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with ELECTRONICS REPORTS

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NBC WANTS UHF; FCC's FREEZE PUZZLERS: Biggest fillip for uhf to date came this week when NBC filed formal petition asking FCC to lift 5-station limit on TV so that any entity with "full bag" of vhf may go into uhf too. Petition, sure to get heavy backing from others in industry, and opposition from some, stands excellent chance of Commission approval. Comr. Sterling's go-ahead is already on record, in recent speech (Vol. 7:44), and other commissioners have shown favorable inclination.

Backed by RCA's tremendous production and research facilities, NBC is completely sold on uhf, and stands ready to apply for stations in number of markets -- whether they're already heavily vhf-served, non-TV, uhf-only or vhf-uhf intermixed. Presumably, NBC will go for such cities as San Francisco, Denver, Portland. Unless FCC relaxes its "duopoly" rules, NBC couldn't expect to commercialize its Bridgeport experimental uhf station because of overlap in coverage with WNBT, New York.

NBC doesn't specify number of uhf to be added, leaves figure up to FCC. Comr. Sterling suggested 2 or 3 in his talk.

So intent is Commission on putting uhf across, so fearful it is of seeing "another FM situation," that some of its most avid "anti-monopolists" see far less danger in new proposal than in perpetuating vhf monopolies through failure of uhf. In back of mind of some at Commission, too, may be thought that at some future date, when uhf is flourishing, FCC could force multiple owners to divest selves of some stations if they loom too big. Regarding "concentration of control," NBC petition says: "The suggested amendment would present no problem of control which cannot be handled appropriately upon consideration of a particular application."

* * * *

NBC's petition is biggest lift to uhf since Westinghouse affirmed faith in technical-economic capabilities of uhf by preparing application for Philadelphia, where some 1,000,000 vhf sets are now in use (Vol. 7:49). Westinghouse may be expected to pursue its vhf applications in Pittsburgh and Portland, but it's likely to amend Ft. Wayne application to uhf since that city will probably have uhf only.

Other multiple owners naturally won't let up in efforts to corral limit of 5 vhf channels in key markets, but many are sure to support NBC petition. Expected to be among these are the other networks, Crosley, Fort Industry (Storer), O'Neil interests, Scripps-Howard, et al.

How much opposition will arise is hard to guess. One AM operator, S. A. Cisler, WKYI, Louisville, in Dec. 31 letter to the editor of Broadcasting Magazine, noted Comr. Sterling's speech, said: "Here is a grab for more power for the big operators, and in a field where even the FCC admits there are not enough channels to go around."

NBC petition asks for amendment of Sec. 3.640(b) of Commission's rules, states it's proposed "as a means for encouraging the rapid and successful development of the uhf band," notes that only 26 uhf applications had been filed (compared with 447 vhf). NBC says it's "willing and able" to get into commercial uhf, "will

do its best to advance uhf commercial operation, has spent, with parent RCA, more than \$2,500,000 in uhf experimentation.

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Heightened interest in uhf puts more and more pressure on FCC to settle soon the questions every applicant asks:

How will hearings be handled in cities with vhf and uhf channels? Will it be "one pot" principle, with all applicants in one hearing and FCC determining which get vhf, which uhf? Or will it be "2 pot," vhf & uhf applicants handled separately?

Applicants remain in dilemma, unable to plan strategy, until Commission provides answers. Matter of fact, some are now going to extreme trouble and cost of preparing both vhf and uhf applications, since FCC has delayed resolving problem. At Commission, they'd like to come up with solution to this and other procedural problems -- before end of freeze, thus speeding post-freeze action on applications. They're trying to, don't know whether they can.

There's no telling how FCC will jump on vhf-uhf question, though most betting is still that "one pot" arguments will prevail. Several commissioners say that they're awaiting staff analysis, but at least one says he's definitely for vhf-uhf separation unless he hears overwhelming argument against it. Mr. Cisler, in his letter to Broadcasting, plumps for separation, claiming well-heeled applicants can "law to death" smaller ones, while getting crack at uhf if they lose out in vhf. "The legal dodges and expenses involved in even AM radio today," he writes, "can surely wear out and break many a little fellow. Thus, control passes by default to the big money applicant."

Communications Bar Assn. has forwarded to FCC number of members' additional comments on Assn.'s recommendations regarding post-freeze procedures (Vol. 7:48). Comments were relatively few, though some were vigorous dissents, so it's presumed majority approves recommendations. Of objections, most were directed at "one pot" principle, calling it illegal and/or impractical.

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Another question occupying FCC and applicants is matter of transmitter site. If 2 applicants in same city comply with FCC's minimum station-separation criteria, but one exceeds it by comfortable margin, is latter to receive automatic preference? FCC is expected to declare policy on this, too. Meanwhile, all that anyone at FCC will say is: "Safest thing to do is to pick a site that gives both you and your neighboring cities the largest interference-free service areas."

Another procedural question: Which cities will be granted first? Chairman Coy testified to Senate Committee (Vol. 7:29) that non-TV cities would be first, one-station cities next, etc. But some at FCC wonder how far that principle should be carried. They point out that cities currently without TV could wind up with several stations on air years before present markets with 1 or 2 stations get added service. Ideal, they say, would be to have cities "come out even" in rate of station growth.

BIG-SCALE TV FOR CANADA, CUBA, MEXICO: Here's latest and straightest dope we can get on station-building plans in Canada, Cuba & Mexico, where they use the same telecasting channels and standards as we do but aren't inhibited by any freeze.

Many of the stations projected in those countries are important to prospective U.S. channel seekers because (1) every border channel they occupy must be protected by U.S. telecasters, i.e., spaced sufficiently to preclude interference, and (2) they're ordering most equipment from U.S. manufacturers at time when station equipment, with freeze soon to be lifted and grants to be made, may be in greater demand than supply due to materials shortages.

None of our neighbors have as yet evinced any interest in uhf; their relatively few big population centers are far enough apart so that they have enough vhf. Here's the TV situation in each country:

CANADA: Canadian Broadcasting Corp.'s self-authorized Channel 9 station in Toronto & Channel 2 in Montreal, now building, are due to be completed this summer, the Dominion's first. Govt.-owned CBC shows no disposition to authorize any others, even though private interests are straining at leash to get into TV (Vol. 7:35, 50).

CBC has indicated no grants until first 2 are built, and possibly other CBC outlets in Ottawa, Quebec, Winnipeg, Vancouver -- unlikely this year.

CUBA: CMQ-TV on Channel 6 & CMUR-TV on Channel 4, both Havana, were first stations in country. Former has already put 2 satellites in operation -- CMJL-TV on Channel 6 in Camaguey (Dec. 6) and CMHQ-TV on Channel 5 in Santa Clara (Jan. 1), with Channel 9 outlet due to start in Matanzas by Jan. 25 and Channel 2 in Santiago by Feb. 20. Goar Mestre, island's biggest radio operator, plans to run these with films and kine-recordings until completion of an 18-hop, 500-mile microwave relay this year that will cost \$950,000 and will make network service possible.

There's talk also of outlets in Holguin, to cover Oriente Province, and in Pinar del Rio -- but no permits issued yet. Only other CP holder is Santiago's Cadena Oriental de Radio, Channel 5, though there's talk of another Havana station. That would be on Channel 2 -- prime movers said to be Humara & Lastra, RCA distributors, in collaboration with Angel Cambo, onetime CMQ stockholder, and Amadeo Barletta, publisher of El Mundo and Cuban distributor for Cadillac, Oldsmobile & Chevrolet.

MEXICO: Two stations now operating in Mexico City -- Romulo O'Farrill's XHTV on Channel 4, Emilio Azcarraga's XEW-TV, Channel 2. Also, one on the border across from Brownsville, Tex. -- XELD-TV, Matamoros, owned by O'Farrill. And there's experimental XHGC, Mexico City, operated sporadically on Channel 5 by Azcarraga's onetime technical chief, Guillermo Gonzales Camarena, chiefly on color tests.

Elaborate plans for many more stations -- 17 more by O'Farrill, 6 more by Azcarraga -- indicate how completely sold they are on the medium. Both have gotten authorizations for their big projects, destined to provide rival networks, Ministry of Communications having specified they must complete stations within 18 months. In addition to these, only known CPs issued by the Ministry, which for some unaccountable reason still keeps its grants hush-hush, are Channel 6 for Tijuana, near San Diego, issued to Jorge I. Rivera, operator of radio XEAC, and Channel 13 in Mexico City, issued to the University of Mexico for educational purposes.

The "gems" in both O'Farrill's and Azcarraga's crowns are the stations they plan at historic Cortez Pass, some 45 air miles from Mexico City at an altitude of 13,000 ft. above sea level, 5500 ft. above Mexico City. On respective Channels 7 and 9 there, they propose to "spray" their signals down not alone upon Mexico City but over Puebla (pop. 150,000) and all the surrounding population as well.

These are the 16 other authorizations to O'Farrill, who is not only up to his ears in TV-radio but who also publishes the Mexico City Novedades (Spanish) and News (English) but is also a top industrialist: Tijuana, Channel No. 12; Mexicali, No. 3; Monterrey, No. 2; Reynosa, No. 9; Torreón, No. 3; Guadalajara, No. 3; Tampico, No. 3; Veracruz, No. 12; Juarez, No. 2; Laredo, No. 3; Nogales, No. 2; Guanajuato, No. 12; Hermosillo, No. 6; Piedras Negras, No. 2; Acapulco, No. 6; Merida, No. 4.

These are the 5 other authorizations to Azcarraga, who is Mexico's leading radio-theatreman: Monterrey, Channel No. 6; Guadalajara, No. 10; Tampico, No. 6; Veracruz, No. 10; Guanajuato, No. 3.

FCC's 1950 STATISTICS, AGED BUT USEFUL: Though 1950 TV station income is now old hat, inasmuch as FCC issued basic statistics last March (Vol. 7:13), TV applicants would do well to study Commission's detailed breakdowns issued Jan. 5, for clues to future behavior of their own stations when they reach same "age". Report also covers AM, gives good picture of TV's impact on aural economics year ago -- first such comparison issued by Commission.

Value of 43-table report (Mimeo. 71464) lies in such statistics as these:

(1) Comparison of interconnected and non-interconnected stations. Former averaged \$86,058 income before taxes (\$727,084 revenues minus \$641,026 expenses), while latter lost average of \$107,691 (\$542,071 revenues, \$649,762 expenses). Breakdown of these, according to number of outlets in city (1,2,3,4 or 7), is included.

(2) Itemization of expenses for the 93 stations not network owned. Average paid \$213,028 for programming, \$155,216 general & administrative expenses, \$124,466 technical expenses, \$40,864 selling costs -- total \$533,574.

(3) Investment in tangible property, by size of city. In those cities over

1,000,000, it's \$752,852; 500,000-1,000,000, \$522,443; 250,000-500,000, \$440,535; 100,000-250,000, \$261,264; under 100,000, \$165,999; average, \$481,250.

(4) Comparison of AM income in TV and non-TV markets. In TV areas, AMs hiked income 4.5% over 1949; in non-TV, increase was 8.3%. In addition, 34.9% of AMs in TV markets reported decrease from 1949, while 27.6% dropped in non-TV areas.

Overall industry figures are substantially those reported in March:

Total TV-radio revenues were \$550,400,000 (\$444,500,000 radio, \$105,900,000 TV) vs. 1949's \$449,500,000 (\$415,200,000 radio, \$34,300,000 TV). Radio's total income before taxes rose from \$52,700,000 in 1949 to \$68,200,000 in 1950, while TV's 1949 loss of \$25,300,000 was cut to \$9,214,000. Networks and their 14 owned TV stations lost \$10,031,000, but other 93 made \$817,000 -- 53 out of 106 showing profit.

Guessing is that TV revenues tripled again in 1951 -- despite fact only one new station went on air (WLTV, Atlanta), and late in year at that. Preliminary FCC report on 1951 should be ready by spring.

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Foregoing is merely good sample of plethora of statistics in report, which was issued at last minute, too late for more exhaustive study. Commission says copies may be obtained free from its Washington offices -- "in single copies only as long as the limited supply lasts."

MR. DAMM'S WTMJ-TV—PERSONAL & FISCAL: Next best to a personally conducted tour of Milwaukee Journal's Radio City (WTMJ & WTMJ-TV) with general manager Walter J. Damm, and a glimpse at its current balance sheets, is to read the article titled "WTMJ-TV" in Fortune Magazine for January.

Having enjoyed such a tour some 2½ years ago, when the then 18-month-old WTMJ-TV was just turning into the black (Vol. 5:25), having glimpsed those balances in confidence, having kept rather close tab on WTMJ-TV operations from time of its December 1947 inaugural, we can tell present and prospective TV station enterprisers that this is "must reading" for them. It's an amazingly frank case history of a remarkably prudent and profitable telecasting operation.

Walter Damm himself wins unaccustomed encomiums from Fortune's editors, not so much for a "cantankerous" personality but for his fabulous achievements. Always a controversial figure in the radio industry, and enjoying it, he obviously relished telling Fortune he doesn't mind being called "the s.o.b. of the industry."

Economy, efficiency, up-to-the-minute equipment and successful radio background (a prime requisite for TV management, he thinks) -- add to these the backing of one of the country's most prosperous newspapers, and fact that WTMJ-TV is first and only TV station in rich Milwaukee. Then consider Damm's managerial genius, and you have the reasons why its 1951 profit before taxes came to \$1,105,000, its net after taxes to \$370,000.

That's a 30% return on a capital investment of about \$1,000,000, including the TV share of Radio City building costs.

Revenue jumped from \$1,060,000 in 1950 to \$2,230,000 in 1951. Unless costs get out of hand, says Fortune, WTMJ-TV should double gross profit in next few years.

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Practically no station operator will let you look at his balance sheet or, if he should, will grant permission to publish the figures. Reasons are good and sufficient. Mr. Damm, however, allowed Fortune to have look for year ended Dec. 31:

Of the \$2,230,000 gross revenue last year, \$1,480,000 (67%) came from spot time sales \$565,000 (25%) from networks; \$185,000 (8%) miscellaneous program income.

Of the \$1,125,000 expenses, \$570,000 (25% of revenues) were salaries, including most local talent, announcers, engineers, etc., and portion of Journal executives' time; program expenses, \$105,000 (5%); depreciation over 5 years on equipment, \$80,000 (4%); share of building operation costs, \$90,000 (4%); license and copyright fees, \$70,000 (3%); national advertising representation, \$70,000 (3%); supplies, including tubes, \$55,000 (2%); all other expenses, \$85,000 (4%).

Out of the \$1,105,000 gross profits, taxes took bite of \$735,000, which includes excess profits tax. That left profit after taxes \$370,000 (17%).

All this excludes radio, also still quite profitable, though treated only passingly in article. WTMJ-TV gross and net are running well ahead of WTMJ-AM.

WTMJ-TV's capital investment was \$630,000, minus land and original building --broken down as follows: operating equipment (cameras, projectors, etc.), \$395,500; truck & auto, \$11,000; office equipment & appliances, \$2500; shop equipment, \$3500; building equipment, improvements (addition), \$197,500; land improvements, \$6000; original 300-ft. tower, \$14,000.

Future commitments include 1000-ft. tower, \$292,000; antenna, \$90,000; diplexer, \$16,000; transmitter, \$146,000; provision for color, \$100,000; emergencies, \$10,000 -- for total of \$654,000.

[For value of WTMJ-TV equipment at current prices, and for item on Walter Damm's building economy methods, see below.]

FORTUNE article on WTMJ-TV contains many anecdotes about "obstreperous, cantankerous, bull-headed, rambunctious" Walter Damm, his "unlovable money-saving foibles" and his hard bargaining with networks—but it contains one paragraph particularly worth repeating to those contemplating new construction. It relates some of the economies and efficiencies he practiced in building his \$834,000 Radio City, out 3 miles from downtown Milwaukee (where there's plenty of room to expand and to park, and it's quiet):

"Radio City is not only a good studio-and-office building but a monument to Damm's passion for efficiency and economy. The halls, for instance, are walled in glazed tile, reminding some of a swimming pool, others of a squared-off Holland Tunnel. The practical fact is that they will never need painting and can be cleaned with a damp cloth. In the locker rooms, locker tops are slanted so that nothing can be left on them to accumulate dirt that will require removal. The space between locker bottoms and floor has been sealed off for the same reason. The building has no telephone switchboard because it is cheaper to rent part use of the one at the *Journal*. The building is heated in sections so fuel won't be wasted to warm rooms not in use. At 5:30 each afternoon the temperature automatically drops, so that those who stay late push a button to keep their offices habitable. There is a special room with temperature-and-humidity control for storing musical instruments. This is good for the instruments, and it saves tuning time, which is paid for by the station."

SEN. JOHNSON rips so vigorously into Sen. Benton's bill to establish a national TV-radio advisory board (Vol. 7:22, 33, 36, 41), in *Variety's* Jan. 2 anniversary issue, that bill's chances of getting through Johnson's Interstate & Foreign Commerce Committee during coming session of Congress appear to be reduced to nil.

"No matter how glowing or appealing it may appear at first flush," Sen. Johnson writes, "the Board suggested for the radio and TV field, stripped of its glitter, becomes a sort of snooperduper Monday-morning-quarterback society to be superimposed upon the FCC and the radio and TV industry.

"In spite of the assurances that the Board would be purely advisory, how would the Commission dare to ignore its recommendations? How long would such a Board be satisfied to remain merely advisory? . . . Would a licensee, in order to 'play it safe,' feel compelled to submit his program in advance to the Board? And why not? This, I submit, is gross Government interference! This, I submit, is Federal censorship! The FCC is able, and has sufficient authority, to clear up what gross deficiencies currently prevail . . .

"In the final analysis all the Government crackdowns,

TV Gadgets Come High
WTMJ-TV Equipment at Current Prices
(Reproduced from January Fortune; see story, pages 4-5.)

