks' reports (Vol. 7:14). Radio total is given as 4,235,669, of which 2,603,532 were home radios, 1,329,875 auto, 302,190 portable. The TV total compares with 1,605,200 for same 1950 quarter, radio with 3,343,600 for same 1950 quarter.

Casualty of current trade slump was revealed this week with announcement that small private-label set and components maker S. M. A. Co., Chicago, had been sold to investment banker Samuel C. Rudolph, 640 Madison Ave., New York, who paid \$173,000 for assets and inventory. Chester Lytle continues as president. TV production, half company's business, is down to 60% of first quarter, which ran at rate of 20,000 sets a year. Heavy inventories, lull in TV sales, lack of military orders were given as reasons for sale.

RTMA annual meeting will be June 4-7 in Chicago's Stevens Hotel, not dates previously reported erroneously; RTMA board May 8 will be host to new president, Glen McDaniel, at reception in Carlton Hotel, Washington. Other upcoming meetings include May 21-23 Parts Distributor Show in Hotel Stevens, Chicago, to be addressed by Indiana Steel's A. D. Plamondon Jr., RTMA chairman Robert C. Sprague, Sylvania's Frank W. Mansfield.

March excise tax collections on TV-radio sets, components, phonos reached new high of \$23,390,352, more than double \$11,349,880 collected in February (Vol. 7:13), considerably more than \$19,439,774 in January (Vol. 7:10). Total excises collected from TV-radio industry for 9 months from July 1950 were \$82,881,327, compared to previous 9 months' \$29,474,108.

"Rediscovery" of the 14-in. tube is reflected in RTMA members' picture tube sales for March. Although 91% of 608,396 total were 16-in. and up, 6% were 14-in., compared with 3½% in February. At same time, 24-in. and 30-in. rose from 1483 to 2324. Total sold for \$16,064,425, compared with February's 634,080 at \$17,555,375 (Vol. 7:14).

Emerson cut prices \$15 to \$145 on full 22-model line as of May 1, distributors being rebated on all purchases of last 30 days and instructed to rebate dealers on same terms. Prices are lowest yet offered by Emerson, but schedule was to be effective "no longer than 60 days," according to president Ben Abrams. New prices do not include excise tax or warranty, lumped extra, which had been included in old prices. Hence, down payment under Regulation W should be within reach of average purchaser, said Mr. Abrams. Move was dictated by oversupply, he admitted, estimating industry inventory is about 2,000,000 sets and Emerson production is now down to 60% of first quarter. These are new Emerson prices, not including excise or warranty (old prices, including tax-warranty, are in parentheses):

Table models—14-in., Model 662, plastic walnut \$149.95 (\$179.95). 17-in., 676, mahogany, \$199.95 (\$299.95); blonde, \$209.95 (\$309.95); 680, mahogany, better cabinet, \$219.95 (\$299.95); 696, mahogany, deluxe cabinet, \$219.95 (\$299.95).

Consoles—17-in., Model 686, mahogany, \$249.95 (\$349.95); blonde, \$259.95 (\$359.95); 681 & 687, mahogany, doors, \$279.95 (\$379.95); blonde \$299.95 (\$399.95). 19-in., 688, mahogany, \$269.95 (\$439.95); 689, mahogany, half doors, \$299.95 (\$459.95); blonde, \$319.95 (\$479.95); 690, mahogany, full doors, \$319.95 (\$479.95); blonde, \$349.95 (\$509.95). 20-in., 692, mahogany, \$259.95 (\$459.95); 693, mahogany, half doors, \$379.95 (\$479.95); blonde, \$399.95 (\$499.95); 694, mahogany, full doors, \$399.95 (\$499.95); blonde, \$429.95 (\$529.95).

Combinations—16-in., 666, mahogany, AM-FM-phono, \$399.95 (\$499.95).

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Trade Miscellany: Federal Reserve Bank of New York reports dollar value of TV inventories held by dept. stores in Second Federal Reserve district as of March 31 was 446% ahead of same date 1950 . . . Herald Tribune April survey of N. Y. dept. stores showed 5 went ahead of April year ago in TV-radio sales "as a result of heavy promotional effort," showing gains up to 65%; but 6 stores showed declines ranging from 6% to 74% . . . Newspaper advertising of TVs in 49 cities totaled 10,766 standardized newspaper pages first quarter 1951, reports Advertising Checking Bureau, about 77% placed by local dealers; total was nearly same as same period 1950 . . . Latest RCA Antenaplex installation is in 261-suite "100 Memorial Drive" apartment house, Cambridge, Mass., owned by New England Mutual Life . . . Reeves Soundcraft Corp. has purchased Bergen Wire Rope Co., Lodi, N. J., maker of specialty wire . . . Sylvania has released new vest pocket TV Tube Selector, listing more than 100 picture tube types, indexed as to sizes, shapes, metal or glass, coating, etc.

Price Miscellany: Kaye-Halbert lists 20-in. walnut table at \$239.95, mahogany \$259.95, blonde \$279.95 . . . International Television Corp. this week advertised 17-in. mahogany table at \$199.95 . . . Pathe cut 20-in. console from \$399.50 to \$249.50, with doors from \$449.50 to \$269.50; these are in addition to 12 & 17-in. price cuts reported last week (Vol. 7:17).

"Selective" mobile communications system for cabs, trucks, etc. was announced by GE this week. It permits headquarters to talk to each car individually, all others excluded from conversation.

Avco has purchased all stock of Horn Mfg. Co., Ft. Dodge, Ia., manufacturer of hydraulic loader attachments for tractors, stalk shredders, wagon boxes; will operate it under Horn name as wholly owned subsidiary.

British Marconi, beating U. S. competition, has sold 3 camera chains to UN for program originations from New York headquarters.

READYING FOR CMP, LISTS & FORMS OUT: Govt. set machinery in motion this week for trial run of its production-regulating Controlled Materials Plan (Vol. 7:15).

If you're a manufacturer, in next few days you'll probably receive NPA's official "Class B" product list together with CMP Regulations 1 & 3 and Application Form CMP-4B for third quarter allotment of steel, copper and aluminum. If you don't receive this material, it's important to get it as soon as possible from Commerce Dept. field office, local Chamber of Commerce, or by writing NPA.

There'll be plenty of paper work, plenty of red tape, plenty of mistakes -- both by you and by Govt. But production officials don't expect plan to run smoothly until first quarter 1952. And they pledge to rectify mistakes as rapidly as possible during this trial period.

Class B list, issued May 3 by NPA, contains more than 4000 manufactured articles containing the 3 controlled materials -- steel, copper, aluminum. Class B products are common industrial components and other general purpose items. Allotments of the 3 metals for these products will be received directly from NPA.

Complete Class A list won't be made public -- but if your product is a military item and it's not on B list, you can assume it's an A item. Special purpose products built to order for military agencies are in Class A. Some electronic items -- military type radar, for example -- will be on list A, others more closely related to civilian products are on B list.

Class A producers will receive production authorizations and material allotments from their customers, and pass allotments down to their suppliers. Allotments of controlled materials for Class B items will be made by NPA industry divisions, after DPA makes general decisions on how nation's materials supply is to be divided. Allotment of steel to radio transmitter manufacturer, for example, will come from NPA Electronics Div.

If your product is on Class B list, you must state your third quarter requirements for steel, copper and aluminum, along with proposed production schedules, on form CMP-4B and file form with NPA by May 31. It will go to industry division assigned to your product. When you receive, from your industry division, your third quarter CMP allocations, they will generally be accompanied by priorities to obtain other needed materials (nickel, cobalt, mica, etc.).

You needn't file CMP-4B if your quarterly requirements don't exceed 5 tons of carbon steel, 1000 lb. of alloy steel, 500 lb. of copper and copper-base alloy, 500 lb. of aluminum -- or if you manufacture consumer durables exclusively.

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Consumer durables won't be covered by CMP, during third quarter at least. But their repair parts and components will. If you're a durable goods manufacturer and you make some of your own repair and replacement parts, you should file a CMP-4B to get materials for these parts only. But no consumer durable maker is permitted to apply for allotment of metal to make the product itself.

These electronic and related consumer goods won't come under CMP: All household-type TVs, radios, phonos, record players, combinations, auto and portable radios, radio receiver chassis, phono needles and cutting styli. CMP allocations for repair parts for these items will be handled by Electronics Div.

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These electronic products which come under CMP are assigned to Electronics Div. for allotment of controlled materials: Amplifiers & public address systems; recorders, recording wire & tape; TV, AM & FM broadcast transmitters & studio equipment; communications transmitters, receivers & transceivers; civilian radar; oscilloscopes & oscillographs.

Nearly all electronic components, including transmitting, receiving, indus-

trial and cathode ray tubes, as well as all TV-radio parts, will come under Electronics Div. for CMP allocations.

Electronic and related items covered by CMP but assigned to divisions other than Electronics Div. for materials allotments:

Scientific & Technical Equipment Div. -- Broadcast monitoring, transmitter test, other electronic test equipment; X-ray tubes, equipment & components.

Electrical Equipment Div. -- Specialty, power & distribution transformers & parts (except those used in radio); motors & generators; industrial electrical control apparatus; industrial capacitors; non-communications rectifiers.

Communications Equipment Div. -- Microwave relay equipment, telephone & telegraph; intercommunication equipment. General Industrial Equipment Div. -- High frequency induction & dielectric heating apparatus. Consumer Durable Goods Div. -- Electric hearing aids.

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Plans for allocation of materials for all electronic items on B list have been worked out by Electronics Div. for approval of higher NPA and DPA echelons. This includes program for manufacture of TV-radio broadcast transmitters and related facilities. It's believed Govt. will take liberal attitude toward granting materials to build new stations because of importance of communications to defense effort and relatively small amount of controlled materials involved (see p. 3).

For more information on CMP, you'll have opportunity to attend NPA-conducted "school." The one-day sessions will be held in 20 principal U.S. industrial cities between May 15 & 23. Dates for specific cities haven't yet been announced.

MAY-JUNE NICKEL ALLOTMENT FOR TUBES: Receiving tube makers will get less nickel than they asked -- but a little more than they expected -- during May and June.

NPA will allocate 200,000 lb. in May, 180,000 in June, for use in all types of receiving tubes. Manufacturers had asked 250,000 lb. for May, 225,000 for June -- their rock-bottom requirements. Nevertheless, May-June ration is high in view of April's allotment of 169,000 lb. (Vol. 7:16) and recent warnings by high NPA officials that May's allocation would be considerably less than 200,000.

An NPA official said the allotment, "while not large by industry's standards, should be adequate, with maximum conservation efforts, for essential requirements." He stated manufacturers have given assurances they'll turn out enough replacement tubes to prevent shortage in that field.

Nickel allotment covers military, industrial, export as well as tubes for civilian TV-radios. And because of lead time in manufacture of tube elements, it will probably be fall before nickel authorized this month is incorporated in tubes rolling off production lines. By that time, much of tube makers' output is expected to be for armed forces.

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On another component front, NPA Electronics Div. has finally succeeded in arranging system to get copper for speaker manufacturers as substitute for cobalt. In past, TV-radio and speaker makers have been stymied in attempts to switch from cobalt-containing alnico speakers to copper-wound electromagnetic speakers.

Under new program, speaker makers will be permitted to substitute some copper as cobalt allotment is reduced. But before NPA stamps "OK" on this type of arrangement, it will require evidence of copper conservation by set manufacturers for whom the speakers are made.

Govt. may buy tungsten abroad to help relieve shortage, but even this additional supply wouldn't be enough to meet all requirements. So NPA told meeting of transmitting and power tube manufacturers April 27. There's little relief in sight, NPA said, and July and August tungsten allocations will be "considerably reduced." Tube makers reported growing shortages of cobalt-containing products, but NPA replied cobalt outlook is probably better than that for tungsten. Nickel situation won't get better soon either, manufacturers were informed—but

NPA did tell them it recognizes importance of electronics industry and "some relief on critical metals can be expected" as result of CMP. Members of Transmitting & Special Purpose Tube Industry Advisory Committee attending meeting: W. L. Meier, Chatham Electronics; J. A. McCullough, Eitel-McCullough; G. W. Henyan, GE; H. J. Hoffman, Machlett Laboratories; W. Thompson, Raytheon; C. E. Burnett, RCA; C. A. Rice, United Electronics; H. Myrl Stearns, Varian Associates; L. C. Jarvis, Western Electric.

Mobilization Notes: John G. Daley resigned this week as director of NPA Electronics Div., effective June 1. He's retired general plant mgr. of New England Telephone & Telegraph Co., has served as division chief 5 months, is leaving for personal reasons. Successor hasn't been named.

Tentative staff assignments in Daley's division (Donald S. Parris, deputy director) were announced this week. These are section chiefs: J. A. Milling, end equipment (including TV-radio receivers); J. Bernard Joseph, TV-radio transmitters; Louis H. Niemann, tubes; R. D. Parker, capacitors; E. MacDonald Nyhen, transformers; Edward W. Glacy, conservation; Eric D. Bovet, statistical; J. R. Sypher (acting), resistors; Delmus J. Fagge (acting), connectors, relays, sockets & plugs; J. A. Pfau, executive assistant.

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President Truman's military budget of \$60.65 billion for fiscal 1952 year includes about \$3.6 billion for electronics-communications, according to best estimates. Budget includes \$29.7 billion for major procurement and production, with \$1.74 billion for electronics-communications. But this isn't complete sum for electronics-communications, since that kind of equipment is also included in figures for aircraft, ships, combat vehicles and artillery, guided missiles, etc.—each of which has separate estimate. In budget message, President strengthened powers of Defense Dept.'s Munitions Board over Army, Navy, Air Force procurement and requirements, charged it with watching military's bite of civilian economy.

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Govt. aid for expansion of electronic production facilities continues on small scale previously established (Vol. 7:10-11, 16-17). Of 98 accelerated tax amortization certificates granted by DPA April 14-26 for all types of defense facilities, costing \$215,277,047, the 9 granted for expansion of electronic and related production totaled \$3,892,896, or less than 2%. Only one of these certificates represented a sizeable venture—the one granted to Varian Associates for radar tube production facilities valued at \$2,455,933 at Palo Alto, Cal., with 5-year write-off for tax purposes on 75% of that amount.

Other firms receiving certificates for expansion of facilities relating to electronic production: Collins Radio, Cedar Rapids, radar equipment, \$903,266 at 80%; General Ceramics & Steatite Corp., Keasbey, N. J., transformer cores and materials for condensers, \$345,253 at 75%; Technicraft Laboratories Inc., Thomaston, Conn., electronic components, \$76,006 at 75%; New York Transformer Co., Alpha, N. J., transformers for electronic equipment, \$50,000 at 75%; DuMont, Clifton, N. J., electronic equipment, \$27,625 at 75%; Hogan Laboratories Inc., New York, electronic research & development, \$14,205 at 85%; United States Testing Co., Hoboken, testing of electronic equipment, \$11,829 at 75%; Electronic Associates, Long Branch, N. J., electronic instrumentation, \$8709 at 85%.

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Stepping down as DPA administrator to resume IT&T presidency, Gen. Wm. H. Harrison May 1 assured newsmen there's been no delay in military electronics procurement program. He said slowness of program hasn't been due to bottlenecks, but to time required to develop "entirely new products," many of them unheard of before rearmament effort. Before full-scale military electronic production can begin, these designs must be reduced to manufacturing stage. We're in this phase of electronics program now, the general said.

Col. Elton F. Hammond, ex-Pentagon G-4 executive officer, became Signal Officer of Far East Command, succeeding Maj. Gen. George I. Back, sworn in May 2 in Tokyo as Army Chief Signal Officer, due back May 23.

For benefit of subcontractors, aviation electronics and communications equipment and related equipment will be displayed next month in New York and Chicago by Navy Bureau of Aeronautics and Air Force. Munitions Board has invited 2400 representatives of electronics and related firms to exhibits May 8-10 at New York's Grand Central Palace and May 21-23 at Chicago's Navy Pier. Displays will give prime contractors opportunity to show their products to potential subcontractors. If you want to attend the exhibition in Chicago and haven't been invited, you must apply at least 5 days before exhibit at nearest Air Force Procurement Field Office in order to allow time for interim security clearance. Electronic exhibit is separate from current Air Force general subcontractor clinic ending May 9 at Chicago's Navy Pier.

Revised "critical occupation" list, issued by Labor Dept. for use by draft boards and Defense Dept. in considering deferments and delays in call-up of reservists, includes electronic technician (except TV-radio transmitter and receiver repairmen), electrical engineer, electrical instrument repairman, mathematician, physicist. List is to be used in connection with Commerce Dept.'s list of "essential activities" (Vol. 7:14). Copies are available from Defense Manpower Administration, Dept. of Labor, Washington, and from Labor Dept. field offices.

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Defense priority orders consume 25-100% of the production of electronic porcelain parts manufacturers. So NPA was told April 23 by Steatite Electrical Procelain Industry Advisory Committee. These manufacturers urged prime govt. contractors to advise them as early as possible on estimated needs because of time involved in tooling for new items. Some producers said their plants were running at full capacity; others said they had idle production facilities—but all agreed both military and civilian orders were being met. Industry members present: John Kruesi, American Lava Corp.; H. Collin Minton Jr., Frenchtown Procelain Co.; George H. Aderhold, Saxonburg Potteries Co.; Christopher L. Snyder, General Ceramics & Steatite Corp.; William S. Parsons, Centralab Div., Globe Union Inc.; Harold I. Danziger, Henry L. Crowley Co.; Joseph Schermerhorn, National Ceramic Co.; W. S. Mills, D. M. Steward Mfg.; S. H. Stupakoff, Stupakoff Ceramic.

Rudolph Wurlitzer Co., which makes juke boxes and musical instruments, announced it has total of \$10,000,000 in defense contracts and is negotiating for \$2,000,000 more. Its principal military products are electronic equipment, guided missiles and electronic organs for armed forces chapels. In addition to Army and Air Force prime contracts, Wurlitzer holds subcontracts from Emerson, Zenith and Bell Aircraft.

Defense production officials April 24 visited Wright-Patterson Air Force Base, Dayton, to inspect electronics and aircraft production progress. Among those making flying visit: ODM Director Wilson, DPA chief Harrison, NPA Administrator Fleischmann, Munitions Board chairman John D. Small, DPA production executive committee chairman W. W. Watts, Electronics Production Board chairman Edmund T. Morris Jr.

Only NPA can grant materials aid to manufacturers, Munitions Board said in recent directive to Secretaries of Army, Navy and Air Force. At the same time it requested manufacturers to seek assistance of NPA field offices rather than ask armed forces for help.

Weekly DPA publication, *Defense Production Record*, made first appearance May 4. It summarizes orders, regulations, recommendations and other activities of govt. defense production agencies. It can be obtained for \$2.50 a year from Govt. Printing Office, Washington.

Telecasting Notes: DuMont's 1950 annual report (see Financial & Trade Notes) does not reveal network profit-and-loss figures, as did 1949 report—but it does state that “network continued to operate at a loss, although to a considerable less extent than during 1949.” Gross billings of DuMont Network and its 3 TV stations (WABD, WTTG, WDTV) were reported 207% of 1949 billings, which had been reported as \$2,435,966 (Vol. 6:14). It can therefore be adduced that 1950 income was around \$5,000,000. DuMont network-station operating loss ran \$2,564,491 in 1949 and \$1,424,530 in 1948 (Vol. 6:14) . . . Billings of many if not most TV station operations are now running ahead of their AM counterparts, where jointly owned, but first ad agency to reveal TV billings exceeding AM is Young & Rubicam; *Variety* reports that 1951-52 season, starting Sept., will find that agency spending \$30,000,000 on TV-radio (out of total billings of \$93,000,000), with \$17-18,000,000 going for TV time and production, \$12,000,000 for radio . . . Either Chicago or Philadelphia, due to convention halls and availability of TV pickups, seen certain to get 1952 Republican and Democratic national conventions; Radio Correspondents Assn. has designated Bill Henry, MBS commentator, to arrange for pooled telecasts as well as network and station broadcasts . . . Manual titled *The ABC's of Television Film Production*, setting forth time and cost factors in production of commercial spots for TV, has been issued by Henri, Hurst & McDonald, Chicago agency . . . Catholic U and NBC's WNBW, Washington, have arranged tieup for Television Workshop, dramatic productions, educational broadcasts . . . TV applicant KRNT, Des Moines (Cowles) plans to share new 709-ft. TV-FM tower, now under construction, with other stations, a la Empire State Bldg. (Vol. 7:11) . . . KPHO-TV, Phoenix, April 15 raised base hour rate from \$250 to \$300, one-min. from \$40 to \$60. Following increased rates May 1: WAAM, Baltimore, \$550 to \$650 & \$95 to \$113.75; WHIO-TV, Dayton, \$400 to \$525 & \$50 to \$90; WTVR, Richmond, \$400 to \$500 & \$90 to \$100; KLAC-TV, Los Angeles, \$750 to \$1000 & \$125 to \$175 . . . KOB & KOB-TV, Albuquerque, N. M., appoints Branham Co. as national rep.

Five applications for TV stations this week bring total pending to 404. Applying were: WLVA and WIOD, Lynchburg, Va., both for Channel No. 13; WNEX, Macon, Ga., No. 13; WTOG, Savannah, Ga., No. 11; *Texarkana* (Tex.) *Gazette & News* (KCMC), No. 6. [For further details about applicants, principals, etc., see *TV Addenda 12-Q* herewith; for listings of all applications to date, see *TV Factbook No. 12*, with Addenda to date.]

Application for proposed sale of facilities of WSB-TV, Atlanta, to group of local business men but with investment firm of Clement Evans & Co. holding 66% (Vol. 7:16) was returned to applicant by FCC this week on grounds it could not tell who ultimate stockholders would be. Investment firm proposed to sell shares locally, and is expected to re-file with complete list of prospective stockholders.

FCC liberalized rule prohibiting separate operation of visual and aural TV transmitters this week. New regulation, effective June 13, permits use of test pattern, still pictures, slides for not more than one hour daily to accompany aural announcements of station's program schedule, newscasts, commentaries. Previous rule limited this to 15 minutes a day. New rule also permits sign-on test pattern to be accompanied by music for 15-minute “warmup” period, previously prohibited.

May 1 sets-in-use reported since NBC Research's “census” of April 1 (Vol. 7:17): Washington 261,300, up 7500; Dallas-Fort Worth 117,068, up 4068; Memphis 86,221, up 3221; Greensboro 66,972, up 3072; Miami 65,000, up 5000; Utica 42,000, up 1300; Norfolk 67,309, up 3109.

Talk of coast-to-coast TV in time for World Series has just enough substance to make it possible. AT&T just doesn't know whether Omaha-San Francisco microwave will be in service by October, but reiterates that system “may be equipped for TV service before the end of the year.” It announced that telephone service would be instituted via microwave from Omaha to Denver in July; from Chicago to Omaha in August; from Denver to San Francisco in late August. It also reported that on April 1 an additional coaxial circuit was put into operation from Toledo to Dayton, making total of 4 southbound, one northbound. On May 14 additional microwave circuits will be opened from Columbus to Dayton (making total of one westbound, 3 eastbound) and from Dayton to Cincinnati (making 3 southbound, one reversible on notice).

Advertisers are using new money for TV, not taking it from other media. That's conclusion of Magazine Advertising Bureau in recent study titled *Where Are TV Budgets Coming From?* Bureau took 126 TV advertisers, found that although they increased TV expenditures 286.5% last 6 months of 1950 compared to same period 1949, they also increased magazine buying 11.8%, Sunday newspaper supplements 20.1%, network radio 0.6%. Non-TV advertisers, on other hand, increased magazine advertising by 10.3%, but reduced Sunday newspaper supplements 9.1%, network radio 3.3%.

Value of movies in vaults of 5 major producers is figured at \$281,520,000 in the TV market by New York stockbroker Reynolds & Co. in April 19 report titled *Hidden Values in Motion Picture Production Companies*. In much same vein, Paramount's Paul Raibourn touched on subject recently (Vol. 7:13). Reynolds report estimated that TV can pay \$20,000 per half-hour film, that Hollywood movies run for 2 hours, therefore each film is worth \$80,000. Here's what Wall St. firm figured each of the 5 majors has in way of films made between 1933 and 1949: MGM, 670, value for TV estimated at \$53,600,000; Paramount, 732, \$58,560,000; RKO, 694, \$55,520,000; 20th Century-Fox, 758, \$60,640,000; Warner Bros., 665, \$53,200,000.

Two SMPTE committees are working on standards for TV films. Joint SMPTE & RMTA committee on film equipment is working on 3 standards: (a) dimensions of TV slides and opaques; (b) development of 16 mm motion picture projector for use with TV cameras operating on full-storage basis; (c) location and size of picture area in TV recordings of 16mm and 35mm motion picture film. Committee on TV films is working on getting industry to accept additional markings on film “leaders” (that portion of film preceding actual pictures), including 16mm sound start, pattern for TV adjustment, switch-on mark.

Eastman-Kodak's new 16mm film projector for TV stations was described for first time at SMPTE convention in New York this week. Principal feature is method by which pull-down time of film is coordinated with blanking period of TV camera. Especially built for TV, \$6500 apparatus is said to furnish greater definition, more light, higher sound quality than can present equipment. Also described was new 35mm TV recording camera developed by Producers Service Co., Burbank, Cal.

Telecasters Film Syndicate Inc. is new corporate name of cooperative TV film syndicate recently formed as Consolidated Television Broadcasters Inc. (Vol. 7:17), with Richard E. Jones (WJBK-TV, Detroit) president and Harrison Dunham (ex-KTTV, Los Angeles) executive v.p.

All FM stations operating functional music fall within purview of FCC “order” declaring such operations illegal, Commission announced this week. Last month, FCC wrote 4 such stations advising them of such ruling, told them to state why they shouldn't be forced to cease such broadcasting (Vol. 7:15).

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In This Issue: { 'The Great Channel Hunt' Slows Freeze, page 1. No Regulation W Relief, Output Dwindles, page 6.
How Building Controls Affect TV-Radio, page 2. Case for the TV-Radio & Appliance Industry, page 7.
ABC Sale Deal Still on the Fire, page 3. The TV Business—Take a Long Look Ahead! page 8.
Bitners Buy WLAV-TV for \$1,300,000, page 5. Topics & Trends, Financial Reports, pages 9-10.

'THE GREAT CHANNEL HUNT' SLOWS FREEZE: Freeze-end appears further away than ever, as FCC and industry stagger under load of some 600 comments on end-of-freeze plan (see TV Allocation Report of March 24), dumped in Commission's lap this week.

[For digests and listings of all comments available -- 308 commercial, 215 educational, 56 from municipalities -- see Supplement No. 72 sent herewith to all full-service subscribers. We'll catch any stragglers next week.]

Beyond sheer weight of comments, presaging protracted city-by-city hearings, intimations of possible court action in many of the comments render timing of end-of-freeze even more nebulous.

FCC's plan is already in court, in a sense, since City of Jacksonville has asked District of Columbia Court of Appeals to enjoin proposal to move Channel 2 to Daytona Beach. City is fighting to recapture CP it once held (Vol. 6:41).

Court action is "being seriously considered" by number of applicants, according to their attorneys. Some say such action is "probable," on any or all of these grounds, among others:

- (1) Educational reservations.
- (2) Pre-determined allocation plan, fixed in rules.
- (3) Denials of applications where hearings have already been held, via plan's channel shifts and reservations (Detroit, Philadelphia, San Francisco, etc.).

When such court appeals might come isn't clear. They could come immediately or wait until final decision on whole allocation.

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Legalities aside, FCC's own procedural plan is bound to undergo delays. For example, legal and engineering associations, plus NARTB-TV, plan to ask for postponement of deadline for counter-comments from May 22 to June 11, will undoubtedly get it. That means early July before city-by-city hearing starts; it's presently scheduled for June 11.

Hearing itself will be a dilly. In addition to commercial interests -- who certainly won't let channels slip out of their cities by default -- educators' spokesmen claim that 3 or more witnesses from each of 50-75 cities will be on hand.

That doesn't sound like a mere couple months of hearings, even though FCC will strain to keep testimony to the point. There's some thinking in Commission that hearing's gait will accelerate after heavy initial testimony.

And Congress isn't out of the picture, by any means. Sen. Johnson himself filed a comment for Colorado, as did colleague Sen. Millikin, proposing reshuffle to get more channels into Denver and State in general. Still pending, too, are educational resolutions of Sen. Benton and Rep. Celler (Vol. 7:18).

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Nature of most comments is obvious from glance at Supplement 72:

- (1) Channel shifts. Everyone discovered the obvious in FCC's plan -- it's "loose" (Vol. 7:12), most co-channel allocations being 200-220 miles apart, rather than 180-mile minimum. Thus, adroit juggling frequently allows additional stations

without violation of proposed standards or robbing any city of channels. In addition, many propose simply to shift channels from neighboring cities, claiming their own are under-served.

(2) Reduced spacings and powers. When FCC's standards couldn't be met with any parlay, exceptions to Commission's minima are requested. Frequently requested is abandonment of 180-mile city-to-city spacing, retention of 170-mile transmitter-to-transmitter spacing.

(3) Educational reservations. Schools simply endorse idea, want more channels, particularly vhf. Same goes for mayors, city councils, etc. Commercial interests either simply oppose reservation, frequently claiming principle illegal, or suggest giving schools uhf instead of vhf.

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Those pitches account for bulk of comments, but almost every other angle is covered, sometimes at exhaustive length:

(1) Of the 31 existing stations required to shift channels, none gives flat "no," but several don't want to, offer alternative shifts -- generally to stay on low vhf channels.

(2) Network reactions vary. ABC likes plan in general, but doesn't want adjacent-channel restrictions on heights and powers. CBS wants enough flexibility to allow more stations in major markets. DuMont attacks basic philosophy of plan, holds that it promotes monopoly, offers complete substitute in huge document (Vol. 7:18). NBC thinks plan pretty good, engineering-wise, but suggests procedures for faster freeze-lifting.

(3) In Gulf area, existing stations want more space between stations, applicants see no good reason for it.

(4) Move all commercial TV to uhf, say a few "outs," suggesting vhf for the educators, if anyone.

(5) Uhf powers are too low, is claim of some who say that ceiling should be left open, changed quickly as propagation data is gleaned from experience.

(6) A very few educators say they don't want vhf channels, ask their release for commercial use. A few more want to go commercial themselves.

(7) State-wide educational network, 10 cities at first, is planned in New York. Board of Regents says it will ask legislature for \$3,500,000.

HOW BUILDING CONTROLS AFFECT TV-RADIO: NPA hasn't "banned" construction of TV-radio stations -- notwithstanding plethora of wild rumors and reports.

Even FCC people were in dither this week about these tales, which are about as correct as saying NPA has banned construction of schools, churches, hospitals, highways, bridges, public utilities and railroads -- covered by same NPA order which governs TV-radio station construction.

New order (M-4 as amended) simply says you'll need authorization from NPA if you want to build any of these items, as well as others previously put under controls (Vol. 7:3,6). The only actual construction ban issued by NPA came out last fall and affects amusement building (6:43,44), not including broadcasting plants.

Effect of new regulation -- together with earlier ones -- is to put all construction under NPA controls, paving way toward inclusion of construction in Controlled Materials Plan (Vol. 7:15,18) by July 1.

But every present and prospective broadcaster and telecaster will be affected by the regulation. It requires NPA authorization for any construction using more than 25 tons of steel (some 500-ft. antenna towers weigh less) or alteration costing more than \$5000.

If you've already begun construction, cleared site for new building before May 3, you can go ahead and finish without authorization. Same is true of alterations if you used "substantial quantities of materials" before that date.

After you apply to NPA, what are your chances of getting go-ahead to build? From all indications, they're very good -- probably excellent if you plan to build new station in community which doesn't have one now. NPA officials long ago placed

TV-radio broadcasting in "essential" category, even specifically exempted this type of construction from earlier controls.

NPA will look favorably upon your application if you can answer "yes" to any one of these questions:

(1) Would it further the defense effort by providing needed facilities near military establishments or defense projects?

(2) Is it essential to maintenance of public health, safety or welfare?

(3) Would it alleviate or prevent hardship to a particular community?

TV-radio's value in civil defense, information and morale makes strong case on each point. In final consideration of application, NPA says it "will consider the type and quantity of materials on hand, and needed, for the facility, and the effect on the community at large if the authorization were denied."

NPA will consult FCC to work out detailed criteria for authorization of station construction. But two things are certain now:

(1) NPA won't approve any plans for station construction if station doesn't have CP from FCC. New building and alterations by radio stations, which take into account future expansion into TV -- common in past -- probably won't be approved.

(2) Frills and furbelows will have to be eliminated. NPA says "architects and engineers...must give fullest consideration to using substitutes for critical materials and keep the design simple."

Complete, detailed plans, specifications and lists of materials to be used must accompany applications -- on form NPAF-24, available from Commerce Dept. field offices or NPA Construction Controls Div., Washington.

Approval by NPA won't carry with it any certified check for materials. As things stand now, there'll still be a scramble. But picture will change when construction is brought under CMP. Then, authorization will probably entitle builder to necessary materials.

Structural steel -- vitally needed for expansion of defense plants -- is big bottleneck. If shortage gets much worse, it's possible all non-defense building will be banned for a period, as it was during most of last war.

But at present, NPA would rather see that all new stations conserve to the limit -- than give any a flat turndown.

ABC SALE DEAL STILL ON THE FIRE: Complex deals upon which projected purchase of ABC by CBS was predicated -- involving sale or re-sale of ABC's radio network and of 1, 2 or 3 of its 5 TV stations -- were still supposed to be cooking at end of week. There were indications, though, that CBS might not be the package-purchaser.

Apparently the hottest of all the "sub-purchase" prospects, Yankee-Don Lee interests, went glimmering this week after long and detailed negotiations. Storer interests also definitely dropped out, and IT&T deal apparently never was serious.

United Paramount, big movie theatre chain recently separated from Paramount Pictures, was revealed as having entered the lists as a possible purchaser of the whole kit and kaboodle -- with thought of re-selling only Chicago TV outlet, WENR-TV. Natural purchaser would be CBS, which had indicated willingness to pay as much as \$10,000,000 for 3 of the 5 TV outlets owned by ABC (Vol. 7:18).

Conferences were under way in New York as this was written, with topkicks of United Paramount and ABC participating but CBS executives notably absent. It's common knowledge that United Paramount is more than pleased with highly profitable operation of its WBKB, Chicago, and its executives have never shared the aloofness of other movie tycoons toward the parvenu TV competitor.

There's many a slip, and an announcement one way or the other -- probably in the negative -- should be forthcoming by the time you read this.

Part of Paramount's consideration is said to be disposal of AM network, for its prime interest is TV. Discussions about the AM properties were held with Farm Bureau Insurance Co., big Ohio concern which owns Peoples Broadcasting Corp., recent purchaser of WOL, Washington, and owner of WRFD & WRFD-FM, Columbus, O. But these were said to have come to naught.

All this week has been merry-go-round for newsmen seeking to plumb confused

off-again-on-again ABC-CBS "deals". They have had entire broadcasting-telecasting fraternity buzzing ever since story broke last week about proposed \$28,000,000 CBS "package purchase" (Vol. 7:18).

"A lot of opium smoking," was way one newsman described phantasmagoria of reports, rumors, denials -- and that just about tells the story. Only thing certain was that ABC is definitely on block, can be had by any customer who can not only meet majority stockholder-chairman Edward J. Noble's demands but can also satisfy qualifications (notably anti-trust) of FCC, Dept. of Justice and Congress.

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Until mid-week, apparently, CBS had reason to believe it had deal all but-toned up, whereby it would buy ABC, retain 2 or 3 of its TV outlets (in Chicago, Detroit, possibly San Francisco), maybe even keep an ABC-AM outlet here or there, sell off the rest for \$18-20,000,000. (Detroit entered into speculation because CBS has one of its toughest AM affiliation deals there, with Dick Richards' WJR.)

Buyer was to have been General Tire & Rubber Co., which owns Yankee and Don Lee networks. Those networks would have been sold, along with their own stations, but Yankee TV outlet in Boston (WNAC-TV) was to have been retained.

Tom O'Neil, 35-year-old son of General Tire president, who runs the radio properties, would have turned attention to running ABC radio network and a revamped ABC-TV network, whose nucleus would be WNAC-TV plus ABC's WJZ-TV, New York; KECA-TV, Los Angeles; KGO-TV, San Francisco, and such present affiliates as would stick.

CBS would thus get only WENR-TV, Chicago, and WXYZ-TV, Detroit. It was felt such a parlay would be acceptable to Washington, since neither the AM nor TV network would be discarded. Indeed, even keener competition was envisaged -- for the young O'Neil, who is also chairman of MBS, would have to pull out of that network.

The legal fraternity, watching developments closely, are of one mind in their conviction that no deal which would eliminate or curtail competition could possibly win approval of Washington. Hence, any mergers seem out of the question.

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As things stand now, it's apparent Noble will eventually sell -- may indeed be constrained to do so, regardless of frequent disavowals that probably will be repeated if Paramount deal falls through, because the negotiations have already had these palpable effects:

(a) ABC staff morale has been seriously shaken, along with confidence in management. Everybody's worried, many are casting about for new jobs. Resignations already include 2 vice presidents within week (see Personal Notes).

(b) ABC affiliates, both AM and TV, make no bones about their anger toward ABC management -- for creating state of uncertainty, failing to tell them the score. They've been disaffected long time, anyhow, by dwindling network income, latterly worried (along with all other network affiliates) by projected AM rate cuts.

(c) Sponsors are asking whether there's going to be a network, whether they may safely make long-term commitments for time, personnel, etc. It's manifest current negotiations -- with inevitable crop of rumors -- aren't good for business.

(d) Minority stockholders of ABC, which is traded on N.Y. Stock Exchange, are also puzzled and disturbed about future status of their holdings. There are 1,698,017 common shares outstanding, of which Mr. Noble owns 901,667, or 53.38%. Executives' holdings, reduced in recent years, aren't very large (Vol. 7:13). Whatever deal Noble makes is bound to be subject to approval of minority stockholders.

Latest asking price was reported \$26,000,000, based on a 14-15 valuation of ABC stock. Noble is said to have wanted exchange-of-stock deal with CBS, not cash -- and same idea was being considered in Paramount discussions.

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Some CBS affiliates are also outspoken in their dislike of what's going on, also sore because they've been told nothing. They're really smarting under recent rate cut order (Vol. 7:15-16), and some who went along with CBS in not applying for TV channels now don't like the enormous testimonial to TV implicit in their network's zeal to get stations via the high finance route.

There can be little doubt that network domination of the industry is thing of past, its collapse hastened by recent events -- particularly the impact of TV. Since rate cuts, NBC suffers from disaffection only little less than ABC and CBS.

This week, Securities & Exchange Commission disclosed that Isaac D. Levy, one of CBS's founders, a major stockholder and director, had sold 5000 shares of his Class A stock as of April 30. It's generally assumed he and his family sold the block of 35,000 shares also marketed privately last week (Vol. 7:18).

BITNERS BUY WLAV-TV FOR \$1,300,000: Deal for sale of WLAV-TV, Grand Rapids, was closed in Washington May 11 -- purchase price \$1,300,000, purchasers the group headed by Harry M. Bitner, onetime top Hearst executive, former publisher of Pittsburgh Sun-Gazette. Bitner family and employe interests (WFBM Inc.) own WFBM-TV, Indianapolis, which with its AM counterpart is managed by Harry M. Bitner Jr. They also operate AM stations WOOD, Grand Rapids; WFDF, Flint; WEOA, Evansville.

Seller is Leonard A. Versluis, who established WLAV-TV in August 1949. He retains companion AM outlet WLAV, which probably means WLAV-TV call will be changed to WOOD-TV. Station is on Channel 7, which is only vhf outlet allotted Grand Rapids under FCC's new allocation plan; city gets 2 uhf channels, one for education.

Price is highest ever paid for TV outlet in comparable market, exceeded only by the \$1,400,000 which Washington Post (55%) and CBS (45%) paid for WOIC, Washington, now WTOP-TV (Vol. 6:25). When CBS last winter bought KTSL, Los Angeles, it paid \$333,765 plus \$228,000 annual rental of facilities (Vol. 6:52).

Only other TV station sales deals since telecasting came into own -- though a few others are known to be in the making -- were KFMB-TV with KFMB, San Diego, sold to John A. Kennedy for \$925,879 and other considerations (Vol. 6:46, 7:17); KBTU, now WFAA-TV, Dallas, sold to Dallas News for \$575,000 (Vol. 6:4,11); KLEE-TV, now KPRC-TV, Houston, sold to Houston Post for \$740,000 (Vol. 6:13,21).

Personal Notes: Otto B. Brandt, ABC-TV stations v.p., resigns as of June 1 to become v.p. & gen. mgr. of KING & KING-TV, Seattle, succeeding Hugh Feltis . . . Frank Samuels, ABC Western Div. v.p., has resigned to join William Morris Agency as head of TV-radio dept., Hollywood . . . Richard Doherty, NARTB's labor relations director, appointed by President Truman as one of the 6 management representatives on new National Wage Stabilization Board . . . Robert S. Woolf promoted to mgr., DuMont Teletranscription Dept., succeeding Edward R. Carroll, resigned . . . Lloyd Dennis promoted to director of program service, WTOP & WTOP-TV, Washington, succeeding Mrs. Hazel Markel, resigned to join MBS . . . A. Donovan Faust, ex-WLWD, appointed asst. gen. mgr. of WDTV, Pittsburgh; Byron Dowty, ex-WDSU-TV, named production director . . . Harry W. Zipper, ex-asst. to J. Kelly Smith, CBS v.p. in charge of owned & operated stations, named production business mgr., KTSL, Los Angeles . . . W. H. Case, director and senior v.p., appointed head of creative and TV staff for all offices of Campbell-Ewald Co., Detroit; Frank W. Townshend, v.p., named mgr. of New York office . . . Richard McKeever, ex-Wm. Esty & Co., appointed head of TV-radio timebuying, Walter Weir Inc. . . . Edward F. Kenehan, ex-FCC and recently with Welch, Mott & Morgan, Washington, has joined legal staff of RCA Victor, Camden . . . Edgar F. Vandivere Jr. leaves FCC's Technical Information Div., joins Washington consultants Weldon & Carr . . . Newly-elected officers of Assn. of Federal Communications Consulting Engineers: George C. Davis, pres.; James C. McNary, v.p.; Frank G. Kear, secy.; Frank H. McIntosh, treas.; Ronald H. Culver and John Creutz, members of executive committee . . . Mark Woods, ABC vice chairman, awarded honorary Doctor of Laws degree by Ithaca College May 12 . . . Richard C. Dreyfuss, ex-CBS, named film director of WDTV, Pittsburgh . . . Charles A. Batson, TV director, NARTB, has resigned.

Station Accounts: Major newcomers to TV, buying participations on WCBS-TV, New York, are reported by that station to be: Tasty Toothpaste Co. (strawberry & bubble gum flavors), in *Sheriff Bob Dixon Show*, thru Victor Van Der Linde, N. Y.; Pan American World Airways, in *The Early Show, The Real McKay and One o'Clock Matinee*, thru J. Walter Thompson Co., N. Y.; British Xylonite Inc. (Halex combing brushes), in *Margaret Arlen Program*, thru Coppo Co., N. Y.; National Enameling & Stamping Co. (Nesco electric roasters), in *Margaret Arlen Program*, thru Needham, Louis & Brorby, Chicago . . . TV-Radio included in plans for National Guard recruiting, for which Congress has been asked for \$600,000 for 1952, Robert W. Orr Co., New York, reappointed agency . . . Among other advertisers reported using or preparing to use TV: Clover Lamp Co. Inc. (lamps), thru Ed Shapiro Adv., Philadelphia; Maybert Corp. (Merrie Magic cream shampoo), thru Hilton & Riggio Inc., N. Y.; Rean Mandell Inc. (Candle-Glo home permanent wave), thru Allen & Reynolds, Omaha; Temptin' Products Inc. (Temptin' hair make-up), thru Jay Gabriel Bumberg, N. Y.; Roselux Chemical Co. (Rose-X bleach & starch), thru Murray Director Associates, N. Y.; Altes Brewing Co. (Golden Lager beer), thru McCann-Erickson, Detroit; Pearson Pharmacal Co. (Ennds deodorant pills), thru Harry B. Cohen Adv. Co. Inc., N. Y.; Comal Hosiery Mills Inc. (Comette hosiery), thru Glenn Adv. Inc., Dallas; Brock Candy Co., thru Liller, Neal & Battle Adv., Atlanta (WSB-TV); H. W. Lay & Co. (potato chips), thru Liller, Neal & Battle Adv., Atlanta (WSB-TV); Jose Escalante & Co., Chicago (Cornia cigars) (WENR-TV); Amity Leather Products Co. (bill-folds), thru Cramer-Krasselt Co., Milwaukee (WABD); Minnesota Paints Inc., thru Nelson-Willis Inc., Minneapolis; Parfums L'Orle Inc. (Silkmist hair beautifier), thru L. H. Hartman Co. Inc., N. Y.; Hoffman Candy Co. (Cup-o-Gold bar), thru Mayers Co., Los Angeles,

NO REGULATION W RELIEF, OUTPUT DWINDLES: Federal Reserve Board flatly rejected RTMA requests for relaxation of Regulation W -- even as IUE-CIO radio and television conference board was being told by its researchers that about 25,000 TV-radio workers are now unemployed and as official trade statistics showed production falling to new low and factory inventories climbing to new high.

It now looks like a trade stalemate that can be relieved, at least in immediate future, only if there's resurgence of public buying, which nobody contemplates will resume before fall on anything like last year's scale.

Inventories continue high (see Topics & Trends), and situation wasn't alleviated by RTMA auditors' report that week ending May 4 saw only 66,077 TVs produced (3833 private label), year's new low, comparing with 83,516 preceding week. Factory inventory figure as of May 4 went to 474,541, new high, compared to 403,642 the week before. Radios fell, too -- totaling 298,149 for week, with inventory of 187,305, auto sets actually exceeding home units. Week's output comprised 136,538 auto radios, 122,686 home sets, 38,925 portables.

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RTMA decided to appeal to Congress for relief, disagreeing with the FRB's finding that Regulation W isn't to blame. It had asked amendment of credit regulation to permit trade-ins to be applied against 25% down payment, or else that TV-radio sets be placed in house furnishings category so that down payment might be 15%. Both ideas were rejected, FRB stating:

"Although the Board recognizes that there has recently been a marked softening of demand for TV sets, compared with the heavy buying wave during December and January, it doubts that the restrictions of Regulation W have been the dominant factor in this relative slackening of demand for such sets.

"The phenomenal expansion of TV production and sales in the relatively short span of the past few years raises a question as to whether there may now be a temporary condition of near-saturation of existing major markets. Also, many potential purchasers in the existing major markets probably are deferring purchases for one reason or another, such as the expectation of further price reductions as present inventories are liquidated, or the imminence of uhf TV.

"In so far as Regulation W is not the cause of the reduction in sales of TV sets, a relaxation of the requirements of the regulation could not reasonably be expected to solve the problem...

"A major relaxation for one regulated article -- such as allowing trade-ins to be counted as down payments on television sets -- would tend to create important competitive inequities unless there was also such an equivalent relaxation for competing articles as to amount to a general relaxation that would tend to nullify the effectiveness of the regulation."

Board's letter, whose economic reasoning regarding TV markets and "the imminence of uhf TV" are obviously open to challenge (see statement on p. 7), says it can't make exceptions for one regulated article, concludes it must "consider the necessity for curbing the inflationary effect of installment credit in the interests of the country as a whole in this period of national emergency."

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RTMA has engaged consulting economists Boni, Watkins, Mounteer & Co., New York, which worked with its tax committee, to prepare data on effects of Regulation W on sales for presentation to Congress. Philco general counsel Philip Dechert was appointed chairman of special committee to prepare testimony. Members: Robert S. Alexander, Wells-Gardner; H.C. Bonfig, Zenith; John W. Craig, Crosley; S.R. Curtis, Stromberg-Carlson; Allen B. DuMont; Paul V. Galvin, Motorola; H.L. Hoffman, Hoffman Radio; Robert Seidel, RCA Victor; Glen McDaniel, RTMA; Frank Uriell, Admiral.

THE CASE FOR THE TV-RADIO & APPLIANCE INDUSTRY

Editor's Note: Here is a sizeup of the TV-radio and appliance trade's current dilemma, with recommendations what to do about it—so clearly and succinctly stated, so sound, that the full text merits close reading by everybody in the industry. The author prefers to remain anonymous. Suffice to say he's one of the business' older and wiser heads, who wrote this as a memorandum for certain govt. officials as an industry service, not for aggrandizement of himself or his firm. It wasn't intended for publication, but we were able to obtain a copy with permission to reprint.

AN important artery of the national economy has developed a clot—and remedial measures are urgently needed.

This clot is in the form of excessive inventories in the appliance and television industries. The condition of distributor and retail inventories in this field has reached a state which, if allowed to continue, can do great harm in our economy. It is already causing bankruptcies, and due to increased factory inventories which are not moving will result in the layoff of a large number of our labor force before the Government's defense program is ready to absorb this labor.

While it makes no difference at this time how the present condition came about, it will be helpful in finding a solution to review exactly what has happened and *not* happened.

Last fall the Government, of necessity, released publicity indicating to the public, manufacturers, distributors and dealers that there were going to be shortages. These shortages, according to the statements, would begin to take effect in the spring of 1951 and would get worse as the year wore on.

The reaction was immediate. The manufacturer, having large stocks of material on hand, was galvanized by fear that his production would gradually diminish and decided to ignore the normal seasonal trends by building everything possible in the little time that he felt was available.

The dealer shared this fright. He decided to buy everything he could in order to protect himself, so as fast as the goods were produced they were absorbed by the dealers.

The consuming public, watching the Korean war and remembering the war shortages, bought in anticipation of its future needs.

As is always the case when decisions are made in fear and haste, they were wrong.

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The Government misjudged how rapidly the defense orders would be placed and industry switched over to defense production. Manufacturers were wrong in accepting the Government's appraisal of how fast this was going to happen and also in ignoring seasonal trends. Equally in error were the distributors and retail dealers in buying too much and in buying from many different manufacturers. Everybody was wrong in the light of today's developments.

Neither second-guessing nor recrimination can change the present situation, which is now acute. But an error in judgment may be compounded—as we all hope it will not—by ignoring the unhappy result and letting it continue. Unfortunately, with this condition existing the Government in its effort to control inflation recently announced it was "rolling back prices to pre-Korean levels." This announcement, coupled with the price break which had already taken place in television due to distress stocks in dealers' hands, has caused the public to reduce buying on all appliances.

So the combination of the pre-buying which took place last fall, the application of Regulation W which has eliminated the low-income groups from purchasing, the price break in television and the government's announcement of rollbacks has drastically reduced retail sales.

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What is to be done with these vast inventories? Stagnating in distributor and dealer stocks, these products will not do anybody any good. They are both wanted and needed by the public, but they cannot serve the public in warehouses. The terminals, being used to store these and

other inventories, are also needed for defense purposes. Unsold, they will not produce any profits from which taxes are paid.

It is in the best interest of everyone—government, industry, distributors, dealers and the public—to help move these inventories and dissolve the clot in our distribution system at the earliest possible moment.

The effect of the present situation on labor is of special urgency. Because of the inventory congestion, manufacturers are now forced to lay off workers, and unless sales are stimulated quickly large unemployment will result as activation of defense orders are not presently sufficient to absorb the labor. The result is not only a loss of trained manpower to the manufacturer but loss of tax revenues to the government. The laying off of this labor places a strain on the economy and an extra burden on these people.

In the electronics field, this dispersal of labor is very dangerous. Skilled help must be retained to a reasonable degree by those companies upon whom the Government must depend to produce the electronic equipment that will be needed when the full impact of defense production is upon us.

We believe that these inventories can be relieved within a reasonable time if a temporary modification of some of the orders and Regulation W can be made.

In modifying Regulation W, there are two ways in which this can be done. One is to discontinue the discriminatory requirements that trade-ins on appliances and television sets do not apply to the down payment. The Federal Reserve Board has permitted trade-ins to apply in automobile sales, and there is no reason why they should not apply to the sales on television and appliances. These articles which are traded in have value and represent an investment in money by the people who own them.

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The second way to help sales is to reduce the 25% down payment now required to 15%. The 25% payment is discriminatory against the low-income groups, forcing them either to forego purchases altogether or in many instances causing them to sell "E" bonds to make the down payments. These people, under our present standard of living, require appliances and the advantages of television sets as much or more than do the more fortunate individuals with larger incomes or more money. It has been proved in the past that low-income groups which are accustomed to buying on low down payments live up to their contracts. As labor leaders have stated, these people should not be discriminated against. In normal times thousands upon thousands of these low-income people would now be purchasing these articles at this season of the year, but under the credit regulations cannot do so. These modifications would do much toward relieving the excessive inventories.

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The Government should also do something quickly to correct and clarify its price rule order which has just been issued. An analysis indicates that this order is vitally affecting sales and companies cannot do the accounting required by the order in the time allotted, which is May 28. This order, as written, may precipitate a real crisis if not corrected.

In effect, the public has been told that prices are going to be lower on May 28. It is only natural that they will put off buying until after that date unless the dealers and factories guarantee to rebate the difference if prices are reduced. These rebates which would have to apply to present stocks as well as production may amount to millions of dollars, and no factory would dare guarantee prices without knowing the amount involved. It is a

physical impossibility for the accounting departments of companies to comply with the order as written, and analyze and furnish to the government the information that is necessary in determining the prices by May 28. If the Government extends the time allowed when it is evident that this accounting work cannot be done, it will only have the effect of further delaying sales as the public will continue to put off buying. This delay in purchasing is happening during May and June which usually produces about 25% of all appliance sales of the year's total volume.

While this delay in sales is taking place, the factories must continue to produce enough products to hold the labor force. The situation is obviously most serious unless sales can be increased and the inventories reduced.

It has been the practice of the Government in the past to recognize dislocations in our economy and to correct them. The Government, for instance, helps keep farm production and prices on an even keel with a carefully planned program. There are programs to protect wages and help labor in many ways. There are other programs, and there should be a program to protect the distributive system of the country, which is the bloodstream of business

and so important to our economic welfare. Since the distributive system now is clogged, action should be taken —immediately—to get the system functioning again.

Unlike the assistance usually given to other segments of our economy, relief in this case calls for no subsidies, and no additional taxes. All that is needed is the correction of orders which are proving to be unworkable and the temporary relaxation of restrictive measures that the government has taken in anticipation of conditions that did not materialize and as a result are impeding the normal functioning of our country.

We, therefore, recommend that the Government immediately modify temporarily these orders. Control of production will automatically be effected in the future through the Controlled Materials Plan for essential industries.

Today, living in a dual economy, part war and part peace, for the first extended period of our history, our country needs flexible approaches to problems that are bound to change from time to time unless we have an all-out war. False consistency can be as dangerous as false security, and our strength will be in our ability to quickly recognize and to change anything that is not working.

THE TV BUSINESS—TAKE A LONG LOOK AHEAD! It isn't often that anybody's ad is worth repeating as news -- but Bendix Radio's inspiring full-page in recent Retailing Daily, captioned "Take a Long Look Ahead!" ought to be posted prominently in every business house in TV, ought to be must reading for every employer and employe alike who may feel any sense of gloom about TV's currently becalmed trade winds. The text:

"We who are in the television business -- whether as manufacturers, distributors, or retailers -- are fortunate, indeed.

"Here is a business as sure of its future as the automobile industry, and for an identical reason: television fills a fundamental human need.

"Nothing can stop it -- not Regulation W, station freezes, material shortages, taxes, competition from other consumer products, or any other spectre evoked by the prophets of gloom.

"What the public wants it gets -- and it is now beyond question that the public regards television as an essential of living. As sure as sunrise every home will have it, for the obvious reason that -- unlike almost every other necessity -- it has no substitute.

"The bogey of market saturation also vanishes before the facts revealed by a nearly perfect business parallel.

"The radio business is nearly thirty years old. Ninety per cent of American homes have radios. Yet, despite the competition of television in radio's major outlets, in 1950 this old and allegedly saturated market absorbed 14,500,000 new radio sets -- more in a single year than all television sets sold to date.

"The future is brighter still for television. For the past decade population increase in the United States has averaged 1,900,000 a year. Simple mathematical progression should increase that figure in coming years...

"Normal replacement of small picture sets, worn out sets, and sets outmoded by improvements now in prospect, plus multiple set ownership, assure a steady yearly market of many millions more...

"Actually, the lifting of the station freeze will eventually multiply the number of buyers many times, and benefit today's markets immeasurably by opening up sales to the millions in the marginal regions around present broadcasting areas. Phenomenal as its volume has been to date, the business is still but a shadow of what it will become.

"In fact, a business opportunity as broad as television has appeared only two or three times in this century. As far as thought can reach, the market is big and prosperous. It is one of the richest bonanzas of all time.

"If you have a soundly backed and soundly financed television franchise, hang on to it -- you own a gold mine. If you have television sets in storage, don't be panicked into price-cutting. The radio industry, stampeded by every seasonal change in the selling pace, threw away untold millions of dollars in profits by unnecessary dumping. We know better today. The market is there. Take a look ahead, then get back to good old-fashioned aggressive, intelligent selling."

Topics & Trends of TV Trade: Inventory statistics are next quarry of Frank Mansfield's RTMA statistics committee, with Dun & Bradstreet to do monthly survey of wholesale and retail establishments to determine exactly how many TV and radio receivers are on hand. Factory inventories are already being reported weekly, along with RTMA's production estimates, compiled by Haskins & Sells. Plan is to have about 40 manufacturers underwrite effort for about year, see how well it works, then make it part of regular RTMA statistical service if figures fill a real need.

While industry leaders have guessed total TVs now in pipelines at anywhere up to 2,000,000, Television-Electronics Fund Inc. this week released what it believes is first published "study" of TV industry's inventory position. Details of how figures were arrived at weren't disclosed, but investment trust's statisticians estimated accumulated inventory on May 1 at between 1,750,000 and 1,850,000 sets, or about a 3 to 3½ months' supply based on average monthly sales for preceding 12 months.

Report estimated inventory at 1,261,000 as of Jan. 1, 1951, rising to 1,835,000 as of April 1 and 1,935,000 as of April 27. Latter figure, it is stated, should be adjusted to allow for between 150,000 and 200,000 sets scrapped and destroyed—hence the above May 1 "guesstimate."

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Radio, TV & Parts Conference of IUE-CIO, representing about 75,000 workers (Daniel Arnold, RCA, chairman), adopted resolutions in Chicago May 5 making these points:

(1) Asks companies to cut prices, produce lower-priced models. Asks Federal Reserve Board "to temporarily liberalize the credit rules [by] reducing the down payment to 15% and permitting old sets to be used as part of the down payment." Opposes proposed increase in excise tax to 25%.

(2) Wants defense agencies to "take more vigorous steps" to see that "proper share" of electronics prime and subcontracts go to electronics industry, and that such contracts "be distributed widely and not concentrated into a few firms." Union refers to 190,000 workers in TV, radio, parts industries, foresees 400,000 within another year. It claims "resources of this industry have not been adequately utilized," asserts "new facilities are being built while present facilities are inadequately used, new manpower is being hired and trained in new centers while present manpower suffers unemployment."

(3) Seeks to wipe out what it calls present "12-15¢ an hour differential our industry suffers compared with others." Asks that (a) wages be adjusted for increases in living costs; (b) wages be adjusted for increases in productivity; (c) all segments of industry be brought up to date with respect to pensions, insurance, severance pay, vacations, holidays, etc.; (d) \$2000 wage floor be set for average year's work; (e) layoff plan be adopted providing for full pay for short periods of unemployment, half-pay for prolonged layoffs—all to come out of company profits (Vol. 7:16).

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Admiral is introducing 14-in. table model at \$159.95, including excise tax, lowest price it has ever quoted. Purpose stated by sales v.p. Richard Graver: "To bring TV back within the buying power of the majority of American wage earners, whose ability to buy more expensive models has been seriously handicapped by the high down payments and short repayment period imposed by Regulation W."

John Meck May 8 guaranteed prices against reduction until Sept. 15, and RCA distributor Krich-New Jersey this week went RCA's guarantee to Aug. 1 (Vol. 7:18) one month better and extended it to Sept. 1.

DuMont's guarantee against price reductions, announced this week in wake of RCA and GE guarantees (Vol. 7:18), is all-inclusive, reads thus: ". . . beginning May 9, 1951, and continuing until Sept. 10, 1951, [DuMont] guarantees distributors against any reduction in distributor prices below the published price schedule of Nov. 1, 1950, on merchandise purchased by distributors during the period of guarantee. Under this guarantee, the distributor will receive a merchandise credit or cash covering reduction of distributor prices, whether brought about by price control, rollback, or otherwise . . ." No new models will be offered before fall, DuMont also stated.

New trade-in policy developed by Krich-New Jersey Inc., RCA distributor, which may be extended to other areas where there are lots of 10-in. receivers: Krich guarantees to pay dealers \$50 for any 10-in. sets they take as trade-ins against purchase of more expensive 1951 model with larger screen. If dealer wants to keep set for resale, RCA Service Co. will overhaul it for \$8.95.

RTMA tax committee has submitted study on effect of proposed excise tax increase to 25% to House Ways & Means Committee, supporting industry's recent testimony (Vol. 7:5-13). Report prepared by Boni, Watkins, Moun- teer & Co., New York, shows that increase would "drastically affect industry sales," particularly among lower income consumers; also that loss of revenue to Govt. from income and excess profits taxes would largely offset additional revenue that might be obtained from higher excise.

Meeting on trade practice rules will be held by RTMA in Washington June 21, preparatory to industry conference with Federal Trade Commission which has called conference but set no date (Vol. 7:10). Proposals to be submitted to industry meeting first will be approved by RTMA board at June 4-7 Chicago meeting.

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RCA has started production of electrostatically-focused 17-in. tube sets, to be delivered later this month. Electrostatic picture tubes will be used in RCA's 14 & 19-in. sets when current supply of magnetic-type tubes and focusing components is exhausted. No model change is involved. Majestic will begin production of electrostatically-focused set in 6-8 weeks, using new 21-in. all-glass rectangular tube to be produced by American Television Inc. (U. A. Sanabria) beginning June 1.

Canadian RMA reports 5995 TVs sold by factories for \$3,501,795 during March, with inventory of 2830 units as month ended. Table models under \$400 list price totaled 338, over \$400 totaled 1735. Consoles under \$500 totaled \$432, over \$500 totaled 2985. TV-phonos numbered 465. Windsor area (Detroit) took 38% of March sales, Toronto-Hamilton took 39%. First 3 months of 1951 unit sales were 14,052, valued at \$7,696,855. Cumulative TV sales to March 31 totaled 51,875 valued at \$23,973,438, with 44% in Windsor area, 35% in Toronto-Hamilton, 16% in Niagara Peninsula, 5% other areas.

Plant Expansions: Bendix Radio has leased 40-acre former Pimlico tract, Baltimore, has remodeled field's 2 hangars, will use space to train Air Force personnel in maintenance of electronic equipment . . . Radio Materials Corp. (ceramic condensers) building new one-story plant at 3311 N. California Ave., Chicago; it adds 15,000 sq. ft. to the 6500 already available in 1708 Belmont Ave. plant and 30,000 in Attica, Ind. . . . Canadian Westinghouse, which recently completed new plant at Three Rivers, Que., plans 2 new plants in Hamilton, Ont., for defense electronics and other production.

GE is shipping its 24-in. console to distributors, priced at \$775 (Vol. 7:2). GE is also shipping 24-in. tube to distributors.

Trade Miscellany: "We Have the Most to Save, Let's Save the Most," was slogan that won \$600 all-plant prize in RCA contest to promote savings of critical materials; winner, out of 17,000 entries, was Theodore Miley, operator in engineering section of Lancaster tube plant . . . Custom TV market took about \$10,000,000 worth of chassis in 1950, which means estimated 90,000 such units were bought and installed in fireplaces, bookcases, wall recesses, special cabinets, etc., according to John H. Cashman, Radio Craftsmen president . . . Arvin has new 12½-in. console at \$199.95; it also recently put last year's 8½-in. table model at \$129.95 back into line (Vol. 7:15) . . . Second TV outlet projected in Sao Paulo, Brazil, is reported by IT&T, whose subsidiaries have orders for complete equipment, including Telecruiser remote pickup coach and microwave links; new company is Radio Televisao Paulista, S. A. . . . Some 3000 TVs are now in use in Rio de Janeiro and Sao Paulo, reports Philco International v.p. R. L. Romeyn, and another 5000 should be sold in those cities by end of 1951 . . . RCA Victor is first to announce summer vacation close-down period—July 7-16, same dates as many of its suppliers . . . Admiral consoles will be installed in all suites of both Ambassador East and Ambassador West Hotels in Chicago, beginning June 1; contract between hotel management and Admiral was signed May 9 . . . Hotel Book-Cadillae, Detroit, has installed RCA "Antenaplex" system to permit TV reception in each of its rooms; installation was by Wells Television Inc.

TV-radio workers averaged \$57.53 per week in February, reports Bureau of Labor Statistics. This compares with \$57.55 in January, \$56.96 in December. BLS also noted that TV-radio employes worked 40.4 hours in February, 40.9 in January, 41.1 in December; earned hourly average wages of \$1.424 in February, \$1.407 in January, \$1.386 in December. Average weekly earnings for all 1950 were \$53.85, compared with \$50.68 for 1949, average weekly hours were 40.7 vs. 39.5, hourly earnings \$1.323 vs. \$1.283. BLS also reported industry employed 180,900 production workers in February, 179,900 in January, 190,300 in December—compared to average of 159,000 for all 1950.

Admiral's Ross Siragusa said May 12 his company is now producing 40,000 TVs a month, same as second 1950 quarter, adding that "sales have turned the distress corner." He said Admiral owes no money, contemplates no bank loans.

Offering of 400,000 shares of Sylvania common, priced at 29¼, was sold quickly this week when placed on market by Paine, Webber, Jackson & Curtis and about dozen associated underwriters. About two-thirds of proceeds will be used to increase working capital, remainder largely for new equipment.

Trade Personals: Wm. C. Seales appointed gen. sales mgr., DuMont cathode ray div. . . . Milton R. Benjamin promoted to sales v.p., Majestic . . . Harold W. Giesecke, ex-Westinghouse, appointed asst. to gen. mgr., Bendix Radio . . . George Axmacher has resigned as sales mgr., Freed Radio . . . Edward J. Penberthy named sales mgr., Radio Condenser Co.; David DeWitt named research v.p., Devereaux Martin asst. to president, Allan Easton mgr. of communications engineering, Radio Receptor Co. . . . Joseph B. Hersh named executive v.p., O. L. Cohen purchasing v.p., John A. Van Auken, sales v.p., Utility Electronics Corp. . . . N. J. Sims promoted to mgr. of distribution, F. T. Myles to mgr. of home instruments dept., RCA Victor Ltd. of Canada . . . Rex Wilson, chief engineer, elected engineering v.p. of Tele-Vogue Inc., Chicago, manufacturing subsidiary of Muntz TV Inc.; W. G. Henke, ex-Admiral, named coordinator of engineering.

Financial & Trade Notes: Philco discloses govt. defense orders totaling about \$100,000,000 for radar, electronic and ordnance equipment, research and development programs, training projects—one of largest, if not largest, totals in electronics industry. Nearly 2000 Philco technical representatives are on duty all over the world with Army, Navy and Air Force, working on electronic equipment, president Wm. Balderston stated in announcing first quarter report.

Philco sales first 3 months of 1951 were \$113,524,000, new record for any quarter in its history, comparing with \$79,487,000 same quarter last year. Net income after taxes was \$4,354,000 or, after preferred dividends, \$1.21 per share on 3,525,372 shares of common outstanding. In same period last year, profit was \$4,074,000 (\$1.13). Increased taxes brought Federal tax bill for quarter to \$9,542,000 vs. \$3,358,000 same quarter 1950, up 184%.

"We are now going through a period of balancing production with sales, which may last for another few weeks," said Mr. Balderston. "The country has demonstrated that it can maintain a high level of civilian output at the same time it is building up its defenses, and this means that Philco production and sales for 1951 promise to be considerably greater than appeared likely in January."

* * * *

Among officers' and directors' stock transactions reported by SEC for March: Lynn C. Park gave 1000 Admiral as gift, holds 24,820; Joseph B. Hall bought 200 Aveco, holds 400; Herbert W. Clough bought 100 Belden Mfg., holds 600; Arthur L. Wanner bought 50 Belden Mfg., holds 1850; William C. Decker bought 3000 Corning Glass, holds 7296; Charles D. LaFollette bought 2000 Corning Glass, holds 5200; Allen B. DuMont gave 100 DuMont as gift, holds 56,400; Anthony R. Kirsch bought 50 Indiana Steel (Feb.), holds 50; Percy L. Schoenen sold 1900 Olympic (Sept. 1950), holds 22,600; Courtney H. Pitt sold 200 Philco, holds 1270; William Gammel Jr. gave 100 Raytheon as gift, holds 17,170; Robert H. Bishop sold 400 Sylvania, holds 659; Arthur L. Chapman bought 38 Sylvania, holds 58; Curtis A. Haines bought 43 Sylvania, holds 143; John S. Learoyd bought 37 Sylvania (Feb.), holds 587; Don G. Mitchell bought 174 Sylvania, holds 3174; Donald MacGregor sold 100 Zenith, holds 150.

Oak Mfg. Co. transactions reported by SEC: Common—William Bessey bought 800, inherited 7418, holds 12,229; John A. Rovelstad bought 300, holds 2556; Elof Sandstrom bought 800, holds 5512. Warrants for common—Peter B. Atwood sold 2000, holds 1500; William Bessey sold 800, Robert A. O'Reilly sold 1800, John A. Rovelstad sold 1000, Elof Sandstrom sold 1500, Irwin N. Walker sold 1470, no longer hold any warrants.

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Hoffman Radio, due to sharp declines in TV sales in March, showed first quarter sales of \$5,771,607 as against \$6,240,660 for same 1950 period. Net dropped to \$107,876 (18¢ a share) from \$680,596 (\$1.19) for same period last year. Inventories at end of quarter were \$5,955,878 vs. \$2,763,332 on March 31, 1950. Hoffman, according to financial reports, expects to apply later this year for listing on N. Y. Stock Exchange.

Olympic has borrowed \$500,000 from Irving Trust Co. on 4% notes running to 1956, payable semi-annually at rate of \$100,000 a year. Proceeds will be used to prepay \$375,000 balance of present term loan and for working capital.

Dividends: Hytron, 10¢ payable June 15 to holders of record May 31; Television-Electronics Fund Inc., 15¢ payable May 29 to holders May 15; Blaw-Knox, 25¢ payable June 12 to holders May 14.

Appearances for Hearing

Digests of Comments on Proposed TV Allocation Plan

Hearing Scheduled to be Conducted before FCC en banc Starting June 11, 1951; Docket No. 8736

For proposed rules and table of allocations, see TV Allocation Report issued by FCC March 22, 1951 and published in full text by Television Digest March 24, 1951

(Note: Included are digests of all proposals filed through May 7, 1951 available in FCC files)

SPECIFIC AND GENERAL COMMENTS

(For list of educational institutions favoring plan in general terms, see page 7)

ALABAMA

- Johnston Broadcasting Co., Birmingham (WJLD)—Requests assignment of Channel 7 to Birmingham, substituting 4 for 2 in State College, Miss., 2 for 7 in University, Ala. (Franklin K. Lane & Orville H. Walburn).
- Birmingham Broadcasting Co. Inc., Birmingham (WBRC & WBRC-TV)—Favors FCC proposal to shift WBRC-TV from Channel 4 to 6. (George O. Sutton).
- Voice of Dixie, Birmingham (WVOK)—Requests assignment of Channel 7 to Birmingham, affecting following cities: Meridian, West Point, State College, Miss.; University, Ala. Stephen Tuhay, Jr.).
- Deep South Broadcasting Co., Montgomery (NEW)—Requests assignment of Channel 3 to Montgomery, substituting 4 for 11 in Meridian, Miss., 11 for 13 in Biloxi, Miss., 13 for 3 in Pensacola, Fla. (Stephen Tuhay Jr.).
- Tuscaloosa Broadcasting Co., Tuscaloosa (WTBC)—Requests assignment of Channel 2 to Tuscaloosa from State College, Miss.; add 4 to State College. If plan proposed by WREC Broadcasting Service is adopted, requests assignment of 8 to Tuscaloosa. (Prince, Taylor & Crampton).

ARKANSAS

- Southwestern Publishing Co., Fort Smith (KFSA)—Requests assignment of Channel 8 to Fort Smith from Muskogee, Okla.; 11 instead of 8 for Muskogee. (Haley, McKenna & Wilkinson).

CALIFORNIA

- McClatchy Broadcasting Co., Bakersfield (KERN)—Requests assignment of Channel 8 to Bakersfield. (Dow, Lohnes & Albertson).
- Radio Station KERO, Bakersfield (KERO)—Requests assignment of Channel 8 to Bakersfield. (Pierson & Ball).
- California Inland Broadcasting Co., Fresno (KFRE)—Requests assignment of Channel 3 to Fresno from Visalia, substituting 49 for 3 in Visalia. (Pierson & Ball).
- KARM, George Harm Station, Fresno (KARM)—Requests assignment of Channel 5 to Fresno from Goldfield, Nev.; substituting 11 for 5 in Goldfield, Nev.; or, 7 to Fresno; or, 9 to Fresno from Tonopah, Nev.; 6 to Tonopah from Ely, Nev.; 12 to Ely. (Hogan & Hartson).
- McClatchy Broadcasting Co., Fresno (KMJ)—Requests assignment of Channels 5, 7 & 9 to Fresno. Requests reduction in minimum separation requirements. (Dow, Lohnes & Albertson).
- Pacific Video Pioneers, Long Beach (KALI)—Requests liberalization of 23-db maximum power limitation on Channels 14 to 83, permitting single stations to increase to 26 db and permitting horizontal increases by 2 or more stations. (Haley, McKenna & Wilkinson).
- American Broadcasting Co., Los Angeles—See New York, N. Y.
- Earle C. Anthony Inc., Los Angeles (KFI & KFI-TV)—Requests that adjacent-channel ratio be changed from 0 db to -6 db and clarification of height-power-interference requirements, particularly in relation to mountain-top installations. Also requests arrangement with Mexico permitting KFI-TV and KECA-TV to achieve 200 kw at present heights. (Caldwell-Rollo).
- KMTR Radio Corp., Los Angeles (KLAC & KLAC-TV)—Requests change of adjacent-channel ratio from 0 db to -6 db. (John P. Hearne, Los Angeles).
- KTTV Inc., Los Angeles, Cal. (KTTV)—Requests amendment of adjacent-channel ratio from 0 db to -6 db. (Hanson, Lovett & Dale).
- U of Southern California, Los Angeles—Objects to reservation of uhf channel for educational use. (William H. Sener, TV dept.).
- Steven A. Cisler, Monterey—Favors FCC proposals for Monterey. (Barnes & Neilsen).
- Monterey Radio-Television Co., Monterey (purchase of KMBY pending)—Favors FCC proposals for Monterey. (Dow, Lohnes & Albertson).

- KROW Inc., Oakland (KROW)—Requests reclassification of Channel 9 for commercial use, assign uhf to educational, return 13 to San Francisco-Oakland. (John P. Hearne, Los Angeles).
- Tribune Bldg. Co., Oakland (KLX)—Requests assignment of Channel 13 to Oakland from Stockton; 3 to Stockton from Visalia; 2 to Visalia; 4 to Reno in lieu of No. 3. (St. Clair, Connolly & Cerini and Wheat, May & Shannon).
- KECC Inc., Port Chicago (KECC, Pittsburg, Cal.)—Requests assignment of Channel 15 to Port Chicago. (Fly, Shuebruk & Blume).
- Harmco Inc. (KROY) and KCRA Inc. (KCRA), Sacramento—Request assignment of Channels 3 & 8 to Sacramento from Reno, assignment of 2 or 4 & 11 to Reno. (Hogan & Hartson and Loucks, Zias, Young & Jansky).
- KCRA Inc., Sacramento (KCRA)—See Harmco Inc.
- McClatchy Broadcasting Co., Sacramento (KFBK)—Requests assignment of Channel 3 to Sacramento from Reno, substituting 4 for 3 in Reno. (Dow, Lohnes & Albertson).
- Salinas Broadcasting Co., Salinas (KSBW)—Requests assignment of Channel 8 to Salinas from Monterey, substituting 28 for 8 in Monterey. (Krieger & Jorgensen).
- Airfan Radio Corp., San Diego (KFSD)—Requests assignment of Channel 6 or 12 to San Diego, to be replaced in Tijuana, Mex., with uhf channels. (Hogan & Hartson).
- Charles E. Salik, San Diego (KCBQ)—Requests assignment of Channel 6 or 12 to San Diego, leaving 6 or 12 to Tijuana, Mex. (Cohn & Marks).
- Television Broadcasting Co., San Diego—Requests assignment of Channel 15 to San Diego; 12 to San Diego from Tijuana, Mex.; 27 and 33 to Tijuana from San Diego; assign uhf Channels to Mexico by specific number; have maximum power agreement between Mexican and United States stations. (L. N. Papernow).
- Columbia Broadcasting System, San Francisco—See New York City.
- Television California, San Francisco (KM2XCW)—Requests assignment of Channel 13 to San Francisco-Oakland from Stockton; substituting 4 for 3 in Reno, 3 for 6 in Sacramento, 6 for 13 in Stockton. (Haley, McKenna & Wilkinson).
- Standard Radio & Television Co., San Jose—Favors FCC proposal for San Jose. (Krieger & Jorgensen).
- Radio KIST Inc., Santa Barbara (KIST)—Requests assignment of Channel 8 to Santa Barbara. (Hogan & Hartson).

COLORADO

- Northwestern Colorado Broadcasting Co., Craig (KRAI)—Requests assignment of Channel 5 to Craig. (Fletcher & Midlen).
- Sen. Edwin C. Johnson (D.-Colo.), Denver—Requests addition of more vhf channels to Denver, through one of 3 alternative channel shifts involving Boulder and Colorado Springs, Colo.; Cheyenne and Rawlins, Wyo.; Alliance, Neb., plus reclassification of Channel 6 as commercial in Denver.
- Sen. Eugene D. Millikan (R.-Colo.) Denver—Objects to allocation of only 10 vhf channels to Colorado; requests that vhf allocations to State be "more equitably" increased.
- San Juan Broadcasting Co., Durango (KIUP)—Requests assignment of Channel 6 to Durango. (Wilkinson, Boyden & Cragun).
- Western Slope Broadcasting Co., Grand Junction (KFJX)—Requests assignment of Channel 3 to Grand Junction. (Fletcher & Midlen).
- Uncompaghre Broadcasting Co., Montrose (KUBC)—Requests assignment of Channel 11 to Montrose, affecting Price, Provo, Ogden, Logan, Tooele, Utah. (Fletcher & Midlen).

CONNECTICUT

- State Dept. of Education, Hartford—Requests that uhf flexibility channels be made available to educational institutions. (F. E. Engleman, commissioner).

- Hartford Times Inc., Hartford (WHTT)—Requests assignment of Channel 3, 59 & 81 to Hartford by 3 alternative plans, affecting following cities: New Haven, New London, Montpelier, Vt., Lewiston, Me. Requests use of flexibility channels. (Arnold, Fortas & Porter).
- Travelers Broadcasting Service Corp., Hartford (WTIC)—Requests assignment of Channel 3 or 10 and 81 or 83 to Hartford, affecting following cities: New London; Providence; Montpelier, Vt.; Lewiston, Me. Also requests that flexibility channels be assigned to cities for which channels have been provided, that transmitter-to-transmitter spacing, rather than city-to-city spacing, be the ruling criterion, and that directional antennas be permitted. (Caldwell-Rollo).
- Connecticut Radio Foundation Inc., New Haven (WELI)—Favors FCC proposals for New Haven. (Dow, Lohnes & Albertson).
- Elm City Broadcasting Corp., New Haven (WNHC & WNHC-TV)—Favors FCC proposal to shift WNHC-TV from Channel 6 to 8, provided no changes are made in suggested rules and standards and in Connecticut allocations. (Fisher, Wayland, Duvall & Southmayd).
- Thames Broadcasting Corp., New London (WNLC)—Favors FCC proposals for New London. (Dow, Lohnes & Albertson).

DELAWARE

- WDEL Inc., Wilmington (WDEL-TV)—Favors FCC proposal to shift WDEL-TV from Channel 7 to 12. (George O. Sutton).

DISTRICT OF COLUMBIA

- Federal Communications Bar Assn.—Requests immediate oral argument on legality of allocations procedure. Contends that (a) procedure for making changes in allocation are illegal, depriving applicants of right to be heard, (b) orderly and expeditious review of Communications Act will be thwarted, (c) FCC will be unable to perform duty of providing fair, efficient and equitable distribution of radio service. Requests that allocation plan be regarded only as a guide and that applicants requesting channels not provided for in plan be afforded hearings. (William A. Porter, president; Leonard H. Marks, chairman, committee on practice and procedure.)
- Joint Committee on Educational Television, Washington—Requests that (a) Educational institutions be permitted to apply for flexibility channels where no other channels are reserved, (b) an additional priority be established stipulating a non-commercial service to all of U. S. through reservation of frequencies, (c) cities with fewer than 3 vhf channels have uhf educational channels reserved, (d) provision be made for vhf educational TV in cities where all vhf channels are now occupied. (Telford Taylor and Seymour Krieger).
- McNary & Wrathall, Washington—Questions uhf propagation figures, claims it is erroneous for irregular terrain. Requests engineering conference on use of offset-carrier with uhf, higher powers for uhf, clarification of adjacent-channel ratio for antennas over 500 ft.
- Television Board, National Assn. of Radio & Television Broadcasters—Opposes educational reservations, endorses principle of pre-determined allocation plan and partial lifting of freeze. (Thad H. Brown).
- U. S. Conference of Mayors, Washington—Requests that municipalities operating school systems be eligible to apply for reserved, educational channels. (David L. Lawrence, Mayor of Pittsburgh, president).

FLORIDA

- Gore Publishing Co., Fort Lauderdale (WFTL)—Requests assignment of Channel 9 to Fort Lauderdale, substituting 13 for 10 in Miami, 11 for 12 in West Palm Beach, 12 for 11 in Fort Myers. (Haley, McKenna & Wilkinson).
- U. of Florida, Gainesville (WRUF)—Requests reclassification of Channel 5 to commercial use. (Dow, Lohnes & Albertson).
- City of Jacksonville, Jacksonville (WJAX)—Requests assignment of Channel 2 to Jacksonville, substituting 11 for 2 in Daytona Beach, 6 for 2 in Tallahassee, 3 for 6 in Thomasville, Ga. (Dow, Lohnes & Albertson).
- Jacksonville Broadcasting Co., Jacksonville (WPDQ)—Requests assignment of Channel 10 to Jacksonville, reclassification of 7 to commercial use, 170-mile transmitter spacing be only separation criterion, additional assignments with reduced power. (Miller & Schroeder).
- Fort Industry Co., Miami (WGBS)—Requests assignment of Channels 9 & 13 or 13 or 5, 9, 11 & 13 to Miami, affecting following cities: West Palm Beach, Fort Myers, Fort Pierce. Requests reclassification of 2 to commercial use, and 29 & 35 be reserved in lieu thereof. Requests review of all channel reservations every 6 months or less, with reservations to continue only if educational groups can show they are taking preliminary steps toward filing applications. (Dow, Lohnes & Albertson).
- Isle of Dreams Broadcasting Corp., Miami (WIOD)—Requests assignment of Channels 9, 11 & 13 or 9 & 13 or 6 & 9 to Miami, affecting following cities: Fort Myers, West Palm Beach, Tampa-St. Petersburg, Jacksonville, Orlando, Daytona Beach. (Dow, Lohnes & Albertson).
- Miami Broadcasting Co., Miami (WQAM)—Requests assignment of Channels 9, 11, 13, 27 & 33 to Miami in lieu of 7 & 10; substituting 7 for 12 in West Palm Beach, 12 for 11 in Fort Myers. (Loucks, Zias, Young & Jansky).
- WKAT Inc., Miami (WKAT)—Requests assignment of Channels 9 & 13 to Miami, affecting following cities: Daytona Beach, Fort Myers, Gainesville, Jacksonville, Orlando, Panama City, Pensacola, St. Petersburg-Tampa, Tallahassee, West Palm Beach. (Arnold, Fortas & Porter).
- Central Florida Broadcasting Co., Orlando (WORZ)—Requests assignment of Channel 2 to Orlando, substituting 11 for 2 in Daytona Beach. (Hanson, Lovett & Dale).
- Tampa Times Co., Tampa (WDAE)—Requests Channel 3 be reclassified to commercial use. (Dow, Lohnes & Albertson).
- Tribunc Co., Tampa, Fla. (WFLA)—Requests Channel 3 be reclassified to commercial use. (Segal, Smith & Hennessey).

GEORGIA

- Radio Athens Inc., Athens (WRFC)—Requests assignment of Channel 11 to Athens from Atlanta, 7 to Atlanta, requiring modification of city-to-city adjacent channel (Atlanta) and co-channel (Johnson City, Tenn.) separation minimums. (Roberts & McInnis).
- Atlanta Newspapers Inc., Atlanta (WSB & WSB-TV, hold CP for WCON-TV)—Favors FCC proposals for Atlanta. (Dow, Lohnes & Albertson).
- Fort Industry Co., Atlanta (WAGA & WAGA-TV)—Favors FCC proposals for Atlanta. (Dow, Lohnes & Albertson).
- Georgia Institute of Technology, Atlanta (WGST)—Requests assignment of Channel 7 to Atlanta. (Arnold, Fortas & Porter).
- Southeastern Broadcasting Co. (WMAZ) and Middle Georgia Broadcasting Co. (WBML), Macon—Requests that Channel 7 be allocated to Macon, that 170-mile transmitter-to-transmitter spacing be retained, that city-to-city minimum be abandoned, that additional assignments be made at reduced power where they would better fulfill priorities. (Pierson & Ball).

IDAHO

- Boise Valley Broadcasters, Boise (KDSH)—Requests Channel 4 be reclassified to commercial use; 7 or 9 reserved for education, or that uhf channels be added for education. (Arnold, Fortas & Porter).
- KIDO Inc., Boise (KIDO)—Requests reserved channel be changed from 4 to 9. (Fisher, Wayland, Duvall & Southmayd).

ILLINOIS

- Southern Illinois U. Carbondale—Requests reservation of Channel 10 to Carbondale, moving 6 from Indianapolis to Terre Haute, 10 from Terre Haute to Louisville, 11 from Louisville to Bloomington, 4 from Bloomington to Indianapolis, switching 6 and 12 in Paducah and Cape Girardeau. (D. W. Morris, president).
- Champaign News-Gazette Inc., Champaign (WDWS)—Requests assignment of Channel 3 to Champaign affecting following cities: Cedar Rapids, Iowa City, Mason City, Ia.; Kirksville, Mo.; Springfield, Centralia, Ill.; waive mileage separation rules. (Spearman & Roberson).
- Columbia Broadcasting System Inc., Chicago—See New York City.
- Quad-City Broadcasting Corp., Moline (WQUA)—Requests assignment of Channel No. 10 to Moline-Davenport-Rock Island-East Moline, affecting vhf channels in following cities: Centralia, Quincy, Rockford, Springfield, Ill.; Evansville, Ind.; Cedar Rapids, Iowa City, Mason City, Waterloo, Ia.; Lawrence, Pittsburg, Kan.; Grand Rapids, Iron Mt., Mich.; Austin, Duluth-Superior, Rochester, Minn.; Hannibal, Jefferson City, Joplin, Kansas City, Kirksville, St. Joseph, St. Louis, Sedalia, Springfield, Mo.; Eau Claire, LaCrosse, Madison, Milwaukee, Wausau, Wis. Following stations, now operating, would have to change frequencies: WTMJ-TV, Milwaukee; WLAV-TV, Grand Rapids; KSD-TV, St. Louis. (Dalton Le Masurier, president).
- Peoria Broadcasting Co., Peoria (WMBD)—Requests assignment of Channel 12 to Peoria, affecting following cities: Centralia, Springfield, Urbana, Ill., Cedar Rapids, Iowa City, Ia.; Kirksville, Mo. Requests minimum separation be 180 miles city-to-city or 170 miles transmitter-to-transmitter. (Dow, Lohnes & Albertson).
- West Central Broadcasting Co., Peoria, Ill. (WEEK)—Requests assignment of Channel 12 to Peoria, Ill., and Brookfield, Mo., deleted from Urbana, Ill., and Kirksville, Mo. (Pierson & Ball).

INDIANA

- Sarkes Tarzian Inc., Bloomington (WTTV)—Favors FCC proposal to shift WTTV from Channel 10 to 4. (A. L. Stein).
- Chamber of Commerce, Evansville—Requests assignment of Channel 29 to Evansville. (Leslie Lecroix, mgr., Traffic & Research Dept.).
- South Central Broadcasting Corp., Evansville (WIKY)—Favors FCC proposals for Evansville. Suggests educational channels be reserved for one year only. (Franz O. Willenbacher).
- Indiana Technical College, Fort Wayne—Requests assignment of Channel 5 to Fort Wayne for educational use, using low power. (Haley, McKenna & Wilkinson).
- Public Schools, Gary—Requests (a) uhf flexibility channel be reserved, or (b) 50 be reserved, or (c) 44 be moved from Chicago and reserved. (C. D. Lutz, superintendent).
- Lake Broadcasting Co., Gary (WWCA)—Requests assignment of Channel 11 to Gary from Chicago, assignment of 20 in Chicago for education. (Haley, McKenna & Wilkinson).
- William H. Block Co., Indianapolis—Requests assignment of Channel 10 to Indianapolis from Terre Haute, substituting 41 for 10 in Terre Haute. (Caldwell-Rollo).
- Indianapolis Broadcasting Inc., Indianapolis (WIRE)—Requests that Channel 13 be reclassified to commercial use. (Pierson & Ball).
- Radio Indianapolis Inc., Indianapolis (WXLW)—Requests assignment of Channel 13 be reclassified for commercial use, or addition of 38 or uhf flexibility channel to Indianapolis. Contends reservation policy is illegal. (Miller & Schroeder).
- WIBC Inc., Indianapolis (WIBC)—Requests assignment of Channel 4 to Indianapolis, and that minimum separation be changed to 180 miles city-to-city or 170 miles transmitter-to-transmitter. Contends allocation violates Section 307(c) of Communications Act. (Dow, Lohnes & Albertson).
- Logansport Broadcasting Corp. (WSAL), Logansport, and Owensboro on the Air Inc. (WVJS), Owensboro, Ky.—Request assignment of Channel 10 to Logansport and Owensboro; substituting 34 for 10 in Terre Haute. (Bingham, Collins, Porter & Kistler and Loucks, Zias, Young & Jansky).
- W. H. C. Higgins, Michigan City—Favors FCC proposals for Michigan City; requests, if possible, Channel 30 instead of 62 be assigned to Michigan City. (W. H. C. Higgins, West Orange, N. J.).
- Ball State Teachers College, Muncie—Requests classification of Channels 49 or 55 as educational; or add flexibility channels for educational use. (John R. Emens, president).

IOWA

- Iowa State College, Ames (WOI & WOI-TV)—Favors FCC proposal to shift WOI-TV from Channel 4 to 5. (Cohn & Marks).
- Gazette Co., Cedar Rapids (KCRG)—Requests Channel 12 be assigned to Cedar Rapids by assigning Channels 3 & 35 to Mason City, Ia., Channels 18 and 41 to Kirksville, Mo. Also requests assignment of 46 to Reedsburg, Wis., 55 to Chariton, Ia., 47 to Trenton, Mo. (Caldwell-Rollo).
- Central Broadcasting Co., Davenport (WOC & WOC-TV)—Favors FCC proposal to shift WOC-TV from Channel 5 to 6. (Dow, Lohnes & Albertson).
- Davenport Broadcasting Co., Davenport (KSTT)—Requests Channel 2, now reserved for educational use at Iowa City, be assigned to Atalissa, Ia. for commercial use; 11, now reserved at Des Moines, be assigned to Iowa City for educational use. (Loucks, Zias, Young & Jansky).
- Cowles Broadcasting Co., Des Moines (KRNT)—Requests that Channel 5, Ames, be classified for educational use; that 11 in Des Moines be reclassified for commercial use. (Segal, Smith & Hennessey).
- Independent Broadcasting Co., Des Moines (KIOA)—Requests assignment of Channel 4 to Des Moines exchanging 2 & 4 between Sioux City and Vermillion, S. D.; that 11 be reclassified for commercial use. (Pierson & Ball).
- Murphy Broadcasting Co., Des Moines (KSO)—Requests Channel 5 be reclassified for educational use in Ames, reclassify 11 for commercial use in Des Moines. (Spearman & Roberson).
- Telegraph Herald, Dubuque (KDTH)—Requests assignment of Channels 5 & 11 to Dubuque, with power limitations. (Eugene L. Burke).
- Northwest Broadcasting Co., Fort Dodge (KVFJ)—Requests assignment of Channel 4 to Fort Dodge from Sioux City, substituting 2 for 4 in Sioux City, 5 for 2 in Vermillion, S. D.; 4 for 5 in Mitchell, S. D. (Fisher, Wayland, Duvall & Southmayd).
- Keokuk Broadcasting Co., Keokuk (KOKK)—Requests assignment of Channel 10 to Keokuk, substituting 7 from Hannibal, Mo. for 10 in Quincy, Ill. (George O. Sutton).
- Black Hawk Broadcasting Co., Waterloo (KWWL)—Requests assignment of Channel 12 to Waterloo from Mason City; substituting 3 for 12 in Mason City; 12 to Brookfield, Mo. from Kirksville, Mo. (Roberts & McInnis).