VIDEO	
8 camera chains (4 studio chains @ \$15,300 ea., 4 field chains @ \$15,700 ea.)	\$124,000
Tripods, tilt heads, camera pedestals	8,700
Zoomar lens and additional lenses	10,000
3 synchronizing generators (2 field @ \$5,200 ea., 1 studio @ \$4,600)	\$142,700
Associated control, monitor and synchronizing distribution system	15,000
1 master control equipment	30,000
	25,000
2 film camera chains @ 10,935 ea.	21,870
2 projectors @ \$4,750 ea.	9,500
1 balop projector	4,000
Miscellaneous film-room equipment, multiplexers and pedestals	1,500
Mobile unit with power control	13,100
3 relay pickup transmitters @ \$12,300 ea.	36,900
	70,000
	36,870
Total	50,000
AUDIO	
50 microphones @ \$100 ea.	5,000
2 microphone booms @ \$2,050 ea.	4,100
5 consoles @ \$1,800 ea.	9,000
6 turntables @ \$650 ea.	3,900
Other monitoring and recording equipment	3,900
	25,900
5-kw transmitter and operating console	84,750
Auxiliary and monitoring equipment	9,750
Slide band filter	8,300
Three-element antenna and diplexer	15,000
Transm. lines, dummy load, air dehydrator	10,200
300-foot tower (including installation, lighting equipment, and painting)	42,000
Test and analytical equipment	25,000
	128,000
Total	\$520,470

or restrictive laws or regulations that can be concocted or contrived by the FCC, or Congress, will not be sufficient to assure the type of programming that will satisfy all groups, and at the same time provide the incentive for the development of this art to the unlimited horizons which exist.

"I firmly believe that [NARTB's TV Code] offers a realistic and workable medium for adjusting whatever deficiencies may develop. Personally, I like it the way it is even if the industry's lawyers are throwing rocks at it . . . I have the utmost faith that the majority of broadcasters are built of solid stuff, and I know they will either correct bad programs through a code or make way for wiser and more prudent men. One cannot legislate honesty. One cannot legislate character or quality. TV deserves the opportunity of expanding without Governmental interference. The American people are entitled to enjoy freedom of expression at its best and the freedom of expression is at its best in radio and TV."

When Sen. Benton first described bill to Johnson's committee (Vol. 7:22), Sen. Johnson commented that Board might be "of tremendous value to the country" if it weren't given censorship powers.

NEWORK COMPETITION for TV outlets, especially in one-station markets, is reaching new intensity in the jockeying between CBS and NBC for stations to carry their sponsored coverage of political campaigns.

Philco and NBC announced sponsorship deal this week which looks every bit as big as Westinghouse-CBS tieup (Vol. 7:52). Philco will present more than 60 hours of TV-radio coverage of the Republican and Democratic national conventions starting in Chicago July 7 & 21, respectively—plus pre-convention broadcasts and NBC coverage of November presidential elections, including election returns.

TV-radio coverage of actual convention proceedings will be pooled by the networks, as usual—but sidelights, interviews, pre-convention broadcasts, etc. will be handled individually.

NBC promises "the largest lineup of radio and TV stations ever assembled by a single network," while CBS expresses confidence it can clear time on 50 stations.

Obviously, both goals can't be met—short of a shared-time arrangement. Even if all contemplated 1952 cable-microwave extensions are completed in time for July's conventions, there'll be only 22 interconnected markets with 2 or more TV outlets. Big conflict will be for remaining 36 interconnected single-station areas.

It won't be only a 2-way battle, either. ABC this week wired TV stations not to commit themselves before it reveals its convention setup. DuMont hasn't yet disclosed its plans. Some telecasters speculated ABC may offer cooperative local sponsorship deal, which might find considerable favor among affiliates because less of their scheduled commercial income would be lost.

Personal Notes: Herbert V. Akerberg, CBS station-relations v.p., designated member of NARTB-TV board with return of network and its 2 wholly owned stations to association membership (Vol. 7:51) . . . Neville Miller, Washington radio attorney, onetime president of FCC Bar Assn., named chairman of American Bar Assn. standing committee on communications to serve out term of late Louis G. Caldwell; other members: Ben S. Fisher, E. L. Gary, John Kendall, John T. Quisenberry, Carl Wheat, B. P. Gambrell . . . Lester Gottlieb promoted to v.p. in charge of CBS radio network programs, Guy della Cioppa v.p. in charge of network programs, Hollywood . . . John B. Lanigan, ex-consumer advertising specialist, *Time Magazine*, Feb. 1 joins ABC-TV as sales v.p., succeeding Fred M. Thrower, now CBS-TV sales v.p. . . . Frank C. Oswald, ex-WGAR, Cleveland, appointed administrative asst. to Edward Lamb, operating Erie's WICU & Columbus' WTVN, along with AM station WTOD, Toledo, and planning to purchase WHOO, Orlando, Fla. . . . Irving Settel, ex-adv. mgr. of Concord's Inc., named consultant on sales promotion, merchandising & advertising for DuMont film program div.; he's currently preparing *TV Advertising & Production Handbook* to be published by Crowell in Sept. . . . Paul Tiemer named mgr. of Boston office, Paul H. Raymer Co. . . . S. Tebbs Chichester Jr. joins WMAL & WMAL-TV, Washington, as promotion mgr., succeeding Howard Bell, now with NARTB . . . Robert L. Lippert Jr., son of head of movie firm bearing name, placed in charge of Tele-Pictures Inc., handling Lippert's TV sales . . . Frank M. Reed succeeds George W. Clark as mgr. of Chicago office, John E. Pearson Co., station reps . . . George P. Adair, consulting engineer, and wife back from 7-week trip to Indo-China and Europe after making telecommunications survey in Indo-China for ECA . . . David Savage, WCBS-TV film dept. mgr., elected v.p., National Film Council . . . Col. William Mayer joins ABC-TV as executive asst. to Harold L. Morgan Jr., program v.p. . . . Milt Goodman named general sales mgr., Screen Gems Television, Will Baltin continuing in production-station relations.

Telecasters are none too happy about terms of NBC and CBS propositions. CBS offers to pay stations for only 15 of its planned 30 hours of convention telecasts, NBC offers pay for 20 out of 30—and will charge sponsors accordingly—with affiliates carrying the rest free.

Outcome should provide real test of network loyalties. It may show whether NBC can hold its 41-station basic network (Vol. 7:52). One basic NBC affiliate pointed out that while he's required to choose NBC first, much of the convention telecasts will be in "station time," over which network has no option. He also said affiliation contract doesn't require him to sell time on the cut-rate basis proposed for the political conventions.

NBC and Westinghouse executives are reported out in the hinterlands, visiting the stations personally to woo telecasters in behalf of their rival presentations. But in some locations, choice may be restricted by technical limitations. Shortage of cable facilities may dictate shared-time arrangement in a number of areas—with stations running NBC coverage on cable time allotted to NBC, CBS coverage on CBS's cable time, etc.

Like CBS, NBC has grandiose plans for its convention telecasts. It says it will staff them with more than 100 top news reporters, commentators and writers, plus some 200 technicians.

New portable TV camera, the "walkie-talkie-lookie" will be used for first time to bring viewers onto convention floor and platform, in hotel rooms, corridors, etc. NBC is already building 2 complete TV studios, one radio studio, in the International Amphitheatre convention site, and studios in Hilton Hotel party headquarters.

JUSTIN MILLER, who left Federal Court of Appeals judgeship to become first paid president of National Assn. of Broadcasters, now is NARTB chairman and general counsel, may be next U.S. Attorney General. If Attorney General J. Howard McGrath quits as result of pressures growing out of tax scandals, Judge Miller is most likely choice for the cabinet post. His selection, it's understood, has been urged upon President Truman by Chief Justice Vinson of the Supreme Court, with whom Judge Miller sat for 5 years as an associate justice of Court of Appeals for the District of Columbia. Justice Vinson himself, intimate of President Truman, is most frequently mentioned as choice for Democratic nomination for President if Mr. Truman doesn't choose to run next fall.

Judge Miller's appointment would be hailed by the broadcasting industry, because he has such intimate knowledge of their problems and is very highly regarded personally and as a jurist. Currently, he's acting part-time as chairman of the Salary Stabilization Board. If he became Attorney General, it would mean returning to Dept. of Justice, to which he came in 1934 from post of dean of Duke U law school on leave to act as special assistant assigned to Solicitor General's office to argue Supreme Court cases. He was named to Court of Tax Appeals in January 1937, and later that year appointed to circuit court on which he sat for 8 years. He's native of California, 63, graduate of Stanford, with degrees from Yale and Montana universities, after which he taught law successively at Oregon, Minnesota, Stanford, California, Southern California and Duke universities, becoming dean of latter two.

Move from Newark to Empire State Bldg. to join other 5 stations, requested of FCC by WATV, was put on ice until freeze-end this week when Commission informed station that move conflicted with proposals, filed in freeze hearing, that Channel 13 be assigned to Providence, co-channel with WATV at Newark.

Telecasting Notes: Trend to separation of operations of commonly owned TV and radio stations is pointed up by year-end announcements that Omaha's WOW Inc. and Dallas News have completed staff splits. Recently acquired by Meredith interests (Vol. 7:32, 39), WOW-TV will have Lyle DeMoss as program director, Fred Ebener as sales mgr., while W. O. Wiseman becomes sales mgr. and Roy Olson program director of WOW—all reporting to gen. mgr. Frank P. Fogarty . . . In Dallas, WFAA-TV's mgr. is Ralph Nimmons, WFAA-AM's Alex Keesee, with gen. mgr. Martin B. Campbell moved to new job of supervisor of TV-radio properties with offices in new News plant . . . Denver, biggest non-TV city, since Dec. 1 has been getting—and will continue to get—selected events off transcontinental circuits, relayed via closed circuit to 30 Hallicrafters receivers in 4500-seat Mammoth Gardens, under auspices of KFEL, which staged huge World Series relay (Vol. 7:40); tickets were distributed free by local newspapers for all save Army-Navy and Notre Dame-USC games Dec. 1, for which \$1.20 was charged . . . NBC-TV gambling reputed \$5,000,000 this year on expanded daytime schedules (Vol. 7:49-52), most sustaining thus far—Dave Garroway's 7-9 a.m. Today show alone costing some \$40,000 a week to stage; 9-10 a.m. is left for local, 10-1 filled up with network . . . CBS-TV foray into morning news field is ambitious show starting Jan. 7 titled *Morning News*, Mon.-thru-Thu. 10-10:15 a.m. EST, Fri. 10-10:30, with Dorothy Doan and Harry Marble as commentators, Ted Marvel directing; commentaries, films and still pictures will cover news, theatre, fashions, the arts, etc. . . . New 85x195-ft. studio, NBC-TV's largest, was put to first use Jan. 3 with telecast of *Opera Theatre*; it's in old Vitagraph studios in Brooklyn, recently acquired, makes 15th studio for NBC-TV . . . WOR-TV, New York, moves Jan. 10 to its new TV Square bldg. on W. 67th St.

Station Accounts: Capsule success stories on 7 accounts comprise "TV results" section of Dec. 31 *Sponsor Magazine*, reporting on Weston Biscuit Co.'s *Laughing Academy* on WJBK-TV, Detroit, thru Clark & Rickerd; Johnnie & Mack (auto painting & repair), *Art Green Show* on WTVJ, Miami, direct; Kendall Mfg. Co. (Soapine granulated soap), *Shopping Vues* on WNAC-TV, Boston, thru Bennett, Walther & Menadier; Lymburner Nurseries (plants), *Strictly for the Girls* on WSB-TV, Atlanta, direct; Strietmann Biscuit Co., *Strietmann Story Theatre*, on WTVR, Richmond, thru H. M. Miller; Levy Bros., spots selling Confederate & Union-style army hats, on WAVE-TV, Louisville, direct; Tommy Greenhow (Formula X for windshields, windows, etc.), spots on KSL-TV, Salt Lake City, thru Anastasian . . . Dixie Cup Co., having tested TV on *Junior Hi-Jinx Show* on WCAU-TV, Philadelphia, planning TV-radio campaign this year, thru Hicks & Greist, N. Y. . . . Chicago Sun-Times buys Clifton Utley newscasts weekly on WNBQ, Fri. 10:15-10:30 p.m., commercials consisting of interviews with editors and staffmen . . . Frankenmuth Brewing Co. (Mel-o-Dry beer) has completed 11 TV film spots, shot by Video Films, Detroit, for spot placement by Ruthrauff & Ryan, using pantomime stars of *The Scotti Show* now carried on WWJ-TV, Detroit, with Bert Wells, *The Friendly Bartender*, delivering commercials . . . Among other advertisers reported using or preparing to use TV: Athletic Shoe Co. (athletic shoes), thru Burlingame-Grossman, Chicago; International Salt Co. Inc. (Sterling salt), thru Scheideeler, Beck & Werner, N. Y. (WBAL-TV); Cadbury & Fry (candy), thru Bernard Schnitzer Inc., San Francisco (KPIX); Odell Co. (Trol shampoo & after-shave freshener), thru Lawrence C. Gumbinner Adv., N. Y.

Mutual Broadcasting System reports \$17,875,758 gross time billings during 1951, or 11% ahead of 1952.

Financial & Trade Notes: Admiral president Ross D. Siragusa, addressing some 800 distributors and salesmen from all over country during junket to firm's refrigerator plant in Galesburg, Ill., Jan. 3, expressed opinion materials shortages so freely prophesied may not actually materialize this year. "Ever since Korea," he said, "the economic forecasters have consistently overestimated the impact of the defense program on the civilian economy and underestimated the ingenuity and productive capacity of American industry.

"I am more bullish by far on our TV industry than on any other in existence today," he added. "No other major industry still has such a vast, virgin market yet to be exploited." Last year's "hard days," he continued, were not without their blessings—they enabled the industry to lighten excessive inventories and, so far as Admiral is concerned, TV sets at the factory represent less than 2 weeks' sales at recent rate.

Admiral begins 1952 in best financial condition in its history, with cash on hand of \$20,000,000, net worth of \$40,000,000, an increase over last 12 months of \$7,250,000. Admiral has done no outside financing, he said.

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Philco's total sales for 1951 exceeded \$310,000,000, second only to 1950's record \$335,318,000, president William Balderston told distributor convention in Chicago Jan. 5. As for the future, he said: "Regardless of the exact 1952 production, Philco sales augmented by govt. contracts should set new records . . . 1952 can be Philco's greatest year." Demand for TV sets is so great, he said, that company's entire production will probably be on allocation through first quarter. Philco factory and distributor-dealer inventories are at lowest point in history, he added.

Cornell-Dubilier sales for fiscal year ended Sept. 30, 1951, totaled \$33,082,683, up 38% from 1950 peak of \$23,927,117. Net income for 1951 fiscal year was \$1,649,163 (\$3.71 per common share) compared with \$1,757,524 (\$3.96) for preceding fiscal year. Firm has issued redemption notice for 355 shares of \$5.25 dividend preferred stock at \$100 a share on Feb. 1 at Registrar & Transfer Co.

Warner Bros. Pictures reports revenues from film rentals, theatre admissions and sales, after eliminating inter-company transactions, fell to \$116,909,000 for fiscal year ended Aug. 31, 1951, from \$126,944,000 for preceding year. Net profit, after providing for \$9,100,000 Federal income taxes, was \$9,427,000 (\$1.67 a share on 5,619,785 shares outstanding) compared with \$10,271,000 (\$1.46 on 6,997,300 shares) in 1950 fiscal year after \$6,300,000 taxes.

Short interest in TV-radio and related stocks on N. Y. Stock Exchange showed these changes between Nov. 15 & Dec. 14: Admiral, 21,370 shares Nov. 15, to 23,070 Dec. 14; Avco, 20,180 to 20,850; General Electric, 10,098 to 10,419; Magnavox, 14,751 to 12,266; Motorola, 14,890 to 14,624; Philco, 9739 to 8921; Sylvania, 2050 to 4550; United Paramount Theatres, 8535 to 7120; Westinghouse, 6332 to 5188; Zenith, 21,130 to 23,475.

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Financial Miscellany: Most active stock traded on New York Stock Exchange during 1951, as in 1950, was RCA . . . Tung-Sol Electric Inc. (formerly Tung-Sol Lamp Works) has posted redemption notices for all convertible preferred stock at \$17.70 a share, including Feb. 1 dividend, at United States Corporation Co., N. Y. . . . International Resistance Co. registered with SEC this week offering of 325,000 shares of common stock, 250,000 being new financing, 75,000 holdings of certain stockholders, offered through F. Eberstadt & Co. and Zuckerman, Smith & Co. . . . Olympic Radio declares 3% stock dividend payable Jan. 28 to holders of record Jan. 15.

TAKING STOCK OF TV-RADIO STOCKS: Except that RTMA reports factory inventory of TVs at 219,885 units as of Dec. 21 -- which means the industry has pulled figure down some 550,000 from dangerous Aug. 3, 1951 peak of 768,766 (Vol. 7:32) -- we have only end-of-November figures on which to try to calculate how many sets were still in all trade pipelines at end of 1951.

RTMA distributor inventory shows 560,196 TVs as of Nov. 23, down from 645,-312 on Oct. 26 and from year's peak of 680,862 as of last Aug. 24, but still much higher than the 363,458 reported at end of 1950.

Dun & Bradstreet reports this week that retail inventory at end of November was 800,000-950,000 sets, of which 300,000-350,000 were table models and 500,000-600,000 other sizes. This is exactly same as end of October (Vol. 7:49).

November dealer sales ran 563,000 units (231,000 table TVs, 332,000 other), according to Dun & Bradstreet, which compares with 505,500 during October. For the only months for which Dun & Bradstreet has reported, July-thru-November, 2,111,000 TV sales are reported (852,000 table, 1,259,000 other).

Knowing factory inventory, and assuming distributor-retailer inventories change only slightly when end-of-December is reported, it's a good guess now that 1951 ended with 1,500,000 or more TV sets in all pipelines.

Radio inventory at end of November was 1,250,000-1,500,000 home sets, about same as end of October, plus 250,000-300,000 portables (up estimated 6000). November radio sales were 558,000 home radios, 85,000 portables, and sales for July-November were 2,229,000 home sets, 516,000 portables, according to Dun & Bradstreet.

HOPE, FAITH AND COOL CALCULATION: An industry that lifted itself by the bootstraps during so many rugged months of 1951 goes into 1952 with high hopes and great faith -- confident that the TV trade's best days are ahead, once FCC lifts the freeze and authorizes new stations to open up new markets.

The TV trade pulled out of such adverse circumstances last year -- made some 5,300,000 sets, sold almost as many -- that some believe it can do as well or better in 1952. This despite materials shortages that could keep output down, and despite the indisputable fact that end-of-freeze next spring isn't likely to bring many new stations into being until well into 1953.

If you believe the govt. experts, the industry cannot possibly produce as many sets this year as last, due to materials restraints. But there are those who, like Admiral's Ross Siragusa (see Financial Notes) seem to think such forecasters too much inclined to sell the industry's manufacturing ingenuity short.

The shortage forecasters could be wrong. The fact is that there were still plenty of sets in the trade pipelines at year's end, judging from end-of-November inventory figures (see above), and the danger of excessive inventories will persist if the set makers, distributors and retailers guess wrong again this year.

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Whether the wholesalers and retailers enjoy a good 1952 depends on factors too nebulous to calculate with certainty, chief being public demand. But the manufacturers, much as they prefer to make and sell peacetime goods, are being loaded with defense orders -- at least, all the big ones and many of the minor ones are -- and TV-radio may prove this year to be secondary dollar-volume items for them.

For example, RCA's Frank Folsom says his company's military output in 1952 "will probably equal in dollar volume the 1942 rate, when RCA plants were devoted 100% to war production." RCA's defense work, he added, should be 3-4 times greater in 1952 than in 1951, continuing still higher in 1953.

Admiral, Motorola, Philco and other major producers are also loaded with military orders, though their long-range view and their public accent is on civilian

products. Philco's Wm. Balderston, for example, told his distributors convention this week that "despite the threat of materials restrictions, we look forward to an increasing percentage of the market across the board" -- meaning, obviously, stiff competitive pushes on all appliances it produces.

Though trade generally has "guesstimated" 4,400,000 output for this year, Mr. Balderston thought it might go as high as 5,000,000.

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It's difficult to discern any definite price trends, though Motorola last week posted lower prices (Vol. 7:52), Philco's & DuMont's are on lower scale, Admiral has cut prices of several holdover models. No one has yet followed RCA in announcing outright price increases on models carried over from last year (Vol. 7:50).

Balderston told his convention higher prices "are entirely possible" this year "as the industry gets back to more realistic pricing." On other hand, Motorola v.p. Robert Galvin was in complete disagreement, tells us he thinks we were wrong last week in reporting no signs of any "general trend" downward (Vol. 7:52).

New models, new prices, new gimmicks being disclosed currently, especially at Chicago's furniture marts, indicate the industry isn't sitting still in its keen competitive quest for customers. And the prospect of uhf, possibly even before many more vhf, quicken pulses not only of the marketeers but also of technicians who say they're ready, willing and able -- the moment uhf signals are imminent.

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Final official figures on TV-radio output for 1951 remain to come from RTMA which as yet has reported on just 51 weeks (see Topics & Trends). It seems safe to assume year ended with production of at least 5,250,000, probably nearer 5,300,000 TVs, and 12,500,000 radios. Their combined dollar value at manufacturing level is estimated by RTMA president Glen McDaniel at about \$1½ billion as against \$1.7 in 1950. If we can accept average of \$180 per TV set at factory level, TV accounted for about \$950,000,000 of the total; at retail, with gadgets, possibly \$2 billion, not counting costs of installation, servicing, etc.

Add to foregoing about \$1 billion in military orders this year, according to McDaniel, compared to about \$500,000,000 in 1950 -- and you get idea of magnitude of TV and its related electronics arts. McDaniel estimates first quarter 1952 alone will add \$600,000,000 in military orders, continuing at that level rest of year.

Trade Personals: John M. Otter, Philco v.p. & gen. sales mgr., named v.p. & gen. mgr., refrigeration div., also heading management of all appliances, including electric ranges and room air conditioners; Thomas A. Kennally becomes v.p. on executive staff and chairman of distribution committee. Other changes in new Philco divisionalization program include: Raymond G. George, TV-radio merchandising v.p., named corporate v.p. of merchandising; Fred Ogilby, TV-radio div. v.p., is now in charge of all sales; John Kuneau, public relations v.p., adds duties of chairman of newly formed merchandising committee for TV-radio under div. president Larry Hardy; John L. Utz, field sales, promoted to national sales mgr. of TV, John J. Moran continuing as national sales mgr. of radio . . . Martin F. Shea promoted to Philco v.p., auto-radio div., in charge of car radio manufacturing sales and head of Detroit operation . . . Noble C. Harris, former chief, military equipment section, NPA Electronics Div., and ex-director of electronics, Navy Bureau of Aeronautics, Jan. 1 became liaison engineer for Crosley Div., Avco, assigned to Washington office under manager Frank J. Hughes; Justin R. (Ted) Sypher Jr., succeeds him as chief of military equipment section at NPA Electronics . . . John D. Grayson has resigned as v.p. & comptroller, Magnavox, to become v.p., Western Auto Stores, Kansas City . . . Lewis Gordon, ex-mgr., international sales div., appointed managing director, Sylvania international div.; Frederic J. Robinson named director of sales, Karel van Gassel director of manu-

facturing . . . William G. Frick promoted from field representative to sales mgr., Capehart-Farnsworth technical products div., succeeding late Dean E. Rice . . . Irving Robbins returns to Starrett Television Corp. as v.p. & gen. mgr. . . . A. H. Nicoll, president of Graybar, elected chairman; F. E. Gibson, treasurer, and L. G. Fields, Richmond mgr., elected directors . . . Ralph R. Simpson, ex-engineer for test-equipment merchandising, promoted to merchandising supervisor, Sylvania TV picture tube div. . . . S. Peter Shafer, ex-Motorola-New York Inc., appointed sales-promotion mgr., Tele King Corp. of New Jersey . . . Max S. Simpson named to newly created post of controller, Curtiss-Wright electronics div. . . . Admiral Edwin Dorsey Foster, onetime chief of Naval materiel, since Jan. 1951 RCA Victor director of mobilization and planning, elected RCA Victor v.p. & director of planning Jan. 4 . . . David S. Rau elected v.p. & chief engineer of RCA Communications Inc., ex-engineering v.p. C. W. Latimer becoming v.p. & chief technical consultant . . . John P. Gleason named Eastern regional sales mgr. for TV bulb manufacturing div., Owens-Illinois Glass Co.

Edmund T. Morris Jr., chairman of DPA's inter-agency Electronics Production Board since April 23, 1951 (Vol. 7:15) and chief of NPA Electronics Div. since May 24, is slated to return to post as director of Westinghouse Electronics & X-ray Div. next month. Decision on his successor in NPA-DPA posts is expected next week.

Topics & Trends of TV Trade: Final week's output figures still lacking due to inability of auditors to compile them soon enough, RTMA this week released revised and final TV-radio production figures for January-thru-November, 1951 (see below). To these can be added the estimated 125,745 TVs turned out during week ended Nov. 30 (counted as a December statistical week), the 109,468 to Dec. 7, the 117,047 to Dec. 14 and 86,594 to Dec. 21—to give grand total of 5,236,910. Final 10 days of December, despite holidays, are reasonably certain to swell this figure to around 5,300,000.

The radio figures in table below tell their own story. But since November figures were finalized, RTMA has reported these additional weeks' totals: 196,222, 206,581, 200,869, 164,276—so that with one week to go total radios came to 12,469,063 units. The RTMA table for first 11 month of 1951:

	Home	Auto		
	TV	Radios	Portables	Sets
January	645,716	750,289	75,294	346,799
February	679,319	764,679	79,859	437,779
March (5 Weeks)	874,634	988,078	147,037	545,297
April	469,157	619,651	150,494	542,021
May	339,132	581,557	164,171	603,534
June (5 Weeks)	326,547	346,135	228,454	494,202
July	152,306	184,002	70,538	293,955
August	146,705	295,587	77,568	190,252
Sept. (5 weeks)	337,341	603,055	103,355	393,836
October	411,867	513,609	94,053	267,061
November	415,332	477,734	64,111	206,069
Total 11 Mo.	4,798,056	6,124,376	1,255,934	4,320,805

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Merchandising Notes: New York dept. store business was down 5.5% in December from same month year ago—TV-radio decreases ranging from 1% to 50%, according to monthly *Herald Tribune* retail trade survey; only one store reported TV-radio gain, which was 32.3% . . . Washington area distributors sold 5028 TV sets to retailers during November, as against 5947 in November 1950, reports Electric Institute; for 11 months through November, sales were 49,915 TVs vs. 72,511 . . . Sears Roebuck mid-winter catalog cuts 17-in. Silvertone TV table to \$160 (was \$170), 20-in. to \$210 (was \$220); new 20-in. console lists at \$240 . . . Spiegel Inc., in new 1952 catalog, adds 20-in. "Aircastle" table at \$240, consolette \$270; its 17-in. table is \$190 (reduced from fall-winter catalog's \$220), consolette is \$230 (console formerly offered was \$260); combinations dropped . . . Add these distributor meetings and exhibitors, during Chicago's Jan. 7-18 furniture marts, to those previously reported in this column (Vol. 7:50-52): CBS-Columbia, exhibit in Congress Hotel Jan. 7; Bendix Radio, meeting in Ambassador East Jan. 7; Sentinel, headquarters in Sheraton Hotel . . . Admiral again to sponsor Chicago finals of Golden Gloves boxing tournament March 7, All-Star football Aug. 15, simulcast on DuMont and Mutual.

National Appliance & Radio Dealers Assn. expects big dealer attendance at its Jan. 14-15 convention in Chicago's Conrad Hilton Hotel (Stevens). Monday luncheon speaker is Allen B. DuMont giving "One Man's Opinion" on TV and related arts TV session Tuesday afternoon will be addressed by Fred Ogilby, Philco v.p., speaking on "How Dealers in New Territories Can Get Started in the TV Business"; Glen McDaniel, RTMA president, "The Outlook for TV in 1952"; Mort Farr, NARDA president, "Servicing."

Motorola's new price list (Vol. 7:52) ran into snag this week because of OPS ruling against higher warranty charges, but executive v.p. Robert W. Galvin said that prices would remain same and that firm was working out new method of computing warranty and taxes.

Featured in new Philco line, introduced at Jan. 5 distributor meetings in Chicago, are nine 21-in. models, all with cylindrical face tube which reduces glare and reflection, provides 20% more viewing area than conventional 20-in. All-new line also includes six 20-in. and four 17-in. sets. Prices are considerably lower than previous line, with 20-in. receivers "in the same price range that made 16-in. sets price leaders less than a year ago." New developments include completely new chassis and "Super-Colorado Tuner." Prices, rounded out, not including Federal excise tax:

The 17-in. line begins with Model 1802 table at \$200. Other 17-in. tables are Model 1820 at \$240 & 1821 at \$260. Only 17-in. console is 1850 at \$300. The 20-in. tables: 2120, mahogany \$260; 2122, mahogany \$300, blonde \$320. Consoles in the 20-in. line: 2151, walnut \$320, mahogany \$340, blonde \$360.

One table model is featured in 21-in. line, Model 2224, mahogany \$340. Consoles, all mahogany: 2252 at \$360; 2253, casters, \$380; 2254, casters, \$400; 2256, casters, $\frac{3}{4}$ doors, \$430; 2258, casters, full doors, \$450; 2259, genuine mahogany, full doors, casters, \$480; 2283, AM-phono, $\frac{3}{4}$ doors, \$600; 2275, AM-FM-phono, \$775.

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RCA's winter line, delivered to distributors this week, consists of six 21-in. models and six 17-in., including four 21-in. and two 17-in. held over from old line. Dropped from 17-in. line were old metal table at \$280, wood table at \$300, and in place of them are the *Colby*, metal table at \$260, and *Glenside*, metal table at \$280 in mahogany finish, \$290 in blonde. New 17-in. consoles are *Crafton* at \$340 in mahogany or walnut, \$350 in oak and *Calhoun*, with doors, mahogany or walnut, \$395. Continued are 17-in. console *Covington*, \$380 in mahogany or walnut, \$390 in oak, and *Kendall*, mahogany, walnut or oak, \$390.

New in 21-in. line are *Selfridge* table at \$380 in mahogany or walnut, \$390 in oak, and *Meredith* open console at \$425 in mahogany or walnut, \$445 in oak. The 4 hold-over 21-in., all consoles introduced last August and increased in price about 5% as of Dec. 24 (Vol. 7:50): *Suffolk* \$450, oak \$470; *Donley* \$475, oak \$495; *Rockingham* \$495; *Clarendon* \$525. Matching consolette bases are available for table models at \$18.95 for 17-in., \$20 & \$22.50 for 20-in.

No combinations are now offered by RCA, except as there may be some old models still in pipelines. Whether combinations will be made second half of 1952 depends on materials supply. All prices include tax, 90-day warranty.

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New 11-set DuMont line, to be introduced at Chicago's American Furniture Mart Jan. 7, is priced 10-15% below previous line, with 21-in. consoles running \$70-\$150 under 19-in. 1951 predecessors. New line, all 17 & 21-in., features cylindrical face picture tube on all 21-in. models, built-in booster and "Distan-Selector" switch for fringe areas. Three sets have new "Selfocus" picture tube.

Line starts with *Devon*, 17-in. table, \$280 in mahogany, \$290 in blonde (prices rounded out). Other 17-in., all consoles: *Chester*, mahogany, \$320; *Park Lane*, doors, FM-phono, mahogany, \$350, blonde \$360; *Andover*, doors, FM-phono, mahogany, \$350; *Meadowbrook*, doors, FM-phono, mahogany, \$370.

The 21-in. consoles: *Wickford*, mahogany, \$400, limed oak, \$420; *Banbury*, doors, mahogany, \$460, limed oak, \$480, raffia doors, \$490; *Wimbledon*, doors, mahogany, \$480, blonde, \$500; *Whitehall*, doors, mahogany, \$500; *Flanders*, doors, fruitwood, \$540; *Sherbrooke*, doors, AM-FM-phono, mahogany, \$650, blonde \$675.

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Raytheon has new "Corona Inhibitor" treatment for picture tubes to minimize loss of brightness and audible effects resulting from certain atmospheric conditions.

Admiral adds 12 new models, some with AM radio added as a "product dividend", listing at prices which v.p. Richard Graver told Chicago convention this week "are no higher than those of most other nationally advertised sets having TV alone." Radio and record player outlets are integral parts of the TV circuit, sharing same chassis and tubes, so that cabinets are not enlarged.

Admiral's line thus comprises 32 models, some of carryovers being reduced \$30 to \$125 in price. Several 21-in. sets contain the new cylindrical glass tubes, and the entire line has double shielding on tuner to minimize oscillator radiation. Designed but awaiting tube availabilities is a 27-in. set in cabinet that Mr. Graver said will "fit any size living room." Nevertheless, he predicted 17-in. will enjoy high favor this year, though trend is to 20 & 21-in. The complete Admiral line (Eastern prices):

Table models: New are 20-in. plastic ebony at \$240, mahogany finish \$250; and 21-in. mahogany \$350, blonde \$360—latter 2 with AM. Continued are 17-in. plastic 17K21-2 ebony at \$190, plastic mahogany \$200; and 17M16-7 mahogany wood \$230, blonde \$240. Also continued are the 121K15-6-7 20-in. walnut \$280, mahogany \$290, blonde \$300.

Consoles: New are 17-in. walnut \$300, mahogany \$310, blonde \$330—Each with AM. New also are 21-in. walnut \$400, mahogany \$410—both with AM. Carried over are 17-in. 27K85-6-7 series in walnut at \$260, mahogany \$270, blonde \$290; and the 37M15-6 in walnut \$400, mahogany \$420; 27M35-6 in walnut \$300, mahogany \$310.

Combinations: New are 21-in. in walnut at \$500, mahogany \$520, blonde \$540. Continued are 17-in. 37K55-6-7 series in walnut \$380, mahogany \$400, blonde \$420. Prices include tax & warranty of 90 days on tubes, year on parts.

Certificates of necessity for accelerated tax amortization of expanded electronic and related productilon facilities approved by DPA Nov. 24-30: General Electric, Co-shocton, Ohio, mica, \$452,263 (of which 45% is to be written off in 5 years); Electronic Associates Inc., Long Branch, N. J., electronic equipment, \$147,500 (70%); Consolidated Engineering Co., Pasadena, Cal., electronic instruments, \$39,003 (65%); Mykroy Inc., Horton Grove, Ill., aircraft parts, \$39,000 (40%); United Electronics Co., Newark, tubes, \$25,224 (65%).

To protect small firms in allocation of critical materials, Small Defense Plants Administration this week set up Office of Materials, headed by Roger E. Allen, former NPA consultant and one-time production manager of Bendix plants at South Bend, Ind., and Elmira, N. Y.

Sylvania buys 36,000-sq. ft. plant at 151 Needham St., Newton, Mass., to make magnetrons and microwave tubes for radar, employing about 200 persons starting Feb. 1; Douglas Eckhardt, magnetron foreman at Boston, will be manufacturing supt.

Chock full of TV is agenda for 1952 IRE convention at New York's Waldorf-Astoria Hotel and Grand Central Palace, March 3-6. Featured are symposiums and technical papers on such subjects as TV broadcasting audio & video systems, station construction & theatre conversion, NTSC color standards, uhf receivers & tubes, CR tubes. Defense Mobilizer Charles E. Wilson will speak at March 5 banquet.