KANSAS

- KFBI Inc., Wichita (KFBI)—Requests assignment of Channel 6 to Wichita from Dodge City, 4 to Dodge City, substituting 11 for 6 in Tulsa, 3 for 11 in Lawton, Okla., 11 for 3 in Wichita Falls, Tex. (Dow, Lohnes & Albertson).
- Taylor Radio & Television Corp., Wichita (KANS)—Makes same proposal as KFBI Inc., Wichita. (Dow, Lohnes & Albertson).
- Wichita Beacon Broadcasting Co., Wichita (KWBB)—Requests assignment of Channels 45 & 53 to Wichita. (Haley, McKenna & Wilkinson).

KENTUCKY

- Mid-America Broadcasting Corp., Louisville (WKLO)—Requests assignment of Channel 41 to Louisville. (Haley, McKenna & Wilkinson).
- Radio Kentucky Inc., Louisville (WKYW)—Requests assignment of Channel 51 to Louisville, Ky.; opposes reservation of channels for educational use; opposes further power increases for vhf stations; deplores restrictions on use of directional antennas for vhf channels; recommends joint antenna locations for cities with more than one vhf station; opposes reservation of 15 uhf flexibility channels for unknown use. (Barnes & Neilson).
- WHAS Inc., Louisville (WHAS & WHAS-TV)—Favors FCC proposal to shift WHAS-TV from Channel 9 to 11. (Miller & Schroeder).
- Owensboro On The Air Inc., Owensboro (WVJS)—See Logansport Broadcasting Corp. (Ind.).

LOUISIANA

- Baton Rouge Broadcasting Co., Baton Rouge (WJBO)—Requests assignment of Channel 2 to Baton Rouge, affecting following cities: New Orleans, Hattiesburg, Meridian, Miss. (Hogan & Hartson).
- Charles W. Lamar Jr., Houma (KCIL)—Requests assignment of Channel 12 to Houma; also that FCC not interpret footnote relating to Gulf area allocations so as to "impose a ban on allocations otherwise in compliance with the Commission's Report." (Haley, McKenna & Wilkinson).
- Calcasieu Broadcasting Co., Lake Charles (KPLC)—Favors FCC proposals for Lake Charles. (Bingham, Collins, Porter & Kistler).
- Loyola U of the South, New Orleans (WWL)—Requests assignment of Channel 11 to New Orleans; questions legality of reservation of educational channels. (Segal, Smith & Hennessey).
- International Broadcasting Co., Shreveport (KWKH)—Favors FCC proposals for Shreveport. (Fly, Shuebruk & Blume).

MARYLAND

- Hearst Radio Inc., Baltimore (WBAL & WBAL-TV)—Objects to change of WDEL-TV, Wilmington, from Channel 7 to 12 on grounds it violates 70-mile adjacent channel station separation in conflict with WBAL-TV (11) and WAAM (13). (Dempsey & Koplitz).

MASSACHUSETTS

- Columbia Broadcasting System Inc., Boston—See New York City.
- Matheson Radio Co. Inc., Boston (WHDH)—Requests assignment of Channel 9 to Boston, affecting following cities: Springfield, Worcester, New Bedford, Brockton, Mass.; Manchester, Berlin, Rochester, N.H.; Storrs, Hartford, Conn.; Providence, R.I. Requests 2 be reclassified for commercial use. (Dempsey & Koplitz).
- Enterprise Publishing Co., Brockton (WBET)—Requests assignment of Channel 5 to Brockton from Boston. Requests addition of 2 footnotes to Appendix B to permit rapid changes in uhf coverage calculations when data becomes available, rather than requiring waiting while data become incorporated in rules. (Haley, McKenna & Wilkinson).

- Hampden-Hampshire Corp., Holyoke (WHYN)—Requests that (a) Channel 3 be allocated to Springfield-Holyoke by moving it from New London, allocating uhf flexibility channel to New London and interchanging Channels 3 and 8 between Lewiston and Montpelier, or (b) Channel 10 be allocated to Springfield-Holyoke area by moving it from Providence, allocating uhf flexibility channel to Providence and shifting WJAR-TV, Providence, from Channel 11 to 12 instead of 10 as proposed by FCC. (Bingham, Collins, Porter & Kistler).
- Greylock Broadcasting Co., Pittsfield (WBRK)—Requests assignment of Channel 3 to Pittsfield, affecting following cities: Syracuse, Rochester, N. Y.; Montpelier, Vt.; Lewiston, Me.; New London, Conn.; Hamilton, Toronto, Orillia, Sudbury, Canada. Requests that general uhf propagation curves be replaced by specific data when latter available for particular areas. (Haley, McKenna & Wilkinson).
- Public School System, Springfield—Requests that uhf flexibility channels be made available for educational use. (Helen P. Conrad, secretary pro tem).
- Regional TV Corp., Springfield—Requests assignment of Channel 3 to Springfield from New London, Conn.; interchange of 8 & 3 between Montpelier, Vt. and Lewiston, Me. (Loucks, Zias Young & Jansky).
- WTAG Inc., Worcester (WTAG)—Requests assignment of Channel 12 to Worcester from Providence, R.I. Requests that any channel be available, without necessity of rule-making procedures, to any community which has no comparable assignment, providing minimum separations are maintained. (Hogan & Hartson).

MICHIGAN

- Bay Broadcasting Co., Bay City (WBCM)—Requests assignment of Channel 5 to Bay City from Traverse City, 7 to Traverse City. Requests transmitter-to-transmitter spacing be only separation criterion. (Dow, Lohnes & Albertson).
- Bay City Public Schools, Bay City—Requests assignment of Channel 12 to Bay City from Flint, classified for educational use.
- Twin Valley Broadcasters Inc., Coldwater (WTVB)—Requests assignment of Channel 10, operation with reduced power. (E. H. Munn Jr., station director).
- WKMH Inc., Dearborn (WKMH)—Requests an immediate oral argument. Contends that (a) Sec. 4(b) of Administrative Procedures Act is violated, (b) Congress hasn't delegated authority to reserve channels, (c) Sec. 307(b) and intent of Congress is violated, (d) Ashbacker doctrine may be violated, (e) channel shifts of 31 existing stations may delay lifting of freeze due to lack of quasi-judicial hearings. Suggests allocation plan be regarded only as a guide, and that applicants requesting channels not provided for in plan be afforded hearings. (Bingham, Collins, Porter & Kistler).
- Booth Radio Stations, Detroit (WJLE)—Requests assignment of Channel 9 to Detroit from Windsor, Canada; 50 to Windsor from Detroit; 6 to Detroit from Lansing, affecting also following cities: Alpena, Iron Mt., Traverse City, Mich. (Arnold, Fortas & Porter).
- Fort Industry Co., Detroit (WJBK & WJBK-TV)—Favors FCC proposals. (Dow, Lohnes & Albertson).
- Wayne U and Board of Education, Detroit—Request the assignment of Channel 11 to Detroit from Toledo; moving 12 from Flint to Saginaw-Bay City; classifying 11 for educational use. (Krieger & Jorgensen).
- WJR, The Goodwill Station Inc., Detroit (WJR)—Requests assignment of Channels 6 & 22 to Detroit, affecting following cities: Lansing, East Lansing, Flint, Ludington, Cadillac. Also requests that transmitter-to-transmitter spacing, rather than city-to-city spacing, be ruling criterion. (Caldwell-Rollo).
- Michigan State College, East Lansing (WKAR)—Requests assignment of Channel 10 for educational use to East Lansing, requiring exceptions to minimum separation requirements. (Barnes & Neilson).
- Delta Broadcasting Co., Escanaba (WDBC)—Requests assignment of Channel 3 to Escanaba in lieu of 13; 13 to Cadillac and Calumet, Mich.; 5 to Essexville (Saginaw area); 2 to Green Bay, Wis.; 10 instead of 5 to Hancock; 5 instead of 3 to Marquette; 7 instead of 5 to Traverse City, Mich. (Loucks, Zias, Young & Jansky).
- Trebit Corp., Flint (WFDE)—Requests assignment of Channel 10 to Flint from London, Ont., 43 and/or 65 to London, requiring exception to city-to-city adjacent channel separation (Windsor, Ont.). (Dempsey & Koplitz).
- Music Broadcasting Co., Grand Rapids (WGRD)—Requests assignment of Channel 6 to Grand Rapids, substituting 2 for 6 in Green Bay, 5 for 6 in Lansing, 7 for 5 in Traverse City. (Cohn & Marks).
- Saginaw Broadcasting Co., Saginaw (WSAM)—Requests that Channels 19 and 28 be moved to Saginaw from Midland and Flint, respectively, and that Channel 51 be moved to Midland from Saginaw. (Bingham, Collins, Porter & Kistler).

MINNESOTA

- Southern Minnesota Supply Co., Mankato (KYSM)—Requests assignment of Channel 12 to Mankato from Mason City, Ia.; substituting 3 for 12 in Mason City, 10 for 12 in Brainerd, 12 for 10 in Hibbing, Minn., 12 for 10 in Grand Forks, N. D. (Dow, Lohnes & Albertson).

- KNUJ Inc., New Ulm (KNUJ)—Requests assignment of Channel 3 to New Ulm from Watertown, S. D.; 10 to Watertown from Pierre, S. D.; 11 to Pierre. (Frank Stollenwerck).

- College of St. Thomas, St. Paul—Requests Channel No. 2 be reclassified for commercial use. (Dow, Lohnes & Albertson).

MISSISSIPPI

- Lamar Life Insurance Co., Jackson (WJDX)—Requests assignment of Channel 5 to Jackson, interchange of 10 & 5 between Mobile and Pensacola. (Spearman & Roberson).

- Meridian Broadcasting Co., Meridian (WTOK)—Requests assignment of Channel 4 to Meridian. (Robert F. Wright, president & general mgr.).

MISSOURI

- Board of Education, Kansas City—Requests reserved educational channel be changed from 9 to uhf channel. (Hunt C. Moore, president).
- City of Kansas City—Requests assignment of 4 vhf commercial channels to Kansas City. (Jerome M. Joffe, Special Utilities & Legislative counsel).
- KCMO Broadcasting Co., Kansas City (KCMO)—See first comment by Midland Broadcasting Co. et al.
- Midland Broadcasting Co. (KMBC), KCMO Broadcasting Co. (KCMO) and WHB Broadcasting Co. (WHB), Kansas City—Request Channel 9 be reclassified to commercial use; Channel 7 now reserved for educational use in Lawrence, Kan., be assigned for commercial use in Kansas City, adding reserved Channel 64 to Lawrence and reserving 19 for educational use in Kansas City. (Arthur B. Church, president, Midland Broadcasting Co.; Tom L. Evans, president, KCMO Broadcasting Co.; John F. Cash, v.p., WHB Broadcasting Co.).
- Midland Broadcasting Co. (KMBC) and WHB Broadcasting Co. (WHB), Kansas City—As alternative to plan presented jointly with KCMO Broadcasting Co., request assignment of Channel 7 in lieu of 9 to Kansas City; 2 to Kansas City from St. Joseph; 9 to St. Joseph; substituting 12 for 7 in Pittsburg, Kan.; 9 for 12 for Joplin, Mo., with 19 reclassified for educational use in Kansas City. Change would require exceptions to city-to-city co-channel (Omaha, Hannibal, Mo.), and adjacent channel separation (Joplin-Springfield, Mo.).
- Midland Broadcasting Co., Kansas City (KMBC)—Similar to proposal presented jointly with KCMO Broadcasting Co. and WHB Broadcasting Co., but requesting Channel 2 be assigned to Kansas City in lieu of 9; substituting 9 for 2 in St. Joseph, Mo. (Arthur B. Church, president).
- WHB Broadcasting Co., Kansas City (WHB)—See first 2 comments by Midland Broadcasting Co. et al.
- U of Kansas City, Kansas City—Requests Channel 9 be reclassified for commercial use, and not less than 4 commercial vhf channels be assigned to Kansas City. (Clarence R. Decker, president).

MONTANA

- Copper Broadcasting Co., Butte (KOPR)—Requests assignment of Channel 15 to Butte. (Fletcher & Midlen).

NEBRASKA

- Inland Broadcasting Co., Lincoln (KBON)—Favors FCC proposals for Lincoln. (Frank Stollenwerck).
- KFAB Broadcasting Co., Omaha (KFAB)—Requests assignment of Channel 12 to Omaha from Lincoln, 44 to Lincoln; reclassify 7 for commercial use; questions legality of FCC proposals to freeze allocations for one year and refusal to accept application for channel not specified in allocation table; questions legality of reservation of educational channels. (Segal, Smith & Hennessey).

NEVADA

- Kenyon Brown, Reno (KWRN)—Requests assignment of Channel 11 to Reno. (Haley, McKenna & Wilkinson).

NEW HAMPSHIRE

- Grandview Inc., Manchester—Favors FCC proposals for Manchester. (Roberts & McInnis).
- Dartmouth College, Hanover—Requests assignment of Channel 21 to Hanover from Rochester, N. H., to be replaced by 51.

NEW JERSEY

- Board of Education, Newark—Requests that uhf flexibility channels be made available to educational institutions. (Edward F. Kennedy, acting supt. of schools).
- Bremer Broadcasting Corp., Newark (WAAT & WATV)—Requests revision of allocations to delete Newark from New Jersey, revise New York to read: "New York and Northeastern New Jersey. (Segal, Smith & Hennessey).
- Chanticleer Broadcasting Co., New Brunswick (WCTC)—Favors FCC proposal for New Brunswick. (Fletcher & Midlen).
- Rutgers U., New Brunswick—Requests that uhf flexibility channels be made available to educational institutions. (Robert C. Clothier, president).
- Princeton U., Princeton—Requests that uhf flexibility channels be made available to educational institutions. (Harold W. Dodds, president).
- Merger Broadcasting Co. Trenton (WTOA-FM)—Contends that (a) FCC plan is contrary to Secs. 303(d), 303(r), 307(b) and 309(a) of Communications Act, (b) vhf and uhf channels should be distributed independently of each other, (c) vhf-uhf intermixture is contrary to public interest, (d) all commercial TV should be assigned in uhf. (Arthur W. Scharfeld).
- Trent Broadcast Corp., Trenton (WTTM)—Joins in petition filed by Federal Communications Bar Assn., Washington, D. C. (Pier-son & Ball).
- Wilmington Public Schools, Wilmington—Requests that educational channel be reserved. (Ward I. Miller, superintendent).

NEW YORK

- Board of Regents of the University of the State of New York—Plans educational network. Favors FCC proposals for Albany-Schenectady-Troy, Binghamton, Ithaca, Syracuse, Utica-Rome. Requests reservation of Channel 7 in lieu of 23 in Buffalo, 10 in lieu of 21 in Rochester, additional reservation of 19 or 31 in New York, reservation of 20 in Malone, 21 in Poughkeepsie. As alternative to recommended reservations in New York, Malone and Poughkeepsie, requests shared facilities with commercial stations in those cities. (Fischer, Willis & Panzer).
- Meredith Champlain Television Corp., Albany (WXKW; Meredith itself is operator of TV station WHEN, Syracuse)—Requests assignment of Channels 35 & 41 to Schenectady in addition to proposed channels to Albany-Schenectady-Troy; 62 in lieu of 35 to Watertown, N. Y. (Haley, McKenna & Wilkinson).

Binghamton Broadcasters Inc., Binghamton (WKOP)—Requests assignment of Channel 7 to Binghamton, affecting New York City and Buffalo. (Stephen J. Tuhy Jr.).

Buffalo Courier-Express Inc., WGR Broadcasting Corp. (WGR), WKBW Inc. (WKBW), Buffalo—Request that Channels 2, 4, 7, 9, 17 & 23 be assigned to Buffalo, 59 or 62 to Niagara Falls, 8 instead of 9 to Toronto, Ont., 3 instead of 8 to Owen Sound, Ont., 12 instead of 3 to Orillia, Ont. Also request that transmitter-to-transmitter spacing, rather than city-to-city spacing, be ruling criterion. (Caldwell-Rollo; Fisher, Wayland, Duvall & Southmayd; Fly, Shuebruk & Blume).

WGR Broadcasting Corp., Buffalo (WGR)—See Buffalo Courier-Express Inc.

WKBW Inc., Buffalo (WKBW)—See Buffalo Courier-Express Inc.

Corning Leader Inc., Corning (WCLI)—Requests assignment of Channel 9 to Corning. (Segal, Smith & Hennessey).

Cornell University, Ithaca (WHCU)—Requests assignment of Channel 3 to Ithaca, substituting 2 for 4 in Buffalo, moving 4 from Buffalo to Rochester, adding uhf channel to Niagara Falls. (Cohn & Marks).

Kingston Broadcasting Corp., Kingston (WKNY)—Requests assignment of flexibility Channel 66 to Kingston. (Dow, Lohnes & Albertson).

American Broadcasting Co. Inc., New York (WJZ & WJZ-TV, New York; WENR & WENR-TV, Chicago; WXYZ & WXYZ-TV, Detroit; KGO & KGO-TV, San Francisco; KECA & KECA-TV, Los Angeles, and General Teleradio Inc., New York, N. Y. (WOR & WOR-TV)—Request that stations using heights over 500 ft. not be restricted in power because of adjacent-channel considerations, that co-channel spacings should control powers. Alternatively, New York-New Haven and Los Angeles-San Diego situations should be exempted from such adjacent-channel power restrictions. ABC commends FCC proposals to utilize all of uhf, minimize "in-channel" types of interference (oscillator radiation, etc.), adopt "long range" propagation curves, specify "reasonable compromise" in co-channel separations. ABC also requests that Channels 7 & 9 be deleted from Mexicali, Mex., and replaced by 6 from Tijuana, or that 12 be shifted to Mexicali from Tijuana, moving 7 & 9 from Mexicali to Yuma, Ariz., replacing 11 & 13 in Yuma. (Joseph A. McDonald and Haley, McKenna & Wilkinson).

Bell Telephone Laboratories Inc., New York—Requests right to participate in reallocation of 470-500 mc. (John M. Gepson).

Columbia Broadcasting System, New York (WCBS & WCBS-TV, New York, N. Y.; KNX & KTSL-TV, Los Angeles, Cal.; 45% of WTOP & WTOP-TV, Washington, D. C.; KCBS, San Francisco, Cal.; KMOX, St. Louis, Mo.; WBBM, Chicago, Ill.; WCCO, Minneapolis, Minn.; WEEL, Boston, Mass.)—Requests flexible application of FCC policies on minimum separation, directional antennas, intermixture, reservations, Mexican and Canadian allocations, priorities—to permit additional vhf channels in areas critical to the fostering of competition. (Rosenman, Colin, Goldmark & Kaye).

Columbia Broadcasting System Inc., New York (WCBS & WCBS-TV, New York; KNX & KTSL-TV, Los Angeles; KCBS, San Francisco; KMOX, St. Louis; WBBM, Chicago; WCCO, Minneapolis; WEEL, Boston; owns 45% of WTOP & WTOP-TV, Washington)—Requests assignment of more vhf channels to Chicago, San Francisco, Boston; reservation of uhf instead of vhf channels for educational operation in those cities. Requests assignment of Channel 13 to Chicago, affecting following cities: Urbana, Bloomington, Rockford, Ill.; Indianapolis, Muncie, Connersville, Ind.; Milwaukee, Green Bay, Wis. Also, 11 to San Francisco, affecting following cities: San Jose, Stockton, Madera, Salinas, Sacramento, Cal.; Reno, Nev. Also, 9 to Boston, affecting following cities: Durham, Manchester, N. H., Providence, R. I.; Albany, N. Y.; Portland, Lewiston, Augusta, Orono, Calais, Me.; St. John, Canada. (Rosenman, Goldmark, Colin & Kaye).

Communications Measurements Laboratory Inc., New York—Objects to uhf allocation principles. Contends 41.25-45.75 mc IF is "fictional and inefficient," that FCC's assignment of 10-kw police transmitters in 42-43 mc region renders such IF impracticable, that FCC's findings re "fold-in" principle are incorrect and misleading. (Dana A. Griffin, president).

Allen B. DuMont Laboratories Inc., New York (WABD, New York, N. Y.; WTTG, Washington, D. C.; WDTV, Pittsburgh, Pa.)—Submits national allocation plan as alternative to FCC's, based on general premise that number of channels should be related directly to number of people in area served. Recommends priorities be changed to specify one service without regard to population and to provide at least 4 channels in major metropolitan areas when technically feasible. Recommends (a) use of whole uhf band, starting at 470 mc, (b) shifting minimum number of existing stations, (c) elimination of educational channel reservation, (d) avoidance of vhf-uhf intermixture except when needed to provide sufficient channels for network purposes, (e) analysis of uhf allocations with computers, (f) change in adjacent-channel power-height formula to minimize limitations on power, (g) change in intermodulation-interference separations to specify 20 miles only when channels actually cause interference. Also submits elaborate analysis of station and network revenues and costs. Roberts & McInnis).

General Teleradio Inc., New York (WOR & WOR-TV)—Requests amendment specifically permitting WOR-TV maximum power without regard to adjacent-channel interference with Channel 8, New Haven, Conn.—in event FCC rejects proposals made jointly with ABC. (Hogan & Hartson).

Radio Corporation of America and National Broadcasting Co., New York (WNBC & WNBC-TV, New York, N. Y.; WRC & WNBW, Washington, D. C.; WMAQ & WNBQ, Chicago, Ill.; WTAM & WNBK, Cleveland, O.; KNBC & KNBH, Los Angeles, Cal.; KOA, Denver, Colo.)—Requests lifting of freeze as soon as possible by accepting and granting applications in those cities where no issue has been raised regarding vhf assignments and by holding hearings now where applicants outnumber available channels. Also commends FCC plan in regard to utilization of whole uhf band, offset carrier, increased powers and heights. (Robert L. Werner, Ray B. Houston, Gustav B. Margraf).

- Niagara Falls Gazette Publishing Co., Niagara Falls (WHLN)—Favors FCC proposals for Niagara Falls. (Dow, Lohnes & Albertson).
- Federal Broadcasting System Inc., Rochester (WSAY)—Proposes new classification of TV station to serve small communities, identified as "Television Rebroadcasting Station, Limited Common Carrier Class." (Frank Stollenwerck).
- Veterans Broadcasting Co. Inc. Rochester (WVET)—Favors FCC proposal for Rochester. (Fletcher & Midlen).
- WBEN Inc., Buffalo (WBEN & WBEN-TV)—Petitions for the grant of application to increase power and height, on grounds FCC proposal favors such a move and that no conflict with FCC proposal is involved. (Spearman & Roberson).
- WHEC Inc., Rochester (WHEC)—Favors FCC proposals for Rochester. (Dow, Lohnes & Albertson).
- Central New York Broadcasting Co., Syracuse (WSYR & WSYR-TV)—Favors FCC proposal to shift WSYR-TV from Channel 5 to 3. (Dow, Lohnes & Albertson).
- Onondaga Radio Broadcasting Corp., Syracuse (WFBL)—See WAGE Inc. (Hanson, Lovett & Dale).
- WAGE Inc., Syracuse (WAGE)—Requests assignment of Channel 11 to Syracuse; waive minimum separation rules. (Spearman & Roberson).
- Troy Broadcasting Co., Troy (WTRY)—Requests assignment of Channel 41 to Albany-Schenectady-Troy area, 62 instead of 48 to Oneonta. (Loucks, Zias, Young & Jansky).
- Brockway Co., Watertown (WVNY)—Requests assignment of Channel 11 to Watertown by (a) substituting 5 for 11 in Ottawa-Hull, Ont. or (b) substituting 7 for 11 in Ottawa-Hull, 8 for 7 in Montreal-Verdun, 11 for 13 in Hamilton, 13 for 11 in Toronto. First recommendation requires modification of city-to-city mileage separation. (Fisher, Wayland, Duvall & Southmayd).

NORTH CAROLINA

- Skyway Broadcasting Corp., Asheville (WLOS)—Favors FCC proposal for Asheville. (Fletcher & Midlen).
- Broadcasting Co. of the South (WIST) and Inter-City Advertising Co. (WAYS), Charlotte—Request assignment of Channel 6 to Charlotte from Wilmington, N. C.; substituting 12 for 6 in Wilmington, 7 for 6 in Augusta, Ga., 4 for 5 in Charleston, S. C., 5 for 7 in Columbia, S. C. (Dow, Lohnes & Albertson).
- Inter-City Advertising Co., Charlotte (WAYS)—See Broadcasting Co. of the South. (Dow, Lohnes & Albertson).
- Durham Broadcasting Enterprises Inc., Durham (WTIK)—Favors FCC proposal for Durham. (Fletcher & Midlen).
- Capitol Broadcasting Co. Inc., Raleigh (WRAL)—Favors FCC proposal for Raleigh. (Fletcher & Midlen).
- WPTF Radio Co., Raleigh (WPTF)—Favors FCC proposals for Raleigh. (Loucks, Zias, Young & Jansky).
- Piedmont Publishing Co., Winston-Salem (WSJS)—Requests assignment of Channel 6 to Winston-Salem. (Fly, Shubruk & Blume).
- Winston-Salem Broadcasting Co., Winston-Salem (WTOB)—Requests assignment of Channel 6 to Winston-Salem. (Kreger & Jorgensen).

OHIO

- L. B. Wilson Inc., Cincinnati (WKY)—Requests assignment of Channel 13 to Cincinnati affecting Chicago, Rockford, Springfield, Ill.; Bloomington, Indianapolis, Terre Haute, Ind.; Louisville, Paducah, Ky.; Cape Girardeau, Kirksville, Mo.; Clarksburg, Huntington, W. Va.; does not necessitate shift of WKRC-TV from 11 to 12 as proposed by FCC; waiver of minimum mileage separation requirements. (Spearman & Roberson).
- Cleveland Broadcasting Co. (WERE), United Broadcasting Co. (WHK), WGAR Broadcasting Co. (WGAR), WJW Inc. (WJW), Cleveland—Requests that Channels 31, 59 and 65 be added to Cleveland, that educational channel be changed from Channel 25 to 65, affecting following cities: Findlay, Gallipolis, Lorain, Marion, Massillon and Sandusky, Ohio; Detroit, Mich.; DuBols and Pittsburgh, Pa.; Lexington, Ky.; Windsor, Ont. (Spearman & Roberson and Loucks, Zias, Young & Jansky and Caldwell-Rollo and Pierson & Ball).
- Empire Coil Co., Cleveland (WXEL)—Favors FCC proposal to shift WXEL from Channel 9 to 8. (Morton H. Wilner).
- National Broadcasting Co., Cleveland (WTAM & WNBK)—Favors FCC proposal to move WNBK from Channel 4 to 3. (Gustav B. Margraf, v.p. and general attorney).
- United Broadcasting Co., Cleveland (WHK)—See Cleveland Broadcasting Co.
- WGAR Broadcasting Co., Cleveland (WGAR)—See Cleveland Broadcasting Co.
- WJW Inc., Cleveland (WJW)—See Cleveland Broadcasting Co.
- Ohio State U., Columbus (WOSU)—Requests Channel 12 be classified for educational use in Columbus, moving 13 from Indianapolis and Huntington to Cincinnati, 12 from Cincinnati to Columbus, deleting Channel 12 in Clarksburg. (H. L. Bevis, president).
- Miami Valley Broadcasting Corp., Dayton (WHIO & WHIO-TV)—Favors FCC proposal to shift WHIO-TV from Channel 13 to 7. (Dow, Lohnes & Albertson).
- WSTV Inc., Steubenville (WSTV)—Requests assignment of Channel 7 or 9 to Steubenville from Wheeling. (Caldwell-Rollo).
- Community Broadcasting Co., Toledo (WTOL)—Favors FCC proposals for Toledo. (Pierson & Ball).
- Maumee Valley Broadcasting Co., Toledo—Favors FCC proposals for Toledo. (Roberts & McInnis).
- Warren Tribune Radio Station Inc., Warren (WHIII)—Favors FCC proposal for Warren. (Miller & Schroeder).
- Wooster Republican Printing Co., Wooster (WWST)—Requests assignment of Channel 55 to Wooster from Akron. (Pierson & Ball).

Vindicator Printing Co., Youngstown—Requests assignment of uhf flexibility channel to Youngstown. (Fisher, Wayland, Duvall & Southmayd).

Southeastern Ohio Broadcasting System Inc., Zanesville (WHIZ)—Requests assignment of Channel 12 to Zanesville from Clarksburg, W. Va., substituting 11 for 12 in Cincinnati, 12 for 11 in Louisville, 65 in Clarksburg. (Dow, Lohnes & Albertson).

OKLAHOMA

- KTOK Inc., Oklahoma City (KTOK)—Requests assignment of Channel 11 to Oklahoma City from Lawton, 12 to Lawton from Elk City, 8 to Elk City from Woodward, 6 to Woodward from Dodge City, Kan., 4 to Dodge City. (Dow, Lohnes & Albertson).
- WKY Radiophone Co., Oklahoma City (WKY & WKY-TV)—Requests that WKY-TV remain on Channel 4 instead of switching to Channel 7 as proposed by FCC, suggesting following vhf allocation in lieu of FCC proposal: Oklahoma City, 4, 7 & 13; Tulsa, 2, 6 & 9; Muskogee, 11. (Pierson & Ball).
- All Oklahoma Broadcasting Co., Tulsa—Requests assignment of Channel 8 to Tulsa from Muskogee, 11 to Muskogee. (Dempsey & Koplovitz).
- Southwestern Sales Corp., Tulsa (KVOO)—Requests assignment of Channel 11 to Tulsa from Lawton, 12 to Lawton from Elk City, 11 to Elk City. (Dow, Lohnes & Albertson).

OREGON

- Central Willamette Broadcasting Co., Albany (KWIL)—Requests assignment of Channel 12 to Albany, substituting 5 for 3 in Salem, 3 for 12 in Portland. (Fisher, Wayland, Duvall & Southmayd).
- KUGN Inc., Eugene (KUGN)—Requests assignment of Channel 11 to Eugene. (C. H. Fisher, president).
- Lane Broadcasting Co., Eugene (KORE)—Requests assignment of Channel 4 or 5 to Eugene from Medford, 20 or 26 to Medford from Eugene. (John C. Kendall, Portland, Ore.).
- KOIN Inc., Portland (KOIN)—Favors FCC proposals for Portland. (Dow, Lohnes & Albertson).

PENNSYLVANIA

- Lehigh Valley Television Inc., Allentown—Contends that (a) FCC plan is contrary to Secs. 303(d), 303(r), 307(b) and 309(a) of Communications Act, (b) vhf and uhf channels should be distributed independently of each other, (c) vhf-uhf intermixture is contrary to public interest, (d) all commercial TV should be assigned in uhf (Arthur W. Scharfeld).
- Gable Broadcasting Co., Altoona (WFBG)—Requests assignment of Channel 3 to Altoona, requiring exemption from minimum city-to-city separation (Philadelphia). (George O. Sutton).
- WBVP Inc., Beaver Falls (WBVP)—Requests assignment of Channel 16 to Beaver Falls. (Segal, Smith & Hennessey).
- Matta Broadcasting Co., Braddock (WLOA)—Requests assignment of Channel 4 to Braddock requiring modification of city-to-city mileage separation (Columbus, O.). (Spearman & Roberson).
- Easton Publishing Co., Easton (WEEEX-FM)—Question legality of FCC proposals to freeze allocations for one year and refusal to accept application for channel not specified in allocation table. (Hanson, Lovett & Dale).
- Erie Television Corp., Erie (WIKK and Erie Times)—Requests assignment of Channel 64 to Erie from Oil City; substituting 62 for 64 in Oil City. (Haley, McKenna & Wilkinson).
- Presque Isle Broadcasting Co., Erie (WERC)—Objects to vhf-uhf intermixture, requests all commercial TV be assigned in uhf. Alternatively, requests that either (a) Channel 12 be reserved for educational assignment and that Channels 35 and 41 both be assigned for commercial use or (b) Channel 58 from Jamestown, N. Y., or 66 be assigned to Erie. (Arthur W. Scharfeld).
- Patriot-News Co., Harrisburg—Requests assignment of uhf flexibility channel to Harrisburg. (Fisher, Wayland, Duvall & Southmayd).
- WJAC Inc., Johnstown (WJAC & WJAC-TV)—Favors FCC proposal to shift WJAC-TV from Channel 13 to 6. (Dow, Lohnes & Albertson).
- Peoples Broadcasting Co., Lancaster (WLAN)—Requests comparative hearing with WGAL-TV for Channel 8. (Stephen Tuhy, Jr.).
- WGAL Inc., Lancaster (WGAL & WGAL-TV)—Favors FCC proposals for Lancaster. (George O. Sutton).
- Lock Haven Broadcasting Corp., Lock Haven (WBPZ)—Requests assignment of Channel 32 to Lock Haven. (A. H. Lipetz).
- Tri-City Broadcasting Co., McKeesport (WEDO)—Requests Channel 13 be moved from Pittsburgh to McKeesport, classified for commercial use. (Fisher, Wayland, Duvall & Southmayd).
- Chamber of Commerce, Philadelphia—Requests assignment of Channel 12 to Philadelphia; 8 in Wilmington in lieu of 7; use of directional antennas. See also Daily News Television Co. (J. Harry Le Brum, general counsel).
- City of Philadelphia—Requests assignment of Channel 12 to Philadelphia, 7 to Wilmington, or assignment of uhf channel to Wilmington in lieu of 7 and use of directional antennas. (Frank F. Truscott, city solicitor).
- Daily News Television Co., Philadelphia (WIBG-Philadelphia Daily News)—Requests assignment of Channel 12 to Philadelphia in lieu of 44; retention of 7 in Wilmington, Del. (WDEL-TV) in lieu of proposed change to 12; that transmitter for 12 in Philadelphia be sited south of city to avoid interference with 12 in Binghamton, N. Y. (WBNF-TV). Or, 12 be assigned to Philadelphia and uhf channels be allocated to Wilmington or Binghamton or both. (Roberts & McInnis).
- Pennsylvania Broadcasting Co., Philadelphia (WIP)—Requests assignment of Channel 12 to Philadelphia, 4 to Lancaster in lieu of 8, 8 to Wilmington in lieu of 7. Requests amendment to allocations providing that in cases where existing stations violate minimum separation requirements proposals for power increases be considered on individual basis. (Dow, Lohnes & Albertson).

PENNSYLVANIA (Continued)

- Allegheny Broadcasting Corp., Pittsburgh (KQV)—Requests assignment of Channel 4 to Pittsburgh or 9 from Wheeling and reclassification of 13 for commercial use. (George O. Sutton).
- Pittsburgh Radio Supply House Inc., Pittsburgh (WJAS)—Requests that Channels 4 and 9 be allocated to Pittsburgh, substituting Channel 16 for 9 in Wheeling. (Bingham, Collins, Porter & Kistler).
- WCAE Inc., Pittsburgh (WCAE)—Requests assignment of Channel 9 to Pittsburgh, affecting following cities: Wheeling, W. Va., Washington, Pa., Bellfontaine, Hamilton-Middletown, O., Munice, Anderson, Ind. (Dempsey & Koplovitz).
- Westinghouse Radio Stations Inc., Pittsburgh (KDKA)—Requests assignment of Channel 4 & 9 to Pittsburgh; 9 from Wheeling, W. Va. (John Steen).
- WWSW Inc., Pittsburgh (WWSW)—Requests assignment of Channel 4 to Pittsburgh; questions legality of reservation of Channel 13 for educational purposes. (Segal, Smith & Hennessey).
- Eastern Radio Corp., Reading (WIUM)—Requests assignment of Channel 15 to Reading from Lebanon, 55 to Lebanon from Reading. (Arnold, Fortas & Porter).
- Appalachian Co., Scranton—Favors FCC proposals for Scranton-Wilkes-Barre. (Krieger & Jorgensen).
- Scranton Times, Scranton (WQAN)—Requests assignment of uhf flexibility channels to Scranton. (Fisher, Wayland, Duvall & Southmayd).
- Washington Broadcasting Co., Washington (WJPA)—Requests interchange of Channels 9 and 63 between Washington and Wheeling. (Cohn & Marks).

RHODE ISLAND

- Cherry & Webb Broadcasting Co., Providence (WPRO)—Favors FCC proposals for Providence. (Dow, Lohnes & Albertson).
- Outlet Co., Providence (WJAR & WJAR-TV)—Favors FCC proposal to shift WJAR-TV from Channel 11 to 10. (Dow, Lohnes & Albertson).

SOUTH CAROLINA

- Clemson Agricultural College, Clemson—Requests that uhf flexibility channels be made available for educational use. (R. F. Poole, president).
- Greenville News-Piedmont Co., Greenville (WFBC)—Favors FCC proposals for Greenville. (Dow, Lohnes & Albertson).
- Spartan Radiocasting Co., Spartanburg (WORD)—Requests assignment of Channel 7 to Spartanburg, affecting vhf channels in following cities: Middlesboro, Ky.; Knoxville, Chattanooga, Tenn.; Rome, Ga.; University, Ala.; State College, Miss.; Columbia, S. C. (Spearman & Roberson).

SOUTH DAKOTA

- Midcontinent Broadcasting Co., Sioux Falls (KELO)—Favors FCC proposal for Sioux Falls.

TENNESSEE

- WOPI Inc., Bristol (WOPI)—Favors FCC proposals for Bristol. (W. A. Wilson, president & general mgr.).
- WHUB Inc., Cookeville (WHUB)—Requests assignment of Channel 5 to Cookeville, requiring exception to minimum city-to-city separation (Atlanta). (Dow, Lohnes & Albertson).
- Kingsport Broadcasting Co. Inc., Kingsport (WKPT)—Requests assignment of Channel 2 to Kingsport. Requests transmitter spacing be sole separation criterion, operation with reduced power. (Fisher, Wayland, Duvall & Southmayd).
- WMPS Inc., Memphis (WMPS)—See WREC Broadcasting Service. (Dow, Lohnes & Albertson).
- WREC Broadcasting Service, Memphis (WREC)—Requests assignment of Channel 3 to Memphis from Blytheville; or assign 4, 7, 9, 11, 42, 48 to Memphis in lieu of 5, 10, 13, 42, 48, affecting following cities: Little Rock, Blytheville, Fort Smith, Pine Bluff, Hot Springs, El Dorado, Jonesboro, Ark.; Monroe, Shreveport, Alexandria, La.; Jackson, Tenn.; Tyler, Tex.; State College, Miss. (Spearman & Roberson).
- Capitol Broadcasting Co., Nashville (WKDA)—Requests assignment of Channel 5 to Nashville; questions legality of FCC proposals to freeze allocations for one year and refusal to accept application for channel not specified in allocation table; questions legality of reservation of educational channels. (Segal, Smith & Hennessey).
- City of Nashville—Requests that Channel 2 be assigned to commercial use. (Supported by similar statements from David Lipscomb College, George Peabody College for Teachers, Fisk University, Scarritt College for Christian Workers. (Thomas I. Cummings, mayor).
- WLAC Broadcasting Service (WLAC) and WSIX Broadcasting Station (WSIX), Nashville—Requests assignment of Channel 5 to Nashville and reclassification of 2 to commercial use. Cites local city and school authorities in behalf of latter. (Spearman & Roberson).
- WSIX Broadcasting Station, Nashville (WSIX)—See WLAC Broadcasting Service.

TEXAS

- Beaumont Broadcasting Co., Beaumont (KFDM)—Favors FCC proposals for Beaumont-Port Arthur. (Segal, Smith & Hennessey).
- Stephens County Broadcasting Co., Breckenridge (KSTB)—Requests assignment of Channel 7 to Breckenridge. (P. W. Seward).
- A. H. Belo Corp., Dallas (WFAA & WFAA-TV)—Favors FCC proposals for Dallas. (Loucks, Zias, Young & Jansky).
- A. Earl Cullum Jr., Dallas—Objects to FCC failure to allocate additional channels in 72-78 mc. range, restriction on power in upper vhf and uhf channels, limitations on antenna height, restrictions on directional antennas. (Dempsey & Koplovitz).
- Harbenito Broadcasting Co. Inc., Harlingen (KGBS)—Requests assignment of Channel 4 to Harlingen from Brownsville, 36 to Brownsville. (Loucks, Zias, Young & Jansky).
- Houston Post Co., Houston (KPRC & KPRC-TV)—Requests greater co-channel mileage separation in Gulf area, viz: 240 mi. on Channels 2-6, 200 mi. on Channels 7-13. (Frank W. Wozencraft).

- KTRH Broadcasting Co. (KTRH) and Shamrock Broadcasting Co. (KXYZ), Houston—Request assignment of Channels 5 & 10 to Houston, substituting 12 for 4 in Beaumont-Port Arthur, 4 for 11 in Galveston; 27 to Fredericksburg, and 43 to Karnes City. (Dow, Lohnes & Albertson and Haley, McKenna & Wilkinson).
- Shamrock Broadcasting Co., Houston (KXYZ)—See KTRH Broadcasting Co.
- South Texas Television Co., Houston—Requests assignment of Channel 5 & 10 to Houston affecting Galveston and Port Arthur; requests Channel 8 be reclassified for commercial use. (Segal, Smith & Hennessey).
- East Texas Television Co., Longview—Requests assignment of Channel 9 to Longview from Lufkin, Tex., substitute therefore 10. (Johnson, Bohannon, Prescott & Abney).
- Voice of Longview, Longview (KFRO)—Requests assignment of Channel 12 to Longview, substituting 5 for 10 in El Dorado, Ark., 10 for 12 in Shreveport, La. (Frank Stollenwerck).
- Plains Radio Broadcasting Co., Lubbock (KFYO)—Requests assignment of Channel 5 to Lubbock from Amarillo; 9 for 5 in Monahans. (Dow, Lohnes & Albertson).
- McAllen Television Co., McAllen—Requests assignment of Channel 5 to McAllen from Brownsville, 12 for 5 in Brownsville. (Johnson, Bohannon, Prescott & Abney).
- Trinity Broadcasting Corp., Oak Cliff (KLIF)—Requests assignment of Channels 7 & 9 to Dallas in lieu of 8, affecting following cities: Tyler, Lufkin, Ft. Worth, Waco, Tex.; Lawton, Okla. Also contends transmitter-to-transmitter separation should be ruling criterion. (Cohn & Marks).
- Red River Valley Broadcasting Corp., Sherman (KRRV)—Requests assignment of Channels 10 & 17 to Sherman-Denison affecting Fort Worth, Denton, Weatherford, Waxahachie & Hillsboro, Tex. (Fisher, Wayland, Duvall & Southmayd).
- Sherman Television Co., Sherman—Requests assignment of Channel 12 to Sherman. (Johnson, Bohannon, Prescott & Abney).
- Bell Broadcasting Co., Temple (KTEM)—Requests assignment of Channel 6 to Temple. (Fisher, Wayland, Duvall & Southmayd).
- Lack's Stores Inc., Victoria—Requests assignment of Channel 12 to Victoria from San Antonio. (Cohn & Marks).
- KWTX Broadcasting Co., Waco (KWTX)—Favors FCC proposals for Waco. (M. N. Bostwick, mgr.).
- Taylor Radio & Television Corp., Weslaco (KRGV)—Requests channels 4 & 5 be assigned to Weslaco-Harlingen area instead of Brownsville, 2 be assigned to Sattililo, Coahuila, Mexico and Weslaco, Tex., instead of Monterey, Nuevo Leon, Mexico. (Dow, Lohnes & Albertson).
- Rowley-Brown Broadcasting Co., Wichita Falls (KWFT)—Favors FCC proposals for Wichita Falls. (Dow, Lohnes & Albertson).

UTAH

- Eastern Utah Broadcasting Co., Price (KOAL)—Requests assignment of Channel 6 to Price in lieu of 11, affecting following cities: Provo, Ogden, Logan, Tooele, St. George, Utah; Montrose, Colo. (Fletcher & Midlen).
- Salt Lake City Broadcasting Co., Salt Lake City (KALL)—Requests assignment of Channel 2 to Salt Lake City, substituting 9 for 12 in Ogden, 11 for 9 in Provo, 12 for 2 in Logan, 3 for 11 in Price. (Haley, McKenna & Wilkinson).
- Oquirrh Radio & Television Co., Tooele, Utah—Requests that Channel 2 be moved from Logan to Tooele, 12 from Ogden to Logan, 9 from Provo to Ogden, 11 from Price to Provo, 6 be allocated to Price and 39 allocated to Montpelier, Ida. (Pierson & Ball).
- Uintah Broadcasting Co., Vernal, Utah (KJAM)—Requests assignment of Channel 8 to Vernal. (Paul L. Badger).

VIRGINIA

- Appalachian Broadcasting Corp., Bristol (WCYB)—Requests assignment for Bristol, Tenn., be made for Bristol, Va., also, on grounds that both cities are single market. (Fly, Shuebruk & Blume).
- Radio Station WCHV (WCHV), City of Charlottesville and Chamber of Commerce, Charlottesville—Requests assignment of Channel 8 to Charlottesville from Petersburg; requests reclassification of single uhf for commercial use. (Thomas J. Michie and William C. Battle, Charlottesville).
- Piedmont Broadcasting Corp., Danville (WBTM)—Favors FCC proposal for Danville, also supports any possible vhf assignments. (Fletcher & Midlen).
- Shenandoah Valley Broadcasting Corp., Harrisonburg (WSVA)—Requests that (a) Channel 12 be allocated to Harrisonburg, affecting these cities: Zanesville, Clarksburg, Cincinnati and Louisville, or (b) 3 be allocated to Harrisonburg, affecting these cities: Norfolk, Richmond, Huntington and Charleston. (Bingham, Collins, Porter & Kistler).
- Lynchburg Broadcasting Co., Lynchburg (WLVA)—Requests that adjacent-channel ratio be changed from 0 db to -6 db. (George O. Sutton).
- Old Dominion Broadcasting Corp., Lynchburg (WWOD)—Requests assignment of additional vhf channels to Lynchburg. (Fisher, Wayland, Duvall & Southmayd).
- Hampton Roads Broadcasting Corp., Newport News (WGH)—Requests assignment of Channel 12 to Newport News from Norfolk-Portsmouth, 2 to Norfolk-Portsmouth, waiver of minimum city-to-city separation requirements (Baltimore). As alternative to waiver, requests change in engineering standards to specify interference be held to value contemplated by 170-mile transmitter-to-transmitter rule through site selection or reduction in power. (Spearman & Roberson).
- WTAR Radio Corp., Norfolk (WTAR & WTAR-TV)—Objects to FCC proposal to shift from Channel 4 to 10, suggests assignment of 3 to Norfolk from Richmond and No. 12 from Norfolk to Richmond, requiring WTAR-TV to shift from 4 to 3, or add 2 to Norfolk and requiring WTAR-TV to shift from 4 to 2. (Hanson, Lovett & Dale).

VIRGINIA (Continued)

- Havens & Martin Inc., Richmond (WMBG & WTVR)—Requests continued assignment of Channel 6 to WTVR. (Fletcher & Midlen).
- Larus & Brother Co. Inc., Richmond (WRVA)—Requests assignment of Channel 8 to Richmond from Petersburg, 59 to Petersburg. (Fisher, Wayland, Duvall & Southmayd).
- Radio Virginia Inc., Richmond (WXGI)—Opposes channel reservations, withholding of flexibility channel assignments, vhf power increase, omission of use of directional antennas on vhf. Requests delay in all station construction until allocations are final, share-time arrangements where facilities are limited, requirement of equal time allotments to networks in localities with two channels, return of all applications now on file and setting of new filing date. (D. H. Robertson, president).
- Richmond Newspapers Inc., Richmond (WRNL)—Requests assignment of Channel 8 to Richmond from Petersburg, 59 for 8 to Petersburg. (Spearman & Roberson).

WASHINGTON

- KVOS Inc., Bellingham (KVOS)—Requests assignment of Channel 12 to Bellingham from Chilliwack, Canada; substituting 3 for 12 in Chilliwack. (Haley, McKenna & Wilkinson).
- Central Washington Broadcasters Inc., Ellensburg (KXLE)—Favors FCC proposals for Ellensburg. (Roberts & McInnis).
- Twin City Broadcasting Corp., Longview (KWLK)—Requests assignment of Channel 2 to Longview using offset carrier and locating transmitter as far south of city as possible to prevent interference with Channel 2 in Victoria, B. C.; or assign Channel 2 to Vancouver from Victoria and assign 6, 8 or 10 to Victoria from Vancouver in lieu of 2. (John W. Kendall).
- Tom Olsen, Olympia (KGY)—Requests assignment of Channel 11 to Olympia from Tacoma. (Haley, McKenna & Wilkinson).
- Fisher's Blend Station Inc. (KOMO) and Totel Broadcasters Inc. (KJR), Seattle—Requests assignment of Channel 2 to Seattle, replacing 2 in Victoria, B. C. with 3. (Fisher, Wayland, Duvall & Southmayd and Dow, Lohnes & Albertson).
- Queen City Broadcasting Co., Seattle (KIRO)—Approves KOMO comment regarding assignment of Channel 2 to Seattle—provided does not require deletion of 4 from Seattle. (Arnold, Fortas & Porter).
- Totel Broadcasters Inc., Seattle (KJR)—See Fisher's Blend Station Inc.

WEST VIRGINIA

- Joe L. Smith Jr. Inc., Beckley (WJLS)—Requests assignment of Channel 6 to Beckley. (Pierson & Ball).
- WSAZ Inc., Huntington (WSAZ & WSAZ-TV)—Requests assignment of Channel 3 to Huntington in lieu of 8, substituting 8 for 3 in Charleston, adding 4 to Beckley, interchanging 4 and 5 in Raleigh and Chapel Hill, N. C. (Cohn & Marks).

EDUCATIONAL INSTITUTIONS FAVORING RESERVATION PLAN

Following institutions filed comments endorsing plan in general terms. If comments object to plan or propose changes in specific channels, they are reported along with all other comments in main body of this supplement. All comments are being reviewed by FCC and some may be classified as correspondence rather than comments. Educational institutions commenting are listed alphabetically by States and by cities within states.

- Mobile Public Schools, Mobile, Ala.
University of Alabama, University, Ala.
- Phoenix College, Phoenix, Ariz.
University of Arizona, Tucson, Ariz.
- University of Arkansas, Fayetteville, Ark.
- University of California, Berkeley, Cal.
Fresno City Unified School District, Fresno, Cal.
Chapman College, Los Angeles, Cal.
College of Medical Evangelists, Los Angeles, Cal.
Los Angeles State College of Applied Arts & Sciences, Los Angeles City College, Los Angeles, Cal.
Mount St. Mary's College, Los Angeles, Cal.
Occidental College, Los Angeles, Cal.
Sacramento City Unified School District, Sacramento, Cal.
San Bernardino City Schools, San Bernardino, Cal.
San Bernardino Valley College, San Bernardino, Cal.
San Diego Unified School District, San Diego, Cal.
San Jose State College, San Jose, Cal.
University of Santa Clara, San Jose, Cal.
Cogswell Polytechnical College, San Francisco, Cal.
- University of Colorado, Boulder, Colo.
Pueblo Junior College, Pueblo, Colo.
Pueblo Public Schools, Pueblo, Colo.
- University of Connecticut, Storrs, Conn.
- American University, Washington, D. C.
Archdiocese of Washington, Washington, D. C.
George Washington University, Washington, D. C.
Howard University, Washington, D. C.
- Duval County Board of Public Instruction, Jacksonville, Fla.
Dade County Board of Public Instruction, Miami, Fla.
Palm Beach County Board of Public Instruction, Palm Beach, Fla.
Florida State University, Tallahassee, Fla.
- University of Georgia, Athens, Ga.
Atlanta Public School System, Atlanta, Ga.
Wesleyan College, Macon, Ga.
- University of Idaho, Moscow, Ida.
- Chicago Public Schools, Chicago, Ill.
Columbia College, Chicago, Ill.
George Williams College, Chicago, Ill.
Illinois Institute of Technology, Chicago, Ill.
University of Chicago, Chicago Board of Education, Illinois Institute of Technology, Chicago, Ill.
Bradley University, Peoria, Ill.
Rockford College, Rockford, Ill.
Rockford Public Schools, Rockford, Ill.
Springfield Board of Education, Springfield, Ill.

- Daily Telegraph Printing Co., Princeton (WHIS Bluefield)—Requests assignment of Channel 6 to Princeton. (Dow, Lohnes & Albertson).
- Fort Industry Co., Wheeling (WWVA)—Requests amendment of engineering standards to indicate smaller coverage of uhf stations in rough terrain. Favors FCC proposals for Wheeling. (Dow, Lohnes & Albertson).
- Williamson Broadcasting Corp., Williamson (WBTH)—Favors FCC proposal for Williamson. (Fletcher & Midlen).

WISCONSIN

- Green Bay Newspaper Co., Green Bay (WJPG)—Requests assignment of Channel 2 to Green Bay. (Roberts & McInnis).
- Badger Broadcasting Co., Madison (WIBA)—Favors FCC proposals for Madison. (Dow, Lohnes & Albertson).
- Radio Wisconsin Inc., Madison (WISC)—Opposes vhf-uhf intermixture, requests that Channels 21, 27 & 33 be assigned to commercial use, that 3 be reserved for educational use, contends that all commercial TV should be assigned in uhf. (Arthur W. Scharfeld).
- U of Wisconsin and State Radio Council, Madison (WHA)—Requests that 5 additional channels be reserved for educational stations in Wisconsin. (E. B. Fred, president).
- M & M Broadcasting Co., Marinette (WMAM)—Favors FCC proposals for Marinette. (Fisher, Wayland, Duvall & Southmayd).
- Hearst Radio Inc., Milwaukee (WISN)—See Wisconsin Broadcasting System.
- Milwaukee Broadcasting Co., Milwaukee (WEMP)—Requests that Channel 6 be allocated to Milwaukee from Green Bay, 2 to Green Bay. (Bingham, Collins, Porter & Kistler).
- Wisconsin Broadcasting System (WFOX) and Hearst Radio Inc. (WISN), Milwaukee—Requests assignment of Channel 6 to Milwaukee from Green Bay; 2 to Green Bay; also, reservation of uhf channel for education in lieu of 10. (Dempsey & Koplovitz).
- Alvin E. O'Konski, Wausau (WLIN, Merrill)—Favors FCC proposal for Wausau. (Fletcher & Midlen).

WYOMING

- Warren M. Mallory, Laramie—Requests change in reservation for educational use from Channel 8 to 18; or, assign 3 or 5 to Laramie.

HAWAII

- Pacific Frontier Broadcasting Co., Honolulu (KULA)—Requests assignment of Channels 7, 9, 11 or 13 be reserved for educational station instead of 2. (Haley, McKenna & Wilkinson).

- Springfield Junior College, Springfield, Ill.
University of Illinois, Urbana, Ill.
Urbana School District No. 116, Urbana, Ill.
- Indiana University, Bloomington, Ind.
Indiana Central College, Indianapolis, Ind.
Purdue University, Lafayette, Ind.
University of Notre Dame, South Bend, Ind.
Indiana State Teachers College, Terre Haute, Ind.
- Mount Mercy College, Cedar Rapids, Ia.
Cedar Rapids Public Schools, Cedar Rapids, Ia.
Des Moines Board of Education, Des Moines, Ia.
Des Moines City Council, Des Moines, Ia.
Des Moines Council of Parent Teacher Associations, Des Moines, Ia.
Des Moines Independent School District, Des Moines, Ia.
Des Moines Public Schools, Adult Education, Des Moines, Ia.
Drake University, Des Moines, Ia.
State University of Iowa, Iowa City, Ia.
- Lawrence Public Schools, Lawrence, Kans.
University of Kansas, Lawrence, Kans.
Kansas State College, Manhattan, Kans.
Washburn Municipal University, Topeka, Kans.
- Louisville Free Public Library, Louisville, Ky.
Louisville Presbyterian Seminary, Louisville, Ky.
Nazareth College, Louisville, Ky.
Southern Baptist Theological Seminary, Louisville, Ky.
- Louisiana State University, Baton Rouge, La.
Xavier University of Louisiana, New Orleans, La.
- University of Maine, Orono, Me.
Goucher College, Baltimore, Md.
- Boston University, Boston, Mass.
Emerson College, Boston, Mass.
Franklin Technical Institute, Boston, Mass.
- University of Michigan, Ann Arbor, Mich.
Mercy College, Detroit, Mich.
University of Detroit, Detroit, Mich.
Flint City School District, Flint, Mich.
Grand Rapids Public Schools, Grand Rapids, Mich.
Sault Ste. Marie Public Schools, Sault Ste. Marie, Mich.
- Minneapolis Public Schools, Minneapolis, Minn.
University of Minnesota, Minneapolis, Minn.
College of St. Catherine, St. Paul, Minn.
Concordia College, St. Paul, Minn.
- Mississippi State College, State College, Miss.
University of Mississippi, University, Miss.
- Rockhurst College, Kansas City, Mo.
St. Joseph School District, St. Joseph, Mo.
St. Louis Public School System, St. Louis, Mo.
Springfield Public Schools, Springfield, Mo.

Billings and Laurel public schools, colleges and civic organizations, Billings, Mont.
 City Council, Billings, Mont.
 Montana State College, Bozeman, Mont.
 Great Falls Public Schools, Great Falls, Mont.
 Montana State University, Missoula, Mont.
 Creighton University, Omaha, Neb.
 Omaha School District, Omaha, Neb.
 Reno School District No. 10, Reno, Nev.
 Reno United Parents-Teacher Assn., Reno, Nev.
 University of Nevada, Reno, Nev.
 University of New Hampshire, Durham, N. H.
 Albuquerque Board of Education, Albuquerque, N. M.
 University of New Mexico, Albuquerque, N. M.
 St. Michael's College, Santa Fe, N. M.
 Buffalo Board of Education, University of Buffalo, Canisius College, Buffalo, N. Y.
 Buffalo Public Schools, Buffalo, N. Y.
 D'Youville College, Buffalo, N. Y.
 New York State College for Teachers, Buffalo, N. Y.
 Barnard College of Columbia University, New York, N. Y.
 Child Education Foundation, New York, N. Y.
 City College of the College of the City of New York, New York, N. Y.
 Fordham University, New York, N. Y.
 New School for Social Research, New York, N. Y.
 New York City Board of Education, New York, N. Y.
 New York University, New York, N. Y.
 Rochester Board of Education, Rochester, N. Y.
 Rochester Institute of Technology, Rochester, N. Y.
 University of Rochester, Rochester, N. Y.
 Le Moyne College, Syracuse, N. Y.
 Syracuse University, Syracuse, N. Y.
 Consolidated University of North Carolina, Chapel Hill, Raleigh and Greensboro, N. C.
 Durham City Schools, Durham, N. C.
 Board of Trustees, Greensboro Administrative School Unit, Greensboro, N. C.
 Raleigh Public Schools, Raleigh, N. C.
 Winston-Salem Teachers College, Winston-Salem, N. C.
 University of North Dakota, Grand Forks, N. D.
 Akron Board of Education, Akron, O.
 University of Akron, Akron, O.
 Cincinnati City Council and 21 public and private institutions, including schools, colleges, civic organizations, Cincinnati, O.
 Cincinnati Public School System, Cincinnati, O.
 Cleveland Public Schools, Cleveland, O.
 Ursuline College for Women, Cleveland, O.
 Capital University, Columbus, O.
 Columbus Public Schools, Columbus, O.
 University of Dayton, Dayton, O.
 Kent State University, Kent, O.
 Miami University, Oxford, O.
 Toledo Public Schools, Toledo, O.
 University of Toledo, Toledo, O.
 University of Oklahoma, Norman, Okla.
 Oregon State College, Corvallis, Ore.
 Eugene Public Schools, School District No. 4, Eugene, Ore.
 Portland Public School System, Portland, Ore.
 University of Portland, Portland, Ore.
 St. John Kanty Prep, Erie, Pa.
 Franklin Institute, Philadelphia, Pa.
 Duquesne University, Pittsburgh, Pa.
 Mount Mercy College, Pittsburgh, Pa.
 Pittsburgh Board of Public Education, Pittsburgh, Pa.
 University of Pittsburgh, Pittsburgh, Pa.
 Pennsylvania State College, State College, Pa.
 Providence Bible Institute, Providence, R. I.
 Providence College, Providence, R. I.
 Rhode Island College of Education, Providence, R. I.

Rhode Island State Dept. of Education, for 11 institutions, Providence, R. I.
 Superintendent of Schools, Providence, R. I.
 Furman University, Greenville, S. C.
 Greenville City Schools, Greenville, S. C.
 Pierre Public Schools, Pierre, S. D.
 Augustana College, Sioux Falls, S. D.
 University of South Dakota, Vermillion, S. D.
 Chattanooga Public School System, Chattanooga, Tenn.
 Knoxville City School System, Knoxville, Tenn.
 University of Tennessee, Knoxville, Tenn.
 Southwestern at Memphis, Memphis, Tenn.
 Vanderbilt University, Nashville, Tenn.
 Amarillo Public Schools, City Commission, Amarillo College, West Texas State College, Amarillo, Tex.
 University of Texas, Austin, Tex.
 A & M College of Texas, College Station, Tex.
 North Texas State College, Denton, Tex.
 El Paso Independent School District, El Paso, Tex.
 Texas Western College, El Paso, Tex.
 Galveston Independent School District, Galveston, Tex.
 University of Houston, Houston, Tex.
 Our Lady of the Lake College, San Antonio, Tex.
 St. Mary's University, San Antonio, Tex.
 Trinity University, San Antonio, Tex.
 Texarkana Public Schools, Texarkana, Tex.
 Baylor University, Waco, Tex.
 Midwestern University, Wichita Falls, Tex.
 Ogden Public Schools, Ogden, Utah.
 Weber College, Ogden, Utah.
 Brigham Young University, Provo, Utah
 Salt Lake City Public Schools, Salt Lake City, Utah.
 University of Utah, Salt Lake City, Utah.
 Virginia Polytechnic Institute, Blacksburg, Va.
 University of Virginia, Charlottesville, Va.
 College of William and Mary, Virginia Polytechnic Institute in Norfolk, Norfolk, Va.
 Norfolk School Board, Norfolk, Va.
 Washington State Board of Education, Olympia, Wash.
 State College of Washington, Pullman, Wash.
 Joint Comment of following educational agencies: State Dept. of Public Instruction, Seattle Pacific College, King County Schools, Seattle Public Schools, Seattle Public Library, Seattle University, University of Washington, Seattle Committee on Adult Education, all of Seattle, Wash. (All also filed separate comments).
 Seattle City Council, Seattle, Wash.
 Washington State School Directors' Association, Seattle, Wash.
 YMCA Technical Schools, Seattle, Wash.
 Tacoma Public School Board, Tacoma, Wash.
 Tacoma Vocational-Technical School, Tacoma, Wash.
 Allied Committee of 16 (public school and PTA officials), Walla Walla, Wash.
 Kanawha County Schools, Charleston, W. Va.
 Morris Harvey College, Charleston, W. Va.
 Marshall College, Huntington, W. Va.
 West Virginia University, Morgantown, W. Va.
 Ohio County Board of Education, Wheeling, W. Va.
 Eau Claire State College, Eau Claire, Wis.
 Marinette Public Schools, Marinette, Wis.
 Alverno College, Milwaukee, Wis.
 Marquette University, Milwaukee, Wis.
 Milwaukee Board of Vocational and Adult Education, Milwaukee, Wis.
 Milwaukee Public Schools, Milwaukee, Wis.
 University of Wisconsin in Milwaukee, Milwaukee, Wis.
 University of Wyoming, Laramie, Wyo.

MUNICIPALITIES, CIVIC GROUPS, ETC.

Comments favoring educational channel reservations, generally submitted by mayors, were filed from the following cities. Comments are usually accompanied by letters and resolutions of endorsement from various civic groups, educational agencies, etc.

Birmingham, Ala.
 Montgomery, Ala.
 Phoenix, Ariz.
 Little Rock, Ark.
 Los Angeles, Cal.
 Sacramento, Cal.
 San Bernardino, Cal.
 San Francisco, Cal.
 San Jose, Cal.
 Stockton, Cal.
 Pensacola, Fla.
 St. Petersburg, Fla.

Atlanta, Ga.
 Chicago, Ill.
 Rockford, Ill.
 Evansville, Ind.
 Davenport, Ia.
 Des Moines, Ia.
 Sioux City, Ia.
 Baton Rouge, La.
 Lake Charles, La.
 Boston, Mass.
 Ann Arbor, Mich.

Bay City, Mich.
 Flint, Mich.
 Duluth, Minn.
 Jackson, Miss.
 St. Joseph, Mo.
 St. Louis, Mo.
 Billings, Mont.
 Reno, Nev.
 Trenton, N. J.
 Albany, N. Y.
 Schenectady, N. Y.

Durham, N. C.
 Raleigh, N. C.
 Wilmington, N. C.
 Cincinnati, O.
 Dayton, O.
 Toledo, O.
 Youngstown, O.
 Oklahoma City, Okla.
 Portland, Ore.
 Erie, Pa.
 Pittsburgh, Pa.

Reading, Pa.
 Scranton, Pa.
 Providence, R. I.
 Columbia, S. C.
 Memphis, Tenn.
 Amarillo, Tex.
 San Antonio, Tex.
 Norfolk, Va.
 Richmond, Va.
 Seattle, Wash.
 Wheeling, W. Va.
 Milwaukee, Wis.

Addenda to

DIGESTS OF COMMENTS ON PROPOSED TV ALLOCATION PLAN

Hearing Scheduled before FCC Starting July 9, 1951; Docket No. 8736

Note: Digests of comments listed below are in addition to those published in Supplement No. 72, May 12, 1951.

Specific and General Comments

(For list of educational institutions, municipalities and civic organizations favoring plan in general terms, see other side.)

aban & Katz Corp., Chicago, Ill. (WBKB) -- Favors FCC proposal to shift WBKB from Channel 4 to Channel 2. (Hogan & Hartson).

versal Broadcasting Co., Indianapolis, Ind. (WISH) -- Requests reclassification of Channel 13 to commercial use. (Segal, Smith & Hennessey).

tre College of Kentucky, Danville, Ky. -- Requests assignment of flexibility channels to Channel 35 in lieu of 35 for education.

of Kentucky, Lexington, Ky. -- Requests reclassification of Channel 27 or 31 to educational use or assignment of flexibility channel to Lexington for educational use. (Krieger & Jorgenson).

of Missouri, Columbia, Mo. -- Requests educational stations be permitted to commercialize up to 50% of broadcast day. (Fisher, Wayland, Duvall & Southmayd).

Jersey Audio Visual Educational Assn., Jersey City, N. J. -- Request at least four non-commercial channels for education.

te Dept. of Education, Trenton, N.J. -- Requests assignment of flexibility channels to non-commercial use in communities where there are no educational channels reserved. Alternatively requests reclassification for educational use of Channels 37 in Paterson, 44 in Trenton, 46 in Atlantic City, 47 in New Brunswick.

testant Radio Commission, New York, N.Y. -- Requests that uhf flexibility channels be made available to educational institutions. (Frank S. Ketcham).

Jones U., Greenville, S. C. (WMUU) -- Urges permission to operate educational stations on non-profit basis. (Frank Stollenwerck).

River Valley Publishing Co., Sherman, Tex. -- Requests assignment of Channels 10 & 17 to Sherman-Denison affecting Forth Worth, Denton, Weatherford, Waxahachie & Hillsboro, Tex.

h State Agricultural College, Logan, Utah -- Requests assignment of uhf flexibility channel to Logan. (Louis S. Madsen, president).

Journal Co., Milwaukee, Wis. (WTMJ & WTMJ-TV) -- Favors FCC proposal to shift WTMJ-TV from Channel 3 to 4. (Hogan & Hartson).

Educational Institutions and Civic Organizations Favoring Reservation Plan

nt St. Mary College, Los Angeles, Cal.
ta Clara County Board of Education, Santa Clara, Cal.
versity of Miami, Coral Gables, Fla.
bondale Federation of Womens Clubs, Carbondale, Ill.
thwestern University, Evanston, Ill.
te Normal University, Normal, Ill.

Educational Institutions and Civic Organizations Favoring Reservation Plan (Cont'd)

Springfield Chamber of Commerce, Springfield, Ill.
University of Illinois, Urbana, Ill.
Evansville College, Evansville, Ind.
Coe College, Cedar Rapids, Ia.
Des Moines Register & Tribune, Des Moines, Ia. - (Harlan Miller).
Iowa Wesleyan College, Mount Pleasant, Ia.
Tulane University, New Orleans, La.
Lowell Institute Cooperative Broadcasting Council, Boston, Mass. (Covington & Burling).
Stephens College, Columbia, Mo.
Evangelical Lutheran Synod of Missouri, St. Louis, Mo.
St. Louis Archdiocesan Council of Catholic Men, St. Louis, Mo.
St. Louis Council of Parent-Teachers Assns., St. Louis, Mo.
Meredith College, Raleigh, N. C.
Wilmington College, Wilmington, N. C.
Cameron State Agricultural College, Lawton, Okla.
Oklahoma City Public Schools & Board of Education, Oklahoma City, Okla.
Geneva College, Beaver Falls, Pa.
State Teachers College, California, Pa.
State Teachers College, Edinboro, Pa.
Thiel College, Greenville, Pa.
St. Vincent College, Latrobe, Pa.
Westminster College, New Wilmington, Pa.
Carnegie Institute, Pittsburgh, Pa.
Catholic School Board, Diocese of Pittsburgh, Pa.
Pennsylvania College for Women, Pittsburgh, Pa.
State Teachers College, Slippery Rock, Pa.
Washington & Jefferson College, Washington, Pa.
Waynesburg College, Waynesburg, Pa.
Brown University, Providence, R. I.
Sioux Falls College, Sioux Falls, S. D.
Del Mar College, Corpus Christi, Tex.
University of Vermont & the Agricultural College, Burlington, Vt.
Washington State College, Pullman, Wash. (KWSC)
King County School Directors Assn., Seattle, Wash.
Seattle Board of American Association of University Women, Seattle, Wash.
Washington Congress of Parents & Teachers, Seattle, Wash.
Marshall College, Huntington, W. Va.
Puerto Ricc Dept. of Education, San Juan, P. R.

Municipalities

City of North Little Rock, Ark.
City of Miami, Fla.
City of Boise, Ida.
City of Baltimore, Md.
City of Chattanooga, Tenn.
City of San Angelo, Tex.
Planning Board of San Antonio & Bexar County Inc., San Antonio, Tex.
City of Portsmouth, Va.

Digests of

Oppositions to Comments on TV Allocation Plan

For Digests of Comments on Proposed TV Allocation Plan, see Television Digest Supplements 72 & 72-A

Hearing Scheduled to be Conducted before FCC en banc Starting July 9, 1951; Docket No. 8736

For proposed rules and table of allocations, see TV Allocation Report issued by FCC March 22, 1951 and published in full text by Television Digest March 24, 1951

ALABAMA

Giddens & Rester, Mobile (WKRG)—Opposes proposal of Lamar Life Insurance Co., Jackson, Miss., to substitute Channel 10 for 5 in Mobile. (George O. Sutton.)

Pape Broadcasting Co., Mobile (WALA)—Opposes proposal of Tuscaloosa Broadcasting Co., Tuscaloosa, Ala., to assign Channel 8 to Tuscaloosa. (Dow, Lohnes & Albertson.)

U of Alabama, University—Opposes proposal of Voice of Dixie Inc., Birmingham, Ala., to delete reserved Channel 7 from University and assign 2 to University or Tuscaloosa.

ARKANSAS

Harold L. Sudbury, Blytheville (KLCN)—Opposes proposals of: (1) WREC Broadcasting Service and WMP5 Inc., Memphis, to assign Channel 3 to Memphis from Blytheville. (2) Allen B. DuMont Laboratories Inc., New York, which lists no uhf assignment for Blytheville. (Harry J. Daly.)

CALIFORNIA

American Broadcasting Co. Inc., Los Angeles (KECA & KECA-TV)—Opposes proposals of: (1) Airfan Radio Corp. Ltd., Charles E. Salik and San Diego County Board of Education, San Diego, to assign Channel 6 or 12 to San Diego. (2) Television Broadcasting Co., San Diego, to assign 12 and 15 to San Diego. (3) Allen B. DuMont Laboratories Inc., New York, to assign 7 and 9 to Phoenix, Ariz., 13 to Yuma, 6 to San Diego, 7 to Mexicali and 12 to Tijuana. (Haley, McKenna & Wilkinson.)

Earle C. Anthony Inc., Los Angeles (KFI & KFI-TV)—Opposes proposals of: (1) Radio KIST Inc., Santa Barbara, Cal., to assign Channel 8 to Santa Barbara; (2) Airfan Radio Corp., Television Broadcasting Co., and Charles E. Salik, San Diego, to assign 6 or 12 to San Diego from Tijuana, Mexico. (Caldwell-Rollo-Russell.)

Monterey Radio-Television Co., Monterey (purchase of KMBY pending)—Opposes proposals of Salinas Broadcasting Co., Salinas, Cal.; Harmco Inc. and KCRA Inc., Sacramento, Cal.; KROW Inc., Oakland, Cal., to substitute uhf channel for Channel 8 in Monterey. (Dow, Lohnes & Albertson.)

KCRA Inc. (KCRA), Harmco Inc. (KROY), Sacramento—Oppose proposals of following as in conflict with their comments: California Inland Broadcasting Co., Fresno; Monterey Radio-Television Co., Steven A. Cislser, Monterey; Tribune Building Co., KROW Inc., Oakland; Salinas Broadcasting Co., Salinas; Columbia Broadcasting System Inc., Television California, San Francisco; Keynon Brown, Reno, Nev. (Loucks, Zias, Young & Jansky.)

Kennedy Broadcasting Co., San Diego (KFMB & KFMB-TV)—Opposes proposals of: (1) American Broadcasting Co., New York, to permit operation of KECA-TV, Los Angeles on Channel 7 with effective radiated power of 23 db and antenna height in excess of 500 ft. (2) Radio KIST Inc., Santa Barbara, to assign 8 to Santa Barbara. (Cohn & Marks.)

Public Library, San Diego—Favors reservation of Channel 3 to San Diego for educational use.

American Broadcasting Co. Inc., San Francisco (KGO & KGO-TV)—Opposes proposals of DuMont Laboratories Inc., New York, KARM, The George Harm Station and McClatchy Broadcasting Co., Fresno, to assign Channel 7 to Fresno. (Haley, McKenna & Wilkinson.)

Chronicle Publishing Co., San Francisco (FM station KRON & KRON-TV)—Opposes proposals of: (1) Tribune Co., Oakland, to assign Channel 3 to Stockton, 4 to Reno. (2) Harmco Inc. and KCRA Inc., Sacramento, to assign 3 to Sacramento, 4 to Reno. (3) McClatchy Broadcasting Co., Sacramento, to assign 3 to Sacramento, 4 to Reno. (Krieger & Jorgensen.)

San Jose Television Broadcasting Co., San Jose—Opposes proposal of Columbia Broadcasting System, New York, to delete Channel 11 from San Jose. (St. Clair, Connolly & Cerini and Wheat, May & Shannon.)

McClatchy Broadcasting Co., Stockton (KWG)—Opposes proposals of: (1) Columbia Broadcasting System, New York, and Television California, San Francisco, to substitute Channel 6 for 13 in Stockton; (2) KROW Inc., Oakland, to substitute 8 for 13; (3) Tribune Bldg. Co. to substitute 3 for 13. (Dow, Lohnes & Albertson.)

E. F. Peffer, Stockton (KGDM)—Opposes proposals of: (1) KROW Inc., Oakland, to substitute Channel 6, 8 or 58 for 13 in Stockton; (2) Television California, San Francisco, to substitute 6 for 13; (3) Tribune Bldg. Co., Oakland, to substitute 3 for 13; (4) Columbia Broadcasting System Inc., New York, to substitute 6 or uhf channel for 13. (Fisher, Wayland, Duvall & Southmayd.)

Radio Diablo Inc., Stockton (KSBR-FM, San Bruno)—Opposes proposals of: (1) Television California, San Francisco; KROW Inc., Tribune Building Co., Oakland, Cal., and Columbia Broadcasting System, New York, to remove Channel 13 from Stockton; (2) Allen B. DuMont Laboratories, New York, to assign 12 to Monterey. (Loucks, Zias, Young & Jansky.)

Note: Following California educational institutions and organizations filed oppositions to proposals of KROW Inc., Oakland, Cal., and Columbia Broadcasting System Inc., New York, to classify Channel 9 for commercial use in San Francisco-Oakland: Acalanes Union High School, Canyon; State Dept. of Education, Sacramento; Campbell Union School District, Campbell; Castro Valley School District, Castro Valley; Contra Costa County Schools, Martinez; Hayward Elementary Schools, Hayward; Hayward Union High School District, Hayward; Irvington Elementary School, Irvington; Los Gatos Union High School, Los Gatos; Marin County Superintendent of Schools, San Rafael; Mt. Eden Elementary School, Mt. Eden; Oakland-San Francisco Bay Area Public Schools TV Council, Oakland; Piedmont Public Schools, Piedmont; Ravenswood Elementary School District, Palo Alto; Richmond Schools, Richmond; San Lorenzo Elementary Schools, San Lorenzo; San Mateo County Schools, Redwood City; San Rafael City Schools System, San Rafael; Sonoma County Schools, Santa Rosa; John Swett Union High School, Crockett; Walnut Creek School District, Walnut Creek.

COLORADO

Northwestern Colorado Broadcasting Co., Craig (KRAI)—Favors, in part, proposals of Sen. Edwin C. Johnson; suggests alternatives where conflicts arise. (Fletcher & Midlen.)

Board of Education, Denver—Opposes proposal of Sen. Edwin Johnson to classify Channel 6 for commercial use.

Western Slope Broadcasting Co., Grand Junction (KFXJ)—Same as Northwestern Colorado Broadcasting Co., Craig, Colo.

Uncompaghe Broadcasting Co., Montrose (KUBC)—Same as Northwestern Colorado Broadcasting Co., Craig, Colo.

CONNECTICUT

Travelers Broadcasting Service Corp., Hartford (WTIC)—Opposes proposals of: (1) Columbia Broadcasting System, New York, to assign Channel 10 to Albany. (2) WTAG Inc., Worcester, Mass., to assign 12 to Worcester. (3) Hampden-Hampshire Corp., Holyoke, Mass., to assign 3 or 10 to Springfield-Holyoke. (4) Thames Broadcasting Corp., New London, Conn., to support FCC's assignment of 3 and 63 to New London. (5) Cherry & Webb, Providence, R. I., to support FCC's assignment of 10, 12, 16 & 22 to Providence. (6) Outlet Co., Providence, R. I., to support FCC's shift of WJAR-TV to 10 in Providence. (7) Matheson Radio Co., Boston, to assign 10 to Springfield. (8) Regional TV Corp., Springfield, Mass., to add 3 to Springfield. (9) Greylack Broadcasting Co., Pittsfield, Mass., to add 3 to Pittsfield. (10) Allen B. DuMont Laboratories, New York, for failure to add vhf and uhf channels to Hartford, for assignment of 3 & 10 to Albany-Schenectady-Troy. (11) Elm City Broadcasting Corp., New Haven, Conn., to support FCC's Connecticut allocations. (12) Brockway Co. to substitute 8 for 7 in Montreat-Verdun. (Caldwell-Rollo-Russell.)

Elm City Broadcasting Corp., New Haven (WNHC & WNHC-TV)—Opposes proposals of: (1) American Broadcasting Co. and General Teleradio Inc., New York, to increase power without reference to adjacent-channel interference. (2) Pennsylvania Broadcasting Co. and Chamber of Commerce, Philadelphia, to substitute Channel 8 for 7 in Wilmington. (Fisher, Wayland, Duvall & Southmayd.)

WAVZ Broadcasting Corp., New Haven (WAVZ)—Opposes proposal of Hartford Times Inc., Hartford, Conn., to substitute Channel 75 for 59 in New Haven. (Greenbaum, Wolff & Ernst.)

DISTRICT OF COLUMBIA

Joint Committee on Educational Television, Washington—Opposes: (1) Petition of Federal Communications Bar Assn. (2) Proposal of Columbia Broadcasting System Inc., New York, to substitute uhf for vhf for educational use in Chicago, San Francisco and Boston. (3) NARTB's comments. (4) Proposal of Allen B. DuMont Laboratories Inc., to eliminate channel reservations. (Telford Taylor, Seymour Krieger.)

National Assn. of Radio & Television Broadcasters, Television Board, Washington—Requests permission to participate in hearing in respect to assignment of 470-500 mc and issue of educational reservations in specific communities. (Thad H. Brown Jr.)

WTOP Inc., Washington (WTOP & WTOP-TV)—Opposes comment of Joint Committee on Educational Television, Washington, D. C., if it is construed to raise any question of reserving Channel 9 for non-commercial use in Washington. (Covington & Burling.)

FLORIDA

City of Jacksonville, Jacksonville (WJAX)—Opposes proposal of Central Florida Broadcasting Co., Orlando, to assign Channel 2 to Orlando, 11 to Daytona Beach. (Dow, Lohnes & Albertson.)

Dade County Board of Public Instruction, Miami—Opposes proposal of Fort Industry Co., Miami, to reclassify Channel 2 to commercial use. (Vernon Bronson.)

Fort Industry, Miami (WGBS)—Opposes proposals of: (1) Allen B. DuMont Laboratories Inc., New York, on grounds not enough vhf channels to Florida. (2) Gore Publishing Co. to assign Channel 9 to Ft. Lauderdale. (Dow, Lohnes & Albertson.)

Miami Broadcasting Co., Miami (WQAM)—Opposes proposal of Gore Publishing Co., Ft. Lauderdale, Fla., to assign Channel 9 to Ft. Lauderdale, 13 to Miami, interchange 11 & 12 between West Palm Beach & Ft. Myers. (Loucks, Zias, Young & Jansky.)

Orlando Broadcasting Co., Orlando (WDBO)—Opposes proposal of Allen B. DuMont Laboratories, New York, to substitute Channel 5 for 6, 9, 18 & 24 in Orlando area. (George O. Sutton.)

Pinellas Broadcasting Co., St. Petersburg (WTSP)—Opposes proposals of Tampa Times Co. and The Tribune Co., Tampa objecting to educational reservation. (Miller & Schroeder.)

Pinellas County School System, St. Petersburg—Opposes proposals of Tampa Times Co. and Tribune Co., Tampa, to classify Channel 3 for commercial use.

Hillsborough County School System, Tampa—Opposes proposals of Tampa Times Co. and Tribune Co., Tampa, to classify Channel 3 for commercial use.

Tribune Co., Tampa (WFLA)—Opposes proposal of Jacksonville Broadcasting Corp., Jacksonville, Fla., to assign Channel 10 to Jacksonville. (Segal, Smith & Hennessey.)

Ken-Sell Inc., West Palm Beach (WIRK)—Opposes proposals of: (1) Fort Industry Co., Miami, to delete Channel 5 or 5 & 12 from West Palm Beach; (2) Allen B. DuMont Laboratories Inc., New York, to substitute 13 for 5 & 12 there. (Fletcher & Midlen.)

WJNO Inc., West Palm Beach (WJNO)—Opposes proposals of: (1) Isle of Dreams Broadcasting Co., Miami, to substitute Channels 11 & 13 for 5 & 12 in West Palm Beach; (2) Fort Industry Co., Miami, to substitute 11 for 12 or delete 5 & 12 or substitute a uhf channel for 12 in West Palm Beach; (3) Allen B. DuMont Laboratories, New York, to substitute 13 for 5 & 7 in West Palm Beach. (Hogan & Hartson.)

GEORGIA

Broadcasting Inc., Atlanta (purchase of facilities of WSB-TV, Atlanta, pending FCC approval)—Opposes proposal of Radio Athens Inc., Athens, Ga., to assign Channel 11 to Athens. (Spearman & Roberson.)

Fort Industry Co., Atlanta (WAGA & WAGA-TV)—Opposes proposal of WHUB Inc., Cookeville, Tenn., to assign 5 to Cookeville. (Dow, Lohnes & Albertson.)

Radio Augusta Inc., Augusta (WRDW)—Opposes proposal of Broadcasting Co. of the South and Inter-City Advertising Co., Charlotte, N. C., to substitute Channel 7 for 6 in Augusta. (Pierson & Ball.)

ILLINOIS

WCNT Inc., Centralia (WCNT)—Opposes proposals of following to delete Channel 2 from Centralia: Peoria Broadcasting Co., Peoria; Champaign News-Gazette Inc., Champaign; Allen B. DuMont Laboratories Inc., New York. (Caldwell-Rollo-Russell.)

Balaban & Katz Corp., Chicago (WBKB)—Opposes proposals of Peoria Broadcasting Co., Peoria, Ill., and Champaign News-Gazette Inc., Champaign, Ill., to substitute Channel 2 for 3 in Springfield, Ill., and proposal of Allen B. DuMont Laboratories, New York, to assign 4 to Springfield and require WBKB to remain on 4 in lieu of shifting to 2. (Hogan & Hartson.)

Johnson-Kennedy Radio Corp., Chicago (WIND)—Opposes proposals of: (1) Lake Broadcasting Co., Gary, Ind., to move Channel 11 from Chicago to Gary and classify 20 for educational use in Chicago. (2) Public Schools of Gary, to move 44 from Chicago to Gary for educational use. (3) Allen B. DuMont Laboratories Inc., New York, to reduce number of uhf channels in Chicago. (Pierson & Ball.)

Northern Illinois State Teachers College, De Kalb—Requests assignment of reserved channel to De Kalb. (Krieger & Jorgensen.)

City Council of Marshall—Opposes proposal to delete Channel 10 from Terre Haute, Ind. (Emory Bloodworth, mayor.)

Rock Island Broadcasting Co., Rock Island (WHBF & WHBF-TV)—Opposes proposal of Independent Broadcasting Co., Des Moines, to assign Channel 4 to Des Moines. (Dow, Lohnes & Albertson.)

Rockford Broadcasters Inc., Rockford (WROK)—Opposes proposals of Columbia Broadcasting System, New York, and L. B. Wilson Inc., Cincinnati, O., to delete Channel 13 from Rockford. (Dow, Lohnes & Albertson.)

Sangamon Valley Television Corp., Springfield—Opposes proposals of: (1) Peoria Broadcasting Co., Peoria, Ill., and Champaign News-Gazette Inc., Champaign, Ill., to substitute Channel 2 for 3 in Springfield; (2) Allen B. DuMont Laboratories, New York, to assign 4 to Springfield and Chicago. (Hogan & Hartson.)

U of Illinois, Urbana (WILL)—Opposes proposals of: (1) West Central Broadcasting Co., Peoria, to move Channel 12 from Urbana to Peoria. (2) Columbia Broadcasting System, New York, to move 12 to Rockford. (3) L. B. Wilson Inc., Cincinnati, and Peoria Broadcasting Co., Peoria, to substitute 3 for 12 in Urbana. (4) Quad-City Broadcasting Corp., Moline, Ill., to assign 13 to Springfield, Ill. (Telford Taylor.)

INDIANA

Evansville Television Inc., Evansville—Opposes proposal of Quad-City Broadcasting Corp., Moline, Ill., to substitute Channel 5 for 7 in Evansville. (Barnes & Neilson.)

Lake Broadcasting Co. Inc., Gary (WWCA)—Opposes proposals of Allen B. DuMont Laboratories Inc., Columbia Broadcasting System Inc., New York, and Southern Illinois U., Carbondale, Ill., as would preclude assignment of Channel 11 to Gary. (Haley, McKenna & Wilkinson.)

William H. Block Co., Indianapolis—Opposes proposals of: (1) Logansport Broadcasting Corp., Logansport, Ind., to assign Channel 10 to Logansport. (2) Owensboro On The Air Inc., Owensboro, Ky., to assign 10 to Owensboro. (3) Ohio State U., Columbus, O., to delete 13 from Indianapolis, 12 from Clarksburg, W. Va., 13 from Huntington, W. Va. and to assign 12 to Columbus, O. and Cumberland, Md. (4) L. B. Wilson Inc., Cincinnati, O., to delete 13 from Indianapolis. (5) Columbia Broadcasting System Inc., New York, to delete 13 from Indianapolis. (6) Southern Illinois U., Carbondale, Ill., to delete 6 from Indianapolis and assignment of 10 to Carbondale as educational. (Caldwell-Rollo-Russell.)

Crosley Broadcasting Corp., Indianapolis—See Crosley Broadcasting Corp., Cincinnati, O.

Indianapolis Broadcasting Inc., Indianapolis (WIRE)—Opposes proposals of: (1) Columbia Broadcasting System Inc., New York, to substitute Channel 64 for 13 in Indianapolis or duplicate 13 in Indianapolis and Chicago. (2) Ohio State U., Columbus, O., to delete 13 from Indianapolis. (3) L. B. Wilson Inc., Cincinnati, O., to substitute 10 or 12 for 13 in Indianapolis. (Pierson & Ball.)

Radio Indianapolis Inc., Indianapolis (WXLW)—Opposes proposals of: (1) Ohio State U., Columbus, O., and Columbia Broadcasting System Inc., New York, to delete Channel 13 from Indianapolis. (2) L. B. Wilson Inc., Cincinnati, O., to assign 23 to Muncie, Ind. (Miller & Schroeder.)

Universal Broadcasting Co. Inc., Indianapolis (WISH)—Opposes proposals of: (1) Columbia Broadcasting System, New York, to substitute Channel 64 for 13 in Indianapolis. (2) Ohio State U., Columbus, O., to delete 13 from Indianapolis. (Segal, Smith & Hennessey.)

WFBM Inc., Indianapolis (WFBM & WFBM-TV)—Opposes proposals of L. B. Wilson Inc., Cincinnati, O., and Southern Illinois U., Carbondale, Ill., to delete Channel 6 from Indianapolis and shift WFBM-TV to 4. (Dempsey & Kopolovitz.)

Wabash Valley Broadcasting Corp., Terre Haute (WTHI)—Opposes proposals of: (1) William H. Block Co. and WIBC Inc., Indianapolis; Logansport Broadcasting Corp., Logansport, Ind.; Owensboro On The Air Inc., Owensboro, Ky., and L. B. Wilson Inc., Cincinnati, O., to delete Channel 10 from Terre Haute. (2) L. B. Wilson Inc. to assign 13 to Cincinnati & Terre Haute. (Haley, McKenna & Wilkinson.)

IOWA

Iowa State College of Agriculture & Mechanic Arts, Ames (WOI & WOI-TV)—Opposes proposals of: (1) Telegraph Herald, Dubuque, to assign Channel 5 to Dubuque, and Northwest Broadcasting Co., Fort Dodge, to assign 5 to Vermillion, S. D. (2) Central Broadcasting Co., Cowles Broadcasting Co.; Murphy Broadcasting Co., Des Moines, to classify 5 in Ames as educational. (Cohn & Marks.)

Gazette Co., Cedar Rapids (KCRG)—Opposes proposals of: (1) Quad-City Broadcasting Corp., Moline, Ill., to assign Channel 10 to Davenport-Rock Island-Moline-East Moline. (2) Peoria Broadcasting Co. and West Central Broadcasting Co., Peoria, Ill., to assign 12 to Peoria. (3) Black Hawk Broadcasting Co., Waterloo, Iowa, to assign 12 to Waterloo. (4) KNUJ Inc., New Ulm, Minn., to assign 3 to New Ulm. (5) Davenport Broadcasting Co., Davenport, Ia., to assign 11 to Iowa City. (6) Columbia Broadcasting System, New York, to assign 12 to Rockford, Ill. (7) Allen B. DuMont Laboratories, New York, to delete 12 from Cedar Rapids. (Caldwell-Rollo-Russell.)

Central Broadcasting Co., Davenport (WOC & WOC-TV)—Opposes proposals of: (1) Columbia Broadcasting System, New York; Wisconsin Broadcasting System and Hearst Radio Inc., Milwaukee, Wis., to assign Channel 6 to Milwaukee. (2) Telegraph Herald Co., Dubuque, Ia., to assign 5 to Dubuque. (Dow, Lohnes & Albertson.)