RCA is continuing NTSC color field tests Tuesday-thru-Saturday, 7-8:45 a.m., over Channel 4 in New York, rebroadcast over uhf in Bridgeport, for at least first 2 weeks of January. Signals have been on air 7-10 a.m. Monday-thru-Friday during December.

FCC's patent-filing proposal (Vol. 7:48) gave too little time for study, some companies and patent attorneys advised Commission—so deadline for comments was extended this week from Jan. 5 to Jan. 31.

Mobilization Notes: NPA gave TV-radio industry hint of what to expect next quarter when it told auto manufacturers this week they'll have to get along with 30% less materials in second quarter than in current first quarter. TV-radio cuts will be steep—probably in the order of 10% below first quarter—but they'll be less than car makers' cutbacks, since auto industry wasn't hit as hard as TV-radio and other durable goods in first quarter.

Meanwhile, DPA-NPA chief Manly Fleischmann, in year-end statement, predicted "shortages of basic materials will be most acute during the second and third quarters of 1952, with only a slight easing during the closing months of 1952." By summer of 1953, he said, "we shall have achieved the build-up of military strength in being, plus the additional productive capacity to support an all-out mobilization." By that time, he estimated, electronics production will be at 268% of 1951 levels, aircraft 115%, machine tools 262%. Depletion of inventories of civilian goods and record employment in 1952 "will make the defense effort a far more realistic part of the life of the average citizen than it was in 1951," said Fleischmann. The new year will see completion of bulk of industrial expansion, and production of actual military items, rather than the machinery to make them, he predicted.

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Why is military electronics program behind schedule? Special report in Dec. 31 *Newsweek* says complexity of equipment, red tape and shortages of materials, machine tools and manpower combine to make electronics production "No. 2 bottleneck" of defense program (jet engines being No. 1). Based on interviews with manufacturers and military officials, article draws these conclusions:

New weapons "are almost incomprehensibly complex, [and] as a result not more than 20% can be mass-produced." New technical problems constantly arise to plague manufacturers. "As if the devices were not complicated enough, the services constantly press for changes and improvements."

"Red tape and indecision emanating from the Pentagon and other Washington bureaucratic circles" is one big hold-up in electronics production. "The armed services have consistently failed to spell out their specific and immediate needs." Constant military-directed design changes—even as equipment comes off the production line—is frequent complaint of manufacturers. Another is that Munitions Board fails to help producers obtain badly needed parts and components. "Before Korea, the average lead-time in delivery of components was 3 months; now it is a year."

"So far as the electronics program is concerned," *Newsweek* concludes, "the situation had been 'saved' simply because jet engines have been the chief bottleneck. Aircraft have not been delayed because of a shortage of electronic devices."

* * * * *

Some 500 applications for second-quarter CMP materials from electronics manufacturers were in hands of NPA Electronics Div. at this week's end—almost 2 weeks after deadline. For first quarter, division received total of 922 applications. Division officials said applications will be processed and allotment tickets mailed out in order of receipt, giving early applicants an edge in placing materials orders at the mills.

A "new" electronics industry, rivaling chemical industry in size, will grow from the transistor, predicted Bell Labs' Dr. Robert M. Burns in speech before Society of the Chemical Industry in New York's Waldorf-Astoria Hotel Jan. 4. Dr. Burns, a developer of the substitute for vacuum tubes, was awarded Perkin Medal, highest award for achievement in American industrial chemistry.



THIS is NARTB-TV's seal of approval to be displayed by all stations subscribing to code of program standards (for full text of code, see Supplement No. 76, Vol. 7:49). Code becomes effective March 1, and all TV stations and networks will be eligible to subscribe.

NARTB-TV's membership of 75 stations and 3 networks may subscribe without additional payment, but non-members must pay administrative fee, to be determined at February NARTB board meeting. Copyrighted seal was designed by William R. Willison, Washington.

Starting off awards season, *Look Magazine & Radio Daily* announced their choices this week. *Look* jury comprised 1000 executives, producers, directors, reviewers, who picked winners in 12 categories: variety, *Your Show of Shows*; comedy team, Sid Caesar & Imogene Coca; producer, Max Liebman; m.c., Milton Berle; news, John Cameron Swayze; education, *Zoo Parade*; drama, *Studio One*; public affairs & special achievement (2 awards), Keefauver Committee hearings; sports, *Cavalcade of Sports*; director, Alex Segal; children's program, *Kukla, Fran & Ollie*. *Radio Daily* polled TV editors for top personalities in 10 classes, picked: man of the year, Arthur Godfrey; woman of the year, Imogene Coca; drama, *Studio One*; comedy, Red Skelton; commentator, John Cameron Swayze; documentary, *Crusade in the Pacific*; quiz program, *You Bet Your Life*; sports, Jimmy Powers; children's show, *Kukla, Fran & Ollie*; song hit, *Because of You*.

"Triple spotting" between closing commercial of one show and opening commercial of next is reason why E. J. Brach & Sons, Chicago candy manufacturer, is shifting away from TV this month and back to radio spots in 10 Midwest cities. Spots so close together "just aren't worth the money," *Tide Magazine* reports Brach as saying. *Tide* notes that Lucky Strike has canceled TV spot in favor of new network show (Vol. 7:51) and that Ballantine Ale may go lighter on TV this year, and states: "The feeling in the trade seems to be that TV spot prices are much too high in relation to other media, and the TV stations may have a sizable problem on this score before they know it."

TV-radio income of \$400,000 from Jan. 1 Rose Bowl football game topped net gate of \$350,000, as was expected Aug. 2 when NBC bought 3-year TV-radio rights for \$1,510,000 (Vol. 7:31). First coast-to-coast bowl telecast was sponsored by Gillette. Sale of rights last year yielded \$110,000. Theatre telecasting of game was banned by Pacific Coast Conference and Tournament of Roses officials despite fact NBC was willing and Theatre Network TV Inc., New York, had told members that game would be available. Tickets were sold in advance by theatres in many cities, including Denver, where no home TV is available. Theatre TV for hour of Rose Parade New Year's morning was also banned by sponsor, F. W. Woolworth.

TV angle in film contracts resulted in cancellation of Joan Crawford's pact and termination of an important loanout agreement this week. Miss Crawford ended long-term contract with Warners, a spokesman for the star said, to be free to work in TV-radio. Ending of loanout deal for actors Kirk Kasznar between producer Stanley Kramer and MGM—because Metro insisted on non-TV clause—may indicate, the *New York Times* speculated, that Kramer is considering possible release of films to TV. Kramer has produced such pictures as *Home of the Brave*, *Champion*, *Cyrano de Bergerac* and *Death of a Salesman*.

RIVAL NETWORKS serving same stations in one and two-station towns moved quickly this week to bring those stations' network rates up to same levels those ordered into effect Jan. 1 by NBC-TV (Vol. 7:52). But, interestingly enough, neither CBS-TV nor ABC-TV changed their own New York key station base rates of \$4000 an hour; and DuMont issued statement saying it was not increasing \$2200 rate of its WABD, New York, "for the present" nor would it hike its WTTG, Washington, and WDTV, Pittsburgh, though about 65% of its affiliates have announced increases averaging 10%.

CBS-TV basic interconnected group, available only as a group, now lines up thus for Class A hours: WCBS-TV, New York, \$4000; WAGA-TV, Atlanta, \$575; WMAR-TV, Baltimore, \$1100; WAFM-TV, Birmingham, \$400; WNAC-TV, Boston, \$1800; WBTV, Charlotte, \$500; WBKB, Chicago, \$2000; WKRC-TV, Cincinnati, \$1000; WEWS, Cleveland, \$1350; WBNS-TV, Columbus, \$700; WHIO-TV, Dayton, \$675; WJBK-TV, Detroit, \$1500; WFMY-TV, Greensboro, \$450; WFBD-TV, Indianapolis, \$800; WMBR-TV, Jacksonville, \$400; WKZO-TV, Kalamazoo, \$500; KNXT, Los Angeles, \$2000; WHAS-TV, Louisville, \$525; WCAU-TV, Philadelphia, \$2000; WHEN, Syracuse, \$600; WTOP-TV, Washington, \$950.

Northwest supplementary group: WOI-TV, Ames, Ia., \$400; WDAF-TV, Kansas City, \$300; WTCN-TV, Minneapolis, \$900; KMTV, Omaha, \$550; WHBF-TV, Rock Island, \$400.

Supplementary interconnected outlets, available with basic group individually if time is cleared (all one-station towns except San Francisco): WNBP-TV, Binghamton, \$400; WTTV, Bloomington, \$200; WBEN-TV, Buffalo, \$1000; WICU, Erie, \$550; WOOD-TV, Grand Rapids, \$500; WSAZ-TV, Huntington, \$425; WJAC-TV, Johnstown, \$625; WGAL-TV, Lancaster, \$600; WJIM-TV, Lansing, \$475; WMCT, Memphis, \$550; WTMJ-TV, Milwaukee, \$1075; WSM-TV, Nashville, \$375; WNHC-TV, New Haven, \$900; WTAR-TV, Norfolk, \$500; WDTV, Pittsburgh, \$900; WJAR-TV, Providence, \$800; WTVR, Richmond, \$475; WHAM-TV, Rochester, \$650; KSD-TV, St. Louis, \$1225; KSL-TV, Salt Lake City, \$400; KFMB-TV, San Diego, \$550; KPIX, San Francisco, \$850; WRGB, Schenectady, \$825; WSPD-TV, Toledo, \$725; WKTV, Utica, \$400.

Non-interconnected supplementaries, served via kinescopes: KOB-TV, Albuquerque, \$200; KRLD-TV, Dallas, \$650; KPRC-TV, Houston, \$600; XELD-TV, Matamoros, \$250; WTVJ, Miami, \$600; WDSU-TV, New Orleans, \$525; WKY-TV, Oklahoma City, \$600; KPHO-TV, Phoenix, \$400; WOAI-TV, San Antonio, \$400; KING-TV, Seattle, \$650; KOTV, Tulsa, \$500.

The ABC-TV affiliates, which mostly also subscribe to NBC-TV and/or CBS-TV, are adjusted to same levels, with ABC-TV quoting these network rates for its more or less "exclusive" affiliates: WJZ-TV, New York, \$4000; WXYZ-TV, Detroit, \$1350; WAAM, Baltimore, \$1000; WCPO-TV, Cincinnati, \$1025; WXEL, Cleveland, \$1350; WTVN, Columbus, \$675; WFIL-TV, Philadelphia, \$2100; WMAL-TV, Washington, \$950; WMBR-TV, Jacksonville, \$400; WENR-TV, Chicago, \$2000; KECA-TV, Los Angeles, \$2000; KGO-TV, San Francisco, \$850.

Radio's conscientious job of researching TV's inroads works to radio's disadvantage, since other media either lack or conceal comparable data. So concludes Dr. Hans Zeisel, research director for Tea Bureau, writing in Dec. 29 *Editor & Publisher*. He adduces following limited data on other media: (1) Dr. J. Gould's study, in *Fortune*, showed TV's impact on movies "in the neighborhood of 20%." (2) No newspaper circulation loss in TV areas, but "there is some evidence that newspaper reading is not quite as intensive as it was." (3) Magazine ad-noting by men has declined by 12%, by women 13%. Magazines won't release comparisons of newsstand sales in TV and non-TV areas "although these data are readily available."

Total applications filed with FCC rose to 476 this week, of which 27 are uhf. Two vhf were from WCOV, Montgomery, Ala., for Channel No. 12 and WRAL, Raleigh, N. C., for No. 5. Only uhf was from owners of KNAL, Victoria, Tex., seeking No. 19. [For further details, see *TV Addenda 13-Y* herewith; for listing of all applicants to date, see *TV Factbook No. 13* and *Addenda to date*.]

Though FCC denied its experimental uhf application (Vol. 7:49), Reading's WHUM is going ahead with plans, contingent on end of freeze, expects delivery of GE's first 200-kw setup in March. Total construction costs are \$485,000, including \$125,000 for transmitter, \$150,000 for 1050-ft. tower.

MARTIN CODEL'S

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OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

Television-Digest

with ELECTRONICS REPORTS

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JAN 14 1952

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January 12, 1952

HANDY INDEX TO THE TV NEWS OF 1951: Index to the contents of our 1951 Newsletters, Supplements, Special Reports, etc., sent to all subscribers herewith, is designed to serve as ready reference to major events, trends, facts, dates, as chronicled by Television Digest during the last year. It wasn't practicable to catalog everything we published -- but the important news is pin-pointed for you. Use of this Index, of course, presupposes that you have maintained your file of 1951 Newsletters and other documents (Vol. 7:1-to-52). We're now preparing bound volumes for those who ordered them in advance (at \$25 per copy), and strongly urge that you have your own files bound locally if facilities are available.

Note: Going into mails by end of next week, to those subscribing to them, are our semi-annual TV Factbook (No. 14) and our 1952 AM-FM Directory -- both now recognized as standard reference volumes in the industry. Both mean start of brand-new series of weekly Addenda reporting station applications, grants, changes, etc. Each lists all stations in its respective fields, with pertinent reference data.

QUICK TV EXPANSION NOT IN THE CARDS: Though there should be no illusions about true meaning of "end of freeze" in terms of new stations and markets, many ebullient folk in this dynamic field can't seem to shake the notion that countryside will bristle with new antennas the moment FCC opens the gates.

Even Sen. Johnson this week told us he has advised eager Denver constituents that city should have stations "in time for the World Series" -- October. Yet fact is that few people familiar with administrative procedures, in or out of FCC, can see how Denver will get CPs -- let alone stations on air -- by October. As one attorney puts it:

"There's only one method of getting fast grants in Denver or any city like it. That's by locking up all applicants in a hotel room, permitting them no liquor or cigarettes, and telling them to come out with no more applications than channels available -- through merger or murder."

* * * *

Still no answers to major freeze questions -- "When will it end?" and "How will applications and hearings be handled?" -- simply because FCC doesn't know yet.

"We ought to have a darn good idea in a couple weeks," Chairman Coy tells us, "but right now we can't say." Actually, picture should be much clearer after Jan. 18, when full Commission tackles city-by-city allocations for entire country -- except New England, which was cleaned up in "trial run" few weeks ago (Vol. 7:49).

Incredibly numerous and complex problems of writing new rules and standards and setting up application-handling procedures are considered well in hand by Commission staff, but commissioners themselves still have to pass on them.

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Speed in pounding out CPs after freeze may be achieved, according to some, through separation of vhf and uhf -- hastening uhf grants, at least. Assumption has been that uhf will be in much less demand, even in larger cities, so hearings may

frequently be avoided. But with uhf growing more attractive daily, there's strong possibility that very few sizable cities would get by without uhf hearings in addition to vhf.

Contributing markedly to uhf's enhancement is NBC's petition asking FCC to permit it and other multiple-station operators to build several uhf stations in addition to present limit of 5 vhf (Vol. 8:1). Chairman Coy and Comr. Sterling are outspoken in their endorsement of petition, and it's considered almost certain that proposal will muster FCC majority. Said Coy:

"I can see results of the petition already. A group of men was just in to see me and they said that if uhf is good enough for NBC, it's good enough for them. I'm in favor of the idea. Personally, I'd like to see the same limits in TV and FM as in AM -- 7 stations." Decision is expected by time freeze is lifted.

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Another possibility for quicker grants has been advocated -- that of permitting applicants to specify channel, then holding hearings on only those channels with 2 or more applicants. Proponents consider this procedure the only legal one, as well as most practical. But opponents say it would encourage "shell game," with applicants winning grants simply because they amended to "right" channel at the last minute. Chances for adoption of this procedure seem slim.

Other ideas for making time have been mentioned -- applicants agreeing to waive hearings, "paper" hearings, waiving of oral arguments -- but it's dubious whether applicants will waive anything when chips are really finally down.

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Thus, simple facts of TV's economic and regulatory life continually lead to this conclusion: Even if FCC ends freeze by March 1 -- meaning that it adopts final allocation plan, rules & standards -- this year's new stations may well number 5-10, next year's 30-50. March 1 for decision is considered reasonable date since at Commission they say "between Feb. 1 and March 1."

Even if Congress gives FCC more money for more hearing examiners and more staff, it can't help much this year. But it would mean substantial increase in grants next year, tremendous difference in 1954. Curiously, Sen. Johnson says that no one from FCC has requested his help in getting bigger appropriation. "I'm ready to take off my coat and go to work," he says, "but no one has asked me to. I don't know whether they want or can use help, but I do know they need more examiners."

WHAT'S AT STAKE IN THEATRE-TV HEARINGS: Though financial success of theatre TV is by no means guaranteed -- even warmest proponents admit that -- movie industry is asking FCC for opportunity to test economics of new medium under the best possible conditions. That's whole reason behind recent hustle-bustle in preparation for FCC hearings scheduled to begin Feb. 25, if it doesn't conflict with FCC's freeze work.

Showmen who built film industry think they see in theatre TV the answer to stay-at-home audiences -- and key to a new and greater entertainment business. But when they put it to the real test of public response, they want to be sure they have room to grow -- into a high-definition, color -- perhaps even tri-dimensional -- nationwide TV system, with programming and facilities under their own control.

Fabulous popular (if not financial) success of last year's makeshift theatre "network" has whetted appetites of theatremen. These experiments were concerned almost exclusively with sports. But exhibitors and producers envision TV giving birth to entirely new entertainment medium -- combining timeliness of TV with what they like to call the glamour of the film palace.

Theatremen are looking hopefully to the day when vaudeville returns -- via TV; when the 400-seat Bijou in Rock Ridge, S.D. can present Radio City Music Hall Revue twice daily; when theatre newsreels will be news -- not history, but visual reports of the last 24 hours of national, regional and local events, including on-the-spot news as it happens; when TV supplements regular film fare and replaces "B" features and the double-bill.

Months of meetings have welded a solid front and unified command for FCC hearings among the theatre-TV backers. Principal groups which will appear will be

(1) Producers, through Motion Picture Assn. of America, whose president Eric P. Johnston will testify. (2) Theatre owners, through National Exhibitors Theatre-TV Committee (Vol. 6:26), headed by East Coast theatre chain owner S. H. Fabian.

Only party to file opposition so far has been AT&T -- expected to be formidable opponent. Telecasters have been watching developments closely, but openly have expressed little interest. NARTB-TV board, however, has authorized appearance at hearings if it's found necessary. TV director Thad Brown says he's studying question, will enter hearings if there's any indication theatre people want to infringe frequencies which telecasters need.

* * * *

What's wrong with present system of theatre TV? Why are exclusive channels needed? To begin with, say theatre-TV backers, present method isn't a "system" at all. Some 60 theatres are equipped with projection receivers built to pick up the standard 525-line home-TV type broadcasts. Theatre "telecasts" so far have been sent to theatres in score of cities when and where AT&T circuits were available.

Theatre people hasten to point out that a "real" theatre-TV system can't be established on this basis. These are their principal arguments:

(1) Standards. While today's home-TV images are satisfactory on the screen of a receiver in the living room, they're woefully inadequate on a 15x20-ft. screen in a darkened theatre -- especially when on same program with motion pictures.

More definition is necessity, they say. While there's much controversy on subject, general consensus is that video bandwidth of 10 mc can reproduce picture that "looks" about as good as 35mm movie. TV stations put out 4-mc video signal, and AT&T's cable passes only 2.7 mc, though microwave is much better.

Then there's color. Theatre-TV exponents agree system should use color from start. Both color-subcarrier (RCA theatre color, Vol. 7:42) and field-sequential systems (Eidophor-CBS, Vol. 7:40) have advocates among theatre-TV experts. But they say different color systems can co-exist under proposed theatre-TV setup -- and feel color question should be kept out of FCC hearings, since proposed allocation would be for point-to-point "closed system" transmission only.

(2) Distribution. Theatre-TV can't succeed if it must rely on common carriers, its exponents say. AT&T's present TV service won't accommodate wide-band, high-definition system, and they argue that AT&T's other commitments make construction of new facilities too uncertain and indefinite.

Acquisition of transmission facilities, movie folk insist, "should be entrusted to those who have the primary interest of exhibiting the TV picture in the theatre, rather than to a common carrier whose principal obligation is to provide telephone service to millions of private subscribers" [from 20th Century-Fox brief, filed with FCC September 1949; see Vol. 5:36].

High cost of common carrier service is another argument against use of AT&T lines. Theatre people are quick to point out that oil and gas companies have built their own elaborate transcontinental microwave systems because of "AT&T's slowness and costs." Too, they say AT&T isn't flexible enough for remote pickups, etc.

* * * *

Theatre-TV people are asking FCC to allocate enough frequencies to them to accommodate 6 competitive nationwide networks, including inter-city relays, intra-city transmissions and remote pickups.

They figure 360-mc chunk of microwave frequencies can do the trick. Then they want to split this into 6 "double channels" -- each 60-mc wide and containing two 30-mc channels, of which 10-mc would be for video signal. The 30-mc width is necessary, they say, because available microwave equipment uses frequency-modulated picture, requiring wide sidebands. And they argue wide channel would accommodate any future improvements, such as better color, 3-dimensional picture, etc.

Signal would be carried city-to-city via relay hops, each network alternating between its two 30-mc channels with each hop, to avoid interference. Within cities, signal would be beamed directionally from high point to theatres.

There'd be no co-channel or adjacent-channel interference problems in such

a system, the engineers point out. Because of high frequency and directional nature of transmission, adjacent channels could be used in same city, co-channels in neighboring cities -- giving each city potential of 6 theatre-TV services.

Most oft-suggested frequencies for theatre TV are 6425-6785 mc -- although some engineers feel frequencies as high as little-used 10,000-mc band would be satisfactory for intra-city transmission.

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Theatre-TV attorneys are optimistic -- at least publicly. They say they expect to get all they ask. But if FCC rejects their plea for exclusive channels they have another proposal ready. They've asked Commission to consider -- as last resort -- possibility of assigning them frequencies allocated to industrial radio services, on a shared basis (Vol. 7:36,50,52).

If they get their frequencies, it will be some time before even regional networks can be put into operation -- and TV-conscious theatre owners will be faced with problem of whether to continue ordering and installing present type theatre-TV equipment which would be obsoleted by wide-band color TV service.

First regional networks would probably be operated by theatre chains. Los Angeles' National Theatres president Charles Skouras has already announced plans for 73-theatre circuit using Eidophor-color equipment (Vol. 7:49). If public takes to theatre TV, its backers see regional nets gradually expanding into national service.

Home-TV networks and film producers are expected to get into the act if this happens. NBC has already revealed it's eyeing potential of exclusive programming for theatres. And there's possibility, too, that transcontinental theatre-TV relay, serving as limited common carrier, may compete with AT&T, leasing its facilities to other users -- such as home TV -- during idle hours.

These are movie industry's plans for TV. They're long-term plans, but may well hinge on action FCC takes in next few months. MPAA president Eric Johnston warned Jan. 8: If film industry loses its case before Commission, it will probably be barred forever from setting up a theatre-TV system.

Telecasting Notes: Memo to all present and prospective telecasters: Be sure to have a look at NBC-TV's new 7-9 a.m. show *Today*, with Dave Garroway as m.c., starting Jan. 14 and running weekdays thereafter (Vol. 7:50 et seq); it's radical departure in telecasting, not only because it opens TV day so much earlier but because of new format and because it's plainly designed to capture radio's early-morning audience, with programs designed for viewing and/or listening. Several sponsors already signed (see Network Accounts) . . . WOR-TV's Television Square, 2-story structure occupying most of block between 67th & 68th Sts., bounded by Broadway & Columbus, New York, was formally opened this week--housing 48,000-sq. ft. of TV production facilities, purchased and remodeled at reported cost of \$3,000,000 . . . Only block away, ABC's St. Nicholas Arena, where International Boxing Club bouts are televised, was sold this week to Wm. Zeckendorf, realtor and ABC board member . . . ABC has purchased almost entire balance of West 66th St. blockfront between Central Park West & Columbus Ave. with view to consolidating all its operations; shift and development of properties said to represent total capital investment of \$10,000,000 by ABC, presumably predicated on pending merger with United Paramount Theatres . . . Hollywood will originate more network TV shows than New York by October, according to Jan. 3 *Hollywood Daily Variety*, which reports CBS plans 10 network shows from Hollywood by spring, 10 more by Oct. 1 opening of its "TV City." NBC & ABC are expected to add dozen more . . . Lowest-rate TV station of all 109, whose rate cards are digested in our forthcoming *TV Factbook No. 14*, is that of KOB-TV, Albuquerque, which started Nov. 29, 1948 as nation's 46th station with base rate of \$150 an hour, now quotes only \$195 in Rate Card No. 2; as of Dec. 1, total TVs attributed to

its area was only 12,100 (Vol. 7:52) . . . ASCAP's 2500 writers and 400 publishers split \$14,000,000 income for 1951, compared with \$10,000,000 for 1950, TV stations alone accounting for \$1,850,000 during first 8 months of 1951 vs. \$300,000 in all 1950—and expected to account for much more this year . . . Johns Hopkins U granted \$10,000 by board of WAAM, Baltimore, which keys its weekly *Science Review* on DuMont, for further extension of show; how show is put on at WAAM was subject of Jan. 7 telecast, how it's networked scheduled for Jan. 14 . . . Elmo Roper signs with NBC for pre-election opinion polls . . . Chesterfield, his radio sponsor, is likely to bankroll Bing Crosby on CBS-TV when he "almost certainly will be doing a TV show from the Coast next September or October," according to *Variety*; he's expected to do only 5 or 6 shows per season, like Jack Benny . . . DuMont's WTTG, Washington, has leased most of tenth floor of downtown Raleigh Hotel to house 40x60-ft. and 40x40-ft. studios, all offices, 2-story control room.

NBC is definitely going ahead with its projected Economics Study Formula, and on Jan. 15 is sending letters to all radio affiliates informing them of new status as of next July 1. Efforts of affiliates' committee to get network to recede from new station-payment policy, which hinges in part on TV factors and means lower payments to most, have proved unavailing despite threats of some that they will quit network. Top NBC executives were on road this week laying formula before recalcitrant stations. Network has indicated that if any stations secede, others will be affiliated—a threat it can carry out in most areas in view of fact total AM outlets have more than doubled since VJ-Day (Vol. 8:1). Station committee consisted of Paul Morency, WTIC, Hartford; Richard Shafto, WIS, Columbia, S. C.; Clair McCollough, WGAL, Lancaster, Pa.

ADVERTISERS SPENT \$484,400,000 on TV in 1951, including time purchases, talent, production—everything. That's preliminary report this week from *Printers' Ink*, prepared by McCann-Erickson research dept. Estimate puts national TV advertising bill at \$360,400,000, local \$124,000,000. Total compares with \$185,000,000 in 1950 (\$131,100,000 national, \$53,900,000 local).

TV's increase of 161.8% over 1950 is called "most spectacular gain" among all media. TV's 1951 advertising expenditures represent 7.4% of record national total advertising volume of \$6,548,200,000, which is up 15% from 1950.

Radio billings totaled \$690,000,000, according to *Printers' Ink* (\$396,900,000 national, \$293,100,000 local), or net gain of 3.4% over 1950. National gained 1.6%, local gained 6%. Radio comprised 10.5% of national advertising budget.

Dollar expenditures in other media and their percentage of whole: newspapers \$2,226,000,000, or 34%; magazines \$562,300,000, or 8.6%; farm papers \$24,200,000, or .4%; direct mail \$920,500,000, or 14%; business papers, \$292,800,000, or 4.5%; outdoor \$149,600,000, or 2.3%; miscellaneous \$1,198,400,000, or 18.3%.

Network Accounts: Kiplinger Washington Agency (*Changing Times Magazine*) first sponsor to sign for participations in new Dave Garroway show *Today* starting Jan. 14 on NBC-TV, Mon.-thru-Fri. 7-9 a.m.; Kenwill Corp. (Magikoter Paintroller) starts participations Feb. 18. Kiplinger agency is Albert Frank-Guenther Law; Kenwill agency is W. Earl Bothwell . . . Reichold Chemicals Inc. (synthetic resins, industrial chemicals) sponsors TV version of *America's Town Meeting*, starting Jan. 27 on ABC-TV, Sun. 6:30-7 . . . James Lees & Sons Co. (carpets & rugs) Feb. 24 starts *Meet the Masters*, musical recital series, on NBC-TV, alt. Sun. 5:30-6, thru D'Arcy Adv., N. Y. . . . Vitamin Corp. of America (Rybutil) sponsors Mon. segment of *The Goldbergs* when show starts Feb. 4 on NBC-TV, Mon.-Wed.-Fri. 7:15-7:30, thru Duane Jones, N. Y. . . . Toni Co., Div. of Gillette Safety Razor Co. (home permanent), starting Jan. 11, sponsors 4:45-5 Fri. segment of *Kate Smith Show* on NBC-TV, Mon.-thru-Fri. 4-5, thru Foote, Cone & Belding, Chicago . . . Mars Inc. (candy) Feb. 3 starts sponsorship of 5:30-6 portion of *Super Circus* on ABC-TV, Sun. 5-6, thru Leo Burnett Co., Chicago; on same day, Peters Shoe Co., Div. of International Shoe Co., starts sharing alt. week sponsorship of 5-5:30 segment with Canada Dry Ginger Ale. Respective agencies are Henri, Hurst & McDonald, Chicago, J. M. Mathes Inc., N. Y. . . . General Tire & Rubber Co. sponsors *Bill Stern Show* preceding major sports events during coming year on NBC-TV; show started Jan. 12 with Jim Thorpe interview before Professional All-Star football game from Los Angeles . . . U. S. Rubber Co. Jan. 13 starts *Royal Showcase* on NBC-TV, Sun. 7-7:30, thru Fletcher D. Richards Inc., N. Y. . . . Lever Bros. (Surf detergent) Feb. 5 starts sponsorship of noon-12:15 Tue.-Thu.-Fri. segments of *Don Ameche-Frances Langford Show* on ABC-TV, thru N. W. Ayer . . . Mutual Benefit Health & Accident Assn. (insurance) Jan. 8 started *Bob Considine* on NBC-TV, Tue. 10:45-11, thru Bozell & Jacobs, Omaha . . . Bauer & Black (Curad adhesive bandage) Jan. 4 started participation in *Cavalcade of Stars* on DuMont, Fri. 11-midnight, thru Leo Burnett & Co., Chicago . . . Ekco Products Co. has dropped sponsorship of 8-8:15 portion of *Frank Sinatra Show* on CBS-TV, Tue. 8-9.

// New officers of Federal Communications Bar Assn., elected Jan. 11: Arthur W. Scharfeld, president; Fred W. Albertson, 1st v.p.; Vincent B. Welch, 2nd v.p.; John C. Spearman, secy.; Charles F. Duvall, treas.; Leonard H. Marks and George O. Sutton, 3-year terms on executive committee; Clyde S. Bailey, 1-year term on executive committee; Wm. A. Porter (retiring president), delegate to American Bar Assn.

Personal Notes: Tom S. Gallery, DuMont director of sports, news & special events, joins NBC as director of TV-radio sports; he was N. Y. Yankees' business mgr., 1945-48 . . . Glenn D. Gillett has returned to Washington consulting engineer firm of Glenn D. Gillett & Associates after 8-month leave of absence to serve as special electronics consultant to ECA, Paris . . . Ventura Montes has resigned as chief engineer of Circuito CMQ-TV, Havana, to join Radiotelevision El Mundo, S.A., planning new Havana station on Channel 2 (Vol. 8:1) . . . William N. Hylan named Eastern sales mgr., CBS-TV network; Benjamin Margolis promoted to business mgr., CBS-TV Spot Sales, and George A. Kolpin to contract mgr., CBS-TV sales service dept. . . . David Lasley, DuMont Midwest sales mgr., moved to new offices in Tribune Tower this week . . . Stanley Gordini promoted to asst. sales mgr., WTVJ, Miami, Mary Ford to local sales mgr.; Lee Phillips named WTVJ program director succeeding Claude Lucas, resigned; Richard J. Troxel, production mgr.; Lee Waller, asst. program mgr. . . . Harry L. Stone, gen. mgr. of KPHO & KPHO-TV, Phoenix, onetime mgr. of WSM, Nashville, joins ABC San Francisco in executive capacity, John C. Mullins, president, assuming his duties . . . Don Fedderson, v.p. & gen. mgr., KLAC-TV, Los Angeles, re-elected president of TV Broadcasters of Southern California; Richard A. Moore, KTTV, v.p.; Tom McFadden, KNBH, secy.-treas. . . . Wendell Parmalee, ex-radio sales mgr., named national sales liaison between TV & radio, WWJ-TV, Detroit; Gabriel P. Dype now asst. sales mgr., WWJ-TV . . . Donald Clancy, an ABC associate attorney, named supervisor of TV & radio contracts, NBC station relations dept. . . . Hollis M. Seavey, Washington director of Mutual, elected president of Radio Correspondents Assn. . . . Comdr. C. P. Edwards, deputy minister, Canadian Dept. of Transport, formerly handling radio matters, a veteran radioman, has retired after 42 years of govt. service . . . William H. Weintraub Jr. placed in charge of TV production for William H. Weintraub & Co., under Carlos Franco, following resignation of Paul C. Monroe to become sales v.p., Liberty Broadcasting System . . . Ben Bodec, onetime *Variety* radio editor, recently TV-radio v.p. of General Artists Corp., named executive editor of *Sponsor Magazine* . . . Byron H. McKinney joins N. Y. office, Fuller & Smith & Ross, as supervisor of commercial TV production . . . Colby Lewis named asst. program mgr., WTMJ-TV, Milwaukee; Joe Fox, TV art dept. mgr.; Wm. McCormack asst. continuity mgr. . . . Murray Heilweil, ex-American Weekly, named an asst. mgr. of mdsg. dept., NBC.

Question of racial segregation, never much of problem on radio, came up this week when Georgia's Gov. Talmadge attacked network TV programs — particularly CBS's Arthur Godfrey, Ken Murray and Clifton Fadiman shows — as representing "complete abolition of segregation customs." He noted Godfrey's *Mariners* male quartet which includes 2 colored men, said that "Negro men frequently are seen mixed up in the dancing ensembles in juxtaposition to scantily clad females," asked that Congress be aroused and that sponsors be boycotted. CBS spokesman answered that network didn't choose performers on basis of race or creed, that it had no "scantily clad females" on programs. Godfrey's comment: "I'm sorry for his excellency, Gov. Talmadge, but as long as I'm on the show the *Mariners* are going to stay with me. The *Mariners* served together on a Coast Guard ship during the war . . . We also have some colored boys fighting in Korea. I wonder if the Governor knows that?" *New York Times* editorialized: "[Gov. Talmadge] has managed, against all the laws of probability, to get even louder and funnier . . . It's likely that this attack will give valuable publicity to a number of deserving attractions."

MORE TV-RADIO MATERIALS TO MILITARY: Govt. has decreed new cuts of more than 10% in metals destined for TV-radio-phonos and other consumer goods in April, May and June.

But this time something different has been added. Second quarter will see many of America's electronic plants shifting into high gear on military production -- beginning to absorb some of the shock of reduced civilian output.

Based on most accurate and reliable information, and subject only to minor changes, these are amounts of controlled materials TV-radio manufacturers will be permitted to use next quarter, in terms of percentage of base period rate of use:

Steel 45% (vs. 50% in first quarter 1952), copper brass mill products 29% (vs. 35%), copper wire mill products 35% (vs. 40%), aluminum 30% (vs. 35%). Average industry-wide quarterly output during base period (first half 1950) totaled about 1,557,000 TVs and 2,118,000 radios.