Davenport Broadcasting Co., Davenport (KSTT)—Opposes proposals of following as in conflict with its comments: Gazette Co., Cedar Rapids; Cowles Broadcasting Co., Murphy Broadcasting Co., Independent Broadcasting Co., Central Broadcasting Co., Des Moines; Telegraph Herald, Dubuque; State University of Iowa, Iowa City; Black Hawk Broadcasting Co., Waterloo; Keokuk Broadcasting Co., Keokuk; Southern Illinois University, Carbondale; Champaign News-Gazette Inc., Champaign; Peoria Broadcasting Co., Peoria; Quad-City Broadcasting Corp., Moline, Ill. (Loucks, Zias, Young & Jansky.)

Central Broadcasting Co., Des Moines (WHO)—Opposes proposal of Davenport Broadcasting Co., Davenport, Ia., to assign Channel 11 to Iowa City. (Dow, Lohnes & Albertson.)

Cowles Broadcasting Co., Des Moines (KRNT)—Opposes proposal of Davenport Broadcasting Co. Inc., Davenport, Ia., to move Channel 11 from Des Moines to Iowa City. (Segal, Smith & Hennessey.)

Independent Broadcasting Co., Des Moines (KIOA)—Opposes proposal of: (1) Davenport Broadcasting Co., Davenport, Ia., to assign Channel 11 to Iowa City for educational use. (2) Telegraph Herald, Dubuque, Ia., to assign 11 to Dubuque. (Pierson & Ball.)

IOWA—Continued

Northwest Broadcasting Co., Fort Dodge (KVFD)—Opposes proposals of: (1) Independent Broadcasting Co., Des Moines, to assign Channel 4 to Des Moines and to Vermillion, S. D. (2) Gazette Co., Cedar Rapids, to assign 3 to Mason City. (3) Black Hawk Broadcasting Co., Waterloo, to assign 3 to Mason City. (4) Southern Minnesota Supply Co., Mankato, Minn., to assign 3 to Mason City. (5) Champaign News Gazette, Champaign, Ill., and Quad City Broadcasters Corp., Moline, Ill., to assign 3 to Mason City and 12 to Iowa City. (6) Allen B. DuMont Laboratories Inc., New York, to assign 4 to Ames. (Fisher, Wayland, Duvall & Southmayd.)

Keokuk Broadcasting Co., Keokuk (KOKX)—Opposes proposals of: (1) Quad-City Broadcasting Corp., Moline, Ill., to remove Channel 10 from Keokuk. (2) Allen B. DuMont Laboratories, New York, for failure to allocate channel to Keokuk. (George O. Sutton.)

Black Hawk Broadcasting Co., Waterloo (KWWL)—Opposes proposals of: (1) Gazette Co., Cedar Rapids to assign Channel 12 to Cedar Rapids. (2) Quad-City Broadcasting Corp., Moline, Ill. (3) Champaign News-Gazette Inc., Champaign, Ill., to assign 12 to Iowa City. (4) Southern Minnesota Supply Co., Mankato, Minn., to assign 12 to Mankato. (5) Northwest Broadcasting Co., Fort Dodge, to assign 4 to Fort Dodge. (6) Columbia Broadcasting System, New York, to assign 12 to Rockford, Ill., and 6 to Milwaukee. (Roberts & McInnis.)

KANSAS

U of Kansas, Lawrence—Opposes assignment of Channel 11 to commercial use in Kansas City, proposed by Midland Broadcasting Co., KCMO Broadcasting Co. and WHB Broadcasting Co., Kansas City, Mo.

Pittsburg Broadcasting Co., Pittsburg (KOAM)—Opposes proposals of Quad-City Broadcasting Corp., Moline, Ill., Midland Broadcasting Co. and WHB Broadcasting Co. to substitute Channel 12 for 7 in Pittsburg. (George O. Sutton.)

KFBI Inc. (KFBI) and Taylor Radio & Television Corp. (KANS), Wichita—Withdraw comments. (Dow, Lohnes & Albertson.)

KENTUCKY

Ashland Broadcasting Co., Ashland (WCMI)—Opposes proposals of Ohio State U., Columbus, O., and Allen B. DuMont Laboratories Inc. to delete Channel 13 from Huntington, W. Va. (Dempsey & Koplovitz.)

Board of Education and Louisville Free Public Library, Louisville—Opposes proposal of Radio Kentucky Inc., Louisville, to classify Channel 15 for commercial use.

WHAS Inc., Louisville (WHAS & WHAS-TV)—Opposes proposals of: (1) L. B. Wilson Inc., Cincinnati, to assign Channel 13 to Cincinnati. (2) Southern Illinois U., Carbondale, Ill., to assign 10 to Louisville. (Miller & Schroeder.)

LOUISIANA

Loyola University, New Orleans (WWL)—Opposes proposal of: (1) Baton Rouge Broadcasting Co., Baton Rouge, to substitute Channel 11 for 9 in Hattiesburg, Miss. (2) Deep South Broadcasting Co., Montgomery, Ala., to assign 11 to Biloxi, Miss. (3) Charles W. Lamar Jr., Houma, La., to assign 12 to Houma. (Segal, Smith & Hennessey.)

Orleans Parish School Board, New Orleans—Opposes comments of Loyola U., New Orleans, questioning legality of educational channel reservations.

International Broadcasting Corp., Shreveport (KWKH)—Opposes proposal of Allen B. DuMont Laboratories Inc., New York, to assign Channels 3 & 7 to Shreveport, 3 to Little Rock, Ark., 4 to Texarkana, Tex. (Fly, Shuebruk & Blume.)

Radio Station KTBS Inc., Shreveport (KTBS)—Opposes proposals of South Texas Television Co., KTRH Broadcasting Co. and Shamrock Broadcasting Co., Houston, to assign Channel 12 to Port Arthur, Tex. (Spearman & Roberson.)

MAINE

Lewiston-Auburn Broadcasting Corp., Lewiston (WLAM)—Opposes proposals of Greylock Broadcasting Co., Pittsfield, Mass., Travelers Broadcasting Service Corp. and Hartford Times Inc., Hartford, Conn., Regional TV Corp., Springfield, Mass., and Hampden-Hampshire Corp., Holyoke, Mass., to substitute Channel 3 for 8 in Lewiston. (Dempsey & Koplovitz.)

MARYLAND

A. S. Abell Co., Baltimore (WMAR-TV)—Opposes proposals of the following to assign Channel 2 to Norfolk-Portsmouth: Hampton Roads Broadcasting Co., Newport News, Va.; WTAR Radio Corp., Norfolk, Va.; Allen B. DuMont Laboratories, New York, N. Y. (Hogan & Hartson.)

Hearst Radio Inc., Baltimore (WEAL & WBAL-TV)—Opposes proposal of Allen B. DuMont Laboratories Inc., as it affects Wilmington, Del. (Dempsey & Koplovitz.)

MASSACHUSETTS

Cowles Broadcasting Co., Boston (WCOP)—Opposes proposal of Enterprise Publishing Co., Brockton, Mass., to move Channel 5 from Boston to Brockton. (Segal, Smith & Hennessey.)

Matheson Radio Co. Inc., Boston (WHDH)—Opposes proposal of: (1) Hartford Times Inc., Hartford, Conn., to assign Channel 59 to Hartford. (2) Enterprise Publishing Co., Brockton, Mass., to move 5 from Boston to Brockton. (Dempsey & Koplovitz.)

Greylock Broadcasting Co., Pittsfield (WBRK)—Opposes proposals of: (1) Hampden-Hampshire Corp., Holyoke and Regional TV Corp., Springfield, to assign Channel 3 to Springfield-Holyoke. (2) Travelers Broadcasting Service Corp. and Hartford Times Inc., Hartford, Conn., to assign 3 to Hartford. (3) Thames Broadcasting Corp., New London, Conn., to assign 3 to New London. (4) Allen B. DuMont Laboratories Inc., New York, to assign 3 to Albany-Schenectady-Troy, N. Y. (5) Buffalo Courier Express Inc., WGR Broadcasting Corp. and WKBW Inc., Buffalo to assign 3 to Owen Sound, Ontario. (6) Cornell U., Ithaca, N. Y., to assign 3 to Ithaca. (Haley, McKenna & Wilkinson.)

Regional TV Corp., Springfield—Opposes proposals of following as in conflict with its comments: Greylock Broadcasting Co., Pittsfield; Travelers Broadcasting Service Corp., Hartford Times Inc., Hartford, Conn.; Thames Broadcasting Corp., New London, Conn.; Columbia Broadcasting System Inc., Boston; Brockway Co., New York. (Loucks, Zias, Young & Jansky.)

WTAG Inc., Worcester (WTAG)—Opposes proposals of following to assign Channel 12 to Providence: Matheson Radio Co., Boston; Travelers Broadcasting Service Corp., Hartford, Conn.; Hampden-Hampshire Corp., Holyoke, Mass.; Columbia Broadcasting System, New York; Allen B. DuMont Laboratories, New York; Cherry & Webb, Providence, R. I. Also opposes alternative CBS proposals to assign 12 to Manchester, N. H., 11 & 13 to Providence. (Hogan & Hartson.)

MICHIGAN

Adrian Broadcasting Co., Adrian (WABJ)—Opposes proposals of: (1) Wayne U. and Detroit Board of Education to delete Channel 12 from Flint. (2) Allen B. DuMont Laboratories Inc., New York, to delete 13 from Toledo. (Arnold, Fortas & Porter.)

Evening News Assn., Detroit (WWJ & WWJ-TV)—Opposes proposal of Allen B. DuMont Laboratories, New York, to delete Channel 4 from Detroit, requiring shift of WWJ-TV to either 6 or 7. (Barnes & Neilson.)

WJR, The Goodwill Station Inc., Detroit (WJR)—Opposes proposals of following to assign Channel 10 to respective cities unless otherwise specified: Michigan State College, East Lansing; Trebit Corp., Flint; Quad-City Broadcasting Co., Moline, Ill. (for Grand Rapids); Logansport Broadcasting Corp., Logansport, Ind.; Twin-Valley Broadcasting Co., Coldwater, Mich. Also opposes proposals of Music Broadcasting Co., Grand Rapids, to assign 6 to Grand Rapids; Saginaw Broadcasting Co., Saginaw, to assign 19 to Saginaw; Allen B. DuMont Laboratories Inc. to assign 23 to Detroit. (Caldwell-Rollo-Russell.)

Michigan State College, East Lansing—Opposes proposals of: (1) WJR, The Goodwill Station Inc., Detroit, and Allen B. DuMont Laboratories Inc., New York, to substitute Channel 6 for 10 in Lansing. (2) Twin Valley Broadcasters Inc., Coldwater, Mich., to assign 10 to Coldwater. (3) Trebit Corp., Flint, Mich., to assign 10 to Flint. (4) Logansport Broadcasting Corp., Logansport, Ind., and Owensboro on the Air Inc., Owensboro, Ky., to assign 10 to Logansport. (5) Quad-City Broadcasting Corp., Moline, Ill., to substitute 10 for 8 at Grand Rapids. (Barnes & Neilson.)

Delta Broadcasting Co., Escanaba (WDBC)—Opposes proposals of: (1) Allen B. DuMont Laboratories, New York, because it would prevent use of Channel 3 at Escanaba. (2) Music Broadcasting Co., Grand Rapids, Mich., to substitute 5 for 6 in Lansing. (Loucks, Zias, Young & Jansky.)

Booth Radio & Television Stations Inc., Flint (WBBC)—Opposes proposals of: (1) Wayne U., Detroit Board of Education and Bay City Public Schools to assign Channel 12 to Bay City and classify it as educational. (2) Saginaw Broadcasting Co., Saginaw, Mich., to assign 28 to Saginaw. (3) Michigan State College, East Lansing, to reclassify 10 as educational. (Caldwell-Rollo-Russell.)

Trebit Corp., Flint (WFDF)—Opposes proposals of: (1) Booth Radio Stations, Detroit, to assign Channel 9 to Detroit. (2) Twin Valley Broadcasters Inc., Coldwater, Mich., to assign 10 to Coldwater. (3) Quad-City Broadcasting Corp., Moline, Ill., to assign 10 to Grand Rapids. (5) WJR, The Goodwill Station Inc., to assign 10 to Lansing. (6) Cleveland Broadcasting Co., United Broadcasting Co., WGAR Broadcasting Co., WJW Inc., Cleveland, O., to assign 65 to Cleveland. (7) Wayne U. and Detroit Board of Education to assign 11 to Detroit, move 12 from Flint to Saginaw. (8) Allen B. DuMont Laboratories Inc. to delete 12 from Flint, assign 9 to Saginaw. (Dempsey & Koplovitz.)

Music Broadcasting Co., Grand Rapids (WGRD)—Objects to proposals of: (1) Indiana Technical College, Fort Wayne, Ind., to assign Channel 5 to Fort Wayne. (2) Bay City Broadcasting Co., Bay City, Mich., to assign Channel 5 to Bay City. (3) Delta Broadcasting Co., Escanaba, Mich., to assign 5 to Essexville, Mich., and retention of 6 at Green Bay, Wis. (4) Green Bay Newspaper Co., Green Bay, to retain 6 in Green Bay. (5) Allen B. DuMont Laboratories Inc., New York, to assign 6 to Detroit, 4 to Mt. Pleasant, 5 to Bay City, 2 to Traverse City, 6 to Milwaukee, 2 to Wasau, Wis. (6) WJR, The Goodwill Station Inc. and Booth Radio Stations, Detroit, to assign 6 to Detroit. (7) Milwaukee Broadcasting Co. and Hearst Radio Inc., Milwaukee, to assign 6 to Milwaukee. (10) Quad-City Broadcasting Corp., Moline, Ill., to assign 7 to Iron Mountain, Mich. (Cohn & Marks.)

Fetzer Broadcasting Co., Kalamazoo (WKZO & WKZO-TV)—Opposes proposal of Allen B. DuMont Laboratories, New York, to substitute Channel 12 for 3 in Kalamazoo. (Dow, Lohnes & Albertson.)

WJIM Inc., Lansing (WJIM & WJIM-TV)—Opposes proposals of: (1) Allen B. DuMont Laboratories Inc., New York, to assign Channel 10 in lieu of 6 to Lansing. (2) WJR, The Goodwill Station Inc., Detroit, to assign 10 in lieu of 6 to Lansing. (3) Booth Radio Stations Inc., Detroit, to assign 5 in lieu of 6 in Lansing. (4) Wisconsin Broadcasting System, Hearst Radio Inc., Milwaukee Broadcasting Co., Milwaukee, to assign 6 to Milwaukee. (5) Bay Broadcasting Co., Bay City, to assign 5 to Bay City. (6) Columbia Broadcasting System Inc., New York, to assign 6 to Milwaukee. (7) Music Publishing Co., Grand Rapids, to assign 10 in lieu of 6 to Lansing. (Fly, Shuebruk & Blume.)

MINNESOTA

Cedar Valley Broadcasting Co. Inc., Austin (KAUS)—Opposes proposal of Quad-City Broadcasting Corp., Moline, Ill., to substitute Channel 6 for 10 in Austin. (Harry J. Daly.)

Independent Broadcasting Co., Minneapolis (WLWL)—Opposes proposal of Southern Minnesota Supply Co., Mankato, Minn., to assign Channel 12 to Mankato. (Pierson & Ball.)

City of St. Paul, Public Library, Department of Education, St. Paul—Opposes proposal of College of St. Thomas, St. Paul, to reclassify Channel 2 for commercial use.

MISSISSIPPI

Meridian Broadcasting Co., Meridian (WTOK)—Opposes deletion of vhf channel in Meridian, proposed by Voice of Dixie Inc. and Johnston Broadcasting Co., Birmingham, Ala., Deep South Broadcasting Co., Montgomery, Ala., and Tuscaloosa Broadcasting Co., Tuscaloosa, Ala. (Robert F. Wright.)

MISSOURI

KFRU Inc., Columbia (KFRU)—Opposes request of U of Missouri to be permitted to commercialize up to 50% of broadcast day on reserved Channel 9. (George O. Sutton.)

Courier-Post Publishing Co., Hannibal (KHMO)—Opposes proposals of: (1) Keokuk Broadcasting Co., Keokuk, Ia., and Allen B. DuMont Laboratories Inc., New York, to delete Channel 7 from Hannibal. (2) Midland Broadcasting Co., KCMO Broadcasting Co. and WHB Broadcasting Co., Kansas City, Mo., to move 7 from Pittsburg, Kan., to Kansas City. (Hanson, Lovett & Dale.)

Four States Broadcasters Inc., Joplin (KFSB)—Opposes proposal of Midland Broadcasting Co. and WHB Broadcasting Co., Kansas City, Mo., to assign Channel 9 in lieu of 12 to Joplin. (Fisher, Wayland, Duvall & Southmayd.)

KFEQ Inc., St. Joseph (KFEQ)—Opposes proposals of: (1) Midland Broadcasting Co., WHB Broadcasting Co., Kansas City, Mo., and Quad-City Broadcasting Corp., Moline, Ill., to substitute Channel 9 for 2 in St. Joseph. (2) Allen B. DuMont Laboratories Inc., New York, to substitute 7 for 2 in St. Joseph. (Pierson & Ball.)

Pulitzer Publishing Co., St. Louis (KSD & KSD-TV)—Opposes proposal of Quad-City Broadcasting Corp., Moline, Ill., to delete Channel 5 from St. Louis, shift KSD-TV to 4. (Segal, Smith & Hennessey.)

Milton J. Hinlein, Sedalia (KDRO)—Opposes proposal of Quad-City Broadcasting Corp., Moline, Ill. to substitute Channel 10 for 6 in Sedalia. (Fisher, Wayland, Duvall & Southmayd.)

NEBRASKA

Lincoln Broadcasting Co., Lincoln (KLMS)—Opposes proposals of: (1) KFAB Broadcasting Co., Omaha to delete Channel 12 from Lincoln. (2) Allen B. DuMont Laboratories Inc., New York, to delete 10 & 12 from Lincoln, add 13. (Miller & Schroder.)

KFAB Broadcasting Co., Omaha (KFAB)—Opposes proposal of Midland Broadcasting Co., KCMO Broadcasting Co. and WHB Broadcasting Co., Kansas City, Mo., to assign Channel 7 to Kansas City. (Segal, Smith & Hennessey.)

NEW HAMPSHIRE

WKNE Corp., Keene (WKNE)—Opposes proposal of Allen B. DuMont Laboratories, to substitute Channel 60 for 45 in Keene. (Dow, Lohnes & Albertson.)

Grandview Inc., Manchester—Opposes proposal of Matheson Radio Co. to assign Channel 9 to Boston. (Roberts & McInnis.)

Radio Voice of New Hampshire Inc., Manchester (WMUR)—Opposes deletion of Channel 9 from Manchester, proposed by Matheson Radio Co., Boston; Allen B. DuMont Laboratories and Columbia Broadcasting System, New York. (Cumings, Stanley, Truitt & Cross.)

NEW JERSEY

Chanticleer Broadcasting Co., New Brunswick (WTCB)—Opposes proposal of State Dept. of Education to classify Channel 47 as educational. (Fletcher & Midlen.)

Neptune Broadcasting Corp., Atlantic City (WFPG)—Opposes proposal of Dept. of Education, Trenton, N. J., requesting classification of Channel 46 as educational. (Caldwell-Rollo-Russell.)

Trent Broadcasting Corp., Trenton (WTTM)—Opposes proposal of State Dept. of Education to classify Channel 41 for educational use. (Pierson & Ball.)

NEW YORK

Meredith Champlain Television Corp., Albany (WXKW; Meredith itself is operator of TV station WHEN, Syracuse)—Opposes proposal of Troy Broadcasting Co., Troy, N. Y., to assign Channel 62 to Oneonta, N. Y. (Haley, McKenna & Wilkinson.)

Binghamton Broadcasters Inc., Binghamton (WKOP)—Opposes assignment of Channel 12 to Philadelphia, proposed by Chamber of Commerce, City of Philadelphia, Pennsylvania Broadcasting Co., Daily News Television Co., Philadelphia. (Stephen Tuhy Jr.)

Clark Associates Inc., Binghamton (WNEF & WNEF-TV)—Opposes proposals of: (1) WAGE Inc. and Onondaga Radio Broadcasting Corp. to assign Channel 11 to Syracuse. (2) Daily News Television Co., Pennsylvania Broadcasting Co., City of Philadelphia, Chamber of Commerce, Philadelphia, to assign 12 to Philadelphia. (Bingham, Collins, Porter & Kistler.)

Buffalo Courier-Express Inc., WGR Broadcasting Corp. (WGR), WKBW Inc. (WKBW), Buffalo—Oppose proposals of: (1) Binghamton Broadcasters Inc., to assign Channel 7 to Binghamton. (2) Greylock Broadcasting Co., Pittsfield, Mass., to assign 3 to Pittsfield. (3) Corning Leader Inc., to assign 9 to Corning. (Caldwell-Rollo-Russell; Fisher, Wayland, Duvall & Southmayd, and Fly, Shuebruk & Blume.)

WBEN Inc., Buffalo (WBEN & WBEN-TV)—Opposes proposal of Cornell U, Ithaca, N. Y., to substitute Channel 2 for 4 in Buffalo. (Spearman & Roberson.)

Corning Leader, Corning (WCLI)—Opposes proposal of Buffalo Courier-Express, WGR Broadcasting Corp. and WKBK Inc., Buffalo, N. Y., to assign Channel 9 to Buffalo. (Segal, Smith & Hennessey.)

American Broadcasting Co. Inc., New York (WJZ & WJZ-TV)—Opposes proposal of Binghamton Broadcasters Inc., Binghamton, N. Y., to assign Channel 7 to Binghamton. (Haley, McKenna & Wilkinson.)

American Broadcasting Co. Inc., New York (WJZ & WJZ-TV); WDEL Inc., Wilmington, Del. (WDEL & WDEL-TV); Evening Star Broadcasting Co. Inc., Washington, D. C. (WMAL & WMAL-TV)—Opposes Philadelphia Chamber of Commerce, City of Philadelphia, Daily News Television Co., Philadelphia, and Hearst Radio Inc., Baltimore, Md. objections to move WDEL-TV to Channel 12 from 7. (Haley, McKenna & Wilkinson; George O. Sutton and Hogan & Hartson.)

Bell Telephone Laboratories, New York—Opposes proposals of Allen B. DuMont Laboratories Inc., New York to assign band 470-500 mc. to television. (John W. Gepson.)

Allen B. DuMont Laboratories Inc., New York (WABD, New York; WTG, Washington, D. C.; WDTV, Pittsburgh, Pa.)—Opposes educational channel reservations; asks clarification of legal status of allocation plan, by legislation, if necessary; submits vhf-uhf plan for all of U.S.; submits survey of educational institutions' preferences and intentions regarding station ownership and operation. (Roberts & McInnis.)

National Broadcasting Co., New York (WNEC & WNEB, New York; WRC & WNBW, Washington; WMAQ & WNEQ, Chicago; WTAM & WNBK, Cleveland; KNBC & KNBH, Los Angeles)—Opposes proposals of: (1) Indiana Technical College, Fort Wayne, Ind., to assign Channel 5 to Fort Wayne. (2) Telegraph Herald, Dubuque, Ia., to assign 5 to Dubuque. (3) Pennsylvania Broadcasting Co., Philadelphia, to retain 4 in Lancaster, Pa. (4) Radio Virginia Inc., Richmond, to share time, to equalize time allotments to national networks in cities with 2 or less TV stations. (Gustav B. Margraf, v.p. and general attorney.)

WPIX Inc., New York (TV station WPIX)—Opposes proposals of following to assign Channel 11 to cities indicated: Columbia Broadcasting System, New York (to Providence), Allen B. DuMont Laboratories Inc., New York (to Utica-Rome, N. Y.). Also opposes proposal of Bremer Broadcasting Corp., Newark, N. J., to delete Newark from New Jersey allocations, revise New York City listing to read "New York City-Northeastern New Jersey." (Caldwell-Rollo-Russell.)

Mid-Hudson Broadcasters Inc., Poughkeepsie (WEOK)—Opposes proposals of: (1) Dartmouth College, Hanover, N. H., to assign Channel 21 to Hanover. (2) Board of Regents of the University of the State of New York, Albany, N. Y., to classify 21 for educational use in Poughkeepsie. (Dow, Lohnes & Albertson.)

Stromberg-Carlson Co., Rochester (WHAM & WHAM-TV)—Opposes proposal of Greylock Broadcasting Co., Pittsfield, Mass., to substitute Channel 3 for 5 in Rochester. (Segal, Smith & Hennessey.)

Meredith Syracuse Television Corp., Syracuse (TV station WHEN)—Opposes proposals of: (1) Binghamton Broadcasters Inc., Binghamton, N. Y., to assign Channel 7 to Binghamton. (2) Buffalo Courier Express Inc., WGR Broadcasting Corp. and WKBW Inc., Buffalo, to assign 8 to Toronto, Canada. (3) Corning Leader Inc., Corning, N. Y., to assign 9 to Corning if it precludes utilization by WHEN of 200 kw. (Haley, McKenna & Wilkinson.)

Troy Broadcasting Co., Troy (WTRY)—Opposes proposal of Meredith-Champlain Television Corp., Albany, to assign Channel 62 to Watertown, N. Y. (Loucks, Zias, Young & Jansky.)

Brockway Co., Watertown (WWNY)—Opposes proposals of: (1) WAGE Inc. and Onondaga Radio Broadcasting Corp., Syracuse, to assign Channel 11 to Syracuse. (2) Cornell U, Ithaca, N. Y., to assign 5 to Syracuse. (Fisher, Wayland, Duvall & Southmayd.)

NORTH CAROLINA

High Point Enterprises Inc., High Point (WHPE)—Opposes proposals of: (1) Winston-Salem Broadcasting Co. and Piedmont Publishing Co., Winston-Salem, N. C., to assign Channel 6 to Winston-Salem. (2) Allen B. DuMont Laboratories Inc., New York, to assign 5 to Winston-Salem. (Harry J. Daly.)

WPTF Radio Co., Raleigh (WPTF)—Opposes proposals of: (1) Allen B. DuMont Laboratories, New York, to assign Channel 5 to Durham, 8 to Raleigh. (2) WSAZ Inc., Huntington, W. Va., to assign 5 to Chapel Hill, 4 to Raleigh. (Loucks, Zias, Young & Jansky.)

Winston-Salem Broadcasting Co., Winston-Salem (WTOB)—Opposes proposals of following to assign Channel 6 to respective cities: Joe L. Smith, Beckley, W. Va. and Daily Telegraph Printing Co., Princeton, W. Va. (Krieger & Jorgensen.)

OHIO

Board of Education, Akron—Opposes proposal of Wooster Republican Printing Co., Wooster, Ohio, to assign reserved Channel 55 from Akron to commercial use in Wooster.

Summit Radio Corp., Akron (WAKR)—Opposes proposal of Wooster Republican Printing Co., Wooster, O., to delete Channel 55 from Akron. (Caldwell-Rollo-Russell.)

Tri-City Broadcasting Co., Bellaire—Opposes proposals of: (1) Allegheny Broadcasting Corp., WCAE Inc. and Westinghouse Radio Stations Inc., Pittsburgh, to delete Channel 9 from Wheeling. (2) WSTV Inc., Steubenville, O., to delete 7 or 9 from Wheeling. (3) Allen B. DuMont Laboratories Inc., New York, to assign 18, 39, 43 & 63 to Wheeling in lieu of 7, 9 & 57. (4) Pittsburgh Radio Supply House, Pittsburgh, to assign 16 to Wheeling in lieu of 9. (5) Washington Broadcasting Co., Washington, Pa., to assign 63 to Wheeling in lieu of 9. (Barnes & Neilson.)

Crosley Broadcasting Corp., Cincinnati (WLW-T, Cincinnati; WLW-D, Dayton; WLW-C, Columbus)—Opposes following: (1) For Cincinnati, proposal of Indiana Technical College, Ft. Wayne, Ind., to assign Channel 5 to Ft. Wayne. (2) For Dayton, proposal of Allen B. DuMont Laboratories, New York, to operate WLW-D on 5, assign 5 to Cleveland, 6 to Columbus. (3) For Columbus, proposals of: (a) Southern Illinois U, Carbondale, Ill.; WIBC Inc., Indianapolis; L. B. Wilson Inc., Cincinnati, to assign 4 to Indianapolis and Columbus; (b) Allen B. DuMont Laboratories, New York, to assign 3 in lieu of 4 to Columbus, 3 to Indianapolis; (c) Matta Broadcasting Co., Braddock, Pa., to assign 4 to Braddock; (d) Allegheny Broadcasting Corp., Pittsburgh Radio Supply House Inc., Westinghouse Radio Stations Inc., WWSW Inc., Pittsburgh, to assign 4 to Pittsburgh. (4) For Indianapolis, proposals of: (a) Columbia Broadcasting System, New York, to delete 13 from Indianapolis or assign 13 to both Indianapolis and Chicago; (b) Ohio State U, Columbus, to assign 13 to Columbus from Indianapolis. (5) For Toledo, proposals of: (a) Wayne University and Detroit Board of Education to assign 11 to Detroit from Toledo; (b) Allen B. DuMont Laboratories, New York, to delete 11 from Toledo. (Hogan & Hartson.)

OHIO—Continued

Radio Cincinnati Inc., Cincinnati (WKRC & WKRC-TV)—Opposes proposals of: (1) Allen B. DuMont Laboratories Inc., New York, to retain Channel 7 and 11 in Cincinnati. (2) L. B. Wilson Inc., Cincinnati, to assign 9 and 13 to Cincinnati. (3) Dayton. (4) South-eastern Ohio Broadcasting System Inc., Zanesville, O., and Shenandoah Valley Broadcasting Corp., Harrisonburg, Va., to assign 11 to Cincinnati. (Cohn & Marks.)

Cleveland Broadcasting Co. Inc. (WERE), United Broadcasting Co. (WHK), WGAR Broadcasting Co. (WGAR), WJW Inc. (WJW), Cleveland—Oppose proposals of: (1) Trebit Corp., Flint, Mich., to assign Channel 10 to Flint. (2) WCAE Inc., Pittsburgh, Pa., to assign 16 to Washington, Pa. and 65 to Bellefontaine, O. (3) WBVP Inc., Beaver Falls, Pa., to assign 16 to Beaver Falls. (4) Pittsburgh Radio Supply House, Pittsburgh, to assign 16 to Wheeling, W. Va. (5) Allen B. DuMont Laboratories Inc., New York, for failing to provide competitive situation between vhf and uhf in Cleveland, and providing only 6 channels instead of 8 proposed by Cleveland applicants. (Caldwell-Rollo-Russell.)

Scripps-Howard Radio Inc., Cleveland (TV station WEWS)—Opposes proposals of: (1) Bay City Broadcasting Co., Bay City, Mich., to assign Channel 5 to Bay City. (2) L. B. Wilson Inc., Cincinnati, O., to assign 5 to Clarksburg, W. Va. (3) Music Broadcasting Co., Grand Rapids, Mich., to assign 5 to Lansing. (Dempsey & Koplovitz.)

Crosley Broadcasting Corp., Columbus (WLW-C)—See Crosley Broadcasting Corp., Cincinnati, O.

Dispatch Printing Co., Columbus (WBNS & WBNS-TV)—Opposes proposals of: (1) William H. Block Co., Indianapolis, and L. B. Wilson Inc., Cincinnati, to assign Channel 10 to Indianapolis. (2) Twin Valley Broadcasters Inc., Coldwater, Mich., to assign 10 to Coldwater. (Dow, Lohnes & Albertson.)

Picture Waves Inc., Columbus (WTVN)—Opposes proposals of: (1) Booth Radio & Television Stations Inc. and WJR, The Goodwill Station, Detroit, to assign Channel 6 to Detroit. (2) Allen B. DuMont Laboratories Inc., New York, to assign 6 to Detroit, 5 to Dayton. (Fly, Shuebruk & Blume.)

Crosley Broadcasting Corp., Dayton (WLW-D)—See Crosley Broadcasting Corp., Cincinnati, O.

Miami Valley Broadcasting Corp., Dayton (WHIO & WHIO-TV)—Opposes proposal of Allen B. DuMont Laboratories, New York, to assign Channel 13 to Dayton and Toledo, Ohio, and Terre Haute, Ind. (Dow, Lohnes & Albertson.)

WSTV Inc., Steubenville (WSTV)—Opposes proposals of: (1) Allegheny Broadcasting Corp., Pittsburgh Radio Supply House Inc., WCAE Inc., Westinghouse Radio Stations Inc., Pittsburgh, to assign Channel 9 to Pittsburgh. (2) Washington Broadcasting Co., Washington, Pa., to assign 9 to Washington. (3) Fort Industry Co., Wheeling, W. Va., favoring FCC proposals for Wheeling. (4) Allen B. DuMont Laboratories Inc., New York, for failure to propose vhf channel to Steubenville. (Caldwell-Rollo-Russell.)

Community Broadcasting Co., Toledo (WTOL)—Opposes proposals of: (1) Allen B. DuMont Laboratories Inc., to delete Channel 13 from Toledo. (2) Wayne U and Detroit Board of Education to move 11 from Toledo to Detroit. (Pierson & Ball.)

Crosley Broadcasting Corp., Toledo—See Crosley Broadcasting Corp., Cincinnati, O.

Fort Industry Co., Toledo (WSPD & WSPD-TV)—Opposes proposal of Allen B. DuMont Laboratories, New York, to substitute Channel 11 for 13 in Toledo. (Dow, Lohnes & Albertson.)

Maumee Valley Broadcasting Co., Toledo—Opposes proposals of Wayne U and Detroit Board of Education, Detroit, to assign Channel 11 to Detroit and 12 to Saginaw. (Roberts & McInnis.)

Toledo Blade Co., Toledo—Opposes proposal of Wayne U and Detroit Board of Education to move Channel 11 from Toledo to Detroit. (Segal, Smith & Hennessey.)

OKLAHOMA

Oklahoma A & M College, Stillwater—Request channel be allocated to Stillwater for educational purposes. (Philip S. Donnell, v.p.)

Cameron Television Inc., Tulsa (KOTV)—Opposes proposals of KFBI Inc. and Taylor Radio & Television Corp., Wichita, Kan., to substitute Channel 11 for 6 in Tulsa. (Hogan & Hartson.)

All Oklahoma Broadcasting Co., Tulsa—Opposes proposals of: (1) WKY Radiophone Co., Oklahoma City, to assign Channels 4, 7 & 13 to Oklahoma City, 2, 6 & 9 to Tulsa, 11 to Muskogee. (2) Southwestern Publishing Co., Fort Smith, Ark., to assign Channel 8 to Fort Smith. (Fly, Shuebruk & Blume.)

OREGON

Central Willamette Broadcasting Co., Albany (KWIL)—Petitions for waiver of rules to permit filing of new proposal to provide 4 additional vhf channels to Washington and Oregon. (Fisher, Wayland, Duvall & Southmayd.)

PENNSYLVANIA

WBVP Inc., Beaver Falls (WBVP)—Opposes proposals of: (1) Cleveland Broadcasting Co., United Broadcasting Co., WGAR Broadcasting Co. and WJW Inc., Cleveland, O., to assign Channel 16 to Pittsburgh. (2) WCAE Inc., Pittsburgh, Pa., to assign 16 to Washington, Pa. (3) Pittsburgh Radio Supply House, Pittsburgh, to assign 16 to Wheeling, W. Va. (Segal, Smith & Hennessey.)

Tri-County Broadcasting Co., DuBois (WCED)—Opposes proposal of Cleveland Broadcasting Co., United Broadcasting Co., WGAR Broadcasting Co., WJW Inc., Cleveland, O., to substitute Channel 60 for 31 in DuBois. (Fisher, Wayland, Duvall & Southmayd.)

Dispatch Inc., Erie (TV station WICU)—Opposes proposal of Presque Isle Broadcasting Co., that Channel 12 in Erie be reserved for educational use and WICU be shifted to uhf channel. (Fly, Shuebruk & Blume.)

Peoples Broadcasting Co., Lancaster (WLAN)—Opposes assignment of Channel 7 or 8 to Wilmington, Del., proposed by Pennsylvania Broadcasting Co., Chamber of Commerce, City of Philadelphia, Daily News Television Co., Philadelphia. (Stephen Tuhy Jr.)

WGAL Inc., Lancaster (WGAL & WGAL-TV)—Opposes proposal of Peoples Broadcasting Co., Lancaster, Pa., for competitive hearing with WGAL-TV for Channel 8; serves notice it will appear at hearing to support FCC proposals as they affect WGAL-TV and to oppose proposals of Easton Publishing Co., Easton, Pa., and Trent Broadcast Corp., Trenton, N. J., both of whom challenged legality of fixed allocation plan. (George O. Sutton.)

Lebanon Broadcasting Co., Lebanon (WLBR)—Opposes proposals of Eastern Radio Corp., Reading, to assign Channel 15 to Reading, 55 to Lebanon. (Miller & Schroeder.)

Board of Public Education, Philadelphia—Opposes proposals of Philadelphia Chamber of Commerce, City of Philadelphia, Daily News Television Co., and Pennsylvania Broadcasting Co. to assign Channel 12 to Philadelphia for commercial use. (Edward B. Soken.)

WCAE Inc., Pittsburgh (WCAE)—Opposes proposals of: (1) Tri-City Broadcasting, McKeesport, Pa., to assign Channel 7 to McKeesport. (2) Cleveland Broadcasting Co., United Broadcasting Co., WGAR Broadcasting Co., WJW Inc., Cleveland, O., to assign 16 to Pittsburgh. (3) Columbia Broadcasting System Inc., New York, to assign 64 to Indianapolis. (4) Washington Broadcasting Co., Washington, Pa., to assign 9 to Washington. (5) WBVP Inc., Beaver Falls, Pa., to assign 16 to Beaver Falls. (6) WSTV Inc., Steubenville, O., to assign 9 to Steubenville. (7) L. B. Wilson Inc., Cincinnati, to assign 63 to Steubenville. (Dempsey & Koplovitz.)

WWSW Inc., Pittsburgh (WWSW)—Opposes proposals of: (1) Matta Broadcasting Co., Braddock, Pa., to assign Channel 4 to Braddock. (2) Tri-City Broadcasting Co., McKeesport, Pa., to assign 13 to McKeesport. (Segal, Smith & Hennessey.)

RHODE ISLAND

Outlet Co., Providence (WJAR & WJAR-TV)—Opposes proposals, requiring its shift to Channel 12, by Columbia Broadcasting System, New York; Hampden-Hampshire Corp., Holyoke, Mass.; Travelers Broadcasting Service Corp., Hartford, Conn.; Matheson Radio Co., Boston, Mass.; WTAG Inc., Worcester, Mass., and Allen B. DuMont Laboratories Inc., New York. (Dow, Lohnes & Albertson.)

SOUTH CAROLINA

Broadcasting Co. of the South, Columbia (WIS)—Opposes proposals of: (1) Southeastern Broadcasting Co. and Middle Georgia Broadcasting Co., Macon, Ga., to assign Channel 7 to Macon. (2) Spartan Radiocasting Co., Spartanburg, S. C., to delete 7 from Columbia. (3) Allen B. DuMont Laboratories Inc., New York, to assign only 5 & 9 to Columbia. (Dow, Lohnes & Albertson.)

City of Columbia—Opposes proposals of: (1) Spartan Radiocasting Co., Spartanburg, S. C., to move Channel 7 to Spartanburg. (2) Southeastern Broadcasting Co. and Middle Georgia Broadcasting Co., Macon, Ga., to assign 7 to Macon. (3) Allen B. DuMont Laboratories Inc., New York, to assign 5 & 9 to Columbia in lieu of 7 & 10.

Marseco Broadcasting Co., Columbia (WMSC)—Opposes proposals of: (1) Southeastern Broadcasting Co. and Middle Georgia Broadcasting Co., Macon, Ga., to assign Channel 7 to Macon. (2) Spartan Radiocasting Co., Spartanburg, S. C., to assign 7 to Spartanburg from Columbia. (Hogan & Hartson.)

Palmetto Broadcasting Corp., Columbia (WNOK)—Opposes proposals of: (1) Spartan Radiocasting Co., Spartanburg, S. C., to delete Channel 7 from Columbia. (2) Southeastern Broadcasting Co. and Middle Georgia Broadcasting Co., Macon, Ga., to assign 7 to Macon. (3) Allen B. DuMont Laboratories Inc., New York, to assign 5 & 9 to Columbia in lieu of 7 & 10. (John F. Clagett.)

Greenville City Schools, Greenville—Opposes proposal of Bob Jones U, Greenville, S. C.

TENNESSEE

Tri-State Telecasting Corp., Chattanooga—Opposes proposal of Allen B. DuMont Laboratories, New York, to remove vhf channel from Chattanooga. (Loucks, Zias, Young & Jansky.)

WDOD Broadcasting Corp., Chattanooga (WDOD)—Opposes proposal of Allen B. DuMont Laboratories Inc., New York, to reduce number of vhf channels in Chattanooga. (Dow, Lohnes & Albertson.)

WJHL Inc., Johnson City (WJHL)—Opposes proposals of: (1) Radio Athens Inc., Athens, Ga., to assign Channel 11 to Athens. (2) Allen B. DuMont Laboratories Inc., New York, to assign 5 to Johnson City in lieu of 11. (Haley, McKenna & Wilkinson.)

Capitol Broadcasting Co., Nashville (WKDA)—Opposes proposal of WHUB Inc., Cookeville, Tenn., to assign Channel 5 to Cookeville. (Segal, Smith & Hennessey.)

WSM Inc., Nashville (WSM & WSM-TV)—Opposes proposal of Allen B. DuMont Laboratories Inc., New York, N. Y., because co-channel and adjacent-channel separation is less than FCC's proposals. (Caldwell-Rollo-Russell.)

TEXAS

Lufkin Amusement Co., Beaumont—Opposes proposals of: (1) KTRH Broadcasting Co. and Shamrock Broadcasting Co., Houston, to assign Channel 12 in lieu of 4 to Beaumont-Port Arthur, 4 in lieu of 11 to Galveston, 5 to Houston. (2) Allen B. DuMont Laboratories Inc., New York, to assign Channel 13 in lieu of 6 to Beaumont-Port Arthur, 4 to Monroe, La. (3) South Texas Television Co., Houston, to assign 12 in lieu of 4 to Beaumont-Port Arthur, 4 in lieu of 11 to Galveston, 5 to Houston. (Barnes & Neilson.)

Oil Belt Television Co., Breckenridge—Opposes proposal of Trinity Broadcasting Co., Oak Cliff, Tex., to assign Channel 7 to Dallas. (P. W. Seward.)

Brownsville Broadcasting Co., Brownsville (KBOR)—Opposes proposals of Harbenito Broadcasting Co., Harlingen, Tex., McAllen Television Co., McAllen, Tex., and Taylor Radio & Television Corp., Westaco, Tex., to delete Channel 4 or 5 or both from Brownsville. (Fisher, Wayland, Duvall & Southmayd.)

Corpus Christi Broadcasting Co. Inc., Corpus Christi (KSIX)—Opposes proposals of FCC to delete Channels 3 & 8 from Corpus Christi. (Fisher, Wood & Burney, Corpus Christi.)

Houston Post Co., Houston (KPRC & KPRC-TV)—Opposes proposals for mileage separation on Channels 2 thru 6 and 7 thru 13 made by Loyola U, New Orleans; KTRH Broadcasting Co., Shamrock Broadcasting Co. and South Texas Television Co., Houston; WMPG Inc. and WREC Broadcasting Service, Memphis; Harbenito Broadcasting Co. Inc., Harlingen, Tex.; Lamar Life Insurance Co., Jackson, Miss.; Taylor Radio & Television Corp., Weslaco, Tex.; Red River Valley Publishing Co., Sherman, Tex., and Allen B. DuMont Laboratories Inc., New York. (Frank W. Wozencraft.)

South Texas Television Co., Houston—Opposes proposal of Allen B. DuMont Laboratories, New York, for adding only one channel to Houston. (Segal, Smith & Hennessey.)

East Texas Television Co., Longview—Opposes proposals of Radio Station KFRO, Longview, to assign Channel 12 to Longview, 10 in lieu of 12 to Shreveport, La., 5 in lieu of 10 to El Dorado, Ark. and 32 and 38 to Gilmer or Tatum from Longview. (Johnson, Bohannon, Prescott & Abney.)

Julius M. Gordon & Associates Inc., Lufkin—Opposes proposals of: (1) East Texas Television Co., Longview, Tex., to substitute Channel 10 for 9 in Lufkin, move 9 to Longview. (2) Trinity Broadcasting Corp., Oak Cliff, Tex., to substitute 5 for 9 in Lufkin. (Barnes & Neilson.)

McAllen Television Co., McAllen—Opposes proposals of Taylor Radio & Television Corp., Weslaco, Tex., to assign Channel 2 to Weslaco and to Saitillo, Mex. from Monterey, Mex., and assign 4 & 5 to Weslaco-Harlingen from Brownsville, Tex. (Johnson, Bohannon, Prescott & Abney, Dallas.)

Trinity Broadcasting Corp., Oak Cliff (Dallas) (KLIF)—Opposes proposals of: (1) A. H. Belo Corp., Dallas, favoring assignment of Channel 8 to Dallas. (2) East Texas Television Co., Longview, to assign 9 to Longview and 10 to Lufkin. (3) KFBI Inc. and Taylor Radio & Television Corp., Wichita, Kan., to assign 11 to Wichita Falls. (4) KTRH Broadcasting Co., Shamrock Broadcasting Co. and South Texas Television Co., Houston, to assign 5 and 10 to Houston. (5) Red River Valley Broadcasting Corp., Sherman, to assign 10 to Sherman-Denison. (6) Stephens County Broadcasting Co., Breckenridge, to assign 7 to Breckenridge. (7) Allen B. DuMont Laboratories Inc., New York, only if adopted in part, adversely affecting Dallas. (Cohn & Marks.)

Texas State Network Inc., San Antonio (KABC)—Opposes proposal of Lack's Stores Inc., Victoria, Tex., to assign Channel 12 to Victoria. (Eugene L. Burke.)

Walmac Co., San Antonio (KMAC)—Opposes proposal of Lack's Stores Inc., Victoria, Tex., to move Channel 12 from San Antonio to Victoria. (Dow, Lohnes & Albertson.)

Red River Valley Broadcasting Corp., Sherman (KRRV)—Opposes proposal of Allen B. DuMont Laboratories, New York, for failure to provide vhf channel to Sherman area. (Fisher, Wayland, Duvall & Southmayd.)

Red River Valley Publishing Co., Sherman—Opposes proposals of Allen B. DuMont Laboratories Inc., New York, on grounds it assigns no vhf channel to Sherman-Denison. (Fisher, Wayland, Duvall & Southmayd.)

Sherman Television Co., Sherman—Opposes proposals of Radio Station KFRO, Longview, to assign Channel 12 to Longview. (Johnson, Bohannon, Prescott & Abney.)

Bell Broadcasting Co., Temple (KTEM)—Opposes proposal of Allen B. DuMont Laboratories, New York, for failure to provide vhf channel to Temple. (Fisher, Wayland, Duvall & Southmayd.)

Lucille Ross Buford, Tyler (KGKB)—Opposes proposal of Trinity Broadcasting Co., Oak Cliff (Dallas), Tex., to assign Channel 8 to Tyler in lieu of 7. (Haley, McKenna & Wilkinson.)

Lacks Stores Inc., Victoria—Opposes proposal of Allen B. DuMont Laboratories Inc. in failing to assign vhf channel to Victoria. (Cohn & Marks.)

Texoma Broadcasting Co., Wichita Falls (KTRN)—Opposes proposal of Allen B. DuMont Laboratories Inc., New York, to delete Channel 3 from Wichita Falls and assign it to Lawton, Okla. (Eugene L. Burke.)

Wichtex Radio & Television Co., Wichita Falls (KFDX)—Opposes proposals of: (1) KFBI Inc. and Taylor Radio & Television Corp., Wichita, Kan., to assign Channel 11 to Wichita Falls in lieu of 3. (2) Allen B. DuMont Laboratories Inc., New York, to delete 3 from Wichita Falls. (Samuels, Brown, Herman & Scott, Wichita Falls.)

UTAH

Salt Lake City Broadcasting Co. Inc., Salt Lake City (KALL)—Opposes proposals of Uncompaghe Broadcasting Co., Montrose, Colo.; Eastern Utah Broadcasting Co., Price, Utah, and Quirrh Radio & Television Co., Tooele, Utah, to assign Channel 2 to Tooele. (Haley, McKenna & Wilkinson.)

Uintah Broadcasting Co., Vernal (KJAM)—Same as Northwestern Colorado Broadcasting Co., Craig, Colo. (Paul L. Badger.)

VIRGINIA

Appalachian Broadcasting Corp., Bristol (WCYB)—Opposes proposals of Allen B. DuMont Laboratories Inc., New York, to delete Channel 5 from Bristol, Tenn. (Fly, Shuebruk & Blume.)

Beachview Broadcasting Co., Norfolk—Opposes proposals of Hampton Roads Broadcasting Corp. to assign Channel 2 to Norfolk in lieu of 12. (Irving M. Kipnes.)

Commonwealth Broadcasting Corp., Norfolk (WLOW)—Opposes proposal of Hampton Roads Broadcasting Corp. to substitute uhf channel for vhf in Norfolk. (Jack J. Siegel.)

Louis H. Peterson, Petersburg (WSSV)—Opposes proposals of following to assign Channel 8 to respective cities, unless otherwise indicated: Larus & Brother Co., Richmond Newspapers Inc., Richmond; Radio Station WCHV, Charlottesville; Allen B. DuMont Laboratories Inc., New York (to Norfolk). (Cohn & Marks.)

Havens & Martin Inc., Richmond (WMBG & WTVR)—Opposes proposals of: (1) Radio Virginia Inc., Richmond, and Radio Kentucky Inc., Louisville, to limit vhf power, hold up construction until allocation plan is final, institute time-sharing arrangements, require return of applications now on file and establishment of new cut-off date for filings. (2) Allen B. DuMont Laboratories Inc., New York, Winston-Salem Broadcasting Co. and Piedmont Publishing Co., Winston-Salem, to assign Channel 6 to Winston-Salem. (Fletcher & Midlen.)

WASHINGTON

KVOS Inc., Bellingham (KVOS)—Opposes proposals of: (1) Fisher's Blend Station Inc., Totem Broadcasters Inc. and Queen City Broadcasting Co., Seattle, to assign Channel 2 to Seattle and 3 to Victoria, B. C. (2) Allen B. DuMont Laboratories Inc., New York, to assign 3 to Victoria and 12 to Vancouver, B. C. (3) Twin City Broadcasting Corp., Longview, Wash., to assign 2 to Vancouver, B. C. (Haley, McKenna & Wilkinson.)

Fisher's Blend Station Inc., Seattle (KOMO)—Opposes proposals of: (1) Twin City Broadcasting Corp., Longview, Wash., to assign Channel 2 to Longview. (2) KVOS Inc., Bellingham, Wash., to add 12 to Bellingham, substituting 3 for 12 in Chilliwack, B. C. (Fisher, Wayland, Duvall & Southmayd.)

KING Broadcasting Co., Seattle (KING & KING-TV)—Opposes proposals of: (1) Twin City Broadcasting Corp., Longview, Wash., to assign Channel 6 to Victoria, B. C. (2) Central Wilamette Broadcasting Co., Albany, Ore., to assign 5 to Salem, Ore. (Haley, McKenna & Wilkinson.)

Tribune Publishing Co., Tacoma (KTNT-FM)—Opposes proposal of Tom Olsen, Olympia, Wash., to delete Channel 11 from Tacoma. (Dow, Lohnes & Albertson.)

WEST VIRGINIA

Clarksburg Broadcasting Corp., Clarksburg (WPDJ)—Opposes proposal of Ohio State U to assign Channel 12 to Columbus, O., from Clarksburg. (Mechlin, Marshall & Smith.)

Ohio Valley Broadcasting Corp., Clarksburg (WBLK)—Opposes proposals of following to assign Channel 12 to respective cities unless otherwise indicated: Southeastern Ohio Broadcasting System Inc., Zanesville, O.; Shenandoah Valley Broadcasting Corp., Harrisonburg, Va. (to Zanesville); Ohio State U, Columbus, O. (Cohn & Marks.)

Greater Huntington Radio Corp., Huntington (WHTN)—Opposes proposals of: (1) Ohio State U, Columbus, to assign Channel 12 to Columbus and delete 13 from Huntington. (2) Allen B. DuMont Laboratories, New York, to assign 9, 49, 52 & 65 to Huntington in lieu of 8, 13 & 53. (Loucks, Zias, Young & Jansky.)

Community Broadcasting Inc., Wheeling (WKWK)—Opposes proposals of Washington Broadcasting Co., Washington, Pa.; Allegheny Broadcasting Corp., Pittsburgh Radio Supply House Inc., WCAE Inc., Westinghouse Radio Stations Inc., Pittsburgh, Pa., and Allen B. DuMont Laboratories Inc., New York—insofar as they would delete Channels 7 & 9 from Wheeling. (Pierson & Ball.)

Fort Industry Co., Wheeling (WVVA)—Opposes proposals of: (1) Washington Broadcasting Co., Washington, Pa., to assign Channel 63 to Wheeling in lieu of 9. (2) WSTV Inc., Steubenville, O., to assign 7 or 9 to Steubenville from Wheeling. (3) Allen B. DuMont Laboratories, New York, to delete 7 & 9 from Wheeling, as well as entire DuMont allocation proposal. (4) Allegheny Broadcasting Co., Pittsburgh Radio Supply House, WCAE Inc., Westinghouse Radio Stations Inc., Pittsburgh, to assign 9 to Pittsburgh from Wheeling. (Dow, Lohnes & Albertson.)

Williamson Broadcasting Corp., Williamson (WBTH)—Opposes proposal of Allen B. DuMont Laboratories Inc., New York, to substitute Channel 60 for 17 in Williamson. (Fletcher & Midlen.)

WISCONSIN

Green Bay Newspaper Co., Green Bay (WJPG)—Opposes proposals of following to assign Channel 6 to respective cities: Milwaukee Broadcasting Co., Wisconsin Broadcasting System, Hearst Radio Inc., Milwaukee; Music Broadcasting Co., Grand Rapids, Mich. Also opposes proposals of Columbia Broadcasting System, New York, to assign 13 to Chicago. (Roberts & McInnis.)

Booth Radio & Television Stations Inc., Milwaukee (WJLB, Detroit)—Opposes proposal of Columbia Broadcasting System Inc., New York, to assign Channel 13 to Chicago without increasing number of vhf channels in Milwaukee. (Caldwell-Rollo-Russell.)

City of Milwaukee—Opposes proposal of Wisconsin Broadcasting System and Hearst Radio Inc., Milwaukee, to reserve uhf channel for educational use in lieu of 10. (Walter J. Mattison, city attorney.)

Hearst Radio Inc., Milwaukee (WISN)—Opposes proposals of: (1) Quad City Broadcasting Corp., Moline, Ill., to assign Channel 10 to Grand Rapids. (2) Columbia Broadcasting System to replace 12 with 6 in Milwaukee. (3) Music Broadcasting Co., Grand Rapids, Mich., to move 6 to Grand Rapids. (Dempsey & Koplovitz.)

The Journal Co., Milwaukee (WTMJ & WTMJ-TV)—Requests opportunity to participate in hearings to protect self against possible adverse implications of proposals by Quad-City Broadcasting Corp., Moline, Ill., and Allen B. DuMont Laboratories, New York. (Hogan & Hartson.)

Addenda to

DIGESTS OF OPPOSITIONS TO COMMENTS ON TV ALLOCATION PLAN

Hearing Scheduled before FCC Starting July 9, 1951: Docket 8736

Note: Digests of oppositions listed below are in addition to those published in Supplement No. 72-B, June 16, 1951.

K. Inc., San Francisco, Cal. (KSFO and TV station KPIX) -- Opposes proposals of: (1) KARM, George Harm Station, and McClatchy Broadcasting Co., Fresno, Cal., to assign Channel 5 to Fresno. (2) Television California, San Francisco, and Columbia Broadcasting System, New York, assign 6 to Stockton. (Fly, Shuebruk & Blume)

Journal Corp., Daytona Beach, Fla. (WNDB) -- Opposes proposals of: (1) City of Jacksonville; Isle of Dreams Broadcasting Corp. and WKAT Inc., Miami; Central Florida Broadcasting Co., Orlando, to substitute Channel 11 for 2 in Daytona Beach. (2) Allen B. DuMont Laboratories, New York, to substitute 13 for 2 in Daytona Beach.

Hampshire Corp., Holyoke, Mass. (WHYN) -- Opposes proposals of: (1) Travelers Broadcasting Service Corp., Hartford, Conn., to assign Channel 3 to Hartford from New London, Conn. (2) Hartford Times Inc., Hartford, to assign 3 to Hartford from Providence, R.I. (3) Greylock Broadcasting Co., Pittsfield, Mass., to assign 12 to Worcester, Mass. from New London. (4) WTAG Inc., Worcester, to assign 12 to Worcester from Providence. (5) Columbia Broadcasting System, New York, to assign 10 to Albany, 8 to Portland, Me. from Lewiston, Me., 3 to Calais, Me., 11 to Providence. (6) Brockway Co., Watertown, N.Y., to assign 8 to Montreal-Verdun, Quebec. (7) Allen B. DuMont Laboratories Inc., N.Y. to assign only uhf channels to Springfield-Holyoke. (8) Outlet Co. and Cherry & Webb Broadcasting Co., Providence; Thames Broadcasting Corp., New London, Conn., all of which approved FCC proposed allocation plan. (Bingham, Collins, Porter & Kistler)

an Broadcasting Co., Adrian, Mich. (WABJ) -- Opposes proposal of Wayne U and Detroit Board of Education to delete Channel 11 from Toledo. (Arnold, Fortas & Porter)

it Corp., Flint, Mich. (WFDF) -- Opposes proposal of Michigan State College, E. Lansing, to assign Channel 10 to E. Lansing. (Dempsey & Koplovitz)

Continent Radio-Television Inc., Minneapolis, Minn. (WTCN & WTCN-TV) -- Opposes proposal of Northwest Broadcasting Co., Ft. Dodge, Ia., to assign Channel 4 to Ft. Dodge, substitute for 4 in Sioux City, Ia. (Fly, Shuebruk & Blume)

est Capital Broadcasting Co., Lufkin, Tex. (KTRE) -- Opposes proposal of East Texas Television Co. Longview, Tex., to assign Channel 9 to Longview, substituting 10 for 9 at Lufkin. (Cohn & Marks)

City Broadcasting Co., Wheeling, W. Va. (WTRF) -- Opposes proposals of: (1) Allegheny Broadcasting Corp., WCAE Inc., Westinghouse Radio Stations Inc. and Pittsburgh Radio Supply Co., Pittsburgh, to move Channel 9 from Wheeling to Pittsburgh. (2) Allen B. DuMont Laboratories, New York, to substitute 18, 39, 43 & 63 for 7, 9 & 57 in Wheeling. (3) Washington Broadcasting Co., Washington, Pa., to interchange 9 & 63 between Washington and Wheeling. (4) WSTV Inc., Steubenville, O., to assign 7 or 9 to Steubenville. (Barnes & Neilson)

ona Broadcasting Co., Madison, Wis. (WKOW) -- Opposes proposal of Radio Wisconsin Inc., Madison, to move all commercial TV to uhf. (Fly, Shuebruk & Blume)

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Mobilization Notes: Controlled Materials Plan rules on inventories and distributors' sales (Regs. 2 & 4) were issued May 10 by NPA. Reg. 2 generally limits steel inventories to 45 days' supply, copper and aluminum to 60 days' supply. Reg. 4 requires distributors to accept all orders bearing CMP allotment numbers or DO ratings. Application form CMP-4A for manufacturers of military items and machinery not on "B" list (Vol. 7:18) is now being mailed to manufacturers. NPA has issued Product Assignment Directory, listing 13,000 items and indicating in each case the NPA industry division assigned to the product for purposes of CMP and limitation orders. Also issued by NPA, and being mailed to all firms who are expected to operate under CMP, is brief non-technical booklet, *ABC's of CMP*. All of this CMP material will soon be available from Commerce Dept. field offices, and can be obtained now from NPA, Washington 25, D. C.

Only one of 90 certificates for rapid tax amortization of new production facilities granted by DPA April 27-May 3 went to manufacturer of electronic products. Collins Radio was issued certificate for 5-year writeoff of 80% of \$77,382 in new Arcadia, Cal. facilities for production of radio units. The 90 certificates represented expansion costing \$291,112,376. Total certificates issued through April 13 covered expansion valued at \$3.25 billion, vast majority for production and processing of basic materials. Electronic and electrical production facilities represented about 1% of this amount, or \$32,800,000.

Nickel is so critical that NPA has ordered International Nickel Co., sole supplier, not to furnish during May more than 60% of nickel called for in any defense-rated (DO) order, or more than 15% of monthly average first-half 1950 consumption to civilian users. This directive doesn't apply to receiving tube industry, to which 200,000 lb. of nickel was allocated for May, 180,000 for June—close to 75% of the industry's first-half 1950 average monthly rate of use. Allotment is for both military and civilian tubes, and comparative size of tube industry's ration indicates how vital NPA regards electronic industry.

To help relieve copper shortage, Congress this week passed bill to suspend 2¢-a-pound copper import duty retroactively from April 1 until Feb. 15, 1953, with duty to go back into effect whenever domestic copper price falls below 24¢ a pound. Duty was suspended during World War II and during most of post-war period. President is expected to sign bill. General Services Administrator Jess Larson told Congressional committee govt.'s program of tungsten purchases will total about \$185,000,000, with losses not expected to run over \$25,000,000 when the tungsten is resold domestically. Meanwhile, NPA officials said less than 5% of nation's rearmament program is "in trouble" because of metal scarcities.

Radio, TV and Household Appliance Wholesale Advisory Committee (Vol. 6:51, 7:2) will meet with NPA May 17 in Washington, with replacement parts problem prime topic on agenda.

Mobilization Personals: John Dillon, former IUE-CIO board member and ex-Sperry Gyroscope employe, on loan from union to serve as labor consultant to NPA Electronics Div. director John G. Daley . . . Willard Green, formerly in FCC AM Engineering Div., named to staff of NPA Electronics Div., to serve in end products section under J. Bernard Joseph . . . Berlon C. Cooper, ex-eastern editor of *Electrical Construction & Maintenance*, named consultant to NPA Building Materials Div. . . Kenneth H. Klipstein, on leave as gen. mgr., Calco Chemical Div. of American Cyanamid Co., succeeds Joseph S. Bates, resigned, as head of NPA Chemical Div.

Steel limitation order M-47 definitely will be tightened next quarter. Here's why: More than half the nation's record steel output will probably have to be set aside for defense and defense-supporting programs in July, even more in August. So NPA told steel industry May 10. That will mean 10-15% greater bite into steel supplies—much of it to be absorbed by consumer durables industries.

M-47, which permits TV-radio manufacturers to use steel during second quarter at 80% of first-half 1950 rate (Vol. 7:10-11, 14) will probably be chopped to 70% for third quarter. Auto makers have already been cut to 75% for June, and told their July quota will be 70%.

Principal complaint of TV-radio makers continues to be that M-47 freezes manufacturers' permitted intermixture of models and types of products. NARDA president Mort Farr, in letter this week to NPA chief Fleischmann, said in this respect "M-47 goes beyond the required limits and creates artificial obstacles to the normal free play of our economy." In TV-radio-phono field, Farr said, Regulation W has brought lower-priced units into "greater demand than they normally would be." Combining or reducing number of the 5 listings in this category, he said, would help fill this demand and benefit "every segment of the industry, from consumer to manufacturer."

Industry got promise last month from NPA assistant administrator Horace B. McCoy that effort would be made to break TV-radio-phono category down to 3 listings, so that steel quotas for radio-phonos could be shifted to radios, and quotas for TV combinations could be used to make more lower-priced TV-only sets.

The Russians, self-proclaimed "inventors" of TV, say they're engaged in big expansion program, according to May 7 *New York Times* dispatch from Moscow. *Izvestia* reports stations operating in Moscow, Leningrad and Kharkov, more under construction. Number of sets isn't known, but *Pravda* reported 7845 in Moscow last August, and *Times'* correspondent says number of antennas on apartments is "visibly growing." Three types of sets made are: T-1 & KV-49 (4¼x5½-in. screen), T-2 (5x7-in.), with "same price as American console TV sets." Soviets use 625-line system, and definition "compares well with the American." *Izvestia* says world's first TV set was built in 1907 by Boris L. Rossing, a teacher, calls him TV's inventor. This week, New York longshoremen refused to handle baggage of home-going Soviet UN delegates; included were TV sets, washing machines and refrigerators.

Optimistic views of future, as enunciated by industry leaders in current statements: "I think the TV market for the next 10 to 12 years will average from 6,000,000 to 9,000,000 sets per year, depending on the initiative of the manufacturers."—Joseph B. Elliott, RCA Victor. "This year's autumn and winter TV business will be very strong."—Robert W. Galvin, Motorola (who also told stockholders meeting May 7 that Motorola will have profitable second quarter due to good rate of communications, auto and radio sales). "The general condition which we and the industry are now experiencing gives every indication of being only a pause in the extraordinary growth of TV receiver sales."—H. L. Hoffman, Hoffman Radio.

Footnote on TV demand: Letter received by FCC from a citizen of Ft. Wayne, Ind.: "Isn't there any way you could figure Television herein Ft Wayne were a large City with 26 towns with in a aeria of 25 miles. Sir it's hard for us we need a technician bad and I had a fine operator to come here, as soon as he learnd there wasent any television he flatly refused. NO. All so I understand the the International harvester had an engineer a 25 thousand year man point blank refuse to come here on account of no television . . ."

Telecasting Notes: Here's trend that can't be blinked: NBC-TV billings in March (\$4,594,203) were only about \$500,000 or so under its AM billings (\$5,085,636)—and it's confidently expected TV will surpass AM shortly. Figures do not include own stations' income. PIB report (Vol. 7:17) also showed January-March quarter NBC-TV billings at \$12,730,785 vs. its network radio's \$15,033,209. Speedy rate of change is indicated by fact that NBC-TV billings in March 1950 were only \$1,175,186 vs. its AM network's \$5,847,374 . . . Mutual, pointing with pride at upsurge of AM billings, reports \$6,139,450 for first 4 months of this year vs. \$5,932,407 for same 1950 period, gain of 4% . . . WATV, Newark, signed lease to join 5 New York stations on Empire State Bldg., leaving WOR-TV only station not included. Novel antenna for WATV, designed by Andrew Corp.'s M. W. Scheldorf, ex-GE, features elements located around 29-ft. mooring mast itself . . . Paramount's KTLA, Los Angeles, set up own microwave relay for 102-mi. remote last week from Pt. Loma, San Diego, to Mt. Wilson, to pick up arrival of First Marine Division contingent from Korea—believed to be longest remote on record, rivaled only by WBKB's South Bend-to-Chicago 92-mi. remotes for Notre Dame football . . . Denver Post considering applying for TV; if it does, it will be city's eighth applicant (see TV Factbook No. 12) for the 4 vhf (one educational) and 2 uhf channels earmarked for area (see Allocation Report) . . . Bulldozer worked by farmer near Aberdeen, Md. cut 2 coaxial cables afternoon of May 7, cut off network shows south of Philadelphia for about day before they were repaired . . . Abbott & Costello latest to contract with NBC-TV, other top comedians on its contract list being Milton Berle, Bob Hope, Groucho Marx, Jimmy Durante, Eddie Cantor, Ed Wynn, Sid Caesar, Imogene Coca, Danny Thomas, Jack Carson, Dean Martin & Jerry Lewis . . . PRB Inc., TV-radio producing firm set up by Mary Pickford and Buddy Rogers, being dissolved after partner Mal Boyd decided to study for Episcopal priesthood.

Affiliates Committee growing out of opposition to network rate cuts (Vol. 7:16-17) has collected \$10,000 from almost 150 stations, seems assured of continuance. Committee meets May 15 in New York, plans to hear A. C. Nielsen and J. B. Ward, Advertising Research Bureau Inc., Seattle, on research to prove AM still a good buy. Meanwhile, latest survey showing pickup in radio listening among TV owners is from WOR, New York. Based on Pulse Inc. study, it shows that 53.7% of TV owners with sets more than 2 years old listen to radio on average night, compared to 36.2% who've had set 9 months or less. Among TV owners who have had set 2 years or more, 27.8% listen to radio for hour every night; of newer TV owners, only 17.8% listen for hour each night.

Georgia Tech (WGST) has protested to FCC the sale of Atlanta's WSB-TV to group of local businessmen (Vol. 7:16), advocating instead that its Channel 8 be assigned to one of 3 existing applicants (*TV Factbook No. 12*). Application for sale of WSB-TV was returned last week by FCC on grounds it couldn't tell who ultimate stockholders would be, since two-thirds of stock was proposed to be held by investment firm of Clement Evans & Co. Application is expected to be refiled shortly (Vol. 7:18).

General Tire & Rubber Co. (O'Neil interests), for tax and other business reasons, has secured FCC approval to transfer Yankee Network stations to Thomas S. Lee Enterprises, purchased last year from estate of Thomas Lee (Vol. 6:42-45). Plan is to operate that subsidiary as 2 divisions: Don Lee Network and Yankee Network. Yankee stations involved: WNAC, WNAC-TV & WNAC-FM, Boston; WICC, Bridgeport; WONS, Hartford; WEAN, Providence; WGTR (FM), Paxton, Mass.

DOUBLED uhf signal strength at receiver was achieved, RCA announced this week, by tilting Bridgeport transmitting antenna 2½ degrees up or down. These results have obvious and enormous implications for improved service with lower-powered, less-expensive transmitters.

RCA is now studying effect on station interference, but experienced engineers doubt whether tilting will produce extra trouble. In fact, they think it may reduce interference.

Practice isn't new, since work of this kind was done for military during war. In Los Angeles, KECA-TV is now titled "electrically," through phasing. KTTV has experimented with both physical and electrical tilting. WJZ-TV will be tilted electrically when it begins operations from new Empire State Bldg. antenna.

Way technique works, as we understand it, is that tilting permits direct signal and ground-reflected signal to combine, produce cumulative effect.

FCC budget for July 1, 1951-June 30, 1952, was cut \$575,000 to flat \$6,000,000 May 4, when House, in economy mood, pruned all independent offices appropriations. FCC cut was marked by bitter diatribe against "pinks and reds" in Commission by Rep. Cox (D-Ga.), who was chairman of 1943 Select Committee that investigated FCC. Cox charged that the Law Dept. controls Commission and "has sought to dominate, to control and to terrorize" station operators. He was abetted by Rep. Rankin (D-Miss.), who proposed elimination of entire FCC appropriation. To defense of FCC came Rep. Thomas (D-Tex.), who cited Comr. Jones (an ex-Congressman) as being "no more a Communist than this table is"; he also defended other commissioners. FCC officials hope Senate will restore cut; otherwise it may be difficult to maintain present 1205 employees.

Crosley asked for Channel 11 in Toledo this week making third application for that one-station (WSPD-TV) city (*TV Factbook No. 12*). Crosley now operates WLWT Cincinnati; WLWD, Dayton; WLWC, Columbus; is applicant for Indianapolis. Also this week, WTBO asked FCC to dismiss its application for Cumberland, Md.

Supreme Court's color decision (Vol. 7:13) should come May 14 or 28, possibly June 4—since Court doesn't sit May 21, is trying to recess for summer on May 28 or June 4 at latest. Traditionally, Court doesn't hold such cases over until beginning of fall sessions.

First uhf transmitter order received by RCA came from WFPG, Atlantic City, which bought 1-kw unit (TTU 1B), plus antenna and monitoring equipment. Antenna will be mounted on station's 408-ft. AM-FM tower.

Latest to announce uhf converter is Air King, whose parent Hytron was recently purchased by CBS (Vol. 7:15). Company quotes lowest price yet, \$29.95 including antenna says it will have units ready when uhf stations are on air.

More May 1 sets-in-use reported since NBC Research' "census" of April 1 (Vol. 7:17): Los Angeles 1,038,750, up 138,750; St. Louis 289,000, up 7000; Kansas City 118,523 up 3523; Omaha 77,415, up 4615.

Copies of Digests of Comments

Included herewith, for all full-service subscribers, is our 8-page *Digests of Comments on Proposed TV Allocation Plan* (Supplement No. 72). Extra copies of this report, containing digests and listings of all commercial, educational and municipal comments, are available at \$2, or \$1 in quantities of 25 or more.

Television Digest

WITH AM FM REPORTS

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May 19, 1951

In This Issue: { Coast-to-Coast Hookups by Year's End, page 1. Financial & Trade Notes, page 7.
After Effects of ABC-CBS Deals, page 1. New Metal Curbs Presage Set Shortages, page 8.
Freeze-End Horizon Grows Bleaker, page 3. Trade Up Slightly, Plenty Yet To Do, page 8.
Broadcast Construction Can Continue, page 4. Mobilization Notes, page 11.

COAST-TO-COAST HOOKUPS BY YEAR'S END: Exactly when transcontinental TV will become reality, is indeterminate at this moment -- except that it should be sometime before end of this year, possibly in time to pipe World Series in October to 3 of the Pacific Coast cities having stations: San Francisco, Los Angeles, San Diego.

Inquiry at AT&T discloses only that Omaha-Denver-Salt Lake-San Francisco microwave extensions of present hookups east of Omaha will be in operation for phone service by late August. After that, technical installations will determine addition of two-way TV circuits, which could thus be linked into present San Francisco-Los Angeles microwave hookup.

San Diego gets service off air from Los Angeles. Nothing has been decided about hooking up San Francisco-Seattle, though there is a coaxial out of Sacramento for phone service to Seattle which could be modified for TV.

Besides this week's additions of microwave circuits between Columbus-Dayton and Dayton-Cincinnati (Vol. 7:18), phone company this year plans more microwaves into Southwest, is considering Kansas City-Wichita-Oklahoma City-Tulsa-Ft. Worth-Dallas-Austin-San Antonio links (Vol. 7:6) -- but primarily for phone use.

Rest of this year, aside from coast-to-coast interconnection, AT&T plans only the Memphis-Birmingham-Atlanta coaxial extension, via Jackson, Miss., due for completion in October and providing second circuit for Birmingham and Atlanta, each now with 2 stations and already linked via Charlotte-Jacksonville. Next year, additional Rochester-Syracuse and Charlotte-Atlanta circuits are scheduled by spring plus Jackson-New Orleans by fall.

AFTER EFFECTS OF ABC-CBS DEALS: By their projected "sale and re-sale" deals (Vol. 7:18-19), which came to naught, ABC & CBS have thrown sharper focus on these trends:

(1) Value of TV franchises enormously enhanced -- not only by their profit potential but by willingness of such traditionally smart operators as CBS to go to such great lengths to obtain outlets. Channels now held will be held more tightly than ever, or for huge prices, and those sought when FCC thaws freeze will be sought more eagerly than ever.

(2) Value of radio properties, including ABC's, further depreciated -- the manifest result of tacit and expressed admission that TV is so important. Even more than ABC-CBS negotiations, the reductions in radio network rates are contributing to such depreciation of AM values.

ABC this week followed lead of CBS and NBC (Vol. 7:15 et seq) by announcing 15% radio network rate cuts effective July 1 (see p. 12). This inevitably means curtailed income from that source, while TV revenues climb.

* * * *

ABC Chairman Noble's explanation of deals is contained in statement issued May 16 and published in full on page 7. This is all that affiliates and sponsors, as well as press, were told. It implies all deals are off -- and "it means what it says," according to an ABC spokesman.

None the less, the trade is utterly convinced that ABC will be sold sooner

or later. Some even saw significance in fact United Paramount's president Leonard Goldenson used word "suspended" when telling stockholders meeting this week about his company's negotiations with Noble.

Nor is it secret that CBS and ABC initiated talks with other prospective customers, notably the O'Neil and Storer interests, to say nothing of IT&T, and that many ABC employes and affiliates are still quite bitter. Said one major affiliate, who operates both AM and TV outlets:

"We ought to be flattered, I suppose, by the very high value placed on our properties by our worthy competitors, but for my money these proposed deals have taken a year off the life of ABC. And the network radio rate cuts are a forewarning of what can happen to radio stations. It all goes to show how we and the networks can love each other today and grow to hate each other tomorrow."

* * * *

There's scant doubt that all radio networks, in pulling down rates, face increasing difficulty in clearing time on their affiliated stations.

Some ABC affiliates took their troubles, particularly the "merger" stories, to their Senators and Congressmen, and several threatened to sue if deals went through, though principals took pains to make clear all deals were predicated on continuing ABC networks -- CBS's purpose being mainly to get some of its TV outlets.

Another boomerang effect may be new opposition in Washington to network ownership of stations, either AM or TV -- and some talk about that is already heard. FCC has limited any one entity to 5 TV stations (which only ABC and NBC now have) and custom (and proposed FCC rule) limits AMs to 7 (CBS has 7, NBC 6, ABC 5).

If networks were deprived of own stations, which could be done only by act of Congress, they would rightly argue there would be less, not more network service. Their balance sheets, they say, show profits come largely from station and not network operations. That will be more true of TV even than AM because interconnection charges are so much higher for TV.

The political dangers are great, nevertheless, and the networks have always been very sensitive to what FCC and Congress say. There have been a few outbursts in Congress on score of "monopoly" and "merger" as result of CBS-ABC negotiations.

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What CBS will do next is subject of much conjecture, but it's common gossip that it has shopped strenuously for key TV stations to add to the 2 it owns plus 45% interest in third. One big city newspaper station is said to have quoted, no doubt facetiously, a \$10,000,000 asking price! CBS is bound to go after new station grants in post-freeze hearings, and it's even conceivable that it will become one of the most earnest protagonists of uhf.

May 19 Variety, without indicating source, quotes what it calls "extremely conservative estimates" of the worth of ABC's TV and AM stations, not taking into account "foreseeable potential and other important facts".

The TV station figures are shown as: WJZ-TV, New York, \$5,000,000; WENR-TV, Chicago, \$1,000,000; WXYZ-TV, Detroit, \$2,500,000; KECA-TV, Los Angeles, \$1,500,000; KGO-TV, San Francisco, \$1,250,000; total for 5 TV stations \$11,250,000. And the AM station quotations: WJZ, \$2,000,000; WENR, \$500,000 (ABC has only half-time on its channel); WXYZ, \$750,000; KECA, \$1,000,000; KGO, \$1,000,000; total radio station valuation \$5,250,000. (No reason is given for low WENR-TV estimate.)

Thus, worth of TV and AM stations alone would aggregate \$16,500,000. In the CBS negotiations, purchase price of whole package was indicated as \$26-28,000,000.

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ABC earnings statements have been unimpressive lately, explained as due to huge TV costs. This week, first quarter profits after taxes went up to \$222,000, or 13¢ a share on 1,689,017 shares of common outstanding (of which Mr. Noble owns some 53%). This compares with \$93,000 (5¢) for same 1950 quarter -- but for all 1950 the net profit figure was only \$85,605 on gross operating income of \$45,879,660. Noble's May 16 statement speaks of annual business of "about \$65,000,000."

In 1949, ABC ran deficit of \$519,085 on gross sales of \$40,267,488; in 1948 profit was \$468,676 on \$37,110,726, and in 1947 profit was \$753,911 on \$35,955,004. At end of 1950, earned surplus was \$3,627,559.

PIB figures for 1950, covering only network income, show ABC radio billings of \$35,124,625, TV \$6,470,510 -- total of about \$41,600,000, which might indicate owned and operated stations, both AM and TV, accounted for only slightly more than \$4,000,000. That figure is probably low, however, since PIB network figures cover gross billings. Station profit-and-loss figures aren't revealed by any network, but with very few exceptions their AM and TV stations are reputed to be good earners.

FREEZE-END HORIZON GROWING BLEAKER: Confronted with an avalanche of comments on its proposed allocations (Vol. 7:19), FCC could do no less than grant more time in ever-lengthening end-of-freeze procedures -- so as to give its own staff as well as interested parties chance to mull the comments, which reached final total of 645.

[Supplement No. 72-A, herewith, completes our digests of all comments.]

Big allocation hearing was moved forward about month -- to start July 9 -- and deadline for oppositions was extended to June 11.

That means you can add at least one more month to our calendar of probable times when new TV stations can get on the air (Vol. 7:17). It's still good guess first few won't make it before mid-1952. And if applicants come in droves, as indicated, it may be well into 1953 before any sizable market areas get new outlets.

What worries the industry far more than this delay are other factors auguring added years rather than months to freeze now approaching end of its third year:

* * * *

(1) Legality of FCC's procedures. More and more lawyers are beginning to take it for granted that someone will hail Commission into courts. Regardless who wins in courts, such appeals always take months if not years.

Commission must have known risks it was taking, radio attorneys say, but they find it incomprehensible FCC didn't try to clear legal air 3 years ago when Communications Bar Assn. asked for oral argument on exactly same issue it now poses -- whether fixed city-by-city channels can be laid down in rules, changeable only via the devious and laborious rule-making process.

They oppose fixed assignments, think allocations should be based on demand. Commission is apparently bent on making this latest allocation plan stick -- as is.

Commission counsel have long been cocky about luck in courts, though that attitude may have been somewhat shaken by industry's success in getting color case as far as Supreme Court. And, this week, District of Columbia Court of Appeals indicated that it's very meticulous about seeing that everyone gets a fair shake.

During oral argument on WJAX-City of Jacksonville's request FCC be enjoined from moving Channel 2 out of city (Vol. 7:19), Chief Judge Stephens seemed dubious whether city was getting full "due process" hearing before FCC, as required by the Administrative Procedures Act. Court came up with idea that made injunction unnecessary, doesn't tie up allocation plan:

Last year, FCC took CP for WJAX-TV away from City of Jacksonville, denying it more time for construction (Vol. 6:41). City appealed FCC action to Court of Appeals. After this week's oral argument, Court decided it will try to get out its decision, on city's appeal to recapture CP, before allocation plan becomes final. Thus, city will know whether it has a CP to protect -- before allocation is frozen.

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(2) Congress. Sen. Benton is working hard, seeking support for his resolution to study educational TV (Vol. 7:15-18.) This week, he made another long speech in Senate contending that 6-12 months' delay, if necessary, is small price to pay for proper treatment of educational TV.

Commercial interests are of one accord in bucking educational channel reservations worked into allocation plan by Comr. Frieda Hennock, and there are indications quite a few members of Congress don't like that approach either since so few educational institutions are financially equipped to run own expensive TV plants.

Sen. Benton, once an adman (Benton & Bowles), once vice president of U of

Chicago, has a lot of ideas for getting more public service into TV. According to his assistant John Howe, who used to run the U of Chicago Round Table broadcasts, he's exploring such avenues as:

(a) Creation of a national advisory committee to assist Congress and FCC. (b) Resolution requiring FCC to finalize current reservation proposal. (c) Federal grants-in-aid for educational TV stations. (d) Legislation spelling out "public interest," making applicants "stick to promises" when they get stations. (e) Setting aside of choice time for "public service" by commercial licensees.

Sen. Johnson is obviously beginning to get stirred up about allocations. He has indicated doubts about educational reservations and criticized "lack of flexibility" in FCC's plan (Vol. 7:18-19). And, nagged by constituents, particularly from his own Denver, biggest non-TV city in the country, he appears to be getting somewhat weary of the freeze himself.

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Whether oft-suggested "partial" lifting of freeze will be effected, isn't yet indicated by FCC. Guessing is it will say "no can do" -- except maybe for grants in Territories, though nobody has yet applied from Hawaii, Alaska, Porto Rico. But chances for vhf station power increases and new uhf stations "soon" appear slim.

Some stations may offer to assume risk, however, and ask FCC for temporary authorization of high power immediately where interference wouldn't be increased.

* * * *

DuMont is striving mightily to convince everyone that its allocation -- a complete substitute for FCC's (Vol. 7:18-19) -- is not only more realistic but more efficient. It's based on population density, probable economic support.

DuMont demonstrated its "light map" at New York press conference May 17 to give graphic illustration of such contentions as these: (a) Its plan supplies 375 cities with 655 vhf stations, compared with FCC's 342 cities, 557 stations. (b) It gives 4 or more vhf channels to 47 cities, compared with FCC's 18 cities. In north-east U.S., it provides 598 uhf assignments, compared with 537 in FCC plan.

DuMont plans Washington demonstration, in week or so, for consulting engineers and attorneys. After analyzing our digests of allocation comments (Supp. 72), DuMont research v.p. Thomas Goldsmith ventures that his company's plan would satisfy "vast majority" of requests for vhf channel shifts and additions.

BROADCAST CONSTRUCTION CAN CONTINUE: Second-week sizeup of NPA order M-4 regulating all construction (Vol. 7:19), as it applies to broadcast station building:

Despite confusion over errors in wording of order, mistakes in interpretation, despite fact that specific criteria haven't been worked out yet, all responsible sources we've contacted indicate that --

(1) Govt. considers present and prospective TV-radio broadcast facilities essential to national defense.

(2) Holder of FCC construction permit, as general rule, will receive NPA authorization to build if his plans for use of steel aren't too grandiose.

(3) NPA authorization system will actually help broadcasters get building materials when Controlled Materials Plan begins working smoothly (by late fall).

Order M-4 requires NPA authorization for practically all building. That's all it does. It doesn't ban station construction.

* * * *

Aside from general criteria of community necessity and essentiality to defense, specific principles to be applied in considering applications to build new broadcast facilities are being worked out by NPA's Construction Controls and Electronics Divisions in consultation with FCC. Specifications will probably limit amount of money to be spent and tonnage of steel to be used in building stations.

Construction Controls Div. administers order, issues authorizations. Electronics Div. is "claimant", or spokesman, for broadcasters. As such, its job is to see that broadcasters' case is adequately presented to other NPA divisions in charge of materials for manufacture and maintenance of equipment, as well as construction.

Electronics Div. has prepared third quarter "program" for construction of new broadcast stations under Controlled Materials Plan -- meaning it has put in request for materials it expects new stations to require. It did this after checking at FCC. Broadcasting program has been tentatively approved by DPA for allocation of materials -- and approval carries govt. stamp of essentiality.

This claimant function would normally be duty of FCC; in fact, some within FCC have complained because NPA didn't take initiative in consulting them before blanketing TV-radio stations into construction order. Fact is, however, that FCC Chairman Coy in January relinquished all rights as claimant in production program.

FCC chairman was designated by Commerce Dept. Nov. 20, 1950, to serve as claimant "with respect to all communications facilities, both Govt. and private, of a civilian character not covered otherwise." But on Jan. 12, 1951, Mr. Coy wrote DPA chief Wm. Harrison that FCC couldn't implement designation as claimant. Gen. Harrison acknowledged Mr. Coy's letter Jan. 26 and designated NPA Electronics Div. as claimant for broadcasters.

Although FCC is being consulted on standards, it is NPA Electronics Div. to whom prospective broadcaster should look for help in getting approval of construction plans. FCC will enter picture only to extent that its grant of a CP is prerequisite to NPA consideration of application for station construction.

* * * *

No one has yet applied for authorization to build a station. After specific criteria have been established, here's how authorization procedure will work:

Applicant will apply on Form NPAF-24 at nearest regional NPA office, which will have power to grant authorization. If it's denied, applicant may modify his specifications to meet NPA criteria, and resubmit them. If refused again, it's sent to Washington for review. Then broadcaster's best bet is to get in touch with NPA Electronics Div. which, as his claimant, would discuss his case -- acting as his spokesman -- with Construction Div. If he's turned down again, he can appeal to NPA's 3-man appeals board.

NPA will be lenient with broadcasters who have already bought materials to construct stations, but haven't begun building. They must file applications for adjustment or exception, showing equipment can't be resold without loss or inconvenience. Then they'll get go-ahead to build.

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Confusion aplenty is rule at NPA -- and especially in Construction Div. A mistake in phrasing of construction order -- giving newspapers apparent preference over TV-radio stations -- drew from NARTB a demand for a conference with NPA Administrator Fleischmann.

NPA general counsel's office says error was made in printing, but assures that master copy of order doesn't contain the inequity -- although there's been no public correction yet.

In another case of confusion, NPA lawyers rebuffed Construction Div. Director Rufe Newman, who last week told us broadcast stations may be constructed without NPA authorization if they use less than 25 tons of steel. That isn't so, general counsel's office says. Tonnage exemption applies to certain other construction categories -- such as schools, hospitals, factories -- but not to TV-radio.

Among grants for educational radio-TV reportedly being made: Kellogg Foundation, \$200,000-\$250,000 to National Assn. of Educational Broadcasters for AM "tape network" facilities; Ford Foundation, \$25,000 to NAEB for monitoring of TV programs in several cities. Rumor has it that \$750,000-\$1,000,000 grant of some sort is in the mill. Ford Foundation officials say they have no present plans for granting funds for station construction or operation, that recent grants are to "get things going."

TV has an obligation "to attempt to lift the cultural level of the masses [but] we cannot proceed by leaps and bounds to an all-culture diet." That was sizeup of educational TV by RCA chairman David Sarnoff in May 18

speech during conference on "Living in Industrial Civilization," sponsored in Corning, N. Y. by Corning Glass Works and American Council of Learned Societies. Gen. Sarnoff pleaded for patience with young industry, saying medium shouldn't be expected to devote itself, overnight, to primarily cultural projects.

"I am a proud parent today," writes inventor Lee DeForrest to May 17 *New York Times*. He states: "In the past I have complained bitterly about some of the uses to which 'my children,' radio and TV, have been put. I am delighted to see the splendid way these media were employed in bringing to the public the living history of General MacArthur's return and subsequent discussion . . ."

Personal Notes: Alexander Stronach Jr. promoted from TV program v.p. to v.p. in charge of ABC-TV, succeeding Otto B. Brandt, who goes to KING & KING-TV, Seattle (Vol. 7:19) . . . Slocum Chapin, Eastern TV sales mgr., named v.p. for ABC-TV stations, and Richard A. Moore, mgr. of KECA-TV, named acting mgr. of ABC Western Div. . . . Wayne Mason, mgr. of RCA Frequency Bureau, New York, loaned to State Dept. for 2-year hitch as Telecommunications Attache for Western Europe, to be stationed in Geneva; he replaces C. W. Loeber, who has returned to FCC . . . Comdr. Mortimer W. Loewi, director of DuMont Network, returned from Europe May 15, accompanied by Andrew P. Jaeger film div. director . . . In addition to ABC vice chairman Mark Woods (Vol. 7:19), honorary degrees were conferred by Ithaca College May 12 on Justin Miller, NARTB, and Michael R. Hanna, gen. mgr. of Cornell's WHCU and of Rural Radio Network . . . Mannie Sachs, RCA v.p., named program chief for Philadelphia's 175th Declaration of Independence anniversary celebration . . . FCC Comr. George Sterling has chosen David W. Warren, Camden, Me., to be legal assistant; Warren is 1948 graduate of Boston U School of Law . . . Fred Whitney, ex-Altec, joins staff of Society of Motion Picture & Television Engineers to take charge of test film technical operations . . . Marshall N. Terry, ex-Crosley, back to Trailmobile Co., Cincinnati, as adv. director . . . Tony Moe, KNX sales promotion mgr., named to same post for CBS's KTSL, Los Angeles, replacing Ralph Taylor, with Sherril Taylor coming from KSL, Salt Lake City, to take his place at KNX.

Station Accounts: TV sponsorships, resulting in more beer drinking at home, are given credit by U. S. Brewers Foundation for reversal of 1947-50 downward trend in beer production—up 4% first quarter 1951 over same 1950 period. Survey shows 62% of American families now buy beer for consumption at home. Brewers are top sponsors on TV-radio, particularly of baseball and other sports (Vol. 7:13, 17) . . . B. J. Roesch Co., electrical equipment manufacturer, sponsoring *Inside Television* on KTTV, Los Angeles, Sun. 9:15-9:30; guest experts (first was Dr. Lee DeForest, May 13) tell audience in lay language how TV works . . . Ashland Oil & Refining Co., Ashland, Ky., expands into TV with Mon.-thru-Sat. newscasts plus thrice weekly *General Store* program on WLWT, Cincinnati, thru Byer & Bowman, Columbus . . . Lic-Rich Co., Cleveland, soon to introduce licorice-flavored soft drink, ice cream and frozen sticks, will use TV, thru Hutchins Adv., Rochester . . . Zenith Radio, seldom user of TV or radio, preparing TV spots for local co-op use, plugging uhf tuners, thru MacFarland, Aveyard & Co., Chicago . . . Elgin-American planning to use TV for new campaign to promote Certina watches . . . Among other advertisers reported using or preparing to use TV: Graham Co. (Red-bow products), thru Blaine-Thompson Co. Inc., N. Y.; G. N. Coughlan Co. (DeMoist dessicant), thru A. W. Lewin Co., N. Y.; New Netherlands Trading Corp. (Juliana cheese), thru Hilton & Riggio Inc., N. Y.; Jewel Food Stores, Dept. of Jewel Tea Co. Inc. (food products), thru Goodkind, Joice & Morgan Inc., Chicago (WNBQ); Nesco Inc. (stainless steel ware), thru Needham, Louis & Brorby Inc., Chicago; Mira-sham Corp. (chamois substitute), thru C. Wendel Muench & Co., Chicago; Scudder Food Products (peanut butter), thru Davis & Co., Los Angeles; Myers Industries (candies), thru Watts-Payne Adv., Dallas; Plymouth Dealers of N. Y., thru Klores & Carter Inc., N. Y.; Packard-Bell Co. (TVs & radios), thru Elwood J. Robinson & Co., Los Angeles.