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Without major materials conservation by industry, this would slow output to a trickle. Assuming copper wire is limiting factor in TV-radio -- if the industry practiced no conservation, and went into second quarter with no carryover of sub-assemblies or materials from first quarter, it would be able to turn out not more than 545,000 TVs, 845,000 radios -- or 2,300,000 and 3,500,000 on annual basis.

But that isn't the case. Bullish on industry's ingenuity, NPA electronic specialists believe carryovers and conservation -- especially the latter -- can stretch second-quarter output to at least 700,000 TVs, maybe close to 1,000,000.

On this basis, they see first-half 1952 production approaching 1,700,000 to 2,000,000 TVs and 3,700,000-4,000,000 radios. Fingers crossed, they say they "hope" industry will get as good a break on materials in second half, and they see a total 1952 production of 3,500,000-4,000,000 TVs and 7,500,000-8,000,000 radios.

They call these figures "optimistic," admit there may be new cuts in third quarter. Yet these estimates are low compared to prognostications of many pundits in and near TV-radio industry. They're far cry, for example, from forecast by A.W. Zelomek, economist of Fairchild Publications (Retailing Daily). Mr. Zelomek steps out on king-sized limb, predicts production in 1952 "will equal [1951's] level of around 5,500,000 TV sets and 7-7,500,000 home radios [sic]."

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Because no consumer goods shortages have developed, NPA has decided to eliminate "essentiality" classifications it used in first quarter. The old "less essential" products -- those which, in first quarter, received no more than 20% of base period copper, 10% of aluminum -- will get larger allotments next quarter.

In electronics industry, only jukeboxes fell within "less essential" category. New policy is that of "equality of sacrifice," DPA chief Manly Fleischmann told Joint Congressional Defense Production Committee this week. But he added:

"If, in the future, serious shortages of the more essential goods develop, allotments for their production will be increased."

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Most seriously scarce material on electronics production scene is nickel -- used in tubes, speakers, resistors, countless other components. Nickel situation, said Mr. Fleischmann, "is the first place where the issue of guns vs. butter really has come up."

U.S. military requirements for nickel exceed entire free world supply. To keep civilian production going, mobilizers arbitrarily nickel military requests, set aside 6% of U.S. supply for civilian goods. Remaining 94% is earmarked for military and defense-supporting production.

Nickel crisis will intensify through 1952, could become stoppage point in production of electronic components as well as electric ranges, heaters, etc.

Civilian production is one side of the mobilization coin. While it will dip drastically this year, military production will rise far more than proportionally, dollar-wise. These are best estimates of 1952 electronics output, compared to 1951:

TV-radio-phonos, etc., down 32%. Industrial & commercial equipment, up 20%.
Military equipment, up 165%.

Whopping military electronic production won't all be in TV-radio plants, of course. Many electronic contracts have gone to other industries which manufacture electronics as sideline -- Such as aircraft and auto companies. Others went to highly specialized non-TV electronic manufacturers, including quite a few new firms.

It will be a vastly expanded electronics industry which accomplishes these new production miracles -- and many TV-radio companies shared in this expansion, estimated at \$275,000,000 since Korean outbreak (see Mobilization Notes, p. 8).

The difficult "adjustment" period -- transition from heavy civilian to heavy military production -- is nearly over for some electronic plants. For others, the end is in sight. Tooling-up, research & development, production designing, are gradually giving way to actual output of military end-items and components.

Some military electronic items will reach maximum production levels by end of second quarter. These include military radio, TV and power supplies. Others, such as radar, sonar, specialized test equipment, will hit stride late in 1952.

Military electronic production won't hit quick peak, then begin gradual drop-off, contrary to popular belief. Instead, Pentagon expects long plateau of fullscale production, lasting into 1954, at least.

Enough electronic orders to last 20 months -- at 1952's anticipated going rate of production -- have already been placed with prime contractors. On top of that is another 10-month backlog of unplaced orders -- promising at least 30 months of near-capacity defense production.

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In any discussion of military production, question of "lag" -- failure to meet schedules -- is sure to arise. Here it definitely can be said, on best authority, that no major military items have been delayed by lack of electronic equipment.

It's been charged that electronics production is 30% behind schedule. This is true -- on paper. But these factors must be taken into consideration:

(1) Many early military schedules admittedly were unrealistic, too-high goals set merely "to shoot at." (2) The 30% "slippage" or "lag" is in overall dollar procurements; and procurement expenses include tremendous amounts for costly research & development, engineering and prototype modeling, which must be completed before actual production begins -- but don't register statistically in terms of delivery of military "hardware".

In this new "electronic mobilization," incidentally, only 20% of military electronics procurement dollar is spent for radios, 25% for radar. How remainder is divided is undisclosed, but its size gives some idea of omnipresence of electronics in all phases of modern warfare.

FCC's patent-filing proposal (Vol. 7:48, 8:1) precipitated 100 or more protests, mostly from non-electronic companies, and Commission plans to issue supplementary notice saying proposal isn't as sweeping as most objectors believe it to be. Typical of responses was one from N. Bjorndal, Tech Labs, Palisades Park, N.J.: "Enter our exasperated protest against this asinine bureaucratic encroachment upon private business. Small business is now drowning in a sea of paper forms." Protests were sparked by warning from National Patent Council, 1434 W. 11th Ave., Gary, Ind.

Proposed new regulation for elimination of excessive profits from defense contracts and subcontracts was printed in Jan. 10 issue of *Federal Register*, available from Govt. Printing Office, Washington. Renegotiation Board has asked for comments and suggestions on the proposed rules, set Jan. 30 as deadline.

Philco's \$40,000,000 three-year loan revolving credit, arranged to finance defense production and 70% guaranteed by Navy, is being extended by 18 banks headed by the Pennsylvania Co. for Banking & Trusts. Philco's military electronic production first quarter 1952 should exceed total for all 1951, says company, which in last war was one of largest producers of airborne radar and VT fuzes.

Olympic Radio disclosed this week that part of stockholdings of president Adolphe A. Juviler and executive v.p. Percy L. Schoenen have been acquired by Fox, Wells & Co., private investment firm, and that Dr. R. Bowling Barnes and Heywood Fox have been added to Olympic board, now 7 members.

Sperry Corp. has arranged \$53,000,000 credit agreement with Bankers Trust Co., Chase National Bank and Guaranty Trust to provide working capital to handle defense orders. Loans carry 3% interest, expire Dec. 31, 1954.

Mobilization Notes: J. A. (Shine) Milling, RCA Service Co. v.p. on leave, becomes director of NPA Electronics Div. and chairman of DPA's inter-agency Electronics Production Board as of Feb. 1. Mr. Milling, who has been chief of Electronics Division's end equipment branch for past year, will succeed Edmund T. Morris Jr., who returns to Westinghouse electronics & X-ray div. in Baltimore. Successor to Mr. Milling in end equipment branch hasn't been named yet, but he's expected to be drawn from ranks of electronics industry. Other changes in NPA Electronics Div. personnel:

Delmus J. Fagge, acting chief, special components section, leaves NPA Feb. 1 to join Sylvania electron tube div., reporting to Art Milk, govt. relations director, Washington. New chief of special components section will be W. E. Dulin, now heading radio communication equipment section. Latter section will be combined with J. Bernard Joseph's broadcast & sound equipment section, with Joseph heading combined section. John A. Dennis, of CMP section, this week was named special asst. to the director for expediting, directive & special priorities action. Up-to-date directory of key Electronics Div. personnel, including telephone and room numbers, will be feature of *Television Factbook No. 14*, in the mails next week.

Henry H. Fowler, deputy administrator of NPA, was elevated to administrator this week, succeeding Manly Fleischmann, now giving full time to post of DPA chief.

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Electronics industry has expanded its plant facilities by about \$275,000,000 since Korea (see p. 6), according to mobilization agency sources. Some 60% of this, or \$165,000,000, they estimate, was accomplished with govt. tax aid, the remaining 40% undertaken privately. Major part of expansion won't be in productive stage until after mid-1952. The \$165,000,000 undertaken with rapid tax write-off represents 216 projects, with average amortization of 75%. Breakdown: End equipment, 77 certificates of necessity for expansion valued at \$90,000,000 (mostly for fire control and related equipment). Tubes (mostly subminiature for VT fuzes and missiles), 51 certificates, \$49,000,000. Standard type components, 60 certificates, \$23,000,000. Miscellaneous (plugs, sockets, relays, crystals, etc.), 28 certificates, \$2,744,000. Figures are as of Dec. 1.

New Signal Corps Supply Agency has combined Signal Corps procurement agency and stock control agency, both in Philadelphia. Headed by Col. W. Preston Corderman, it will also take over regional procurement offices.

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Order limiting weight of magnets used in loudspeakers is being considered by NPA to conserve dwindling civilian supplies of nickel and cobalt. Speaker manufacturers, meeting with NPA Jan. 8, were divided on best methods of achieving conservation. Faced with sharp reduction in nickel supply as jet plane program expands (see p. 6), some manufacturers suggested maximum weight of .68 oz. be standardized for Alnico permanent magnets used with 9/16-in. voice coil. Speaker makers reported magnet inventories about normal, considering longer lead times imposed by magnet producers. TV-radio manufacturers and parts distributors have reduced their loudspeaker inventories to normal levels, they said.

These speaker manufacturers attended: George Cromartie Jr., Best Mfg. Co., Irvington, N. J.; Gordon Carbonneau, Carbonneau Industries, Grand Rapids; Austin Elmore, Crescent Industries, Chicago; Matt Little, Quam-Nichols, Chicago; Stuart W. Bell, Quincy Mfg. Co., Quincy, Ill.; A. I. Abrams, Racon Electric Co., N. Y.; Laurence A. King, Rola Co., Cleveland; Richard Wilder, Wilder Mfg. Co., Herrin, Ill.; J. D. Zimmerman, Wright-Zimmerman Co., New Brighton, Minn.

"Test pilot" FM promotion campaign plans (Vol. 7:46, 50, 52) were finally mapped at Jan. 10 Milwaukee meeting of broadcasters-set distributors who heard report on Wisconsin's plans for project sponsored by NARTB & RTMA. Kenneth Schmitt, NARTB's Wisconsin FM promotion chairman, said broadcasters will schedule special programs, will air minimum of 10 "spots" per day; will furnish dealers with promotion material and place stories in newspapers. Zenith's Don Whiting previewed displays, brochures, FM commercials which manufacturers prepared for campaign. Hour-long program from Madison will kick off state project Feb. 4. Test campaigns are also scheduled to begin in North Carolina Jan. 21, in District of Columbia March 1. Washington meeting Jan. 18 at NARTB will discuss plans for D.C. drive.

Westinghouse's plan to sell "tele-theatres" to amusement parks, pools, etc. (Vol. 7:52) will be presented to distributors' meeting Jan. 14 in New York, thereafter in Chicago, Philadelphia and Charlotte, N. C. "Merchandising package" includes structure with canvas roof and weatherproof sides to enclose audience, which would be sold to park owner who then would rent space to dealer for 24-in. Westinghouse set. Deliveries are expected by May 1. Appeal to park owners is fact that "tele-theatres" would draw parents, who could rest and watch favorite programs while kids cavort.

November excise tax collections on TVs, radios, components, phonographs, etc., totaled \$12,732,216, up from \$7,611,859 in October, more than double the \$5,359,959 for Nov. 1950. On phono records, Uncle Sam collected \$1,419,846 in November vs. \$1,018,711 in October and \$696,678 in Nov. 1950. Excises on refrigerators, air conditioners, etc., rose to \$5,185,582 in November from \$4,338,270 in October, vs. \$7,278,608 in Nov. 1950.

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Most comprehensive text in TV technical field to date is newly published 721-page *Television Engineering* by Donald G. Fink, editor of *Electronics Magazine*. Taking advantage of his highly active participation on innumerable industry TV committees and panels, Fink buttresses exposition of present-day TV practices with full description of evolution. Book is divided into 11 major parts, including 2 up-to-date sections on color, features exercises for students at end of each section. Publisher is McGraw-Hill Book Co., 330 W. 42nd St., New York (\$8.50).

Unusual uhf promotion by a tunermaker is Mallory's full-page ad in Jan. 14 *Time Magazine*. Headline poses question: "What will uhf do to your television set?" Answer: "More TV stations . . . wider program selection . . . better entertainment." Ad goes on to promote fact Mallory has continuous tuner, using "Inductuner," attachable to existing set "in a matter of minutes . . . without inside-the-set changes."

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Electronic food dispenser, able to thaw and heat complete frozen dinner in 70 seconds, was visualized by GE engineer T. P. Curtis in Jan. 9 talk to Dayton AIEE section. Mass production of magnetron, heart of dispenser, may make possible, he said, for one to "stop at the corner drugstore . . . drop a few coins in a slot, and one minute later lift out a dinner plate on which is a steaming hot dinner of meat, potatoes and vegetables."

Noting new tape duplication machine developed by L. S. Toogood Recording Co. and Rawdon Smith Associates to make 9 half-hour copies in 11 minutes (Vol. 7:52), Audio-Video Recording Co., 730 Fifth Ave., New York, reports it has machine which duplicates 5 one-hour reels in 4 minutes. Company says device was developed in conjunction with Ampex Electric Corp., has been in service for some time.

FACTORY INVENTORY & OUTPUT WAY DOWN: Inventory drop of some 30,000 TV sets was very pleasant news to TV manufacturers this week, as RTMA began compiling its own statistical data under new dept. director W.F.E. Long. Last Haskins & Sells audit of 1951 put figure at 206,741 as of Dec. 28, whereas first RTMA report of 1952 says 176,857 as of Jan. 4. Thus "normalcy" has at long last been achieved, for that figure is about same as mid-February 1951 (Vol. 7:19) -- and it can be presumed that simple prudence, if not materials shortages, will now keep the manufacturers from going up again to the dangerous 768,766 peak of last summer.

For first 1952 statistical week, ending Jan. 4, TV output was low again -- only 69,198 units -- though up from Dec. 28 holiday week's mere 14,244. The latter figure, incidentally, brought 1951 total to 5,251,154 (subject to revision).

Week's radio output was 93,499, of which 45,049 were home sets, 8893 portables, 3980 clock (new category), 35,577 auto. Radio inventory was 283,545. Dec. 28 week's radios totaled 76,476, bringing year's grand total to 12,544,539, of which 6,679,509 were home, 1,330,733 portable, 4,534,297 auto (subject to revision).

THE TAX-WARRANTY PRICING HEADACHE: You came away from the TV exhibits at Chicago's Furniture and Merchandise Marts this week with an impression of great confusion -- confusion over prices, excise taxes, and warranties. That confusion grows mainly out of recent OPS ruling against higher warranty charges (Vol. 7:51 & 8:1).

Worse confounded, the manufacturers seemed to be meeting their list-price problem in these different ways: (1) by including both tax & warranty in list, as do RCA and others; (2) by including warranty in list but quoting tax separately, as do Admiral, Philco and Motorola; (3) by including tax but quoting warranty separately, as do many smaller companies; (4) by quoting tax & warranty additionally, as do a few companies.

Because of uncertainties still prevailing, rumors persisted during early days of the marts that announced prices of the major companies wouldn't stick -- but there was no verification of this, so far as we could learn.

It was obvious that checkers were out canvassing one another's price and tax-warranty methods all week. The smaller companies seemed particularly puzzled about what to do. Some said they would wait awhile, possibly until after the show, before announcing all prices. Among these were CBS-Columbia, Olympic, Tele-tone.

[For announced prices to date, see Vol. 7:52 & Vol. 8:1; also the Topics & Trends columns in this issue.]

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Main objection to quoting tax extra is that it's 10% of manufacturer's sale price, so that asking customer for such sum is giveaway of wholesale-retail markups. But those who are doing it this way point out that automobile industry has long done so without any untoward results -- though fact is tax item added to auto buyer's bills usually lumps in local taxes, accessory taxes, etc.

Most new sets and repriced old ones are listed at prices comparable with last year's, some a bit lower. Motorola and DuMont had lower prices for brand new lines (Vol. 8:1) but reductions were attributed more to engineering and production economies than to an overall trend to lower prices.

Low-end models of major set makers were generally around \$200 for 17-in. table models, and move toward basic \$200 tag for 20-in. tables was also indicated by a few smaller companies, notably Trav-Ler and CBS-Columbia. Latter, however, withdrew \$200 price on 20-in. after full-page trade ads heralding it, saying new prices would be set early next week.

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A sort of post-holiday sluggishness, to say nothing of uneasiness, seems to have descended on the trade, judging from talks with many sales managers at the

Chicago show. Business is slow, most said, though the bigger set makers say they are selling all the sets they can turn out. Consensus seemed to be that orders are not usually taken in great numbers during shows anyhow; they come before or after, mainly at own distributor meetings. Typical comments of sales folk:

"We've got to be good hunters to get business now."

"We're out to sell; business isn't coming to us if we sit back."

"Distributors are looking for price merchandise -- deals."

"Business ought to pick up in the metropolitan areas, now that most scare buying has been absorbed -- and it ought to be good in the fringe areas."

Fringe-area business now, and high hopes for post-freeze business, were main topics of conversation. Thinking is that TV-served metropolitan areas, while not completely saturated, have had all their cream and much of milk skimmed off. So accent is on long-range reception via "long-range chassis" & "fringe area switches" and the like. Hallicrafters even advertised guarantee of "150-mile reception."

The 17, 20 & 21-in. tube sizes are now basic, with 21-in. gaining on 20-in. There were a few 24-in., and DuMont & Hallicrafters 30-in. Motorola still has 14-in. portable and Arvin sticks to 8½-in. table promoted as "second set". Other clear trends were toward cylindrical-face tubes and tilted safety glass, reducing glare, and more and more models use electrostatic focusing as conservation means.

Topics & Trends of TV Trade: Saturation accounts for slowing pace of TV sales, in opinion of Sylvania sales research director Frank W. Mansfield, who is also chairman of RTMA statistical committee. Nevertheless, barring major economic upsets, there's no reason why TV industry cannot sell about 4,500,000 sets this year, he told Sylvania distributors meeting in Hershey, Pa., Jan. 7.

"The change in the trend of TV sales," said Mansfield, "is due to the fact that the TV market is rapidly approaching saturation . . . At the end of 1951 practically 40% of the [area of] country had attained an average saturation of 70%.

"If the station freeze is lifted, as is expected during 1952, good TV signals, now within reach of about 65% of the population, will ultimately be extended to approximately 90% of the population." Market studies, he added, indicate "long-term potential for initial and replacement sales ranging from 4,500,000 to 6,500,000 sets per year for many years to come." Probable rate of set replacement was placed at about 12% per year.

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Trade Miscellany: Bruno-New York buys 20-story building it occupies at 460 W. 34th St., New York, for reported \$3,000,000 . . . Westinghouse buys out Danforth Co., Pittsburgh distributor, continuing it with same staff as subsidiary . . . Motorola-New York Inc., factory branch, separated from Jersey operations, with formation of Cooper Distributing Co., Inc., 177 Central Ave., Newark (Nathan Cooper, president), as exclusive TV-radio distributor for Northern N. J., Staten Island & Rockland County, N. Y. . . Magnavox has purchased leased land and buildings in Ft. Wayne, plans \$350,000 addition to give its plant 320,000-sq. ft. plus 67,000-sq. ft. of warehouse space . . . Bendix Radio opens new office at 261 McDougall Ave., Detroit, to handle mobile and auto equipment, with V. C. Judd in charge . . . Admiral Jan. 25 starts 24-sheet outdoor poster radio set campaign in 202 non-TV cities.

First TV-dealer prosecution and conviction for violating Regulation W last spring, when cash down payments were required, was announced this week by Federal Reserve Board. U. S. district court in St. Paul fined Walter Lange \$1000, gave him 6-month suspended sentence, 3-year probation. Sister-in-law Charlotte Lange was put on probation for year.

New TV models being introduced by the manufacturers, large and small, for most part are simply additions to late 1951 lines previously announced and reported in these columns. Last week (Vol. 8:1) we reported in detail on new Admiral, DuMont, Philco and RCA sets and prices, week before (Vol. 7:52) on Motorola's new line. Subsequent items in this department report such information on new sets as we could pick up during close canvass of all the displays at Chicago, both in the Furniture Mart and the Merchandise Mart. But it's possible that some of the models here reported have been repriced since information was given to us.

New Bendix line, in 6 of total of 9 new sets, features new long-range chassis for fringe-area reception. Prices include warranty but not tax. The 17-in. line begins with table at \$200, other 17-in. tables being \$210 (with legs) and \$250. The 17-in. consoles include open-face mahogany \$270, full doors at \$300 & \$350, one model price not yet fixed. Two 20-in. are table at \$280 (with legs) and open-face console at \$300.

General Electric announced 5 new models, including its first 20-in. table. Prices include tax. New 17-in. sets are mahogany table \$270, open-face mahogany \$320. New 20-in. sets are mahogany table (with legs) \$300, open-face mahogany \$350, blonde \$370. GE also cut \$10 to \$30 off 5 carryover 17-in. models.

Hallicrafters raised a lot of eyebrows this week with 2-page trade ad claiming "guaranteed 150-mile TV reception." Claim was made in spread in Jan. 8 *Retailing Daily* at same time new 13-set line was announced at Furniture Mart. With prices including tax and year warranty, Hallicrafters' new line comprised these table models: 14-in. mahogany \$190; 17-in. mahogany \$230 & \$270, blonde \$240; 20-in. mahogany \$280. Console line comprises 17-in. open-face mahogany \$280; three 20-in. open-face mahogany at \$330, \$340 & \$380; 20-in. half-door mahogany \$450, maple \$450. The 21-in. consoles are half-door mahogany \$400, mahogany with AM-phono \$500.

Symphonic Radio & Electronic Corp. has new line comprising 17-in. tables in leatherette \$180, mahogany \$200, blonde \$210; 17-in. open-face mahogany \$240, blonde \$260; 20-in. mahogany table \$230, blonde \$240; four 20-in. consoles, open-face mahogany \$270, blonde \$290, Chippendale \$330, moderne \$350.

Hoffman Radio announces 17 new sets at these Western prices: 17-in. mahogany table \$250, blonde oak \$260, open-face mahogany \$300, blonde oak \$310; 20-in. mahogany table \$300, blonde oak \$310; 21-in. mahogany console \$380, blonde oak \$390, half-door mahogany \$400, blonde oak \$410, half-door provincial \$410, full-door mahogany \$450, mahogany radio-phono \$725, blonde oak \$750, cherrywood \$750; 24-in. full-door mahogany \$635, blonde oak \$650.

Jackson Industries announces 12 new sets as follows, prices including tax: 17-in. tables at \$200 & \$240, open-face mahogany \$280, mahogany combination \$370; 20-in. tables at \$240 & \$280, open-face mahogany \$330, mahogany combination \$430; 21-in. half-door mahogany console \$380, mahogany combination \$500; 24-in. mahogany console \$500, combination \$600.

Magnavox added 4 new sets, featuring "synchromatic" chassis for fringe-area reception. New items, prices including tax, consist of 17-in. *Cavalcade*, half-door mahogany, \$389.50; and three 20-in. models—*Constellation*, mahogany table \$289.50, blonde \$299.50; *Avenue*, mahogany AM-phono \$498.50, blonde \$515; *Wedgewood 20*, AM-phono, full door, \$545.

Majestic Div., Wilcox-Gay Corp., has added 17-in. open-face mahogany console at \$250 and 20-in. mahogany combination at \$540, blonde \$560, to current line—and president Leonard Ashbach discloses that Wilcox-Gay brand-name will be resumed on new sets to be introduced at Chicago Parts Show in May. New personnel include L. M. Sandwick, ex-Scott, named asst. gen. mgr. of Wilcox-Gay plant at Charlotte, Mich.; Charles Strawn, ex-Admiral, asst. to president in charge of developing national sales, New York; Harold Ashbach, in charge of new product development; Harry Bransky, mgr. of Chicago factory branch; Irving Black, asst. Chicago mgr.

New Natalie Kalmus line, featuring high-style cabinets, was announced this week by National Electronics Mfg. Co., new Los Angeles firm. All 21-in. line includes: walnut table \$270, mahogany \$280, blonde \$290; walnut consolette \$300, mahogany \$310, blonde \$320, maple \$330; walnut half-door consolette \$400, mahogany \$410, blonde \$420, maple \$430.

Raytheon's 4 new sets, announced this week, feature the new cylindrical-face tubes. Line includes: two 17-in. tables, leatherette at \$250, blonde mahogany \$350; two 21-in. consoles, mahogany at \$380, blonde \$390. Firm also has optional vhf-uhf tuner still not definitely priced.

Sentinel's new line of 12 sets, shown at Chicago's Sheraton Hotel, is topped off by 24-in. mahogany half-door console at \$595 (\$24.50 extra for year warranty). All prices include tax; warranty is \$12.50 on 17-in. and \$15 on 21-in. The 17-in. line consists of mahogany table \$240, blonde \$250; mahogany console \$290, blonde \$300; open-face mahogany \$337.45, blonde \$347.45; half-door mahogany \$357.45, blonde \$377.45. The 21-in. sets are mahogany table \$300; mahogany console \$385, blonde \$405.

Tele King's new line, introduced at Chicago's Conrad Hilton Hotel, features 24-in. deluxe *California* console series. Prices including tax: open-face mahogany \$500, blonde \$525; full-door mahogany \$550, blonde \$580; French Provincials at \$525 & \$580. Tax and warranty are extra in promotional series which consists of: 17-in. leatherette table \$160; 17-in. open-face mahogany \$180; 20-in. leatherette table \$180; 20-in. open-face mahogany \$200.

Trav-Ler decided this week to drop all parts warranties and make the excise tax extra. New items are 17-in. fabricoid table at \$170, two 20-in. sets (fabricoid table \$200, mahogany table \$230) and 21-in. open-face mahogany \$230.

Westinghouse's new TV line features an improved single-dial tuning that now incorporates horizontal-hold control. Prices include tax but not warranty, which hasn't been set as yet. Line comprises 16-in. plastic table at \$225; two 17-in. tables, mahogany \$270, blonde \$280; two 17-in. consolettes, mahogany \$330, blonde \$350; one 21-in. mahogany table, \$320; two 21-in. consoles, mahogany \$370, blonde \$390; and 24-in. mahogany console at \$665.

* * * *

RTMA Transmitter Div. will be changed to Technical Products Div., under reorganization announced by chairman H. J. Hoffman, Machlett Labs. Under it comes new Govt. Relations Section headed by chairman Ben Edelman, Western Electric, to handle problems of electronics manufacturers handling govt. contracts; also new General Communications Section, under chairman James D. McLean, Philco, absorbing former Marine & Aviation and General Communications sections. Five task committees under Govt. Relations Section will handle patents & copyrights, accounting & cost principles, termination & renegotiation, facilities & govt. property, general & other matters. New sections of Transmitter Division and its executive committee meet in New York's Hotel Roosevelt Feb. 6 during RTMA industry conference.

Sidelight on pricing situation was Admiral's plan to lengthen parts warranty from 90 days to a year by allowing distributor, if he wishes, to add \$3.50 to \$5 to dealer's cost of set for extended warranty; fee would be combined with excise tax, now extra.

RTMA reports 32,710,369 receiving tubes sold in November, bringing 11-month 1951 total to 347,643,226. Of total, 231,678,712 were shipped for new sets, 87,479,522 replacement, 7,053,620 Govt., 21,431,372 export.

Mexican Ministry of Communications reported buying 1000 TV sets to place in rural community centers within range of new stations projected for this year (Vol. 8:1).

Trade Personals: V. A. Kamin, acting mgr., RCA Victor Central div., named mgr. of new West Central region headquartered in Kansas City, H. A. Renholm having returned to Central region, Chicago . . . Dr. Courtney Pitt, Philco financial v.p., appointed member of company's management policy committee . . . James D. Walker named sales mgr., Capehart-Farnsworth New York region, succeeding W. R. McAllister, who resigns to start own business; C. H. Bejma named Chicago mgr., succeeding Louis J. Collins, now sales director . . . I. C. Hunter, ex-merchandising mgr., now govt. contract administrator, Capehart-Farnsworth . . . Edward M. Dixon, accountant, named secretary, National TV Dealers Assn., Washington, succeeding Miss Edna Gilbertson, resigned; Edwin A. Dempsey is exec. director . . . S. I. Neiman named exec. secy., Radar-Radio Industries of Chicago Inc., succeeding the late Leonard J. Shapiro; Kenneth C. Prince appointed general counsel; both report to president Leslie F. Muter . . . Robert L. Kaye Jr. named controller, Sylvania radio tube div. . . . Frank Folsom, RCA president, and Mrs. Folsom sailed Jan. 9 for 21-day cruise on *S.S. Constitution* . . . Edward A. Roppel, Packard-Bell quality control engineer, promoted to supervisor of govt. production . . . William Helfrecht, ex-TV-radio buyer for Affiliated Retailers Inc., named merchandising counsel, Jewel Radio, now producing TVs . . . Jack J. Kuscher promoted to gen. sales mgr., Gross Distributors Inc., New York (Stromberg-Carlson) . . . J. J. Samuels, ex-Sheldon, appointed gen. sales mgr., Fidelity Tube Corp. . . . G. M. Hearn appointed works accountant, J. L. Finney building-equipment supt. of new GE tube plant being built at Anniston, Ala., both being transferred from Owensboro plant . . . Howard W. Sams, publisher of Photofact TV & radio manuals, elected president of Indianapolis Board of Works.

NATIONAL COLLEGIATE Athletic Assn. bowed to public opinion Jan. 11, adopted 163-8 its TV committee's proposal for liberalized 1952 TV football plan which will probably exclude Saturday blackouts, permit more college games on TV than in 1951. But it also decisively rejected return to "unrestricted live TV."

Committee's report, based on preliminary findings of National Opinion Research Center's \$50,000 survey, omitted word "experimental" applied to last year's program, urged "middle course of moderation." Committee rejected complete ban on live telecasting, declaring: "College football and live television can and will live side by side." Survey reportedly showed 1951 control plan reduced "adverse effects" of TV on football attendance and that unrestricted TV would "seriously jeopardize" college football's future.

NCAA will appoint new committee to work out 1952 "controlled plan" after final survey report in March. Strong opposition to NCAA's vote was voiced by Penn's Fran Murray who said controlled plan is illegal, poor public relations, smacks of commercialization. He declared Penn's own survey showed attendance decline is not affected by TV, urged colleges to avoid action which might hinder future use of TV's educational advantages.

NCAA reaffirmed faith in legality of its position despite fact that Federal Judge Allan K. Grim Jan. 8 denied National Football League's motion to dismiss govt.'s anti-trust suit attacking league's control of TV-radio broadcasts. NFL was ordered to answer complaint in 45 days.



Petition to increase power from 1 kw to 1.8 kw ERP, was filed this week by WGAL-TV, Lancaster, which asked that station be made exception to FCC's power-increase ruling (Vol. 7:30-34) which limited community stations to 1 kw. Station says increase will produce no objectionable interference, will serve 54,837 additional people.

TV cameras at committee hearings didn't violate Frank Costello's constitutional rights during Kefauver crime investigation (Vol. 7:11), New York Federal Judge Sylvester Ryan ruled at contempt hearing Jan. 11. But he left it to jury to determine "whether witness was unable to testify because of his mental or physical condition resulting from the surroundings."

Bothered by NPA's color ban, Sen. Johnson awaits reply to letter he wrote Defense Mobilizer Charles E. Wilson (Vol. 7:51). Asked about possible investigations, etc., Sen. Johnson said: "I have plans, but I'm not saying anything about them now." He appears particularly dubious about need for restraints on production of color theatre TV.

Georgia Tech's WGST(AM) netted \$126,411 (tax-free) on gross commercial income of \$452,420 in 1951, university getting \$35,000 of surplus. WGST grossed \$337,887 in 1950, \$380,034 in 1949.

1952 AM-FM Station Directory

All subscribers to the full TV-AM-FM services of *Television Digest* will, within a week, receive copies of our 1952 AM-FM Station Directory, revised to Jan. 1, loose-leaf, printed on single sheets so that changes and corrections may be added on opposite blank pages as they're reported in our weekly AM-FM Addenda. New directory lists not only all North American AM-FM stations by states and cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It's only handy volume of its kind, and carries no advertising. Extra copies cost subscribers \$7.50.

UHF Television Co., formed by group of Texas oilmen who recently sold KEYL, San Antonio, for \$1,050,000 (Vol. 7:30), has reapplied for new uhf outlets in Dallas and Houston, both Channel 23. Firm had applied for these, plus one in San Antonio, last September and then withdrew applications (Vol. 7:36-37). Principals are W. L. Pickens, Dallas; R. L. Wheelock, Corsicana; H. H. Coffield, Rockland. They're also associated in pre-freeze vhf applications for Corpus Christi and New Orleans, represented by Dallas law firm of Johnson, Bohannon, Prescott & Abney. These make 29 uhf applications now pending, 450 vhf—latest of latter being request for Channel 13 by KWOS, Jefferson City, Mo., same ownership as *Capital Times* and *Post-Tribune*. [For details about these applications, see *TV Addenda 13-Z* herewith; for list of all applications to date, see *TV Factbook No. 14* due off presses Jan. 19.]

DuMont leads off Paramount hearing (Vol. 7:52) Jan. 15, will take 5-6 days, according to DuMont counsel Wm. Roberts. Then hearing recesses to Feb. 4 when it will go into questions regarding transfer of KTLA, Los Angeles, and WBKB, Chicago, from old Paramount company to Paramount Pictures and United Paramount Theatres, respectively. FCC this week denied ABC's request that Commission make available breakdown of individual networks' 1949-50 time sales, but left door open for ABC to make same request during hearing. ABC wants to adduce data in answering one issue in hearing—whether merger with UPT "would substantially lessen competition or tend to monopoly . . .".

Outlook for TV-radio station construction and alteration in second quarter is gloomy. As in first quarter (Vol. 7:51), materials situation will permit no starts on large new projects. DPA administrator Manly Fleischmann told Joint Congressional Committee on Defense Production Jan. 9: "Our allotments, generally speaking, will sustain projects already under way. However, we shall not be able to permit new industrial starts in the second quarter except for the most urgent needs." This means such projects as NBC's \$25,000,000 TV-radio studios in Burbank, Cal. (Vol. 7:51) will have to be postponed.

Station operating requirements, in event of failure of various indicating instruments, were eased this week when FCC adopted amendment of rules proposed Nov. 8 (Vol. 7:46). TV, FM or AM stations may operate, beginning Jan. 24, without such instruments as frequency and modulation monitors for 60 days without getting FCC permission. District FCC engineer-in-charge must be notified upon failure of instrument, however, and requests for extensions beyond 60 days must be requested of him. New rules were issued as Public Notices 52-23 & 52-25, Doc. 10082.

Rare exception to FCC's "paper" hearing procedure was Commission's action this week in permitting Harry Butcher's KIST, Santa Barbara, Cal., to propose Channel 3 for city in lieu of previously proposed Channel 8. NBC had challenged KIST's petition on basis it violated FCC's ruling following U. S.-Mexican border agreement (Vol. 7:49). Commission admitted "strict letter" of agreement is violated but considered new proposal of sufficient merit to warrant exception. NBC and others are given until Jan. 16 to file evidence opposing KIST proposal.