Russell D. Valentine, 51, chief engineer of WQXR, New York, and a pioneer in amateur radio and high fidelity broadcasting, died May 15 at his home in New York.

Network Accounts: Pepsi-Cola, starting June 16, sponsors *Faye Emerson* on CBS-TV, Sat. 9-9:30, thru Biow Co., taking time vacated by Bulova's *Frank Sinatra Show* and dropping present *Faye Emerson Show* on ABC-TV, Mon.-Wed.-Fri. 7:15-7:30 . . . Hazel Bishop Inc. (lipstick) starting July 5, sponsors Freddy Martin's *Band of Tomorrow* on NBC-TV, Thu. 10-10:30, thru Raymond Specator Co., as summer replacement for U. S. Tobacco's *Martin Kane, Private Eye* . . . Procter & Gamble in fall will sponsor *Red Skelton* on film on NBC-TV, Sun. 10-10:30, taking over period being dropped by Congoleum-Nairn's *Garroway at Large* . . . Armour & Co. considering *Garroway at Large* as replacement for *Stars Over Hollywood*, on NBC-TV, Wed. 10:30-11, starting in fall, thru Foote, Cone & Belding, Chicago; also daytime across-the-board show for *Garroway* . . . Lehn & Fink (Lysol, Hinds) has bought 10-10:15 portion of *Doodles Weaver Show*, which will replace *Saturday Night Revue* during summer on NBC-TV, Sat. 10-10:30, thru Lennen & Mitchell and McCann-Erickson, both N. Y. . . . DeSoto Div., Chrysler Corp., substituting *It Pays to Be Ignorant for You Bet Your Life* on NBC-TV, Thu. 8-8:30, during summer, thru BBDO, N. Y. . . . Bauer & Black (surgical products) sponsorship of 5:30-6 portion of *Super Circus* on ABC-TV, Sun. 5-6, starts June 10, thru Leo Burnett, Chicago . . . Goodall Fabrics Inc. (Palm Beach) June 10 will sponsor Palm Beach Round Robin Championships from Wykagyl Country Club, New Rochelle, N. Y., on CBS-TV, Sun. 5-6, thru Ruthrauff & Ryan, N. Y. . . . General Foods (Sanka) replacing *The Goldbergs* for summer with Phil Baker handling celebrity husband-and-wife quiz show titled *Who's Whose?* starting June 25 on CBS-TV, Mon. 9:30-10; sponsor has cancelled *The Goldbergs*, but is retaining time and will have new show in fall. Agency is Young & Rubicam, N. Y. . . . Larus & Bro Co. Inc. (Edgeworth tobacco) June 24 starts *Plainclothesman* on DuMont, Sat. 9:30-10, thru Warwick & Legler Inc., N. Y.

Westinghouse is currently spending \$2,300,000 for its *Studio One* on CBS-TV, using 51 stations, as against \$400,000 in 1949 when it used 9 stations, according to J. Gilbert Baird, appliance sales promotion mgr., in glowing report on TV advertising at joint American Television Society-Executive Sales Club May 15 meeting. Sum includes \$75,000 for newspaper advertising, \$50,000 for dealer promotions, plus unstated amount for publicity, Baird revealed. Reason why Westinghouse is happy with TV, he said, is that appliances must be demonstrated and TV is best medium for that function, costing about \$1.60 per thousand to reach 9,000,000 persons every week.

Million dollars is National Collegiate Athletic Assn.'s asking price for sponsorship of its college football telecast-a-week package this fall (Vol. 7:16), with breweries ruled out as sponsors, May 16 *Variety* reports, adding that NCAA reportedly would keep 60% of take, divide remaining 40% among participating colleges. "Best approach yet" is NCAA reaction to formula proposed by WWJ-TV gen. mgr. Harry Bannister: televising of second half of each Big Ten game. WPIX survey of New York area sports viewers indicates TV creates new sports enthusiasts, shows 8 out of 10 viewers who have seen major sport for first time on TV plan to attend in person, majority would rather attend than watch on TV, 37% have actually gone out and bought tickets.

Joint Committee on Educational TV has named Ralph Steetle, Louisiana State U, to replace Richard Hull as director of Washington headquarters when latter goes back to WOI-TV, Ames, Ia., June 5. Hull has been on 2-months' leave of absence. Blanche Crippen, formerly of National Education Assn., was appointed administrative assistant for program development.

Statement by Mr. Noble

Following collapse of negotiations for sale of ABC, chairman and majority stockholder Edward J. Noble May 16 issued the following statement to press, affiliates and sponsors:

It is pertinent that I reveal the facts relating to recent reports of the "sale" or merger of the American Broadcasting Company. Over the past two years, I have frequently stated that, as a representative of our stockholders, affiliates and advertisers, I would always listen to proposals that would strengthen and improve ABC and better equip our networks to serve the public. This statement remains true today.

About three weeks ago, Mr. William S. Paley, Chairman of the Board of the Columbia Broadcasting System, approached me, and in these discussions a merger of ABC and CBS, designed to create the strongest radio and television networks yet to be conceived, was suggested. Because of the Federal regulations prohibiting one company from owning two radio or two television stations in the same city and from owning more than one radio or television network, the discussions were expanded to include various other parties, who expressed desire to own radio and television facilities that could not legally be absorbed into a combined ABC-CBS company.

It soon became apparent that any such plan would weaken the remaining ABC radio and television networks. This was rejected by my associates and me in the belief that the public interest would not be served. We felt that the plan was unfair to ABC advertisers, ABC affiliates and our organization who had built ABC in eight years from a small radio network of 116 stations, doing \$12,000,000 of business, to a radio network of 290 stations and a television network of over 60 stations, doing an annual business of about \$65,000,000.

During the negotiations, as the controlling stockholder, I was offered, by an interested party other than CBS, an opportunity of selling my personal stock at \$15 a share. This, I rejected, both because I would not accept an offer not available to all stockholders and because, as I have said, I have no interest in a "sell-out" which would take me away from the development of television and radio.

The merger of ABC into CBS was abandoned by my associates and myself, although it was very attractive, both financially and otherwise, because the remaining ABC radio and television networks would not be as strong or have the potential of growth equal to the present set-up.

Thereafter, United Paramount Theaters, Inc. proposed a merger with ABC, whereby ABC stockholders would receive United Paramount preferred stock and warrants for shares of United Paramount common stock. ABC could not accept this offer because we are interested only in a real partnership whereby ABC stockholders would share more fully in the growth of radio and television through ownership of greater amounts of equity securities and through exercise of more proportionate voting representation.

My associates and I have been complimented by the recognition given the value of ABC by our competitors and by others who have studied the operation of our company.

We will continue to operate ABC radio and ABC television and are convinced that we will continue our growth and progress and better serve the public in both fields. We have but one objective—the improvement of the position of the American Broadcasting Company, its personnel, stockholders, affiliates and advertisers.

More May 1 sets-in-use reported since NBC Research's "census" of April 1 (Vol. 7:17): Baltimore 297,368, up 5368; Johnstown 87,275, up 5075; New Orleans 56,364, up 1964. Cleveland total is now 470,487, up 16,487 during March and April, Bureau of Business Research, Western Reserve U reports. NBC did not have April 1 figure for Cleveland.

Financial & Trade Notes: Details of CBS-Hytron deal (Vol. 7:15) are disclosed in notice to CBS stockholders of special meeting June 13, at which CBS board will seek approval of issuance of 621,550 more shares of its stock (310,775 shares each of Class A & B) in exchange for Hytron assets. Chairman Paley's letter to stockholders states:

"We believe that, as was the case when Columbia Records Inc. was acquired some years ago, Columbia will by this transaction provide for itself a more varied source of income and greater revenues . . . We believe that the potential growth of the TV set manufacturing business is considerable and that only a small part of the possible market has been realized. We also believe that the use of the name 'Columbia' . . . will aid materially in the marketing of radio and TV sets and phonographs which may be produced by Air King."

Proxy statement states the 621,550 shares of CBS stock will provide 31 shares for each 100 shares of the 2,005,000 outstanding common of Hytron, that Hytron will distribute these shares to its stockholders in "complete winding up and liquidation of Hytron" and that Hytron will change its corporate name. Hytron's chairman Lloyd H. Coffin, president Bruce A. Coffin and v.p. David H. Cogan are to be employed for 3 years at basic compensation of \$50,000 per year each plus bonuses up to \$50,000; their present stockholdings in Hytron are 115,886, 120,238 & 32,269 shares respectively. All 3 with Hytron director Frederick L. Chapman would be elected to CBS board.

If CBS board determines and satisfactory tax ruling is obtained, the 2850 Class A and 189,750 Class B shares now in treasury of CBS may be used as part of shares to be issued and delivered to Hytron. If agreement is consummated (assuming no Hytron stockholder demands payment for his shares), there will be outstanding 1,269,203 shares of CBS Class A and 1,069,699 shares of Class B. As of May 7, notice says, there were outstanding 958,428 Class A and 758,924 Class B shares. The A & B shares are identical except that holders of A, voting separately, have right to elect half the total directors.

CBS chairman Wm. S. Paley owns beneficially 88,510 Class A and 223,500 Class B, or 9.23% and 29.45%, respectively, of those presently outstanding. On April 30, director Isaac D. Levy was reported as selling 5000 shares of B, and it's generally believed he and family were principals in recent private sale of 35,000 shares (Vol. 7:18-19).

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Raytheon sales for 10 months ended March 31 amounted to about \$73,000,000, profit about \$2,000,000, so that earnings for fiscal year ending May 31 should equal \$1.10 or \$1.15 per share, compared with 49¢ in fiscal 1950. This is gist of statement by president Charles Francis Adams Jr., speaking before N. Y. Society of Security Analysts. He predicted volume of more than \$100,000,000 next few years, profits of \$1 to \$3 per share, possible dividend action after next spring when govt. work hits peak. Defense backlog amounts to \$100,000,000, he stated.

Dividends: DuMont, 25¢ quarterly on preferred payable July 1 to holders of record June 15; Hazeltine, 25¢ payable June 15 to holders June 1; Aerovox, 15¢ payable June 15 holders June 1; Cornell-Dubilier, 20¢ on common payable June 28, \$1.31¼ on preferred payable July 15, to holders June 20; I-T-E Circuit Breaker Co., 35¢ payable June 1 to holders May 18; Weston Electrical Instrument Co., 50¢ payable June 8 to holders May 23; Sprague Electric, 50¢ payable June 14 to holders May 29.

Bendix reports profit of \$2,890,152 (\$1.37 a share) for first 1951 quarter compared with \$3,563,685 (\$1.69) for same 1950 quarter.

NEW METAL CURBS PRESAGE SET SHORTAGES: Defense bite into TV production will be so heavy during third quarter that supply and demand should be equalized before fall. In fourth quarter, all signs point to a shortage.

NPA restrictions and material shortages -- not marketing conditions -- will call the turn in TV-radio production next quarter, on basis of new consumer durable curbs outlined to manufacturers on May 18 by NPA Administrator Manly Fleischmann. Here's picture, subject only to minor changes:

(1) Steel limitation will be tightened to permit manufacturers to use during third quarter not more than 70% of amount they used during average quarter of first-half 1950, a period of low production compared to lush last-quarter 1950 and first-quarter 1951. Second quarter limitation was 80% (Vol. 7:10-11,14).

(2) Similar limitations will restrict manufacturers to 60% of copper, 50% of aluminum they used during first-half 1950.

On basis of average quarter's production in first-half 1950 -- about 1,557,000 TVs -- third quarter shouldn't see more than 1,000,000 TV sets produced. This doesn't take into consideration restrictions and shortages other than steel, copper and aluminum. Pinches in nickel, tungsten, cobalt and other materials used in components could chop output down still further.

There's slight comfort in probability that NPA will be more lenient in letting manufacturer decide how to use metals he's entitled to -- to make more of faster-selling models, fewer hard-to-move ones. But he won't be allowed to switch metal quotas as between TVs, radios and phonos, for instance, and he can't "juggle" products: e.g., TVs-radios-phonos instead of appliances, and vice versa. Each is in a separate category.

But NPA probably will remove barrier that discriminates against "assemblers" as distinguished from "manufacturers" (Vol. 7:11).

Govt. figures consumer durable limitations on basis of what's left after metals are allotted for more "essential" products under Controlled Materials Plan. But consumer goods manufacturers aren't guaranteed allotments of metals, as are those who come under CMP. Fourth quarter, TV-radio and other durable goods will be pinched tighter -- but it's possible they'll be brought under CMP by then and thus be guaranteed some supply of materials, however little.

Repair and replacement part problems will be by-products of curtailed civilian production. NPA currently plans to permit practically unlimited production of these items, and is preparing order giving repairmen priority rating to get parts for household appliances, TV-radio included.

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General tentative CMP allotments have been computed by DPA. Defense and direct defense-supporting industries will get all the steel, copper and aluminum they require. So-called "intermediate" industries -- not directly military or defense-supporting, but not civilian either -- will average about 85% of steel they used during first-quarter 1951 (which is about 100% pre-Korea use), 80% of copper (65% pre-Korea), 65% of aluminum (50% pre-Korea). Consumer goods -- outside CMP -- are bottom category, get what's left after others are taken care of.

TRADE UP SLIGHTLY, PLENTY YET TO DO: Things were looking up a bit this week and last, though on spotty basis. There are no exact figures, and the heyday when production statistics actually told story of wholesale-retail trade is obviously at end. Nevertheless, our best information sources indicate that unit sales at retail level now seem to be keeping pace with those of last year at this time.

That's not saying very much, of course, in light of heavy promotions, lower average unit prices, intensive pressures to reduce heavy inventories. But the

season is against the kind of boom TV trade that prevailed all last year and that misled so many of us into believing there was no end to it.

If you can believe the business services and the other economic pundits, TV trade should benefit with all others in boom they promise, almost with one accord, later in year. Typical quote from Washington Post editorial on "Inventory Worries":

"Looking ahead, however, retail stocks on the whole do not appear to be excessive. On the contrary, there is good reason to believe that in a very few months retailers will be scrambling to place new orders and build up depleted inventories. Economic Stabilizer Eric Johnston points out that the defense procurement program 'hasn't really hit the civilian economy up to now.' But with the stepup in defense orders, now being placed at the rate of \$1 billion a week, it soon will be, and that will result in industrial bottlenecks, labor shortages and lack of civilian goods.

"Another thing to keep in mind is that individual income reached record high levels during March. It will go still higher with increases in wage rates, longer hours of work, and additions to the labor force, laying the foundation for a rapid expansion of consumer spending later on. Firms with adequate financial resources that are not compelled to dispose of abnormally large inventories now will then be in a position to enjoy the advantages of a sellers' market at ceiling prices."

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That's the bright forward view seemingly shared by the economists, to say nothing of some TV-radio manufacturers. On immediate side, though, they're still hoping to be able to persuade Federal Reserve Board to reverse its opposition to relaxation of Regulation W, formally announced last week (Vol. 7:19).

RTMA will appear before Senate Banking & Currency Committee June 5 to argue for (1) elimination of wage, price and credit controls, or (2) restrictions on the Administration's authority under defense production act (due for renewal June 30) to slap an arbitrary down payment of 25% on TV as against easier terms on other home furnishings. The industry had asked FRB to permit trade-ins to be applied against down payment, or to reduce down payment terms to the 15% allowed for furniture.

Basis of FRB's turndown -- "saturation" and "uhf" (Vol. 7:19) -- is so easily refuted that RTMA expects to make good case before Senate group.

Yet there's talk of even tighter credit controls -- but what's meant won't be known until President's Committee on Credit Policy submits its report to White House and it's released, expected momentarily. Whether this will recommend even tighter Regulation W, isn't known. FRB chairman Wm. McChesney Martin this week told Senate committee board has no present plans either to tighten or relax Regulation W.

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Possibly contributing a mite to slightly improved demand for TVs was news this week that House Ways & Means had voted to increase excise tax on TVs, radios, phonos, records and musical instruments from present 10% to 15%. It also proposes to raise tax on autos from 7% to 10%, but rejected hike on 10% tax on refrigerators.

This bill is still in writing stage, and RTMA officials and excise tax committee are trying to persuade committeemen tax may really kill off revenue source. Administration had originally asked for 25%. Senate Finance Committee must yet hold hearings, too. Aligned with industry against tax raise are labor unions.

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TV output for week ending May 11 went up slightly -- to 82,224 (7544 private label) from year's low of 66,077 week before (Vol. 7:19). Factory inventories also went up, totaling 505,848 at end of week as against 474,541 the preceding Friday. In radio, slight upturn was also reported -- 330,228 units vs. 298,149 week earlier. Radio inventory was 214,609, up from 187,305 of preceding week. Week's radio breakdown was as follows: home radios 159,282, auto 133,952, portables 36,994.

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Trade practice rules will be drawn up by Federal Trade Commission June 21 in Washington, in cooperation with RTMA, NARDA, National TV Dealers' Assn., and such dealers and distributors as engage in interstate commerce. Following industry conference, FTC will schedule general public hearing, probably in fall. We erred last week in stating that June 21 meeting was an RTMA-sponsored session.

Topics & Trends of TV Trade: Emerson TV prices go back up June 1, after only 30-day period of reductions ranging from \$15 to \$145 (Vol. 7:18). Dealers will be told new lists within week. Prices will be at or near what they were before May 1 reductions, according to president Ben Abrams, who noted that the reductions, originally planned to run about 60 days, "accomplished our objective of reducing dealer and distributor inventories."

"Since our production costs have increased due to our curtailed operations," said Mr. Abrams, "it is necessary that our TV line be repriced upward." He disclosed Emerson is cutting back production from 1500 to 1000 TVs per day, from 3500 to 2500 radios per day, forced not only by reduced demand but by materials restrictions, defense orders, etc. This means cutback of 60% from peak fourth quarter 1950, he said.

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Monarch-Saphin got plenty of publicity—even newsreels and telecasts—on its big "auction" of TVs in New York's Capitol Hotel May 14-17. Fears that it would be dumping proposition were dissipated after first 2 days of sales, when it became apparent sets were going at 30-40% below list, which is about what consumer could get anyway if he shopped around. *New York Journal of Commerce* May 16 called it "just another sales gimmick"—and there are plenty being tried by overloaded dealers, including one in Chicago offering a 7, 10 or 12½-in. traded-in TV, a radio or even a small washing machine for one cent with every purchase of a new TV.

Monarch-Saphin auction drew 5000 first day, 8000 second, enjoyed brisk sales. Many attending at first were representatives of manufacturers and distributors. There were dealer complaints at first, then these faded when it became apparent auction was more in nature of promotion than true distress sale. Company reported it sold 7000 sets during 4-day auction.

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Oscillator radiation problem (Vol. 6:37,7:4) appears well in hand, with most, if not all, TV manufacturers prepared to report meeting RTMA's recommendations—50 uv/m at 100 ft. for Channels 2-6 and 150 uv/m for Channels 7-13—by July 1. Of course, many sets which don't meet standards are now in inventories, will appear on market for many months. FCC's attitude remains: "So far, so good. Let's see how much more you can reduce it."

Standard Coil's uhf strips, for existing tuners, will be unveiled June 7 at press showing in Bridgeport. Biggest tuner maker, Standard says it has built tuners contained in 40% of all sets made, has supplied over 60 set makers. Company contends existing receivers containing its tuner "can be properly adjusted in a matter of minutes, and at little expense to the owner."

IBEW-AFL has dropped idea of urging freeze-lifting now in non-contested areas, deciding it's too complicated for union to get involved with, according to Washington spokesman. It has had conferences with Federal Reserve Board and NPA on credit and steel, respectively, and will urge Congress not to increase excise to 15%. Said spokesman: "Things are bad enough. Looks like they want to kill the business." Union has 500,000 members, possibly 125,000 in TV-radio plants, including Admiral, Crosley, RCA, Sylvania, Westinghouse.

Materials exchange program has been launched by West Coast Electronic Manufacturers Assn. Group issues "have and want" list, monthly tabulation of materials on hand and items wanted. O. B. Sundberg, exchange committee chairman, says list is available to those who write to him on their business letterhead, at 395 Page Mill Road, Palo Alto, Cal.

Trade Miscellany: Chicago Furniture Show, June 18-28, will see very few new TV models—possibly a mockup here and there, but none of the usual extensive lines of new production models . . . Philco plans no convention this summer, leaving get-togethers to distributor-dealer Bermuda cruises . . . RCA has officially stated no new models before Aug. 1 (Vol. 7:18) . . . Westinghouse and Sylvania say new sets will be ready in July . . . Arvin schedules dealer convention for July 29-Aug. 1, promising new TVs and radios . . . Hallcrafters says new TVs, if any, sometime in fall . . . Air King, which as Hytron subsidiary is soon to come under CBS ownership (see Financial & Trade Notes), is out seeking to line up distributors, telling prospects that if color decision goes CBS way it will have color sets quickly, otherwise it will have plenty of monochrome . . . TVs accounted for less than \$7,500,000 of Sylvania's record first quarter sales of more than \$60,000,000 (Vol. 7:17), according to president Don G. Mitchell, who said he looks for TV trade upturn around Aug. 1-15, reported very low inventory of receivers . . . Raytheon president Charles Francis Adams regards current slump as "purely seasonal" but admits it caused Belmont subsidiary to go into red in April.

Plant Expansions: Collins Radio will erect \$1,000,000 manufacturing-assembly plant in Dallas-Fort Worth area, including personnel training school and main building covering 60,000 sq. ft., eventually employing 6000 . . . Aerovox Corp. has acquired Wilkor Products Inc., Cleveland (precision resistors), whose 35,000 sq. ft. plant and staff under former owner W. M. Kohring will be continued; Aerovox' other subsidiaries are Aerovox Canada Ltd., Hamilton, Ont.; Electrical Reactance Corp., Olean, N. Y.

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RCA's community antenna installation in Pottsville, Pa., operated by distributor Martin Malarkey (Trans-Video Corp.) and now feeding 275 homes, will be shown off to press May 22. Philco and Jerrold have broken up arrangement whereby former distributed community equipment built by latter (Vol. 7:2, 7, 11).

Automatic-focusing CR tube was announced May 15 by DuMont. Said to eliminate need for focus coil, focus control or other focusing mechanisms, new tube has no external focusing attachments. DuMont says secret of materials-saving tube is new type electron gun. Pilot production is now under way, and DuMont plans to put out complete line of self-focusing tubes.

New cathode permitting manufacture of tubes with higher current and longer life reported by Philips Laboratories. Developed in Holland, "L" cathode is being offered to tube manufacturers, is claimed to be first new basic cathode in over 25 years.

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Sales of retail radio and appliance dealers totaled \$259,000,000 in March. Census Bureau estimates in its *March Trends in the Electrical Goods Trade*, a decline of \$28,000,000 from February, but \$1,000,000 more than March 1950.

TV shipments to dealers during first quarter totaled 1,814,767, according to RTMA. March shipments were 595,042, compared with February's 619,122. Breakdown of shipments, by counties, is available on request from RTMA, 1317 F St. NW, Washington 4, D. C.

Sun Oil has installed TV sets in 8 tankers plying Gulf and east coast waters. Sets are 12½-in. RCA models equipped with boosters, rotating antennas, etc.

Avco about to sell its 48.6% stock in ACF-Brill Motors to group headed by Allen & Co., in line with policy of switching from holding to an operating company.

Mobilization Notes: Edmund T. Morris Jr., on leave from Westinghouse to be chairman of high-level defense Electronics Production Board, is widely mentioned as next director of NPA Electronics Div., succeeding John G. Daley, who leaves May 21.

So far as we can find out—even from Morris himself—appointment hasn't been made yet, but no other names have been mentioned in connection with post. Presumably, if Morris is named, he will also continue to head Electronics Production Board, which comes under DPA. His knowledge of broadcasting field, as well as electronics production, should be valuable to Electronics Div., which is short on personnel familiar with broadcasting industry.

Daley, retired general plant manager of New England Telephone & Telegraph Co., will return to retirement in Boston, after having served as division chief 6 months.

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Three firms were issued certificates of necessity during week ended May 11 for rapid tax amortization on expansion of electronic production facilities to cost \$3,991,510, DPA announced—out of total of 106 certificates granted to all industries during period, covering expansion valued at \$183,189,208. Hytron was granted certificate for expansion of electronic tube production facilities at Danvers, Mass., to cost \$3,333,000, with rapid tax write-off on 75% of that amount. Others were: Sylvania, Warren, Pa., parts of electron tubes, \$427,533 at 80% (Sylvania's 11th certificate); Wickes Engineering & Construction Co., Camden, N. J., electronic equipment, \$230,977 at 75%.

Mobilization Guide for Small Business, issued May 17 by Defense Production Administration, contains such information as: how to be placed on govt. bid lists, methods of financing plant construction, how to appeal for "hardship relief" from controls and regulations, how to get help in obtaining needed machinery and operating supplies. It's available at Commerce Dept. field offices and from Defense Production Administration, Washington 25, D. C.

Regulation W, not shortages, was chief complaint of Radio, TV & Household Appliance Wholesale Advisory Committee when it met May 17 with NPA. Govt. production officials pointed out that credit controls aren't within their jurisdiction, but they were gratified to learn that wholesalers' stocks are "adequate". Some spot shortages were reported, in some areas, including certain types of TV and radio tubes. (For list of committee members, see Vol. 6:51.)

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Cadmium order M-19 will be relaxed, at least temporarily, because sufficient supplies are now on hand to allow wider use of the metal. So NPA told leaders of cadmium industry May 15. NPA now permits use of cadmium for plating TV chassis, but not for radio chassis. It's believed that many of the restrictions on cadmium plating—probably including ban on its use in radio—may be lifted.

Polyethylene, used in insulation and plastic products, will be placed under allocation July 1 by NPA (schedule 5 to Order M-45), because demand exceeds supply. Purchasers of polyethylene will be required to certify on their orders to their suppliers the end-use of the material ordered, but only the 2 polyethylene manufacturers will have to fill out forms.

Is MRO regulation being obeyed? NPA launched series of spot checks on May 14 in 800 different industries to see if it is. Federal Trade Commission examiners will look into: (a) use of DO-97 ratings to obtain maintenance, repair and operating supplies, (b) MRO quotas, (c) acceptance and treatment of DO-97 and other rated orders, (d) impact of MRO program on defense program, (e) observance of record-keeping requirements.

Eighty percent of TV cost goes into receivers and servicing, only 20% into production of shows, Paramount Pictures' Paul Raibourn told joint American Television Society-Sales Executive Club New York meeting May 15. He noted that "such a ratio belongs to the sillier side of our economic organization," and has produced "strange results, such as a network [CBS] going into the manufacturing business and another [obviously ABC] apparently undecided which way to go but surveying them all." When ratio changes, Raibourn said, "you will find many new people producing programs, including the motion picture companies." Raibourn estimated average set owner spends \$100 a year for TV set, servicing, obsolescence, incidentals and programs—cost of electricity alone running about \$15 a year. That's about half of what average family spent on movies in their palmiest days, he said.

Supply and demand of FM sets remains controversial as ever (Vol. 7:11), as broadcasters, manufacturers and dealers come up with surveys showing different results. NARTB reported returns from 123 distributors in 41 cities, 18 states, show half of them indicating demand for FM-AM table models exceeds supply. NARDA queried 1000 dealers, got returns from about 100. Of these, 78% said their stocks of FM-AM table models are adequate; 59% reported FM-only stocks sufficient. RTMA is still compiling its returns, but spokesmen indicate FM demand is far nearer being met than NARTB study shows. Another broadcaster-manufacturer conference is expected.

Theater-TV will have paying audience of 200,000 by end of year. That's estimate of Nathan L. Halpern, Fabian and TOA television consultant, in talk to Georgia Theatre Owners Assn. in Atlanta this week. He based estimate on fact that more than 100 theatres in 50 cities will have installations by then, their seating capacity 200,000. He presumably also referred to recent RCA announcement of orders from dozen theatre exhibitors for more than 50 installations at cost of \$750,000-\$1,000,000.

Hollywood talent and technical unions are working on repayment formula in cases where motion pictures are rented to TV, following acceptance of principle week ago by Independent Motion Picture Producers Assn. in negotiation with Screen Writers Guild. SWG was spurred to this action, even threatening to strike, by musicians' recent 5% royalty deal with producer Robert L. Lippert (Vol. 7:17). So far, talk is that performers and technicians should get anywhere from 5-15% of TV income.

Industry delegates to international radio technical sessions in Geneva June 4-July 6: Haraden Pratt, American Cable & Radio; Edwin W. Bemis, AT&T; C. C. Taylor, Bell Labs; J. B. Coleman, J. H. Delinger, C. G. Mayer, Wayne Mason, all RCA; Neal McNaughten, NARTB; Donald Fink, *Electronics*. U. S. group is headed by H. B. Otterman, State Dept., Govt. members: Florence Trail, State Dept.; E. W. Allen, George Turner, W. F. Minners, all FCC; Newbern Smith, D. K. Bailey, W. Q. Crichlow, W. D. George, all Bureau of Standards; W. B. Burgess, Naval Research; Maj. E. J. Holliman, Signal Corps.

Trade Personals: D. W. Gunn named equipment sales mgr., Wm. T. Buschmann merchandising coordinator, G. V. Bureau govt. sales mgr., Raymond W. Andrews, factory sales mgr., Sylvania Radio & TV Tube Div. . . . Carl Wasmandorff promoted to director of engineering, Hoffman Radio . . . Edward A. Freed, ex-RCA tube dept., named sales mgr. for products of General Instrument Corp.'s Elizabeth (N. J.) plant; Lee Ballengee transferred from Elizabeth to Chicago sales office . . . Frank Folsom, RCA president, a leading Catholic layman, chosen by Temple U to make presentation of honorary degree to Eddie Cantor at June 14 commencement.

Telecasting Notes: Despite prospective hookup of West Coast TV stations into the national networks via new trans-continental link due for completion by end of year (see p. 1), despite current NBC negotiations to buy 40-acre tract from Warner Bros. in Burbank for new TV-radio center, despite elaborate plans of CBS to build similar TV center on site of Gilmore Stadium, May 19 *Billboard* sees only "sad TV future" for Hollywood (1) because of sparse TV studio facilities, and (2) because supporting vaudeville talent is centered in East and it's very necessary to variety shows. Some big name stars may prefer to live in Hollywood, but other talent needs "vaude or nitery bookings", says *Billboard*. Show business periodical completely overlooks intercity switchovers, which will be possible no less in TV than in radio, once links are in . . . "Television City" sites recommended by Mayor's committee in New York, 16 in Manhattan, 2 in Nassau County, ranging in size from 57 to 401 acres, reported by *New York Times* to have been received with indifference "because several of the major networks have already made commitments for studio space in Manhattan while others are waiting to ascertain the strength of a developing move [to] Hollywood" . . . WOR-TV reports its new 2-story building at Broadway & 67th St., covering nearly whole square block, will be ready by Jan. 1, 1952, and will be called "Television Square" . . . First radio station to convert exclusively to 45 rpm records is WFIL, Philadelphia, which announces it has acquired library of 5000 selections, converted dual-speed turntables with RCA Victor conversion kit, will go on all-45 rpm standard May 21 . . . British and French film producers will turn out 15 & 30-min. films for TV from American scripts, which DuMont will telecast in U. S. and movie exhibitors will show abroad, under deal concluded by DuMont's Comr. Loewi during European trip just concluded; he says this "assures a reasonable cost to both users" . . . DuMont bid for Texaco's Milton Berle show for 1951-52 season went by boards this week when sponsor renewed with NBC-TV for same Tue. 8-9 period; show vacations for 13 weeks after June 12. Berle's 30-year artist contract with NBC isn't effective until fall of 1952 . . . DX contest conducted by WBKB, Chicago (Channel 4), with auto as prize, was won by Wm. J. Tong, Imlay City, Mich., 246 miles away; he phoned at 5:30 a.m., May 13, to describe plainly the show then being carried—contest having been run from midnight to 9:30 a.m. . . . Chicago Tribune's WGN-TV reported signing extension of DuMont affiliation contract for 2 years from June; United Paramount's WBKB contract with CBS due for renewal in October . . . KECA-TV, Los Angeles, May 15 raised base hour rate from \$900 to \$1200, one-min. from \$150 to \$220.

Urgent need for program code of own—standards that are industry-formulated rather than laid down by Govt. or others—is stressed in letter to all stations from NARTB-TV program committee (Vol. 7:16) resulting from May 17 New York meeting. All-station conference was called June 22 in Hotel Statler, Washington, stations being asked to submit their May 6-12 program logs for study and recommendations. It's obvious problem isn't merely "V necklines" but "program balance," e.g., commercial vs. sustaining time, live vs. film, local vs. network, etc. Committee's chairman is Robert D. Swezey, WDSU-TV, New Orleans. Other members: Clair McCollough, WGAL-TV & WDEL-TV; Frank M. Russell, NBC; Chris Whiting, DuMont; George B. Storer, Fort Industry Co.

Should educational TV programs be sponsored? According to survey of 694 educators by U of Cincinnati under Crosley grant, 58% favor "restricted" sponsorships, 10% favor unlimited sponsorships, 26% say TV stations should bear full costs. Suggested "restricted" sponsors: books, insurance, TV sets, autos, food, sports equipment.

NEEDELE the networks—and take all steps necessary to preclude further weakening of radio rate structure, especially national spot. That seems to be way Affiliates Committee's functions shaped up following May 15-16 New York meetings of 7 of the 13 members named in Chicago last month after CBS first announced network radio rate reductions (Vol. 7:16-17).

Even while affiliate group was meeting, ABC May 17 made known its competitive rate cut—15% less for all time periods from 1 to 10:30 p.m., effective July 1. In effect, this is an undercut, for CBS and NBC rate reductions are 10% on day time, 15% night (Vol. 7:15, 18). It's foregone certainty new MBS rates will shortly be quoted, too.

Affiliates Committee reported 200 stations backing its work, \$13,000 in treasury, 146 more stations pledging support during meetings. It addressed missives to network presidents bluntly declaring there is "widespread feeling . . . some major radio networks no longer have a vital interest in AM radio" and demanding they "state clearly and unequivocally the position of your company with respect to your continuing interest and complete support of the radio medium."

To Assn. of National Advertisers and all ANA members, letters were sent averring radio is still good buy and observing: "We think we have been negligent in not raising rates through the years . . . Overzealous, competitive, upward bidding for name talent, both by advertisers and networks, initially caused the dike to break." Committee agreed BAB should do research on radio, rather than special project—though NBC and its affiliates committee have set up special research study on economics of network radio, to cover rates, discounts, sales policies, station compensation, etc. (For list of committeemen, see below.)

NBC has notified affiliates it's eliminating sustainings 8:15-10 a.m., 6:15-6:45 p.m., which weren't being carried generally anyhow since times were good local and spot availabilities. Reduction of sustainers is expected to be general, along with curtailment of AM staffs and other economies designed to meet reduced revenues.

Key men in FCC's new Broadcast Bureau, the division chiefs, (Vol. 7:18) haven't been named or even hinted by chief Curtis Plummer or commissioners, but corridor gossip has jobs filled and vacated daily. Here are predominant guesses, for what they're worth: *Asst. Chief*, Harry Plotkin (50-50 chance); *TV Facilities*, Cyril Braum, TV engineering chief; *Aural Facilities*, James Barr, AM-FM engineering chief; *Renewal & Transfer*, Walter Emery, chief, renewals & revocation branch of law bureau, or LeRoy Schaaff, chief of broadcast accounting; *Hearing*, Dwight Doty, AM legal chief, or Joseph Kittner, assistant to general counsel; *Rules & Standards*, Paul Dobin, legal assistant to Comr. Jones, or Kittner. For chief engineer, replacing Plummer, talk has narrowed down to: Edward Allen, now chief, Technical Information Div.; Albert McIntosh, now chief, Frequency Allocation & Treaty Div.; C. W. Loeber, who has been on loan to State Dept. as telecommunications attache in Geneva.

Members of joint stations-NBC committee to study the economics of radio network operations are: Jack Harris, KPRC & KPRC-TV, Houston; C. Robert Thompson, WBEN & WBEN-TV, Buffalo; Harold Essex, WSJS, Winston-Salem; Harry Bannister, WWJ & WWJ-TV, Detroit; George Whitney, KFI & KFI-TV, Los Angeles. Representing NBC are Charles R. Denny, executive v.p.; Carleton D. Smith, stations relations v.p.; Hugh M. Beville, plans & research director; Henry T. Sjogren, controller; Norman Cash, radio station relations director; David Adams, asst. to Denny.

Television Digest

WITH AM FM REPORTS

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LULL BEFORE THE ALLOCATIONS STORM: TV allocations situation merely simmered this week, as everyone busily prepared oppositions to comments (Supp. 72 & 72-A), awaited FCC action on petitions questioning legality of freeze-ending procedures.

Commission opinion on "legality" question should be forthcoming soon. So far, there's no indication FCC intends to depart from present plan -- namely, fixing channel allocations in rules, these to be changed only by formal rule-making proceedings (Vol. 7:20) -- method strongly opposed by some applicants.

Question of "partial" freeze-lifting also should be answered soon. Chances for uhf station grants appear remote. Possibilities of vhf power increases, vhf grants in Territories -- in near future -- are greater. Commission action on these doesn't necessarily await filing of oppositions to comments, due June 11.

City-by-city hearing, starting July 9, shapes up as drawnout affair. Many educators, as well as commercial station operators and aspirants, will be on hand, have notified FCC of intentions to appear as witnesses. En banc hearing certainly will run for months. With Harry Plotkin out of Broadcast Bureau (see p. 5), Commission counsel during hearing may be new chief of Rules & Standards Div., Paul Dobin.

Hearing on Sen. Benton's resolution (S. Res. 127), providing Congressional study of educational and commercial TV (Vol. 7:15,19,20), will be held May 31 by Senate Interstate & Foreign Commerce Committee. Sen. Benton will be only witness.

MEANING OF ABC-PARAMOUNT MERGER: From just about every angle, ABC-Paramount merger deal looks good for the people most concerned -- and, even more important, good for the radio-listening and TV-viewing public.

There's many a legal and political slip, but an appraisal of main factors involved would seem to indicate approval won't face very tough sledding in Washington in light of facts and circumstances. This is how we size up what deal means --

(1) TO THE TV AND RADIO AUDIENCE: New operational management promises stronger competition by reason of greater financial resources and possible new talent and program reservoirs.

It must be borne in mind, though, that United Paramount is a theatre-operating concern. It owns some 600 houses, but doesn't produce pictures. It's outgrowth of split of big Paramount producing-exhibiting combine forced by anti-trust consent decree, and came into being at end of 1949. Thus, merger doesn't necessarily mean more and newer movies for TV from Hollywood -- though these are sure to come as soon as there are enough TV stations.

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(2) TO ABC STAFF, AFFILIATES AND SPONSORS: This week's deal brings end to long period of rumors, uncertainties and suspense (Vol. 7:18-20), given credence by obviously declining fortunes of ABC and not much mitigated by equivocal statements of principals involved in frequently reported deals.

"Both the AM and the TV networks will be preserved," asserts United Paramount secretary-treasurer Robert W. O'Brien, who will become executive v.p. of the

Radio-TV Division of the new American Broadcasting-Paramount Theatres Inc. ABC's president Robert Kintner will be president of the division.

Real operational boss will be Mr. O'Brien, a former member of Securities & Exchange Commission. New program topkick will be Robert M. Weitman, with title of v.p.; he's also a UPT director, who as manager of New York Paramount Theatre is credited with developing such stars as Frank Sinatra, Danny Kaye, Red Skelton, Tony Martin, Perry Como, and starting off such famous bands as Glenn Miller, Tommy Dorsey, Eddie Duchin, Woody Herman, Stan Kenton.

Affiliate and sponsor relationships, badly shaken, will be first "repair" job to be undertaken by new management. Station relations, particularly, have been deteriorating in recent years -- so much so that one basic affiliate, doubtless reflecting general attitude, remarked on hearing news of the merger:

"Any change will be for the better, since things can't get any worse."

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(3) TO ABC STOCKHOLDERS: Deal involves outright exchange of stock, no cash, plus sale of UPT's Chicago station WBKB, on Channel 4, to CBS for \$6,000,000. In effect, ABC's 1,689,017 shares of outstanding stock (about 57% owned or controlled by chairman Edward J. Noble) is costing Paramount something less than \$25,000,000 in stock -- paid for at rate of one ABC share for \$7.50 in common stock of new company measured at \$19 per share plus \$7.20 in preferred stock measured at par (preferred dividend rate 5%).

Thus ABC stockholders get equivalent of \$14.70 per share. United Paramount in 1950 earned profit of \$12,141,667 (\$2,144,384 in capital gains) on gross of \$106,731,403, paid \$2 dividend, and has paid 50¢ first quarter dividend already this year. It has upwards of \$30,000,000 cash resources for investments, may as result of this deal buy fewer than limit of 650 theatres permitted under consent decree.

ABC purchase includes about \$3,500,000 surplus account, but also means taking over about \$5,500,000 indebtedness. ABC's earnings record has been poor in recent years (Vol. 7:13,20), and it has never paid a dividend.

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(4) TO THE TV-RADIO INDUSTRY AT LARGE: New blood, keener inter-network and inter-station competition, closer liaison between broadcast media and theatrical interests -- these can only be welcomed by all objective observers. Sometimes bitter competition between well-positioned NBC and shrewd CBS has far outstripped ABC since it was sold by NBC in 1943, under FCC "duopoly" pressure, for \$8,000,000.

Paramount purchase is recognition by movie industry (as by the newspapers, somewhat belatedly, vis-a-vis radio) of necessity of "keeping pace with the times." Each has much to offer other, particularly in showmanship and commercial and technical know-how. TV is manifestly the favored child of the new parents -- but we have absolute assurance from Mr. O'Brien that there's no intention of selling AM network and/or the 5 AM stations ABC owns in same cities as TV outlets.

It can be assumed new faces will be brought into ABC operations, besides Messrs. O'Brien and Weitman -- including very likely WBKB manager John H. Mitchell, whose Chicago operation is reputedly one of the most successful in TV.

In selling WBKB, new ABC owners keep Chicago's WENR-TV on Channel 7. This is same channel occupied by ABC's 4 other TV outlets -- in New York, Detroit, Los Angeles, San Francisco -- result of successful early tests and recommendations by able chief engineer Frank Marx. WENR-TV call letters will be changed to WBKB, and old WBKB doubtless will become WBBM-TV, companion to CBS's AM station WBBM.

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(5) TO THE MOVIE INDUSTRY: Decision of big United Paramount to "join 'em if you can't lick 'em" will inevitably impel others to do same, particularly local exhibitors who may now become just as eager-beaver applicants for new post-freeze TV outlets as are the large and small radio broadcasting interests already. Combination of local radio-movie forces for costly ventures into TV may become commonplace.

Of the 107 existing TV stations, only 2 besides WBKB are owned by theatre interests: WTVJ, Miami (Wometco chain) and WKTU, Utica (Kallett). Paramount Pictures

owns KTLA, Los Angeles, retained in consent-decree splitup, would like to have more but has been stymied by FCC procedures growing out of its ownership of DuMont stock.

There's no secret, also, that FCC influences tend to oppose producer ownership of TV stations, though Chairman Coy was quick to disclaim any antagonism to exhibitor ownership after recent criticisms of "anti-trust" opinion (Vol. 7:13-15).

In connection with ABC deal, in view of new parent company's acquisition of limit of 5 TV stations, 4 old local Paramount applications still on file will have to be dropped, namely, those of United Detroit Theatres Corp., New England Theatres Inc. of Boston, Tri-States chain in Des Moines, Gulf Theatres Inc. of Tampa (see TV Factbook No. 12). United Paramount is also half-owner, with big local dept. store Maison Blanche, of AM station WSMB, New Orleans, long an NBC affiliate.

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On top of the foregoing considerations, there's inescapable fact that willingness of CBS to pay whopping \$6,000,000 price for the Chicago outlet it so badly needs will have effect of skyrocketing values not only of existing stations but of those yet to be granted after the 3-year-old freeze is lifted.

Competition for post-freeze stations will become keener than ever -- it's a blue chip game now and those who once stayed out are now ruing their judgment.

FCC will probably require hearing on deal of such magnitude, biggest in all radio history. First, Paramount and ABC must take appropriate legal action -- board approvals, stockholder approvals -- and the complex legal and financial details must be arranged. This should take until July, by end of which formal applications should be ready to file with FCC. In view of importance, full FCC may hold hearing, rather than examiner, thus expediting decision by September or October.

Most likely objection would be against "bigness" -- but it's obvious that one of weaknesses of ABC, running poor third in both AM and TV, has been lack of risk capital -- and it takes big money to run TV and radio networks.

Somebody may object, too, that United Paramount will now lose interest in theatre TV, in which it has played leading role thus far -- with 5 of its theatres already equipped, 22 more installations on order. But UPT spokesman says there is no intention of abandoning theatre TV; quite the contrary, plans will go forward.

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Dominant personalities in deal, aside from ABC's Mr. Noble and director Robert Hinckley, who did the Washington spake-work (mainly contacts with FCC Chairman Coy), are United Paramount's 45-year-old president Leonard Goldenson and Mr. O'Brien. Both are lawyers. Mr. Goldenson's father owned theatres in Pennsylvania. He's a 1930 law graduate of Harvard, has been with Paramount since 1933, working his way up through the ranks. He has always taken "liberal" attitude toward TV competition, not denying it's effects but always planning to work into it somehow.

"Bob" O'Brien is described glowingly by former Washington colleagues as a brilliant, personable chap with fine record of administrative achievement. He's 46, a Montanan who rose from SEC ranks to commissionership, resigned in 1944 to join old Paramount combine as aide to president, played leading legal role in reorganization.

As a football star at Beloit College, he won this accolade from Knute Rockne after a game that didn't prove to be a setup for the Irish: "Best quarterback in the country." He was graduated from U of Chicago law school in 1933, having betimes worked as a miner in Butte, in a gold mill, on a newspaper, on a ranch, at teaching.

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In new corporate setup, 5 ABC directors go on new American Broadcasting-Paramount Theatres board of 18: Mr. Noble, holder of 901,667 shares of ABC stock, who becomes chairman of finance committee; Mr. Kintner, 7000 shares; Mr. Hinckley, no shares; v.p. Earl E. Anderson, 8500 shares; Owen D. Young, who holds title of honorary chairman, 5000 shares. Present ABC directors left out are: Mark Woods, 6500 shares, now vice chairman; C. Nicholas Priaulx, 1000 shares, v.p. & treasurer; Alger B. Chapman, attorney; Wm. Zeckendorf, realtor. Wood and Priaulx presumably will be retained in management.

United Paramount's 13 directors include Messrs. Goldenson, O'Brien and

Weitman plus: John A. Coleman, of Adler Coleman & Co., brokers; E. Chester Gersten, president, Public National Bank & Trust Co. of New York; Wm. T. Kilborn, president, Flannery Mfg. Co., Pittsburgh (railroad & automotive parts); Walter P. Marshall, president, Western Union; Robert B. Wilby, president, North Carolina Theatres Inc. and Alabama Theatres Inc., subsidiaries; John Balaban, president, Balaban & Katz, subsidiary; A.H. Blank, president, Tri-States Theatre Corp., subsidiary; Herbert Schwartz, president, City Stores Inc.; Charles T. Fisher Jr., president, National Bank of Detroit; Herbert L. Huffines Jr., president, Burlington Mills Corp.

ARE COMMUNITY ANTENNAS A 'SLEEPER'? Future of community antennas (Vol. 7:2,7,11) is provoking a lot of hot speculation -- both bullish and bearish -- but there's no denying fact such installations are today bringing TV to communities which would otherwise get little or no service.

This week, we traveled to Pottsville, Pa., 75 miles northwest of Philadelphia, took a close look at system installed by local Trans-Video Corp. and RCA Service Co. Trans-Video has sunk \$100,000 into it, plans more, doesn't at all feel it's out on limb on this basic question:

When freeze is over, new stations built, will customers drop service in favor of "free" TV?

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Here's the Pottsville setup: Trans-Video is local group headed by Martin F. Malarkey Jr., whose family owns music-appliance store, sells RCA and Stromberg-Carlson sets. It has 11 employes who have installed equipment purchased from RCA. Latter supervised installation, will service system, equipment being adaptation of RCA's apartment-hotel distribution system called Antenaplex.

Some 300 homes have been equipped, more being tied in daily. Enough cable has been strung to supply 1500 homes. Population is 24,500 (6700 families) and present target is 2000 installations. Ultimate plan is to make service available to every home within city itself.

Company estimates additional \$100,000 will cover whole city. Subscribers pay \$135 for installation, \$3.75 monthly. Rates were established almost arbitrarily, says Malarkey, but "we hit it right on the nose."

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Technically, system is simple. Fortunately, 1390-ft. Sharp Mt. is very close by. Signals from 100-ft. antenna are currently piped 2-3 miles, but can be boosted along another 2-3, maybe more. Amplifiers every 2000-2500 ft. kick signals along RG/11U main cable, signals going into homes via RG/59U. Wire is strung along electric and phone poles which are rented for \$1.50-per-year-per-pole. Some 1500 poles will supply 3000 homes.

Channel 6 signals from Philadelphia are converted to Channel 5, Channel 3 to 2 -- to reduce line-loss, minimize oscillator radiation problems. Channel 10 service, now being installed, will be converted to Channel 4. When uhf signals become available, they'll be converted to vhf, eliminating need for set converters.

Signal strength of Channels 6 and 3, at Sharp Mt., is about 1000-1500 uv/m; Channel 10 is about 400-500 uv/m.

Quality of picture is good -- comparable with average TV city pictures. In contrast, direct signals we saw in Necho Allen Hotel and a private home were poor. Channel 10 completely useless. Average city viewer, spoiled by decent reception, wouldn't watch them a minute. But Pottsville folk, like others in fringe areas, gaze at them for hours. These private signals are captured by considerable arrays, boosters, rotators, etc. -- costing up to \$500, averaging \$200.

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Future of service doesn't seem to worry young Malarkey, who really bubbles with enthusiasm and energy. Here's how he figures it:

Philadelphia isn't likely ever to throw really good signals into Pottsville. Town itself probably can't support TV station, though it has 2 AMs. In any event, he can't visualize support for more than one, which must be uhf. Nearest larger

town is Reading, 25-odd miles away, which may be able to handle 1 or 2 stations, also ticketed to be uhf-only.

This competition, Malarkey predicts, won't wean many away from trouble-free "piped" service. What's more, he says, expansion of service will permit reduction of rates, down to "nominal" sum of \$1.75 or less monthly.

"We're not out to make a million bucks," declares Malarkey. How about State or Federal regulation, setting rates, quality of service, etc.? "Fine," he says; actually, he appears to welcome regulation, feeling it will guarantee a profit, protect company from unreasonable demands for service.

System creates market for sets, naturally, but Malarkey says his store has made only about 25% of sales, other dealers in town quite happy with situation.

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Where do systems go from here? RCA is proceeding very conservatively, leaving it up to local distributors and entrepreneurs to take initiative, balancing "quick" service against threat of future "free" service from stations.

Many other ideas have been sparked by success of community antennas. For example, local AM station operator may consider TV station uneconomic, ask to feed community system with camera chain -- a super closed-circuit. Theatres are greatly interested, may seek special-event exclusives for their houses. Subscription service, a la Phonevision or Subscriber-Vision, may find an angle.

In big cities, single neighborhood antenna may provide everyone with best possible signal, eliminate forest of antennas.

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Of other companies in the field, Jerrold Electronics is most active. It reports that Maine's former governor Sumner Sewell heads \$500,000 company with 20 towns lined up; that Western TV Inc., Ogden, Utah (Dean Buchanan, president) is capitalized at \$250,000, intends to feed number of towns; that Perfect TV Inc., Harrisburg, Pa., plans 10,000-home hookup there; that following towns have systems under construction or about to begin: Tamaqua, Lock Haven, Harmarville and Coalsdale, Pa.; Corning (WCLI), Watertown and Dansville, N.Y.; Kingsport and Johnson City, Tenn.; Carmel and Monterey, Cal.

News of other towns, planning or building, keeps popping up: Portland, N.Y.; Frankfort, Ky.; Bethlehem, Pa.; Claremont, N.H.; Bath, Me.

Jerrold's first installation, Panther Valley TV Co.'s in Lansford, Pa. (Vol. 7:2) has run into competition, new outfit from Philadelphia reported to have moved in. Other companies reported entering community field are Industrial Television Inc., Television Equipment Co., probably more.

Outlook for materials, cable primarily, doesn't seem too bad. Systems don't come under NPA's Controlled Materials Plan, will have to scramble for what they need. But companies concerned say they're optimistic, feel they'll make out.

COY REAPPOINTED, TOP STAFF NAMED: Continued tenure for FCC chairman Wayne Coy, halt to speculation about new jobs awaiting him, seems assured in view of reappointment this week. President sent name to Senate, and key Senators have declared themselves for him -- though he may face some sharp questions during hearing before Interstate & Foreign Commerce Committee set for May 29. But he's virtually in.

"I'm all for his reappointment," said committee's powerful chairman, Sen. Johnson (D-Colo.), echoed by committee's ranking Democrat Sen. McFarland (D-Ariz.) who is also Senate majority leader and by Sen. Tobey (R-N.H.), ranking Republican.

Term is 7 years from June 30, but it's anybody's guess how long he will stay, what with presidential election next year, physical strain of job, etc. Main reasons for his desire to stay on right now, undoubtedly, are color and freeze-end.

He's hell-bent to put across CBS color system, to justify FCC decision. If Supreme Court upholds FCC, chances are he'll be able to muster majority behind quick order to require field-sequential colorcasts. And there's little question he'd like to see TV allocations finalized substantially as FCC proposes (Vol. 7:12).

Highest court's color decision could come May 28, June 4, even June 11, and

it's now virtually certain Court won't adjourn for summer before June 4 at earliest.

Coy suffered blow when colleagues, 5-2, turned thumbs down on his right-hand man Harry Plotkin for chief of new Broadcast Bureau and instead chose chief engineer Curtis Plummer. But longer Coy stays, better are chances that the controversial Mr. Plotkin's star will rise again. He now becomes asst. general counsel in office of general counsel Benedict Cottone, says he didn't want any Broadcast Bureau job.

Key division chiefs in Bureau were announced this week: Joseph Kittner, ex-asst. to Cottone, asst. chief; Cyril Braum, ex-TV engineering chief, head of TV Facilities Div.; James Barr, ex-AM-FM engineering chief, Aural Facilities (AM-FM); Paul Dobin, ex-asst. to Comr. Jones, Rules & Standards; Dwight Doty, ex-AM legal chief, Renewals & Transfers; Fred Ford, ex-trial atty., Hearings. Jobs pay \$10,000.

New chief engineer to replace Plummer hasn't been named, but it looks like C.W. (Walt) Loeber is the man. He's old-time FCC engineer, ex-chief of Common Carrier Div. radio branch, who recently was State Dept. telecommunications attache for Europe, stationed in Geneva. Still a possibility, however, is choice of Edward Allen, now chief of Technical Information Division.

MORE LATIN American TV stations ordered and going up: Buenos Aires' and Argentina's first will be Channel 7 outlet, equipment ordered by Yankelevitch broadcasting interests from International Standard Electric (IT&T), with Federal Radio providing transmitter, Capehart-Farnsworth delivering initial quota of more than 10,000 receivers. International Standard Electric also is supplying Channel 5 job for Radio Televisao Paulista, Sao Paulo, Brazil, second in city, with Federal transmitter, DuMont mobile unit, cameras, studio equipment.

Matamoros, Mexico, just across Rio Grande from Brownsville, Tex., will get TV station this year if plans of Compania Mexicana de Television go through; sparked by W. B. Miller, ex-KEYL, San Antonio, company has CP for Channel 7, has ordered DuMont equipment. And when Emilio Azcarraga's new Televisocentro in Mexico City is ready for Sept. 18 inauguration (Vol. 7:16), XEW-TV on Channel 2 will go into fulltime operation (now carrying baseball only twice weekly); later he plans to operate XEQ-TV on Channel 9 as basic sports outlet, DuMont transmitter already delivered.

Havana report states Union Radio (Gaspar Pumarejo), whose CMUR-TV was first to be established there, has bond issue out for \$2,000,000 expansion embracing microwave-linked network of 6 more outlets in Pinar del Rio, La Habana, Matanzas, Las Villas, Camaguey, Oriente. Equipment order hasn't been announced yet. Goar Mestre's CMQ-TV is expected to announce similar expansion designed to cover island. Caribbean Television Co., Storer-financed, is reported to have abandoned plans for new station on Channel 7 in Havana (Vol. 7:9, 17).

Spain's Radiodiffusion Nacional has purchased complete TV installation from Philips of Eindhoven, to operate on 625 lines, 50 fields.

"Except for certain exceptional programs, the public does not like TV." Statement is by 20th Century-Fox executive Darryl F. Zanuck in double-page ad in May 21 *Daily Variety*, of Hollywood, devoted mainly to subject of executive salary cuts by Skouras company. Zanuck goes on: "Up until now it [TV] has proven a poor substitute for motion pictures. Nevertheless, thousands upon thousands of American families have purchased their sets on the installment plan and while most of them have been disillusioned by the quality of the entertainment they have seen on TV screen, they are, nevertheless, committed to pay for the sets and they economize by elimination of certain other luxuries. We, unfortunately, bear the brunt of this onslaught."

REQUEST to set up Phonevision as regular, commercial TV service is due to go to FCC within few weeks, or as soon as U of Chicago National Opinion Research Council completes analysis of recently completed 90-day Zenith test with 300 Chicago families (Vol. 7:14). Also due in next few weeks is request from Skiatron Corp. for public test in New York for its coded-card "Subscriber-Vision" system of fee-TV (Vol. 7:11-12). Zenith's E. F. McDonald this week released preliminary analysis of Phonevision tests, showing:

(1) "Take" for 90 days was \$6750, or \$22.50 per family, or \$1.73 per family per week. (2) Average "attendance" first month was 2.1 movies per week per family, second month 1.5, third month 1.6. This is 3½ times greater than 0.47 times per week average family goes to movies, McDonald estimated. (3) Audience of individual pictures ranged from low of 8% to high of 60% (*Welcome Stranger*) of 300 test families. (4) Average of 4 out of 5 test families said they had not previously seen pictures in theatres, 9 out of 10 said they'd rather see movies in home.

Projecting estimates to 10,000,000 Phonevision-equipped TV sets, Comdr. McDonald came up with these potential earnings: Average net return per picture based on average attendance during test period, \$1,250,000. For 10 most popular pictures, this would be \$2,983,000; for 10 least popular, \$600,000.

Hopes of moviemen for substantial income from post-theatre-run feature films rented to TV were dashed considerably by producer Robert L. Lippert, who recently signed 5% royalty deal with AFM for use of his old films on TV (Vol. 7:17). There aren't enough TV stations using old features to make market exciting, Lippert declared on recent return to Hollywood from swing around country. He said he found only 16 out of present 107 stations using old feature films to any marked degree; remainder are all tied up with live shows, network feeds, kines.

Production charges for one-minute TV commercial begin with basic charges of \$500 per day—and that doesn't include performers' fees or studio's overhead and profit. According to survey by Chicago advertising agency Henri, Hurst & McDonald, here's how that figure breaks down: production crew, \$250; sets, \$100; film director, \$50; film stock, \$50; editing, \$50. In brief discussion, agency makes point that advertisers are willing to "spend \$500 for single good photograph without a qualm. Why expect to spend less for 1440 photographs, the number required for just a single minute film?"

Network TV-Radio Billings

April 1951 and January-April 1951

NETWORK TV time billings in April, totaling \$9,089,454 (not including non-reporting DuMont), went up only a few thousand dollars from the \$9,085,403 in March (Vol. 7:17)—NBC accounting for enough increase to offset dips by ABC and CBS. Most significant, NBC's network TV time billings of \$4,758,309 are now within about \$140,000 of its AM network time billings. April TV figures for the 3 reporting networks are more than 3½ times those of April 1950, brought cumulative for first 4 months of this year to \$34,198,545 vs. \$8,193,058 for same 1950 period.

On the AM side, all but MBS dropped somewhat below March (Vol. 7:17), aggregate network radio billings for April being \$15,921,908 vs. \$16,440,387 in March and \$15,908,806 in April 1950. Cumulative for January-April period was \$64,054,755, down more than \$1,000,000 from the \$65,217,563 for same 1950 period. The PIB figures:

NETWORK TELEVISION

	April 1951	April 1950	Jan.-Apr. 1951	Jan.-Apr. 1950
NBC	\$ 4,758,309	\$ 1,147,698	\$17,548,954	\$ 4,343,280
CBS	2,913,956	873,343	11,109,362	2,696,799
ABC	1,417,189	372,022	5,540,229	1,152,979
Total	\$ 9,089,454	\$ 2,393,063	\$34,198,545	\$ 8,193,058

NETWORK RADIO

CBS	\$ 6,509,147	\$ 6,054,738	\$26,297,709	\$23,904,827
NBC	4,897,882	5,284,013	19,931,091	22,069,954
ABC	2,975,078	3,128,603	11,668,556	13,310,356
MBS	1,539,801	1,441,452	6,157,399	5,932,426
Total	\$15,921,908	\$15,908,806	\$64,054,755	\$65,217,563

Personal Notes: Edward S. Friendly Jr. named ABC-TV Eastern sales mgr., succeeding Slocum Chapin, promoted to TV stations v.p. . . . Charles T. Ayres appointed ABC radio sales v.p. . . . Harvey J. Richardson, ex-NBC and Standard Radio, named sales mgr. of new studio and recording services div., Capitol Records, Inc., Hollywood, set up for custom recording of AM, TV and other commercials . . . Howard G. Barnes, TV-radio v.p. of Dorland Inc., resigns to set up own film production service, 40 E. 49th St., N. Y. . . . Robert Foreman, BBDO v.p. in charge of TV radio copy, placed in charge of TV dept. . . . Nathan P. Colwell, ex-Treasury savings bond drive TV-radio chief, named TV-radio-film director, Office of Price Stabilization . . . William Binzen Jr., ex-Foote, Cone & Belding, named TV art director, Hcwitz, Ogilvy, Benson & Mather . . . Howard Anderson named film director, WFAA-TV, Dallas. . . . Robert F. Jamieson, ex-DuMont, appointed mgr. of CBS-TV network sales service, Thomas P. Maguire handling radio—CBS sales service dept. having been split into 2 divisions . . . Guy Cunningham, ex-WEEI, Boston, named CBS sales presentation director . . . Dr. Roy K. Marshall, who conducted *The Nature of Things* on NBC-TV, has resigned from U of North Carolina faculty to become education director of WFIL & WFIL-TV, Philadelphia, succeeding Dr. Armand Hunter, who goes to Michigan State U . . . Richard W. Hubbell has closed down Hubbell Television Inc., is now transcription service director for Voice of America, also heading section to explore possibilities of TV in international field.

Importance of women in sales and how to use TV to capture their attention, is subject of *Sure-Fire Sales Formula: Women Selling Women—Through TV*, brochure put out by Edward Petry & Co., station reps. Presentation lists 46 national advertisers using local women's TV, logs 3507 minutes of homemaking shows on New York's 7 stations week of Jan. 4, 1951.

Station Accounts: Total of 5093 TV advertisers, of whom 233 were network and 1103 spot, remainder local-retail, are reported for March in April edition of *Rorabaugh Report*—increase of 7.4% over February, 79.2% over March 1950. *Rorabaugh Report* lists all the network and spot advertisers, as reported by 99 of the 107 existing stations . . . American Vitamin Associates Inc. (Thyavals & Orvita), big buyer of baseball time in Chicago (Vol. 7:13), purchases 19 hours weekly on WLWT, Cincinnati, biggest TV package sale yet in area, thru Counsellor Adv. Agency, Los Angeles . . . Fort Pitt Brewing Co. sponsoring 7 Sat. Cleveland Indians games and Chevrolet, RCA, GE dealers dividing 9 Sun. games, piped to WJAC-TV, Johnstown . . . GE and local dealers sponsoring first telecasts of Salt Lake City Bees on KDYL-TV, thru Gillham Agency . . . Fred W. Amend Co. (Chuckles candy), sponsoring *Buster Crabbe Show* on WOR-TV, New York, Mon.-Wed.-Fri. 5-5:30, thru Henri, Hurst & McDonald, Chicago; Schneider Beverages sponsoring on Thu.; Chuckles sponsoring special 2-hour rodeo from Tarzan-movie star's Jersey ranch on WOR-TV May 30 . . . Toni Co. to use TV in new drive to promote its White Rain soapless shampoo . . . Detroit Edison Co. sponsoring *The Detroit Story* for 10 Sundays, 3:30-4, on WWJ-TV, each episode depicting 25-year period in city's history . . . Douglas Aircraft Co. buying 13 Sun. 11:30 a.m.-12:30 p.m. periods on KECA-TV, Los Angeles, for institutional programs stressing employment opportunities, thru Charles Stahl, Los Angeles . . . Fox Wisconsin Theatres buys weekly 5-min. newscast on WTMJ-TV, Milwaukee . . . Among other advertisers reported using or preparing to use TV: Pleasant Valley Wine Co. (Great Western champagne & wines), thru Charles L. Rumrill & Co. Inc., Rochester; Green Spot Inc. (orange beverage), thru Beaumont & Hohman, Los Angeles; Sweets Co. of America (Tootsie Rolls), thru Moselle & Eisen, N. Y.; E. J. Brach & Sons (candy), thru Arthur Meyerhoff & Co., Chicago (formerly handled by J. Walter Thompson Co.); Ethyl Corp. (anti-knock fluid), thru BBDO, N. Y. (WTMJ-TV); Club Aluminum Products Co. (aluminum & glass cookware), thru Leo Burnett Co., Chicago (WTMJ-TV); Berkline Corp. (Berk-Lock chairs), thru Hammer Co., Hartford; Page-Barker Distributors (British hair lotion), thru Howard J. Ryan & Son, Seattle.

Network Accounts: Ronson Art Metal Works Inc. (Ronson lighters), starting July 29, sponsors *Star of the Family* on CBS-TV, Sun. 6:30-7, thru Grey Adv., N. Y., taking time vacated by Nestle's *Mr. I. Magination*, which moves to Sat. morning sustaining; Peter Lind Hayes and Mary Healy take place of Morton Downey . . . Ralston Purina Co. (cereal) starting June 9, sponsors *Space Patrol* on film on 33 ABC-TV stations (27 interconnected, 6 spotted), Sat. 6-6:30, thru Gardner Adv., St. Louis; Ralston also sponsors *Your Pet Parade* on ABC-TV, Sun. 4:30-5 . . . Lehn & Fink (Lysol, Hinds) reported buying whole *Doodles Weaver Show*, which starts June 9 on NBC-TV, Sat. 10-10:30; last week Lehn & Fink bought 10-10:15 portion thru Lennen & Mitchell and McCann-Erickson, both N. Y. . . . Schlitz moving *Pulitzer Prize Playhouse* from ABC-TV Fri. 9-10 to same Fri. time on CBS-TV on weekly basis if Ford drops *Ford Theatre* at end of current run next month . . . Seiberling Rubber Co. (tires) reportedly will sponsor *The Amazing Mr. Malone* on ABC-TV, Mon. 8-8:30, thru Meldrum & Fewsmith Inc., Cleveland; no starting date set . . . Esso Standard Oil Co. replacing *Alan Young Show* on CBS-TV Thu. 9-9:30 during July and August with news series . . . Bymart Inc. (Tintair) moving *Sam Levenson Show* on CBS-TV from Sat. 7-7:30 to Tue. 9-9:30 starting in fall . . . Eversharp Inc. (writing & shaving instruments), starting May 5, bought 8:15-8:30 portion of *Jack Carter Show* on NBC-TV, Sat. 8-9, thru Biow.

Financial & Trade Notes: General Instrument Corp. sales for fiscal year ended Feb. 28, 1951 were highest in its history, totaling \$25,850,231 compared with \$13,634,582 the preceding year. Net income before taxes was \$2,639,099, after taxes \$1,229,099 (\$2.52 per share), compared with net loss after tax credits for preceding year of \$107,184 (22¢). Net working capital was \$4,578,923 at end of fiscal year, earned surplus \$3,048,935, inventories \$2,752,765. Notice of June 11 stockholders meeting discloses chairman Abraham Blumenkrantz's salary as \$54,000; Richard E. Laux, president-treas., \$48,000; Monte Cohen, director and president of subsidiary F. W. Sickles Co., \$36,000 plus \$12,000 bonus. Of 608,573 shares of common stock outstanding, Mr. Blumenkrantz's holdings were 12,000 shares, Mr. Laux 1600, Mr. Cohen 718.

DuMont earnings statement for first 12 weeks of 1951 ended March 25 reflects general sales up, profits down pattern. Sales for period were \$18,851,000, compared with \$15,113,000 same 1950 period. Net profit after taxes totaled \$1,022,000 (42¢ per common share on 2,361,054 outstanding), compared with \$1,967,000 (92¢ on 2,101,597 outstanding) same 1950 period. Increased costs, wages and taxes brought net down, Dr. DuMont said. Special meeting of stockholders has been called for June 29 for election of officers and 5 directors—Dr. DuMont, Bruce T. DuMont, Leonard F. Cramer, Thomas T. Goldsmith Jr., David Van Alstyne Jr. Proxy statement discloses top officers' 1950 salaries and stockholdings as follows: Dr. DuMont, president, \$51,500 salary plus \$312,839 bonus (holds 56,500 Class A, 2000 Class B shares); Mr. Cramer, v.p., \$35,438 & \$8461 (no stock); Dr. Goldsmith, \$21,130 & \$5228 (1900 Class A plus 1200 owned beneficially with Mrs. Goldsmith).

Hallicrafters reports profit of \$1,781,000 before Federal taxes for 6 months ended Feb. 28, compared with \$682,809 for same 1950 period and \$1,877,905 for fiscal year ended Aug. 31, 1950. Net profit after taxes for 6-month period amounted to \$677,000, equal to 81¢ per share on 825,000 shares outstanding vs. \$423,342, or 63¢ on 675,000 shares year before. Net sales for the 6 months were \$23,778,000, compared with \$10,982,000 for same period year ago. Backlog of military orders, president W. J. Halligan reported to stockholders, "is now approximately equivalent to our total sales for the fiscal year ended Aug. 31, 1950, which were \$28,513,000. We expect that about 70% of this will be completed during the balance of this calendar year."

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Television-Electronics Fund Inc. reports net assets at new quarterly high of \$12.97 per share, total net assets of \$6,480,209, as of April 30, up from \$12.74 (\$6,125,746) 3 months earlier (Vol. 7:13). Accent now is on companies concerned primarily with other aspects of electronics than TV, said president Chester D. Tripp, in report detailing portfolio of holdings (available on request from company's office, 135 S. LaSalle, Chicago).

Erie Resistor Corp. has registered with SEC for public sale 84,000 shares of its \$5 par common stock, of which proceeds from 19,593 shares will be used for working capital. Remaining 64,407 shares come from listed stockholders, including holdings of G. H. Fryling, one of firm's founders and father of president G. R. Fryling and v.p. W. H. Fryling.

Webster-Chicago's first quarter profits were \$234,907, or 52¢ a share, on sales of \$5,406,200 vs. \$306,177 (68¢) on \$3,708,808 same period last year.

Arvin Industries Inc. reports net income for first quarter of \$823,866, or 92¢ a share, against \$718,496 (80¢) same 1950 quarter.

Philco stockholders meeting last week, in addition to hearing report on record first quarter sales and earnings (Vol. 7:19), was told by president Wm. Balderston that defense orders are now running at annual rate of \$25-30,000,000 and should reach \$60,000,000 by year-end; that if govt. options on contracts are exercised by 1952 defense production could mount to \$100-150,000,000 on annual basis; that backlog of govt. orders is now \$100,000,000. There has been some cessation of buying of hard goods by dealers who had previously been over-buying, he said, but "our dealers are in much better shape than competitors" and "our inventory position from a competitive standpoint is good." All plant expansions, he said, fit into company's long-range civilian program. He also thought that 1951 will be "a pretty satisfactory year from the standpoint of our stockholders."

IT&T subsidiaries, notably Capehart-Farnsworth and Federal, have backlog of \$160,000,000 in orders, of which 85% are defense orders, Col. Sosthenes Behn told this week's stockholders meeting in Baltimore. He reported TV installation sold to Argentina, also 11,038 Capehart TV sets shipped to Cuba and Mexico, in citing growth of TV in Latin America. IT&T earnings were estimated at \$4,000,000 for first quarter 1951, or nearly double amount for same 1950 period.

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Westinghouse first quarter sales reached new high of \$290,407,895 vs. \$223,933,898 first quarter 1950, leading president Gwilym Price to tell stockholders meeting April 18 that company is aiming for higher than the \$1,019,923,051 billings achieved for all 1950. On other hand, *Wall Street Journal* said May 14 that "Westinghouse is not expected by brokers to be able to duplicate its 1950 net of \$5.36 a share this year." Net income for quarter was \$16,692,898, equal to \$1.05 a share on 15,376,674 shares outstanding March 1. In same quarter 1950, net income was \$11,890,377, or 87¢ a share on 13,144,519. Federal taxes for quarter were \$26,638,550 vs. \$7,860,533 same 1950 quarter. Mr. Price pointed out that higher Federal income taxes and the excess profits tax mean Westinghouse can now use only about 38¢ per dollar of profit to carry on business and pay dividends. First quarter results, however, indicate increased volume may enable company to approach 1950 earnings, he said. About 25% of company's business, 30% of backlog, consists of defense orders.

Reeves-Ely Laboratories reports net income of \$761,133, or \$1.02 per common share, on sales of \$14,402,454 in 1950, as against net income of \$731,419 (95¢) on \$10,078,439 in 1949.

Globe-Union Inc. reports net profit of \$535,719, or 80¢ per share on 670,000 common shares, on sales of 11,806,034 first quarter 1951. This compares with \$630,000 (86¢) on \$7,200,389 for same 1950 period.

American Phenolic Corp. first quarter sales were \$4,947,785, profit \$208,532, compared with \$2,765,366 sales and \$224,906 profit same period 1950. Federal taxes were \$345,000 as against \$155,000 same period last year.

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Dividends: Sylvania, 50¢ on common, \$1 on \$4 pfd., both payable July 7 to holders of record June 20; Philco, 40¢ payable June 12 to holders June 4, and quarterly 93¾¢ on pfd., payable July 1 to holders June 15; Bendix Aviation, 75¢ payable June 30 to holders June 9; Webster-Chicago, 25¢ payable June 18 to holders June 8; Sparks-Withington pfd., \$1.50 payable June 15 to holders June 5; Wells-Gardner, 15¢ payable June 15 to holders June 4; Stewart-Warner, 35¢ payable July 7 to holders June 15; Stromberg-Carlson, 50¢ quarterly on pfd., payable July 1 to holders June 9.

SOME BULLISH ESTIMATES OF THE FUTURE: Plenty of repair parts, good level of TV-radio production -- that's the encouraging forecast for mobilization period by 2 industry leaders with plenty of savvy about the Washington regulatory scene.

Essentiality of industry is now thoroughly recognized in Washington, RTMA chairman Robert Sprague (Sprague Electric Co.) and Parts Mobilization Committee chairman A.D. Plamondon (Indiana Steel Products Co.) emphasized in talks to parts distributors May 21 at Radio Parts & Electronics Equipment Show in Chicago's Stevens Hotel.

Priorities for replacement parts will be guaranteed by NPA under Controlled Materials Plan, both speakers agreed. Plamondon saw relatively high production of new sets during third quarter, but diminishing output toward end of year. Next year, he predicted, production should increase with expansion of material output.

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Electronics will be \$4.5 billion industry, in combined military and civilian production, by end of 1952, Sprague said -- equivalent to about \$3.25 billion in terms of civilian production. This would leave, after military production, an "ample capacity for the continuing production of a large number of radio and TV sets and commercial electronic equipment and...replacement parts."

Military electronic production should reach peak annual \$2.5 billion rate in fall of 1952, then decline to \$1.5 billion rate, Sprague estimates. "Actually," said the RTMA chairman, "it probably will not absorb more than half of the industry's facilities, even at its peak."

Sprague is bullish about prospects for sales as well as production of TV-radio during coming years. He predicts sale of 5-6,000,000 TVs in 1951, with the annual growth of industry continuing in near-future years "at somewhere near the spectacular rate which has recently occurred." By the end of this year, he foresees total of 95,000,000 radios, 16,000,000 TVs in hands of public.

There's no real slump in TV sales, Sprague said -- adding, rather candidly, that manufacturers have overloaded dealers out of all proportion to seasonal patterns. He said his "guess, based on statistics" is that "sales of TV at the dealer level are at about the same rate as this time last year."

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Parts distributors' sales have paralleled TV boom, he said, increasing about 15% in 1950 over 1949, then zooming 75% in first quarter 1951. He told distributors they can look forward to constantly increasing business volume, because:

(1) TV sets have many more parts than radio, about 4 times as many tubes -- which means 1950's spectacular TV production increased replacement market to equivalent of 132,000,000 radios, a 50% jump in potential demand for tubes, resistors, capacitors and other components in one year.

(2) Setting up of 1,500,000 new families a year, plus desire for second and third sets by established families, should give parts market healthy boost.

(3) New TV areas will open new opportunities in parts business. Taking an optimistic view of rapidity with which new stations will be authorized and built, Sprague said: "It is estimated that we will have a nation-wide system of TV broadcasting in the not too distant future, with eventually about 2000 stations."

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Conservation miracles of the past were hailed by both Sprague and Plamondon, but they saw far greater tasks ahead, and Sprague cited these figures:

Tungsten, which looms as most critical material, is now being doled to manufacturers at rate of 30% of amount used during first-half 1950 base period. But shortage hasn't been felt yet by tube industry, with plenty of the metal still in

pipelines. U.S. is producing tungsten at rate of 4,500,000 lbs. a year, using it at rate of 13,000,000, with foreign sources dried up for time being.

Nickel, used by tube industry at rate of 283,000 lbs. a month in 1950, is being handed out on scale of 200,000 lbs. in May, 180,000 lbs. in June.

Cobalt is allocated to TV-radio industry at rate of 30,000 lbs. monthly, compared to 125,000 lbs. a month during base period.

Individual appeals to NPA, Sprague said, have been responsible for much more electronic production than most people in the industry realize. He advised all manufacturers with genuine hardship cases to file appeals. NPA comes through, he said, wherever manufacturer has plenty of facts to back his case.

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Third May week's output (week ending May 18) was 93,681 TVs (7399 private brand), well up from second week's 82,224 and first week's 66,077 (Vol. 7:19-20). Factory inventories jumped again, however, totaling 562,138 as of May 18 vs. 505,842 preceding week. RTMA also issued revised April output figure, showing 469,157 TVs, bringing total for first 4 months of this year to 2,668,826 -- and indicating figure for first 5 months will be somewhat less than 3,000,000.

Radios jumped during week ending May 18, totaling 387,163 (214,110 private label), as compared with 330,228 and 298,149 the 2 preceding weeks. Factory inventories of radios were 281,432 units. April revised radio output figure was given as 1,337,042, making total for first 4 months 5,680,642. Breakdown of radio output week ending May 18: home radios 163,150; auto 182,923, portables 41,090.

Topics & Trends of TV Trade: Rash of auction sales, following example of Monarch Saphin's much publicized event in New York (Vol. 7:20), has manufacturers-wholesalers working hard to keep gimmick from spreading, on grounds that it's basically bad for business. They succeeded in getting 2 called off in Baltimore, but were unsuccessful in 3 other instances: In Brooklyn, Mayfair Outfitting Co., Queens County cooperative, May 24 started \$2,500,000 sale amidst heckling from trade representatives. By second day business was so poor, company attorney Gerard L. Nierenberg admitted Mayfair was suffering "tremendous losses." In Boston, International Sales Co. put on \$150,000 sale. In Akron, effort to auction \$100,000 worth of TV sets reportedly flopped.

Other auctions scheduled are Philadelphia, June 4-7, by Richards Auction Co., claiming 4000 TV sets for sale; Keyport, N. J., May 30, by "Two Guys from Harrison," \$500,000 worth of TV and appliances; Bronx, N. Y., May 28, by Lippin Appliance Co.

In New York, the Metropolitan Appliance Radio & TV Assn. filed formal complaint with license commissioner that Monarch Saphin auctioneers misrepresented dealers' costs. At May 24 hearing, Albert Saphin refused to tell how much he paid for his merchandise, although he admitted he "broke even" on \$170 price for 17-in. Admiral table model which lists for \$279.95 to public, \$218.06 to dealer. Hearing was adjourned to June 6.

Saphin had fought back with newspaper ads May 21 which stated: "Since the start of this sale, all Monarch Saphin stores have been enjoying a tremendous spurt in business. On June 1, I'm starting to enlarge my New York store . . ."

Saphin blamed Regulation W and higher set prices for heavy inventory, put out press statement saying that before Regulation W he sold 80% of his sets on time, now only 10%.

One of bitterest complainants against Monarch Saphin auction was Philadelphia dealer and NARDA president Mort Farr, who called it "ugliest example of economic cowardice ever to deface our industry . . . It has depreciated TV stocks all over the country."

Seven column ad in May 25 *New York Times* and

Herald Tribune by RCA distributor Bruno-New York was headlined "Caveat Emptor" (Let the Buyer Beware), made these points about "influx of alleged auctions": (1) Will you receive the merchandise in a factory sealed carton? (2) Are you buying from a reliable company? (3) Does it have the manufacturer's serial number? (4) If you purchase a service contract, does the auctioneer assume the responsibility of your receiving service? (5) How can you check on the value of the merchandise offered? Ad has bottom line slogan: "Make Your Dollars Count . . . Get All You Pay For!"

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Supreme Court's May 21 decision against fair-trading, indicating manufacturer must have signed contract with all his dealers to protect fair trade prices in 45 States which allow practice, apparently has knocked such pricing arrangements of TV-radio manufacturers out the window. Although mainly honored in the breach, especially during such "overload" periods as now, some manufacturers (notably DuMont and Magnavox) did maintain some semblance of national price standards under fair trade laws and threats of discontinuing franchises.

Those who want fair trade structures maintained are hoping Congress will pass new legislation plugging loopholes found by highest court. In TV-radio trade, it's said to be impossibility to get every dealer to sign pricing contracts--too many non-franchised dealers would get branded, fair-traded merchandise through trans-shipments, etc. Actually, TV-radio isn't as hard hit as liquor, drug, cosmetics industries, etc.

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What's next in tube sizes? Corning Glass thinks it's 27-in. (diagonal), all-glass of course, and has rectangular model under development but not yet completed or ready to offer to customers. It's same as early model shown at March IRE convention. Corning claims stepup to 27-in. is logical follow-up to 20 & 21-in., improves on 24-in. rounds (offered only by GE and Stromberg-Carlson) because there is no wasted space due to truncated circular tube face. Corning has no plans as yet for still larger sizes, such as tube competitive with DuMont's 30-in. metal-coned round.

REGULATION W took lambasting before Senate Banking Committee this week from ex-Senate majority leader Scott Lucas, of Illinois, representing American Finance Conference, group of automobile manufacturers, and from CIO secretary-treasurer James B. Carey, who is also president of IUE. Robert C. Tait, Stromberg-Carlson president, will appear before House Banking & Currency Committee May 29 on behalf of RTMA to testify on effects of Regulation W on TV sales; and before Senate Banking Committee on June 5 on same subject.

Lucas said Congress never intended it to be applied so forcefully. Carey asked for 90-day relaxation of Regulation W to permit TV-radio inventories to be cleared out, said 30,000 workers are unemployed because of slump in sales caused by tightened credit controls. Carey thought Federal Reserve Board should permit trade-ins to be applied to down payments—same tack taken by RTMA, whose formal plea to FRB was rejected (Vol. 7:19). He also charged military with stockpiling critical materials which won't be used for long time, alleged "paper organizations" are being set up to get electronics contracts while established TV-radio firms are being by-passed.

More flexibility in application of Regulation W was proposed by Indiana U marketing professor Albert Haring this week to National Consumer Credit Conference at Lehigh U, Bethlehem, Pa. He suggested several alternatives ranging from heavy down payment and long period to pay to no down payment and short repayment period, leaving choice to customer. Opposing relaxation of credit was Philadelphia Federal Reserve Bank credit chief David C. Melnicoff, who saw present trade slump as temporary.

Sales slump will be short-lived, predicts Commerce Dept's May *Survey of Current Business*. "Within a short time," it notes, "restrictions on production will make supply the principal limitation on retail sales of durables"—with "pronounced effect" being felt in some lines by mid-year. But report warns that after rearmament effort has passed peak, new sales slowdown can be expected. "When increased productive capacity permits a greater supply of consumer durables," it says, "sales in relation to income may well be somewhat lower than in the past 2 years."

Survey gives these reasons for current slackening of retail sales: (a) War-inspired buying waves of June and late 1950 were "necessarily of short duration." (b) Imposition of price control eased consumers' fears of drastic increases. (c) Reduction in backlog of demand as result of high production. (d) Credit restrictions. (e) First signs of curtailment of residential construction.

Gross national product—total U. S. output of goods and services—hit record \$313.9 billion-a-year rate in first quarter, according to *Survey*, but public slowed down its "disproportionate concentration on durable goods" of second half 1950, spent more on food and clothing.

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Change in excess profits tax credit from present 85% to 75% of best 3 years earnings in 1946-49 period was tentatively voted by House Ways & Means Committee this week. Change, if approved in final recommendations of committee, would be effective Jan. 1, 1951, would bring in estimated \$730,000,000 extra to Govt. GOP members objected strenuously, said it had been agreed not to touch excess profits in this bill. Whether change in EPT credit base will remain in final bill is considered debatable.

Good chance excise tax on TV receivers may remain at 10%. In surprise reversal of last week's action raising excise to 15% (Vol. 7:20), House Ways & Means Committee May 25 voted to keep tax on TV at present 10% level. Industry and labor unions hope to see position maintained when tax bill goes to House floor in mid-June.

DuMont's self-focusing picture tube (Vol. 7:20) aroused considerable interest at Chicago parts show this week. Mounted in set alongside conventional set—both operating continuously from 8 a.m. to 7 p.m. for 3 days—pictures appeared identical, despite fact there was no focus control, coil or focusing device in set with new-type tube. Manager Irving G. Rosenberg of DuMont Cathode Ray Tube Div. said, "We're more excited about this tube than we've been about any new development in a long time." New 17-in. rectangular, 17KP4, is scheduled for full production in August. It's said to be completely interchangeable with 17-in. glass rectangulars in present sets, and when installed as replacement, focus controls and devices are disconnected. Several manufacturers reportedly have ordered new tube, which DuMont says will effect substantial savings in costs and scarce materials through elimination of focusing components, although tube itself may be more expensive than conventional type. DuMont plans to produce new tube in all sizes, including 30-in., eventually entirely eliminating production of externally-focused tubes.

Replacement of 1,000,000 TV picture tubes in 1951 will mean \$25,000,000 in business, Sylvania's Frank Mansfield told Parts Distributors Show in Chicago May 23. He also estimated replacement market in 1951 would call for 48,000,000 receiving tubes for radios, 22,000,000 receiving tubes for TVs. He figured total replacement tube market would amount to \$154,000,000 in 1952, \$286,000,000 in 1953.

April receiving tube sales of RTMA members ran 35,883,627, considerably down from March's 44,413,146. Of April sales, 22,453,223 were for new TV-radio sets.

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Degree of slump in TV sales can be gauged by excise tax collections on TV-radio sets, phonos for April. Bureau of Internal Revenue collected \$18,224,548 in April, down \$5,000,000 from high of \$23,390,352 collected in March (Vol. 7:18). April collections compare with \$4,008,782 in same 1950 month. Total excises collected from TV-radio industry for 10 months from July 1950 were \$101,105,875, compared to same preceding period's \$33,482,890.

Bright spots in TV trade future, as enumerated by Chicago Crosley distributor Harry Alter, chairman of TV committee of National Assn. of Electrical Distributors, in convention at Atlantic City this week: (1) Coast-to-Coast TV. (2) Better programs. (3) Color. Despite color's cost and disruption, Alter said, it will prove good selling point. He also deprecated "extravagant" uhf claims.

Threat to advertising is discerned by James D. Shouse, Avco v.p. and chairman of Crosley Broadcasting Corp., in price regulation CPR-22 which doesn't permit increased advertising and other administrative costs to be figured into price ceilings. Speaking May 24 to New York chapter of American Marketing Assn., he called provisions of CPR-22 "profit control and not price control," urged that "sleeper" be "brought out, debated and argued rather than to let the issue go by default."

Conference of small business members of TV-radio industry has been called by RTMA June 5 during association's June 4-7 convention in Chicago. More than 100 RTMA members have indicated interest in formation of such a group. Small business concern is one which employs 500 workers or less, according to govt. definition.

Electronics chief of newly formed Canadian Dept. of Defense Production, A. H. Zimmerman, will be chief speaker at annual dinner of RMA of Canada at General Broek Hotel, Niagara Falls, Ont., June 1.

DPA Administrator Edwin T. Gibson will address RTMA industry banquet June 7, winding up annual convention June 4-7 at Chicago's Stevens Hotel.

Trade Miscellany: Of 630 different TV models made by 66 major manufacturers, *Billboard Magazine* May 26 reports only 15% have phonos, additional 30% have phono jacks . . . "Unfreeze vhf," so new cities can get TV, was gist of resolution by this week's Atlantic City convention of National Assn. of Electrical Distributors . . . Raytheon starts heavy TV promotion via radio June 17, buying NBC network of 133 stations for Sun. 3:45-4 p. m. EDST newscasts by John Cameron Swayze (who also handles *Camel Caravan* on NBC-TV) . . . "Modernphone," inter-communication phone system made by Modern Telephone Corp., New York, added to lines of specialized RCA distributors . . . Hoffman Radio will hold 1951 distributor convention in Los Angeles July 25-27 . . . Speakers at NARDA June 25 meeting in Chicago's Hotel Stevens are: Carl V. Haecker, RCA; Benjamin Gross, New York distributor; W. W. Cone, New Jersey distributor; A. L. Scaife, GE; W. A. Blees, Crosley, Antony Wright, Capehart-Farnsworth.

Price Miscellany: Tele King has new 20-in. table set with AM at \$399.95 . . . Commander Television has new 17-in. table at \$229.95 . . . Meck has new 20-in. table at \$295.80 . . . Jackson Industries advertising 20-in. table for \$199.95 . . . Regal advertising 17-in. table at \$197.50 . . . Fada has new 17-in. table at \$199.95 . . . Kaye-Halbert has 24-in. console at \$459.95.

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Deadline for manufacturers' price control under OPS's Ceiling Price Regulation 22 (Vol. 7:17) has been extended from May 28 to July 2. At same time following reorganization has taken place in OPS: Harold B. Wess, ex-Macy and Alexander executive, now head of Consumer Divisions. Under him is Lee McCanne, on leave from Stromberg-Carlson and formerly head of TV-radio & miscellaneous section, now head of housewares and accessories branch; Eugene E. Smallwood, on leave from RCA and formerly head of housewares & accessories branch, now head of appliance & equipment branch (white goods, professional and business equipment, etc.). Head of TV-radio and miscellaneous section, succeeding McCanne, hasn't been named yet.

Expected shortages third and fourth quarters this year (Vol. 7:20) have inspired recent activity in maintenance and repair field. RCA Tube Dept. is starting "Serving the Community" promotional campaign, using window displays, direct mail, other aids to plug TV serviceman's place in community. Recently, NARDA offered its Certified TV Installation & Service Plan (Vol. 7:10) to entire industry, not alone to its own members. Timely tips on TV service were contained in May *Good Housekeeping Magazine* article titled "How Much Should Television Service Cost You?" Article spells out what public should and should not expect from servicemen.

Plant Expansions: Centralab Div., Globe-Union Inc., purchases 158,000 sq. ft. structure at 3410 Hopkins St., Milwaukee, for production of classified electronics equipment . . . Teletronic Laboratories Inc., Los Angeles, has moved into 12,000 sq. ft. factory near International Airport, costing \$100,000 . . . JFD Mfg. Co. purchases Brooklyn site for new 120,000 sq. ft. plant, which will give its 3 plants total of 200,000 sq. ft.

Military production will take 63% of Westinghouse's electronics div. output this year, electronics v.p. Walter Evans told Pacific Coast Electrical Assn. May 22 in Los Angeles. Company-wide, military commitments total 35% of production, he said. Without specifying TV-radio, Evans opined consumer goods products will be 20-25% under record 1950 output, but he pointed out that will still be equal to production of such items in 1949 -"the third largest production year in history."

RCA's latest uhf converter has been installed in Bridgeport home of Rudy Frank, promotion manager of WELI, New Haven. Says Frank, whose station is prime uhf enthusiast, and whose home has served as unusual testing ground for many manufacturers' uhf units (Vol. 7:15): "Remarkable improvement over first model . . . images are practically noise-free and clean . . . From consumer viewpoint, pictures are as good as or better than those of other manufacturers." Unit was developed under supervision of Dr. Wenyuan Pan, who is also testing a "radically different converter which will far surpass even the current sample, which, according to Dr. Pan, is only an interim model." RCA is also testing new types of receiving antennas, smaller, higher gain.

Hallicrafters announced uhf converter at Chicago Parts Show, kept mum on performance. It's housed in 7-in. cube, covers whole band, feeds into vhf Channels 11, 12, 13, is intended for all makes of sets. Hallicrafters also says tuners in its existing sets may be converted via strips. Also worth noting at Show was great number of uhf antennas displayed by 29 manufacturers, variety of uhf test equipment.

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TV antenna higher than that on Empire State Bldg. may rise in New York after defense emergency is over. Tentative plans for 1580-ft. structure, comprising 44-story office building topped by 1000-ft. open-work steel tower, were announced by Wm. Zeckendorf, president of real estate developers Webb & Knapp Inc. and member of ABC board. Top of TV mast would be 108 ft. higher than Empire State's. Site is bounded by Park & Madison Aves., 47th & 48th Sts., now occupied by Hotel Marguery. Presumably, mast could be used by the 3 uhf stations FCC proposes for New York, by theatre TV, microwaves, etc. Six of city's 7 vhf stations are already committed to Empire State, only WOR-TV not yet signed. Incidentally, ownership of Empire State is reported changing hands for \$50,000,000, going from Raskob estate to syndicate comprising Roger L. Stevens and Alfred R. Glancy Jr., Detroit, and Ben Tobin, Hollywood Beach, Fla.

Trade Personals: W. G. Peirce Jr., president of Peirce-Phelps Inc., Philadelphia (Admiral) reelected president of National Assn. of Electrical Distributors; Benjamin Gross, president of Gross Distributors Inc., New York (Stromberg-Carlson), named NAED v.p. and appliance div. chairman . . . W. C. Conley Jr., ex-Coolerator Co. sales v.p., named v.p. & mgr. of Crosley Distributing Corp., in charge of own branches in New York, Albany, St. Louis, Atlanta, Portland, Ore. . . Roy L. Brown, ex-Eastern district mgr., Westinghouse Electric Supply Co., named executive v.p. & gen. mgr. of new wholly-owned subsidiary, Canadian Westinghouse Supply Co., Hamilton, Ont.; Wm. H. Bingham appointed as Eastern District mgr. . . James Ward, formerly in charge of Stromberg-Carlson service in Los Angeles, appointed head of Chicago branch's TV div. under J. A. Frye . . . Harry Finkelstein named national sales representative for Haydu Bros., contacting all TV set makers . . . Gerald Ganley new purchasing director, Freed Radio . . . Wm. G. Blowers, appointed merchandising supervisor, Sylvania TV picture tube div. . . Philo T. Farnsworth, Capehart-Farnsworth v.p., awarded honorary degree by Indiana Technical College May 20 . . . F. C. Dyer has resigned as engineer v.p. of Aeronautical Radio to join Collins Radio . . . Dr. Allen B. DuMont, chosen one of the country's dozen outstanding industrial leaders by *Forbes Magazine*, will be honored along with such others as Thomas J. Watson, IBM; Alfred P. Sloan, General Motors; Benjamin Fairless, U. S. Steel, at luncheon May 28 in New York's 21 Club . . . William P. Ready, formerly TV sales mgr., appointed gen. sales mgr., National Co.

Editor's Note: *This objective appraisal by an authoritative non-trade observer merits attention of all our readers. We fully concur with Mr. Gould's conclusions that TV is forcing "an economic upheaval" in radio but that "it is still much too early to write off radio as a lost medium."*

From The New York Times, May 20, 1951

OUTLOOK FOR RADIO

Readjustment in Over-All Approach and Programming Appears in the Making

By JACK GOULD

THE hectic and anxious days which broadcasting has just experienced in the wake of the many proposed deals involving the American Broadcasting Company have pointed up with singular vividness the transitional stage through which the industry is passing. The main emphasis throughout the sundry negotiations, all of which were finally called off by Edward J. Noble, A. B. C. chairman, because he did not believe they would benefit his network, was almost exclusively on TV. Radio was just an also-ran.

The present plight of network radio, however, is far from just an A. B. C. matter; it cuts across the industry as a whole. If the facts are faced, radio obviously is headed for trying moments next season and there is bound to be a readjustment both in its programming and over-all outlook.

Already the handwriting is clearly on the wall. The Columbia Broadcasting System, the National Broadcasting Company and the American Broadcasting Company have announced cuts ranging from 10 to 15 per cent in their rates for advertising time, a move which undoubtedly will be copied by the Mutual Broadcasting System. A reduction in radio personnel has been put through by N. B. C. and further payroll slashes in radio as a whole would not be surprising.

Changes

Sooner or later, perhaps by next fall, this economic retrenchment will become increasingly noticeable in the programs heard on the air. Undoubtedly the first presentations to go will be a number of the sustaining programs—N. B. C. last week revealed it was reducing such services by about two hours daily—which does not bode well for the future of such attractions as classical music offerings, discussion periods, etc. Service by

the networks will consist more and more of just revenue-producing programs. Local shows, liberally sprinkled with spot announcements, may be expected to take up the slack. The thoughtful radio listener who at present has not been altogether happy with the diversity what he has heard via the networks may find the worst still lies ahead.

What has brought about the revolution in radio is, of course, a matter of cold statistics. Taken away from the radio audience in greater or lesser degree has been a minimum of perhaps 36,000,000 persons, based on an average audience of three persons for each of the 12,000,000 television sets in use. Many industry leaders believe this estimate, if anything, is conservative. More pertinently, however, is the known certainty that TV's audience is bound to expand through the years with a further contraction in radio's following.

As a result of these developments, many of the larger national advertisers have cooled off on radio and have put a bigger share of their budgets into video. Their attitude inevitably has influenced the position of the networks and set off a chain reaction which ultimately will be felt by every type of station down to the 250-watter.

If there is one party which takes vigorous exception to this turn of events, it is the out-of-town radio station affiliated with the major networks. Many of them realistically recognize that perhaps some adjustment is inevitable, but at the same time they believe network officials have become unreasonably panicky over TV and have acted prematurely. Because radio may have to move into smaller quarters, they assert, is no reason to destroy its whole house.

Factors

Even with the growth of tele-

vision, radio's audience is still substantially larger than video's and in many communities listening has risen rather than fallen. Phenomenal as has been the sale of television sets—though significantly there is a serious slump in the market at present—the sale of radio sets is holding up astonishingly well. And it may easily be at least another year or two before additional television stations actually get on the air because of the Federal Communications Commission "freeze" on construction permits.

There are other factors as well. One of the more important is the rapidly rising costs of television which seem certain to exclude many advertisers who, however, would be able to afford radio. Further, no one knows for certain at what point in the ownership of a television set the novelty may begin to wear off and the individual's interest return again to radio and other old habits. Viewers who have had sets three or four years frequently find radio a welcome alternative.

FM

Frequency modulation radio also does not lack for vigor in many communities. Although a number of FM stations have folded up, others are enjoying slowly expanding audiences. With its emphasis on fine music, fidelity in reproduction and freedom from static, FM radio is a real blessing for many who can take only so much of the vaudeville and quiz shows, visual or aural. There also is a minor boom in the sale of kits for quality FM tuners and amplifiers and in some sections of the country FM sets reportedly are in short supply.

All in all, there appears little doubt that radio is bound to suffer an economic upheaval in considerable measure and that there will be some fatalities in the overall number of stations. The importance of the national networks may be on the wane to some degree with more attention being paid to programs of local origin, particularly news broadcasts and recorded music shows. But in any case it is still much too early to write off radio as a lost medium. It can still do many things which lie beyond the power of television, one of which is the elimination of the visual commercial.

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of the General Assembly
New York: 1872

Mobilization Notes: Speaker manufacturers don't seem very interested in proposal by NPA Electronics Div. to help them get copper for electromagnets to replace cobalt-containing alnico permanent magnets. It's understood there have been relatively few replies to recent letter sent all speaker and focus device makers, asking their copper needs for next 4 months so Electronics Div. can make recommendations to Copper Div. for special allocation.

Here are reasons for sudden lack of interest by speaker industry, which was TV-radio industry's crisis spot a few short months ago: It's known that a number of speaker makers are importing large quantities of alnico magnets from abroad. One is reported to have purchased 25,000 speaker magnets in France. While distribution of raw nickel and cobalt—alnico magnets' principal ingredients—is strictly NPA-controlled, there are no curbs on purchase of finished magnets.

Add to this the TV sales slump. Demand for speakers is down somewhat, but demand for copper-wound coils and focus devices has dropped much more sharply, and some coil manufacturers have found themselves in unusual position of being able to take on new customers. Some of them are now making field coils for electromagnetic speakers. So, many speaker makers, now turning out as many as they can sell—and focus device makers, whose orders have taken big dive with TV slump—see no reason to appeal for copper to make components for which they have no customers.

June's cobalt and nickel allocation to magnet makers will be about same as May—roughly 25% of amount used during first-half 1950 base period, or 30,000 lbs. of cobalt plus about 20,000 lbs. of nickel.

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W. W. (Wally) Watts, RCA engineering products v.p. on leave, was named deputy DPA administrator May 24 by acting administrator Edwin T. Gibson in realignment of duties of top officials. Formerly assistant to the administrator and chairman of Production Executive Committee, Watts will now supervise all DPA production and procurement activities. This includes direction of 6 inter-agency boards—Production Executive Committee, Electronics Production Board, Aircraft Production Board, Procurement Policy Committee, Central Committee for Regional Defense Mobilization Committees, Critical Areas Committee. He also will continue to serve as chairman of Production Executive Committee and acting chairman of Procurement Policy Committee and Aircraft Production Board. Charles E. Wampler and Nathaniel Knowles were also named deputy administrators, in charge of program & requirements and staff service respectively.

Edmund T. Morris Jr., on leave from Westinghouse, chairman of Electronics Production Board, took over May 22 as director of NPA Electronics Div., succeeding John G. Daley, retired . . . Harry J. Holbrook, on leave from Norge Div., Borg-Warner Corp., appointed director of NPA Consumer Durable Goods Div. May 21 . . . L. M. Slaght, ex-ECA, named director of NPA Foreign Div. . . . Col. Justice M. Chambers, holder of Congressional Medal of Honor, May 18 became Civil Defense asst. administrator for plans & policies.

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File your CMP form now, is advice of responsible authorities at NPA. All indications are that you'll get better break in allocations, earlier July deliveries, if you get form 4A and/or 4B in as soon as possible. But whatever you do, don't miss May 31 deadline. If you can't get all your requirements together by deadline time, NPA advises, send in whatever you have—you can always file supplementary statement later.

Better deal on upkeep supplies will result from NPA's May 24 amendment to Reg. 4, which gives all public and private establishments (except households) DO-97 priority ratings to obtain maintenance, repair and operating (MRO) equipment (Vol. 7:9). New amendment (a) lifts quarterly MRO quota from 100% to 120% of average quarterly base period MRO expenditures, (b) permits organizations to use fiscal year ending before March 1, 1951 as base period instead of calendar year 1950, (c) permits establishments using DO-97 priority for 20% or less of MRO quota to buy unlimited additional amount of upkeep supplies without priority rating, (d) permits firms with more than one plant to decide whether MRO quotas are established for each plant individually or for company as whole.

Rapid tax amortization certificates covering \$54,800,000 in expansion of facilities for production of electric and electronic equipment (including such items as wire and cable as well as components and end products) have been issued by Govt. since program started last October. This figure represents 12% of the \$439,500,000 certified for expansion of all types of finished product production, and about 1½% of \$2,842,800,000 certified for all production, including basic materials. The \$54,800,000 certified for electric and electronic expansion represents 59 certificates at average amortization of 74.9%, total cost of facilities being about \$73,200,000. Total of 379 applications was filed in electric and electronic field for amortization of \$253,800,000 in expansion.

Tighter squeeze on copper is heralded by NPA's hike in percentage of defense-rated orders that producers of copper and copper-base alloy products must accept. Producers of wire mill products were notified they'll be required to accept priority orders for July shipments up to 80% of their average monthly shipments during first-quarter 1951. Other copper producers were ordered to reserve 20-115% of their first quarter production for defense orders. Canada will begin rationing aluminum, copper and brass June 1, allotting to each user 100% of his 1950 use.

All firms using copper or copper-base alloys must file monthly reports of their operations, beginning with April, to guide NPA in making copper allotments under Controlled Materials Plan, NPA announced May 14. Companies using these materials, and which haven't received reporting forms from NPA, should write Copper Div., Metals & Minerals Bureau, National Production Authority, Washington.

* * * *

TV's value to guided missiles is pointed out in May 21 *Time Magazine* article which says: "Some missilemen think that the Govt. should shut down the TV industry to free electronic men for guided-missile work." Article tells of remotely-controlled planes with TV "eyes," controlled with such accuracy that experts claim: "We could have flown that plane right into the mayor's office" in city hundreds of miles away.

Best explanation yet of rapid tax amortization and how it works, was recent speech by U. S. Steel chairman Irving S. Olds. Copies of this simple and interesting explanation are available from J. Carlisle MacDonald, asst. to chairman, U. S. Steel, 71 Broadway, New York 6, N. Y.

Permanent subcontract display will be set up by Air Force late next month at Chicago's Navy Pier. Prime contractors have been invited to display items for which they need subcontracting facilities.

Newly-revised pamphlet, *How to Sell to U. S. Army*, is available for 30¢ from Superintendent of Documents, Washington, D. C.

NBC Count of TV Sets-in-Use by Cities

As of May 1, 1951

Estimates are sets within .1 Mv/m contours (60 mi.), excluding overlaps

CURRENT TV sales slump is reflected in NBC Research "census" report showing only 328,400 sets-in-use added during April—making total of 12,499,900 as of May 1. Similarly, March figure of 423,100 (Vol. 7:17) fell below February's 601,900 (Vol. 7:12), indicating pace of audience growth is reducing. These are the May 1 figures (consult individual stations for estimates of number of families within range):

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
Interconnected Cities			Interconnected Cities—(Cont'd)		
Ames (Des Moines)	1	58,400	Pittsburgh	1	255,000
Atlanta	2	110,000	Providence	1	149,000
Baltimore	3	297,000	Richmond	1	78,600
Binghamton	1	37,200	Rochester	1	81,400
Birmingham	2	51,700	Schenectady	1	155,000
Bloomington, Ind.	1	16,200	St. Louis	1	289,000
Boston	2	732,000	Syracuse	2	121,000
Buffalo	1	202,000	Toledo	1	91,000
Charlotte	1	75,300	Utica	1	42,000
Chicago	4	921,000	Washington	4	261,000
Cincinnati	3	255,000	Wilmington	1	65,800
Cleveland	3	470,000	Total Interconnected	81	10,608,300
Columbus	3	147,000	Non-Interconnected Cities		
Davenport-Rock Island ..	2	56,400	Albuquerque	1	8,000
Dayton	2	128,000	{Dallas	2	117,000
Detroit	3	472,000	{Fort Worth	1	76,700
Erie	1	46,900	Houston	1	76,700
Grand Rapids	1	78,800	Los Angeles	7	918,000
Greensboro	1	67,000	Miami	1	65,000
Huntington	1	43,000	New Orleans	1	56,400
Indianapolis	1	132,000	Oklahoma City	1	87,600
Jacksonville	1	32,000	Phoenix	1	37,900
Johnstown	1	87,300	Salt Lake City	2	45,100
Kalamazoo	1	36,800	San Antonio	2	44,000
Kansas City	1	119,000	San Diego	1	93,500
Lancaster	1	97,100	San Francisco	3	189,000
Lansing	1	50,000	Seattle	1	83,300
Louisville	2	89,200	Tulsa	1	70,100
Memphis	1	85,000	Total Non-Interconnected	26	1,891,600
Milwaukee	1	239,000	Total Interconnected and Non-Interconnected	107	12,499,900
Minneapolis-St. Paul	2	259,000			
Nashville	1	29,100			
New Haven	1	153,000			
New York	7	2,350,000			
Norfolk	1	67,300			
Omaha	2	76,800			
Philadelphia	3	852,000			

Two applications from Jackson, Miss., one from Wichita Falls, Tex., one from Albuquerque, N. M. have brought total pending to 408. First Jackson application was *Daily News-Clarion Herald*, asks for Channel 3 (TV Addenda 12-S). Second this week was by the brothers Joe, C. W. & Henry J. Herold, also asking for No. 3; Joe Herold, ex-chief engineer and gen. mgr. of WOW-TV, Omaha, now consultant for Havana's Union Radio, would build station in partnership with brothers, who are Natchez residents. KFDX, Wichita Falls, seeks No. 3; KOAT, Albuquerque, No. 7. [For all TV applications to date, see *TV Factbook No. 12* with addenda to date; for details about this week's applications, see *TV Addenda 12-T*.]

Code of standards for TV programs "acceptable to the American family," was called for this week by board of managers of National Congress of Parents & Teachers. Programs include "too many cheap vaudeville, crime, wrestling and mediocre movies," according to Thomas D. Rishworth, of Austin, Tex., chairman of PTA's Radio-TV committee. First meeting of TV operators on subject has been called for June 22 in Washington by NARTB-TV program committee (Vol. 7:20).

DuMont allocation plan (Vol. 7:20) will be explained to Senators and press May 31 or June 1 in Senate Interstate & Foreign Commerce Committee quarters in Capitol. Special sessions for Congressmen and for Washington engineers and attorneys are scheduled for following week.

Telecasting Notes: Margaret Truman, holding White House press conference this week, was asked what she thought of "the Great Debate", (MacArthur issue). Her reply: "You mean movies versus television?" . . . "Exp-anchment" is apt word coined by *Billboard* in May 26 headline to explain simultaneous expansion and retrenchment policies of broadcasting networks and movie producers. In radio, it cites NBC's tightening up in AM, while spending heavily for TV. In movies, it cites Warner and 20th Century cuts in personnel, reduced executive salaries, other economies, while spending heavily for facilities and talent . . . DuMont Network paying \$95,000 a year, \$475,000 in all, for exclusive rights to televise, broadcast and film National Football League championships, 1951-55, money to go into pool for players; DuMont's Tom Gallery and Les Arries, who put over Notre Dame telecasts, made deal with league commissioner Bert Bell . . . Motion Picture Television Center is name of new producing corporation announced in Hollywood by Joseph Justman, president of Motion Picture Center Studios there, with William Norins (executive v.p., Emerson Film Corp.) as president and William Stephens, producer of *Dr. Christian* and other films, as production v.p. . . Advertising Council, in largest use yet of TV, will place 66 commercial films for U. S. savings bond drive thru G. M. Basford Co., as volunteer agency, prepared by Fox Movietone . . . Cincinnati's WLWT proudly plugging fact its *Mid-western Hayride*, locally produced rural variety show, will be piped to NBC-TV network from June 16 as 8-9 summer replacement for top-ranking *Show of Shows* . . . Acme Newspictures, Cleveland, announces service for daytime programs which it calls *Women's News for TV*, including 20 picture slides daily to interweave into women's shows.

Notre Dame and Penn U have decided to disregard National Collegiate Athletic Assn.'s ban on "uncontrolled" football telecasts (Vol. 7:16), May 26 *Billboard* reports, with joint announcement planned some time next month. Meanwhile, it was revealed 4-man steering committee of NCAA's TV committee had met behind closed doors in Philadelphia to ponder (a) proposals by Fabian and United Paramount chains for theatre TV of college games, (b) sponsorship offers for "controlled" games, (c) possibility of pay-as-you-see TV arrangement (Phonevision, Skiatron). Attorney General J. Howard McGrath May 23 ordered FBI to determine whether illegal restraints have been imposed on broadcasts and telecasts of pro baseball and other pro and amateur games. This spurred Sen. Johnson (D-Col.), who is president of Western Baseball League, to introduce legislation to exempt all professional sports from Federal anti-trust laws (S. 1526). Similar bills (H. R. 4229-31) were introduced in House by Reps. Wilbur D. Mills (D-Ark.), Melvin Price (D-Ill.), A. S. Herlong Jr. (D-Fla.).

NARTB officials will confer May 29 with NPA chief Manly Fleischmann in attempt to get clarification of construction control regulation M-4 as it effects building of TV-radio stations (Vol. 7:19-20). Meanwhile, NPA and FCC continued consultations in attempt to set up specific criteria for authorization of new broadcast building. NPA is preparing to issue new form, CMP-4C, which will serve as combined application for building authorization and for allotment of controlled materials for approved building projects.

FCC's use of "db" in allocations plan (*TV Allocation Report*, March 24) still bewilders most laymen, accustomed to thinking in terms of "kilowatts" and "microvolts-per-meter." To simplify translation, E. C. Page consulting engineering firm has prepared table showing db equivalents, running from .1 db to 75 db, offers it gratis to any or all. Address: Bond Bldg., Washington 5, D. C.

Television Digest

WITH AM FM REPORTS

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FILM TREND TO TV LOOKS TO MORE STATIONS: Could be that the motion picture industry "may yet hail television as its salvation," as suggested editorially in the New York Times the other day. Newspaper was commenting on TV's inroads on boxoffice, its growing need for films as stations multiply and networks expand -- and, in effect, it gave its blessing to projected ABC-United Paramount merger (Vol. 7:21).

Certain straws in the wind are plainly discernible in current trade news:

(1) Not only has Isaac D. Levy resigned from CBS board -- having sold off his stock (Vol. 7:18-19) -- but he has embarked on big movie venture predicated on film use by TV. He's as enthusiastic about this as he was about founding of CBS in late '20s. His family is chief stockholder in Official Films Inc., program library syndicate, which has just taken over Jerry Fairbanks Inc., pioneer Hollywood TV film producer for NBC, et al.

"Ike" Levy is chairman of Official Films Inc.; Aaron Katz, president; Billy Goodheart (a founder of MCA), executive v.p.; Alex Rosenman, ex-WCAU, sales mgr. They're on board, along with CBS's Leon Levy, Ed Murrow and Frank Satenstein, RCA v.p. Mannie Sachs, Mike Nidorf, Henry Jaffe, Lou Stein, Jerry Fairbanks. Among other stockholders are such figures as Kay Kyser, Jack Benny, Dinah Shore, Sammy Kaye, Frank Sinatra, Joe Ross, Ed Wallerstein, Samuel Paley (father of CBS president).

With 2,000,000 shares authorized, company has sold 1,200,000 shares without public offering, paid 175,000 shares for Fairbanks, has \$900,000 paid in capital, will produce and syndicate films to TV stations and networks, will custom-build them for ad agencies and sponsors, already has library of domestic and foreign films, including some 2000 short musicals (3-minute) originally produced for James Roosevelt's movie jukebox project. Fairbanks will be producer, and elaborate plans for takeover or tieups with other companies are under way.

"This isn't a promotion," said Levy. "This is my latest love, and Billy Goodheart is coming out of retirement on his farm to work on it. I'm quitting CBS to devote all my energies to this project."

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(2) This ambitious project would indicate confidence on part of some very shrewd pioneer radio and show business executives in future of film producing for TV -- confidence that "film transcriptions" will become as important a factor in tele-casting, and just as competitive, as recorded shows are in radio.

It could also be interpreted as lack of confidence in much more expensive networking of programs -- for there are many competent observers who believe "live" shows aren't really essential in TV except for news and special events.

Fairbanks told Film Daily May 25 that TV film-making will be \$43,000,000 industry this year, by 1952 will amount to \$65,000,000 a year -- basing estimate on cost of \$10,000 per 30-minute show and presumably on expectation that there are

likely to be many more stations soon. He says there are now 27 TV programs on film equalling 988 hours a year, will be 75-80 by end of year equalling 2400 hours.

Present Hollywood production of 450 features, 550 shorts equals 855 hours per year -- so that demand from TV's mere 107 stations already outstrips Hollywood's so far as footage is concerned.

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(3) Foregoing is strongly supported by statistics on TV's requirements for raw film, though comparison isn't altogether apt because that's mostly due to kine-recordings. Motion Picture Herald estimates TV already using up to 300,000,000 ft. annually, broken down thus: NBC, 100,000,000 ft.; CBS, 105-110,000,000; ABC, 46,-000,000; Paramount Productions, 10,000,000; DuMont, stations, ad agencies, etc., 40-50,000,000. Trade journal reports NBC will have shipped 40,000 kine prints to affiliates this year, filming 80 programs off-tube per week, charging sponsor \$525 per hour recording fee plus \$125 per print. CBS ships 1200 reels weekly, 80 shows.

Whole movie industry uses some 2 billion feet a year, leading that trade journal to fear threat to supply. But NPA motion picture div. chief Nathan Golden discounts this, says he thinks there will be enough raw stock for all "provided we don't get into shooting war." Military now takes only 7%, peak wartime use was 38%.

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(4) TV's insatiable demand for old features, most now locked in vaults of big producers (Vol. 7:13,18) -- means obvious and enormous dollar asset to those companies as soon as there are enough TV stations to make their syndication profitable. Motion Picture Herald doesn't like this prospect, warns big distributors they "can't serve 2 masters," takes comfort in belief that "ultimately TV program format will have no place for one or 2-hour feature films, and quite soon...color TV will be in general use and then the TV value of all old black and white will shrink sharply."

Ignored is obvious fact that many more TV stations are assured during next decade at least -- possibly 1000-2000; that they will inevitably mean more competition for the 18,000 movie exhibitors now operating -- if that many survive; that few expect all telecasting to be in color -- certainly not in many years; that present repeat-and-repeat vogue of "oldies" with TV audience provides own obvious answer.

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(5) Willingness to trim sails to wind is reflected not only by United Paramount and others joining the TV trend, but by fact more and more local exhibitors are likely to go in for TV ownership (Vol. 7:20) -- as did newspapers for radio.

On the producers' side, Paramount Pictures' predilection for TV is well known, and of course it has big stake in DuMont. Attitude of other majors isn't so clear -- but here's significant statement in Walt Disney's report to stockholders:

"We are continuing to give serious study to the way in which our large library of completed features and short subjects may be used on TV and to what the company's eventual position and policies should be with respect to that medium...

"Our experience with our Christmas Day TV show last year, which introduced Walt Disney's Alice in Wonderland to over 2,000,000 people, leads us to believe that TV can be a most powerful selling aid for us, as well as a source of revenue. It will probably be on this premise that we enter TV when we do.

"Meanwhile, we have just recently begun to explore another field of TV activity -- the production of live action films especially designed for TV, including commercials, spot announcements and serialized dramatic and comedy shows..."

SENATORS TURNING EYES TO ALLOCATIONS: Allocations picture took new turn this week when Sen. Johnson joined those questioning legality of FCC's proposal to fix an allocation plan in rules (Vol. 7:17-21).

In fact, Johnson has many doubts about allocation plan, expressed them during May 29 hearing on FCC Chairman Coy's renomination to Commission.

"Does FCC have the legal right," he asked Coy, "to allocate channels in blocks? Or should it grant them to those who apply? Wouldn't it speed up the removal of the freeze if applicants came in and were chosen on their merits? Obviously, there won't be applications from communities with insufficient advertising."

Coy remained silent, and Johnson concluded: "But that is a separate matter. I didn't want to bring it up, but I felt I should protect the record."

Johnson said he'd write FCC a letter outlining his feelings. Presumably, he'd like FCC to clear the legal air, let parties to allocation hearing know whether they're spending time and money fruitlessly, call attention to fact legal question has hung fire since Federal Communications Bar Assn. brought it up 3 years ago.

DuMont is firmly sold on fixed allocation principle, on other hand. In fact, it's writing Sen. Johnson, urging legislation that will leave no question of FCC's authority to fix such plans in its rules.

Johnson also pounded away at proposed Colorado allocation (Vol. 7:19). "The Colorado situation is very unsatisfactory," he said. "It is so obviously a bad allocation that I have no doubt it will be corrected." Coy didn't comment.

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Freeze is beginning to get under skin of the powerful Sen. Johnson. In interview with Denver Post's Barnet Nover, prepared for KOA, Denver, he went into reasons for conspicuous absence of TV in Denver.

He warned of possible delays stemming from legality question, complained that Colorado and Denver were short-changed in vhf channels, wrote off uhf as "experimental" for the present, kissed off educational reservations ("colleges these days have little money to spare on frills"), reported that "color is here now."

"Color had nothing to do with the imposition of the freeze," he said. "However, the Commission, for some reason or other, decided to settle the color problem before holding hearings on the allocation and certification of new channels and that decision has kept the freeze from being lifted sooner."

It's no secret -- to Johnson, as well as to industry -- that "some reason or other" was himself. He was prime color mover when FCC proposed to open uhf in 1949.

When will Denver get TV? "I hope that Colorado may have TV by March 1, 1952, but lawsuits may delay that happy day," Johnson said.

Our own guess is that FCC's present procedures and competitive hearing on Denver means stations on air no sooner than winter, 1952 -- even without lawsuits.

But Johnson finds "silver lining" to delay: "When Denver does get TV, it will have benefitted from all the scientific developments of the last years and its sets will be geared to color and uhf as well as vhf frequencies. In other words, the danger of obsolescence in sets will be over."

* * * *

Sen. Benton took new tack in his educational TV campaign (Vol. 7:15,20). In May 31 hearing before Senate Interstate & Foreign Commerce subcommittee, headed by Sen. McFarland (D-Ariz.), he described new bill he introduced (S. 1579).

New amendment to Communications Act, co-sponsored with Sen. Hunt (D-Wyo.), Sen. Bricker (R-O.) and Sen. Saltonstall (R-Mass.), would establish a National Citizens Advisory Board of 11 which would meet from time to time, advise FCC and Congress on matters relating to programming.

Benton also submitted draft of new resolution, not yet introduced, which would hold up TV grants for one year, make TV licenses good for one year only, and direct FCC to explore subscription broadcasting. But Benton indicated he'd change wording to avoid delaying freeze-end.

Hearing was attended only by McFarland, Johnson, Hunt and Kem (R-Mo.). Questions seemed generally favorable, Johnson saying that if new Board weren't given censorship powers it might be "of tremendous value to the country."

But since Johnson always prefers to rule by pressure, rather than by "passing a law," and since he's currently so delighted with Coy, it's doubtful whether he'll actually go along with law establishing group to look over FCC's shoulder.

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DuMont had its day on the Hill, May 31, when it displayed lighted maps to Senators, to back up contention that its allocation plan is more efficient, more realistic than FCC's. Eight Senators showed up: Johnson, Hunt, Bricker, Jenner

(R-Ind.), Cordon (R-Ore.), McMahon (D-Conn.), Mundt (R-S.D.), McCarthy (R-Wis.). Some seemed impressed, Johnson saying: "I think more Senators should see this."

Engineers and attorneys specializing in radio saw demonstrations next day. One engineer's reaction was typical:

"There's no magic in it. DuMont has done on a national scale what most of us have done on a local or regional basis -- squeezed FCC's 'loose' separations down to 180-mile minimum, moved channels to cities where they can be used, taken those educational asterisks off channels."

* * * *

Coy's confirmation hearing was veritable love-feast with Johnson. Only Johnson and Magnuson (D-Wash.) attended, and Johnson concluded by heaping praise:

"You have the finest conception of the public interest of anyone from the administrative agencies appearing before us. I'm pleased beyond expression."

Coy was emotionally moved. "I'm very grateful to you," he said. "So few people like what we do, that perhaps I'm oversensitive about those comments you have just made."

FCC GETS BIG ROLE IN BUILDING CURBS: The knotty question of how to determine whether a community "needs" new TV or radio stations has been thrown into FCC's lap.

Community need and material availability -- these are basic criteria NPA uses in deciding whether to authorize new construction. And, as far as TV-radio station construction is concerned, it's now pretty certain FCC will get the job of deciding where stations are needed, while NPA Construction Controls Div. keeps its finger on the building materials situation.

Several applications to build radio stations reportedly were filed with NPA this week, but they're being held up pending determination of TV-radio building criteria under construction control order M-4 (Vol. 7:19-20).

Definite decisions aren't expected for a few weeks pending completion of NPA-FCC negotiations -- but criteria may follow general lines of the 5 priorities for TV channel assignments in FCC's third "freeze" report (see TV Allocation Report, Vol. 7:12). And it appears certain that FCC will take construction controls into consideration in its licensing policies. As one commissioner said: "There's no use granting a CP for a station that can't be built."

NPA will be lenient in granting authorizations to build stations which don't consume unnecessarily large amounts of steel. All signs so indicate, but "Radio City" type projects appear to be out of the question for the duration.

NPA Electronics Div. is still claimant agency for broadcasters, and as such will be specially helpful if obstacles block path of broadcasters seeking construction authorization. It's a good idea for applicants to send duplicate copies of their applications to J. Bernard Joseph, chief, end products section, Electronics Div., NPA, Washington. Original applications go to Construction Controls Div.

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Remodeling of existing facilities, as well as new construction, is covered by M-4. Not more than \$5000 worth of either can be done without NPA authorization. This has worried many present TV-radio broadcasters, as well as NARTB, whose officials conferred with NPA Administrator Manly Fleischmann May 31 about problems raised by the construction order.

At this meeting, Fleischmann indicated NPA will probably permit stations to increase powers, and let grantees begin TV transmission, if they can do it without requiring large amounts of structural steel. Actually, in many cases, power increases and other additions to present facilities will be possible without necessity of application to NPA.

"Personal property" isn't considered by NPA as part of construction, and isn't figured in cost of building or remodeling. Without authorization, "personal property" may be installed, so long as installation costs don't exceed \$2000. There's no ceiling on cost of equipment itself. NPA defines personal property as "any and all equipment or fixtures which may easily be removed without material injury to the structure, equipment or fixtures."

Based on previous NPA interpretations, it's reasonable to assume this will include all electronic equipment, including transmitters, camera chains, mobile cameras and transmitters, turntables and probably antennas -- but not towers.

Already classified as personal property are: film projectors and equipment, sound reproducing systems, emergency power plants, spot and flood lights, etc.

Most of the equipment needed to increase power of a TV or radio station is "personal property." It may even be possible to add TV transmitting facilities to an existing AM station by adding little more than "personal property" -- if existing studio and antenna supporting structures are used.

Personal Notes: Gen. David Sarnoff, RCA president, sails June 15 on *Queen Mary* for 2 months in Europe . . . James W. McRae appointed Bell Labs v.p. in charge of development dept., succeeding A. B. Clark, v.p. and coordinator . . . Jules Seebach, WOR-TV v.p., nominated for presidency of American Television Society, elections by mail to be conducted until June 15 . . . Harry R. Lubcke, who established W6XAO in 1931 (now KTSB) and claims it was nation's first TV station, has resigned from Don Lee to establish own consulting TV-electronics practice at 2443 Creston Way, Hollywood . . . Gordon J. Alderman, ex-WAGE, Syracuse, joins WHEN in that city as production mgr. . . . Richard S. Paige, recently with DuMont, has returned to NBC-TV sales planning & research dept. as supervisor of ratings . . . Charles H. McQuiston, NBC-TV production cost controller, promoted to asst. to Lyman Munson, director of TV network operations, and J. Robert Myers appointed NBC-TV purchasing mgr. . . . Louis J. Kleinklaus promoted to chief engineer of *New York Times'* WQXR, Athan Cosmas to AM-FM transmitter chief; Kleinklaus succeeds late Russell Valentine . . . T. F. Flanagan resigns as managing director of National Assn. of Radio & TV Station Representatives due to ill health . . . Mike Jablons, recently asst. to FCC Comr. Hennock, named TV-radio director of N. Y. *Herald Tribune* Fresh Air Fund . . . Walter E. Benoit appointed mgr. of new Westinghouse Air-Arm Div., preparing to go into new 400,000 sq. ft. plant in Baltimore; Joseph E. Baudino, KDKA mgr., succeeding him as gen. mgr. of Westinghouse Radio Stations Inc. . . .

Network Accounts: Lehn & Fink (Lysol, Hinds), starting July 31, sponsors *Bride & Groom* on CBS-TV, Tue. 3:15-3:30, thru Lennen & Mitchell and McCann-Erickson, both N. Y. Hudson Pulp & Paper Corp. sponsors Thu. show . . . Noxzema Chemical Co. (skin cream), using TV first time, starts *Cameo Theatre* June 18 on NBC-TV, Mon. 8-8:30, thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; time is vacated by Speidel's *What's My Name?* . . . Best Foods Inc. (Shinola shoe polish & Rit dyes), starting July 24, will sponsor Tue. & Thu. 1:30-1:45 segments of *Garry Moore Show* on CBS-TV, thru Earle Ludgin & Co., Chicago . . . General Electric Co. starting Sept. 17, sponsors Mon.-Wed.-Fri. 1:30-1:45 portions of *Garry Moore Show* on CBS-TV, thru Young & Rubicam, N. Y. . . . Procter & Gamble replacing filmed shows with live on *Fireside Theatre*, dramatic shows with same title, starting July 3 on NBC-TV, Tue. 9-9:30, thru Compton Adv. . . . Campbell Soup Co. Sept. 7 replaces *Henry Morgan Show* with *Aldrich Family* on NBC-TV, Fri. 9:30-10, thru Ward Wheelock Co., Philadelphia; General Foods is retaining Sun. 7:30-8 time vacated by *Aldrich Family* . . . Armour & Co. starts *Garroway at Large* Sept. 5 on NBC-TV, Wed. 10:30-11, thru Foote, Cone & Belding, Chicago . . . Schlitz as of June 29 cancels *Pulitzer Prize Playhouse* on ABC-TV, Fri. 9-10, takes same time on CBS-TV for film show during summer from July 6; in fall will sponsor dramatic program, replacing CBS-TV's *Ford Theatre*.

Station Accounts: In front of backdrop of blown-up newspaper classified page, Lenore Kingston's *Classified Column* on KTTV, Los Angeles, Mon. thru Fri. 4:30-5, allows people to present their "situations," "for sale," "lost and found" and other want ads free in person after having submitted them in writing. Regular participating sponsorships are revenue source—at \$80 each . . . Bruner-Ritter Inc. (Bretton monogram watch band) planning TV program or spots this fall, thru Raymond Spector Co., N. Y. . . Kenmar Mfg. Co. (chairs) offering TV film spots to its dealers for local placements . . . Among other advertisers reported using or preparing to use TV: Holiday Brands Inc. (Holiday soluble coffee), thru Hoag & Pro vandie, Boston; Union Oil Co. of California (Royal Triton motor oil), thru Foote, Cone & Belding, Los Angeles; Craftshire Sports (misses' & women's suits), thru Wm. Wilbur Adv., N. Y.; Car-Ree-All Products Inc. (Roll-a-Vac vacuum cleaner carts), thru Ray C. Jenkins Adv., Minneapolis; Skinner Mfg. Co. (Raisin Wheat), thru Bozell & Jacobs, Omaha; Bowes Industries Inc. (Bondware paper plates), thru Russel M. Seeds Co., Chicago; Dad's Root Beer Co., thru Malcolm-Howard Adv., Chicago; Cameo Curtains Inc. (window curtains), thru Product Services Inc., N. Y.

Another proposed subscription-TV entry came into field this week with announcement that Paramount Pictures Corp. had bought half interest in International Telemeter Corp., 846 No. Cahuenga Blvd., Hollywood, developers of a coin-operated fee-TV system designed to accomplish same thing that Zenith's Phonevision does via phone lines and Skiatron's Subscriber-Vision with coded cards.

Hollywood company has David Loew, son of late Marcus Loew, as president; Carl Leserman, ex-United Artists sales mgr., v.p.; Eugene J. Zukor, son of late Adolph Zukor and Paramount executive, as secy-treas. Paramount Pictures' Paul Raibourn will be chairman. Loew and Leserman are independent film producers.

Request to FCC for experimental grant to test device is due soon. It's attachable to any TV receiver, has been under development for 2 years. It can be used not only with broadcast pictures but on closed-circuit frequencies.

To refute immediate rumors that system means Paramount is ready to release films for TV, Paramount Pictures v.p. Y. Frank Freeman declared: "There is no prospect in view of marketing Paramount pictures on TV or of making pictures at Paramount for TV. I cannot say," he added, "that we will never make pictures for TV."

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Some sort of movie-Phonevision tieup was subject of conjecture in movie-TV trade this week, following May 31 luncheon meeting of FCC Chairman Coy, Zenith's E. F. McDonald and MGM-Loew's Nicholas M. Schenck and Leopold Friedman. Heretofore, Schenck has been adamant against release of film features for TV—Phonevision or otherwise. He did, however, supply some film for recent Phonevision tests in Chicago.

MOBILIZER WILSON CAUTIONS INDUSTRY: In light of current confusion about color, these quotes from speech by Defense Mobilizer Charles E. Wilson, prepared for delivery before Executives Club of Chicago May 25, are worth careful heed:

"This optimist notes pessimistically that some civilian manufacturers are still hanging out the sign: 'Business as usual.' They are designing and building new models for which tools must be provided, and to do so they are using skilled men who should be devoting their time and talents to the defense program.

"For the period of our extreme emergency, this practice must be reversed.

"Let's scrap idea of new seasonal designs in automobiles, television sets, dishwashing machines or any other product whose 1950 design is plenty good enough.

"Let's scrap the idea of wasting the ingenuity of craftsmen on civilian gadgets when their brains and magnificent handicraft are needed to turn out new weapons...I have run across instances of a whole class of men graduating from electronics schools going into the civilian TV business, making and servicing home sets. And this at a time when our defense industries are badly in need of their services."

OUTPUT STILL DOWN, FACTORY INVENTORY UP: For fifth straight week, TV output stayed well below the 100,000 mark it has far exceeded through most of 1950 and the first quarter 1951. Production for week ending May 25, which closes statistical month, totaled 85,146 units (7407 private label), down from preceding May weeks' 93,681 (Vol. 7:21), 82,224 (Vol. 7:20), 66,077 (Vol. 7:19) -- or 327,128 for 4-week month as against 469,157 in April, 874,634 March, 679,319 February, 645,716 January.

Inventories at factory climbed again -- to 598,141 from preceding week's 562,138 (Vol. 7:21). Thus, it would appear that about one-third of estimated overall trade inventory of 1,750,000 is at factory. (That figure isn't official; actual figures should be known by mid-July when RTMA institutes monthly inventory checks.)

Radio output for May 25 week was 350,323 sets, holding to average pace for year thus far -- factory inventories at 299,399 vs. 281,432 week before. Breakdown: 153,424 home radios, 148,821 auto, 48,078 portables.

PHILCO OUT WITH NEW LOWER-END LINE: Philco pops 11 new models in lower end of line next week -- in manifest belief today's is a price market and with statement that its table model inventories are depleted. Prices range \$199.95 to \$329.95 for 16 & 17-in. tables, \$299.95-\$369.95 for 17-in. consoles, include tax but not warranty.

Models are now being distributed, Philco states, shown first to Atlantic-New England-Texas division dealers who left June 2 on week's Queen of Bermuda cruise. Philco states all sets "are so engineered that by the use of an adapter they can receive future uhf telecasts and also the Columbia color signals in black-and-white."

Philco is first major producer to bring out new line, move coming as something of surprise in view of becalmed trade. At Chicago convention in January, it had new line of 17 sets, including 12½-in. metal table at \$199.95, dropped, plus 11 models with 17-in. tubes, 6 with 20-in. The 20-in. are continued, but other upper-end models will be announced later. (For details of January line, see Vol. 6:52.)

Two 16-in. tables in new line are No. 1610, walnut-finished metal cabinet, \$199.95, and 1612 at \$229.95. Five other tables are 17-in. rectangular: No. 1808, mahogany, \$259.95; 1810, mahogany, \$279.95; 1810L, same in blonde oak, \$299.95; 1812, Contemporary mahogany, \$299.95; 1812L, same in blonde, \$329.95.

Four new consoles, all 17-in.: No. 1839, mahogany, \$299.95; 1841, blonde, \$349.95; 1831, mahogany, leather tooling, \$339.95; 1831L, same in blonde, \$369.95.

Philco distributor cruises also include this week's for West Coast dealers on S.S. Lurline to Hawaii, 2 weeks; June 9, Allegheny and Great Lakes area dealers on Queen of Bermuda, one week; June 16, Southern, Southwestern, New York-Newark dealers on Queen of Bermuda, one week.

Topics & Trends of TV Trade: Moratorium on Regulation W for 90 days, then 15% down payment terms like those for household furnishings, was asked of Congress June 1 by Stromberg-Carlson president Robert C. Tait, appearing for RTMA before House Banking & Currency Committee. He will also appear before Senate Banking & Currency Committee June 5 with same plea. Congressional committees are weighing renewal and revisions of Defense Production Act, which authorizes credit controls.

Highlights of Tait's fact-filled testimony before House committee, which drew no questions from attending Reps. Brown (D-Ga.), Betts (R-O.), Cole (R-Kan.):

(1) Unemployment in TV-radio industry now stands at 50,000 workers.

(2) Factory inventories now are well over 500,000—compared to average of 65,000 sets first 5 months 1950. Tait graphically illustrated this point by declaring that, in 1950, for every 5 sets sold one was in inventory; today, for every 5 sets sold, 25 are in inventory.

(3) TV has unique problem since 50% of its market has been withheld by FCC "freeze."

(4) TV's only market today is in lower income class, and it's hardest hit by 25% down payment requirement. TV has pretty well saturated higher income groups, he said, and replacement market isn't important nationally.

Significant point made by Tait—and also by spokesmen for other industries—was that Regulation W was designed to retard inflation, "not to cause deflation." With charts prepared by consulting economists Boni, Watkins, Mounteer & Co., Tait showed that TV and auto sales have been worst hit by Regulation W.

Retailers want Regulation W changed to 15% down payment, 18 months to pay—instead of present 25% down, 15 months to repay. They also want permission to count trade-ins against down payment. That's sense of May 29 letter to both Congressional committees by NARDA president Mort Farr.

A bill to suspend Regulation W for 60-90 days will be introduced by Rep. Patman, Texas Democrat. He made statement after House committee heard ex-Senate majority leader Scott Lucas, of Illinois, representing American Finance Conference (automobiles) and ex-Senate majority whip Francis J. Myers, of Pennsylvania, representing National Foundation for Consumer Credit and the Retail Credit Institute of America. Both testified about harshness of credit terms.

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New June 1 Emerson prices are \$30-\$60 above 30-day "interim" lists announced May 1 (Vol. 7:18)—but are still \$30 to \$70 below pre-May 1 prices. Emerson dropped from line 14-in. table, two 17-in. tables, and three 19-in. consoles. Following are new prices, with old list price (before 30-day cut) in parentheses: 17-in. table: 696, mahogany, \$249.95 (\$299.95). 17-in. consoles: 686, mahogany, \$299.95 (\$349.95); 686, blonde, \$309.95 (\$359.95); 687, mahogany, doors, \$329.95 (\$379.95); 687, blonde, doors, \$349.95 (\$399.95). 20-in. consoles: 692, mahogany, \$399.95 (\$459.95); 693, mahogany, half doors, \$429.95 (\$479.95); 693, blonde, half doors, \$449.95 (\$499.95); 694, mahogany, full doors, \$459.95 (\$499.95); 694, blonde, full doors, \$489.95 (\$529.95). Combination: 16-in., 666, mahogany, AM-FM-phono, \$429.95 (\$499.95).

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Govt. orders for radio-radar equipment received during first 1951 quarter by RTMA members totaled \$184,216,795. This compares with \$41,305,390 same 1950 quarter. Radar accounted for \$95,735,292 of total, communications equipment \$62,999,826, radio navigational aids \$16,475,767, sonar \$5,874,976, laboratory and test equipment \$21,814,999, crystals \$315,935.

Trade Miscellany: Latest gimmick of sales-hungry retailers is "Action Sale," extensively advertised in Boston and Detroit . . . Monarch Saphin auctioneer, up before New York City license commissioner, called "grossly exaggerated" reports that 7000 sets were sold at sale that started whole auction ruckus (Vol. 7:20-21) . . . Washington Phillips chain had "Warehouse Sale" this week, offering trade-in 10-in. sets for \$29, 14-in. at \$79, 16-in. at \$88, 17-in. at \$99 . . . Muntz TV is advertising 20-in. table at \$179.95 . . . GE guaranteeing TV prices to Nov. 15 instead of Sept. 10 first announced (Vol. 7:18), also is inaugurating "factory-paid free floor plan to finance dealer working inventories" . . . Greber Distributing Corp., giving up Hallicrafters franchise, June 1 succeeds Simon Distributing Co. as Washington-Baltimore Motorola distributor . . . Philco sales v.p. Jack Otter announces appointment of Albert J. Rosebraugh to new post of mgr. of distribution, John J. Moran succeeding him as radio sales mgr. and John L. Utz named special TV representative.

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Complete electronics components sold to manufacturers come under OPS price regulation CPR-22, but same parts sold to replacement market stay under Jan. 25 general ceiling price regulation. That's official interpretation by OPS of problem that's caused a lot of head-scratching since manufacturers' ceiling price order came out last April (Vol. 7:15). Meanwhile, Lee McCanne, chief of Housewares & Accessories Branch, Consumer Goods Div.—on leave from Stromberg-Carlson—has added market analyst Ned Crane as electronics parts specialist, joining TV-radio cabinet specialist Earl Smith, from Connecticut Cabinet Co., Mystic, Conn. to TV-radio section.

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Now it's the auctioneers who are haunting TV dealers, offering to take inventory loads off their backs. Solicitation got to point where Philadelphia Philco distributor wrote all dealers warning that trans-shipments to non-authorized sources were violation of franchises, that "under no conditions are Philco dealers to be a party to this scheme."

Week saw more auctions held, several cancelled. Biggest of those taking place was by Detroit's House of Television. Audience got anti-auction dealers' handbills listing what they should look for in sets they bought—in same vein as Bruno-New York ad last week (Vol. 7:21). Scheduled auctions were cancelled in Buffalo, Philadelphia, Keyport, N. J.

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Clarification of these TV trade practices are suggested by Federal Trade Commission in agenda for June 21 hearing in auditorium of National Archives Bldg., Washington: (a) interference claims, (b) picture tube size, (c) long distance reception, (d) simplicity of operation, (e) number of tubes, (f) necessity of certain accessories. General industry practices such as pricing, warranties, discriminations, trade-mark and trade-name imitation, commercial bribery, are also recommended for consideration. FTC Chairman Mead will conduct meeting, open to entire industry.

TV manufacturers who fair trade are trying hard to get all franchised dealers in 45 fair trade states signed up in order to meet Supreme Court decision last week which held manufacturer can't enforce prices if dealer hasn't agreed to do so (Vol. 7:21). Magnavox this week said only small number of its dealers haven't yet signed. Packard-Bell is reported to have every dealer signed. Emerson, which fair trades through intra-state distributors, goes to court June 4 to enjoin New York retailer from selling its TV sets below lists.

"Greatest name in television" is Allen B. DuMont and outstanding TV firm is RCA, in opinion of 1200 business leaders participating in survey conducted by *Forbes Magazine*. As reported in June 1 *Forbes*, RCA received 46% of votes as outstanding firm, DuMont 20%, Philco 9%, Admiral 8.5%, Zenith 5%, Motorola 4.5%, Magnavox 2.5%, Capehart 2%, Stromberg-Carlson and Hallcrafters 1% each, and Emerson, Crosley, Meck less than 1%. Dr. DuMont was voted TV's outstanding leader by 51%, RCA chairman Sarnoff 26%, Admiral president Siragusa 11%, RCA president Frank Folsom 3%, Zenith president McDonald 3%, Motorola president Galvin 2%. Dr. DuMont came in fourth, mentioned on 13% of ballots, in tabulation of nation's outstanding business figures. United Airlines president Eddie Rickenbacker was No. 1 with 27%. RCA was No. 12, and mentioned on 40% of ballots, in tabulation of outstanding corporations, with General Motors selected for first place on 63% of ballots.

Plant Expansions: RCA dedicates new tube plant in Cincinnati June 11 to memory of late RCA Victor executive v.p. John G. Wilson; it's old Rich Ladder Mfg. Co. plant, 136,000 sq. ft. and 17 acres, will be devoted mainly to subminiature tubes . . . GE broke ground May 30 for new 50-acre, 338,000 sq. ft. plant costing \$15,000,000 at New Hartford, N. Y., near Utica, for manufacture of military electronics gear, expected to be completed in 12-15 months . . . Willys-Overland acquiring new Toledo plant for electro-mechanical production, will employ about 100 electronics and mechanical engineers on 2 developmental contracts for Signal Corps and Glenn L. Martin Co. . . . National Video, Chicago cathode ray tube manufacturer, building new plant at Grayslake, Ill., plans production there in 4-6 months.

Bearish on fall TV sales is retail furniture consultant Arthur Fertig, who feels buying trend earlier this year is "very likely to recede sharply in the last half of the year." Furniture and home furnishing stores, he says in interview in May 24 "Buyers and Sellers" column in *New York Herald Tribune*, won't meet high volume of last half 1950. "Saturation points temporarily appear to have been reached in TV, particularly in the East," he says—which would indicate he doesn't believe Regulation W is sole villain of present TV sales slump. TV-radio accounted for 13.62% of total furniture & home furnishing sales first quarter 1951 vs. 9.36% same period 1950, Fertig says.

Canadian RMA reports 4109 TVs sold by factories for \$2,500,867 during April, with inventory of 3636 units as month ended. Table models under \$400 list totaled 153, over \$400 totaled 1373. Consoles under \$500 totaled 97, over \$500 totaled 2722. TV-phonos numbered 64. Windsor area (Detroit) took 36% of April sales, Toronto-Hamilton 34%. First 4 months of 1951 unit sales were 18,461, valued at \$10,197,722. Cumulative TV sales to April 30 totaled 56,284 valued at \$26,474,305, with 43% in Windsor area, 35% in Toronto-Hamilton, 17% in Niagara Peninsula, 5% other areas.

From theatre owner to TV dealer is story told in May 25 *Tide Magazine*. Seems Colver, Pa., theatre owner ran only movie house in coal-mining community with weekly attendance of about 1700. Recently attendance fell to 700. Looking over rooftops of town of 1500, theatre owner saw TV aerials all over the place, immediately boarded up his theatre, opened up TV store across the street.

Mobilization Personals: Everard L. Stuhrman, ex-Air Force procurement, named deputy chief, and H. J. Bradfield, ex-Defense Dept. Research & Development Board, technical div. chief, Office of Electronic Programs, Munitions Board . . . Clay P. Bedford, Kaiser-Frazer v.p., appointed assistant to Mobilization Director Charles E. Wilson, in charge of expediting defense production.

Mobilization Notes: First of 3 new consumer durable limitation orders for third quarter—M-47 steel order, amended June 1—limits manufacturers to 70% of steel used during average base period quarter, as expected (Vol. 7:20). Scheduled to appear shortly are similar orders on copper (60%), aluminum (50%).

Most objectionable features of old M-47 (which imposed 80% steel limit for second quarter) have been eliminated in new order, as recommended by TV-radio manufacturers (Vol. 7:10-11,14). Here are the major changes:

(1) "Straitjacket" provision of old order—which in effect froze manufacturers' "mix" as between (a) radios, (b) radio-phonos, (c) TVs, (d) TV combinations, (e) phonos & record players—has been modified. The 5 categories have been broken down to 3 now: (a) Radios & radio-phonos, (b) TVs & TV combinations, (c) phonos & record players. This permits more flexibility of output to meet consumer demand.

(2) Old order's discrimination against "assemblers" as distinguished from "manufacturers"—which discouraged conservation—has been wiped out entirely. "Assemblers"—including possibly half the TV-radio set makers—will no longer be required to limit their output to a percentage of the units they turned out during base period. As of July 1, they will have 3 alternative methods of limiting their use of steel: (a) By weight of steel used in parts; (b) by number of steel-containing parts; or (c) by number of end units.

(3) Alternative base period of second-half 1949 is provided for seasonal manufacturers dissatisfied with first-half 1950 base. Since industry turned out more than twice as many TVs during first-half 1950 than during second-half 1949 (3,114,000 vs. 1,557,000), and considerably more radios, most TV-radio companies will probably stick with 1950 base.

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Electronic distributors' stocks of power and special purpose tubes, test equipment, wire and cable, batteries are "seriously depleted." This was indicated in survey of 237 distributors transmitted to NPA May 28 by Electronic Parts & Components Distributors Advisory Committee (for membership see Vol. 7:10). Survey showed receiving tubes in good supply, except for spot shortages in individual types. Special distributors' task group report urged that licensed "ham" operators be authorized to use DO-97 (maintenance, repair and operating supply) priorities to obtain replacement parts. Other recommendations by distributors: (a) At least 50% of first-half 1950 production of test equipment be made available to distributors during remainder of 1951. (b) NPA reconsider committee's proposal (Vol. 7:10) to make available during second-half 1951 at least 150% of number of replacement parts sold during first-half 1950, in light of TV's phenomenal expansion. (c) No inventory curbs be placed on finished goods.

Four certificates of necessity for accelerated tax amortization on new electronic production facilities were approved by DPA, out of total of 135 certificates for rapid depreciation of \$178,485,663 in new productive facilities of all types issued week ended May 25. Certificates were granted to: Stewart-Warner Corp. for production of electronic equipment at Chicago, \$958,600 at 75% amortization; F. W. Sickles Co., Joliet, Ill., transformers and coils, \$386,750 at 75%; Sangamo Electric Co., Carbondale, Ill., mica capacitors, \$347,307 at 75%; Lavoie Laboratories Inc., Morganville, N. J., electronics, 47,780 at 85%.

Picture tube sales took drastic drop in April, RTMA reports. Only 278,955 worth \$6,869,181 were sold, compared with 608,396 which sold for \$16,064,425 in March.

In This Section: { Color Issue—Public Now the Arbiter, page 1. The Color Edict—Impact on the Trade, page 5.
Colorcasting—Choice up to Stations, page 4. Industry Comments on Color TV Plans, pages 6-8.

COLOR ISSUE—PUBLIC NOW THE ARBITER: Supreme Court's color decision clears up the litigation -- but not much more. Still left wide open are the really basic economic and technological questions:

(1) Can CBS get anywhere, almost single-handedly, with a system that can't be picked up by any of the nearly 13,000,000 TV sets in use?

(2) How soon will the "right" compatible system, backed by overwhelming majority of industry, be welcomed by FCC through its "open door"?

* * * *

Text of court's 8-1 decision of May 28 was sent you the day issued. It sustains FCC choice of CBS system, thus permitting it to go commercial in 25 days. It speaks for itself, but crux is probably contained in this sentence:

"But courts should not overrule an administrative decision merely because they disagree with its wisdom."

Justice Frankfurter's doubts, reflecting same what's-the-hurry attitude manifested by lower court, are epitomized in:

"What the Commission here decided is that it could not wait, or the American public could not wait, a little while longer, with every prospect of a development which, when it does come, concededly will promote the public interest more than the incompatible system now authorized."

* * * *

Decision came as no surprise, hence no great shock -- except to TV trade, already in doldrums, now more becalmed than ever. Buying of TV receivers, competent sources say, has all but stopped as inventories pile higher (see Trade Report).

No one was startled into taking a new position -- neither industry, FCC, Sen. Johnson nor CBS, though it was noted that the CBS broadcast claims about the immediacy and low cost of adaptation, conversion and new color receivers were much less extravagant, much more toned down than when it won its first victory.

FCC Chairman Coy and Sen. Johnson, if anything, went out of their way to make clear that Commission is duty-bound to reconsider compatible systems whenever proffered. Also, intra-Commission talk has been dropped, for time being at least, of "forcing" CBS colorcasts upon recalcitrant stations (see story, p. 4).

Stations are as reluctant as ever, even CBS affiliates indicating they'll experiment with off-coaxial colorcasts slowly and cautiously, if at all.

Most manufacturers stand as before (see symposium, pages 6-8). No major set maker says he'll produce CBS-type receivers now. Some reject system flatly and completely; many say they'll wait and see how the public reacts; others offer no comment. Handful of smaller outfits say they'll make them -- including, of course, soon-to-be CBS subsidiary Air King (Hytron).

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So it's CBS's baby -- almost entirely -- and there's public choice. Whether it can build brand new audience fast enough to make colorcasting commercially worthwhile for itself and other telecasters, in light of today's materials shortages and slow purchasing pace, is up to CBS and its followers to prove.

Officially, CBS says it will shortly expand its present 10-11 a.m. daily experimental telecasts in New York, promises "substantial schedule" in a few months, with feeds to other stations on network.

CBS doesn't say which stations would accept color, but claimed it had 15 ready to go last Nov. 20, before RCA appealed FCC decision. It has done good sell-

ing job to advertisers, has several lined up to pay token rates for initial color audiences in order to enjoy publicity claims of "firsts".

But how long can CBS carry the burden? Presumably it's counting on Air King to sell color sets, also on rich return in patent royalties. But major manufacturers make it clear that a lot of litigation will pass through the courts before they pay any extra royalties for CBS color -- if they ever do make field-sequential sets.

CBS, too, is now "one of the boys," from manufacturing standpoint, so can suffer same problems of economic dislocation which affect competitors.

* * * *

FCC has adopted theory of "gradualism" in regard to CBS color. Chairman Coy's ideas are fairly representative of opinions held by other commissioners we've contacted. Here's his sizeup, expressed during colloquy with Senators Johnson and Magnuson at May 29 hearing on his appointment for 7 more years on Commission:

"It will begin something like black-and-white did. I expect some color in 30 days. CBS will probably be first, probably in fringe hours. The public can then buy adapters, or new sets with built-in adapters, or color converters, or complete combination color-monochrome sets.

"You need broadcasts for the incentive to build color sets. I'd think manufacturers would now be in position to make any of these units immediately, since they've been on notice since our order was issued last September.

"I expect Air King to make color sets, of course. And I have reason to believe that one or more of the major manufacturers will find it to be a competitive advantage to break into the manufacture of such sets. This is the most competitive business in the country. None of these manufacturers will let a young upstart become the leader.

"Another thing is the resistance to set-buying currently. The answer to this problem would seem to be: (1) Reduction in prices or cheaper sets, (2) Color. The Supreme Court said so clearly that we weren't arbitrary and capricious that people will expect color.

"Some color sets will be on the market before the end of summer. Colorcasts will begin slowly. I think impetus will come from the sports promoters who will make events available for color and not to black-and-white.

"There is a natural turnover in sets. Next time people buy, they'll buy color. People who bought recently will probably buy adapters or converters. Converters will probably cost \$100-\$150."

Nothing about "making" stations broadcast color was asked or volunteered during hearing. Several other commissioners say there is no such intention. One said such action might be considered "if there appears to be concerted action to thwart the system by placing artificial barriers in its path." It was pointed out by one staff member that precedent exists, in that FCC required at least minimum hours of programming from black-and-white stations.

* * * *

"Open door" for compatible systems is truly open, Coy insisted during his Senate hearing. Sen. Johnson asked:

"Suppose I invented an improved system and I wanted to get the right to broadcast it. Would the door be closed, the situation frozen?"

Coy answered: "The door is not closed; it's never closed. We couldn't, if we wanted to, prevent a new development in the public interest. We wrote into our order the procedures whereby new systems would be considered. We said we're not foreclosing a new system. We said you must have field tested it and developed it to the stage where it has a reasonably good chance of replacing the one we adopted. We authorized experimental operations. I don't think that's foreclosing such systems."

"Is your decision likely to speed up a compatible system, now that you've adopted a color system?" asked Sen. Johnson.

"I think it's self-evident," Coy replied, "that the decision will give new impetus to such developments. We've had promises before. The RCA system came in under forced draft when we invited 6-mc color proposals."

"My feelings exactly," said Sen. Johnson.

Other commissioners have same attitude -- but it's obvious any compatible system will have to be tied up with a pretty red, blue and green bow, with no loose strings, before Commission takes another look. Said one commissioner:

"Remember, we've chosen a system. We've litigated it through the courts. Certainly, we're not going to jump lightly from one system to another. Investments will be made. People will be assuming some stability. Yet we'll always consider new developments. We have to."

Open mind on dual standards, commercializing both CBS and compatible systems, was indicated by another member, who also takes tough "show me" attitude.

* * * *

All-out all-industry work on compatible systems continues unabated. Report of Ad Hoc color committee of National TV System Committee (RTMA & IRE) is now being circulated in the industry (Vol. 7:18).

Members are satisfied that basic job is done, agreed on major principles. They're field-testing individual techniques of handling details, such as sampling frequency, oscillating color sequence. NTSC is inviting all manufacturers to participate in field tests, utilizing colorcasts of RCA-NBC in New York, Philco in Philadelphia, DuMont in Passaic. Motorola is reported installing color gear in Chicago.

Confidence of Ad Hoc members, all distinguished men in their field, is truly remarkable. They're apparently not at all shaken by court decision. They're fully convinced they've got the system, and that FCC must eventually adopt it.

It's manifest there's plenty of uncertainty in highest FCC circles now, albeit flushed with court victory. Commission will stick by its criteria, and "remote pickup" is constantly reiterated fetish. What some industry folk don't seem to appreciate is that FCC people regard an outdoor camera as crux of compatible system. Said one staffer:

"When they've televised a crew race in color, then I'll tell you when the Commission will act favorably on a petition for a new hearing."

Industry experts say remote equipment is minor apparatus matter. Such gear, we're told by the scientists, will be disclosed at proper time.

Two of NTSC's prime movers met with Coy May 31 to present "progress report" on industry's work with compatible systems. NTSC's chairman Dr. W.R.G. Baker (GE) and Ad Hoc chairman David Smith (Philco) came away from reportedly friendly session, after hearing Coy reiterate statement that FCC is obliged to look at new systems after proper development and field testing.

RCA isn't letting up one whit (see statement on p. 6), immediately announced it would hold public demonstrations of its system in New York -- probably piping signals to Washington, too -- and let the public compare.

RCA is throwing tri-color tube wide open to entire industry, has invited 231 receiver and tube makers to June 19-20 technical symposium in New York's Waldorf-Astoria, will disclose complete and latest know-how, tell of plans to make samples of tubes and components immediately available.

Indicating hard row the compatibility boys must hoe, however, is attitude of one commissioner who seemed a little leery about such public demonstrations. "I think it would raise serious questions," he said, "if anyone made demonstrations for the purpose of combatting the system adopted. We don't grant experimental licenses for the purpose of exploitation. Of course, closed-circuit showings would be out of our jurisdiction." There's possibility sample receivers will be offered commissioners to view in their homes.

* * * *

Color story has become quite familiar to public, and newspapers have become quite deft in telling it. Few metropolitan reporters fumbled the story this time. Fact is that, whatever qualms it may currently be giving set owners and prospective purchasers, they've heard and read so much about "color now" that they'll believe it when they see it.

Editorialists were pretty calm and unhurried. Said Washington Post, which

has consistently favored CBS color and which is the co-owner with CBS of WTOP-TV:

"The choice between color and black-and-white broadcasts will then be up to the public -- the appropriate final arbiter in our judgment...If RCA comes along soon enough with a superior 'compatible' method of transmitting color, it will have its chance to win the public's favor."

New York Herald Tribune: "At best, it probably will be a slow process to get enough sets into the hands of the public to make color TV a flourishing enterprise; owners of present black-and-white sets will continue to get years of use from them. To the layman, it seems unlikely that the cumbersome wheel on the CBS set will be a permanent feature of color TV. But the layman has sufficient confidence in the engineering and scientific talent of the nation to believe a convenient and workable system can be devised, whether by CBS or RCA or the combined abilities of both."

New York Times: "Because of the technical changes that must be made in millions of installed sets and because priorities have lately been established to govern the allocation of materials, the introduction of TV in color will be slow... There is still confusion...There will be more research. The public will sit on the improvements that will emerge, and act as its own court, if given a chance to pass judgment. As for the Commission, it was created to act in the public interest. This being so, it can hardly refuse to reconsider, amend, even reverse decisions if they are no longer tenable in the light of technological progress."

COLORCASTING—CHOICE UP TO STATIONS: What the stations will do about carrying color, now that talk of "implementation" and "minimum color hours" has receded at FCC, at present appears to be fairly clear.

It looks like a free choice for telecasters -- for a while, at least -- with CBS facing the tedious and expensive job of persuading reluctant stations to break the chicken-egg cycle. It's anybody's guess how many will go along, but it's clear CBS's best prospects will come when freeze lifts and when its non-compatible system can start from scratch in virgin TV territory.

Big-stick attitude (you-do-as-we-say-or-else) isn't so evident at FCC as formerly. Partly, this is due to sober caution on part of commissioners waiting to see just how much dislocation their decision has wrought. Partly, it's due to staff reorganization (Vol. 7:21).

There's this attitude, too: Why club 'em over the heads until you're sure you have to? Commissioners and staff still can't shake off doubts raised by fact that preponderant industry and technical opinion is opposed to incompatibility, insisting that superior compatible system is in offing.

* * * *

Thus, apparently, nature will be allowed to take its course -- with telecasters lending one ear to CBS, other to compatibility proponents, while keeping both eyes on FCC. Some CBS affiliates will accept some fringe-hour color from cable, making no equipment investments until sure the system is really "in".

But they won't throw out good commercials to make room for color, while competitors stay with monochrome and take advantage of audience desertions to them during the years that few color sets will be in use.

Everybody, including CBS, is carefully assuring public that black-and-white isn't out the window -- will be with us for a long, long time.

Most stations say they have no color plans, or prefer not to talk about color yet -- obviously fearful not only of all-powerful FCC but of loss of audience, and of course mindful of local dealer complaints about reduced set sales.

Radio lawyers and consulting engineers, most of them opposed to any incompatible system, are advising their TV station clients to sit tight, hoping upcoming allocations hearing won't be dominated by the color imbroglio. But they're generally expecting certain commissioners will make it point to elicit rosy promises about colorcasting plans from stations and applicants.

CBS's Washington outlet WTOP-TV, jointly owned with Washington Post, plans to carry color in fringe time at first, following lead of network's New York key WCBS-TV. Manager John Hayes says he's "firmly convinced public will go for color."

CBS's Boston affiliate, Yankee's WNAC-TV, announced it "has ordered the technical equipment necessary to project color programs as they are received over existing circuits from New York."

* * * *

One of sanest appraisals of colorcasting problem from a CBS affiliate is that of E.K. Jett, ex-FCC member and its onetime chief engineer, a calm and savvy gentleman with a fine public service record, who now runs Baltimore Sun's WMAR-TV:

"We will cooperate fully in bringing color to Baltimore," said he. "It will undoubtedly come from the network at first. When sufficient public interest is evidenced, and when equipment is available, we will originate local colorcasts.

"Lack of compatibility is going to be hard to live with for some time, especially in an area like ours which has 375,000 families and 300,000 sets -- very near saturation. I think TV stations will have to maintain a substantial schedule of black-and-white for a long time to come."

Jett then made some pertinent observations, posed pointed questions:

(1) When materials limitations really begin to bite manufacturers, how can they see their way clear to change over to color sets? Color sets will emerge, but won't they be greatly limited in number for some time?

(2) The public won't rush to buy color receivers until it sees what kind of programs are telecast, at what time of day. And certainly, cost has to be right.

(3) Public must be confused by kinds of color sets in prospect. Currently, the CBS system is labeled "mechanical," is said to be limited to small screens. But what of the drum permitting big screens? How about the tri-color tube? Will public want to wait for these promised developments before it buys? CBS's new tube-making subsidiary Hytron is an RCA licensee, may be able to make tri-color tube. Will mere promise of tube restrain potential disc-set buyers?

(4) Public will continue to buy black-and-white at today's bargain prices. Demand lately has tapered off due to normal summer slump, Regulation W, and the fact that saturation is being approached in some areas.

THE COLOR EDICT—IMPACT ON TV TRADE: "Confusion worse confounded" just about describes thinking in TV trade in wake of Supreme Court's color decision and resultant publicity. But attitude of the sellers of sets is well expressed by one of them:

"Let's see the sets; we'll sell anything the public will buy."

What the manufacturers think, is best recounted in their own comments published in comprehensive symposium herewith. They and trade generally are still for compatibility, by and large, but they're watching trade winds (and each other) very closely indeed. There's no stampede to tool up for CBS color; mostly, the attitude is one of "wait and see" how public reacts -- whether there's the "sweeping demand" so confidently expected by FCC-CBS proponents.

Receiver sales were beginning to pick up rather nicely in many parts of the country last few weeks, considering the season, and some slight inroads were being made into inventories -- and then the news broke.

Now business has turned bad again, we're told -- and even fall prospects have been dimmed by this uncertainty, added to Regulation W and other factors con-
ducing to slower buying pace. It's really too early to gauge actual impact of color news, but some manufacturers-wholesalers-retailers are wringing their hands.

This week's trade wasn't good barometer, anyhow, because of Memorial Day.

Wait-and-see attitude arouses natural speculation whether public will go to cost and trouble of adapting present sets (to get black-and-white during colorcasts), converting present sets (to get color in same set or on slave units), or buying such new color combinations as may be offered -- all at a price.

Since today's depressed TV market is a price market, with low-end units at around \$200 selling best, tradesmen wonder whether people will pay substantially more for equipment capable of receiving such few hours of color, mainly during fringe viewing periods, as CBS and the stations it feeds will offer.

You get every-which-way kind of answer to this -- the consensus being, CBS

included, that it will take years for color to take hold. What trade fears is that these may be years of the locust so far as selling present-type sets is concerned.

That CBS will turn on promotion heat, goes almost without saying. It's reported in trade circles that big ad splurges have been prepared cautioning public not to buy any TV sets unless they're at least adapted to get color signals in black and white. That could start a round of lawsuits and trade-practice complaints that would keep whole industry in turmoil for months, further confusing public.

The estimated 1,750,000 or more TVs now in inventory aren't so adapted -- though adapter units could be marketed -- and a complete stoppage of buying could spell ruin for a lot of businesses.

The major manufacturers could offer adapters for present sets, which also means service fee to install them. They'll fight back, if CBS promotion hurts their trade, by pointing to FCC Chairman Coy's assurance that door isn't closed to compatible systems, which of course could render CBS system obsolete overnight if adopted.

There's also logical question: Will public wonder why brand-name firms, with great businesses to protect and reputations to maintain, don't make color sets or converters? Will that confuse buyers to point of no sales?

Or will some "upstart" firms, as Coy suggested, seize leadership away from established leaders in the "rush for color" so confidently expected by proponents?

Or will some big boys get on CBS bandwagon without waiting for compatible systems promised by RCA, Hazeltine, GE, Philco, DuMont, Sylvania, other top names?

* * * *

Organized manufacturers' RTMA meets in Chicago next week for annual convention, but they won't do anything giving semblance of "conspiracy" against edict. CBS's Hytron (Air King) is member of RTMA, thus has voice in its affairs. Air King, it's said, also has inventory problem -- and of course Hytron has big stake in receiving and picture tube business, now taking beating due to lowered demand for TVs.

CBS's Hytron ownership, it's clear, means that company, with its "Columbia" brands, will strive to be major factor in TV-radio trade. Yet it could slip into same trade desuetude as others, if confusion means less buying of any kind of TVs.

It's rags or riches for CBS no less than for rest of industry, since it elected to go into the manufacturing field.

STATEMENTS BY PRINCIPALS IN THE SUPREME COURT LITIGATION

COLUMBIA BROADCASTING SYSTEM—"The decision of the Supreme Court removes the last road block to the public's enjoyment of color television in the home. CBS will shortly expand its present color broadcast schedule in New York, and within a few months expects to be producing a substantial schedule of color programs. Many of these will be sent over existing circuits to stations in other cities of the Columbia Television Network. The enthusiasm which both the public and important national advertisers have shown for color television gives great encouragement that this exciting new medium will grow rapidly."

EMERSON RADIO (Benjamin Abrams, president)—"We will not make CBS color sets because we don't think it's the right system. The right system will be a compatible system, and it will be here in 2 years. The Supreme Court decision will have a momentary effect on sales of black-and-white TV sets, but it will be a 7-day wonder. Even Air King [due to be CBS-owned] won't be able to get samples to the trade for 6 months, and mass production is at least 2 years away. Right now, color TV is a great mystery to the public; when dealers begin getting CBS color sets, the public will be able to see the limitations of the CBS system."

RCA (David Sarnoff, Chairman)—"The RCA has always maintained the policy that what is best for the public and the industry is best for its own welfare. That policy we shall always adhere to. We continue to be convinced that the best color TV system for the public and the

industry is a compatible, all-electronic, non-degraded system. We have such a high quality system, and we shall demonstrate it to the public within the next few weeks. The public will be given the opportunity to judge for itself."

Statement by RCA May 28

"Now that the Supreme Court has made its decision, RCA will go ahead with public demonstrations of its improved compatible all-electronic system of color television.

"Everyone concedes that a compatible system is more in the public interest than a non-compatible system.

"At the time the FCC made its decision last year, it took the position that there was no satisfactory compatible system. Therefore, it adopted the less desirable non-compatible system.

"RCA has developed a fully compatible, all-electronic color system which provides reception of color broadcasts in black-and-white on the nearly 13 million existing sets, without any change whatever.

"Present set owners cannot receive any picture whatever from the non-compatible color system without buying an expensive adapter. Even with such an adapter they would only receive a black-and-white picture degraded in quality.

"To receive color they would also need to buy an expensive and cumbersome converter.

"Approval of the compatible system would save present set owners about a billion dollars, and would avoid waste of material and labor, which it is vital to conserve in these critical times."

Industry Comments on Plans for Color Television

Following U. S. Supreme Court Decision Upholding FCC Adoption of CBS System

Full Text of Supreme Court Decision Published by Television Digest as Special Color Report of May 28, 1951

SURVEY OF THE TV RECEIVING EQUIPMENT MANUFACTURERS

(Replies to requests for comment, plus digests of comments published in other periodicals)

ADMIRAL CORP. (Ross Siragusa, president)—“There will be color eventually—at a cost, of course—but black-and-white will be with us as the mainstay of TV for at least the next decade. Our own feeling is that compatibility is still basic. It is too early to estimate the whole industry picture yet, but we can say again that we continue to have faith in today’s excellent black-and-white television and tomorrow’s compatible color.”

AIR KING (David H. Cogan, president)—This company will shortly become a subsidiary of CBS, under recent Hytron merger deal (Vol. 7:15, 20), due to be completed next week when it’s expected CBS will issue official statement—presumably regarding new “Columbia” brand receivers. Meanwhile, Mr. Cogan told newsmen models of color receivers will be shown at Chicago Furniture Show, disclosed plans for press showing of combination color and black-and-white receiver at company’s Brooklyn plant, Mon., June 4.

“We’re pretty well along in our tooling for such a set,” Mr. Cogan is quoted in May 29 *Wall Street Journal*. “Material problems made it difficult to say when they’ll hit the market. Under normal circumstances, it might be 90 days; we may possibly get some sets out by early fall.”

How much will they cost? *Wall Street Journal* quotes Mr. Cogan as saying quite a bit more than black-and-white models. He put it this way:

“A color set probably will cost anywhere from 50% to 75% more than a black-and-white receiver with a comparable screen. In other words, a console color receiver with 12½-in. picture screen might run as high as \$499; a similar size black-and-white set would retail for about \$299.” Story continues:

“As for converters, Mr. Cogan says he’s not completely sold on them, but his firm may make a couple of thousand later on to see how the public responds to them . . . Mr. Cogan said, too, that Air King probably would make ‘adapters,’ but the quantity would depend on consumer responses . . . [He] estimates adapters will sell around \$39 to \$49.”

CROSLLEY (John W. Craig, executive v.p.)—“We have no plans to manufacture CBS color receivers at this time and are studying the overall aspects of this situation.” Crosley had previously announced it has made provisions in some 1951 models for plug-in of converter units, can make converters if there is public demand. In trade press, Mr. Craig was quoted as stating: “We are still not convinced that the CBS system will be the ultimate one.”

DuMONT (Allen B. DuMont, president)—“This decision does not alter the general situation in color in so far as we are concerned. We still feel the CBS mechanical color system is not suitable for the public. When acceptable color is ready, it will be an all-electronic system, which is still years away, despite all the progress made in that di-

rection. We have no present plans for the manufacture of CBS-type color receivers.”

FREED RADIO (Arthur Freed, president)—Told *New York Times* May 31 that “until consumer demand indicates public acceptance of CBS color, no Freed-Eiseman color receivers will be marketed.” Also stated “dollars-and-cents minded” consumer is not now even buying black and white sets in volume. Washington ruling, Mr. Freed stated, cannot in itself make color TV a reality because a successful color transmission service must depend on the huge electronics industry that will manufacture the receiving and transmitting equipment and on TV broadcasters as well as the consumer.

GENERAL ELECTRIC (Dr. W. R. G. Baker v.p. and gen. mgr., Electronic Dept.)—“This [Supreme Court] decision came in same month that NPA placed restrictions on all TV construction projects; when CMP regulations were issued which exclude TV set production from any assurance of having steel, copper or aluminum after July 1; and when the Federal Reserve Board finally refused to ease Regulation W restrictions, which had effectively dropped consumer ability to purchase standard TV receivers to an all-time low.

“Against this background, it is impossible for [GE] to reach any immediate conclusion on its future plans in the color TV field . . . There is bound to be an extended period before the public can expect to have any substantial number of color programs available to it. It is possible [that] during this period a fully compatible system will gain acceptance by the Commission—a system which, unlike the CBS system, will give a black and white picture on every standard TV receiver, of which there are now over 12,000,000 owned and used in the American homes. Both the FCC and the Supreme Court have stated their preference for such a compatible system; the FCC has kept the door open for its consideration and possible adoption. Substantial progress has been made toward its achievement since the FCC color hearings closed.

“If this compatible system is achieved and should ultimately be adopted, then the CBS System will have been, in fact, an interim system, approved by the FCC in order to insure color during this transition period to those who desire to make the necessary investment in this type receiver.

“Against the present background of material, construction and credit restrictions, our company is in no position to estimate the number of persons who can and will buy the CBS type of color TV set. If there are a substantial number we will, as always, be guided by public demand. However, such receivers cannot be reasonably expected in production in the near future, due to needed development time, material controls, and the limited facilities available to us after meeting the requirements of our defense contracts and commitments. Transmitters and, particularly,

studio equipment cannot be realistically anticipated on a production basis at this time.

"To those who now own or may purchase a General Electric television receiver during this interim period, we do make this reassuring statement: If the CBS color system does gain general acceptance, we guarantee that there will be made available at competitive prices for use in conjunction with any television receiver General Electric manufactured after July 1, 1949, a means for receiving color programs originating in your local stations. That is a responsibility which we gladly recognize and which we will make every effort to fulfill within the limitations placed on industry by the present national emergency."

HALLICRAFTERS (Wm. J. Halligan, president)—Statement to press says company "will stand by until we see what the public wants." To *Wall Street Journal*, Mr. Halligan added: "We believe there may be a non-mechanical system soon, either RCA's or somebody else's, and we'd hate to go ahead with new sets or converters that would be obsolete in a short time. We'd be breaking faith with the public if we gave them something they couldn't use for long." To *Retailing Daily*, he said: "We're afraid that the new tooling to produce a color wheel or drum may take a lot of money and, once production is under way, CBS or RCA may come out with a color tube that will render the mechanical apparatus obsolete. I think you'll find every manufacturer in the same boat." Hallicrafters starts fall production line in latter July, with only slight model changes, plans 25-30% lower output than last year.

MAGNAVOX (Richard A. O'Connor, chairman)—"We will make color receivers when we can be convinced that the design will give value received to the consumer. We do not feel that the CBS system falls into that category unless some revolutionary improvements have been made since it was last demonstrated."

MATTISON (Richard Mattison, president)—Quoted in *N. Y. Herald-Tribune* as having already started production of "slave unit" converters to receive CBS color on existing sets, with 50 samples ready to go to dealers next week and 1000 per week production planned starting mid-June. Units will have 12-in. screens, will sell for \$60 to \$75, Mattison stated.

JOHN MECK INDUSTRIES and SCOTT RADIO (John Meck, president)—Via telegram: "Material controls make immediate production color units impossible. Further study required before decision as to exactly when production can begin." Press releases May 28 state all Meck and Scott receivers made since Jan. 1 equipped with adapter circuits for connection to color adapters, quotes Meck as welcoming Court decision as "end to one of the uncertainties that has beset the TV industry" and saying his companies will begin production of auxiliary color units "as soon as possible."

MOTOROLA (W. H. Kelley, sales mgr.): "No comment now."

MUNTZ TV (Don Adams, national sales mgr.)—Quoted in trade press as having already made pilot models and "probably will bring out color receivers in the near future."

OLYMPIC (A. A. Juviler, president)—"We have included converter devices in all of our sets for the past several months, so it would create no great problem in adapting them to receive either CBS or RCA color." Mr. Juviler told *Retailing Daily* Olympic has no plans for producing color equipment right now, but will make adapters and converters if there's definite demand. He added he thought current controversy is "academic" because critical materials

restrictions will keep production of color equipment to a minimum.

PHILCO (James H. Carmine, executive v.p.)—"Current Philco TV receivers are engineered for adaptation to receive the color signals in black and white. We have no immediate plans beyond that, but we are continuing our work on an all-electronic system with direct-view pictures."

STEWART-WARNER (E. L. Taylor, sales mgr.)—Press release states all Stewart-Warner sets shipped since last November have been equipped with adapter jack, Mr. Taylor stating: "We will have an adapter to be used with our sets by the time color broadcasting is in general use."

STROMBERG-CARLSON (R. W. Tait, president)—"We have no specific plans in relation to CBS color and believe color telecasting is still a long way off. In any case, it will not replace the present black-and-white."

SYLVANIA (Max Balcom, chairman)—"It's too early to make any plans yet. At the moment it would seem that nothing really has been changed."

TELE KING (Harvey L. Pokrass, executive v.p.)—Announced development of "startling new method of receiving color telecasts on the field-sequential system" with patented unit called "Fadrak" described thus: "No wheel or drum is used, no motors or moving parts, and it can be adapted to present sets without enlarging the size of the cabinet." Mr. Pokrass is quoted as saying the unit will be cheaper than any type of color adapter currently on the market (though no price is indicated), adaptable either inside or outside the set, fitting any size screen. "We will produce Fadrak for use by the public long before there are any appreciable number of color TV shows on the air," he stated, "There would be no point in our going into large-scale production with the development until there is a market for it."

TELE-TONE (S. W. Gross, president)—Told *Retailing Daily* May 31 his firm will begin immediate production of converters "which will enable present black-and-white TV receivers to receive telecasts on the CBS system." Added: "In view of current materials shortages engineers at our Bayway, N. J. plant cannot estimate how soon converters will be ready for sale by our dealers. As of today, we are setting up to produce our adapter-converter combination. Our dealers have been and are receiving detailed instruction labels telling how simple it is to convert present Tele-tone receivers to receive color programs."

WEBSTER-CHICAGO (C. P. Cushway, executive v.p.)—"We will start, in a modest way, based on demand, to make (1) companion or 'slave' units, under our own name, no private label, and (2) color units for other manufacturers to put in own sets and in companion units." Mr. Cushway stated units will be 10 & 12-in., using lenses to magnify 7 & 10-in. tubes, will sell for about \$175. Larger sizes, including drum types, are still in engineering stages, he said. Could produce units "no sooner than 60-90 days." Can't judge materials situation but problems, though difficult, aren't insoluble. Special materials, such as special motors, are needed, which Webster-Chicago won't make but will get from other manufacturers. Company has no plans for adapters to get colorcasts in black and white.

WESTINGHOUSE—No comment because of absence of F. M. Sloan, TV-radio plant manager.

ZENITH—No reply, but spokesmen reported in trade press as having no plans as yet to make color sets or converters.

Full Text of Decision

U. S. SUPREME COURT UPHOLDS FCC CHOICE OF CBS COLOR

Sustains Chicago Federal District Court Decision on Appeal by RCA, et al., from FCC Order
Justice Frankfurter Renders Separate Opinion

(For stories on Supreme Court Appeal, see *Television Digest*, Vol. 7:10, 13)

(For full text of Chicago court's decision, see *Television Digest's* Special Color Report of Dec. 23, 1950)

For full texts of FCC's First and Second Reports on Color (FCC Public Notices No. 50-1064 & 50-1224), see
Special Color Reports of Sept. 2, 1950 and Oct. 14, 1950, respectively

SUPREME COURT OF THE UNITED STATES

No. 565.—OCTOBER TERM, 1950

RADIO CORPORATION OF AMERICA, NATIONAL BROADCASTING COMPANY, INC., RCA VICTOR DISTRIBUTING CORPORATION, ET AL., APPELLANTS,

v.

THE UNITED STATES OF AMERICA, FEDERAL COMMUNICATIONS COMMISSION, AND COLUMBIA BROADCASTING SYSTEM, INC.

Appeal from the District Court of the United States for the Northern District of Illinois, Eastern Division.

[May 28, 1951.]

MR. JUSTICE BLACK delivered the opinion of the Court.

Radio Corporation of America (RCA) and two of its subsidiaries brought this action in a three-judge District Court to enjoin and set aside an order of the Federal Communications Commission prescribing standards for transmission of color television.¹ The effect of the challenged order was to reject a color system proposed by RCA and to accept one proposed by the Columbia Broadcasting System (CBS).² The basis of RCA's complaint was that the order had been entered arbitrarily and capriciously, without the support of substantial evidence, against the public interest, and contrary to law. After hearing and oral argument, the District Court entered summary judgment sustaining the Commission, one judge dissenting.³ RCA and the other plaintiffs took this direct appeal under 28 U. S. C. § 1253 and § 2101 (b).

At the outset we are faced with RCA's contention that the District Court failed to review the record as a whole in determining whether the Commission's order was supported by substantial evidence; it is urged that for this reason we should summarily reverse and remand the case for further consideration by that court. If RCA's premise were correct, the course which it suggests might be wholly appropriate. For as pointed out recently, in considering the question of sufficiency of evidence to support an administrative order, this Court must and does rely largely on a first reviewing court's conclusion. *Universal Camera*

¹ The subsidiaries are the National Broadcasting Co. and RCA Victor Distributing Corp. Later, other parties were permitted over the Commission's objection to intervene in support of RCA's position. The Columbia Broadcasting System (CBS) intervened as a party defendant.

² The order also rejected a system proposed by Color Television, Inc., which is not a party to this litigation.

³ 95 F. Supp. 660 (N. D. Ill.).

Corp. v. Labor Board, 340 U. S. 474. The present case, however, need not be returned for further scrutiny below because we are convinced that the review already afforded did not fall short of that which is required. The District Court heard oral argument for three days and deliberated for about five weeks before handing down its decision. Both the majority and dissenting opinions show a familiarity with RCA's basic contention (and the minor ones as well) that could have come only from careful study of the record as a whole. To be sure, there was a casual statement in the majority opinion susceptible of the interpretation that the court in reaching the decision made an examination of the record less complete than it should have been.⁴ Fairly construed, however, the remark, while perhaps unfortunate, is entirely consistent with that conscientious review which we are satisfied was given this record by the District Court. We therefore pass to the question of validity of the Commission's order.

All parties agree, as they must, that given a justifiable fact situation, the Commission has power under 47 U. S. C. § 303 (c), (e), (f), (g)⁵ to do precisely what it did in this case, namely, to promulgate standards for transmission of color television that result in rejecting all but one of the several proposed systems. Moreover, it cannot be contended seriously that the Commission in taking such a course was without evidential support for its refusal to

⁴ "After listening to many hours of oral argument by able counsel representing the respective parties, we formed some rather definite impressions relative to the merits of the order, as well as the proceedings before the Commission upon which it rests. And our reading and study of the numerous and voluminous briefs with which we have been favored have not altered or removed those impressions. Also, in studying the case, we have been unable to free our minds of the question as to why we should devote the time and energy which the importance of the case merits, realizing as we must that the controversy can only be finally terminated by a decision of the Supreme Court. This is so because any decision we make is appealable to that court as a matter of right and we were informed during oral argument, in no uncertain terms, that which otherwise might be expected, that is, that the aggrieved party or parties will immediately appeal. In other words, this is little more than a practice session where the parties prepare and test their ammunition for the big battle ahead." (Emphasis added.) 95 F. Supp. at 664.

⁵ 47 U. S. C. § 303: ". . . [T]he Commission . . . as public convenience, interest, or necessity requires, shall—

"(c) Assign bands of frequencies to the various classes of stations, and assign frequencies for each individual station and determine the power which each station shall use and the time during which it may operate;

"(e) Regulate the kind of apparatus to be used with respect to its external effects and the purity and sharpness of the emissions from each station and from the apparatus therein;

"(f) Make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations and to carry out the provisions of this Act. . . .

"(g) Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest."

adopt the RCA system at this time.⁹ The real argument, advanced at great length and in many different forms, boils down to this: Viewing the record as a whole, the Commission as a matter of law erred in concluding that the CBS color system had reached a state of development which justified its acceptance to the exclusion of RCA's and that of others. Consequently, before the Commission, the District Court and here, RCA's main attempt has been to persuade that no system has yet been proven worthy of acceptance for public use, that commercial color broadcasting must be postponed awaiting inventions that will achieve more nearly perfect results.

We sustain the Commission's power to reject this position and hold valid the challenged order, buttressed as it is by the District Court's approval. To explain our conclusion it is unnecessary to repeat the detailed statement of facts made in the majority and minority opinions of the Commission and District Court.⁷ Nor, for present purposes, is it necessary to attempt a translation of the technical terms invented to carry meanings in the rapidly growing television industry. It will suffice to give the following brief summary of the background of the Commission's findings and what was found:

Standards for black and white television transmission were first promulgated by the Commission in 1941. RCA's complaint alleges, and all apparently agree, that "The quality of the present [black and white] service, the improvements and reductions in price to the public that have been made, the incredible expansion of the industry as a whole, are all due to the fact that manufacturers could build upon a *single set of long-range high-quality standards.*"⁸ From 1941 until now the Commission has been engaged in consideration of plans and proposals looking toward promulgation of a single set of color standards.⁹ CBS apparently made quicker progress in developing an

⁹ The Commission unanimously believed that CBS had the best system presently available, although two Commissioners dissented on other grounds. The relative merits and demerits of the RCA and CBS systems were summarized as follows:

"[T]he RCA system [is] deficient in the following respects:

"(a) The color fidelity of the RCA picture is not satisfactory.

"(b) The texture of the color picture is not satisfactory.

"(c) The receiving equipment utilized by the RCA system is exceedingly complex.

"(d) The equipment utilized at the station is exceedingly complex.

"(e) The RCA color system is much more susceptible to certain kinds of interference than the present monochrome system or the CBS system.

"(f) There is not adequate assurance in the record that RCA color pictures can be transmitted over the 2.7 megacycle coaxial cable facilities.

"(g) The RCA system has not met the requirements of successful field testing.

"[T]he CBS system produces a color picture that is most satisfactory from the point of view of texture, color fidelity and contrast. . . . [R]eceptors and station equipment are simple to operate and . . . receivers when produced on a mass marketing basis should be within the economic reach of the great mass of purchasing public. . . . [E]ven with present equipment the CBS system can produce color pictures of sufficient brightness without objectionable flicker to be adequate for home use and . . . the evidence concerning long persistence phosphors shows that there is a specific method available for still further increasing brightness with no objectionable flicker. Finally, . . . while the CBS system has less geometric resolution than the present monochrome system the addition of color to the picture more than outweighs the loss in geometric resolution so far as apparent definition is concerned." Second Report of the Commission, October 10, 1950, — F. C. C. —.

⁷ The facts found by the Commission appear in two reports on Color Television Issues. First Report of the Commission, September 1, 1950, — F. C. C. —; Second Report of the Commission, October 10, 1950, — F. C. C. —. The District Court described the proceedings before the Commission as follows: "The hearing, participated in by all members of the Commission, commenced September 26, 1949 and ended May 26, 1950. In all, fifty-three different witnesses were heard and 265 exhibits received. The transcript of the hearing covers 9717 pages. During the period from November 22, 1949 to February 6, 1950, extensive field tests were made of the three systems [RCA, CBS, Color Television, Inc.] proposed. Progress reports concerning these tests were filed with the Commission by the three proponents during December 1949 and January 1950. Comparative demonstrations of the three proposed systems were made on different dates until May 17, 1950." 95 F. Supp. at 665.

⁸ Emphasis added.

⁹ See the particularly interesting historical summary of these efforts in Commissioner Jones' dissent to the First Report of the Commission, September 1, 1950, — F. C. C. —. His view was that color television standards should have been promulgated long before they were.

acceptable system than did others.¹⁰ It was soon attacked, however, on the ground that it was utilizing old knowledge highly useful in the realm of the physical sciences and mechanical practices but incongruous in the new fields of electronics occupied by television. This is still the core of the objection to the CBS system, together with the objection that existing receiving sets are not constructed in such a way that they can, without considerable adjustments, receive CBS color broadcasts either in color or black and white. The fact that adjustments are required before a CBS color broadcast can be received in black and white on existing sets makes this system "incompatible" with the millions of television receivers now in the hands of the public.

There is no doubt but that a "compatible" color television system would be desirable. Recognition of this fact seems to be the controlling reason why the Commission did not long ago approve the "incompatible" CBS system. In the past, it has postponed adoption of standards with the hope that a satisfactory "compatible" color television system would be developed. But this time, in light of previous experience, the Commission thought that further delay in making color available was too high a price to pay for possible "compatibility" in the future, despite RCA's claim that it was on the verge of discovering an acceptable "compatible" system.

The Commission's special familiarity with the problems involved in adopting standards for color television is amply attested by the record. It has determined after hearing evidence on all sides that the CBS system will provide the public with color of good quality and that television viewers should be given an opportunity to receive it if they so desire.¹¹ This determination certainly cannot be held capricious. It is true that the choice between adopting standards now or at a later date was not free from difficulties. Moreover, the wisdom of the decision made can be contested as is shown in the dissenting opinions of two Commissioners. But courts should not overrule an administrative decision merely because they disagree with its wisdom.¹² We cannot say the District Court misapprehended or misapplied the proper judicial standard in holding that the Commission's order was not arbitrary or against the public interest as a matter of law.¹³

Whether the Commission should have reopened its proceedings to permit RCA to offer proof of new discoveries for its system was a question within the discretion of the Commission which we find was not abused.¹⁴ We have considered other minor contentions made by RCA but are satisfied with the way the District Court disposed of them.

The District Court's judgment sustaining the order of the Commission is

Affirmed.

¹⁰ See note 6, *supra*.

¹¹ See note 6, *supra*.

¹² *National Broadcasting Co. v. United States*, 319 U. S. 190, 224.

¹³ *Universal Camera Corp. v. Labor Board*, 340 U. S. 474, 490-491.

¹⁴ See *United States v. Pierce Auto Lines*, 327 U. S. 515, 534-535.

With respect to reopening the record, the Commission said in part: ". . . [A] new television system is not entitled to a hearing or a reopening of a hearing simply on the basis of a paper presentation. In the radio field many theoretical systems exist and can be described on paper but it is a long step from this process to successful operation. There can be no assurance that a system is going to work until the apparatus has been built and has been tested. None of the new systems or improvements in systems meet these tests so as to warrant reopening of the hearing. . . .

"The Commission does not imply that there is no further room for experimentation. . . . Many of the results of such experimentation can undoubtedly be added without affecting existing receivers. As to others some obsolescence of existing receivers may be involved if the changes are adopted. In the interest of stability this latter type of change will not be adapted unless the improvement is substantial in nature, when compared to the amount of dislocation involved. But when such an improvement does come along, the Commission cannot refuse to consider it merely because the owners of existing receivers might be compelled to spend additional money to continue receiving programs.

". . . [A]ny improvement that results from the experimentation might face the problem of being incompatible with the present monochrome system or the color system we are adopting today. In that event, the new color system or other improvement will have to sustain the burden of showing that the improvement which results is substantial enough to be worth while when compared to the amount of dislocation involved to receivers then in the hands of the public." Second Report of the Commission, October 10, 1950, — F. C. C. —.

MR. JUSTICE FRANKFURTER, *dubitante*.†

Since I am not alone in entertaining doubts about this case they had better be stated. The ultimate issue is the function of this Court in reviewing an order of the Federal Communications Commission, adopted October 10, 1950, whereby it promulgated standards for the transmission of color television. The significance of these standards lies in the sanction of a system of "incompatible" color television, that is, a system requiring a change in existing receivers for the reception of black and white as well as colored pictures. The system sanctioned by the Commission's order will require the addition of an appropriate gadget to the millions of outstanding receiving sets at a variously estimated, but in any event substantial, cost. From the point of view of the public interest, it is highly desirable to have a color television system that is compatible. The Commission's order sanctioning an incompatible system is based not on the scientific unattainability of a compatible system, nor even on a forecast that its feasibility is remote. It rests on the determination that inasmuch as compatibility has not yet been achieved, while a workable incompatible system has proven itself, such a system, however intrinsically unsatisfactory, ought no longer to be withheld from the public.

After hearings on the Commission's proposals were closed, the Radio Corporation of America, persistent promoter of a compatible system, suggested to the Commission further consideration of the progress made after the Commission had taken the matter under advisement in May, 1950. To be sure, this proffer of relevant information concerning progress toward the desired goal was made by an interested party. But within the Commission itself the need for further light was urged in view of the rapid development that had been made since the Commission's hearings got under way. The heart of the controversy was thus put by Commissioner Hennock: "It is of vital importance to the future of television that we make every effort to gain the time necessary for further experimentation leading to the perfection of a compatible color television system." The Commission did not rule out reasonable hope for the early attainment of compatibility. Indeed, it gave ground for believing that success of experimentation to that end is imminent. But it shut off further inquiry into developments it recognized had grown apace because in its "sound discretion" it concluded that "a delay in reaching a determination with respect to the adoption of standards for color television service . . . would not be conducive to the orderly and expeditious dispatch of the Commission's business and would not best serve the ends of justice . . ."

The real question, as I have indicated, is whether this determination of the Commission, considering its nature and its consequences, is beyond judicial scrutiny.

I am no friend of judicial intrusion into the administrative process. I do not believe in a construction of the Communications Act that would cramp the broad powers of the Communications Commission. See *National Broadcasting Co. v. United States*, 319 U. S. 190. I have no doubt that if Congress chose to withdraw all court review from the Commission's orders it would be constitutionally free to do so. See *Stark v. Wickard*, 321 U. S. 283, 312. And I deem it essential to the vitality of the administrative process that, even when subject to judicial review, the Commission be allowed to exercise its powers unhindered by the restrictive procedures appropriate for litigation in the courts. See *Federal Communications Comm'n v. National Broadcasting Co.*, 319 U. S. 239, 248. But so long as the Congress has deemed it right to subject the orders of the Commission to review by this Court, the duty of analyzing the essential issues of an order cannot be escaped by too easy reliance on the conclusions of a district court or on the indisputable formula that an exercise of

discretion by the Commission is not to be displaced by a contrary exercise of judicial discretion.

What may be an obvious matter of judgment for the Commission in one situation may so profoundly affect the public interest in another as not to be a mere exercise of conventional discretion. Determinations by the Commission are not abstract determinations. We are not here called upon to pass on the abstract question whether the Commission may refuse to reconsider a problem before it although enlightening new evidence is promised. We are faced with a particular order of great significance. It is not the effect of this order upon commercial rivalries that gives it moment. The Communications Act was not designed as a code for the adjustment of conflicting private interests. It is the fact that the order originates color television, with far-reaching implications to the public interest.

The assumption underlying our system of regulation is that the national interest will be furthered by the fullest possible use of competition. At some point, of course, the Commission must fix standards limiting competition. But once those standards are fixed, the incentive for improvement is relaxed. It is obvious that the money spent by the public to adapt and convert the millions of sets now in use may well make the Commission reluctant to sanction new and better standards for color pictures if those standards would outmode receiving sets adapted to the system already in use. And even if the Commission is willing to adopt a second, inconsistent set of color television standards sometime in the future, the result will be economic waste on a vast scale.

And all to what end? And for what overriding gain? Of course the Commission does not have to wait for the millennium. Of course it does not have to withhold pictures from the American public indefinitely because improvements in color transmission will steadily be perfected. That is not what is involved here. What the Commission here decided is that it could not wait, or the American public could not wait, a little while longer, with every prospect of a development which, when it does come, concededly will promote the public interest more than the incompatible system now authorized. Surely what constitutes the public interest on an issue like this is not one of those expert matters as to which courts should properly bow to the Commission's expertness. In any event, nothing was submitted to us on argument, nor do I find anything in the Commission's brief of 150 pages, which gives any hint as to the public interest that brooks no delay in getting color television even though the method by which it will get it is intrinsically undesirable, inevitably limits the possibilities of an improved system or, in any event, leads to potential great economic waste. The only basis for this haste is that the desired better method has not yet proved itself and in view of past failures there is no great assurance of early success. And so, since a system of color television, though with obvious disadvantages, is available, the requisite public interest which must control the Commission's authorization is established. I do not agree.

One of the more important sources of the retardation or regression of civilization is man's tendency to use new inventions indiscriminately or too hurriedly without adequate reflection of long-range consequences. No doubt the radio enlarges man's horizon. But by making him a captive listener it may make for spiritual impoverishment. Indiscriminate use of the radio denies him the opportunities for reflection and for satisfying those needs of withdrawal of which silent prayer is only one manifestation. It is an uncritical assumption that every form of reporting or communication is equally adaptable to every situation. Thus, there may be a mode of what is called reporting which may defeat the pursuit of justice.

Doubtless, television may find a place among the devices of education; but much long-headed thought and patient experimentation are demanded lest uncritical use may lead to hasty jettisoning of hard-won gains of civilization. The rational process of trial and error implies

† EDITOR'S NOTE: Rare legal terminology; word *dubitante*, when appended to a judge's opinion, means he doubts the correctness of the decision but does not necessarily dissent.

a wary use of novelty and a critical adoption of change. When a college head can seriously suggest, not by way of irony, that soon there will be no need of people being able to read—that illiteracy will be the saving of wasteful labor—one gets an idea of the possibilities of the new barbarism parading as scientific progress.

Man forgets at terrible cost that the environment in which an event is placed may powerfully determine its effect. Disclosure conveyed by the limitations and power of the camera does not convey the same things to the mind as disclosure made by the limitations, and power of pen or voice. The range of presentation, the opportunities for distortion, the impact on reason, the effect on the looker-on as against the reader-hearer, vary; and the differences may be vital. Judgment may be confused instead of enlightened. Feeling may be agitated, not guided; reason deflected, not enlisted. Reason—the deliberative process—has its own requirements, met by one method and frustrated by another.*

What evil would be encouraged, what good retarded by delay? By haste, would morality be enhanced, insight deepened, and judgment enlightened? Is it even economically advantageous to give governmental sanction to color television at the first practicable moment, or will it not in fact serve as an added drain on raw materials for which the national security has more exigent needs?

Finally, we are told that the Commission's determination as to the likely prospect of early attainment of compatibility is a matter within its competence and not subject to court review. But prophecy of technological feasibility is hardly in the domain of expertness so long

* "Broadcasting as an influence on men's minds has great possibilities, either of good or evil. The good is that if broadcasting can find a serious audience it is an unrivalled means of bringing vital issues to wider understanding. The evil is that broadcasting is capable of increasing perhaps the most serious of all dangers which threaten democracy and free institutions today—the danger of passivity—of acceptance by masses of orders given to them and of things said to them. Broadcasting has in itself a tendency to encourage passivity, for listening as such, if one does no more, is a passive occupation. Television may be found to have this danger of passivity in even stronger form." Report of the Broadcasting Committee, 1949 (Cmd. 8116, 1951) 75.

as scientific and technological barriers do not make the prospect fanciful. In any event, this Court is not without experience in understanding the nature of such complicated issues. We have had occasion before to consider complex scientific matters. *Telephone Cases*, 126 U. S. 1; *McCormick v. Whitmer*, 129 U. S. 1 (harvester); *Corona Co. v. Dovan Corp.*, 276 U. S. 358 (improvement in vulcanization of rubber); *DeForest Radio Co. v. General Electric Co.*, 283 U. S. 664 (high-vacuum discharge tube); *Radio Corporation v. Radio Engineering Laboratories*, 293 U. S. 1 (audion oscillator); *Marconi Wireless Co. v. United States*, 320 U. S. 1 (wireless telegraphy improvement); and *Universal Oil Products Co. v. Globe Oil & Ref. Co.*, 322 U. S. 471 (oil cracking process).

Experience has made it axiomatic to eschew dogmatism in predicting the impossibility of important developments in the realms of science and technology. Especially when the incentive is great, invention can rapidly upset prevailing opinions of feasibility. One may even generalize that once the deadlock in a particular field of inquiry is broken progress becomes rapid. Thus, the plastics industry developed apace after a bottleneck had been broken in the chemistry of rubbers. Once the efficacy of sulfanilamide was clearly established, competent investigators were at work experimenting with thousands of compounds, and new and better antibiotics became available in a continuous stream. A good example of the rapid change of opinion that often occurs in judgment of feasibility is furnished by the cyclotron. Only a few years ago distinguished nuclear physicists proclaimed the limits on the energy to which particles could be accelerated by the use of a cyclotron. It was suggested that 12,000,000-volt protons were the maximum obtainable. Within a year the limitations previously accepted were challenged. At the present time there are, I believe, in operation in the United States at least four cyclotrons which accelerate protons to energies of about 400,000,000 volts. One need not have the insight of a great scientific investigator, nor the rashness of the untutored to be confident that the prognostications now made in regard to the feasibility of a "compatible" color television system will be falsified in the very near future.

Paramount Pictures Corp., with its Lawrence tri-color tube (Vol. 6:18 et seq & 7:16), shapes up as dark horse in color set production field with announcement that it will make sets with tube—first probably available in July, though tube has never been demonstrated publicly. Color work is being done by Chromatic TV Labs, 50% owned by Paramount, 50% by inventor Dr. Ernest Lawrence and associates (U of California, Berkley). Officials say: Company has acquired some production facilities from Machlett Labs, which has made the tubes, is obtaining more in Stamford, Conn. They'll make 16 & 21-in. round tubes, offer them to other manufacturers, but none has bought any yet—not even CBS-Hytron (“they seem to like the drum”). Other tube makers have approached company with proposals for making tube themselves, but no agreements have been reached. A “wild guess” at price of color sets, with tube, is 25-30% more than black-and-white. Screen of tube comprises thin aluminum strips, phosphor-coated. Chromatic promises “limited public demonstrations” within 30 days, reports following scientists on its staff: Dr. Luis Alvarez, inventor of GCA air navigation system; Dr. Edward McMillan, co-discoverer of plutonium; Dr. Andrew Longacre, early worker on radar. Note: Paramount is big stockholder in DuMont, opponent of CBS color system, but DuMont has no voice in Paramount's TV policies—largely influenced by v.p. Paul Raibourn.

A “history” of color TV, written by 6 students of Harvard Graduate School of Business Administration, was reported by *New York Times* this week. “History” had erred only as to date when it had Supreme Court sustaining FCC on July 2, 1951. Then, the students predicted, on Nov. 1, 1951, Commission began to have doubts, and in “April of 1952” reversed itself, chose RCA's system, whereupon “CBS accepted defeat, shook hands with RCA, and the new FCC decision was not carried to court.”

Color conversion kit will be offered within 60 days, says Celomat Corp., New York, early enthusiast for CBS system (Vol. 6:41). President Myron Greenwald says that it will sell for under \$30, also that “de luxe” 12½-in. converter will be offered shortly. Black-and-white set must first be adapted by serviceman to 405-line, 144-field standards before kit can be used.

Hytron subsidiary Air King, soon to be part of CBS holdings (Vol. 7:15, 20), has invited press for demonstration of combination color and black-and-white TV receiver at its Brooklyn plant, Monday, June 4. Hitherto a heavy private-brand producer, Air King is slated to turn out TVs and radios under “Columbia” brand, has lately been seeking to build up distributorships.

Another color system: John Sherman, technical director of WTCN-TV, Minneapolis, and Edwill Fisher, printer and photographer, are reported by UP as claiming invention of system which may be “the ultimate answer to the whole color TV squabble.” They believe they have system which would permit stations and set owners “to modify their equipment inexpensively for color.”

Someone at FCC was being coy when he placed on press table an RCA radiogram on color decision from Stephane Mallein, Radiodiffusion Francaise, Paris, to “Monsieur Wayne Coy, President, Federal Communications Commission,” reading: “Vives felicitations pour brillante victoire.”

More lead and zinc will be reserved for defense program—and consequently less will be available for civilian production—under amendments issued May 28 to basic NPA orders M-9 and M-15 (zinc) and M-38 (lead).

President has asked Congress to give FCC \$1,340,000 for monitoring purposes, in addition to \$6,000,000 already appropriated by House.

Financial & Trade Notes: Latest Emerson earnings report, released June 2, is illustrative of downward pace of profits to be expected this year, result of reduced TV sales and higher taxes. For 26 weeks ended May 5, Emerson net profit was \$2,366,542 after taxes (\$1.22 per share) as against \$3,048,948 (\$1.57) for comparable period ended May 6, 1950. Before taxes, the 1951 figure was \$5,121,952. Sales figure wasn't available at press time, but it's recalled that president Benjamin Abrams predicted in February that 1951 sales will equal 1950's \$74,188,297 (Vol. 7:2, 6) but said “we'll have to go some” to achieve 1950's earnings of \$6,514,716.

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Warner Bros. Pictures Inc., reflecting not only higher taxes but diminished movie attendance, reports net profit of \$3,827,000 (56¢ per share) for 6 months ended Feb. 24, compared with \$5,897,000 (80¢) in 6 months ended Feb. 25, 1950. Profit is after all charges, including \$4,200,000 provision for taxes and \$400,000 for contingent liabilities. Total revenues declined to \$57,143,000 for the period from \$64,800,000 for similar period preceding year.

The Wall Street Journal reports boxoffice receipts in many areas now running 17-33% below last year, quotes Southern California executive as fearing “this summer will murder us,” states Chicago losing film emporiums at rate of one weekly to tune of \$6000 a week in tax revenues, 134 closing in Southern California last year.

Walt Disney Productions reports \$201,914 net profit, or 30¢ per share on 652,840 shares outstanding, on total income of \$2,357,845 for 26 weeks ended March 31 vs. \$75,905 (10¢) on \$2,251,444 for same period last year. Firm has set up Herrell Productions Inc., as controlled subsidiary, to produce films for TV, including commercials, spot announcements, serialized drama and comedy shows.

* * * *

Quarterly analysis of business profits of 617 companies by *Wall Street Journal* shows earnings first 3 months of this year 21.3% higher than same 1950 quarter. In “Electrical & Radio” category, 22 companies showed \$84,745,929 earnings first quarter, up 7.3% from \$78,966,895 for same 1950 period.

National City Bank of New York, making similar analysis of 18 leading electrical equipment, radio and TV firms reports their combined first quarter income as \$65,871,000, up 8% from first quarter 1950's \$60,882,000 but down 38% from fourth quarter 1950's \$106,733,000.

Identities of the companies were not revealed in either report.

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Motorola, which contributes 20% of yearly profits to its employes' savings and profit-sharing fund after deduction of 5% of company's net worth, transferred \$2,295,000 of its record 1950 earnings (Vol. 7:11) to that fund—representing company contribution of \$4.41 for every \$1 paid in by participating employes. Amount was new high, compares with \$1,654,120 in 1949, brings current value of fund to \$7,093,059. President Galvin illustrates fund's benefit by noting that if an employe put \$200 into it each of last 3 years, starting when fund began in Nov. 1947, his account would now be worth \$3808.

ABC board this week approved proposed merger with United Paramount Theatres Inc. (Vol. 7:21) into new firm to be known as ABC-Paramount Theatres Inc. Deal now awaits exchange-of-stock details, formal application to FCC for license transfers.

Radio & Television Daily's 1951 *Radio Annual* is 1280-page compendium of TV-radio stations, advertisers, agencies, unions and other organizations, includes list of most-wanted telephone numbers in New York, Chicago, Washington and Los Angeles.

Telecasting Notes: Canada's first TV station, 5-kw Canadian GE installation with 500-ft. 6-bay superturnstile, operating on Channel 9 in Toronto, won't get started until early 1952, according to CBC engineering dept. Second should be ready in Montreal, 15-kw Canadian RCA job on Channel 2, few months later—possibly June. They'll be known as CBL-TV & CBF-TV, respectively. Delay in construction start until early fall is being caused by delivery of steel for towers, and materials shortages are also given as reason for fact there are no other CPs for commercial TV outlets yet. Studio equipment for both stations is being supplied by British Marconi . . . Goar Mestre, CMQ & CMQ-TV, Havana, reports he's planning TV network expansion, as is rival Union Radio (Vol. 7:21), states he has bought 2 transmitters from DuMont, 2 from GE, to be installed at Matanzas (Channel 9), Santa Clara (5), Camigüey (6), Santiago (2); he plans to buy 2 more for Holguin (4) and Pinar del Rio, and to link them via 17-relay microwave setup between Havana and Santiago (520 miles) and between Havana and Pinar del Rio (100 miles) . . . ABC-Paramount TV-radio operations may be consolidated under one roof—big ABC Television Center on W. 66th St., New York—after merger, because NBC wants ABC space in Rockefeller Center. Moving Day probably will come early in 1952 . . . ABC-United Paramount Theatres merger (Vol. 7:21) has led film trade press to make much of fact that Balaban & Katz, UPT Chicago area chain, has signed top TV stars for its Chicago Theatre this summer, including Milton Berle, Martin & Lewis, Sid Caesar, Imogene Coca . . . Herald Tribune columnist Hy Gardner hints ABC is dicker with RKO to take over New York's Palace Theatre for conversion into TV theatre . . . San Francisco's KPIX and AM outlet KSFO quit Mark Hopkins Hotel studios in early December, moving into new 3-story structure including 3 large TV studios being built at cost of \$500,000, Van Ness Ave. & Greenwich St. . . . George Storer, Fort Industry Co., has pulled out of Consolidated Television Broadcasters Inc., recently formed film producing syndicate (Vol. 7:17-18); says he will soon have different plan along same lines . . . First TV educational "commencement" was celebrated June 1 when WFIL-TV, Philadelphia, played host to FCC Comrs. Coy Hyde, Sterling, Webster and presidents of 20 colleges cooperating in *University of the Air*, which it has carried 11-noon each weekday since January (Vol. 7:2) . . . Miami's WTVJ (Lee Ruwitch, mgr.) has made special arrangement with Miami Beach's new Continental Hotel whereby TV station and ad agency folk get special \$5 per day rate for \$10 double room.

Group of Atlanta business men has again filed request with FCC for approval of sale of Channel 8 facilities of WSB-TV (Vol. 7:15). Known as Broadcasters Inc., applicant lists textile manufacturer Walter C. Sturdivent Jr. as president, includes also broker Clement A. Evans, 14 others. Sale price is \$525,000. WSB-TV owners *Atlanta Journal & Constitution* plan to retain call letters but switch to Channel 2 (WCON-TV) operation as soon as current tests prove out. WCON-TV was originally granted to *Constitution*, but when that newspaper was merged with *Journal*, new company had to give up one or the other. First application for sale was returned by FCC because it couldn't tell who ultimate stockholders would be—two-thirds of stock being held by Evans' firm (Vol. 7:18).

Mutual cut AM network rates least of all networks—10% for 1-10:30 p.m. periods as of July 1, offering also half-rates for Sunday afternoons instead of present two-thirds night rate. It's thus last of 4 networks to reduce rates. ABC cut same periods 15% (Vol. 7:20), while CBS and NBC cut afternoon hours 10%, night segments 15% (Vol. 7:15-18).

Transit FM is unconstitutional—the commercials at least. So District of Columbia Court of Appeals ruled unanimously June 1 in first test case. Decision will be appealed, since there are 15 such operations, with big investments, and Supreme Court is likely to consider case because of novel constitutional question involved. It can't get to highest court before next fall. Some radio attorneys contend decision challenges radio-TV commercials in general. Decision was based on Fifth Amendment, said: "The Supreme Court has said that the constitutional guarantee of liberty 'embraces not only the right of a person to be free from physical restraint, but the right to be free in the enjoyment of all his faculties . . .' One who is subjected to forced listening is not free in the enjoyment of all his faculties."

George A. (Dick) Richards' death May 28, at age of 62, means dropping of case against the 3 radio stations he controlled—KMPC, Hollywood; WJR, Detroit; WGAR, Cleveland—though FCC may go through form of ruling on charges leveled against him that he slanted newscasts against Franklin D. Roosevelt, the Democrats and Jews. Three-year-old case has been cause celebre, resulted in long hearings, recent strongly-worded proposed findings by FCC general counsel Benedict Cottone urging licenses be revoked. Fight against charges has cost some \$2,000,000, said stations' president John J. Patt in reply. Richards became critically ill last week of disease of the arteries, had been living at Detroit Athletic Club since return from Europe about year ago.

Theatre telecasts of college football games got boost last weekend when National Collegiate Athletic Assn.'s TV committee ruled that any 7 out of 10 games scheduled by NCAA member colleges will be available to movie houses this fall, leaving theatre interests free to negotiate with individual colleges. But Illinois legislature this week passed bill, 110-7, forbidding theatre TV unless same game is simultaneously available on free public TV. Measure now goes to Senate. Meanwhile, Esso reportedly turned down NCAA bid to sponsor "controlled" football telecasts (Vol. 7:16), presumably because of anti-trust implications of NCAA's experimental "game of the week" plan. Big Ten approved NCAA plan May 27, will permit each member college to televise one home game, one away.

First commercial uhf application came to light this week—filed May 7 by WSBA, York, Pa., in form of amendment to pending vhf application. Station asks for Channel 43, proposes 70 kw ERP, 550 ft. above average terrain, using RCA 5-kw transmitter. This week, WHK, Cleveland, and WIBX, Utica, also filed for uhf, amending vhf applications. [For all TV applications to date, see *TV Factbook No. 12* with Addenda to date; for detail about this week's applications, see *TV Addenda 12-U*.]

TV programming meeting June 22 in Washington's Hotel Statler will be addressed by FCC chairman Coy and Senator Johnson (D-Colo.), chairman of Senate Interstate & Foreign Commerce Committee. Meanwhile, acting NARTB-TV general mgr. Thad Brown and staff are analyzing May 6-12 program logs (Vol. 7:20).

Speakers at TV panel of Advertising Federation of America convention June 13 in St. Louis will be George Burbach, KSD-TV; Louis A. Hausman, CBS; Don L. Kearney, Katz Agency; Don McClure, McCann-Erickson; Newman McEvoy, Cunningham & Walsh; John A. Thomas, BBDO; Louis Westheimer, Westheimer & Block, St. Louis. Eugene S. Thomas, WOR-TV mgr., is program chairman.

TV commercials are better than radio commercials. That's opinion of 70% of 200 Chicago viewers, interviewed by Pilot Surveys Inc. for ad agency Gourfain-Cobb. Major reason given for attitude, survey explains, is that TV commercials make it possible to see product advertised.

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O'NEIL BUYS KFI-TV FOR \$2,500,000: This week's sale of KFI-TV, Los Angeles, like the ABC-United Paramount Theatres merger, may be forerunner of still another major change in management pattern of American broadcasting -- for purchaser General Tire & Rubber Co. is looking to an eventual Mutual Broadcasting System TV network.

Deal to buy Earle C. Anthony's KFI-TV for \$2,500,000 cash was negotiated in Washington by 35-year-old Tom O'Neil, chairman of MBS board, son of General Tire's president and manager of its subsidiary Yankee and Don Lee networks and stations. Mr. O'Neil recently negotiated unsuccessfully to buy ABC (Vol. 7:19).

Cash purchase turns over Channel 9 outlet to Thomas S. Lee Enterprises, subject to FCC approval by next Dec. 31. It does not include 50-kw KFI (AM), an NBC affiliate which may or may not be on market and which NBC itself once wanted to buy. Don Lee couldn't buy KFI since it already has an AM in Los Angeles (KHJ).

Purchase does include all leasehold rights, Mt. Wilson transmitter, tract on Mt. Harvard, realty known as Hollywoodland. When General Tire bought Don Lee last year (Vol. 6:52), it sold off TV outlet KTSL to CBS for approximately \$3,600,000 -- \$300,000 down, \$278,000 "rental" per year for 10 years, \$50,000 taxes per year.

Tom O'Neil's plans envisage eventual network built around nucleus of Yankee Boston outlet WNAC-TV, New York's WOR-TV, Chicago's WGN-TV, the Los Angeles station (call to be changed); and such other outlets as may be lined up after freeze thaws.

It's highly unlikely, though, any such "fifth network" would be mutually owned, as is MBS, which some have long wanted to convert to private operation.

Costs of TV outlets are coming higher -- at least, those among the 107 pre-freeze pioneers being sold. It's a far cry from the \$375,000 paid for Seattle's KRSC-TV, now KING-TV, to CBS's recent \$6,000,000 deal for Chicago's WBKB (Vol. 7:21), its \$3,600,000 purchase of KTSL (Vol. 6:52), and now the KFI-TV sale. KING-TV was sold in May 1949 after owner felt he couldn't continue taking \$1000 per month loss (Vol. 5:20). WBKB and KTSL were bought because CBS needs own key-city outlets. And Anthony is selling station that only recently began to show small operating profit.

Only other TV station sales into 7-figure sums were Grand Rapids' WLAV-TV to Bitner group for \$1,300,000 (Vol. 7:19) and Washington's WOIC (now WTOP-TV) to Washington Post-CBS (55 & 45%, respectively) for \$1,400,000 (Vol. 6:25).

FCC MULLS ALLOCATION LEGALITIES: FCC hasn't yet answered Sen. Johnson's sharp letter regarding legality of TV allocation procedures (Vol. 7:22), but it's likely to do so next week. Commission may not give clear-cut "yes" or "no" reply he wants, but it certainly won't give him delay treatment accorded industry petitioners.

Text of Johnson's letter makes it pretty obvious he doesn't want merely a legal opinion. He wants support for "allocation-by-application" principle, rather than "allocation-by-rule-making" concept now being pursued.

"It seems to me that only chaos can follow procedures which are legally doubtful," he stated. "By persisting in adopting its present plan, the Commission

invites all disappointed parties to take their cause to court, thereby creating further unpredictable delay in lifting of the 'freeze'."

Chaos would follow the Johnson concept, say some of FCC's legalists -- regardless which procedure is legal. Here are the two arguments:

PRO-FCC PROCEDURE: If you have no fixed plan, everyone and his brother will apply for any channel he wants. Neighboring cities will get into the act. Their neighbors will be affected. Soon, each comparative hearing in each city will amount to a complete allocation hearing for whole region, if not most of U.S. This will be an impossible mess, creating more delay than imaginable. Argument goes on:

Upcoming hearing -- starting July 9 and probably lasting all through summer (Vol. 7:20) -- will give everyone chance to poke holes in proposed allocation, show how to correct inequities if they exist. If we persist in faulty allocation despite these hearings, say FCC people, aren't we just as likely to allocate poorly with any other procedure? Why not set a pattern for the whole nation at one time? Our rules permit changes if they're needed.

ANTI-FCC PROCEDURE: The only realistic allocation is one based on assignments where stations will be built. And you don't know where they'll be until people apply. Sure, this will mean some rugged hearings, but not as bad as the FCC thinks. After all, the 107 stations are concentrated in areas of greatest demand; they'll limit "chain reaction" of channel shifts. This argument goes on:

What's more, applicants will have to go through only one hearing, not an allocations hearing and a comparative hearing. And they'll cooperate -- as they did in AM -- to reduce complexity of hearings. Meanwhile, there's big risk someone will take whole allocation to court, tying up whole nation for years.

So the arguments run, with every applicant fretting to see it settled, once and for all -- and quickly -- because all are now anxious for end of freeze.

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Sen. Benton (D-Conn.) introduced his revised "educational study" resolution this week (Vol. 7:22). Also backed by Senators Hunt (D-Wyo.), Bricker (R-O.) and Saltonstall (R-Mass.), S.J. Res. 76 includes some remarkable "whereases", such as:

"Whereas television is proving so costly in all its phases, to the point where the public has already invested nearly \$4,000,000,000 in receiving sets which may become quickly obsolete, and the broadcasting industry has spent at least another billion in trying to cope with programming costs." Resolution asks:

- (1) No grants for 6-12 months, while educational and subscription TV are explored by everyone concerned.
- (2) TV licenses to be granted for one year only.
- (3) FCC to be "encouraged" to explore subscription TV and, in turn, should "encourage its development in every legitimate manner."
- (4) Establishment of a National Citizens Advisory Board on Radio and TV.

UHF EQUIPMENT OUTLOOK STILL BRIGHTER: Uhf enthusiasts got another lift this week as Standard Coil Products Inc., biggest tuner maker, showed off its "easy conversion" strips in Bridgeport, and GE divulged latest station equipment developments.

Standard's week-long showings to its customers and press were probably not only to reveal what it has developed but also to provide its many set-manufacturing customers with ammunition to counter full-page Zenith ads implying Zenith alone can accomplish conversion via strips. Standard's showings were latest in series of tuner demonstrations in range of RCA-NBC "guinea pig" uhf station -- last previous one we saw having been Crosley's (Vol. 7:15).

Uhf strips we saw in Bridgeport are based on precisely same principle as Zenith's, work just as well, as far as we can tell. Two small bakelite strips from unused vhf channel are snapped out of tuner, 2 uhf strips are snapped into their place. Nothing else is added to set.

Strips for top of uhf band -- 890 mc -- offer no more problem than low end, Standard says. And oscillator radiation, once a real uhf bugaboo, is said to be no worse than in vhf where it has been drastically reduced.

Cost of strips wasn't estimated, except that they would be "nominal". Shipments could begin in "few weeks" if orders were received.

List of 66 set makers which have used Standard's tuners was handed out -- including Admiral, Capehart, Emerson, Hallicrafters, Hoffman, Olympic, Packard-Bell, Philco, Stewart-Warner. But company made it clear all these haven't used its tuners exclusively. Nevertheless, it reports that 4,500,000 sets include its tuner.

* * * *

Success in licking vhf oscillator radiation, reported by Standard engineers, makes possible following limits in average sets: 30 uv/m at 100 ft. for Channels 2-6, 60 uv/m for Channels 7-13 -- well under RTMA-recommended 50 uv/m and 150 uv/m.

Zenith engineers were among guests, are tremendously optimistic about uhf. They report good pictures all over Bridgeport, even at New Haven, 17 miles away. Of 60 installations in Bridgeport, majority get good results with vhf antenna, they say. For locations needing vhf and uhf antennas, Zenith has small device, about 2x3x4-in., which acts as automatic switch when signals from both are fed into it.

We also saw new RCA converter which seems to work as well as any. RCA also is reported having designed new broad-band uhf antenna -- a "bow-tie" and parabola combination -- said to be good for whole uhf spectrum.

All engineers long for station at 890 mc. Then, they say, you'd be able to make real comparisons. Apparently, it's no great trick to show good results on single low channel -- but it takes real engineering to run the complete uhf gauntlet.

* * * *

GE now says "12 kw" for its klystron-powered uhf transmitter (Vol. 7:16,18). Originally, it was 5 kw, then 10 kw. In Washington dinner session June 7, attended by heavy turnout of FCC members and staff, consulting engineers and radio attorneys, GE gave full technical and price details on all uhf and vhf equipment.

Cost of 12-kw transmitter is \$125,000, including tubes; 20-gain antenna, to provide 200-kw ERP maximum proposed by FCC is \$18,000. Total cost of monitoring equipment and accessories isn't estimated, but it runs \$13,000-\$16,000 for vhf.

For small towns, GE offers 100-w driver of 12-kw transmitter for \$37,000.

GE has, for vhf Channels 2-6, 5-kw transmitter at \$65,000, 35-kw unit at \$140,000. Antennas range from \$11,850 for 3-bay to \$90,000 for 12-bay.

For Channels 7-13, 5-kw transmitter costs \$69,000, 20-kw runs \$134,000. And antennas go from \$11,630 for 3-bay to \$36,750 for 12-bay.

Studio equipment costs for 3 typical stations were given. For station primarily network, also handling films, it's \$38,779. For station with 2 sources of live program material and 2 film sources, it's \$114,655. Elaborate setup, such as used for network originations, runs \$195,186.

"No insurmountable hardships" were foreseen in getting materials during next 6-12 months. As GE engineers put it: A station's equipment takes about same amount of copper needed to wire 3-5 homes, motors to provide fans in a few homes, magnets for a few receivers. Company reports taking uhf orders "every day."

TV-AM FORCES MEET ON COMMON GROUND: How broadcaster-telecaster interests overlap -- not only because of parent-offspring relationships, but because of their many operating and regulatory problems in common -- was exemplified this week at NARTB's separate and joint radio and TV board meetings under old NAB's "one big tent".

Lessened antagonism between radio and TV was indicated in this line from banquet speech by veteran broadcaster Paul Morency, WTIC, Hartford: "History gives no example of one major advertising medium destroying another."

Radio business is holding up proudly, by and large -- so the AM directors reported, though bitterness toward networks for rate cuts still smoulders. The TV youngster, of course, is now flourishing beyond fondest hopes of this time last year -- nearly all stations in operating black, some doing exceptionally well, most being ardently wooed by networks, film interests and, in several cases, would-be buyers.

Overall impression at meetings was that nearly all major radio broadcasters

and quite a few smaller ones still outside TV entertain hopes that end-of-freeze will eventually get them into telecasting field, too.

NARTB's new president is Harold Fellows, ex-WEEI, Boston, and autonomous TV board picked for \$15,000 job of TV operations manager 34-year-old Thad H. Brown Jr., son of a late FCC commissioner, Princeton and Harvard law graduate, recently with big Washington law firm. Some 60 of the 107 existing TV stations are now members, providing budget of about \$100,000, and drive will continue to get rest to join.

TV board's topmost problem was seen as excess profits tax, which imposes gross inequity on stations because it fixes as their base periods first several years of their existence -- when, without exception, they operated at huge loss. George B. Storer was named to head committee to get better terms for TV.

In session with Ford Foundation's James Young, former J. Walter Thompson executive, agreement was reached on joint effort to build public service shows on workshop basis -- Foundation to pay writers and producers, shows to be offered live or film, sponsored if salable.

Foundation's recent \$90,000 grant to educators does not necessarily mean support of FCC Comr. Hennock's current crusade for educationally-owned stations. Nor does it mean Foundation intends to underwrite such stations. Grant was merely to help educators explore educational TV possibilities and present their case.

Board also prepared for "program code" session June 22, to be addressed by Sen. Johnson and FCC Chairman Coy, looking to self-regulation as means of precluding govt. interference. At another session, Sen. Johnson, who is president of Western Baseball League, explained his anti-trust baseball bill, which some feared might be used to block telecasting and broadcasting of baseball; there were assurances no such restraints are intended, indeed that Dept. of Justice would be urged to stop any combined effort to prevent sportscasts of any kind.

Among other subjects considered by the 2 boards (radio board for first time under chairmanship of retiring president Justin Miller, now also general counsel) were the Benton Bill to provide for educational TV and super-board over programs, which NARTB opposes; transit FM, declared illegal by Court of Appeals (Vol. 7:22), appeal to Supreme Court supported by association; Broadcast Advertising Bureau, now embarking on new studies to prove "basic values" of radio; 1952 convention, to be held in Chicago's Stevens Hotel next April; membership, totaling 1461 as of May 17, with hopes still held that ABC and CBS will soon return to fold.

THE CHALLENGE OF FEE-TV TO FREE-TV: Battle royal appears to be shaping up between free home TV and paid-admission TV. First significant shot was fired this week with announcement that June 13 Joe Louis-Lee Savold heavyweight bout in New York will be televised exclusively by theatre TV cable "network".

And there were significant indications that protagonists of the various home subscription TV systems will put on heavy pressure this fall -- with hints even of possible tie-ups between theatre and subscription TV systems.

It's not news that TV has rearranged amusement habits of millions of Americans -- and that motion picture industry has been chief victim of this TV revolution. Sports promoters and college athletic directors, too, in many cases have bemoaned the "effect of TV" on gate receipts.

Yes, TV has made inroads. And now the movie exhibitors and producers, aided by some of the sports promoters, are trying to make inroads on TV -- using TV itself as their weapon.

Until this week, their fight has been passive. Big film producers refused to release films to TV. Some professional and amateur athletic groups laid down rules to govern telecasting of sporting events. But TV continued to make gains at expense of movies, and public continued to get good share of top-flight athletic contests free for the viewing. And this week the dike broke on National Collegiate Athletic Assn.'s "controlled TV experiment" in football, with U of Pennsylvania's announcement that it doesn't care what Mama don't allow, it's gonna have TV anyhow.

Attendance at boxing matches has dipped heavily since TV became fixture in American homes. And as boxing promoters watched the gate drop they hiked video

rates to compensate. Ezzard Charles-Joey Maxim heavyweight championship bout May 30 brought in mere 7,226 spectators who paid \$77,319, while Pabst Brewing Co. paid \$100,000 for right to telecast fight over CBS-TV.

But the coming Louis-Savold bout at New York's Polo Grounds was snatched right from under Pabst's nose by group of movie exhibitors (including Fabian, Loew's, RKO, United Paramount) represented by Nathan Halpern. Details of deal with International Boxing Club weren't disclosed -- but club won't get anything like \$100,000 for rights, unless theatres take a loss, which isn't likely.

Fight won't be carried in New York theatres. In other cities -- including Washington, Baltimore, Albany, Cleveland, Chicago -- picture will be piped directly by coaxial cable to TV-equipped theatres, in effect a giant closed circuit.

Even if all 13 TV-equipped theatres outside New York carry the fight, and charge \$1.50 admission, they couldn't take in more than \$40,000, New York Times estimates. Actually, most don't plan to hike price, will throw bout in as bonus.

Next week's show, as well as rest of the "series of outdoor fights this summer" announced by Halpern, is being viewed by theatre and sports people as a "trial run" rather than a money-maker. But deals of this type eventually could be very profitable, if public takes to them. Halpern estimates that as early as end of this year more than 100 theatres in 50 cities will have TV installations, with total seating capacity of some 200,000 (Vol. 7:20).

* * * *

Home subscription TV is another contender in fee-TV vs. free-TV contest -- perhaps destined to be a partner of theatre TV. Paramount Pictures, which last week bought half interest in Telemeter coin-operated system (Vol. 7:22), is known to be looking toward eventual tie-up whereby home subscribers could see same shows being transmitted over theatre TV hookups.

Trend toward exclusive theatre TV showings will accelerate until home TV gets a "boxoffice," in view of Zenith's president E.F. McDonald Jr., developer of Phonevision. "If Phonevision is established as a commercial service," he predicts, "the 2 systems -- theatre and home TV -- can together bring these great sports events to millions and at the same time bring new prosperity to promoters."

Another subscription system, Skiatron's coded-card Subscriber-Vision, has high hopes for test run in New York this fall, similar to Phonevision's Chicago tests. Telford Taylor, Skiatron counsel, reportedly visited FCC chairman Coy June 6 to discuss tests, which would go "far beyond" mere use of motion picture films. Plans include at least one Broadway show direct from stage, and lots of sports.

Subscription TV people, as well as theatre TV folk, got plenty of encouragement from NCAA's TV committee, which saw these systems fitting in perfectly with its "controlled TV experiment" -- permitting live telecasting of only one college football game in each area each week, no one college to be featured twice.

But whole structure of NCAA's "experiment" may collapse as result of U of Pennsylvania's defiance. ABC is supposed to have contract to carry 8 home games at price in neighborhood of \$200,000, sponsor not revealed.

Penn's defection will probably result in similar action by other NCAA members. Notre Dame, possibly Army, are likely to follow suit. And teams which play Penn this fall before TV cameras run risk of being read out of NCAA, along with Penn. At week's end, Wisconsin, Army and William & Mary said they'd probably play Penn, TV or no TV; Cornell and Navy hadn't made up their minds; Columbia, California and Dartmouth talked about canceling games.

Breakdown of NCAA ban would be blow to theatre TV folk, who were planning to capitalize on shortage of live football TV this fall. But regardless of outcome of this particular skirmish, there are indications a real battle is on. New York Herald-Tribune in editorial June 7 summed up issue thus:

"The success of an extra-charge system...will, of course, depend on the reaction of the public. It is entirely conceivable that people will be willing to pay a special price to see a special event. But it certainly isn't what most of them had in mind when they purchased their seats."

Personal Notes: Don Stewart, mgr. of WDTV, Pittsburgh, assigned to New York to handle film-buying for the 3 DuMont-owned stations; successor not yet appointed . . . John H. MacDonald, NBC v.p. and treasurer, has resigned to become asst. to Ben Tobin, of Hollywood, Fla., big hotel operator and one of group of purchasers of Empire State Bldg.; his duties will be taken over by Joseph V. Heffernan, ex-RCA v.p., recently named NBC v.p. . . . Robert W. Sarnoff, NBC-TV director of unit productions, elected v.p. . . . Henry Ginsberg, ex-Paramount Pictures v.p. in charge of studio productions and operations, joins NBC Hollywood as consultant to John West, v.p. in charge . . . Donn B. Tatum, ex-Don Lee, onetime Blue Network executive, joins ABC as TV director, Western Div., Hollywood, replacing Richard A. Moore, who becomes mgr. of KTTV, Los Angeles; Ernest Felix, asst. treas., named acting mgr., ABC Western Div. . . . Murray B. Grabhorn, ex-ABC sales mgr. and ex-mgr. of WJZ, on June 15 becomes gen. mgr., WPTR, Albany, succeeding Robert L. Coe, who has been acting as management consultant for Schine theatre interests . . . Paul W. White, onetime CBS news chief, recently with *San Diego Journal*, has joined KFMB & KFMB-TV, San Diego, as executive editor . . . Arthur J. Daly, ex-Peck Adv., joins Geyer, Newell & Ganger as TV program mgr. . . . Harold Kaye named head of new TV-radio dept., Dorland Inc. . . . Burke Crotty quits ABC-TV to go into package producing on own, succeeded as executive producer by Ward Byron . . . Oliver Trayz named ABC director of research and sales development in newly consolidated research dept. with sales promotion div., under which separate divisions will handle TV and radio . . . Gilbert I. Berry, Chicago sales mgr. of DuMont Network, resigns June 30 to become sales mgr., WIBC, Indianapolis . . . Richard L. Palmer, ex-CBS-TV, joins N. W. Ayer New York TV-radio dept. as traffic mgr. . . . Wayne Kearn, public service editor, promoted to promotion mgr., KSL & KSL-TV, Salt Lake City, succeeding Sherril W. Taylor, now with CBS Hollywood . . . Leo Fitzpatrick, co-owner of WGR, Buffalo, leaves for Athens June 15 on special mission for State Dept. related to broadcasting . . . Maurice B. Mitchell, v.p. & gen. mgr. of Associated Program Service, elected to board of Muzak Corp. . . . Murry Harris, ex-NBC, recently with *TV Guide*, joins A. C. Nielsen Co. as TV-radio public relations director . . . Roy McLaughlin, ABC central div. sales mgr., elected president of Chicago Television Council; George Harvey, WGN-TV, v.p.; Edgar Greenebaum Jr., TV Shares Management Co., secy-treas.

Station Accounts: Using TV only, sharing time with 4 other products, Bosco milk amplifier increased sales 238% in Cleveland area after just 26-week participation in *Uncle Jake's House* on WEWS, Mon.-Fri. 5:5-30; end of second 26-week period found sales at plus-346% where they now stand. Bosco Co. has renewed for second year, thru Robert W. Orr & Associates, N. Y. . . . Ruppert's current campaign for its new Knickerbocker brand beer so successful it's planning to increase TV-radio budget and expand coverage of New York, New Jersey, New England, north-east Pennsylvania markets . . . Block Drug Co. (Amm-ident toothpaste & powder), in addition to present network TV, plans expanded summer ad schedule, including TV-radio spots, thru Cecil & Presbrey . . . CBS Radio Sales reports sale of *The Cases of Eddie Drake*, film series starring Don Hagerty and Patricia Morison, to WPTZ, Philadelphia, for sponsorship by Old Reading Brewery Inc.; WBEW-TV, Buffalo, O'Keefe's Ale; WTMJ-TV, Milwaukee, Blatz; KPHO-TV, Phoenix, Clark Smith Cars; WDTV, Pittsburgh, Ford Dealers; WNBW, Washington, Ford Dealers; KRON-TV, San Francisco, Tru-Pak Foods . . . Statler Tissue Corp. (paper products), thru Chambers & Wiswell, and Grovcton Papers Co. (Vanity Fair tissues,

Blue Ribbon paper napkins), thru John C. Dowd, are sponsors of WNAC-TV, Boston—latter buying *Buster Keaton Show* . . . *Inga's Angle* is twice weekly TV beauty school on WNBW, Washington, sponsored for last 26 weeks (13 each) by Hecht's and Woodward & Lothrop dept. stores, with following cosmetic firms participating: Elizabeth Arden, Dorothy Gray, Harriet Hubbard Ayer, Charles of the Ritz, Helena Rubenstein, Lenthéric, Dana, Bourjois, Marie Earle, Revlon, Frances Denny, Barbara Gould, Lanolin Plus, Tussy, Duart, Bonnie Bell, Milkmaid, Corday, Goubaud . . . National Iced Tea Time, July 13-20, conducted by the Tea Council, contemplates TV-radio tie-ins by food advertisers, in addition to heavy use of magazine and newspaper space . . . Bulova Watch, thru Biow Co., to provide dealers with film commercials of varying lengths for use in locally placed TV sponsorships . . . Swift & Co., network TV user, planning to test spots for premium chicken, thru McCann-Erickson, Chicago . . . Among other advertisers reported using or preparing to use TV: Phillips Petroleum Co. (gasoline & motor oil), thru Lambert & Feasley, N. Y.; Jost Jewelry Mfg. Corp. (gold jewelry), thru William Warren, Jackson & Delaney, N. Y.; Perfex Mfg. Co. (cleaning products), thru Buchanan-Thomas Adv. Co., Omaha; Bayuk Cigars Inc. (Phillies cigars), thru Neal D. Ivey Co., Philadelphia; Nunn-Bush Shoe Co. (men's shoes), thru W. Earl Bothwell-Hamilton Adv. Agencies (formerly handled by Calkins & Holden, Carlock, McClinton & Smith Inc.); Miller-Becker Co. (Cotton Club beverages), thru Lang, Fisher & Stashower, Cleveland (WEWS); Little Crow Milling Co. (Coco-Wheats cereal), thru Rogers & Smith, Chicago (WEWS); Locatelli Inc. (cheese importer), thru H. C. Rossi, N. Y. (WOR-TV); Rolley Inc., San Francisco (perfumes) (KPIX); Polaroid Corp. (cameras), thru BBDO, N. Y. (WABD); Royal Crest Sales Co. (household appliances), thru Product Services Group, N. Y. (WABD); Oscar Mayer & Co. (sandwich spread), thru Sherman & Marquette, Chicago.

Network Accounts: Minnesota Mining & Mfg. Co. (Scotch tape), starting June 19, sponsors *Juvenile Jury* on NBC-TV, Tue. 8:30-9, thru BBDO, Minneapolis, occupying last half-hour of time of *Texaco Star Theatre* during summer hiatus . . . Longines-Wittnauer Watch Co. June 11 starts sponsorship of *Longines-Wittnauer Chronoscope*, with Frank Knight as host, on CBS-TV, Mon. 11-11:15 p.m., thru Victor A. Bennett Co., N. Y.; time is vacated by Masland's *At Home Show* . . . Debut of Blatz's *Amos 'n Andy* film series on CBS-TV June 24, on as many stations as can be cleared for Thu. 8:30-9, will be heralded by \$250,000 promotion campaign, including ads in *Life*, *Look*, *American Weekly*, *Ebony*, plus tune-in newspaper ads in all cities carrying show . . . American Safety Razor Corp. moving *The Show Goes On* from Thu. 8:30-9 to Sat. 9:30-10 on CBS-TV starting June 16, Thu. time being taken by *Amos 'n Andy* . . . Brown Shoe Co. (Naturalizer shoes) moving *Say It with Acting* from NBC-TV alt. Sat. 6:30-7 to ABC-TV, Fri. 7:30-8 weekly for 5 weeks starting Aug. 3; beginning Sept. 14, show will alternate with *Life with Linkletter*, sponsored by Green Giant Co., during same Fri. time . . . Budweiser replacing *Ken Murray Show* for summer with film series titled *Budweiser Summer Theatre* starting June 9 on CBS-TV, Sat. 8-9, thru D'Arcy Adv. Co., St. Louis; Murray returns Sept. 8 . . . Lambert Pharmaceutical Co. (Listerine) has bought 7-7:30 Sat. on CBS-TV for fall sponsorship of unnamed show, thru Lambert & Feasley, N. Y. . . . Jessie DeBoth on June 19 starts *Jessie's TV Notebook* on ABC-TV on participating basis, with these sponsors already signed: Clorox Chemical Co., thru Honig-Cooper Co.; Crosley Div., Avco, thru Benton & Bowles; LaChoy Foods Div., Beatrice Foods Co., thru Footc, Cone & Belding.

TV OUTPUT FALLS TO 1950-51 LOW: Receding tide of TV production, expected to fall to still lower ebb in ensuing weeks, is indicated by output of only 53,966 units (2715 private label) during week ending June 1 -- lowest for any week since start of 1950, with exception of one vacation week last summer. Factory inventory was 593,633, only about 4500 less than at end of preceding week (Vol. 7:22).

Thus, total production first 5 months of 1951 was approximately 3,050,000 sets, as against 2,592,000 same months of 1950. Difference, though, is that sets moved all last year as fast as produced; now, total trade inventories are estimated up to 2,000,000 -- boding tough going for manufacturers rest of this year.

Radio output week ending June 1, according to RTMA, fell to 235,236 sets as against 350,323 the preceding week. Radio inventory totaled 307,728 vs. 299,399 week before. Week's radios were: 100,261 home, 110,748 auto, 24,227 portables.

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Ticklish cash position of some producers is indicated in reports current at RTMA convention this week (verified in cases of 3 companies) that some factories were selling large amounts of components to jobbers. Manufacturers get components at much lower cost than do jobbers, so latter get good deals. Such sales presume parts won't be short this fall and winter, still matter of conjecture.

There was talk at Chicago, too, that several TV-radio factories had shut down receiver production entirely, may stay shut down through usual summer vacation periods in July, then resume only warily if inventories go down and trade outlook improves. On other hand, GE was said to be turning TVs out at high rate, and warehousing them against expected shortages. And Packard-Bell was put in "top producer" category by envious colleagues when it reported one line still going day and night.

Notes from This Week's RTMA Chicago Convention

More than 80% of RTMA members belong in small business category—employing less than 500 men. Thus, small business conference at RTMA convention had wide interest, resulted in setting up task group to study problems and recommend steps RTMA might take to aid members. Among suggestions: (1) Compilation of history book for each company to show military services what its facilities are, what products it makes, what it did in World War II. (2) Establishment of panels of industry experts in various fields to which smaller entities could take their problems for advice.

Newly elected RTMA directors are Harlan B. Foulke, Arvin, and Robert S. Alexander, Wells-Gardner. Robert C. Sprague was renamed chairman, all other officers re-elected. New division chairman are: Set Div., John W. Craig, Crosley, succeeding Glenn W. Thompson, Arvin; Tube Div., R. E. Carlson, Tung-Sol, succeeding Max F. Balcom, Sylvania; Amplifier & Sound Equipment Div., A. K. Ward, RCA, succeeding A. G. Schifino, Stromberg-Carlson. Remaining as division chairmen are H. J. Hoffman, Machlett, transmitters; R. G. Zender, Lenz, parts.

Prestige and morale advertising in trade papers—similar to now-famous Bendix ad (Vol. 7:19)—will henceforth be undertaken by RTMA. Industry leaders feel this type of advertising is needed to hold dealer confidence, will look better over RTMA imprimatur.

RTMA is setting up own statistical dept., will handle all paper work involved in industry reports—set production, tube sales, etc. Association is dispensing with services of Haskins & Sells, which heretofore handled reports.

TV isn't anywhere near saturation, said RTMA chairman Robert Sprague at June 7 luncheon meeting. By early 1952, he foresaw lifting of freeze and, unless materials shortages prevent, an expansion of TV. He recalled 1930 ownership of 13,000,000 radios by 40% of the then 29,000,000 families, yet in 1950 the manufacturers turned out 14,500,000 radios. "With a normal replacement market for TV sets, the establishment of 1,500,000 new families a year, the desire for larger screen by those who originally bought small screens, and the purchase of second and even third TV set for the home, the future looks bright indeed."

Of 14 electronics manufacturers failing during last 12 months, 6 were TV-radio makers, according to H. N. Henrye Saller, credit mgr., John E. Fast Co., chairman of RTMA credit committee. Liabilities of 14 bankrupts totaled \$4,125,653. Since January, following TV-radio manufacturers have been reported as going through wringer: Freed (Vol. 7:10), Richmond Television (Vol. 7:7, 10, 17), S.M.A. (Vol. 7:18), Vidcraft (Vol. 7:7, 9).

President Glen McDaniel sees 2 major long-range policies for RTMA during next several years: (1) Solidify friends and overcome "suspicions" of Washington officials—in Congress, FCC, other govt. agencies. (2) Work closer with telecasters and broadcasters on mutual problems, since manufacturers "aren't just selling TV-radio sets but are really selling programs."

Canadian RMA has voted to change name to Canadian Assn. of Radio & TV Manufacturers—though cumulative TVs turned out to May 1 has been only 56,284 (Vol. 7:22).

Topics & Trends of TV Trade: "Good old days of 1950" were fondly recalled by manufacturers when RTMA statistics committee chairman Frank Mansfield (Sylvania) officially reported 7,463,800 TV sets were turned out last year at factory value of \$1,356,097,822—meaning probable retail plus installation-warranty-servicing trade of at least \$3 billion. Also produced were 9,849,300 home and portable radios at factory value of \$237,959,088, and 4,740,600 auto radios valued at \$123,018,570.

TV unit price last year averaged \$181.69 at factory, home and portable radios \$24.16, auto radios \$25.95.

Picture tube sales last year totaled 8,057,759, up 225% from 1949. Receiving tubes totaled 382,960,599, up 193%.

Beginning July 1, RTMA will handle own inventory-sales statistics, will provide complete figures on factory, distributor, dealer sales. Dealer survey will be conducted by Dun & Bradstreet. Figures will be issued on national basis, won't show city-by-city sales. First dealer inventory figures may be ready July 25, sales Aug. 5.

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Senate Banking Committee, listening to Stromberg-Carlson's Robert C. Tait repeat plea June 5 for 90-day moratorium on Regulation W, then same 15% down payment terms as housefurnishings, indicated such sympathetic reaction that hopes were lifted that something may yet be done to help TV-radio trade out of present inventory troubles. Several committeemen said they would ask Federal Reserve Board what can be done. Mr. Tait's testimony, as spokesman for RTMA, was heard by Senators Maybank (D-S. C.), chairman; Capehart (R-Ind.), Benton (D-Conn.), Schoeppel (R-Kan.). It was generally same testimony he gave before House committee the week before (Vol. 7:22).

Mr. Tait indicated that as of May 11 ratio of factory inventory to TV sales was 4.99, up from end of April's 1.17, March's 0.35, February and January's 0.25 each; ratio never went beyond 0.53 in all 1950.

The Tait testimony is contained in 19-page statement, with graphs and tables, that sets forth case for TV industry with most detailed economic data yet compiled—copies available from RTMA, 1317 F St. NW, Washington.

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Misleading TV ads is subject of special bulletin issued June 6 by New York Better Business Bureau president Hugh R. Jackson, pointing out that advertisements by some retailers and distributors don't state what extra charges must be paid for warranty and federal taxes—thereby featuring prices at which TV sets can't actually be bought. Jackson warned that this practice is violation of Federal Trade Commission's radio trade practice rules, which provide that statement describing additional charges must be prominently featured "in immediate conjunction" with advertised price.

World-wide patent pool covering entire field of telecommunications was set up June 6 by agreement between Western Electric, AT&T and subsidiaries and IT&T and its subsidiaries throughout the world. Agreement means any patents held by any one of signatories may be freely used by any or all of them. Some of the fields said to be covered by pact: TV (including color); radio, wire & cable transmission; radio transmitters & receivers; radio indication (including radar), direction finding, aerial navigation, instrument landing of aircraft; vacuum tubes, crystals & condensers; automatic telephone switching. IT&T subsidiary, International Standard Electric, owns 33 factories in 22 countries. Only 4 are in U. S. Capehart-Farnsworth is home TV-radio manufacturing subsidiary of IT&T. Agreement runs for minimum of 6 years, may be terminated at end of 1956 by one year's notice.

Merchandising Notes: Price wars this week moved some sets by reason of heavy store traffic, but prices weren't much lower (if at all) than previous inventory-unloading sales had been offering . . . Macy-Gimbel price markdowns were mainly consoles and combinations, these being some of June 1 offerings by Macy's: RCA 17-in. combination, cut from \$595 to \$465; Emerson 19-in. console, \$289.95 to \$224; DuMont 19-in. console with doors, \$589.95 to \$499; Stromberg-Carlson 24-in. combination, \$975 to \$774; Philco 17-in. console, \$349.95 to \$276 . . . One sign in TV-radio section of Macy's read "\$10 to \$211 off manufacturer's list price—complete line of Admiral TV" . . . Davega store in Flatbush, says *Retailing Daily*, displayed Emerson 19-in. in original carton, marked down from \$439.95 to \$239.95; store spokesman said same set at same price had been displayed for some time but before price war nobody even looked at it. "Now it stops dozens of people and brings them into the store" . . . Lowering prices of 20-in. table models indicated in Vim chain's ad in New York June 8 offering unidentified make for \$149.95; Muntz's same day for \$159.95; American Television, Chicago, June 7 for \$169.50 . . . American Television also quoted 17-in. table at \$99.50, console \$129.50; 20-in. console \$189.50 . . . Raytheon now giving lifetime guarantee on all parts, except tubes, of TV tuner stage in its receivers . . . Plesser's chain, on Long Island, sends truck loaded with TVs through area's big housing developments, offers free trial installations to homes not showing antenna . . . Good word for auctions in article in June *Electrical Merchandising* titled "TV Auctions Move Trade-ins Fast"; tells how Chicago northside retailer R. H. Television Sales advertised 7-in. trade-ins as low as \$29.95 but couldn't move them, then had auctioneer come in and sold some as high as \$80 (good for color conversion, was pitch) . . . E. F. Hutton & Co., brokers, states "market for air-conditioning in metropolitan New York is reported to be less than 8% saturated, compared with 65% for TV".

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Extent of installment credit drop is indicated in Federal Reserve Board report for April, showing fourth consecutive month of decline. Installment credit by TV and other household goods dealers dropped \$79,000,000 from month before, by auto dealers \$16,000,000. In contrast, there was \$25,000,000 rise in loans repayable in installments made to finance retail purchases. April drop meant that 6 months since October showed nearly \$500,000,000 decline in total debt for retail installment purchases, as against more than \$2,000,000 increase in preceding 6 months. At beginning of May, FRB states, total volume of consumer credit outstanding was \$19,121,000,000 vs. peak of \$20,093,000,000 last Dec. 31.

RTMA Trade Practices Committee, scheduled to meet with Federal Trade Commission June 21 (Vol. 7:22), will recommend that new rules include definition of what constitutes false advertising of color sets and uhf. Committee headed by Emerson's Benjamin Abrams got board go-ahead on this and number of other proposals.

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Hearing on community antenna system (Vol. 7:2, 7, 11, 21) by a state public utilities commission, first yet, has been scheduled in Wisconsin. System involved is that proposed for Rice Lake by Edwin F. Bennett, 511 W. Knapp St.

Admiral assures trade in page ad in June 11 *Electrical Merchandising*: "No New Midseason Line—Present models will be continued until introduction of new 1952 line next January".

Philco has joined Rensselaer Polytechnic Institute's cooperative program for training scientific personnel; also has tieup for training and exchange of technological data with MIT.

COLOR WAR AWAITS SETS, SHOWS, SALES: Basic color picture hasn't changed much in the fortnight since Supreme Court decision. It shapes up as series of running publicity skirmishes until CBS unleashes its biggest guns when it goes commercial June 22, or thereabouts, and RCA counters with public demonstrations of its own system "in early July." Main battleground will first be New York area.

But all this will still be just publicity. A realistic showdown isn't seen likely until people can walk in and buy color apparatus and make clear, by their purchases over a period of time, whether CBS-type color warrants a mass production industry -- and can stand the gaff in a "price market."

Even then, a compatible system may be placed before FCC in such an attractive package that the Commission must carry out its promise to reopen whole issue, regardless of incompatible system's status at the time. Meanwhile --

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(1) It's obvious that color sets aren't here yet, won't be cheap when they do come. Authority for that is Air King itself, soon to be "CBS Columbia Inc., consumer products division of CBS."

(2) CBS is counting on slim initial colorcasting fare to precipitate big promised demand for sets. That's apparent in its proposed color schedule, which is carefully set up to minimize black-and-white dislocation.

(3) Mass of manufacturing industry, despite fact current trade is badly shot (see Trade Report), has become sold on all-industry compatible system, hasn't been panicked into climbing on CBS bandwagon.

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Price of Air King's color sets, shown to press June 4, came as surprise, in light of CBS's consistent "inexpensive" talk. TV-only 10-in. consoles, with magnifiers giving 12½-in., will run \$400 & \$500, depending on style. And these have only manual switch to go from color to monochrome.

"Early September" deliveries of sets, to be called "CBS Colorvision," are promised. Company says it recognizes gamble in tooling for color in face of possible materials shortages. It has no present plans for converters or slave units.

Black-and-white sets will remain basic, because of price, even Air King officials are telling trade. Though confident color sets will sell like hot cakes, they're no less positive than rest of industry in saying that black-and-white will continue to be industry's main product for long time to come. Adapters, to enable past and present black-and-white sets to receive CBS color in monochrome, will be built -- cheap, they say.

When new CBS subsidiary will make drum sets instead of disc type, so as to get bigger pictures, wasn't indicated. Air King also takes dim view of tri-color tube, saying Hytron is working on one of its own to be used whenever practical.

Color demand is enormous, says Air King, but it also reports great increase in black-and-white business and dealers clamoring for franchises. Company reports it now has 35 major distributors, and is "closing up weak spots" elsewhere. About 35% of business is private label, including Sears Roebuck.

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Paramount's "Chromatic TV" seems to promise earliest date, July 1, for combination color-monochrome sets. These will be built around Lawrence tri-color tube (Vol. 7:22), which officials admit doesn't give quite as sharp a picture as disc but permits pictures 17-in. and 21-in. or larger.

Chromatic's plans don't seem very clear. It has no distribution setup, is cagey about production facilities. Tieup with big department stores is possible.

First offering may be AM-FM combination which could cost up to \$1000. New York will be first market -- for "several thousand."

Company says CBS has spurned offer of tube. CBS denies that, says it was never offered. But Paramount feels some big firms will be buying it soon, claims it can be mass-produced much more easily and cheaply than RCA's.

Among other manufacturers in the CBS color act: Tele-tone reports that slave converters will be available for "under \$100" by Aug. 1; Tele King says it will go into production "soon" on color-producing "Fadrak," described only as a plastic panel that is "wired directly to the body of the receiver"; Muntz claims that color production activity has already begun. And there's the inevitable flock of fringe operators, unknowns who promise everything -- including one advertising "color adapter" for \$14.95 "to convert black and white TV to color."

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CBS's colorcasting schedule, as tentatively proffered affiliates, starting June 22, date of Supreme Court mandate: 10:30-11 a.m. & 11:15-11:45 p.m. daily plus 2:30-3 p.m. Saturdays. Among shows reportedly planned are color repeats of portions of regular Godfrey, Big Top, Ed Sullivan shows.

Some 25 sponsors are said to be lined up, to pay \$300-\$400 an hour for time and facilities. Included are major advertisers, many of whom have been given color demonstrations of their products (Vol. 7:11,14).

CBS's problem is how to make these sponsors stick when publicity value peters out -- which many think is bound to happen before size of audience can grow to anything worthwhile.

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No break in industry front was apparent at RTMA convention in Chicago this week. Top-level executives heard GE's Dr. W.R.G. Baker and Philco's David Smith describe work of NTSC's Ad Hoc color committee (Vol. 7:1,18,22), agreed to throw weight into development of projected all-industry "composite" system.

Some companies have their own ideas about methods for building upon basic principles of NTSC plan, which majors have accepted as better method of producing color -- giving rise to speculation about schism among manufacturers. Actually, no break is apparent between RCA and others on Ad Hoc committee -- DuMont, GE, Philco, Hazeltine, Sylvania -- but it's apparent the others don't want system to bear "onus" of FCC attitude toward RCA.

Hence they refer to "composite, compatible, all-electronic system," though it is said by members to be basically the same one RCA promises to show in July.

No one knows when FCC will be asked to reconsider compatible system. Field testing certainly will take some months, and public reaction to demonstrations of RCA system, which embraces Ad Hoc's recommendations, will be watched closely.

GE announced that it will begin test colorcasts, in Syracuse, "as soon as possible," using still pictures at first, live programs later. NTSC will be reorganized into 8 panels June 18, for coordinated attack on problems. Plan is to bring perfected system to Commission's attention by end of this year.

Added impetus for other manufacturers will come with RCA's June 19-20 New York symposium on tri-color tube (Vol. 7:22), right after which 17-in. samples will be made available to licensees and during which 21-in. model will be shown. RCA will telecast its system for many showings to public, press, technical bodies -- first in New York, then in other cities via coaxial and microwave. RCA Chairman Sarnoff sails for Europe June 15, leaving direction of company's "color campaign" in hands of committee headed by president Frank Folsom.

But "it's a race against time," as chairman Robert Sprague frankly warned RTMA members. He pointed out that if CBS sets or converters sold in any quantity, compatible system would face problem of being "incompatible" with CBS system -- as FCC's own decision said in declaring "open door policy" on compatibility.

This time factor may induce RCA, or someone else -- if industry progress seems too slow -- to go to Commission on its own system even before whole industry agrees on all system details.

No RTMA-sponsored anti-CBS advertising campaign is in the works, though RTMA plans brochure to give dealers its evaluation of color situation. Individual manufacturers say they intend to slap back hard in big ads, if CBS "plays rough" in its promotion campaign and further depresses their already moribund sales.

Sample of industry ammunition, at this stage of game, comes from Philco's James Carmine, one of industry's savviest merchandisers. In statement to Philco distributors and dealers, he said:

"The situation is exactly as it was last October when the FCC first issued its ruling...We advised all Philco distributors and dealers that even though FCC had approved a color system, actual color signals would be on the air during fringe hours and on a very limited basis. These limited color broadcasts will not interfere with the great TV programs of today...The present firmly-established black-and-white TV service will continue to be the basic system of commercial TV for years to come. [A compatible system], in the very near future, should be ready for field-testing. It will require, however, refinements of the receiver as well as refinements of the color picture tube before it can be presented to the Commission...We firmly believe that this all-electronic color system [will] become the very finest color TV system in the world."

He went on to say that Philco sets now being made are equipped for easy adaptation, thus enabling customers to buy with assurance of protection.

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Talk of "immediate" color production on any sizable scale by CBS adherents is pooh-poohed by major manufacturers. Sure, they say, anyone can build samples, but it takes 6 months for any serious start on mass production. They point to critical shortage of engineers, who are wrapped up in military developmental work on 5 times as many kinds of electronics gear as in last war. You can't sustain an industry, they say, by a few thousand sales to gadget fans and wealthy novelty-seekers.

Idea of cheap color sets, converters or adapters is just day-dreaming, as far as top manufacturers are concerned. Even Zenith engineers, who built CBS sets for medical demonstrations, claim mere adaptation means almost complete rebuilding of sets now in hands of public, with scarcely any servicemen able to handle the job. CBS disagrees, contends a few adapter designs can take care of all existing sets.

Sets now being built are something else. They can be designed to take adapters later. Matter of fact, Philco's new line (Vol. 7:22) was built just that way. Company says it has adapters for anyone who wants them.

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Color's impact on sales is hard to figure, simply because business is so bad anyway (see Trade Report). Some say customers' color queries have petered out. Others claim it's just beginning, is one more factor keeping people away.

CBS's forthcoming campaign, countered by RCA demonstrations and possible other counter-campaigns, may leave color-impact element impossible to segregate.

It's not likely FCC will give forth with any "advice to the consumer" -- not in near future, at least.

FCC hasn't distinguished itself in past for acumen about economic trends, or for its knowledge of manufacturing costs or its awareness of current demands on electronics industry. At moment, its policy is also "wait and see," and members now apparently appreciate it too has tremendous responsibility not to dry up an industry. "Gradual evolution" is attitude, and "open door" to compatibility is policy.

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Press handling of color story remains quite accurate, with few exceptions. One egregious slip was May 29 Chicago Sun-Times headline, reading: "Court Backs CBS, Next Week--Color Video." But later editions read: "Color TV Here But Sets Aren't."

RCA is distributing brochure of reprints of stories and editorial comment from newspapers and trade press throughout country, most showing remarkable grasp of intricacies and implications of complex color issue. It's designed to help distributors and dealers explain things to buying public.

CBS keeps up flow of publicity pending Big Day, carrying on demonstrations

for fashion groups and the like. It is even reported sending Dr. Peter Goldmark to Geneva, where international TV standards are under discussion, in effort to sell other nations on CBS color.

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Stations haven't had much to say, still sit tight. CBS is undoubtedly getting more gear from Remington Rand to equip its KTSL, Los Angeles, and partially-owned WTOP-TV, Washington, possibly also other outlets.

Remington Rand says it's in good shape to handle orders, has had lots of inquiries lately, but no firm station commitments yet. Company says it has already got its initial costs out, believes potential competitors would have tough time catching up. Delivery of camera ordered now could be made in 120 days, it says.

DuMont says it will accept orders for CBS camera chain, has been building new one easily adaptable to system. GE likewise reports simple adaptability of new equipment. RCA, which once made color camera for CBS, says "no comment" at present.

CANADA'S TV and radio will remain under control of Canadian Broadcasting Corp. if Parliament follows recommendations submitted this week by Massey Commission on Arts, Letters & Sciences. For TV—only 2 stations yet authorized being CBC's (Vol. 7:22)—Commission proposes:

(a) No private stations be licensed until CBC national programs are available, and private stations be required to serve as CBC program outlets.

(b) Financing of CBC's TV programming to come from Federal treasury, with commercial revenue and TV license fees to pay operating expenses.

(c) CBC to exercise strict control over TV stations to avoid excessive commercialism and encourage use of Canadian talent.

(d) Entire question of telecasting in Canada be re-examined by independent body within 3 years after start of regular service.

Commission gave CBC administration 4-1 confidence vote, rejected broadcasters' appeals for separate board to control both CBC and private stations. Report recommended private broadcasters' licenses run for 5 years instead of present 3, and that private broadcasters be granted right to appeal CBC rulings to Federal courts. Commission wants present \$2.50-per-set radio license fee unchanged, didn't recommend any specific TV fee.

Census Bureau's count of 5,120,000 homes with TVs as of April 1950, though more than year old, establishes sort of bench-mark for industry statisticians. Preliminary 1950 *Census of Housing Report*, released this week, discloses this number of TV homes (census takers also counted refrigerators, heaters, etc.): 4,376,000 urban dwellings with sets, or 15.8% of urban total; 571,000 rural non-farm homes, 6.8%; 174,000 rural-farm, 3%. Northeast and North Central areas had about 75% of all. Census Bureau count compares with NBC's April 1, 1950 sets-in-use figure of 5,343,000 (Vol. 6:16), May 1 figure of 5,846,000 (Vol. 6:20). Census takers found radios close to saturation—40,093,000 out of 45,875,000 homes (95.6%).

Republic Pictures opens film vaults to TV in deal very much like Lippert's (Vol. 7:17), whereby Petrillo's AFM agrees to release of either old or new films if new musical scores are recorded for TV and 5% of gross receipts from TV is paid to union. Move is first by any member of big MPA. President Herbert Yates has assured exhibitors releases will be only old films, depending on TV revenue potential. Meanwhile, Lippert is leasing 26 films to WCBS-TV in New York, KTLA in Los Angeles (owned by Paramount Pictures) and WGN-TV, Chicago, for reported \$70,000, \$69,000 & \$67,500, respectively.

Paramount Pictures' net earnings for first quarter were estimated at \$1,411,000, as against \$1,441,000 in first quarter 1950, by president Barney Balaban at June 5 stockholders meeting. Figure doesn't include \$205,000 (vs. \$597,000 first quarter 1950) in profits from partially-owned companies, principally DuMont in which Paramount has 29½% interest. Paramount also holds half interest each in Chromatic Television Laboratories (Lawrence color tube; 7:22) and International Telemeter Corp. (fee-TV; Vol. 7:22). Balaban said increase in foreign revenues "in the face of a contraction of our domestic market" may be enough to offset higher taxes and amortization charges.

As to TV's impact, Balaban said: "It is now clear that TV has had its unmistakable effect upon our grosses, particularly in those areas of high TV concentration such as New York, Chicago, Detroit and Los Angeles." But change from wartime to peacetime economy—not TV—has been principal cause of movie slump, he added. "With further expansion of television, we can expect its increasing influence on our business," Balaban said, adding that "it need not be an adverse influence." He gave "beneficial inter-relationship" between film and TV industries as Paramount's aim, cited successful operation of its TV station KTLA, Los Angeles. Stockholder Benjamin M. Corey charged "bungling" in Paramount's TV and research department had cost company more than \$4,000,000 a year, but company officials said only \$1,500,000 had been invested in TV research in 7 years.

Extension of TV network to Miami will take "at least a year," reports AT&T official following ABC announcement this week that it had asked phone company to interconnect Miami's single outlet, WTVJ (Wometco theatres). Meanwhile, further extensions seem to be in prospect between U. S. and Canada. Tests to determine best sites for microwaving TV signals from Buffalo to Toronto were reported in April *Electrical Digest*, Toronto, quoting Harold G. Young, Canadian Bell western area gen. mgr.: "We know we can bring TV in and provide good quality reception, whenever the time comes for its authorization." CBC's Toronto station is due on air in early 1952 (Vol. 7:22). And, NBC has asked that following cities be interconnected next year: Tulsa, Oklahoma City, Fort Worth-Dallas, San Antonio, Houston—microwave route now under study by AT&T engineers (Vol. 7:6, 20).

June 1 sets-in-use reported since NBC Research's "census" of May 1 (Vol. 7:21): St. Louis 293,000, up 4000; Washington 265,250, up 4250; Fort Worth-Dallas 120,736, up 3736; Memphis 87,871, up 2871; Omaha 79,098, up 2298; Miami 70,000, up 5000; Greensboro 69,556, up 2556; Norfolk 69,130, up 1830; Utica 43,500, up 1500.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for April: William W. Trench gave 10 GE as gift, holds 252; Frank A. Hayden bought 100 Indiana Steel Products, holds 1500; Joseph V. McKee Jr. bought 1000 National Union (Nov., 1950), holds 1000; Kenneth C. Meinken bought 7500 National Union (March), holds 35,900; Adolphe A. Juviler gained 8240 Olympic through stock dividend, holds 90,640; Richard C. Noel gained 121 Olympic through dividend, holds 1333; Percy L. Schoenen sold 200 Olympic, gained 2240 through dividend, holds 24,700; Morris Sobin sold 800 Olympic, holds none; Herbert J. Allemang bought 100 Philco, holds 100; James T. Buckley gave 200 Philco as gift, holds 22,385; Thomas A. Kennally sold 500 Philco (March), hold 25,474; Fred W. Rombach gained 255 Philco through dividend (Dec., 1950), holds 5328; William B. Yoder gained 57 Philco through dividend (Dec., 1950), holds 1181; Herbert I. Markham sold 100 Sangamo Electric, holds 2500; Richard L. Bowditch bought 85 Sylvania (Dec. & March), holds 100; James P. Hale bought 50 Sylvania (Dec., 1949), hold 175; John B. Merrill gained 34 Sylvania through profit-sharing plan (March), holds 254.

SEC also reported that in April Isaac D. Levy, CBS director and one of its founders, sold 5000 CBS Class A, retaining 26,826 Class A and 20,475 Class B. This week, New York Stock Exchange reported that in May he sold the 26,826 Class A and 15,179 Class B, retaining 5296 Class B. He has resigned as CBS director (Vol. 7:22).

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Dividends: Admiral, 25¢ payable June 30 to holders of record June 18; Bendix Aviation, 75¢ payable June 30 to stockholders of record June 6; Avco, 15¢ payable June 20 to holders June 1; Muter Co., 15¢ payable June 30 to holders June 15; Indiana Steel Products Co., 20¢ payable Sept. 10 to holders Aug. 8; Corning Glass, 25¢ quarterly, 87½¢ quarterly preferred, both payable July 2 to holders June 18; Arvin Industries, 50¢ payable June 30 to holders June 18; Zenith, 50¢ payable July 31 to holders July 10; WJR The Goodwill Station Inc., 10¢ payable June 20 to holders June 14.

Cornell-Dubilier reports sales of \$17,221,493 for 6 months ended March 31, up 68% from \$10,237,040 same period year before. Net profit was \$940,217, or \$2.13 per share, vs. \$554,349 (\$1.21). For March 31 quarter, sales were \$9,224,746, profit \$606,508 (\$1.39) vs. \$5,436,316 and \$246,141 (53¢) same 1950 quarter.

Trade Miscellany: Fire at Hoffman No. 3 plant in Los Angeles June 5 caused estimated \$300,000-\$500,000 damages, started in incoming inspection quarters, raced through shipping and administrative areas, demolished stockroom . . . Raytheon has sold its subsidiary Russell Electric Co., Chicago manufacturer of fractional horsepower motors, heating elements, thermostats, etc., to Charles Frost, New York City . . . Crosley plant at Richmond, Ind. (refrigerators) lays off 122 workers, about third of force, due to cutbacks in materials; early in May 800 were laid off, and TV-radio plant in Cincinnati for several months has been working at much reduced capacity . . . Allied Electric Products reports summer vacation shut-down June 30-July 16 . . . Sylvania TV-radio div., Buffalo, reports 25% expansion of space to meet backlog of defense electronics orders, now some \$20,000,000; \$275,000 addition is near completion and \$400,000 plant is in planning stage.

RTMA now has 330 members, compared with 314 last year, took in \$249,690 in dues, spent \$268,212 during fiscal year ending July 31. Budget for next fiscal year is set at \$440,000—with \$485,000 expected from increased dues, more members. During last fiscal year, RTMA spent some \$40,000 in connection with FCC color hearings.

Mobilization Notes: First definitive military procurement figures for electronics-communications were revealed June 7 by DPA acting administrator Edwin T. Gibson to RTMA Chicago convention. As of May 1, he stated, military had obligated \$2.482 billion under 1951 fiscal appropriations (out of approximately \$4.1 billion set up for this category). Estimates for fiscal 1952 (July 1, 1951-June 30, 1952), based on overall military budget of \$60.65 billion, of which \$29.7 billion is for procurement, come to \$3.6 billion (Vol. 7:18).

Backlog of orders as of May 1, said Gibson, totaled \$2.784 billion, including pre-Korea orders with long lead time. Expected rate of deliveries will be \$881,000,000 during fourth quarter this year—"with much, much more to come in 1952." (RTMA chairman Robert Sprague has said electronics-communications deliveries will hit peak of \$2.5 billion in 1952, recede to \$1.5 billion thereafter; Vol. 7:12.)

Speaking of overall military orders, Gibson said: "The flood of deliveries is beginning now; it will increase in volume in the last quarter of this year and reach its peak next year." He added: "The full impact of materials shortages will be felt next year." Nevertheless, he saw brighter outlook for materials:

Steel capacity, 100,000,000 tons last June, is now up 5% and well on way to 20% increase planned. Aluminum, 750,000 tons last June, is now up 14% and on way to 75% increase planned.

Difference between military dollar and civilian dollar, as applied to electronics, was illustrated for first time by Mr. Gibson. Citing "typical 17-in. TV set" as example, he said 86% of its price represents materials costs, only 14% labor and engineering. But: "For a modern airborne fire control equipment, only 49% represents materials, the balance represents the value of labor and engineering." Thus, he noted:

"Price-wise, this complex electronic equipment requires a vastly greater investment of labor and engineering by the end-product manufacturer than a comparable home television combination."

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Approximately 20% of total supply of nickel is earmarked by NPA for non-defense use in June. Electronic tube industry is scheduled to get 180,000 lbs. this month for both military and civilian use, as compared to 200,000 last month and average 283,000 lbs. monthly last year. For TV-radio use, magnet manufacturers will get about 20,000 lbs. in June—unchanged from May—enough to match their 30,000-lb. ration of cobalt, or about 25% of average 1950 monthly use.

Some 600 applications for allocations of steel, copper and aluminum under Controlled Materials Plan had been received from electronics manufacturers at week's end by NPA Electronics Div., with possibly 300 more expected. No allocations have yet been made by the division, although it was understood that they may begin next week.

Trade Personals: Henry T. Roberts, manufacturers representative, appointed Majestic Radio v.p. in charge of private-brand contract sales, with offices at 743 N. La-Salle St., Chicago, and at Wilcox-Gay plant in Charlotte, Mich. . . . Ovid Riso, Philco International adv. & sales-promotion mgr., appointed v.p. in charge of adv. . . . Jack L. Hobby, ex-Capehart-Farnsworth and Andrea, appointed public relations asst. to Raytheon president Charles F. Adams . . . David P. Higgins elected Hallicrafters v.p. in charge of govt. contract div. . . . Joseph Grossman appointed mgr. of Sentinel TV Sales Distributing Corp., succeeding v.p. Joseph Bonnem, resigned because of ill health . . . Tom Jacocks named GE tube div. special representative in Washington.

Telecasting Notes: United Auto Workers (CIO) wants in on TV, too, plans to apply for Detroit outlet (presumably one of 3 uhf proposed, since all vhf are already occupied); meanwhile, it's buying weekly documentary on WWJ-TV, Tue. 7:30-8, conducted by own commentator Guy Nunn, starting June 19. UAW went heavily into FM, now wants to drop Cleveland FM, saying its Detroit WDET-FM provides ample coverage there. It also contemplates other TV applications . . . NBC-TV network billings for May expected to exceed AM network billings first time; PIB figures due in few weeks. *Variety* reports NBC-TV now sure to move into black ink by end of this year, as against \$2,500,000 loss last, thanks to SRO on time commitments for fall-winter, good summer schedules, 30% rate hike effective July 1 . . . Bernice Judis, who runs big New York AM independent WNEW, never has liked TV anyhow, really got riled this week when Xavier Cugat, on DuMont, grimaced and made remarks that seemed derogatory to radio—so she has ordered his recordings banned from all WNEW disc shows; Cugat, contrite, told UP: "I am only a band leader who tries to make with the jokes sometimes. I certainly meant no harm, as some of my best friends are in radio" . . . Overflow crowd at this week's commencement exercises at Washington U, St. Louis, watched ceremonies on battery of 8 TV sets on campus, featured pictorially in newspapers this week . . . Baltimore Markets chain's "last word" in super-market, in Philadelphia, includes TV lounge for tired shoppers as well as haberdashery, gas station, glass-enclosed bakery, etc. . . . WNBT begins telecasting June 11 from new Empire State Bldg. multiple antenna (Vol. 7:2,19), WJZ-TV due to start June 26, other 3 (WCBS-TV, WABD, WPIX) due by end of July; date for WATV is undetermined. Engineers say that at least 3 uhf stations (total proposed for New York) can also be handled . . . ABC increases night rates of its own TV stations, as of Aug. 1: WJZ-TV, from \$3100 to \$4000; WENR-TV, \$1650 to \$2000; WXYZ-TV, \$1100 to \$1350 KECA-TV, \$1650 to \$2000; KGO-TV, \$600 to \$850 . . . Milton Berle's third "telethon" for Damon Runyon Memorial Fund was to run from 12 noon Sat., June 9, to 10 a.m., Sun., June 10, from NBC studio 6B.

Two vhf and one uhf application filed this week brought total pending to 410, as WHEB, Portsmouth, N. H., voluntarily dropped application for Channel 5. John L. Booth's WJLB, Detroit, applied for Channel 6; KRIS, Corpus Christi, also seeks Channel 6; WEXL, Royal Oak, Mich., asks for uhf Channel No. 62. New application for experimental TV was filed by Conestoga Television Assn., Lancaster, Pa., group of RCA engineers who once relayed Philadelphia programs to members with TVs but whose license was revoked last February (Vol. 7:5). [For details about foregoing applications, see *TV Addenda 12-V* herewith; for all TV applications, see *TV Factbook No. 12* with *Addenda* to date.]

Applications for construction of TV-radio stations under NPA order M-4 (Vol. 7:19-20, 22) will be processed in Washington, NPA announced June 4—correcting previous announcement that certain field offices would be authorized to act on applications for this type of construction which involve less than 50 tons of steel or less than \$1,000,000 in construction costs. Applications may still be submitted at field offices, but will be forwarded to Washington for action.

TV has depressed attendance at college football games, U of Chicago National Research Center concludes in survey prepared for National Collegiate Athletic Assn. Survey, made public June 8 by NCAA, found that last year "colleges in TV areas dropped about 4% from their normal attendance, while colleges outside those areas gained 4%."

"I did not become president of NBC to preside at the dissolution of the NBC radio network." Thus, NBC's Jos. McConnell answered June 7 demand of Affiliates Committee, organized following network rate cuts (Vol. 7:16-17), that networks state their position on radio (Vol. 7:20). Supporting stand that NBC intends to "maintain network radio at highest possible level," McConnell cited huge investment NBC has made in Sunday night Tallulah Bankhead *Big Show* extravaganza, recent sales promotion activities, forthcoming economic study of network radio by committee of affiliates (Vol. 7:20).

Further reassurance that United Paramount has no thought of dumping ABC radio in favor of TV after projected merger gets FCC approval (Vol. 7:21) is this statement by President Leonard Goldenson to June 4 *Sponsor Magazine*: "Despite any rumors you may hear, we definitely will not get rid of the radio network. On the contrary, we will devote our energies to building the radio network. We will not sell radio short . . ." On June 6, United Paramount board approved merger, set July 27 for stockholders' ratification meeting.

FCC closed down illegal TV station in Madisonville, Tex., suspended licenses of 2 amateurs involved—Henry W. Menefee, Madisonville, and Lawrence W. Peay, Ada, Okla. Station had been picking up and rebroadcasting signals of KPRC-TV, Houston, some 60 miles away. Commission was ready to crack down on another outfit in area but dropped action when it learned operation was community antenna.

Radio Writers Guild, in letter to FCC chairman Coy June 1, called for FCC investigation of "blacklist" it claims is maintained by "some networks, agencies and sponsors," allegedly depriving TV-radio writers of jobs for reasons "unrelated to writing ability or professional experience." Specifically named in letter are CBS loyalty questionnaire and "Red Channels" pamphlet.

WJR, Detroit, has elected 3 new directors, following May 28 death of G. A. (Dick) Richards, chief owner (Vol. 7:22). President John F. Patt announced them as follows: Worth Kramer, v.p. & gen. mgr.; Selden S. Dickinson, gen. counsel; F. Sibley Moore, son-in-law of Mr. Richards, also elected asst. treasurer.

Fraud by TV, radio or wire is placed in same category as postal fraud in H.R. 2948, amending title 18, U. S. Code, passed by House June 4 and now before Senate. Maximum punishment is 5 years imprisonment, \$1000 fine.

Trade journal of newspaper business, *Editor & Publisher*, in June 2 editorial warns comic strip syndicators they better think twice before allowing dramatization of their comic strips on TV. "The newspaper-TV battle," it states, "is not merely a fight for the advertisers' dollar, as was the radio-newspaper fight primarily. This is a contest for the readers' time in which no holds are barred" *Editor & Publisher* itself has published numerous surveys and statements to show TV's effect on newspaper reading has been nil, as has *Television Digest* (Vol. 6:19, 38; Vol. 7:5). Its editorial grows out of May 26 story that *Bayonne* (N. J.) *Times* billed United Features for fee after Al Capp's *L'il Abner* mentioned recent Milton Berle TV show. Note: Comic book publishing house, Whitman Publishing Co., has signed contract for new monthly comic book titled *The Range Rider*, based on CBS-TV show of same name.

Study of 168 newspapers in 62 TV cities indicates circulation gains since 1948—75% of morning papers and 81% of evening showing increases. In 1950, record TV set sales year, total circulation of newspapers studied went up to 31,000,000 as against 30,360,000 in 1948, according to Geyer, Newell & Ganger Inc., which made study.

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HIGH TV PRODUCTION OUT FOR DURATION: It isn't "just talk" any more.

Even if demand for TVs should suddenly snap back....even if by some miracle today's inventory glut were to be wiped out....even if buyers began clamoring for every new TV receiving set produced --

Production couldn't begin to approach last winter's boom proportions. Output at 150,000 to 200,000-per-week level is out for the duration of the mobilization build-up period. Here's why:

"Military production is just now getting under way on a big scale. The output of civilian goods is just now beginning to be seriously cut back."

The words are President Truman's, from his June 15 TV-radio address, and they point a finger at the TV-radio industry particularly. Materials limitations and shortages, from here on in, will be every bit as drastic as predicted.

Shortages have slipped in the back door, while trade slump held production down. If demand picks up, present rate of TV production can go up -- but not much.

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Military orders and production generally are moving forward and the volume is big (Vol. 7:23), albeit not all TV-radio manufacturers are getting enough defense work to offset their civilian dropoff.

The condition is underscored by RCA's announcement June 15 that its big Camden TV plant will be entirely converted to military production after 2-week vacation that begins June 29. And GE, in revealing layoff of 300 of the 900 workers at radio receiver plant in Utica, stated it was due to govt. materials restrictions.

Camden plant employs 1200, begins radar output this fall after engineers have reconverted it. Until then, about 450 workers will go into other jobs, starting July 17; others will be recalled as military production progresses. RCA plants at Indianapolis and Bloomington, Ind. will continue to turn out TVs.

"Govt. orders for critical electronic equipment have reached a volume which requires a substantial increase in manufacturing space and facilities." This statement by RCA Victor v.p., Admiral W.A. Buck, brings President's words closer home.

Signs are same throughout all industry, indicating defense production is beginning to take some of factory space -- and vast gobs of materials -- which would normally be used in TV-radio production. Although wholesale conversion of TV-radio plants to defense is still months off, the big cutbacks in strategic materials are here now and are destined to get progressively tougher.

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You don't have to be a soothsayer to get an idea of the terrific potential value of the 2,000,000 or so TVs now languishing in inventory -- in light of this drastically curtailed production.

President of Associated Warehouses Inc., Curtice Robertson, estimates that the nation's warehouses are filled to 95-100% capacity, largely with appliances,

including TVs. These may be a drug on the market now, but what will they be worth next Christmas season?

Toughest problem for TV trade during this eerie reconversion period is how to hold onto these sets, prevent distress selling, until that oft-predicted day when they're "worth their weight in gold."

Factory inventories climbed to new high of 621,299 as of June 8, up from 593,299 preceding week's end, RTMA reports. Production of TVs for week was 73,470 (3160 private label), up from 53,969 week ending June 1 (Vol. 7:23), which included Memorial Day hiatus. Radios for week went up to 326,867 from 235,236 preceding week, factory inventory rising to 377,625 from 307,728. June 8 week's radios were 145,131 home receivers, 144,123 auto, 37,613 portable.

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If you have any doubts about potentialities of trade's big inventories, consider these facts of life about TV production:

Lack of demand has dictated production cuts since March. You didn't hear much squawking about material shortages. But they weren't far behind. If demand had been at peak -- even then there would have been steady decline in TV production through the second quarter. Consumer resistance applied the brake just as material shortages were about to do it.

Future TV production will be dictated by govt. defense production plans -- and, regardless of trade conditions, regardless of war or peace in Korea, the pinch will get tighter and tighter. You can expect this until late 1952, when planners expect mobilization to pass peak, and civilian production to hit comeback trail.

What of the rest of this year? On basis of third quarter curbs, industry couldn't conceivably average even close to 100,000 TVs a week. And fourth quarter can't possibly be better -- overwhelming odds are that it will be worse.

All-out Controlled Materials Plan for fourth quarter will probably cover TV-radio and other consumer durable goods. But it won't mean bigger share of materials. It will simply allocate to manufacturers the metal the Govt. doesn't need for defense production. But consumer goods will still be at the end of the line.

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Here's the score for third quarter, as adduced from careful checks with govt. production control authorities:

Cutbacks in steel, copper, aluminum -- the basic controlled metals -- will hit directly at TV set manufacturers. But shortages of the rare metals used in TV and radio components -- nickel, cobalt, tungsten -- may hit the hardest.

"Rough, tough and nasty," is how one high control official described the nickel situation. Just this week, NPA sharply stepped up amount of nickel-bearing alloy steel the mills must reserve for defense orders. This leaves less nickel for tubes, speaker magnets, focus devices. And they tell us it's only the beginning.

Tube makers are getting less and less nickel -- and they must use it to make more and more military tubes. What's left goes into civilian tubes. They're scheduled to get 150-180,000 lbs. of nickel in July, compared to 180,000 in June, 200,000 in May, average 283,000 a month in 1950.

Whether tube shortage can be averted this year rests on answers to these questions: (1) How many tubes will set manufacturers require? (2) How big a supply of unbranded stock are tube makers setting aside for future sale?

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On basis of copper supply alone -- ignoring nickel and the other rare metals -- third quarter outlook isn't rosy. Set manufacturers will be limited to 70% of steel, 60% of copper, 50% of aluminum they used during average quarter of first-half 1950 base period. This includes metal in parts as well as raw metal.

Assuming that 60% copper cut will be the limiting factor -- and, for the moment, disregarding conservation measures -- restrictions would permit production of about 934,000 TVs during third quarter. This is an annual rate of 3,737,000, or 72,000 a week -- based on a flat 60% of average base period quarterly output of 1,557,000 sets.

But conservation will surely enter the picture. So, assuming that conservation, together with concentration on smaller low-end lines, could save 25% of copper used per set during base period -- third quarter could see maximum output of 1,125,750 TVs, an annual rate of 4,503,000, or 86,000 a week. Greater conservation could possibly bring this figure up a few notches -- but, by the same token, other shortages and restrictions could drag it way down.

And there's another joker in the deck. Since consumer goods won't come under CMP third quarter, the 70-60-50% limitations on steel, copper, aluminum may be just another fishing license. They're maximums, not firm allocations.

Govt. production planners say they've cut down CMP allotments of metals in order to leave enough for consumer goods. But if there's a slip-up in their figuring, the cuts may go much deeper.

SPEEDIER END OF FREEZE NOW FCC AIM: Now really bent on hastening freeze thaw, FCC batted vexing freeze problems back and forth almost all this week -- finally assented to hear oral arguments June 28 on legality of its predetermined allocation plan prior to scheduled July 9 city-by-city hearing.

Not that Commission has much doubt about legality -- or wisdom -- of its proposed rule-making and allocating course (see Allocation Report, March 24, 1951). But it insists it has open mind -- "will consider better ideas, if any are offered," to use the words of Chairman Coy.

Looking beyond oral argument, Commission racked its collective brains for techniques enabling speedup. So far, only one idea has gained strong support, but it's doubtful FCC will try it without considerable industry backing. It's this:

Dispense with city-by-city hearing. Let FCC make final allocation on basis of written comments, perhaps after another round of comments wherein all parties fire all guns they've been saving for hearing.

Legality of this procedure is quite sound, say Commission sources. But, as one commissioner puts it: "We'd be called 'a bunch of arbitrary bastards' if we did that by ourselves. It would be pretty hard to get 7 rather gun-shy commissioners to do it. But if the industry liked the idea, there would be no trouble."

Four weeks of scrutinizing comments would produce a final allocation, according to some commissioners.

Whether much of industry would go along with such procedure, is hard to say. Lawyers always incline towards hearings, like to "make a case," to embarrass the opposition, to feel out commissioners. And educational issue probably increases reluctance to drop hearing, because applicants thus have a "common enemy".

Answer to Sen. Johnson's letter (Vol. 7:22) is implicit in grant of oral argument. Also implicit is fact that partial freeze-lifting (Vol. 7:13) becomes impossible pending disposition of legalities.

FCC's authority to allocate by rule-making and to reserve channels are only questions to be argued, Commission ruled. Other contentions were dismissed, such as those of WKMh, Dearborn, Mich. (Vol. 7:18) to effect that parties didn't have full opportunity to participate in rule-making and that proper quasi-judicial hearing hasn't been given the 31 stations involved in channel shifts.

* * * *

Opposition comments filed this week numbered 300-odd, are just about what was expected: Everyone wants a vhf channel, will even quote FCC rules to get it.

[For digests of oppositions, see Supplement No. 72-B sent herewith to all full-service subscribers. Any we've missed will be reported next week.]

Ramifications of original comments (Supps. 72 & 72-A) and oppositions impel people in Commission to contend procedures proposed by FCC Bar Assn., et al., are impractical, legal or not. They insist you can't combine allocations and competitive hearings and still confine them to specific cities, that there aren't enough "fire breaks" (existing stations) to keep such hearings within workable limits.

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Educators have suffered couple setbacks. (1) Their FCC champion, Comr. Hennock, was nominated to be Federal judge (see p. 4), which may take some of steam

out of their cause. (2) Views of Ford Foundation consultant James Young, favoring use of commercial stations for education (Vol. 7:23), were widely disseminated.

Though educators haven't always been happy with Comr. Hennock, they appreciated value of her vociferous advocacy via public speeches and on FCC bench.

They're plenty disturbed over Young's statement, in letter released by NARTB. He wrote:

"There may develop specialized uses for TV in instructional and cultural material for which we need non-commercial support, just as we need it in other institutions of our society, but the important fact remains that we are committed to a commercial, competitive system of broadcasting in this country, and that through it we will eventually be spending not less than a billion dollars a year in time and talent costs for commercial TV.

"It is this powerful stream of commercial broadcasting which, in my opinion, will be the real impact of TV on this country -- on its level of information, its emotional maturity, and its unconscious behaviour pattern."

Reluctant to bite hand which has fed educators to tune of some \$500,000 to date, Joint Committee on Educational TV insists educators mean business. New associate director Ralph Steetle estimates that 10 institutions would be ready to build today, if they could get channels, that another year would bring 10 more.

BETTER FCC-INDUSTRY RELATIONS SEEN: It remains to be seen whether FCC changes mean end to big-stick era of TV-radio regulation and improved relations between the Commission and the broadcasting-telecasting and related industries.

Comr. Frieda Hennock's appointment to a Federal judgeship, resignation of asst. general counsel Harry Plotkin to join top-hole Washington law firm, unopposed confirmation of Chairman Coy by Senate -- all happened this week.

Add promising staff setup of newly established Broadcast Bureau (Vol. 7:18), and it would seem the outlook for fewer brickbats is good. But anything can happen.

Miss Hennock stays until confirmed by Senate, which may take quite a while, inasmuch as New York City bar association is opposing her as "unqualified" for the district judgeship there, to which President Truman appointed her. But Federal nominations aren't usually beaten by such local opposition -- so the radio fraternity is already playing the usual guessing games about her successor.

* * * *

Miss Hennock's departure is frankly welcomed by radio folk -- though her FCC voting record is good. But she's author and prime mover in "educational allocation" plan whereby sizable number of scarce and now-eagerly-sought TV channels, particularly vhf, would be held for institutions of learning. This means that many less available for commercial stations, and probable slowdown of end of freeze.

The brilliant Mr. Plotkin, credited with being architect of some of FCC's get-tough policies, the man who drafted its bitterly controversial color reports, joins Arnold, Fortas & Porter law firm to work mainly on litigation and appellate cases. Former FCC chairman (ex-OPA administrator) Paul Porter is partner in this firm, whose clients include many TV-radio and related interests -- among them ABC, Paramount Pictures, Muzak, Western Union.

Scuttlebutt has Hennock job going to Robert T. Bartley, aide to his uncle Speaker Sam Rayburn and onetime employe of NAB and Yankee Network. But at Democratic National Committee the women's division says the post definitely is earmarked for a woman, though no candidates were indicated. Mrs. Fanny Litvin, with FCC and old FRC since 1928, now an examiner, is supported by Senator Murray, of Montana, her home state, and trade talk has mentioned these other possible candidates:

Neville Miller, onetime mayor of Louisville, ex-NAB president, now practicing radio law in Washington; Edward Cooper, former communications asst. to Senator Johnson's Committee on Interstate & Foreign Commerce, now aide to majority leader McFarland (D-Ariz.); Benedict Cottone, FCC general counsel; Theodore F. Granik, who moderates NBC's American Forum of the Air; Don Fink, editor of Electronics Magazine. Only certainty about appointment is that Senator Johnson will have decisive voice.

MANEUVERING OF THE COLOR PRINCIPALS: Color showdown -- or a series of them -- is yet to come. Crescendo of activity and publicity continues to rise:

June 18: National Television System Committee (RTMA-IRE) reorganizes into panels for all-out assault to perfect details of all-industry system (Vol. 7:23).

June 19-20: RCA reveals all its latest know-how on tri-color tube manufacture to 231 patent licensees, including CBS-Hytron, in New York's Waldorf-Astoria.

June 25: CBS inaugurates commercial color with an all-star show, featuring Arthur Godfrey and piped to Boston, Philadelphia, Baltimore, Washington.

July 9, or thereabouts: RCA begins public demonstrations of its system -- locations and schedules yet undisclosed.

From then on, it's up to public to answer these questions:

(1) What happens to black-and-white sales before color sets appear?

(2) How well will color sets sell when they begin trickling through in couple of months? And how will they affect black-and-white market?

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But status of compatible system may be an even bigger imponderable. That's up to FCC and probably RCA -- since rest of industry, through NTSC, isn't expected to place its system before FCC prior to fall or winter.

FCC's position was reiterated in question-answer statement released this week. Commission indicated that CBS system is "law of the land," that compatible system will be considered only when it completely fulfills all requirements laid down in original color decision, namely -- petition for hearing must be filed; receiver must be delivered to Commission; signal must be put on air in Washington; system must meet 7 rigid performance criteria (see Oct. 14 Special Color Report).

Nothing new or unexpected in that. But various interpretations have been put on this statement: "Persons with genuine programs of experimentation...may carry on their experiments by securing [appropriate authorizations]. Such authorizations, however, do not permit the rendition of a regular broadcast program service nor may any of the programs be sponsored."

Whether this cramps RCA's style in its off-air public showings remains to be seen. Closed-circuit demonstrations are something else; FCC admits it has no jurisdiction there. Extent and nature of off-air showings will undoubtedly determine Commission's attitude. At least one commissioner has made it clear he doesn't want demonstrations used for "exploitation" purposes (Vol. 7:22).

Comr. Hennock's attitude toward compatible system was reiterated on June 10 Meet the Press telecast when she said she thinks such system is ultimate answer, and wondered whether "it might be a good idea to have dual standards and let the public provide the answer." She also said that present sets won't be obsolete for 5-10 years. Nevertheless, she defended CBS system as a "very great improvement that shouldn't be kept from the public."

RCA's intensity can't be underestimated. Although it goes along with NTSC on color system principles, it apparently feels it's way ahead of the pack, may well come to Commission on its own in near future. But it isn't saying so, yet.

RCA has set up top-echelon committee to handle color in absence of chairman Sarnoff, who left June 15 for 2 months in Europe. It comprises RCA's Frank Folsom, D.F. Schmit, C.B. Jolliffe, Mannie Sacks, NBC's Charles Denny and Frank Russell. And NBC-TV has temporarily detached program manager Ernest Walling for full-time supervision of color programming.

Gen. Sarnoff predicted, in June 13 speech at Chicago's Mundelein College, that black-and-white "will remain the backbone of the TV industry for a number of years to come," said "we hope and believe" FCC will eventually approve RCA system.

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CBS's gala June 25 color opening, set for 4:30-5:30 p.m., will feature FCC Chairman Coy, CBS's Wm. Paley and Frank Stanton, in addition to network's top stars -- Godfrey, Ed Sullivan, Faye Emerson, Garry Moore, Sam Levenson, et al. Show will be sponsored, participation, probably by stars' regular sponsors.

Regular daily schedule begins June 27, 10:30-11 a.m. & 4:30-5 p.m. with

early afternoon shows added on Saturdays. CBS is said to be dickering with General Mills for regular sponsorships.

Programs will be offered to WMAR-TV, Baltimore; WNAC-TV, Boston; WCAU-TV, Philadelphia; WTOP-TV, Washington.

E.K. Jett, director of Baltimore Sun's WMAR-TV, says he'll carry only morning schedule, can't clear afternoon, will use occasional early Saturday afternoon show. Station has borrowed two 10-in. table sets from CBS, will display them in lobbies of old and new Sun buildings. It has also ordered color monitor from Gray Mfg. Co. No big promotion is planned, Jett says, but newspaper will carry small box inviting public in and will feature news stories on color.

John Hayes, manager of WTOP-TV (55% owned by Washington Post, 45% by CBS), says station will carry morning programs only, will have couple sets for display in station lobby, doesn't plan heavy newspaper promotion.

Expected CBS publicity campaign hasn't broken in full force yet. However, Retailing Daily has story to effect that \$12,000,000 promotion was to start June 16, on CBS's own facilities, newspapers and magazines. Story came from Los Angeles, was based on interview with Jack Covell, head of Exclusive Sales Corp., Air King distributor. He said he had conferred with CBS officials, believed that color would be on air in Los Angeles in 60 days, that 12½-in. converter would be available for "about \$200," that "we will guarantee in writing, if necessary, that converter units can be installed in a matter of minutes by a serviceman."

Meanwhile, CBS issues news releases daily, quoting glowing tributes from Walt Disney, members of Japanese radio delegation, CBS programmers, etc.

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Aside from RCA, most outspoken critic of Commission among major manufacturers seems to be Emerson's Ben Abrams. In June 12 talk to Assn. of Customers' brokers in New York this week, he said:

"The CBS system is an imposition on the public. With all its other drawbacks, it will be at least 2 years before color sets can be available to the public generally, allowing for the time required to tool up for mass production. A few sets may be seen next fall, but they will be for demonstration purposes only. Furthermore, to adapt present sets to receive CBS color broadcasts in black-and-white would cost the owner \$50 to \$100 for an adapter, plus \$150 to \$200 for a converter to receive color." And he said that such equipment might not pass underwriters' approval.

As for compatible system, Mr. Abrams said: "Its advantages will be concretely demonstrated to the public through comparison of the limited entertainment value of the mechanical color system with great strides made in black-and-white."

Another strong-minded manufacturer, H.L. Hoffman, after attending RTMA Chicago convention (Vol. 7:22), stated: "It would appear that the prospects of harnessing the entire know-how of the electronic industry in the NTSC system is a very good one, and one that will not only protect the retail customer, but give the industry sufficient latitude for future technical developments."

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The few manufacturers going along with CBS apparently have settled down to carry out color production promises or have merely settled down. Air King, now officially a CBS subsidiary (see Financial Notes), is still promoting its black-and-white sets to the trade, saying they're adaptable to color and uhf. Its color sets, when they do come, will all be disc-type initially, not drum, since company still has to lick problem of splitting or folding up drum for black-and-white reception.

Paramount's "Chromatic Television Labs" hasn't said any more about sets since it promised demonstrations of combination color-monochrome receivers July 1 (Vol. 7:22), but it did announce signing research and development contract with Air Force, covering tri-color tube and "general electronic projects."

Really unusual color angle is that of Majestic. In full-page ad June 14 in Retailing Daily, it announced: "Coloramic" TV -- "It's Magical! It's Spectacular! It's Colorific! You don't need color telecasting in your city to see color on Majestic TV." Majestic turns out to have red-blue-green piece of film which is

placed in front of tube. Colors don't change, have no relation to subject matter, according to company officials. Majestic says it also expects to make film available to trade, to sell for about \$10 for 16-in. tube.

A "color guarantee" was offered in New York by big Vim chain -- a contract to supply current set purchasers with adapters and converters at cost. Terms of contract leave Vim well-protected against almost every contingency of price, availability and performance.

Both FCC and RTMA agree that color and uhf should be among subjects of fair trade practices conference scheduled June 22 by Federal Trade Commission (Vol.7:23). It remains to be seen what FCC will recommend, but it's to be noted that Commission offered no "to buy or not to buy" advice in its question-answer statement.

THEATRE-TV 'PREMIERE' SCORES A HIT: America's first theatre TV "network" experiment was a terrific success -- judging from our own observations and from newspaper comments. All 9 theatres in 6 cities presenting the June 15 Joe Louis-Lee Savold heavyweight bout were packed to overflowing, with thousands turned away.

Madison Square Garden, too, was filled near capacity -- 18,000 spectators, an unusual crowd for a non-title fight these days. But success of initial International Boxing Club-movie house effort doesn't fully secure theatre TV's standing as substantial rival to free home TV (Vol. 7:23).

Tremendous publicity attending this "premiere" -- together with fact that bout was postponed twice because of rain to Friday night, normally a good theatre and fight night -- may have had considerable effect on attendance. Ticket sales for fight itself, not telecast at all nor shown in New York theatres, lagged when bout was originally scheduled at Polo Grounds June 13, picked up Friday when it was moved indoors. The 18,000 crowd wouldn't have been very impressive at Polo Grounds.

Nathan L. Halpern, who set up the cable-microwave network, said after show: "This is strong evidence that the public will pay to see programs they want on TV, film or whatnot. This will encourage further development of theatre TV."

Fight was shown in Albany, Baltimore, Washington, Pittsburgh, Cleveland and Chicago. Theatres in Boston, Binghamton, Detroit, Minneapolis were unable to get coaxial line clearances. IBC got percentage of theatres' take, varying from house to house. It didn't amount to much compared to the \$100,000 offered by home-TV sponsor Pabst, but all parties emphasized hookup was purely experimental.

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We saw the show at RKO Keith's in Washington. Line in front of boxoffice began 4 hours before 10 p.m. fight time. By 9:45 it extended more than a city block. We selected 12 people at random, found that 9 of them had TVs at home. Some grumbled about having to pay to see TV -- nevertheless they were waiting in SRO line.

Crowd was cool at first, but warmed up quickly when real action began in second round. By knockout round (sixth) there was much of the vocal enthusiasm of a fight arena in the theatre audience. Most of the audience didn't stay to see the feature picture, although it was shown as part of the bill.

Enthusiasm for theatre TV was apparent in the crowds leaving the theatre. The 15x20-ft. picture, while dim, fuzzy and lacking in depth by movie standards, was superior to home TV, in opinions we heard after the show. And there was certainly more of a feeling of "being in the arena" than with home set.

But theatre TV hasn't established itself by this one event as a big-time competitor to free home TV. More experiments are to follow. Same "network" will screen 2 more IBC bouts in next few weeks: Jake LaMotta-Irish Bob Murphy June 27, Rex Layne-Rocky Marciano July 11. Time alone will tell whether the public will pay to see events which have been kept off their TV screens at home.

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Surprising angle in fight telecast was fact NBC camera crews shot the fight for the theatres. This plug appeared on theatre screens: "This theatre telecast has been made with the technical facilities of the National Broadcasting Co."

Apparently NBC doesn't want to be left out in the cold if theatre TV does become important factor on the American entertainment scene. It's known also, that

NBC's parent RCA, chief manufacturer of theatre-TV equipment, is developing its own system of home subscription TV.

Leaping into the theatre vs. home TV fray was Zenith's E.F. McDonald, promoter of Phonevision, this week who wrote to CBS president Frank Stanton: "Is the TV industry, manufacturing and advertising fraternity going to sit idly by and do nothing while theatre TV gains a monopoly on the showing of great events? Or are you going to help us establish subscription TV, which will give you a box office?"

Network Accounts: Curtis Circulation Co. (*Saturday Evening Post, Holiday*), starting June 19 sponsors second edition of *Meet the Press* for 13 weeks on NBC-TV Tue. 8-8:30, thru BBDO, N. Y., occupying first half-hour of *Texaco Star Theatre* time for summer; Sun. edition of *Meet the Press* July 1 moves from 4-4:30 to 7:30-8, will continue to be sponsored by Revere Copper & Brass Co. . . . International Shoe Co. (Red Goose shoes), starting Sept. 1, will sponsor *Kids & Co.* on DuMont Sat. 11-11:30 a.m., thru Westheimer & Block, St. Louis . . . Mennen Co. (shaving products), starting July 6, sponsors *Twenty Questions* on DuMont Fri. 8-8:30, thru Duane Jones Co., N. Y. . . . Walter H. Johnson Candy Co. (Powerhouse candy bar) starts sponsorship of *Flying Tigers* July 29 on DuMont, Sun. 12:30-1, thru Franklin Bruck Adv. Corp., N. Y. . . . National Biscuit Co. (crackers & cookies) in fall takes over sponsorship of Wed. portion of *Kukla, Fran & Ollie* on NBC-TV Mon.-Fri. 7-7:30, thru McCann-Erickson, N. Y.; time being vacated by Ford at end of current run . . . Pall Mall July 6 replaces *Big Story* on NBC-TV Fri. 9:9:30 with *Door with No Name* for summer . . . Kate Smith starts new weekly show Sept. 19 on NBC-TV, Wed. 8-9, with Congoleum-Nairn Inc. signed as first sponsor taking half-hour alt. weeks . . . Gulf Oil July 6 replaces *We The People* with *The Clock* on NBC-TV Fri. 8:30-9 for summer.

Station Accounts: "Daytime TV's oldest continuously sponsored program," is claim made for Philadelphia Electric Co.'s *Television Kitchen*, cooking show, on WPTZ Wed. 2-2:30, just renewed for another 6 months; it has been running since 1947 . . . Brooklyn Union Gas Co. takes additional half hour, Tue. 2-2:30, on *Market Melodies* on WJZ-TV, New York . . . Coca-Cola Bottlers of N. Y. embark on summer "saturation" campaign on TV-radio, aiming at housewives and teen-agers; using TV stations WCBS-TV, WNBT, WABD . . . Some 52,000 dogs, cats and other pets have been placed in good homes via *Calo Pet Exchange*, oldest sponsored show on KTTV, Los Angeles, Fri. 7:30-8 . . . Continental Oil Co., to promote Conoco N-Tane gasoline & Super Motor Oil, using TV-radio along with some 1000 newspapers in its 22-state distribution area (Midwest & Southwest) in campaign starting this month, thru Geyer, Newell & Ganger Inc. . . . Owl-Rexall drug chain buys *Jeanne Gray Show* on KTSI, Los Angeles, 3-3:30 Mon. thru Fri., thru BBDO, and C Cunningham drug chain buys daily *Telenews Aee* plus 2 other daily newscasts on WJBK-TV, Detroit, thru Simons-Michelson . . . Forest City Products Inc., for new Adhesa-Foam food aid, testing TV before national campaign, thru Foster & Davies, Cleveland . . . Lutz & Schramm Inc. (jellies & preserves) using WDTV, Pittsburgh, preparatory to possible expansion later, thru Wasser, Kay & Phillips Inc., Pittsburgh . . . Among other advertisers reported using or preparing to use TV: Special Foods Co. (Jays potato chips), thru Olian Adv., Chicago; Beauty Sales (Shampoo-Curl), thru Barton A. Stebbins Adv. Agency, Los Angeles; Regens Lighter Corp. (lighters), thru Alfred J. Silberstein-Bert Goldsmith Inc., N. Y. (WOR-TV); Gordon Strubler Inc. (Lathercap shaving brush), thru Sid Robbins Adv., N. Y. (WOR-TV); Mrs. Drenks Foods Inc. (Mrs. Drenks

potato chips), thru Stone-O'Halloran Inc., Milwaukee; Jet Wax Co. (spray wax), thru Al Herr Adv. Agency, Milwaukee (WTMJ-TV); Sheerr Bros. & Co. (Armo apparel interfacing), thru Lane Adv. Agency, N. Y.

BEST way to stretch TV advertising dollar is to buy into a multiple-brand show, costing more than \$17,000 per hour weekly to produce and rating 20 or better. That's one of the significant things NBC learned in its second Hofstra College study of TV audience, announced June 11. Average TV program produces 15.6 extra customers per product for each dollar invested compared to pull of non-TV advertised item, report indicates. Program that costs more than \$17,000 an hour weekly delivers 19.5 extra customers. A show with a rating of 20 or higher delivers 23.5 extra customers. And a multiple-brand show like *Kate Smith Show* or *Show of Shows*—where several brands are advertised on a single program—produces 38.8 and 36.8 extra customers respectively.

Study was based on 5067 completed interviews, including 3648 TV homes, made during last December and January in 16 counties of the 51% TV-saturated New York market. It is chockful of facts reiterating what first study showed last year (Vol. 6:18)—that TV sells merchandise. Some new details about TV audience extracted from study, which NBC plans to take on road soon:

(1) Adult TV set owners spend 135 minutes a day on TV—more time than they spend on radio-newspapers-magazines combined. Set owners spend 61 minutes on radio, 47 minutes on newspapers, 11 minutes on magazines. Non-TV owners spend 16 minutes a day on magazines; therefore, TV cuts magazine reading down by 31.3%. Average of all New York family heads—TV owners and non-owners—spends 90 minutes a day listening to radio, 73 minutes watching TV, 45 minutes reading newspapers, 13 minutes reading magazines.

(2) TV families are larger and have a higher income than non-TV families. There are 62 more people per 100 families in TV homes. Annual income of TV families is \$664 more than non-TV owners. That adds up to \$1.5 billion more income in New York's 2,350,000 TV-owning families (as of May 1). NBC points out that 73.2% of all new cars sold in New York last 6 months were bought by TV families.

(3) TV advertisers on air less than 13 weeks got 9.9 extra customers per month for each dollar invested; those on air more than 15 months got 20 extra customers.

(4) Daytime TV delivers 18.7 extra customers per dollar invested, while night time delivers 18.6 extra customers.

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TV saturation of at least 51% will have been reached in 25 top markets by October 1951 when total set population will be 14,000,000, NBC estimates in its new Hofstra College study. These are the cities, listed in descending order of set saturation: New York, Buffalo, Dayton, Minneapolis-St. Paul, Albany-Schenectady-Troy, Boston, Chicago, Detroit, Philadelphia, St. Louis, Baltimore, Cincinnati, Erie, Richmond, Syracuse, Los Angeles, Cleveland, Lancaster, Salt Lake City, Washington, Binghamton, Columbus, Milwaukee, San Diego, Wilmington.

Personal Notes: Harry S. Ackerman relected v.p. in charge of CBS Hollywood network programs (TV & AM), resuming post he relinquished year ago to become production chief and, under his contract, still be able to collect royalties on show packages he created; **Howard S. Meighan**, heading Hollywood operations, returns to New York shortly . . . **Fred Kilian** resigns as ABC central div. program director as of July 1 to join Young & Rubicam, Chicago . . . **Murray Grabhorn**, ex-ABC sales mgr., has reconsidered taking managership of WPTR, Albany (Vol. 7:23), instead will be managing director, National Assn. of Radio & TV Station Representatives, headquartering at 101 Park Ave., New York; he succeeds **T. P. Flanagan**, resigned because of ill health . . . **Don L. Kearney** appointed to newly created post of TV program mgr., Katz Agency, major rep firm, devoting time to selling TV film programs and station-produced programs on national spot basis . . . **Walter B. Emery**, ex-chief of renewals & revocation branch, FCC Law Dept., has been appointed legal asst. to Comr. Paul Walker . . . **John S. Hayes**, gen. mgr., named president of WTOP Inc., Washington, operating WTOP & WTOP-TV (55% owned by *Washington Post*, 45% by CBS); **George Hartford** named sales v.p., **Clyde M. Hunt** engineering v.p. . . . **George Castleman**, ex-v.p., Birmingham, Castleman & Pierce, joins CBS Radio Sales . . . **Charles F. Gannon**, Benton & Bowles v.p., resigns to form Armstrong, Gannon & Associates, 280 Madison Ave., N. Y., with **Spencer Armstrong**, director of Opinion Leaders of America . . . **David Kees**, technical director, promoted to production mgr., KPIX, San Francisco, succeeding **Forrester Mashbir**, resigned . . . **Dick Oberlin**, news director, WHAS & WHAS-TV, Louisville, on 3 months leave to act as consultant on UNESCO education project . . . **Victor Forkner** resigns as adv. mgr., WPIX, New York . . . **Laura Eggleston** promoted to TV-radio time-buyer, **Henri, Hurst & McDonald**, succeeding **Mary Poloson** . . . **Clarke A. Snyder**, recently with Bulova and Biow, named field representative of CBS-TV sales service dept., handling station contacts . . . **Jacob A. Evans**, adv.-promotion mgr. of NBC spot sales, appointed mgr. of radio adv. and promotion for the network, succeeding **George W. Wallace**, resigned to join *Reader's Digest International*.

Comdr. Mortimer Loewi, retiring as director of DuMont Network this week, announced appointment of gen. mgr. **Chris Whitting** to that top network post while he resumes position of executive asst. to **Dr. Allen B. DuMont**. Mr. Whitting said staff shifts are now being worked out, will be announced next week.

TV was third biggest money-maker for TV-radio appliance dealers in 1950, according to NARDA's fifth annual "Cost of Doing Business" survey. Refrigerators were first, accounting for 28.3% of total dollar sales volume, washing machines were second, and TV accounted for 13.7% of sales, up 2.4% from 11.3% in 1949. In 1948, TV represented 4.4%. Order of first 3 items was unchanged from 1949 to 1950. Significant is fact that 13% of all respondents' TV sales were made on trade-in basis. Some 92% of the responding dealers reported net dollar operating profit in 1950, as compared with 87% in 1949.

Packard-Bell preliminary report shows \$992,000 earnings for fiscal Oct. 1, 1950, to May 31, 1951, compared with \$775,000 for corresponding period year before. Sales for the 8 months totaled \$16,000,000 as against \$8,000,000. Before taxes, earnings were \$2,672,000 vs. \$1,191,000. Total of \$143,735 in profit-sharing checks was distributed June 14 by Packard-Bell at Silver Anniversary ceremonies at Los Angeles plant. All hourly and salaried employees who were employed previous to March 31, 1951, were eligible. High man got \$654.

Financial & Trade Notes: CBS-Hytron merger, whereby former pays 31 shares of its stock for each 100 of Hytron, was approved June 13 by stockholders of both companies on terms previously reported (Vol. 7:20)—and CBS added as vice presidents **Lloyd H. Coffin**, Hytron chairman; **Bruce A. Coffin**, Hytron president; **David H. Cogan**, Air King president. They will be elected to CBS board at July meeting, along with **Frederick L. Chapman**, Hytron director. CBS board filled vacancy caused by recent resignation of **Isaac D. Levy** (Vol. 7:22) by electing **James B. Conkling**, president of Columbia Records Inc.

Name of Air King Products Inc., Hytron subsidiary, has been changed to CBS-Columbia Inc., **David H. Cogan** continuing as president, and its receivers marketed under label "CBS-Columbia". Hytron Radio & Electronics Co., major tube manufacturer, continues under chairmanship of **Lloyd Coffin**, with **Bruce Coffin** as president. It's name may be changed, depending upon clearance with Secretary of State of New York, or it may simply be called Hytron Division of CBS.

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Top compensations paid in 1950 as salaries plus bonuses and/or profit-sharing to executives-directors of TV-radio and related electronics fields, as reported by SEC, included following over \$50,000: **Admiral—Ross D. Siragusa**, \$127,703; **John B. Huarisa**, \$151,742; **Wallace C. Johnson**, \$60,576. **Avco—Victor Emanuel**, \$177,000; **James D. Shouse**, \$131,000. **DuMont—Dr. Allen B. DuMont**, \$364,239. **CBS—William S. Paley**, \$100,000; **Frank Stanton**, \$151,597; **Edward R. Murrow**, \$135,086. **RCA—David Sarnoff**, \$200,000; **Frank M. Folsom**, \$154,000; **Charles B. Jolliffe**, \$101,000; **Niles Trammell**, \$100,000; **Walter A. Buck**, \$82,500. **Philco—William Balderston**, \$193,750; **James H. Carmine**, \$155,000; **James J. Buckley**, \$96,875; **Larry Hardy**, \$108,750; **Leslie Woods**, \$106,500; **Thomas Kennally**, \$106,250; **John Otter**, \$97,000; **Harold W. Butler**, \$82,250; **Joseph H. Gillies**, \$92,350; **Robert F. Herr**, \$64,833; **Courtney Pitt**, \$61,250; **David B. Smith**, \$54,000. **Sylvania—Don G. Mitchell**, \$104,679; **Max Balcom**, \$70,103; **H. Ward Zimmer**, \$64,239. **Motorola—Paul Galvin**, \$75,881; **Robert W. Galvin**, \$50,881; **Elmer H. Waverling**, \$52,081; **Frank J. O'Brien**, \$50,881; **Walter H. Stellner**, \$50,881; **Daniel E. Noble**, \$50,881; **George R. Macdonald**, \$50,881. **Zenith—E. F. McDonald Jr.**, \$148,190; **Hugh Robertson**, \$151,523; **H. C. Bonfig**, \$83,492.

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Davega Stores Corp., which this month opened 27th store, reports net earnings of \$718,340, equal to \$2.48 per share after preferred dividends, on sales of \$28,842,269 during fiscal year ended March 31. Provision for Federal taxes amounted to \$637,000. This compares with net profit of \$649,074 (\$2.44) on sales of \$24,359,215 for preceding fiscal year, when taxes were \$403,541.

Dividends: **Raytheon pfd.**, 60¢ payable July 1 to holders of record June 15; **Reeves Ely**, 10¢ payable June 25 to holders June 15, 15¢ on pfd. payable July 2 to holders June 15; **Packard-Bell**, 50¢ payable July 25 to holders July 10; **Davega**, 25¢ on common, 25¢ on pfd., payable June 25 to holders July 5; **Motorola**, 50¢ payable Aug. 1 to stock of record July 16.

IT&T reports consolidated net income of \$4,136,256 on gross of \$21,095,199 for quarter ended March 31 vs. \$2,064,045 on \$16,777,976 for same 1950 quarter.

Monarch Radio & Television Corp., Brooklyn, specializing in coin-operated TVs and radios, has declared dividend of one cent per share, payable April 30.

Eric Resistor Co.'s offering of 84,000 common shares (Vol. 7:21) is being made at \$12 a share through **Fulton, Reid & Co.**

Topics & Trends of TV Trade: TV-radio industry feels it's lost another round in efforts to get Regulation W relaxed, now that Federal Reserve Board chairman William McChesney Martin has publicly told Senate Banking Committee there isn't going to be any modification. But some industry observers feel that FRB hasn't closed door completely, and that perhaps in month there may be chance to try again.

Despite pressures from Congress and industry to get 90-day moratorium on credit restrictions, FRB after 2 meetings this week decided to let things stand. Not the least of reasons for its adamant stand, in belief of many, was fact President asked continued measures against inflation in TV-radio speech June 14 and Board couldn't very well relax restrictions at same time.

It must be borne in mind that FRB looks at economy as whole and feels, according to informed sources, that Regulation W has halted upward spiral of installment credit, that any relaxation might "open up the floodgates" to inflation.

As to TV slump, FRB's attitude is: "You can't say Regulation W is the sole or even primary cause of your distress. There's usual summer slump, color, saturation. Therefore, we can't do anything for you." It's much same attitude as was originally taken in turning down RTMA petition (Vol. 7:19).

Any revisions of Regulation W on basis of hardship would have to apply to complete segments of the national economy, not to any specific industry which might be suffering, according to FRB experts. As for putting TV under household furniture category, which requires down payment of 15% compared to 25% for TV, FRB officials claim that TV, like any other durable, is a "deferrable" item—meaning that the consumer doesn't have to have it immediately but can wait and save up down payment. Furniture, they say, is a "non-deferrable" item—meaning consumer must have it at once.

Only alternative seems to be Congressional action—but Senator Capehart (R-Ind.), a former radio manufacturer who has been active in seeking revision of Regulation W, thought it would take 30 days for Congress to do anything, and "by then the whole picture probably would be changed."

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Not much excitement about TV-radio exhibits at June 18-28 Chicago Furniture Show, though usual exhibitors will be on hand both in Furniture Mart and Merchandise Mart. Advance reports indicate current lines will be shown mainly, with few if any new models on tap.

Air King (now CBS) has been advertising to trade that it will show its "Colorvision" sets (Vol. 7:23) in Trading Post Room, Merchandise Mart Bldg., July 18, 19 & 20, at 10 & 11 a.m., 1:30, 2:30, 3:30 & 4:30 p.m. But its ads play up standard black-and-white line.

Philco has already shown its new low-end models (Vol. 7:22), doesn't call them "new line" since more are to come later. Zenith is reported readying new line for August. Sparton, Pathe and Jackson have several new models to show in Chicago, and Stromberg-Carlson will have some too at its own Chicago branch office. Arvin holds distributor meetings July 29-Aug. 1 in Moraine Hotel, Highland Park, Ill., where new sets will be shown.

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DeForest Pioneers, club formed by alumni of various DeForest radio companies, met at Yale Club June 14—including Dr. Allen B. DuMont, DuMont Laboratories; Admiral Ellery W. Stone, American Cable & Radio Corp.; Frank Andrea, Andrea Radio; Wm. J. Barkley, Collins Radio; Louis Pacent, Pacent Engineering. Dr. DeForest, 78, now living in Los Angeles, was unable to be present.

Trade Miscellany: Nearly 2000 Crosley TV sets were destroyed in fire that razed warehouse in Carrollton, Ky., this week; loss is estimated at \$350,000 in merchandise, \$125,000 building . . . Aladdin Industries Inc., makers of radios, moving out of Chicago plant, going to new quarters in Nashville . . . TV credited with increasing Sears Roebuck's overall sales in Cuba by 20%, though offered only since last October, reports *Retailing Daily* . . . Unconfirmed reports are that Simon Distributing Co., which gave up Washington-Baltimore Motorola distributorship recently, will soon handle Zenith lines . . . DuMont has penchant for All-American grid stars—has Kyle Rote, ex-SMU star, working for distributor S. H. Lynch & Co., Dallas, pending return to N. Y. Giants squad in July; Sid Luckman, former Columbia and Chicago Bears star, is Chicago DuMont distributor, and at network Les Arries is a onetime Northwestern All-American . . . Scott Radio and Hoffman first to announce that they will show new TVs and radios at Music Industry Trade Show in Chicago's Palmer House, July 16-19.

Merchandising Notes: Illustrating how auto sales are suffering trade lapse, too, was offer of Chicago dealer to give away 20-in. table model TV listing at \$199.95 (Jackson) with every new car purchase; dealer says traffic increased 25% . . . Buyers of any brand TV, radio or appliance at list were offered specified new appliances for only \$1 more in June 15 sale at Washington's Electrical Center . . . Arvin advertising 8½-in. table model at \$129.95 for "summer outdoor living"; trade ad headline reads: "When America Moves Outdoors Sell the TV They Can Take Along" and urges small set as "perfect for porch, patio or terrace" . . . Emerson 17-in. table model included in interior decor of deluxe trailer exhibited by General Coach Works at Chicago Sportsmen's Show.

Plant Expansions: Sylvania plans new metallurgical lab at its research plant at Bayside, N. Y., costing \$1,000,000-2,000,000, to be housed in 50,000-sq. ft. building scheduled for mid-1952 completion . . . Lear Inc., California Div., making aircraft radio equipment, to start \$400,000 factory and hangar in Los Angeles.

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Hallicrafters' opinion of mechanical color sets is being shown at Chicago Furniture Show. It's demonstrating slave converter with 8½-in. tube, magnified to 10-in., alongside 20-in. standard set, latter as example of what electronic system will look like with tri-color tube. Card beside first set asks: "Will your customers be satisfied with this?" Card beside other asks: "Or is this worth waiting for?" Disc set is fed with slide picture from flying-spot scanner; other has no picture.

Harking back to lush days of not so long ago, Bureau of Labor Statistics reports TV-radio factory workers totaled 183,400 in March, up from 181,500 in February, 180,500 in January. Average weekly wage was \$57.49 in March, holding about same level as preceding months. Average hourly wage was \$1.42, average hours worked 40.4. Figures are latest from Govt., but it's estimated in trade that TV-radio factory payrolls are now down as much as 65%.

TV-radio firms exhibiting at American Furniture Mart June 18-28 are: Admiral, Arvin, Belmont, Bendix, Hallicrafters, Jackson, Motorola, RCA Victor, Sparton, Westinghouse. At Merchandise Mart: Air King, Crosley, Capehart-Farnsworth GE, Magnavox, Murphy Radio Ltd., Rauland, Westinghouse.

RTMA county-by-county TV shipment report (available on request) shows April shipments to dealers down to 261,357 sets from 595,042 in March. First 17 weeks of 1951 shipments totaled 2,071,124. Monthly reports cover all counties to which as many as 25 sets have been sold.

Mobilization Notes: What are your chances of getting a satisfactory adjustment right off the bat when you appeal to NPA for "hardship relief" under material limitation orders? An official of NPA's last-word Appeals Board says it appears that approximately 90% of the complaints are "satisfactorily adjusted" at the NPA industry division level—at least satisfactorily enough so that appeals don't go any further. He said manufacturers of electronic equipment probably have even a better batting average, as indicated by the small number of their appeals which have reached the board.

Three-man Appeals Board, which set up shop April 1 under T. Munford Boyd, U of Virginia law professor, has more than 70 cases on its docket, of which about 30 have been heard. Among appeals pending hearing is one from Sylvania, asking permanent adjustment of its base period copper usage for TV-radio production. The appeal was turned down by Copper Div., then brought before Appeals Board by Sylvania.

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TV-radio and other consumer goods manufacturers will receive Controlled Materials Plan application forms from NPA by the end of this month. Although Govt. hasn't made up its mind whether to include civilian hard goods in CMP during fourth quarter, it's asking all manufacturers to fill out form CMP-4B. Form must be returned by July 31. Probability is that all segments of American industry will come under the steel-copper-aluminum curbs in October.

Manufacturers who are now under CMP—and this includes all who made out third quarter CMP forms—will receive allocations of the 3 basic metals in time to place orders for September delivery. But they must stay within their CMP quotas for all 3 months of third quarter.

First CMP allotments to electronics manufacturers will be sent out next week. It was learned that many parts manufacturers didn't file CMP applications. Although TV-radio doesn't come under CMP, all parts for TV-radio are CMP items, and their manufacturers must file applications to get materials. Manufacturers of CMP items must get their allocations from Govt.; they're not allowed to buy metals on the "free" market.

Record-keeping required of manufacturers operating under CMP is spelled out in new NPA booklet, *Allotment Accounting for Consumers under CMP*. It's illustrated and details suggested methods of accounting for allotments of steel, copper and aluminum. It's available from National Production Authority, Washington 25, D. C., and Commerce Dept. field offices.

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One certificate of necessity for expansion of electronic production facilities was issued by DPA during week ended June 8, out of total of 109 certificates issued during the period for facilities to cost \$207,110,690. Certificate went to National Electrical Machine Shops Inc., for \$158,364 in expansion of facilities to produce electronic equipment and instruments at Silver Spring, Md. Certificate provides rapid tax amortization on 80% of this amount.

Sylvania has \$75,000,000 backlog of military orders, has put \$39,000,000 into postwar plant expansion, according to June 18 *Time Magazine* report on president Don G. Mitchell. Article deals with Sylvania's recent introduction of "Electro-Luminescence," new method of lighting which makes whole panels glow when electric current excites chemical sprayed on glass.

Avco, which years ago sold holdings in Pan American World Airways and recently sold its 48.6% interest in ACF-Brill Motors (Vol. 7:20), this week sold its 257,690 shares of American Airlines (4% of total) as another step in transition from holding to operating company.

Trade Personals: E. L. Hulse, former GE electronics dept. comptroller, heads new components div., comprising GE-owned Illinois Cabinet Co., Rockford, Ill.; Precision Laboratories Inc., Irvington, N. J.; Wabash Cabinet Works, Wabash, Ind. G. L. Chamberlin, ex-electronics dept. auditor, is new comptroller . . . Robert E. Noth, ex-sales training mgr., GE receiver div., appointed St. Louis district mgr. . . . Carl Duffy, ex-San Francisco service mgr. for Northern California, named Packard-Bell service div. mgr., his asst. Bob Clark promoted to his San Francisco post; Duffy succeeds Thomas L. Stevens, now Los Angeles distributor . . . Jack Kramer has resigned as sales mgr. of Mattison . . . Emerson Dickman, Princeton baseball coach and former big league ball player, resigns that job to devote fulltime to sales position with Capehart-Farnsworth . . . Sarkes Tarzian, Indiana parts manufacturer and TV broadcaster (WTTV), was subject of laudatory June 14 column on foreign-born scientists by Scripps-Howard columnist Robert C. Ruark . . . Peter H. Cousins promoted to RTMA director of information, succeeding John Koepf, resigned to join Treasury bond div.

TV programming has fallen far short of its potentialities, critic Jack Gould writes in June 10 *New York Times Magazine*. To "broaden TV's base," he suggests: (1) Broadcasters stop using TV as "second or third run house for products of stage and screen," but begin to develop their own new material and art forms. (2) Programming structure be varied to "meet the convenience more of the viewer than of the broadcaster," avoiding sameness which now marks most programs at any given time of day. (3) Commercial broadcasters should welcome educational interests into the TV field, for "whatever will expand the audience of the medium [and] reach those persons who are not viewers can only mean added strength and security for all broadcasters . . ." In separate article in Sunday *Times*, Gould hails possibilities of home subscription TV as ideal means of catering to minority cultural tastes and supporting cultural institutions at same time.

Mercurial elder statesman of radio invention Dr. Lee DeForest this week expressed great concern over his TV "grandchild." Said he: "I'm sorry to say that this medium, for which I had such high hopes a few years ago, seems to me already to have become more an influence for bad than for good." On May 17, he had written *New York Times*: "I am a proud parent today. In the past I have complained bitterly about some of the uses to which 'my children,' radio and TV, have been put. I am delighted to see the splendid way these media were employed in bringing to the public the living history of General MacArthur's return and subsequent discussion . . ."

Tallest tower in the world, built for Loran studies, was recently completed near Rome, N. Y., by Truscon Steel Co. It's a 1212-ft. guyed structure, will be used by scientists of Griffiss Air Base. Tower took 772 tons of steel, 4 miles of guy cables, 1400 cubic yards of concrete. Only taller man-made structure is Empire State Bldg.

St. Louis Star-Times ceased publication June 15, victim of mounting labor and material costs. It was sold to *St. Louis Post-Dispatch*, but publisher Elzey Roberts is retaining its radio station KXOK (ABC) which is applicant for TV.

More June 1 sets-in-use reported since NBC Research's "census" of May 1 (Vol. 7:21): Baltimore 301,043, up 4043; Kansas City 121,832, up 2832; Johnstown 93,143, up 5843.

Tide Magazine, advertising weekly, was sold this week to Magazines of Industry Inc., publisher of *Modern Industry*. Reginald Clough continues as editor.

Telecasting Notes: New Orleans WDSU (5 kw on 1280 kc) switches from ABC to NBC, probably in fall, while longtime NBC affiliate WSMB (5 kw on 1350) presumably goes ABC—result (1) of WDSU's ownership of city's first and only TV affiliate, and (2) fact that Gulf Theatres owns half of WDSU, with Maison Blanche dept. store, and United Paramount Theatres, about to merge with ABC (Vol. 7:21), owns Gulf Theatres . . . WDSU-TV principally owned by Lt. Edgar Stern Jr., now on duty at Pentagon, managed by ex-ABC & MBS v.p. Robert Swezey, will continue to take service from all TV networks, however, until New Orleans gets more outlets; city is due to get coaxial link in summer of 1952 (Vol. 7:12) . . . Paramount Pictures hasn't released any of its vault-bound films, but that doesn't deter its own station KTLA, Los Angeles, from publicity splurge on fact it's carrying 26 Lippert features of 1946-50 vintage (Vol. 7:17) and billing them as "the newest block of American films ever released for TV" . . . Not many network TV programs originate outside New York, Chicago or Los Angeles—but NBC-TV is picking up *Ruth Lyons' 50 Club* from WLWT, Cincinnati, starting Oct. 1, Mon.-thru-Fri. 12-12:30 p.m., folksy-chatter type show with music and singing; also, from same station, it's now carrying *Midwest Hayride*, Sat. 9-10 . . . ABC-TV signs Frances Langford and Don Ameche for Mon.-thru-Fri. noon-1 p.m. show starting Sept. 10, to be sold in 15-minute segments at \$2500 per segment; it will originate in Times Hall, on West 43rd St., New York, being leased from *New York Times* . . . CBS-TV has leased 300x152-ft. Keywest Studios, Hollywood, for building and storing scenery and props . . . Caroline Burke, NBC producer, reports she has backing and plans to file for new TV station in Portland, Ore., her home; 5 applications are already pending for that city (see *TV Factbook No. 12*) . . . CBS has signed Jack Donohue, film and dance director, to long-term contract; his recent chore was *Frank Sinatra Show*, and his first under new contract will be Faye Emerson's new show . . . Milton Berle's 22-hour "telethon" on 41 NBC-TV stations June 9-10 brought in \$1,127,211 in pledges to Damon Runyon Cancer Fund . . . George A. Cameron Jr., oilman-owner of KOTV, Tulsa, and movie actor Russell Wade have organized Cameron-Wade Television Productions, with headquarters in Beverly Carlton Hotel, Hollywood, to make "films in color" for TV.

U of Pennsylvania's defiance of live football ban by National Collegiate Athletic Assn. (Vol. 7:23) may cost Penn 5 top opponents this fall. California, Dartmouth, Princeton, Columbia, Cornell notified Penn this week they won't play at Philadelphia if TV cameras are there. Nevertheless, ABC is seeking sponsor for Penn's 8-game home schedule at \$750,000 for package. *Billboard* reported June 16 that Southwestern Conference will join the bolt from NCAA, televise all sellout games, as it did last year. Most Southwestern Conference games in recent years have been sellouts, and 2 games to be played in Cotton Bowl are already sold out—so plenty of live telecasts are practically assured in that area. With NCAA's blessing, Pacific Coast Conference okayed live telecasting of next New Year's Rose Bowl game, and signed contract with Sportsvision Inc., San Francisco firm headed by W. J. Parry, to film conference games for delayed transmission. Parry says Sportsvision will film and telecast some 93 games throughout nation this year.

Both United Paramount and ABC stockholders meetings are set for July 27 to vote on proposed merger (Vol. 7:21), but application to FCC may be filed sooner by counsel in hopes that approval will be forthcoming before start of fall telecast season. Both companies have already filed prospectuses with SEC. United Paramount is represented by Hogan & Hartson, ABC by Arnold, Fortas & Porter.

SAVING to telecasters of nearly \$3,000,000 in taxes is goal of all-industry TV Broadcasters Tax Committee, which as new growth industry goes before Senate Finance Committee on or about June 25 to ask for relief from excess profits provisions of new revenue bill. Headed by Fort Industry's George Storer, committee is asking all TV stations for contributions equaling onetime one-hour rate.

Appeal to Senate will be predicated on fact that base years 1946-49 for excess profits credit were years of heavy losses in TV (\$851,000 less in 1946, \$2,015,000 in 1947, \$8,556,000 in 1948, \$13,520,000 in 1949), so that there actually is no realistic base. They propose formula which would fix credit base on rate of profit on total assets (AM-TV combined) in 1946, considered as representative year in AM broadcasting, which then showed profit of \$14,869,000.

The 1946 profit rate would be applied to total assets at end of 1949, which committee thinks would give true credit base. To qualify under proposed formula, telecaster must show that 30% of his gross revenue in December 1950 came from TV. As alternative proposal, Secy. of Treasury would be entrusted to determine telecasting industry's 1946 rate of return as the tax base.

Committeemen are: Dwight Martin, Crosley, vice chairman; Clair McCollough, WGAL-TV & WDEL-TV; Campbell Arnoux, WTAR-TV; Frank M. Russell, NBC; Earl H. Gammons, CBS; Donald W. Thornburgh, WCAU-TV; John Poole, Fort Industry tax counsel. Committee counsel is Lovell H. Parker, ex-chief of staff, Joint Committee on Internal Revenue Taxation.

Blistering indictment of televised Congressional hearings as "new form of public inquisition" bordering on "mob justice" comes from Thurman Arnold, ex-asst. Attorney General and former Federal judge, in June *Atlantic Monthly*. Arnold says TV makes probe "more of a trial than an attempt to obtain information for legislative action," and thereby (a) distorts govt. objectives by making the most dramatic issues appear to be most important ones; (b) nullifies basic judicial traditions that trial must not be publicity device and must protect the innocent even at cost of letting the guilty escape. Meanwhile, one of the stars of the Kefauver hearings, Rudolph Halley, former chief committee counsel, predicted that the TV audience which viewed the Kefauver hearings will sway this year's elections, presumably in his favor. He's Liberal Party candidate for president of New York City Council.

Dismissal of charges of bias in handling of newscasts leveled by FCC against G. A. (Dick) Richards stations (KMPC, Los Angeles; WJR, Detroit; WGAR, Cleveland) was recommended June 14 by FCC Examiner Cunningham. Death of Richards (Vol. 7:22) renders questions of Mr. Richards' eligibility as a broadcaster moot, Cunningham held. It's believed FCC will affirm examiner's recommendations, but on June 15 Broadcast Bureau chief Plummer, general counsel Cottone and counsel Ford petitioned FCC that Cunningham's initial decision be remanded to him for "proper" decision in case on grounds he had no authority to dismiss.

Not only has Petrillo made deal with Republic for release of old films to TV (Vol. 7:23), but he also has signed Monogram Pictures and is negotiating with independent producer David O. Selznick. Petrillo revealed this in speech to AFM convention in New York last week. Republic has informed telecasters its films will be available in blocks of 13, 26 or 52 weeks, including such featured players as Gene Autry, Johnny Mack Brown, Bob Steele, Roy Rogers.

More community antenna installations (Vol. 7:2, 7, 11, 21), reportedly in operation or planned: Pikeville, Jenkins and Frankfort, Ky.

Television Digest

WITH AM FM REPORTS

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June 23, 1951

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TV RATES UP, AM DOWN, AS OF JULY 1: TV time charges surge to new highs with NBC-TV's increase in network rates for its entire lineup of 63 affiliates, effective July 1.

New one-time rate for purchase of hour on all these stations (Class A time, 6-11 p.m. Mon. thru Fri., 1-11 p.m. Sat. & Sun.) would thus be \$45,425 as against \$36,775 at present, up 24%. That's exclusive of talent costs, subject to discounts.

Local time rates generally are considerably under network. But in compiling data for our TV Factbook No. 13 (due July 15) we find that just about 50% of all TV stations are also boosting their rate cards as of July 1, or thereabouts.

Mounting costs of telecasting time are illustrated by boosts for NBC's own stations: WNBTV, New York, upped from \$3100 an hour to \$4000; WNBW, Washington, from \$750 to \$950; WNBK, Cleveland, from \$1050 to \$1275; WNBQ, Chicago, from \$1650 to \$2000; KNBH, Los Angeles, from \$1650 to \$2000. (These are network rates; NBC also raised KNBH local rate from \$1000 to \$1250, one-minute spots from \$165 to \$200.)

ABC-TV's own stations were similarly hiked week ago (Vol. 7:23): WJZ-TV, New York, \$3100 to \$4000; WENR-TV, Chicago, \$1650 to \$2000; WXYZ-TV, Detroit, \$1100 to \$1350; KECA-TV, Los Angeles, \$1650 to \$2000; KGO-TV, San Francisco, \$600 to \$850.

CBS-TV may raise rates Sept. 1, but plans none across-the-board. Its last rate card change was Jan. 1, when it posted \$3250 network charge for WCBS-TV, New York (Vol. 7:1), which compares with WCBS rate of \$1350, highest in radio. Its KTSL, Los Angeles, charges \$900, and WTOP-TV, Washington (45% owned) charges \$750.

DuMont says it has no present plans to up rates; network charge for WABD, New York, went to \$2200 last Feb. 1; WTTG, Washington, \$400; WDTV, Pittsburgh, \$600.

NBC-TV sales v.p. Edward D. Madden said hike means cost-per-thousand homes is \$3.46, compared with \$3.85 in July 1950 -- with "circulation" 7 times greater. Customary 6-months protection is given contract advertisers signing before July 1.

* * * *

How high can TV rates go? One rough guess, by Young & Rubicam's TV-radio manager W. Rodney Erickson, is that by 1955 there will be 35,000,000 TV homes and that a 52-week half-hour show on 125 stations by then will cost \$3,000,000 a year for time and talent. He made guesstimate before AFA meeting in St. Louis June 13.

TV rate increases come on eve of effective date of AM decreases by networks (Vol. 7:16-17) -- and radio broadcasters, still smarting, have moved to attack. Some actually have raised rates, but not many; others are promoting hard to show radio is still better buy. This week, though it was first to order 10% AM rate cut, CBS ran full-page newspaper and trade paper ad jibing at TV. Headlined "Television's Big Brother," ad said [radio] "can still lick anybody on the block." Theme was that radio is still only medium combining all advertising essentials -- "nation-wide coverage, thumping impact...and minimum cost."

"The big advertisers know better than anybody that you don't send a boy to do a man's work," the text reads. "When there's a big job to be done, you'll want

radio..." CBS network radio cost of \$1.18 per thousand is compared with leading magazines' \$2.72, newspapers' \$4.03.

National reps of stations rushed into fray with big ads, too. Katz Agency trade ad tells how spot TV can be bought on network stations at 19% less. Petry, in similar double-spread, charges network AM rate cuts were "indiscriminate," took no notice of increased listening, added radios -- especially in non-TV areas. It also observed that "revalued" radio doesn't mean "devalued" radio.

Other activity in radio rate picture: (1) Affiliates Committee held exploratory meeting with ANA's Paul West and others, "found no areas of disagreement," according to chairman Paul Morency. (2) Sponsor Magazine June 18 reported Wm. Esty agency (Colgate) has written AM stations recently raising rates to ask "how come?" in light of network radio reductions. Marschalk & Pratt previously had questioned AM station rates, too (Vol. 7:18). And (3) Don Lee Network ordered 10% rate cuts for 1-10 p.m. daily from July 1.

EVERYBODY HELL-BENT TO THAW FREEZE: Hunt for formula for quick end to TV freeze -- at least one promising quicker action than present FCC procedures -- is in full cry at every level of Commission and industry.

Prospects for speedup appear brightest yet. That doesn't mean things could be wound up in couple of months -- but "out of the trenches by Christmas" is now considered realistic goal; that is, processing applications by then. New station construction is another matter. "Well into 1952" is still safest guess.

Idea of calling off oral testimony for city-by-city hearing now scheduled to start July 9 (Vol. 7:24), relying instead on FCC to come up with final allocation on basis of written comments, is gaining impetus.

Many variations on the theme are being considered, and FCC welcomes them. There's widespread feeling, almost one of desperation, that currently-scheduled hearing can't possibly be concluded in less than 6 months -- and some think a year is even more likely. After that, several months more would be needed to end freeze.

Willingness to forego hearing is by no means unanimous. DuMont, with its completely new national plan based on different fundamental premises from FCC's, may insist on hearing -- and Commission may prefer it that way. Then some of the 31 stations which FCC proposes to shift to new channels may feel lack of hearing would short-change them.

But both cases would be small potatoes compared with the size of hearing implicit in the 1000-plus comments & oppositions filed (Supplements No. 72 to 72-C).

Formal petition to dispense with hearing -- the kind of urging sought from industry by Commission -- was filed this week by Westinghouse Radio Stations. It proposes that its direct testimony be submitted in writing, that only cross-examination be conducted orally. Some think cross-examination should be dropped, too.

* * * *

Interwoven with search for "ways and means" is question of the FCC's legal authority to promulgate an allocation plan fixed in its rules. On June 28, Commission will finally hear pros and cons in oral argument.

But preponderant opinion is that FCC will prove virtually unshakeable in conviction of its authority, that it will decide it risks no greater delays from court appeals now than it will at any other stage of proceedings.

Legality question shapes up as battle royal, with industry lined up on both sides of question. FCC Bar Assn. (Wm. Porter or Leonard Marks arguing) and several law firms oppose FCC. CBS (Richard Salant), Joint Committee on Educational TV (Telford Taylor), plus other law offices, side with Commission with equal vigor. FCC will have its own general counsel Benedict Cottone argue for it.

This industry split lends weight to predictions FCC will sustain itself. Sen. Johnson, who really pushed FCC into granting oral argument now, before proceedings render it meaningless, congratulated Commission for "forthright" action. And FCC confirmed the obvious this week -- announcing that partial freeze lifting can't be effected pending oral argument and settlement of legality question.

Industry has been applauding Sen. Johnson for his cool attitude towards the reservation of channels for educational institutions. But, after reading comments filed by Colorado educational groups, that they support reservations, he wrote Commission that he knows very well schools in his State can't afford such "frills". Then, he added, way to get education into TV may be through imposing conditions on licenses of commercial stations "requiring them to devote appropriate time for educational purposes."

Meanwhile, to clear up rag-tag of allocation issues, in preparation for the "big push," Commission is attempting to dispose of 470-500 mc question -- that is, whether band should be given to TV or set aside for common carrier use.

TELECASTERS PLAN SELF-CENSORSHIP CODE: Telecasting industry gets off to good start with the Washington authorities, so far as self-regulation of programs is concerned, if attitudes manifest at all-industry conference on program standards mean anything.

Instead of threatening with a big stick, FCC Chairman Coy and the powerful Sen. Ed Johnson, chairman of Interstate & Foreign Commerce Committee ruling radio, simply passed along friendly words of admonition and advice to the 103 telecasters representing 65 stations and all networks attending NARTB-sponsored parley June 22.

Though Coy called meeting "logical forerunner" of FCC's announced program inquiry (Vol. 7:3-5,16), the soul-searching among telecasters themselves and conciliatory attitude of the lawmakers was so heartening that some ventured opinion such a probe (which some fear has Blue Book implications) can be headed off -- that is, if industry does good job of uplift and self-censorship.

Opinion was well-founded, for FCC plainly wants to be friends with industry and has hands plenty full with problems of ending freeze -- under prodding now of Sen. Johnson himself. Even Coy remarked he seems to be "on a honeymoon" with the broadcasters again, now that he has been reappointed.

Group unanimously adopted resolution by WBAP-TV's Harold Hough calling for "extensive and careful review of present program practices with a view to establishing standards of self-regulation designed to improve character of TV programming..."

Thereupon NARTB president Harold Fellows was directed to appoint committee, to make "an immediate and thorough investigation of all the aspects of promulgating standards for TV...in consultation with representatives of govt., public, civic and other special groups" -- and to draft a proposed code.

* * * *

Said Sen. Johnson: "I know you can do it yourselves." He warned against program excesses (though said he, as a fan and grandfather of children who love TV, found few to complain of). But he warned that criticisms aren't always the work of "bluenoses". He went on, after telling how school kids of his own Colorado (still without TV) are writing him to ask when it will come there:

"I like television. It is the greatest science and art that ever came to the human race. It has restored the home again."

"I'm a TV and radio fan, and I'm not ashamed to admit it. I get a lot out of it, including the advertising. When cleverly done, that too is entertaining [loud applause] and I think most people feel the same way as I do."

Said Coy: "I am delighted that you are exploring ways and means here today to strengthen TV...by moving in on these problems yourselves." He predicted that positive action by telecasters to improve the programming level would bring about "an immediate upsurge of public confidence" -- and said this could be done "without the benefit of govt. intervention."

* * * *

Coy cited as "most prevalent" of some 1000 complaints FCC had received during 72-day period (covering both radio and TV): objected to advertising alcoholic beverages, 255; indecenty, obscenity or profanity, 221; false or misleading advertising, 128; lotteries & giveaway schemes, 107. He noted, though, that anti-liquor complaints were obviously part of organized prohibition and temperance campaigns.

Coy suggested telecasters consider these "Blue Book" points in determining

whether they hold licenses in public interest: (1) Assistance in civic improvements. (2) Promotion of educational and cultural opportunities. (3) Integrity of the news. (4) Promotion of community labor relations and inter-racial understanding. (5) The wholesomeness of entertainers and their sense of responsibility as "visitors" in the home. (6) Fairness in controversial issues. (7) Reliability, good taste, excesses in advertising. (8) Advertiser domination of program schedules.

Self-criticism during discussions included warning from Paramount's Paul Raibourn, citing movie industry's experience, to "organize or be censored" -- and he urged positive action, not mere list of "don'ts".

NBC passed around newly-published booklet "Radio and Television Broadcast Standards" setting forth its limitations on commercials, restrictions on "indecent exposure," "lewd dances," "sex references" -- first such code-book yet published, available from network on request.

There was some disappointment that more of the 107 stations weren't on hand, but prominently present were ABC and CBS representatives, auguring possible return of those networks to NARTB membership.

COLOR NOW UP TO PUBLIC AND INDUSTRY: A 5-city network, top-flight talent, one hour of programming daily, a handful of friendly sponsors -- and 20 receivers available for public showings of color TV.

These are the simple facts as CBS begins commercial colorcasting June 25.

Watching with keenest interest will be a skeptical industry, still largely opposed to the FCC-approved CBS system, still dubious about its public saleability, still bent on perfecting and proving a superior all-electronic system.

FCC Chairman Coy will participate in debut -- but he has also consented to take a look at RCA's tri-color tube next week, personally accompanied by president Frank Folsom, with presumably a full-blown demonstration.

Significant also was industry's all-out mobilization this week to whip into shape its promised compatible system. Prospects looked so good that, at week's end, even that wary scientist-industrialist Dr. Allen DuMont was impelled to declare, after his lab workers had hooked their own test color circuits to RCA tricolor tube:

"For the first time, I have seen color pictures which I consider eminently satisfactory and practical for home receivers." For the first time, reporters found the usually cautious and skeptical Dr. DuMont really enthusiastic.

* * * *

Publicity is by far the most important device left to CBS. It's about only thing that could break the chicken-egg cycle, and possibly create demand for color sets that CBS hopes other manufacturers will find impossible to resist.

No great promotional campaign had been started up to our press time, but everyone is expecting big ad splurge (in the 5 cities) to herald June 25 "premiere". CBS is now apparently playing its promotion by ear -- an unusual practice for that company, known for its well-planned, long-range campaigns.

CBS's relative quietness on color lately has some people thinking that true zeal is somewhat lacking within the organization -- clearly manifest among many of its employes and among its own station affiliates.

Moreover, CBS is now deep into TV manufacturing field (Vol. 7:15,20,24) -- with the same stake in its selling economics as all other manufacturers.

* * * *

All 5 stations will carry Monday's 4:30-5:30 premiere. After that, here's the setup, as revealed by the stations:

New York: WCBS-TV will undoubtedly transmit all scheduled colorcasts -- 10:30-11 a.m. & 4:30-5 p.m. daily, plus some Saturday sports events, including major football games if NCAA permits (Vol. 7:24). CBS will have 10 sets for press and public, but had not disclosed their locations.

Baltimore: WMAR-TV will carry morning shows only, plus occasional Saturday events. Two 7-in. sets, magnified to 10-in., borrowed from CBS, will be used for public showings in lobbies of old and new Baltimore Sun buildings (Vol. 7:24).

Boston: WNAC-TV can handle only morning shows, has also borrowed 2 sets from CBS, will display them at Jordan Marsh dept. store until CBS takes them back, according to manager Linus Travers. Hub Distributors has an Air King, plans showings in Hotel Somerset for its dealers Monday and several days thereafter.

Philadelphia: WCAU-TV plans to carry only Saturday programs, nothing on weekdays for the present. It also has 2 sets on loan from CBS, will show them in its own auditorium.

Washington: WTOP-TV will accept morning programs only, including 10-10:30 test pattern. Three sets are on hand for the premiere, fabricated by stations' own technicians -- one at Carlton Hotel for FCC, Congressmen, other VIPs; one at studio, one monitor at transmitter. Manager John Hayes reports dept. stores and TV dealers begging for display receivers.

Air King (now CBS-Columbia Inc.) won't have quantity of sets ready until late September, and other companies planning sets or converters are moving in rather slowly. But CBS spokesman says many home-made sets will be tuned to colorcasts, estimating these at "around a thousand" in New York, "hundreds" elsewhere. There are also quite a few manufacturers with field-sequential test sets of their own.

Besides celebrities scheduled for first program (Vol. 7:24), 16 sponsors have been lined up for it: General Mills, Lincoln-Mercury, Longines, Pabst, Wrigley, Revlon, Lipton, NBC (National Biscuit Co., that is), Toni, Monarch Foods, Procter & Gamble, Standard Brands, Quaker Oats, Best Foods, Pepsi-Cola, Chesterfield.

Four sponsors have bought 13-week station breaks: Phoenix Aristomat (stove covers), O'Cedar (mops), Bulova (watches), Wembley (neckties).

* * * *

Manufacturers' faith in compatible system appeared stronger than ever this week, as National TV System Committee (NTSC) geared itself for field tests, and RCA supplied all its licensees with tri-color tube -- key device to system's fruition.

NTSC formed 9 color panels, laid out test program, during June 18 New York meeting. [For panel chairmen and vice chairmen, see p. 7.] Now that most manufacturers have receiving equipment to work with, they'll be able to use the compatible signals transmitted by RCA and DuMont (with Hazeltine assistance) in New York area, Philco in Philadelphia, probably Zenith, Hallicrafters and Motorola in Chicago. Chicago is only one of the 3 not yet transmitting.

Dr. DuMont's burst of enthusiasm was expressed in June 22 telegram to Coy, after company had fired up RCA tri-color tube. He invited Coy to see it June 25. Dr. DuMont admits it will take time to get tube into mass production, but he said "the Columbia system will take plenty of time, too." To DuMont's recommendation that commercial advent of CBS color be delayed, Coy answered: "We concluded our hearings some time ago."

* * * *

RCA's tri-color tube symposium June 19-20, in New York's Waldorf-Astoria, was heavily and enthusiastically attended. Each set maker planning experimentation was given 16-in. tube and kit of about 15 parts to make receiver for it. They may buy more when available. Tube makers were also given tube components, with complete story on how to put them together, make their own tubes.

Attendees agreed mass production of tube will be tough job, but RCA likened situation to that existing when industry geared for black-and-white production.

RCA is concentrating on 3-gun tube at present. Reason is that system is now essentially simultaneous, and 3 guns give 3 times the brightness of single-gun. Tubes distributed are 16-in., but 21-in. (round, metal-coned) was also shown. It has same 600,000-dot structure as previous tubes. DuMont claims it is working on tubes with many more dots, some even larger than 21-in., using similar techniques.

Observers at symposium say RCA let down its hair completely, answered all questions frankly. Apparently, company described no radical changes in techniques previously revealed in bulletin distributed to licensees (Vol. 7:10).

There was some criticism in press, though, because tube wasn't shown in

action. Shortly afterward, however, RCA announced public showings to start July 9 -- receivers with tri-color tube picking up live subjects.

First demonstrations will be in Radio City's Exhibition Hall -- from WNBT in morning before regular programming hours, via closed-circuit thereafter. Radio, TV and Broadway stars will be featured.

Network transmissions to other cities will be added later, with "at least 100" color sets to be available for public viewing -- some undoubtedly to be placed in Washington and made available to FCC members and staff.

Remote pickup camera has been developed and successfully tested, according to RCA. FCC critics have said that absence of this device was one of biggest factors contributing to RCA's defeat.

RCA indicates no plans to petition FCC to reopen whole color issue at this time. It may well develop into an all-industry request, through aegis of NTSC, after period of field testing (Vol. 7:23-24).

* * * *

Bendix and Crosley caused raised eyebrows this week when former showed CBS-type converter in Chicago and latter announced June 28 press showing of one in New York's Park Sheraton. But both said emphatically that their only purpose was to show "readiness to meet demand" if and when it arose.

"Demand" remains keynote throughout industry. But, as one typical manufacturer put it: "A certain type of buyer will buy anything. But the depth of that market won't support mass production."

Another key producer pointed to price of Air King's sets (\$400 & \$500 for 10-in. magnified to 12½-in.), recalled testimony of Air King president David Cogan in October 1949, to effect that 10-in. color set would sell for only \$75-\$80 more than the then current \$199 table model 10-in. Same manufacturer said his cost engineers reported that 12½-in. color set would cost company \$600-\$700 to make.

CBS-Columbia Inc. is reported to be paying \$60 for motors alone, and one components manufacturer is said to be offering 10-in. disc-motor assembly for \$230, 7-in. for \$150.

Thus, no mass market is visible to the set makers -- though it's fair to assume that most are prepared to meet any true demand when and if it comes. Matter of fact, one very big manufacturer said he wanted to make 500-1000 color sets just to prove their market sluggishness when compared with far cheaper big-screen black-and-white. But he said his staff talked him out of it.

* * * *

That July 1 unveiling of Paramount's "Chromatic TV" set with Lawrence tri-color tube (Vol. 7:24) won't come off. Paramount v.p. Paul Raibourn says tube has to be "finished up," and he admits picture quality "isn't quite up to standards of the CBS picture." He says company won't conduct press or public showings until "people can look at it and say, 'That's it!'" Nevertheless, Raibourn says that the military like the tube, provide a market regardless of set production prospects.

Webster-Chicago, which plans to sell color converters under its own name and offers chassis to manufacturers, is still in "sample" stage. According to v.p. C.P. Cushway: "We're getting the loose ends together. We're getting some inquiries from manufacturers, and they're talking about substantial quantities. But we don't know whether they mean it. We can't move fast until we see the demand. Then there's the materials situation. Manufacturers may not want to jeopardize the market for known products while diverting materials to something new."

* * * *

Cost and efficacy of adapters, to get black-and-white from CBS colorcasts, is another controversial subject. Philco says its new sets are so designed that its own \$20 adapter, now available, may be added at any time. Apparently, power-handling capacity of transformer and tubes was stepped up to do the job.

Adaptation of existing sets appears to be something else. Many responsible engineers assert that a true adapter would amount to "half a slave unit, tube and all, minus the disc." Television Equipment Co., New York, has an adapter to retail

for \$13.95, but president John Milliken agrees that it would have to be tailored to each model of each set. He complains that "we have inquiries from everyone, but there's no cash-on-the-barrelhead demand. Somebody's got to subsidize it."

* * * *

Industry fought color hearing all over again -- in miniature -- during June 21 trade practice conference held by Federal Trade Commission (see p. 12). RTMA, as well as various dealer groups, wanted color and adapter claims tied down on such points as: (1) Size of color picture should be stated as size of tube, not magnified image. (2) Ads must indicate black-and-white pictures from colorcasts have less detail than standard picture. (3) Size of picture produced by converter must be stated. (4) Ads should indicate whether adaptation requires modification of set, new parts, serviceman, etc.

Such restrictions are totally unfair, CBS counsel Richard Salant argued. For example, he said, current TV ads don't specify whether sets have complete band-pass, giving full resolution of transmitted picture.

FTC moves slowly, won't act on recommendations until fall or later, by which time the color trend (if any) should be better resolved. FCC had own observer on hand, lawyer Arthur Scheiner, but he merely observed.

INTENSITY of FCC's interest in uhf is illustrated by fact Chairman Coy asked RTMA for opportunity to survey industry's receiver-converter development to date. Upshot is June 29 trip to Bridgeport, where commissioners and staff will see products of Hallicrafters, GE, Motorola, Stromberg-Carlson, DuMont, RCA, Zenith, Capehart-Farnsworth, Philco. Scheduled to attend are Comrs. Coy, Walker, Hyde, Webster, Sterling, possibly Jones, and staff members Cottone, Braum, Simpson, Chapin, Boese.

Meanwhile, Westinghouse, Bendix and tuner-maker Sarkes Tarzian showed off uhf units this week. Westinghouse demonstrated to its distributors in Bridgeport's Hotel Barnum. It's continuous-type, claimed to be competitive with any other in performance and price.

Bendix converter, unveiled at Chicago Home Furnishing Show, featured tuner made by Kingston Co., Kokomo, Ind.; it's also continuous. Company officials report excellent performance in field tests, including some in Bridgeport, say they plan to make design improvements.

Tarzian demonstrated his "UT1" at Bloomington, Ind. plant. It's useful with any set, regardless of type of tuner it contains. Tarzian claims that unit, which covers whole uhf band, rates particularly high in sensitivity.

National TV System Committee reorganized this week for color field tests (see story, pages 4-7), shapes up as follows: Dr. W. R. G. Baker (GE), chairman, D. G. Fink (*Electronics*), D. B. Smith (Philco), E. W. Engstrom (RCA), vice chairmen. Chairmen and vice chairmen, respectively, of various panels: Dr. A. N. Goldsmith (consultant), D. E. Hyndman (Eastman Kodak), subjective aspects of color; D. G. Fink (*Electronics*), A. G. Jensen (Bell Labs), color system analysis; A. V. Loughren (Hazel-tine), W. T. Wintringham (Bell Labs), color video standards; D. E. Harnett (GE), M. R. Briggs (Westinghouse), color synchronization standards; Dr. D. E. Noble (Motorola), Rinaldo DeCola (Admiral), compatibility; Dr. T. T. Goldsmith (DuMont), G. E. Gustafson (Zenith), field testing; Frank Marx (ABC), R. E. Shelby (ABC), networks; D. B. Smith (Philco), I. J. Kaar (GE), coordination of panels; Dr. R. M. Bowie (Sylvania), M. W. Baldwin (Bell Labs), definition of terms. Additional organizations represented on NTSC: Bendix, Color Television Inc. (which reports brand new system), Crosley, Federal, Hallicrafters, Hogan Laboratories, NARTB, Tele-tone.

Network TV-Radio Billings
 May 1951 and January-May 1951
 (For April figures, see *Television Digest*, Vol. 7:21)

NETWORK TV time billings for first 5 months of this year, \$43,589,968, already far exceed 1950's total \$40,453,878 (about \$45,000,000, if you include non-reporting DuMont)—auguring, with higher rates upcoming, better than \$100,000,000 network sales for all of 1951. May's \$9,398,488 was ahead of April's \$9,089,454 (Vol. 7:21) and 5-month total compares with \$11,211,455 for same 1950 months, according to monthly Publishers Information Bureau report. Only ABC-TV failed to show gain in May over April, but all gained considerably over May 1950.

Network radio in May went up to \$16,518,337 from \$15,921,908 in April (Vol. 7:21), totaling \$80,572,128 for 5-month period, down slightly from same 1950 months. NBC and CBS showed AM gains over April, ABC and MBS slipping slightly; all but CBS showed gains over May 1950. The PIB figures:

	NETWORK TELEVISION			
	May 1951	May 1950	Jan.-May 1951	Jan.-May 1950
NBC	\$ 4,946,338	\$ 1,583,185	\$22,495,292	\$ 5,926,465
CBS	3,066,249	1,003,658	14,168,546	3,764,022
ABC	1,385,901	367,969	6,926,130	1,520,968
Total	\$ 9,398,488	\$ 2,954,832	\$43,589,968	\$11,211,455

	NETWORK RADIO			
	May 1951	May 1950	Jan.-May 1951	Jan.-May 1950
CBS	\$ 6,763,933	\$ 6,319,197	\$33,060,678	\$30,224,024
NBC	5,329,752	5,639,188	25,260,843	27,709,142
ABC	2,913,834	3,260,839	14,582,390	16,571,195
MBS	1,510,818	1,356,580	7,668,217	7,289,006
Total	\$16,518,337	\$16,575,804	\$80,572,128	\$81,793,367

New type of survey, "covering an entire TV area and utilizing complete probability sampling," prepared for Dallas' WFAA-TV by Dr. Ira G. Corn of Southern Methodist U, claims "highest degree of accuracy known to marketing research." Survey indicates 113,947 homes in Dallas-Ft. Worth 12-county area, or 20% of all residences, have TVs—and house 381,722 viewers, or 30% of total population. Survey found that average of 3.3 persons live in a TV home, while all residences average 3 persons, thus indicating TV homes have 12% more people than non-TV homes. According to study, there were 115,717 sets in Dallas-Ft. Worth area May 1 (NBC set "census", Vol. 7:21, reported 117,000). Of these, 61.1% were found to be in 7-county Dallas area, 38.9% in 5-county Ft. Worth area.

Network Accounts: Norge Div., Borg-Warner Corp. (home appliances) is second sponsor to buy half-hour alt. weeks on new *Kate Smith Show* starting Sept. 19 on NBC-TV, Wed. 8-9, thru J. Walter Thompson Co.; Congoleum-Nairn was first to sign . . . Lambert Pharmacal Co. (Lis-terine) starting Sammy Kaye's *So You Want To Lead a Band* July 28 on CBS-TV, Sat. 7-7:30, thru Lambert & Feasley . . . Pearson Pharmacal Co. Inc. (Ennds deodorant pills), starting July 20, sponsors unnamed dramatic show on CBS-TV, Fri., 10:30-11, thru Harry B. Cohen Adv. . . . Bymart Inc. (Tintair), starting early in July will run *Somerset Maugham Theatre* weekly for 8 weeks during first half-hour vacated by *Robert Montgomery Presents* on NBC-TV Mon. 9:30-10:30; show will resume full hour alt. weeks when Montgomery returns in fall . . . Colgate-Palmolive-Peet Co. has renewed *Colgate Comedy Hour* on NBC-TV Sun. 8-9 on regular weekly basis starting Sept. 2 formerly bought only 3 weeks each month . . . GE replacing *Fred Waring Show* with *General Electric Guest House* starring Osear Levant for summer period starting July 1 on CBS-TV, Sun 9-10 . . . Lever Bros. (Lux) replacing *Lux Video Theatre* July 2 with *Pantomine Quiz* on CBS-TV, Mon. 8-8:30; *Lux Video Theatre* returns Aug. 27 . . . Wine Corp. of America (Mogen David wine) has bought Wed. half-hour on NBC-TV, thru Weiss & Geller, no time or show yet announced.

Station Accounts: Carrier Corp.'s Chicago distributor, Temperature Equipment Co., sponsoring 15-minute news-casts on WNBQ, Tue. 10:15 p.m., reports sales up "because TV viewers are thinking more than ever of home comfort"; last year, an estimated 210,000 such units were sold, compared with 89,320 in 1949, and industry looks to 1,000,000 by 1956 unless cut off by materials restrictions . . . Ideal Mfg. Co. (women's dresses), whose factory and sales offices are located in little Hammonton, N. J., midway between Philadelphia and Atlantic City, returns July 17 to WPTZ, Philadelphia, with *Pick Your Ideal*, fashion quiz, which last spring produced such crowds that, on Sunday particularly, State police had to be called upon to handle traffic converging on store . . . Sequences from film *The Frogmen* being used as trailer spots on all New York and nearby TV stations for several days before June 29 premiere; 20th Century-Fox will watch results to gauge value of this type of TV advertising . . . Boyle-Midway Inc. (Autobrite Silicone ear polish) on June 25 starts sponsoring *Wrestling with Dennis James* on WABD, New York, Mon. 9-11, thru W. Earl Bothwell Inc., N. Y. . . . Kellogg Co. (Corn Pops) on June 26 starts *Wild Bill Hickok* on WJZ-TV, New York, Tue. & Thu. 6:30-7, thru Leo Burnett Co., Chicago . . . Among other advertisers reported using or preparing to use TV: Karscal Corp. (auto wax), thru Mogge-Privette, Los Angeles (KTSL); Effanbee Dolls, subsidiary of Noma Electric Corp., thru Lawrence Boles Hicks Inc., N. Y.; Phillips Packing Co. (canned soups & vegetables), thru Clements Co., Philadelphia.

TV helps increase magazine audience because TV owners stay at home more, spend more time on magazines. That's deduction of Macfadden Publications' researchers Everett R. Smith and Helen E. Johnson in June *Advertising Agency and Advertising & Selling*. Article uses following figures from recent Macfadden-sponsored survey by Stewart, Dougall & Associates: (1) More time spent at home than prior 6 months or year, said 56.3% of TV owners; this compares to half that number of non-TV owners who said they were spending more time at home. (2) Average number of magazines read in TV homes is 3, compared with 2.7 in non-TV homes. (3) Read magazines as much as they did 6 months or year before, said 66.7% of TV owners—with 11.4% saying they read more.

Personal Notes: Harold C. Lund, ex-Walker & Downing agency, named gen. mgr. of WDTV, Pittsburgh, succeeding Don Stewart, now assigned to DuMont New York headquarters . . . Howard E. Stark, radio and newspaper brokerage, has separated from the Smith Davis offices at 9 E. 62nd St., New York; Mr. Stark's new office is at 50 E. 58th St., telephone Eldorado 5-0405 . . . Robert M. McGredy named sales mgr. of WCAU-TV, Philadelphia, in split of sales staff; John S. DeRussy, ex-sales mgr. for both AM & TV, now heads AM sales . . . Frank E. Mullen has resigned as v.p. of Jerry Fairbanks Inc., recently absorbed by Isaae D. Levy's Official Films Inc. (Vol. 7:22) . . . Louis A. Smith, ex-Chicago manager of WOR & WOR-TV, named Chicago sales mgr. of Petry TV div.; Theodore H. Walworth Jr., ex-ABC, joins Petry New York TV staff . . . Scott Donahue Jr., ex-WPIX, appointed asst. TV sales mgr., Katz Agency, succeeding Don L. Kearney, now TV program mgr. . . . Pel Schmidt, prominent in Baltimore radio and music circles for decade, joins WAAM as local sales mgr. . . . Noran (Nick) Kersta, ex-NBC-TV mgr., recently with Wm. Weintraub agency, will be sales v.p. of Roosevelt Enterprises Inc., packaging firm formed by Elliott and John Roosevelt and starting with 6 TV shows; also in firm are Dee Tucker and Henry Morgenthau III, who now produce Mrs. Roosevelt's NBC-TV show . . . Philippe de Laey named asst. program director, Bob Seal production coordinator, Jamee Jamet acting traffic mgr., KTTV, Los Angeles . . . Harrison Dunham, ex-KTTV gen. mgr., named TV director of Commodore Productions, Hollywood package firm . . . Edmund J. Linehan, ex-KSO, Des Moines, appointed chief of Radio-TV Section, U. S. Savings Bond Div., succeeding Nathan P. Colwell, resigned; adv. director Elihu E. Harris also announced appointments of John Koepf, ex-RTMA, and Harry Gatton, ex-WSIC, Statesville, N. C. . . . Robert C. Duffield, mgr. of WOWO, Ft. Wayne, new mgr. of KDKA, Pittsburgh, succeeding Joe Baudino, named to head Westinghouse stations' headquarters office in Washington; Frank Tooke, from KYW, Philadelphia, goes to WOWO . . . Charles H. Crutehfield, v.p. & gen. mgr., WBT & WBTW, Charlotte, goes to Greece in July on special radio mission for State Dept. . . . John F. Royal, NBC v.p., retiring in August under company's age retirement plan . . . Holcombe Parkes, ex-NAM public relations man, joins Benton & Bowles as public relations v.p., succeeding Charles F. Gannon.

CBS is considering various plans for corporate as well as functional reorganization, one being autonomous corporations for AM, TV, owned-&-operated stations, research & licensing (color), record-making (Columbia Records Inc.), TV-radio set manufacture (CBS-Columbia Inc.), tube manufacture (Hytron Radio & Electronics Co.)—prompted by recent merger with Hytron-Air King properties (Vol. 7:20, 24). President Frank Stanton is reported destined to head all operations (like president Frank Folsom at RCA), with present TV-AM sales v.p. Jack Van Volkenburg expected to become "president" of TV network subsidiary, v.p. Adrian Murphy continuing to master mind color, ex-Hytron executives (now CBS v.p.'s) heading manufacturing subsidiaries.

ABC is separating its TV and radio networks, also its owned-and-operated stations, as of July 2—naming Alexander Stronach Jr. v.p. in charge of TV network, Ernest Lee Jahneke Jr. v.p. for radio network, James Connelly v.p. for radio stations and radio spot sales, Sloeum Chapin v.p. for TV stations and TV spot sales. Cooperative sales dept. is also being separated, with Ludwig Simmel as mgr. for radio, George Smith mgr. for TV.

Tom A. Brooks, Hearst Radio Inc. v.p. in charge of its stations, died suddenly June 19 at age of 46. His widow and 4 children survive.

DEALERS MOVE TVs, BUT FACTORIES DON'T: "Lift" the TV trade usually feels this time of year, when new models customarily begin cropping out and autumn-winter selling campaigns are generally contemplated, is noticeably lacking right now -- but the optimistic see some good signs:

(1) Dealers are slowly but surely depleting their inventories, though not replenishing stocks. They say, generally, that TV sales aren't too bad for this time of year, having picked up somewhat in last few weeks. "The aggressive dealers are doing all right," to quote words of one of biggest New York distributors.

(2) Hope springs eternal that Regulation W will be relaxed (see Topics & Trends), which nearly everybody in the industry thinks will give business the fillip needed to speed disposition of inventory. Once stocks are cleared, any imbalance between demand and supply is certain to be adjusted by reason of materials limitations and shortages created by accelerated defense requirements (Vol. 7:24).

(3) Factory vacation shutdowns (see story below) are welcomed this summer as never before as providing the needed "breather" for manufacturers whose factory inventories of TVs have been piling up all too fast -- reaching record 669,950 units as of June 15 (see below). Curiously, nearly every manufacturer likes to propound the fiction that "it's the other fellow, not me, who's loaded up."

"We've trimmed our sales because of market conditions," said one big set maker -- and that about tells story for all. "Our industry's trouble," he continued, "was that we borrowed at least 1,500,000 of this year's sales from last year."

Chicago furniture market is currently slower for TV-radio than for furniture generally, and latter is also at very low ebb. What the trade thinks about fall prospects may possibly be made more evident at time of the Music Merchants Show in Chicago, July 16-19. Only positive forecasts we've heard were noteworthy by their contrasting character:

Sales chief of one big manufacturing firm tells everybody that he's quite sanguine about outlook, thinks second-half TV business will be "as good as always." But head of rival concern told us, "Things are rugged now, and I think it's going to be a slugging match all through the fourth quarter."

* * * *

Factory inventory continues to climb, according to RTMA weekly report. It went to new high of 669,950 TV units as of June 15 from 620,299 June 8 and 593,633 June 1. The climb has been steady since March 2 report of 146,548 (Vol. 7:10).

Production of TVs week ending June 15 was 75,933 (2472 private label), very few more than preceding week (Vol. 7:24). Radios totaled 323,016 (173,727 private label), also about same -- with inventories rising to 399,086 from 377,625 one week before. Week's radios were: 148,091 auto sets, 134,038 home, 40,887 portable.

VACATIONS STARTING; AFTERWARD, WHAT? Vacation shutdown time for TV-radio plants is about here -- and the manufacturers welcome it as giving them just that much more time for deflating swollen inventories.

Nobody's sure what will come after the 2, 3 & 4-week shutdowns planned by big and little plants alike. When we queried them about vacation schedules and post-vacation prospects, they were cagey indeed -- few venturing any predictions at all, some pessimistic, few really optimistic. Typical replies:

"Post-vacation production outlook substantially less than fall of 1950, due to (a) steel limitation order, (b) probable reduced demand."

"Post-vacation manufacturing schedule about double present low level of production. I think we have seen the worst of the current slump."

"We anticipate continuing the same schedules on which we were operating prior to the vacation period."

"Outlook is only fair. It is, as might be expected, less than a year ago."

"We will, of course, be controlled by govt. restrictions and availability of materials. With information available now, we contemplate a TV production of approximately two-fifths the volume we had during our 1950 period, radio about 60%."

"Post-vacation production outlook should be very good as this crazy market is bound to dry up before the summer period is over."

Most vacations are first 2 weeks in July, as usual -- but there are some variations. Philco, for example, shuts down most TV and home radio production as of June 29, meshing this into July 16-30 vacation agreed upon with unions this week. "The cutback in civilian materials and the swing to govt. production, coupled with the seasonal industry trends in TV and radio, have made it desirable for Philco to balance stocks in proportion to sales during the summer weeks," company states.

This "slowdown," like RCA's ordered last week (Vol. 7:24), does not apply to govt. radar, microwave and other electronic materials, nor to auto radios, which continue full-scale. Philco's Sandusky TV plant closes July 16-30.

Of remainder of Big Four, RCA regular plant vacation is July 2-16; Motorola and Admiral observe same period.

Longest outright shutdown of commercial production announced is DuMont's -- entire month of July -- but its tube manufacturing plant's vacation is first 2 weeks (same as most other tube makers). Others reporting "odd dates" are: Arvin, June 22-July 9; General Electric, June 28-July 16; Wells-Gardner, June 22-July 17; Sylvania, July 16-27; Bendix, July 23-Aug. 5; Andrea, July 27-Aug. 6.

Remaining companies reporting all say first 2 July weeks, meaning actually the 10 workdays from July 2-13: Air King (now CBS-Columbia), Capehart-Farnsworth, Crosley, Emerson, Fada, Hallicrafters, Hoffman, ITI, Jackson, Kaye-Halbert, Magnavox, Meck, Olympic, Raytheon, Stromberg-Carlson, Westinghouse, Zenith.

TRADE SLUMP DELAYS ELECTROSTATIC TUBE: Indicative of manufacturers' plans regarding new materials-saving circuits, is decision by most set makers to defer use of electrostatically-focused CR tube until first quarter 1952 or later. This tube is heart of until-recently much-talked-about "conservation" receiver.

Average set today uses considerably less strategic materials than did its counterpart a year ago, but major conservation steps involving circuit redesign have been put off in most cases.

Reason: Under today's trade conditions, manufacturers have enough materials, despite shortages and limitations. They aren't feeling pinch -- yet.

Reduced demand and curtailed output is accomplishing what the conservation circuits were designed to do. Second quarter 1951 TV output will run less than 1,000,000 sets as against 1,500,000 same 1950 period; third quarter, with vacations, may be even less. By and large, new designs haven't been necessary so far.

Electrostatically-focused picture tube (Vol. 7:1) requires no focus magnet, saving cobalt, nickel, copper, in substantial quantities. Every tube manufacturer has a model ready. Practically every set maker plans new circuitry to accommodate this tube whenever materials situation conflicts with production plans.

Most set makers apparently don't see that condition emerging until first quarter of 1952 at earliest. These among others have said they don't plan electrostatic TV output before then: Admiral, Arvin, Crosley, Jackson, Radio Craftsmen, Raytheon, Sentinel, Sylvania, Tele-tone, Wells-Gardner, Westinghouse.

We know of only 2 using electrostatic tube in current output. RCA has them in all 17-in. sets, plans to incorporate them in some other sizes in its new line next fall or winter. Majestic says it began production this week of 2 new 20-in. sets using electrostatics made by Sanabria's American Television, Chicago.

Philco, which demonstrated "performance-conservation" set last February (Vol. 7:8), still has no definite plans for production of new chassis that would in-

clude electrostatic tube, says it will be guided by materials and trade conditions. Emerson plans no action on electrostatic set for at least "couple of months."

DuMont says it's still exploring situation, but its tube division hopes to have new 17-in. self-focusing electrostatic tube (Vol. 7:20-21) -- which requires no circuit redesign -- in production in August. If this type tube lives up to DuMont's claims and is generally accepted by industry, it will mean considerable saving in materials without necessity of new picture tube circuits. Rauland announced development last March of tube (Vol. 7:12) which appears somewhat similar to DuMont's, also requires no re-engineering of present receivers.

Topics & Trends of TV Trade: "Shootin' chance" to get Regulation W relaxed—that's sentiment of some industry observers following House Banking Committee's action June 20 favoring reduced down payments on TV and other appliances from 25% to 15%, and approving lengthening of repayment period from 15 to 18 months, as part of bill to extend Defense Production Act.

Senate Banking Committee rejected same proposal by 7-6 vote June 19 and 8-5 June 21—but closeness of vote encouraged hopes that provisions favoring TV can be inserted in bill on Senate floor as amendment. Failing that, industry leaders intend to push hard to get Senate to accept House version when bills go into conference—if credit relaxation provision can be kept in House bill.

Both committees voted for relaxation of auto credit terms, gave President Truman far from what he asked in more stringent controls. Senate will begin debate June 25, House June 27. Present Defense Production Act runs out June 30—so both houses are pressed for time.

Of course, there's likely to be many a slip in the involved process of coming up with a final bill. Proposal in House bill is just what TV-radio industry has been asking for some time—being twice turned down cold by Federal Reserve Board (Vol. 7:13-24). Except for 90-day moratorium on credit controls, it's precisely what Stromberg-Carlson president Tait urged before both Congressional committees two weeks ago (Vol. 7:22-23).

Flood of telegrams to Senators and Congressmen can be expected from retailers all over country, as well as from manufacturers and wholesalers. They are convinced that relaxation of 25% down payment on TVs can have stimulating effect on present depressed business.

* * * *

Auctioneer brought gavel down only 450 times, but 7000 TV sets were sold—and that means it wasn't true auction. New York City commissioner of licenses McCafrey so reasoned in reprimanding Tobias, Fischer & Co., auctioneers who ran recent Monarch Saphin sale that caused such a ruckus in trade circles (Vol. 7:20-21) and started wave of TV auctions. He also noted that dealer-cost-price references were based on December-January lists, that 23 of 147 models in catalog weren't offered at auction, that Monarch Saphin refused to divulge cost figures. Reprimand did not lead to revocation of auctioneer's license, for "no complaint has been registered by a customer claiming to have suffered by the misrepresentation." Nor does decision penalize Monarch Saphin (except for adverse publicity). Auction flurry, meanwhile, seems about over; last gasp heard was Baltimore auction this week by Desser Distributing Co. of Majestic, Starrett, Freed lines plus scattering of Emerson, Motorola, RCA, Philco units.

Sales of retail TV-radio and appliance dealers in April were estimated at \$216,000,000 in Census bureau's April *Trends in the Electrical Goods Trade*, a drop of \$43,000,000 or 17% below March. Significant is fact that sales were \$27,000,000 or 11% below April 1950, first time since July 1949 that TV-radio-appliance sales went below figure for same month of previous year.

RCA Victor's "Operation Trade" is working wonders in the sale of larger-screen models for liberally traded-in 10-in sets. Moreover, it's stimulating purchases of reconditioned small-screen sets as secondary home receivers.

That's the testimony not only of RCA home instrument dept. sales mgr. A. B. Mills but of William W. Cone, sales v.p. of Krich-New Jersey Inc., which initiated plan that other RCA distributors, let alone some other brand handlers, are emulating with success.

Plan simply guarantees dealers that distributors will buy any 10-in. accepted as trade-in on new RCA; that RCA Service Co. will recondition old set at nominal cost; that dealer can retain it for resale if he wishes (Vol. 7:19). In speech prepared for delivery at NARDA Chicago convention June 25, Mr. Cone tells how initial mail test to 201 small-set owners produced 43 trade-ins, 28 more prospects, and how RCA Service Co. absorbs usual \$4.95 dealer installation charge for demonstration model if sale is made.

Note: Best trade sources indicate 2,444,000 tubes of 10-in. size have been produced to date—plus 553,000 of 7-in., 3,392,000 of 12½-in., not to forget 13,000 of 3-in. and 27,000 of 5-in. Thus, taking into account mortalities and tubes still in trade pipelines, it's estimated fully one-third of the nearly 13,000,000 sets-in-use are 12-in. and under.

* * * *

Sharp advance in personal saving has been by-product of current consumer buying slump, says U. S. Commerce Dept's *Survey of Current Business* for June. Survey points out consumer expenditures were 8% lower in May 1951 than in May 1950, while personal incomes were 14% higher. Govt. military procurement, it notes, "is gradually taking an increasing share of national output," but "the generally strong inventory position for the civilian products has prevented the development up to this time of general shortages of consumers' products in this transitional period between tooling up and the attainment of volume output of military end-items."

TV receiver, passenger car and refrigerator production were the 3 consumer industries hardest hit by production cutbacks in April and May, *Survey* reports, presenting these interesting comparisons: Auto production dropped 10% from March to April, an unspecified further amount in May; refrigerator output dropped about 25% from March to April; TV production was cut more than 50% from March to May—"from a weekly average of around 175,000 units in March to 117,000 in April and 80,000 in May."

* * * *

Sylvania's "mystery" device for increased viewing comfort is said to be lighted panel around screen, presumably of new "electro-luminescent" material (Vol. 7:23). Sylvania has been playing up feature with "teaser" ads in major slick magazines and newspapers. One competitor, usually crustily skeptical of rivals' claims, says he has seen device, calls it "wonderful." Apparently, panel provides optimum lighting conditions. If it's all that is claimed it would be biggest innovation in tubes, from viewing standpoint, since "black" face.

HOW to define TV receiver picture size—this issue provoked prolonged discussion at Federal Trade Commission's TV industry trade practice conference June 21 in Washington (Vol. 7:22-23). Aside from controversy over color claims (see p. 7), picture-size question was most thoroughly explored item at manufacturer-wholesaler-retailer-govt. meeting.

RTMA recommended advertisements be required to indicate size of tube and of image. NARDA thought size of image was enough. Most of discussion centered on how to measure tube and picture—whether by diameter (or diagonal) or square inches. No decision was reached, won't be until FTC comes out with proposed rules after second conference in mid-September. Public hearing will follow issuance of rules, then final trade practice code will be set up—first for industry since original radio rules were formulated in 1939. Other rules proposed at June 21 conference:

(1) Sets with built-in antennas shouldn't be advertised as requiring no external aerial in all cases. This proposal by RTMA drew strong support from among the 60-odd representatives of NARDA, National Association of Electrical Distributors, National TV Dealers Assn., and Assn. of Cathode Ray Tube Manufacturers—as well as many local retailers.

(2) Action should be taken to stop distributors' tie-in sales—whereby dealer must take whole line of TV-radios, and even appliances, in order to get products or models he wants. Trade rules should discourage "spiffs"—gratuities paid by manufacturer to dealer sales personnel to push one brand ahead of competitor.

(3) Dealers should have guarantee that sets delivered to them will be in good shape. National TV Dealers Assn. claimed one-third of the 12,000,000 sets in use last February-March weren't in good working condition when delivered to dealers.

(4) Limitation on number of model changes per year, or establishment of regular policy so dealer knows ahead of time when new models will come out.

(5) Rules should brand as unfair (a) exaggerated claims of receiver performance; (b) concealment of fact reconditioned tubes or parts aren't new; (c) description of set as "RCA licensed," implying it was made by RCA.

Merchandising Notes: "Color talk and publicity hasn't hurt much—but it hasn't helped, either." This epitomizes attitude of manufacturers-distributors-retailers alike; they don't discount its impact, but they seem to think low-priced TVs will continue to sell nicely against high-priced (and small-screen) color sets, once credit restrictions are relaxed . . . Phil Keller, mgr. of George's, Washington chain, surveyed customers to whom he sold 7-in. sets, found they all want larger pictures but don't have enough money for down payment; he believes decrease to 15% would be "just about right" to make difference between sale and no-sale, for on a \$300 set 25% is \$75 while 15% is only \$45 . . . Desperation selling this week included 20-in. tables offered in Chicago and Washington at \$169.50 & \$199.50, respectively . . . Chicago dealer offered \$46.50 Mixmaster free with purchase of any TV set; sale ads also featured Admiral 14-in. combination console (list \$369) for \$199.95 . . . Meek is out with new 14-in. table at \$139.95 . . . Zenith's new Washington area distributor is definitely Simon Distributing Co., as of July 1 (Vol. 7:24)—Simon having given up Motorola franchise . . . Houston Post's KPRC-TV pushed local TV sales with 3-day TV Jamboree in civic auditorium that drew 30,000 persons.

Philco's Plant 9 in Philadelphia (refrigerators) from June 29 is being converted to govt.-industrial production of high priority marine, aircraft, ordnance equipment; its former schedules go to plant at Connersville, Ind.

Financial & Trade Notes: Short interest in TV-radio and related stocks on New York Stock Exchange showed these changes between May 15 and June 15, NYSE reported this week: Admiral, 50,030 shares on May 15 to 42,445 on June 15; Avco, 21,464 to 19,680; CBS "A", 5337 to 12,283; CBS "B", 3312 to 7489; Emerson, 9965 to 7368; GE, 9056 to 11,215; Magnavox, 24,925 to 20,757; Motorola, 20,209 to 16,497; Philco, 16,779 to 18,444; RCA, 27,081 to 25,223; Zenith, 36,571 to 34,306.

Magnavox is currently operating at about break-even level, due to reduced TV demand, so that quarter ending June 30, which ends fiscal year, won't show much change from \$3.40 a share reported for 9 months ended March 31 (Vol. 7:16), reports *Wall Street Journal*. Sales for current fiscal year will probably amount to about \$45,000,000, compared to \$31,700,000 in fiscal 1950 when earnings were \$2.81 per share. Defense products currently run \$500,000 to \$600,000 a month, but aren't contributing much to profits. By October, these should reach \$2,000,000 a month, with total backlog of war orders now \$20,000,000 and more being negotiated.

Aerovox reports first quarter sales of \$6,384,000 (vs. \$5,003,000 same 1950 period), net earnings after taxes of \$309,578 or 44¢ on 700,000 common shares (comparative 1950 figures not available). In letter to stockholders, president W. Myron Owen predicted "new highs" in sales fourth quarter of this year because of rapidly increasing backlog of govt. orders and expected pickup in TV sales, but warned that second and third quarters will not be as good as first. Owen revealed Aerovox has increased its loan with Prudential from \$3,000,000 to \$4,000,000 to finance larger inventories required in govt. work.

Sale of 1900 shares of ABC common by v.p. Earl E. Anderson was reported this week to N. Y. Stock Exchange. He now holds 6600 shares.

Sightmaster Corp. offering 600,000 shares of 5¢ par common stock at 25¢ per share through Tyson & Co. and E. L. Aaron & Co.

Trade Personals: Earl Smith, from Connecticut Cabinet Co., Mystic, Conn., named acting chief of OPS electronics & musical instruments section, Housewares & Accessories Branch, handling TV-radio; branch is headed by Lee McCanne, of Stromberg-Carlson . . . Leo G. Sands promoted from sales to Bendix Radio adv. & public relations director, with F. Donald Fenhagen and William W. Price as assistants . . . John B. Langley, ex-Ford accessories sales mgr., named gen. mgr., Motorola-Detroit Co., succeeding v.p. E. A. Holsten who joins Chicago headquarters July 1 as special merchandising mgr. . . Roger B. Yepsen named marketing research mgr. for GE tube div., headquartered in Schenectady . . . Ted Lucas leaves Philco public relations dept. to join Jerrold . . . Walter J. Currie, ex-Crosley international representative, named deputy assistant NPA administrator for Office of Civilian Requirements under former MBS chairman Lewis Allen Weiss . . . Louis Kahn, Aerovox research director, appointed to armed forces Research & Development Board as consultant on components and chairman of capacitor sub-panel . . . Crosley appoints 3 divisional sales managers in new 21-zone realignment of factory field organization: M. R. Rodger, asst. gen. sales mgr., named mgr. for central div.; E. W. Gaughan, special activities, eastern div.; T. H. Mason, sales promotion mgr., western div.

RCA Victor and U of Pennsylvania are jointly conducting 10-week electronic engineering course, June 25-Sept. 7, for 15 Army combat officers; they will work in Camden plant through summer, return to university in fall for masters degrees in electrical engineering.

Mobilization Notes: NPA controls on third-quarter use of copper and aluminum in consumer durable goods turned out to be much more flexible than expected. As anticipated, Order M-47A, issued June 22, fixes permitted use of copper at 60%, aluminum at 50% of amount used by manufacturer during average quarter of first-half 1950 base period. But it permits him to switch his quotas of the 2 metals among long list of products.

Steel, as previously announced (Vol. 7:22), is restricted to 70% of amount manufacturer used for each group of closely-related products during base period quarter.

Here's example of how M-47A will work: Manufacturer can use in TV sets, during third quarter, 70% of amount of steel (including steel in parts) he used during average base period quarter to make TVs, TV-radio combinations, TV-phonos and TV-radio-phonos. But he can't, for example, borrow steel from his radio quota to make TVs. However, he can switch his copper or aluminum quotas as among the products he makes, including TVs, radios, phonographs, ranges, refrigerators, washing machines, and even motor scooters, toy whistles and civilian airplanes. In short, he can shift practically his entire line of consumer durables.

Many new items have been added to list for third quarter. Included are auto radio antennas, use of copper in which was banned in second quarter by order M-12. New order cancels copper Order M-12, supersedes much of aluminum Order M-7, discarding all lists of items in which use of the 2 metals had been banned outright.

Queer topical quirk in new order is provision which appears practically to ban production of color and uhf adapters and converters. These fit definition of "accessories" in M-47A, and constitute "separate item" on list—meaning that manufacturer in third quarter may use only 70% as much steel to make them as he used for them during base period quarter. But how many color and uhf converters were made during first-half 1950 base period? This isn't as significant as it appears, of course, since NPA has always made adjustments in unusual cases. In fact, an NPA official predicted that adapters and converters will probably be considered TV sets so far as steel quota is concerned, if anyone requests such dispensation. But no ruling is known to have been made yet on this subject.

* * * *

At least 75% of CMP applications received by NPA's Electronics Div. have been improperly filled out. And a like number of letters of transmittal submitted with applications are "absolutely useless."

Such was disappointed reaction at NPA as Electronics Div., at week's end, had scrutinized some 700 applications from manufacturers of electronic Class B products (standard, civilian-type). Division is still waiting for final word on slicing of materials pie before making bulk of allocations of steel, copper and aluminum to individual manufacturers.

Electronics Div. officials emphasize that each application is processed as an individual case; in many cases staff members must supplement applications with phone calls to manufacturers—because of obvious errors or insufficient information on application forms, and because official Class B list is highly inadequate. Many products don't appear on list; some listings are obscure. Revised list will be issued soon.

Biggest complaint is that not enough information accompanies applications. NPA people say letters of transmittal—one for each application—should explain application in detail. It's especially important to explain any sharp variations in use of materials or in requirements shown on application.

CMP applications for fourth quarter allotments will

THEATRE TV's big hit, Louis-Savold fight June 15 (Vol. 7:23-24), netted International Boxing Club mere \$10,000 on basis of 40¢-a-seat payment by 9 theatres with total seating capacity of 25,000. Following spectacular success of first theatre-TV "network" experiment, prophets of TV's doom this week were predicting end of top-flight live sports events on free home TV; and some set owners were showing signs of getting restive about the whole thing, as evidenced by letters to newspapers.

Also greatly in evidence this week was idea that somehow "TV industry" is cooking up vast conspiracy to funnel entertainment from free home sets to theatre screens. Even the usually careful and accurate *Life Magazine* fell into the trap. In angry editorial June 18, *Life* suggested: "FCC may wish to have another look at the industry" for surrendering "an important public service function" by making viewers pay to see programs. "The industry" is warned: "When TV begins to charge us for what we see, let its high chieftains be well advised that they will have to give us something better than the Louis-Savold fight, dreary night club comedians or the idiotic quiz shows that now make up so many telecasts."

Group of 10 New York businessmen—9 of them attorneys—set up "Fair TV Practices Committee" June 20, said they'll petition FCC to suspend license of any broadcaster caught participating in subscription or theatre TV.

Home TV got last word in Louis-Savold episode. CBS-TV showed films of June 15 bout in place of regular Wednesday night fights June 20 (sponsored by Pabst), with this unusual twist: Joe Louis himself, in studio, discussed the fight between rounds, and participated in running commentary on the fight itself. It wasn't 15 feet high, but it was a good show.

be due next month from manufacturers of consumer durables as well as those who filed for third quarter. NPA officials emphasize that plenty of headaches can be avoided by reading instruction sheet which accompanies form CMP-4B.

* * * *

Practically all metals used in electronic equipment are in scarcest category on NPA's new *List of Basic Materials and Alternates*, issued this week. Among metals listed under "Group I-A—In very short supply" are copper, aluminum, selenium, tin, lead, zinc, cobalt, tungsten, nickel, molybdenum. Pamphlet notes that "certain alloy metals, such as nickel, cobalt and tungsten, are in very short supply. All non-ferrous metals are tightening rapidly." On subject of plastics, it says: "The range of adaptability among plastics as substitutes for metals already has resulted in such a tightening of their supply that cellulose acetate is the only important plastic still generally available." List is available at NPA in Washington and all Commerce Dept. field offices.

Westinghouse received DPA certificate of necessity for construction of \$12,010,000 electronic tube plant at Pittsburgh, 75% of cost of plant subject to 5-year tax write-off. Three other certificates for expansion of electronic production facilities were issued June 8-15: Polytechnic Research & Development Co., for facilities to produce electronic testing apparatus at Brooklyn, N. Y., cost \$108,842, at 85% amortization; Haydu Bros., Mt. Bethel, N. J., tubes, \$76,694 at 80%; Sylvania, Salem, Mass., tubes, \$35,791 at 85%.

* * * *

International Standard Electric Corp. (IT&T) announces TV transmitter contracts from Radio Belgrano y Primera Cadena Argentina de Broadcasting, Buenos Aires, and Radio Televisao Paulista, S. A., Sao Paulo, Brazil. They will be Argentine capital's first, Brazilian metropolis' second station.

Count of TV Sets-in-Use by Cities

As of June 1, 1951

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

ONLY 269,400 units were added to TV sets-in-use during May, smallest number in years, reflecting current sales slump. Total thus was 12,769,300 sets-in-use as of June 1. Receding rate of additions to TV audience was also indicated in April, for which NBC Research reported figure of 328,400 (Vol. 7:21) and in March, 423,100 (Vol. 7:17). These are the June 1 estimates (consult individual stations for estimates of number of families within their respective ranges):

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
Interconnected Cities			Interconnected Cities—(Cont'd)		
Ames (Des Moines)	1	59,400	Philadelphia	3	858,000
Atlanta	2	115,000	Pittsburgh	1	265,000
Baltimore	3	301,000	Providence	1	152,000
Binghamton	1	40,100	Richmond	1	82,000
Birmingham	2	54,900	Rochester	1	83,100
Bloomington, Ind.	1	16,500	Schenectady	1	158,000
Boston	2	741,000	St. Louis	1	293,000
Buffalo	1	205,000	Syracuse	2	122,000
Charlotte	1	79,900	Toledo	1	93,000
Chicago	4	930,000	Utica	1	43,500
Cincinnati	3	258,000	Washington	4	265,000
Cleveland	3	477,000	Wilmington	1	69,000
Columbus	3	149,000	Total Inter-connected	81	10,821,000
Davenport-Rock Island ..	2	57,600	Non-Interconnected Cities		
Dayton	2	130,000	Albuquerque	1	8,800
Detroit	3	491,000	[Dallas]	2	121,000
Eric	1	48,000	[Fort Worth]	1	80,100
Grand Rapids	1	79,000	Houston	1	80,100
Greensboro	1	69,600	Los Angeles	7	933,000
Huntington	1	44,000	Miami	1	70,000
Indianapolis	1	138,000	New Orleans	1	57,500
Jacksonville	1	32,200	Oklahoma City	1	90,200
Johnstown	1	93,100	Phoenix	1	38,200
Kalamazoo	1	38,000	Salt Lake City	2	46,600
Kansas City	1	122,000	San Antonio	2	46,100
Lancaster	1	101,000	San Diego	1	100,000
Lansing	1	53,000	San Francisco	3	197,000
Louisville	2	92,000	Seattle	1	85,000
Memphis	1	86,500	Tulsa	1	74,200
Milwaukee	1	243,000	Total Non-Inter-connected	26	1,948,300
Minneapolis-St. Paul	2	265,000	Total Inter-connected and Non-Inter-connected	107	12,769,300
Nashville	1	31,700			
New Haven	1	158,000			
New York	7	2,390,000			
Norfolk	1	69,100			
Omaha	2	78,800			

Objection to proposed sale of Channel 8 facilities of WSB-TV, Atlanta, while Cox newspaper interests (*Atlanta Journal and Constitution*) retain CP-holder WCON-TV's Channel 2, was filed with FCC this week on behalf of Georgia Tech's WGST, applicant for Channel 11. To prosecute case Gov. Talmadge appointed ex-FCC chairman Paul Porter (Arnold, Fortas & Porter) as deputy asst. attorney general. Proposed purchaser is Broadcasting Inc., local business group (Vol. 7:18, 22). WGST counsel claim sale precludes other stations in Atlanta, asks dismissal or placing in pending file until freeze is lifted. FCC this week also received application (total now 412) for Channel 6 from Ridder Newspapers' WDSM, Duluth-Superior, and for Channel 12 from KFVS, Cape Girardeau, Mo. [For details about foregoing applications, see *TV Addenda 12-X* herewith; for all applications pending, see *TV Directory No. 12* and *Addenda 12-A to 12-X*.]

More than 6 years after it was cited in now-famous FCC Blue Book case for alleged overcommercialization, Hearst Radio's WBAL, Baltimore (50 kw on 1090 kc) got its license renewed. Commission this week issued final decision, reiterating 3-2 findings last December that WBAL (and WBAL-TV) deserved to have license renewed, notwithstanding representations of newspaper columnists Drew Pearson and Robert S. Allen that they could "do it better" (Vol. 6:49). Comrs. Coy and Webster dissented.

Telecasting Notes: More TV station sales may result from current "shopping" by substantial interests wanting in; prices, though, have soared to fantastic heights, stimulated by CBS deals for KTSL and WBKB, Bitner purchase of WLAV-TV, O'Neil purchase of KFI-TV—all well into 7 figures (Vol. 7:23). Asking price for one big-city station is reported \$10,000,000, which owner jocularly says is his way of keeping would-be buyers away . . . KOTV, Tulsa, appoints Petry as national rep, quitting Adam Young; it's first city in which Petry has separate TV & AM representation, latter being KVOO . . . Washington Star's WMAL-TV leaves ABC Spot Sales as of July 1 to be represented by Katz . . . New York Times June 24 begins series of articles by Jack Gould on social and economic impact of TV, based on reports from its correspondents throughout country . . . Non-telecast Pittsburgh Pirates reported to have given permission to WDTV to carry selected games rest of this season, sponsor and details to be released shortly . . . ABC to convert storage warehouse at 39-41 W. 66th St., New York, into TV-radio building, with studios, offices, library, to supplement its plant at 7 W. 66th St.; cost estimated at \$610,000 . . . U of Illinois, recipient of \$245,350 grant from Kellogg Foundation for "educational broadcasting," announces gift of TV transmitter by GE, plans to telecast (on educational Channel No. 12 reserved for Urbana) when and if it gets post-freeze grant from FCC . . . Monogram's releases to TV (Vol. 7:24) will be 26 old features, 26 westerns, to be leased to Elliott Hyman, reports *Variety*; film producer later may have own TV distributing setup . . . TV Authority's George Heller is described as "master of the four-letter word, with a tongue that lashes like a mule-skinner's whip" in June 20 "New York Closeup" column in *Herald Tribune* . . . Screen Directors Guild survey shows 55 out of 253 regularly employed Hollywood film directors are currently working on TV film production . . . Bing Crosby going on TV next year via film, reports *Billboard*.

NPA is now processing applications for construction or alteration of TV-radio stations under order M-4 (Vol. 7:19-20, 22). Most or all of those now under consideration are from broadcasters who were caught in the squeeze—had their materials and were ready to begin construction before construction controls were amended to include broadcast stations. None of the applications has received final action yet, and NPA apparently isn't ready to consider applications for new stations where grantees haven't bought their building materials. NPA June 21 brought construction under Controlled Materials Plan (CMP Reg. 6), but left builders the choice whether to apply for gov't-allocated building materials or buy them on the free market.

Confirmation of Comr. Frieda Henneck as New York Federal district judge (Vol. 7:4) is delayed, pending objections raised by New York Bar Assn. and request by American Bar Assn. that hearing be postponed. Senate Judiciary Committee reports no additional opposition has been heard, that it hasn't set date for hearing, that it hasn't even received formal notice from New York Bar Assn. Committee has unique procedure; during hearing, anyone can walk in and oppose nominees—without filing prior notice of intention to appear. Prospects of confirmation still remain good, though there's some political opposition, too, from within Democratic organization.

Eight more illegal TV stations (Vol. 7:6, 7, 23), all in West Virginia, have been reported to FCC. Such stations, symptomatic of tremendous pent-up demand for TV, were picking up and rebroadcasting WSAZ-TV, Huntington. Strangely and stupidly enough, some were using WSAZ-TV's own frequency, Channel 5, creating intolerable interference. Logan and Marmet are 2 of towns involved.

Television Digest

WITH AM FM REPORTS

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STATUS OF TV-AM-FM AS OF JUNE 30: At mid-year, TV stations in operation remain at exactly 107 -- only one more than year ago when Nashville's WSM-TV was still building for September debut. But new-station applications have climbed to 415 from 373 last Jan. 1 and 351 the year before. It's clear that seekers after new stations will increase by leaps and bounds, once end of now 34-month-old freeze is in sight.

AM stations continue to multiply, but at decelerating rate. June 30 finds 2399 AM stations authorized (2251 licensed and on air, 148 CPs), up from 2351 (2199 licensed, 152 CPs) at end of 1950 (Vol. 7:1). End of 1949, there were 2246 AMs authorized; end of 1948, 2131; end of 1947, 1961; end of 1946, 1579; end of 1945, 1056.

Applications for new AMs pending totaled 256 as of June 30, only slightly down from 259 last Jan. 1. During last 6 months, 9 AM licenses, 11 CPs were dropped.

FM had 670 commercial grantees on June 30 (642 on air) vs. 706 grantees (672 on air) last Jan. 1 and 791 on Jan. 1, 1949. In addition, 81 non-commercial FM licenses are outstanding. Dropped during last 6 months were 24 FM licenses, 24 CPs, and only 11 new FM station applications are pending.

[For lists of TV stations & applicants, see TV Factbook No. 12 with weekly TV Addenda to date. For details on AM-FM licenses, grants, applications, etc., see our AM-FM Directory of Jan. 1, 1951 with weekly AM-FM Addenda to date.]

Note: FCC reports that July 1 marks 10th anniversary of commercial TV. On April 30, 1941 FCC authorized commercial telecasting to begin July 1. Of many experimental licensees, only NBC's WNBT & CBS's WCBS-TV chose to go commercial, but by May 1942 Commission's log showed 10 commercial outlets -- 6 of which continued to provide service during World War II.

URGENT QUEST FOR QUICK FREEZE END: Though FCC again delayed start of city-by-city allocations hearing -- pushing date forward from July 9 to 23 -- it did so this week with earnest hopes and intentions of speeding up end of freeze. But the calendar of new station possibilities still stands:

None this year, first prospects no sooner than late 1952 -- considering not only the legal but war-affected equipment and construction factors.

Commission postponed hearing ostensibly to mull June 28 oral argument concerning its allocations authority (Vol. 7:18-20, 24-25). Equally important, probably more so, is that FCC is giving industry more time to come up with request that it call off hearing -- partially or totally -- and decide allocation on basis of additional written comments.

Prospects of such a request are currently very strong. Actually, Westinghouse had already filed petition (Vol. 7:25). But Commission itself would be reluctant to call off hearing, for fear of being labeled "arbitrary", without stronger industry support. Petition from group such as NARTB-TV might precipitate action. Latter is now polling its board. First responses favor move.

Many lawyers also favor dispensing with hearing, feeling it would bring

freeze end 6-12 months sooner, even though some feel FCC has no legal right to fix an allocation plan in the rules -- which is purpose of hearing.

DuMont is only outfit so far to speak up in opposition to contemplated procedure, wiring Commission that it wants complete oral hearing.

Many ideas for quickening freeze-end tempo are being bandied about, e.g.:

- (1) Make it optional, granting hearing to anyone requesting it.
- (2) Require parties to "show cause" why they should be given oral hearing.
- (3) Accept written direct testimony, conduct oral cross-examination.
- (4) Grant hearing only for those proposals involving conflicts greater in number than specified minimum.

If hearing is dropped, FCC may give everyone 20-25 days to file additional material supporting original proposals filed May 7 (Supplements No. 72 & 72-A), then same amount of time to amplify oppositions submitted June 11 (Supplements No. 72-B & 72-C). People in Commission think the final allocation could be made in couple more months, and processing of applications could begin by year's end.

* * * *

June 28 oral argument, on FCC's legal authority to fix allocation plan in rules and reserve educational channels, was unusual in that rarely have so many come away from an FCC hearing so fully convinced they could predict decision -- namely, that the Commission won't change its mind.

Every possible nuance of Communications Act was brought into play -- its conception, birth, adolescence and manhood -- but arguments boiled down to this:

Opposition contends that law guarantees person right to file an application for a channel and requires Commission to give him full hearing before granting or denying him a license.

Commission and its supporters insist law gives FCC authority to determine whether a channel exists, and to ignore applications which specify channels not included in allocation plan. They insist that FCC procedures give applicants adequate opportunity to seek change in plan.

Only Comr. Jones sided against FCC majority, when he implied he considers forthcoming city-by-city hearing a "kangaroo" hearing, compared with regular "due process" hearing on applications.

Some think FCC may not even render decision on subject. Others think Sen. Johnson's interest (Vol. 7:22-23) impels one. Though there's possibility an adverse decision may be appealed to courts and could hold up whole allocation plan, much doubt exists whether such appeal can be made before allocation plan is made final.

Lined up with FCC majority were: Telford Taylor and Seymour Krieger (JCEt), Richard Salant (CBS), Henry Fisher (New York Board of Regents), Abe Stein (WTTV, Bloomington), Maurice Barnes (Mich. State College), George Sutton (several clients), James McKenna (ABC), Vernon Wilkinson (several clients).

Against FCC were: William Porter (Bar Assn.), Theodore Pierson (several clients), Paul Spearman (clients), Robert Booth (WKMH, Dearborn), Thomas Wilson (clients). Supporting FCC on authority to fix allocation plan, but opposing its right to reserve channels, were Thad Brown (NARTB-TV) and E.D. Johnston (DuMont).

HEARST BUYS INTO SEATTLE OUTLETS: Latest TV station deal, whereby Hearst Radio Inc. purchases 25% interest in Seattle's KING-TV and its AM-FM companions for \$375,000, points up another noteworthy trend in telecast operations -- newspaper ownership.

Exactly 45 of today's 107 TV stations are now owned in whole or part by newspaper interests, following trend in radio -- a trend less long delayed in TV than radio, manifest also in large number of newspaper applications for new TV stations.

[Complete lists of newspaper, network, manufacturer, multiple ownerships of TV stations, plus list of applications showing newspaper-radio interests of the principals, will be included in our TV Factbook No. 13, due off presses July 15.]

Mrs. Dorothy Stimson Bullitt, wealthy widow of noted Northwest lumberman, paid exactly \$375,000 for KRSC-TV and KRSC-FM just 2 years ago (Vol. 5:20), joined

them with her 50-kw AM station KING. Founder Palmer K. Leberman, publisher of Family Circle Magazine, said he had invested about that much, didn't want to continue taking losses then running \$1000 monthly, preferred to retain his local AM only.

TV property is "in very good condition" now, according to Mrs. Bullitt, who recently hired the able ABC-TV stations v.p. Otto P. Brandt as general manager. Sale deal was concluded June 28 between Mrs. Bullitt and New York Mirror publisher Charles G. McCabe, president of Hearst Radio, which also operates WBAL & WBAL-TV, Baltimore; WCAE, Pittsburgh; WISN, Milwaukee. It had been negotiated by Hearst Radio v.p. Tom Brooks, who died suddenly last week (Vol. 7:25). The KING stations will have working tieups with Hearst's powerful Seattle Post-Intelligencer, but there will be no changes in management, personnel or policy, according to Mrs. Bullitt.

Note: Sale deal follows close upon purchase of WLAV-TV, Grand Rapids, by the Harry M. Bitner interests for \$1,300,000 (Vol. 7:19). Mr. Bitner was onetime Hearst general manager and former publisher of Hearst's Pittsburgh Sun-Telegraph.

COLOR TV—SHORT & LONG-RANGE OUTLOOK: Where does CBS color go from here, now that it's commercial? This much is more obvious than ever:

If it gets anywhere at all, it will get there very slowly.

Impact on black-and-white sales remains first and most important thing to watch. Second factor is sale of color devices when they arrive this fall. Third, of course, is progress of compatible system.

If today's battered market becomes critically depressed, and condition can be clearly attributable to color, and stays that way for considerable time --

If color sets sell like hotcakes when nothing else does --

If compatible systems appear definitely to be years off --

Then, color may be eyed desperately by the manufacturers. But those "ifs" are extremely unlikely for these reasons:

* * * *

(1) Color has been very small factor in keeping people out of stores. The magic word "commercial," tacked onto color, means almost nothing to the customer. He has to see color -- lots of it, good programs -- before he's persuaded he's missing anything. One hour daily, at very poor times, won't impel him to buy an expensive color set. At least, that's general feeling within trade.

CBS promises 20 hours of color weekly by fall, but certainly few stations besides WCBS-TV, New York, will carry that much of it during decent viewing time. Matter of fact, only one of CBS's 4 affiliates now carrying color uses the full hour of color transmitted daily -- other 3 using half hour or less. What will change affiliates' mind by fall, when number of color sets will still be insignificant?

As aptly put by Linus Travers, manager of CBS's Boston affiliate, WNAC-TV: "We intend to cooperate, but we have a responsibility to 750,000 set owners."

And, taking FCC Chairman Coy's view of color development -- that it will be very much like history of black-and-white (Vol. 7:22) -- here are TV set production figures for its "normal" inceptive years 1946-50: first year 6475, second 178,571, third 975,000. Boom didn't begin until 1949 when production (and demand) went to 3,000,000, output leaping to 7,463,800 in 1950.

* * * *

(2) Manufacturers wouldn't be so opposed to CBS system, even though most of them consider it technically inferior and abhor its incompatibility, if they thought a profit could be made in color sets. But the brand-name companies don't.

They've carefully analyzed costs, fail to see how CBS can make any money on the sets to be offered at \$400 & \$500, even if 25,000 are produced this year -- the production goal indicated by CBS-Columbia Inc. (formerly Air King) president David Cogan. What's even more important, they see no "depth" to the market, nothing that promises the fruits of mass production -- inexpensive sets.

Even the CBS adherents -- Meck, Muntz, Tele-tone, CBS itself -- are extremely careful to preserve black-and-white market. All have made statements insisting on

continued value of black-and-white. Now a set and tube maker itself, CBS faces the same hard facts of manufacturing life that everyone else does.

Nevertheless, there's some danger color will develop into a depressant to black-and-white sales. If it becomes one during next few months, it will be solely because of publicity. Then, after a few sets are finally on dealer floors, there's possibility people may remain reluctant to buy anything, decide to wait for cheaper, bigger, color sets. "Eager beaver" buyers already have their TV sets. Current prospects have either less money, less desire, or both. And substantial new markets are at least 1-2 years off because of freeze.

* * * *

CBS's June 25 commercial "premiere" was big hit -- no question about it -- particularly to those seeing color for first time. Our own reactions to program, as a show, coincide almost exactly with those of Variety's George Rosen, who found it deficient in showmanship, despite big names, and spotty in color values.

Color fidelity wasn't as consistent or as good as it has been in past. Virtues and defects of system stood out clearly. Flicker was worse than we've ever seen it, and breakup continues to annoy some, but not everyone. Brightness is fair, should be greater. In Washington, technicians finally doused room lights, and observers liked picture much more. Low resolution, particularly after coaxial losses, makes closeups mandatory. At its best -- model displaying lipstick and nail polish -- pictures were superb. This was generally true of advertising subjects.

Press and public reaction ran wide range, generally highly commendatory. New York News' Sid Shalit: "There were times when the hues were lush and dripped with pure beauty." Philadelphia Bulletin's Harry Harris: "Color was varied and realistic, and compared favorably with the color of Hollywood films." New York Times: "CBS presented one for the record yesterday; it was hardly more." New York Journal-American's Jack O'Brian: "As the 'first commercial colorcast,' it was unsatisfactory on several levels."

But man-in-the-street was genuinely thrilled, though some criticized skin and hair tones, color breakup, small picture size, magnifying lens, etc.

CBS broke full-page ads in June 25 newspapers in the 5 colorcasting cities, but tone of promotion is still more restrained than many expected. One ad heralded premiere, other announced availability of \$500 CBS-Columbia set in late summer (no mention of \$400 set). Ads made it clear CBS isn't trying to unsell public on black-and-white. Ads didn't say "wait for color" but CBS radio newscaster Don Hollenbeck said on the air: "The wait may be worthwhile."

Statement by FCC Chairman Coy, during program, was in keeping with his previous comments: "FCC sincerely believed that color in TV now is more important than a promise of color in the future. Such promises in the past have had a way of going unfilled. Today is a day of fulfillment." He emphasized CBS system is only one approved, said nothing about possible development of any other.

* * * *

Fresh public interest in compatible system will be generated when RCA runs demonstrations of own and NTSC electronic system (Vol. 7:25) for press and industry in New York week beginning July 9. Based on sort of preview we saw at DuMont Labs June 26, we venture that reaction will be one of consternation to those who think CBS's field-sequential should be the one and only system.

We saw RCA tri-color tube, fed by DuMont's version of NTSC basic system (Vol. 7:18). It would be unfair to make exact comparison with CBS system, since pictures we saw were off-the-line, slides -- a laboratory version. But with previous day's CBS picture still in mind, we were struck by remarkable fidelity, high resolution and brightness, freedom from flicker and breakup. From still to moving images is "mere detail," no great problem, said Dr. DuMont.

DuMont plans to telecast such signals, on uhf, for benefit of manufacturers in New York area, from site of its WABD when latter has moved to Empire State Bldg. in month or so. Idea is to give manufacturers more time to work with off-the-air pictures than will be possible from NBC's WNBT, which is limited to non-programming

hours. Signal will be 700-706 mc, about 8 kw to start, more power later. Hazeltine may microwave various types of color signals from its labs at Little Neck, Long Island, for rebroadcast by DuMont.

RCA's July 9 show will be for press -- the demonstrations lasting 15-20 minutes, repeated 10 a.m., 2 & 4:15 p.m. Remote pickups may be shown -- not definite yet. For first time, 21-in. tri-color tube will be demonstrated.

Important technical aspect of RCA pictures will be so-called "oscillating color sequence" (Vol. 7:18). Net result of technique, as Hazeltine's Knox McIlwain puts it: "You can make receivers sloppy as hell and the colors still stay true."

Demonstrations will continue daily through Friday, after which engineers will knock off for few weeks rest, then return for public showings. Signals will be networked to Washington shortly thereafter.

RCA hasn't indicated when it will ask FCC for new hearing, presumably waiting to go along with rest of industry through NTSC after period of field-testing. Nevertheless, its spokesman asserts positively it can meet all color criteria now.

* * * *

Coy's look at tri-color tube will be July 2, at RCA's Lancaster tube plant. He'll look over tube's innards, see how it works. Other commissioners are to be invited later -- all informally.

CBS raised roof early this week because it hadn't yet received tube whereas DuMont had, accused RCA of trying to keep "mechanical" stigma attached to CBS system. But RCA said tubes were shipped June 27 to both CBS-Columbia and Hytron.

CBS faces delicate job when it does get tube and hooks it up. If it then boasts its system is no longer mechanical, it runs danger of persuading customers that its forthcoming CBS-Columbia sets with rotating discs are already obsolete.

DuMont also had built own tri-color tube, but isn't satisfied with it yet -- mostly because of poor red phosphor. We saw 16-in. tube with dots covering complete face, and company says it has put 1,300,000 dots on tube. Rauland, Zenith subsidiary, has built tube with 1,000,000 dots, performance details unavailable. On DuMont tube, dots were difficult to see, even with magnifying glass. Philco isn't saying anything, nor is Sylvania, but it's hard to believe they haven't already made tubes.

Now that manufacturers have tubes, you can expect more and more of them to come up with new ideas, improvements, economies. Which, of course, is industry's whole purpose (Vol. 7:25). Dr. DuMont, who doesn't enthuse very readily and who is himself one of TV's great tube inventors, confesses he's "now completely sold" on tri-color tube, though sees tough but not insurmountable mass production problems. He now thinks commercial telecasting of NTSC all-electronic compatible system should be ready by January, if FCC approves.

* * * *

No manufacturer has gone all-out on CBS color, no matter how enthusiastic he is about it. During June 24 discussion on Chicago's WJJD, John Meck said he planned to have "Add-a-Color" slave unit, with 14-in. tube and "10 to 14-in." picture available in 60-90 days. "We're shooting at under \$150," he said. He and Hallcrafters' Wm. Halligan disagreed on market for slave units and probable prices of compatible and incompatible sets. Meck felt there will be large demand that can be satisfied now, regardless of future developments in any system.

Crosley displayed own slave unit June 28 in New York's Park Sheraton, but v.p. John Craig indicated company has little faith in system, had built unit solely to meet possible demand. "There is every probability that the all-electronic compatible system will emerge," he said.

Muntz now talks of 2-3 months for beginning of color production, whereas he first said "one month," and he also emphasized value of black-and-white.

Many small outfits are promising and predicting mightily, but as yet there is little evidence of actual production plans and capabilities. Some adapters are being made and sold. Extent of that market is anyone's guess; Philco offers one for \$20 (Vol. 7:22) but says it has had little or no demand. Apparently, some customers

feel adapters will either bring color or make it easy to get, find it difficult to understand that they merely give black-and-white..

Demand for color, as gauged in Videotown survey (see p. 11), hasn't changed much. Says survey: "There is today very little interest among the people in Videotown for color TV. Only a handful gave that as a reason for not buying a set this year. When asked about color, the expressed attitude was that they might buy it if it didn't cost too much; if they wait long enough, they will be able to receive color TV on their present sets at little or no extra cost; or that they are pretty well satisfied with black-and-white. Color is something that will come at some time, but no one is very excited about it."

One of best analyses of color was given by Capehart-Farnsworth engineering v.p. Antony Wright, at June 25 NARDA meeting in Chicago. It's worth quoting because he pretty well reflects best industry opinion:

"My own estimate for a good receiver which will operate on both black-and-white and color, providing the same size picture for color as in black-and-white, with the same inherent stability which the customer has a right to expect, is double the cost of the black-and-white. Such a receiver in table model form would be \$500 ...Of course there will be cheaper [sets] but they will not be very good..."

"Of course, there is always a market for the pioneer, and a good salesman should be able to differentiate between the ordinary customer who expects to get a good color TV picture with a flip of the switch and the experimentalist who will put up with almost any inconvenience..."

"TV is a medium for entertainment. I think we must all realize that so long as the result is satisfying, and enjoyment is obtained through this medium, it does not matter too much whether it is black-and-white or color."

* * * *

NPA created some confusion with its M-47A order (Vol. 7:25). As worded, it provides no steel for manufacture of converters, adapters (or even uhf converters). Actually, it's expected order will be amended to permit manufacturers to divert steel currently earmarked for TV sets.

Manufacturer who didn't make TV during base period, like Webster-Chicago, must appeal in order to get any steel for converters or adapters. And it's good bet that steel he does get will be subtracted from amount he's permitted for his other consumer durable products.

Note: NPA hasn't had single manufacturer inquiry as yet on converter-adapter situation. Complete color sets aren't involved. They're simply called TV sets.

OPERATIONS of ABC-TV turned profit corner first quarter this year—after taking bad beating 3 preceding years of network and 5-station operation. Net income from all TV sources for 3 months ended March 31, 1951 was \$7012, before Federal income taxes, according to summary published in notice of July 27 stockholders meeting and proxy statement released June 25 in connection with proposed ABC-United Paramount merger (Vol. 7:21). Details of merger plan are disclosed in full, including hitherto unrevealed fact that ABC's approximate losses from TV operations, network and stations combined, were \$1,737,562 in 1948, \$4,544,545 in 1949, \$1,972,568 in 1950.

Thus, TV was largely responsible for poor over-all earnings record of ABC in recent years: total \$468,488 profit on total net sales of \$37,110,726 in 1948; loss of \$519,085 on sales of \$40,267,488 in 1949; profit of \$84,605 on sales of \$45,879,660 in 1950.

First quarter's total profit was \$221,858 on sales of \$14,560,345, auguring well for rest of year, particularly since TV losses have been halted—though as yet TV station profits are barely offsetting TV network losses. Station income isn't broken down, but it's significant that national spot and local time sales of ABC's 5 TV and 5 AM stations combined climbed from \$4,965,889 in 1948 to

\$6,194,231 in 1949 and \$9,286,008 in 1950, and \$2,763,281 in first quarter 1951.

Significant, too, is this statement: "Of the total dollar volume of sales of ABC for the 3 months ended April 30, 1951, radio broadcasting represented slightly more than 50% and TV broadcasting the balance. Because of growing popularity and effectiveness of TV as an advertising medium, it is expected that TV broadcasting sales will shortly produce a larger proportion of revenues of ABC."

Terms of merger deal are as previously reported (Vol. 7:21), but also disclosed is fact that new American Broadcasting-Paramount Theatres Inc., if deal gets FCC approval, assumes Jan. 1, 1951-58 employment contract of ABC president Robert Kintner, who stays as president of ABC division, whereby he gets \$75,000 salary plus increases depending on profits. Also assumed are \$75,000 annual salary contract of vice-chairman Mark Woods, which runs to Dec. 31, 1953; \$27,500 salary contract of v.p.-treasurer Nicholas Priaulx, also running to Dec. 31, 1953 and remuneration contract of Paul Whiteman (\$87,000 salary in 1950), running to April 1, 1956.

Note: Mark Woods on June 30 announced his resignation from ABC to enter either the advertising agency or TV-radio consulting field after vacation until September.

Personal Notes: Fred Shawn, NBC-TV director of production services, heads 2 newly formed divisions in realignment this week by Lyman Munson, TV operations director: Production Operations, managed by James Kovach, and Staging Services, headed by Benjamin L. Webster . . . Robert J. Wade, ex-NBC mgr. of production services, named executive coordinator of production development, Robert Brunton supervisor of stage special effects . . . Charles F. Holden named ABC-TV asst. director of program production under TV v.p. Alexander Stronach Jr.; Dean Shaffer promoted to mgr. of TV sales development, Eugene Accas mgr. of radio sales development, Don Coyle mgr. of research, under Oliver Treyz . . . Telford Taylor, representing Joint Committee on Educational TV, has opened own law offices at 400 Madison Ave., New York; he was onetime FCC general counsel, held rank of brig. gen. as prosecutor of Nuremberg war trials, returned to join Paul, Weiss, Rifkind, Wharton & Garrison . . . John H. Battison, associate editor of *Tele-Tech* and author of new book titled *Movies for Television*, joins TV-radio dept. of Dancer-Fitzgerald-Sample Inc. . . . J. Neal Reagan, Hollywood TV-radio mgr., McCann-Erickson, elected 1951-52 president of Advertising Assn. of the West . . . Edward Roberts Carroll, ex-DuMont teletranscription chief, now v.p. & gen. mgr., Vidcam Pictures . . . Carlos Franco, ex-Kudner, joins Wm. Weintraub agency July 2 to work on TV-radio . . . Robert Colodzin joins Cecil & Presbrey as TV production supervisor . . . William J. Flynn, CBS asst. treasurer, elected chairman of New York Credit & Financial Management Assn.'s new radio-TV broadcasting group . . . Abiah A. (Bob) Church, 1950 George Washington U law school now with U. S. Court of Claims, joins NARTB law staff Aug. 1 . . . Francis Martin Jr., ex-DuMont and MCA, joins Blair-TV Inc. . . . Francis P. Matthews, Secretary of the Navy, who is president of WOW & WOW-TV, Omaha, appointed June 28 as Ambassador to Ireland . . . Wm. B. Campbell, ex-Young & Rubicam, joins Borden Co. as asst. adv. mgr. handling TV-radio . . . Chester H. Lang, GE adv. v.p., named to new post of GE public relations director in New York.

Station Accounts: New York Telephone Co.'s Long Lines Div. buys spots in John Wingate's newscasts on WOR-TV, Wed. 8:45-9, to point out that defense preparations have placed burden on long-distance operations, urging users to save time by giving operator exact phone number if possible; placed thru BBDO, N. Y. . . . Zenith Radio's first national use of TV will be 20 & 60-second Sarra film spots featuring John Cameron Swazey, Bob Trout, Westbrook Van Voorhis, Arctic explorer Comdr. Donald McMillan, plugging Zenith Super Trans-Oceanic portable radio, thru MacFarland, Aveyard & Co., Chicago . . . High cost of TV decided Florida Citrus Commission on newspapers and radio for its new \$2,000,000 advertising campaign, according to J. Walter Thompson Co.'s Don Francisco, handling account, but some TV spots will be used to illustrate recipes and menus . . . Universal-International, film producer, will use TV to promote pictures, planning bi-weekly 5-minute *Movie Star Album* consisting of 20 stills, transcription of star's voice, prepared script enabling station announcer to "interview" star; account handled by adv. v.p. David A. Lipton . . . Delaware floor products div., Congoleum-Nairn Inc., for its Flor-Ever vinylite floor covering, will use TV spots in fall, in addition to its participation in NBC-TV *Kate Smith Show* (Vol. 7:24), thru McCann-Erickson . . . B. F. McDonald Co. (industrial safety devices) using film spots on western stations, thru Philip J. Meany Co., Los Angeles . . . Hoffman Radio to sponsor 23 Fri. & Sat. night local college and junior college grid games next fall on KFI-TV, Los Angeles . . . MacLevy Studios (dance school) sponsor-

ing *The Magic Door*, children dramatizing fairy tales, with ballet and choral groups, on WOR-TV, Sun. 5:30-6, thru Associated Adv. System, N. Y. . . . Among other advertisers reported using or preparing to use TV: A. Goodman & Sons (noodles, spaghetti), thru Al Paul Lefton, N. Y.; New York Frito Inc. (Frito corn chips), thru Ruthrauff & Ryan (WCBS-TV); American Home Foods Inc. (G. Washington coffee), thru Ted Bates & Co. (WCBS-TV); Personna Blade Co. (razor blades), thru J. D. Tarcher & Co. (WCBS-TV); Damar Distributing Co. (Damar household accessories), thru Maxwell Sackheim & Co., N. Y.; West Coast Soap Co. (Powow cleansers & White Navy soap), thru Buchanan & Co., San Francisco; Plastics Mfg. Co. (plastic dinnerware), thru Product Services Inc.; Forest City Products Inc. (Cropax foot aids), thru Foster & Davies Inc., Cleveland; Beaute Vues Corp. (Nutri-Tonic permanent wave), thru Hixson & Jorgensen Inc., Los Angeles; Olympic Distributors Inc. (Nids deodorant pills), thru Knight Adv., Los Angeles; Prim Products Co. (Prim waterless hand cleaner), thru Copley Adv. Agcy., Boston; Wiggins Chemical Co. (Wiggs waterless cleanser), thru Associated Adv. Agcy., Cincinnati; Paxton & Gallagher Co. (Butter-Nut coffee), thru Buchanan-Thomas Adv., Omaha (WTMJ-TV).

Network Accounts: Cory Corp. (coffee brewer) is first purchaser of 15-min. segment of new Frances Langford-Don Ameche show which starts Sept. 12 on ABC-TV, Mon.-Fri. noon-1 p.m.; starting Oct. 2, it's taking Tue. & Thu. segments under plan to sell 15-min. segments to advertisers on "escalator" basis whereby each sponsor moves up to preceding period each day. Agency is Dancer-Fitzgerald-Sample . . . Gillette will sponsor 1951 All-Star baseball game on NBC-TV July 10 from Briggs Stadium, Detroit; game will also be piped to WOR-TV, New York; WGN-TV, Chicago; WNAC-TV, Boston . . . Colgate-Palmolive-Peet, starting July 4, buys additional evening half-hour of *Strike It Rich* on CBS-TV, Wed. 9-9:30; show continues regular runs for same sponsor on same network, Mon.-Fri. 11:30-noon . . . *Your Esso Reporter*, long-time radio spot feature, will make debut on CBS-TV, Thu. 9-9:30, starting July 12, occupying time of *Alan Young Show* for 8 weeks . . . Jacques Kreisler Mfg. Corp. (men's jewelry) starts sponsorship of *Tales of Tomorrow* Aug. 3 on ABC-TV, alt. Fri. 9:30-10, thru Hirshon-Garfield, N. Y. . . . C. H. Masland & Sons (rugs) will sponsor *Masland at Home* starting Aug. 30 on ABC-TV, Thu. 10:30-10:45, thru Anderson & Cairns, N. Y. . . . Eversharp Inc. (Schick razors) starts unnamed show Sept. 4 on CBS-TV, Tue. 9-9:30, thru Kudner Agency . . . Procter & Gamble will sponsor new serial on CBS-TV, Mon.-Fri. 12:30-12:45 p.m., starting Sept. 3, thru Biow . . . American Home Products has bought Mon.-Fri. 12:15-12:30 p.m. on CBS-TV for unnamed serial to start Sept. 24, thru Biow . . . General Electric will sponsor Bill Goodwin on NBC-TV, Tue. & Thu. 3:30-4, starting Aug. 28 . . . *Holiday Hotel* on ABC-TV, Thu. 9-9:30, being replaced by *Don Ameche's Musical Playhouse* starting July 5; Packard and Cluett, Peabody & Co. (Arrow menswear) retain alt. weeks . . . Lucky Strike replacing *This is Show Business* July 15 with *Go Lucky* comedy quiz starring Jan Murray on CBS-TV, Sun. 7:30-8; *This is Show Business* returns Sept. 9 . . . General Foods (Sanka) replaces *Who's Whose?* July 2, after one performance, with panel-quiz *It's News to Me* on CBS-TV, Mon. 9:30-10, John Daly moderator . . . General Foods (Jello products) replacing *Aldrich Family* Aug. 26 with new show featuring Jackie Kelk on NBC-TV, Sun. 7:30-8, thru Young & Rubicam.

Arthur M. Sherwood, ex-GE and RCA executive, died June 29 in Princeton Hospital. He was 63, and a brother of playwright Robert E. Sherwood.

Financial & Trade Notes: Phenomenal growth of electronics industry in 10 years is exemplified by these comparative figures from July *Fortune Magazine* article on "The Electronics Era." Table only gives rough idea of electronic expansion since many of these companies have vast non-electronic business, such as electrical equipment, refrigerators, lamps:

Percent increase in income		Income in millions	
		1940	1950
4,908%	Admiral	\$ 4.7	\$ 230.4
4,319	DuMont	.17	76.0
1,782	Motorola	9.9	177.1
1,746	Collins Radio	.72	12.6
1,709	Raytheon	3.5	59.5
1,132	Sylvania	14.3	162.5
880	Emerson	10.6	74.2
657	Zenith	20.4	134.0
641	Philco	52.3	335.3
469	Bendix Aviation	46.7	219.4
459	RCA	127.8	586.4
426	Westinghouse	239.4	1,019.9
372	Olympic Radio	.05	21.9
368	General Electric	532.7	1,960.4
342	Sperry	47.5	162.4
325	Claude Neon	.44	14.4
281	Hazeltine Electronics	1.4	4.0
243	Hoffman Radio	.12	29.6
	Hallcrafters (inc. 1943)		28.5
	Packard-Bell (inc. 1945)		13.9

DuMont's first five 4-week periods (Jan. 1-May 20) resulted in sales of \$23,970,335 as against \$22,474,562 during comparable 1950 periods. But profits before taxes went down to \$832,018 from \$3,885,186 during same 1950 period. After taxes, profits were \$487,618 vs. \$2,380,886. Dr. DuMont told June 29 stockholders meeting that defense orders totaling \$30,000,000 have been received, but conversion is some months away and production won't reach high level until end of year. When 4-week plant vacation ends in August, TV production will resume at about 40% the comparable 1950 rate, he said.

Muntz TV Inc. reports \$749,852 net income, or 74¢ per share on 1,013,994 shares of common stock outstanding, during first year of operation ended March 31. Earnings before taxes were \$1,781,352. Sales for year were \$27,147,846. Current assets on March 31 were \$5,171,634, current liabilities \$3,466,025. President Earl W. Muntz stated company will have color TV models, but expects change-over to be gradual and demand for black-and-white sets to continue for some time.

Sentinel Radio reports net sales \$20,090,708 for fiscal year ended March 31 vs. \$9,072,994 for fiscal 1950. Net profits were \$706,252, or \$1.96 per share on 360,000 common shares vs. \$47,717 (13¢). Profit before taxes was \$1,899,524 vs. \$77,717 last year.

Miscellany: Secondary offering of 18,000 shares of CBS Class B stock, made June 27 by W. E. Hutton & Co., was oversubscribed (at 26¼ a share) and books closed; block of stock was said to be remaining holdings of Isaac D. Levy, resigned director . . . Change in stockholdings reported to SEC: Abraham Rosen, asst. treas., Emerson Radio, sold 1920 shares of Emerson common in May, reducing direct holdings to 500 shares . . . Hoffman Radio took no dividend action at June 28 meeting due to financial requirements for transition to military production; has been paying 25¢ quarterly . . . Keystone Custodian Fund discloses 11,400 shares of Hazeltine among new purchases.

Dividends: Tele-tone A, 16¼¢ payable July 1 to holders of record June 20; Emerson, 25¢ payable July 15 to holders July 5; Howard W. Sams & Co., \$2.50 on 5% cumulative payable July 1 to holders June 21; Olympic Radio, 25¢ payable July 19 to holders July 9; Avco, 15¢ payable Sept. 20 to holders Aug. 31; American Phenolic, 20¢ payable July 27 to holders July 13.

Avco names Lt. Gen. Albert C. Wedemeyer, retiring 6th Army commander, as v.p. and director as of Sept. 1.

Mobilization Notes: Many electronics manufacturers are going to get a jolt when they receive allocations of steel, copper and aluminum under Controlled Materials Plan. All signs indicate allotments of the 3 controlled metals for producers of class B (standard, civilian type) electronic products and components have been cut to bone.

On basis of past actions, it's good bet NPA Electronics Div. will appeal—and probably successfully—to higher NPA and DPA echelons to get bigger share of materials pie for electronics industry. Throughout entire mobilization period, as well as during last war, top control authorities have consistently sold electronics short—then reconsidered when pressure was applied.

Electronics Div. staff worked day and night this week to process all applications by June 30 deadline. Manufacturers will be notified of their allocations by July 5; most will receive them July 2. Plenty of individual appeals are anticipated, especially from larger manufacturers who apparently have been hardest hit. NPA has gone much easier on small business in first CMP metals allocation.

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Certificates of necessity granted week ended June 22 by DPA for rapid tax amortization of new or expanded facilities for production of defense electronic equipment: Sangamo Electric Co., Springfield, Ill., sonar equipment, \$125,500 at 85% tax write-off over 5 years; Sylvania, Boston, electronic tubes, \$47,688 at 80%; DuMont, Clifton, N. J., electronic detection equipment, \$11,755 at 75%.

Extensive controls over all production can be expected as result of Manly Fleischmann's appointment June 25 to head DPA, succeeding Edwin T. Gibson. Defense mobilization chief Charles E. Wilson upgraded the exponent of strong controls as first step in streamlining and coordinating loose-jointed production control setup. NPA will probably be stripped of all its remaining policy functions and devote itself entirely to carrying out DPA policy. Fleischmann temporarily continues to head NPA as well as DPA pending his confirmation by Senate and completion of reorganization plans.

Trade Personals: Cleo F. Craig, finance v.p., named acting president of AT&T in place of the late Leroy A. Wilson; T. Brooke Price, general attorney, elevated to v.p. & general counsel, succeeding John H. Ray, retiring Sept. 30 . . . Carl E. Wideberg named gen. mgr., George G. Jones personnel director, AT&T Long Lines Div. eastern area . . . Ballard F. Smith, ex-RCA Victor, Indianapolis, named Motorola wage & salary administrator; R. A. Holsten named special merchandising mgr. of Motorola . . . Scott Morency, ex-Western Automatic Machine Screw Co., named Washington representative of Zenith war contracts div. . . Dr. W. R. G. Baker, GE v.p. in charge of electronics operation, awarded honorary degree of doctor of engineering by Syracuse U . . . H. L. Pierce resigns as gen. sales mgr., Sparton, his duties taken over by asst. sales mgr. B. G. Hickman . . . W. D. Espey elected v.p. of Lear Inc. . . . Paul V. Galvin, president of Motorola, awarded honorary degree by Loyola U, New Orleans . . . L. D. Cahoon named president of Astatic Corp., succeeding F. H. Woodworth, retiring . . . P. B. Reed, RCA Victor v.p. in charge of govt. service div., leaves July 6 on 4-week tour of military installations in Europe to which RCA Service Co. field personnel are attached.

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Avco reports consolidated net income of \$5,547,211 for 6 months ended May 31 vs. \$4,804,685 for same period preceding year, after all tax provisions. That's equal to 61¢ per share on 8,731,058 shares outstanding, compared with 67¢ on 6,751,611. Sales for first half of fiscal 1951 were \$158,959,656 vs. \$98,223,246.

GOOD AND BAD IN THE TRADE PICTURE: Theories and wishful thinking are about all you can get from key TV-radio producers and merchandisers, in trying to evaluate market for rest of year. There's no unanimity of opinion, no crystalized thinking, no feeling of certainty or even confidence.

Main factors worth reporting, after talking with key industry sources and studying latest trade reports and business services, are these:

(1) Nobody seems to go along with gloomy view attributed to one industry leader some weeks ago that there's enough TV inventory at factories and in pipelines to fulfill all demands for rest of year. Yet cold fact is that factory inventories alone rose to unprecedented 713,032 units as of June 22.

(2) Everybody thinks relaxation of Regulation W will help -- but few think it's the whole answer. Aside from season, "high cost of groceries" is simplest explanation of current buying recession. Yet there was better-than-seasonal pickup at retail levels in latter June -- enough to pull down dealer-wholesaler inventories somewhat but not enough to help factories move all new production (Vol. 7:25).

(2) Trade is wary rather than worried about impact of color promotion on buyer demand, will of course sell color sets and converters if there's demand. Their concern was lessened when CBS-Columbia Inc. (formerly Air King) indicated \$400 and \$500 prices for 10-in. color receivers, which many think can't stand up price-wise against 16, 17, 19 and 20-in. black-and-white at around \$200 to \$300.

(4) The business services and investment house letters are so confident that the general outlook is good, that surpluses and price-cutting won't last long, that consumer buying will pick up after the hot summer in view of high employment and wages -- that their views become infectious. They're saying what all want to believe.

(5) Second, third and fourth quarter profits will be nothing like what the trade enjoyed all last year and first few months of this year. Higher taxes and low margins on defense contracts, to say nothing of reduced civilian output, mean that the industry can't possibly achieve 1950's fabulous earnings levels. (For cogent example, see DuMont's first 20-week report in Financial Notes).

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It's estimated up to 2,000,000 TVs are in inventories -- but we won't really know until first RTMA-arranged Dun & Bradstreet survey of dealer inventories is made available toward end of July.

Second quarter production will add up to about 1,150,000 TVs, as against first quarter's 2,199,669. Week ending June 22, RTMA reports, saw 73,911 sets made (3004 private label), not much change from preceding week (Vol. 7:25), but inventory at factories climbed to 713,032 from 669,950 on June 15. Final week of quarter, to be reported next week, shouldn't show much output change; then come plant vacations.

Radio output held steady level -- 314,661 sets in week (170,666 private label), not much change from preceding June weeks. Radio inventory at factory was 417,153 on June 22, up from 399,086 on June 15. Units were 129,587 home radios, 142,436 auto, 46,638 portable.

Interesting trend in TV prices is noted in fact that average factory price per set was \$191.21 in January, \$205.70 in February, \$197.55 in March, \$171.85 in April. Downgrading is doubtless due to current emphasis on low-end units.

* * * *

If TV industry were entering third quarter all tooled up for maximum conservation (which it isn't) and with strong incentive to turn out every set it could (which doesn't exist), it might possibly stretch materials supply enough to equal second quarter production total.

But getting off to poor start, especially with 2, 3 & 4-week plant vacations in July-August (Vol. 7:25), it seems certain third quarter output will lag behind

second quarter. For not to be lightly dismissed is 30% cut in steel, 40% in copper, 50% in aluminum, as against 20% steel cut and no copper-aluminum end-product cuts during second quarter.

And because of flexibility of copper and aluminum restrictions (Vol. 7:25), manufacturers can cut back TV even further if they want to use copper and aluminum they save in order to make more radios, appliances or whatever is in biggest demand. Add to this the near-certainty that soaring military demands will tighten pinch on nickel, tungsten, cobalt during third quarter.

Fourth quarter can't possibly be better, will probably be worse, what with defense production taking an ever-increasing share of the materials pie.

One of biggest producers has been betting on TV shortages this fall to the extent of keeping lines humming second quarter, piling up sets in own and distributor warehouses. His sales chief says there never was a September without business pickup, feels that if year ends with 750,000 inventory in all pipelines that will mean normal and successful market. Still another top sales chief said, "If we can cut the present inventories by 50%, we should be prepared this fall for a good, healthy business."

DuMONT SELLING 30-in. SETS AND TUBES: If this weren't a "price market," you'd be hearing lots more about DuMont's 30-in. tube, largest yet made, as yet offered in only one super-duper receiver called Royal Sovereign, selling at \$1795, most expensive TV set on the market today.

Even so, DuMont has sold more than 500 such sets since first brought out last March (Vol. 7:10), has orders for about 500 more, is now making tube available to other manufacturers at \$175, to distributors at \$200, dealers \$231, consumers \$242, including excise tax. One manufacturer has placed order for 200 per month.

It's distinctly a luxury item, yet mass production could bring set and tube prices down -- if size clicks. Picture is fully as satisfactory as 19 or 20-in., even more so in very large room. For public places, it's vastly better than most smaller sizes, certainly superior to any projection screen -- and we viewed it as close as 5 or 6 feet quite comfortably.

Tube is metal-coned, round, affords 525 sq. in. of picture space vs. 215 on 20-in., 208 on 19-in., 150 on 17-in., 145 on 16-in. It has 90-degree deflection angle, as against 70-degrees in 17 & 19-in. It's 23½-in. from face to end of neck, only inch or two longer than 20-in., weighs 40 lbs., requires 20,000 volts as against 12-13,000 in 19-in.

Dr. DuMont has reputation for leading way in tube sizes ever since he would not go along with first industry 10-in. standard, instead made first 12-in., led way to the larger sizes now vogue. He isn't sure the 30-in. will win mass popularity, thinks next step up from 20-in. may be 24 or 26-in. GE has 24-in., but in today's moribund market hasn't done much with it; Sylvania worked on 24-in., and Philco's Lansdale plant is also known to be working on stepups from present 20-in. maximum.

Dr. DuMont says 30-in. can be made rectangular eventually, has plans on the boards for a 5x7-ft. tube which he says should be entirely practical and could gain same acceptance as that size movie screen. Giant 20x15-ft. tube for theatre TV is also within realm of possibility, he thinks. And the larger the size, the easier to make tri-color tubes, which RCA has modeled at 17 & 21-in. but which DuMont says can be made even more easily at 24 & 30-in.

Merchandising Notes: Chicago's summer furniture market, ending June 28, suffered 14% decline in attendance—about 16,000 during the 10 days as against 18,644 at last summer's market . . . Trade-in guide for 1951-52 TV receivers will be issued soon by National Appliance & Radio Dealers Assn., president Mort Farr told NARDA Chicago convention June 25. He also told of plan to assist new TV area dealers, based on experiences of "veteran" TV merchandisers . . . Sears and Spiegel fall catalogs now being mailed; noteworthy is Sears offer of 17-in. table TV at \$189.95, whereas last year's catalog's lowest priced 16-in. was \$209.95 . . . Electron Enterprises, Berwyn, Ill., offers

clever gimmick—lady's overnight case, 16x12x7-in., with built-in portable radio, 4-tube, battery-powered . . . Auctioning TVs via radio, buying local spots between midnight and 3 a.m., "moved considerable inventory" for Video Store, Pacific Beach, Cal., owned by L. N. Papernow, applicant for TV station in San Diego; merchandise was described on air, phone bids accepted . . . Westinghouse Supply Co. testing "Old Trader" campaign in Newark via 10 dealers, using newspaper ads, skywriting, etc. to call on public to trade in "anything around the house" for a Westinghouse TV—mentioning old percolators, toasters, radios, tricycles, irons, iceboxes, skates, tools, etc.

Topics & Trends of TV Trade: Battery-powered, portable TV has been developed by National Scientific Laboratories, 2010 Massachusetts Ave., N.W., Washington, D. C. (Dr. Robert I. Sarbacher), formerly the Wedd Laboratories—and it has been shown some manufacturers with an eye to commercialization. It operates on one or 2 wet cells, each capable of 4 hours of performance, with 25 watts to power 3-in. CR tube magnified to about 5-in. by means of lens. Set also covers full FM broadcast range. It can also operate on house current, and batteries are rechargeable off house current. Only 13 miniature tubes are used, whole unit being encased in satchel-like casing measuring 18x10x5-in., weighing about 21 lbs. It's claimed some 5 lbs. more can be taken off in commercial production, and that set could be made to sell for under \$100.

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Replacement and second-set market doesn't look too promising, as gleaned in ad agency Cunningham & Walsh's fourth annual "Videotown" survey (Vol. 6:26), covering unidentified city of 40,000 that's 50% TV-saturated—believed to be in New York City area. Since 1949, intent of owners to replace sets has been dwindling—11% of TV families that year substituting old sets for new ones with larger screens, 10% doing so in 1950, less than 4% showing interest in doing so this year. As for second sets, only 16 families in 1950 had them; this year 65 said they did, but half of these reported first set "in storage." Among non-owners, interest in buying has dropped from 28% in 1950 to 21% this year—but of course non-owners last year were 70% of population, are 50% now.

National Retail Dry Goods Assn., in TV study just released, indicates doubt TV sales will take their usual upturn in September. What's needed are "added incentives to buy," says report—incentives such as price, picture size, shortages. Report is based on study of TV sales in all markets since 1948, includes charts to show retailer his potential market (which isn't always total of homes in his area). As for color TV, report sees it as "replacement proposition" and sees "slave unit" as having possibilities, price-wise. Copies of 40-page report are available from NRDGA at \$5 a copy to members, \$10 to non-members.

Reflecting trade slump, Bureau of Internal Revenue collected \$17,327,085 in excise taxes on TV-radio sets, phonos for May—\$897,463 less than April (Vol. 7:21) and \$6,000,000 down from high of \$23,390,352 collected in March (Vol. 7:18). May collections compare with \$4,436,908 in same 1950 month. Total excises collected from TV-radio industry for 11 months from July 1, 1950 were \$118,432,959, compared to same preceding period's \$37,919,797.

Dept. store tie-ins for color promotion are being pushed in number of cities. Washington's WTOP-TV has loaned set to Hccht's. Boston's WNAC-TV is working with Jordan-Marsh. And CBS-Columbia Inc. reports it's being "swamped" with requests from such stores as Lyon & Healy, Chicago; Shillito, Cincinnati; D. L. Hudson, Detroit; Macy's, Gimbel's and Abraham & Straus, New York.

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Trade Miscellany: Add Kaye-Halbert, Pilot and Telephone to list of TV plants shutting down for vacations first 2 weeks in July (Vol. 7:25) . . . Canadian RCA Victor starts construction of \$1,000,000 new electronics plant at Prescott, Ont., to employ 700 . . . Raytheon's new 3-story, 144,000 sq. ft. \$2,000,000 power tube building at Waltham, Mass., had first girders placed at ceremony June 26; it's due for completion in fall, will add 1000 employes . . . Sylvania has leased plant in Nelsonville, O., for production of welded lead-in wires for tubes, lamps and electronic equipment, plans eventually to move to new building scheduled for construction by city of Nelsonville.

Commander Television Corp., New York (M. F. Jaffa, president) is fourth TV set-making firm to go through bankruptcy proceedings thus far this year, having filed petition under Chapter XI of Federal bankruptcy act proposing to pay creditors 100% over 30 months. Liabilities are listed at \$86,750, assets \$15,600. Creditors include DuMont, \$6441; Regal, \$3522; Trad, \$7641; Victory Container, \$3213. According to gen. mgr. Robert Ehrlichman, who resigned June 28, assets actually are \$35,000, liabilities actually \$68,000. Earlier this year, similar proceedings involved Freed Radio (Vol. 7:10), Richmond Television (Vol. 7:7, 10, 17); Vidcraft (Vol. 7:7, 9).

Emerson's "1952 line" of 15 receivers, featuring 17 & 20-in. only, includes only 2 new models—17-in. console with phono and 20-in. console, each \$349.95; instead of regular mid-year distributor convention, Emerson will hold series of regional meetings.

Radio receiving tube sales in May totaled 34,074,356, slightly down from April's 35,883,627, bringing total for first 5 months to 188,235,226. Of May shipments, 21,187,963 went to TV-radio set manufacturers.



FCC's uhf junket to Bridgeport June 29 as guest of RTMA (Vol. 7:25) was most solid evidence of Commission-industry reconciliation since start of color hearing. Chairman Coy was particularly complimentary, in comments at luncheon, suggested RTMA take receiving equipment on tour throughout nation to convince broadcasters of uhf's feasibility. Particularly impressive to Commission was fact uhf is much more resistant than vhf to some types of interference, such as diathermy. Eight manufacturers demonstrated converters, quoted off-the-record tentative prices averaging \$40. One showed 1-channel and 2-channel devices to sell for \$10-\$15. Attending were all commissioners except Jones, staffmen Cottone, Braum, Simpson, Roberts, Boese. Crosley's John Craig was host. Manufacturers demonstrating were Capehart-Farnsworth, Crosley, GE, Hallicrafters, Philco, RCA, Stromberg, Zenith.

President Truman won't withdraw nomination of FCC Comr. Hennock for New York Federal district judge (Vol. 7:24-25), despite opposition of American Bar Assn. and New York City Bar Assn. on grounds lady commissioner is "totally unqualified." President so told press-radio conference June 28. Second week went by without Senate Judiciary Committee setting date for hearing on Miss Hennock's nomination, which American Bar Assn. asked be postponed until after July 15. Support for Miss Hennock has come from fellow New York Democratic Leader Senator Lehman and Rep. Louis B. Heller. New York Republican Senator Ives said he's withholding judgment until after hearings. *New York Daily News* in June 14 editorial, although not taking sides, chided New York City Bar Assn. for not being more specific about its objections.

Eve of July 1 network radio rate cuts (Vol. 7:16-18) saw broadcasters breaking out with rash of trade ads, some strongly worded, to counter implications that radio is on downgrade (Vol. 7:25). Even NBC took full page in June 20 *New York Times* tying in with Jack Gould's series on TV's social and economic impact; it was captioned, "Yes, Mr. Gould, TV does have impact, but . . . Network Radio Reaches More People in More Places at the Lowest Cost . . ." Nashville's WSM got quite emotional: "The infection, until these last few months shielded from the public by the skin and flesh of sober judgment, has broken through, a blood-red rash across the face of the industry . . ." Charlotte's WBT ran coldly factual graphs to show Sunday night listening audiences first quarter this year about same as same months last year. Mutual plumped: "More Radio Homes Than Ever Before."

Telecasting Notes: Considering high prices of TV stations (Vol. 7:24) and higher rates for TV time as AM network rates go down (Vol. 7:25), story of Washington's 250-watt WINX, on which FCC Chairman Coy cut his commercial teeth as manager, may be symptomatic: *Washington Post* paid \$500,000 for it in 1944, lost nearly that much on its operation, sold it in 1949 for \$130,000 to buyers who didn't do so well with it and now propose to sell it for \$120,000 . . . TV isn't alone in raising rates (Vol. 7:25); Curtis Publishing Co., effective next January, hikes *Saturday Evening Post* rates 10% (to \$12,935 per one-time black-&-white page), *Ladies Home Journal* 6% (\$13,510), *Country Gentleman* 6% (\$6900), *Holiday* 6% (\$4320) . . . Also raising rates 10%, as of next Jan. 15, is *Look Magazine* . . . Lutheran Television Productions Inc. being formed by Missouri Synod of the Lutheran Church (which comprises 5000 churches and operates AM station KFUD, Clayton, Mo., suburb of St. Louis) to produce 26 half-hour Bible dramatizations for TV; \$750,000 has been voted for project . . . Cowboy star Roy Rogers got restraining order from Federal district court in Hollywood last week to prevent Republic Pictures from releasing any of his old films to TV, and Gene Autry has indicated he will take similar action . . . June 27 *Variety* front-pages story that Warner Bros. offering 600 unproduced story properties for sale to TV networks and ad agencies . . . Jerry Fairbanks Studios, now part of Isaac D. Levy's Official Films Inc. (Vol. 7:22) hires Sid Rogell as operations mgr. for stepped-up production of films for TV . . . Historic Fort Lee, N. J., studios, where some of early movies were made, being remodeled by Shuberts for lease to TV producers; 80x120-ft. stage to be ready Aug. 1, another 40x80-ft. in fall . . . Spike Jones troupe to be paid \$200,000, or \$40,000 per performance, for 5 NBC-TV shows next fall, 3 probably on Colgate series again, according to Hollywood reports . . . Fordham U-CBS Summer Institute of Professional TV and Radio will use CBS studios and staff in 6-week course, July 5-Aug. 14 . . . Robert J. Landry, ex-*Variety* and ex-CBS, now publishing newsletter *Space & Time*, will direct New York U's summer Radio-TV Workshop, July 2-Aug. 10 . . . Big color TV feature is planned for a late July issue of *Life Magazine*.

CBS raises network charge for WCBS-TV from \$3250 to \$4000 for night time hour Sept. 1, thus following by week similar actions by ABC and NBC (Vol. 7:23, 25). ABC raised all its owned & operated stations Aug. 1, NBC its complete rate card July 1. About 60% of CBS-TV affiliates raise rates July 1, substantial number during following months (see *TV Factbook No. 13*, due July 15). No change is indicated for WTOP-TV, Washington (45% owned by CBS). CBS-owned KTSL, Los Angeles, actually is being reduced July 15—from \$1600 to \$1500.

American Bar Assn. has named committee to study "constitutionality and advisability" of telecasting and broadcasting trials and Congressional hearings, to report at annual meeting in New York Sept. 17-21. Chairman is John W. Davis, New York attorney and Democratic candidate for President in 1924. Other members: Bruce Bromley, New York; John A. Danaher, Hartford; Joseph J. Daniels, Indianapolis; Joseph W. Henderson and Wm. A. Schnader, Philadelphia; Monte M. Lemann, New Orleans.

First educational TV channel application to be formally filed came this week from Lindsey Hopkins Vocational School, Miami, seeking Channel No. 2 there, earmarked for educational institutions under FCC's proposed allocations. Also filing for new TV outlets this week were WIBA, Madison, Wis., seeking Channel No. 13 in Eau Claire, and WJOB, Hammond, Ind., seeking uhf Channel No. 56 . . . [For further details about these applications, see *TV Addenda 12-Y*.]

NBC's move into film-making and distribution of TV-inspired films to theatres sounds as if it has all sorts of possibilities—emphasizes anew TV's impact on show business. As envisaged by TV executive v.p. Sylvester (Pat) Weaver, NBC intends to film 60-90-minute shows, highlighting season's top TV entertainment—with Durante, Cantor, Sid Caesar-Imogene Coca, Martin & Lewis shows among those prominently mentioned. Entertainers would re-create high spots of TV season, and these would be filmed on 35mm at NBC's New York Center Theater. Some kines would be used. Undecided yet is choice of producer and distributor. Robert Montgomery will be narrator for those films needing one. *Variety*, which broke story in June 27 issue, says Weaver estimates \$150,000 cost per picture. Pitch to theatre-owners would be: (1) Proven audience of 15,000,000, not all of whom have seen performers' entire series on TV. (2) High pull in non-TV areas, where public has heard about but hasn't seen the TV stars. "Shooting" may start Aug. 1, with release planned for Sept. 1.

Second theatre-TV "network" boxing bout June 27 repeated success of first (Vol. 7:24-25)—for the theatres at least. Nine of 11 theatres in 8 cities screening Bob Murphy-Jake LaMotta slugfest reported overflow crowds (though Washington's colored Lincoln Theatre was three-quarters full). Fight wasn't telecast or shown in New York theatres, yet drew only 21,257 spectators to Yankee Stadium—less than one-third of capacity. Promoters blamed threatening weather. Theatres again paid total of about \$10,000 to International Boxing Club for TV rights. Two new theatres joining closed-circuit "network" were Warner's Stanley in Philadelphia and Fabian's National in Richmond. Next exclusive theatre-TV showing is Rex Layne-Rocky Marciano bout from Madison Square Garden July 12. Success of experimental showings undoubtedly will feature in FCC hearing scheduled Sept. 17 on theatre interests' request for special theatre-TV frequencies (Vol. 7:17). Washington consulting engineer Frank McIntosh was hired to represent Motion Picture Assn. of America at hearing.

Edward W. Allen Jr. is FCC's new chief engineer—his appointment putting "first team" man in top engineering advisory position. He succeeds Curtis Plummer, now Broadcast Bureau chief. As long-time head of technical information div., Allen participated actively in postwar broadcast developments, FM and TV particularly. He's known as "an engineer's engineer" among industry's technicians. He's 1925 electrical engineering graduate of U of Virginia, got LL. B. from George Washington U in 1933, worked for Westinghouse and Chesapeake & Potomac Telephone Co. before joining Patent Office in 1930, transferring to FCC in 1935. He takes new office July 23, when he returns from CCIR conference in Geneva (Vol. 7:20).

TV Factbook No. 13

Exactly 415 applications for new TV stations are on file with FCC as of end of first half of 1951—44 having been filed, 2 withdrawn, since publication of our last TV Factbook in January. All applications to July 15, 1951, plus detailed data (including rate summaries) on all the 107 operating stations and the networks will be published—along with present and proposed channel allocation tables and many other directory features—in *TV Factbook No. 13*, due off presses July 15. Full-service subscribers will receive copies in usual routine; Newsletter-only subscribers may order at \$2.50 per copy. Pre-print orders in quantities of 20 or more will be accepted up to July 6 at \$1 per copy.