Canadian Broadcasting Corp. has assured Radio-TV Manufacturers Assn. of Canada that its Toronto and Montreal stations, now building for Channels 9 & 2, respectively, will begin regular operation next August. "August dates are definite," states Ralph A. Hackbusch, RTMAC president, "regardless of possible delays in delivery of steel for the transmitter antenna towers. If necessary, temporary transmitting antennas can be used." Mr. Hackbusch reported that 16 Canadian companies are now manufacturing TV receivers, sales averaging 5-6000 sets per month.

MARTIN CODEL'S

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OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

Television Digest

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Looking-and/or-Listening at 7-9 A.M.? page 3. Inventory Up, January Buying Hiatus, page 8.
NPA Reconsiders Theatre-TV Color Ban, page 3. "Bare-Knuckles" Rivalry Between Films and TV, page 11.

FCC GEARED FOR MAJOR ASSAULT ON FREEZE: FCC's next go-around on allocations, as it drives towards freeze-end, comes Jan. 21 (instead of expected Jan. 18) when commissioners gather to scrutinize staff's labors since last such session (Vol. 7:49).

Just how much underbrush Commission will clear, or expects to clear, is anyone's guess. But it certainly has plenty to consider. Not only is city-by-city allocation up for revision, but power-height formulas are getting new appraisal.

Lifting power ceilings is given fair chance, at very least. Hiking uhf maximum above 200 kw appears quite likely, particularly in view of Chairman Coy's ardent advocacy of such action (Vol. 7:37).

One possibility of power increases lies in "ratio" principle -- that of permitting a station to increase output as long as ratio between its power and that of nearby co-channel and adjacent-channel stations doesn't exceed certain maximum.

Intensity of Commission's efforts to force freeze to quick conclusion is indicated by fact 30-odd professional staff members are assigned to task. This week, everyone put in 3 nights on job and they expect to put in more from now on.

* * * *

Some educators are running into rough weather in plans to use proposed reserved channels. In Miami, county school board met Jan. 9, heard Supt. James T. Wilson report that station construction-operation costs would be so great that best idea would be to use Miami's reserved Channel 2 as "bargaining point" to be "surrendered" to the commercial applicant promising to give schools most free time. Board decided to ask its Washington counsel to find out FCC's reaction to proposal.

Educators were brought up sharply, too, on suggestion by Joint Committee on Educational TV that educational stations be permitted to carry commercial network programs until commercial stations come into their service areas (Vol. 7:50). Long brief filed by 3 Illinois stations (WMBD, Peoria; WHBF, Rock Island; WDWS, Champaign) said FCC couldn't accept suggestion because it was made too late, reminded JCET that Chairman Coy himself had termed any attempt by educators to use reserved channels commercially "a snare and a delusion" (Vol. 7:29).

TV FACTBOOK No. 14 OFF THE PRESS: Expanded facilities, personnel and rate changes among stations, scores of new companies associated with TV, most stations and companies in TV doing vastly more business than they did 6 months or a year ago.

These are part of the basic industry data set forth in the Jan. 15, 1952 edition of our semi-annual TV Factbook No. 14, which goes to all full-service subscribers via first-class mail herewith. Adless like its preceding editions, this compendium has become the standard reference guide of the telecasting, the TV-radio manufacturing and all related industries. Its 112 pages this time compare with 96 in July 15, 1951 edition, 72 pages just year ago. Among its major features:

Personnel and facilities data, with digests of rate cards, of all networks and all the 109 TV stations serving U.S. audiences, together with complete listings

of actual and projected TV stations in Canada, Mexico, Cuba and South America.

Tabulation of the 479 applications for new TV stations pending before FCC to Jan. 12 (29 for UHF), with present and proposed VHF & UHF channel allocations.

TV-radio production figures, sets-in-use estimates, and market data on TV areas of U.S. For handy use therewith, Factbook encloses a 34x22-in. wall map in color, showing present TV areas and actual and projected coaxial-microwave routes.

Complete directories of the 105 TV receiver manufacturers in the U.S., the 19 in Canada; 38 picture tube manufacturers (13 also making receiving tubes), FCC, consulting engineers, attorneys specializing in TV-radio, NPA Electronics Division, unions, trade associations, technical groups, etc. Brought up-to-date is directory of 474 TV program firms, and listing of national sales representatives of stations. Also carried is full text of NARTB's new Code of Television Practices.

Extra copies of the TV Factbook cost subscribers \$2.50; it's suggested that Newsletter-only subscribers use enclosed card for speedy delivery.

PUBLIC HAS SPENT \$6.5 BILLION ON TVs: Since lifting of World War II freeze on civilian TV-radio production -- in 1946 -- American factories have turned out somewhere near 16,875,000 TV receivers at factory value of about \$3,165,750,000. Discounting the estimated 1,500,000 or so sets still in trade pipelines as 1951 ended, and small amount of exports, it's fair estimate that the American public in 6 years has spent about \$5 billion for its TV receivers.

Add another \$1.5 billion for antennas, replacement parts, warranties, etc., and the nation's over-the-counter bill for TV installations runs over \$6.5 billion.

Last year alone, 5,250,000 receivers were sold at factory for \$946,500,000; in 1950, 7,463,000 for \$1,356,000,000; 1949, 3,000,000 for \$580,000,000; 1948, 975,000 for \$230,000,000; 1947, 180,000 for \$50,000,000; 1946, 6500 for \$1,250,000 -- hence total of 16,874,500 for \$3,163,750,000. At retail, figuring \$100 at factory brings \$165 from ultimate customer, total figure goes to nearly \$5,200,000,000.

The figures are estimates, of course -- but they're estimates by the TV-radio manufacturers' own trade association, which we've recapitulated from RTMA's monthly reports for the 6 years as tabulated in our TV Factbook No. 14. They're very significant, not only as pointing up the phenomenal growth of America's youngest big industry (without even taking into account its huge defense, its radio and its other civilian electronics phases) but also because:

(1) If 16,875,000 TVs have been produced, and 15,700,000 of them were in use at end of 1951 (NBC Research's advance estimate), it's a remarkable tribute to the longevity of the American product. At first, manufacturers themselves thought life of TV set would be only few years, of picture tube only about 1000 hours; now, the 3, 4 & 5-year-old TV is commonplace and so are 5000-hour-or-more tubes.

(2) Average cost per set at factory levels, and accordingly at retail, has gone down for last 5 years: It was calculated at \$197.31 at factory in 1946; then, in 1947, more scientifically estimated at \$277.77; in 1948, \$235.89; 1949, \$193.33; 1950, \$181.69; 1951, \$180.28. Remember, the averages of latter years embrace not only table models but the increasingly popular and costlier consoles & combinations.

(3) If 1,500,000 were still in all trade pipelines at end of last year, it means sets sold totaled only 15,375,000 which, especially if you take into account scrapped sets and exports, is considerably less than NBC's claimed 15,700,000. RTMA is confident its production totals are reasonably accurate, so it would appear that total sets-in-use figure needs a bit of deflating.

* * * *

Radio sales were big-time, too, during the years since World War II. RTMA records show that 15,955,000 radios were sold in 1946 at factory for \$434,244,000; in 1947, 20,000,000 for \$650,000,000; in 1948, 16,500,000 for \$525,000,000; 1949, 11,400,000 for \$310,000,000; 1950, 14,589,900 for \$360,978,000; 1951, 12,545,000 for \$288,000,000 -- total 90,990,000 radios for \$2,568,222,000, or \$4.25 billion retail.

Foregoing include all sorts of models -- home, portable and auto. During 1951, 5,850,000 home radios were sold at factory for \$117,854,000 (average \$30); 972,000 portables for \$18,000,000 (av. \$19); 9,000,000 auto \$115,000,000 (av. \$28).

LOOKING-AND/OR-LISTENING AT 7-9 A.M.? Program-wise, Dave Garroway and 'Today' offer superb fare for most part -- no doubt about that -- and initial response has been quite favorable. But NBC-TV v.p. Pat Weaver, originator of early-morning show -- now carried on 30 affiliates, none of which before signed on that early -- must yet prove that he can change the habit patterns of America sufficiently for 'Today' to pay off for sponsor, network and station.

Two more participating sponsors have been signed (see Network Accounts), more are said to be on the hook, and some of the local outlets (notably in New York and Chicago) say they're selling local cut-in spots so readily that they look for same nice revenues from 'Today' that radio has long enjoyed from disc jockey spots.

Accepting the enthusiasm of the trade journals, discounting the skepticism if not outright antagonism of many newspaper critics, there's still this puzzler about the show that Variety's George Rosen refers to (in quite favorable review) as "gargantuan coin-splurging" and "unorthodox programming":

It's not as easy to hear-without-looking as it was projected to be; and it isn't as convenient for anyone in the family to look-and/or-listen as it is merely to listen to radio. Simple reason is that the TV set usually isn't as handy.

* * * *

Is the show so good, then, that the American public will go to all kinds of inconvenience to hear-and-see, in whole or part, during rising-thru-breakfast hours?

Will the show "put most TV sets on wheels," as suggested by enthusiastic critic Herschell Hart, Detroit News (WWJ-TV)? Or will people buy an extra set for the dining or breakfast room? Or will a new market open up for "slave units" -- extra picture-&-sound boxes that can simply be extended from the main set?

We don't profess to know, nor is Mr. Weaver himself sure. "Only time will tell," says he, in the meanwhile pointing proudly to a 9-city Trendex audience rating of 2.6 & 4.6 first 2 days. That's higher, he notes, than most TV daytimers.

Kiplinger's magazine "Changing Times," first of starting sponsors, offering sample issues in one spot daily, got 16,000 requests up to Friday afternoon -- an excellent response which he tells us pleases him no end.

'Today' is most significant experiment in programming since TV began, merits whole industry's closest attention -- telecasters and manufacturers alike. Weaver says fan mail has been consistently favorable, quite natural for a show that offers such a pleasant potpourri of news dispatches, newsreels, special events, personalities of day, latest records, time, weather, play & book reviews, etc. etc. And with the very agreeable Garroway using some of techniques of Ed Murrow's 'See It Now'.

* * * *

What do we think of it ourselves? Well, it will take a lot of doing to get us to change a 20-year habit of listening to radio's splendid 8-8:15 news roundups while shaving or dressing or breakfasting -- with radios handy all around the house. It will take still more doing to persuade the wife that TV should intrude upon the dining room. And a teen-age daughter, who says she and her schoolmates all "simply love" Eddie Gallaher's 'Sun Dial' disc jockey show, when we asked her to forego it one morning and watch 'Today' instead, had this to say: "Yes, it's very good, but who's going to dress in the library in order to watch TV so early in the morning?"

We polled our staff for reactions and, almost invariably, comments were prefaced with remark: "Well, we saw only a little bit of it, but..." Sample quotes: "It's like beefsteak for breakfast." "Too fast, too much -- too good, in fact, for that time of the morning." "Why not just a plain disc-jockey show with Garroway?"

NPA RECONSIDERS THEATRE-TV COLOR BAN: Under the prodding of Sen. Johnson, NPA is exploring whether it should exempt color theatre TV from its ban on commercial production of color TV equipment (Vol. 7:47).

It's calling TV manufacturers to second "special conference on color TV" to discuss this question and any gripes they may have about color order M-90.

Conference will be held in Washington Feb. 8. NPA sent invitations Jan. 18 to substantially same list of TV manufacturers who unanimously agreed, at meeting

last Oct. 25 with defense mobilizer Charles E. Wilson and DPA chief Manly Fleischmann, to discontinue (or not to start) mass production of color TV sets (Vol. 7:43). Feb. 8 meeting will be at lower level, with asst. NPA chief H. B. McCoy presiding.

Purpose of meeting, said NPA, is "to obtain additional advice from the TV industry representatives on (1) whether NPA order M-90 provides the type of control and achieves the objectives discussed at the color TV conference held Oct. 25, and (2) whether this order requires "clarification or amendment.""

Behind scenes is bitter dispute as to whether Oct. 25 agreement was intended to cover theatre TV as well as home TV -- climaxed by sharp letter to Mr. Wilson by Sen. Johnson, head of powerful Interstate & Foreign Commerce Committee (Vol. 8:2). After letter went out, cogs started turning and Feb. 8 conference was called. At week's end, Sen. Johnson still awaited Mr. Wilson's formal reply.

* * * *

NPA had been adamant -- at least until Sen. Johnson's letter came down from Mr. Wilson -- in its position that industry and Govt. had agreed Oct. 25 to ban the production of all commercial color TV equipment. "Color TV is outlawed," said one NPA official, "and if color theatre TV isn't color TV, what the hell is it?"

Film producers and exhibitors, however -- now preparing theatre-TV case for upcoming FCC hearing (Vol. 8:2) -- say M-90 went beyond terms of agreement reached at Oct. 25 conference. They insist the agreement applied only to mass production of home TV receivers, and that theatre TV wasn't mentioned at meeting.

They also hasten to point out that production of color theatre-TV equipment wouldn't be "mass production" in same sense as home color, because of the relatively few receivers required by theatres. And they argue that additional materials needed to equip future theatre receivers for color would be comparatively small.

To which NPA replies: The color ban has only one purpose -- to save materials. If color theatre TV requires extra materials, it's banned.

There have been no formal requests for amendment or repeal of M-90. Joint committee, composed of Motion Picture Association, Theatre Owners of America, National Exhibitors Theatre-TV Committee and other theatre-TV proponents, has ordered its legal committee to seek clarification and take appropriate action.

Chromatic TV Labs (owned 50% by Paramount Pictures), planning to make the Lawrence tri-color tube, has asked clarification of M-90 through counsel Paul Porter (Vol. 7:48,52). Mr. Porter's view of the controversial Oct. 25 meeting is that manufacturers and Govt. agreed color sets could be produced if manufacturers could do it with their quota of materials for black-&-white sets, with no extra materials.

* * * *

TV manufacturers are satisfied with M-90, NPA says. "We've not received a single complaint from a manufacturer," say those charged with administering the ban.

Principal objectors to M-90, the film producers and exhibitors -- the ones who undoubtedly touched off Sen. Johnson's intervention -- aren't scheduled to be represented at Feb. 8 meeting, except indirectly by the manufacturers who make their equipment. How strongly these manufacturers will plead their case isn't known now. At any rate, theatre-TV manufacturers will be outnumbered about 3-to-1 by those who make home TV equipment only.

"We deal with manufacturers," said an NPA official. "There's no reason why we should invite theatre owners & film producers to a TV manufacturers' conference."

Theatre-TV manufacturers who attended Oct. 25 meeting and presumably have been invited to Feb. 28 meeting are RCA, Paramount Pictures (invited because of its ownership of Chromatic Labs) and GE (which will make Eidophor for 20th Century-Fox). CBS, whose color system is part of Eidophor theatre equipment, also has been asked.

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Pilot Eidophor-CBS color installation is scheduled to arrive in U.S. by air from Switzerland early next month. It will be installed in 20th Century-Fox's home office theatre at 444 W. 44th St., New York, where it will be put through its paces. Film company has ordered AT&T 10-mc cable to carry pictures from its Movietone News studio few blocks away, will experiment with transmissions using various bandwidths.

BIGGEST TRANSFER DEAL in TV-radio history—the merger of WOR & WOR-TV into Thomas S. Lee Enterprises Inc. (Vol. 7:46)—required exactly 2 months from time of application to FCC approval Jan. 17, and will be finally closed in New York Jan. 25. Six of FCC's 7 members consented to assignment of licenses from R. H. Macy & Co.'s subsidiary, General Teleradio Inc., which will be operated as New York division of Thomas S. Lee Enterprises Inc., wholly owned subsidiary of General Tire & Rubber Co. Comr. Walker voted for hearing. Under terms of deal:

Macy & Co. receives \$1,300,000 in cash and about \$527,000 in net quick assets for the radio stations, \$1,200,000 for WOR Program Service Inc. (talent, recordings, etc.), and 732 unissued shares of assignee's stock whose book value is \$238,000 but whose going value probably runs into several millions. The 732 shares will comprise 10% of the outstanding stock of Thomas S. Lee Enterprises Inc., which operates Yankee Network (including WNAC-TV, Boston, and 3 AM stations), and Don Lee Network including KHJ-TV, Los Angeles, and 3 AM stations), all headed by 36-year-old Tom O'Neil, also chairman of board of Mutual Broadcasting System.

It's generally assumed Mr. O'Neil plans his 3 TV stations as nucleus of an eventual network, hopes to take over MBS for operation on commercial instead of cooperative basis (Vol. 7:46); meeting of Mutual board is expected soon. As part of WOR deals, in order to keep within limit of 7 AM ownership, Yankee was obliged to dispose of one station—so it sold WICC, Bridgeport, for \$200,000 to group headed by Philip Merryman, operating WLIZ in that city (1000 watts daytime on 1300 kc). FCC also approved this deal Jan. 17, and Merryman group is expected to surrender license of WLIZ.

Under employment agreement filed with FCC, all WOR & WOR-TV employes are retained for specified periods. Teleradio president Theodore C. Streibert stays on as New York division manager.

That TV can do own newsreel job (as NBC-TV and some stations have long been doing), can localize it and capitalize on it, is evidenced by "biggest news operation in the South" for which Humble Oil has signed, thru Wilkinson-Schiwetz & Tips, Houston. Fort Worth's WBAP-TV, long a leader in newsreeling, has arranged to create weekly half-hour newsreel titled *This Week in Texas* and covering major news events in state with own crews and stringers. Show will run Monday nights on WBAP-TV, WFAA-TV, KPRC-TV, WOAI-TV.

FCC formally granted petition filed last last Dec. 28 by National Exhibitors Theatre-TV Committee to enter theatre-TV hearing, scheduled Feb. 25 (Vol. 8:2), although deadline for filing officially expired Feb. 27, 1950 (Vol. 6:9). Skiatron, now plugging its Ultrasonic theatre-TV system (Vol. 7:51), is expected to file request to enter hearing next week.

First-run movies for Skiatron's proposed tests of its Subscriber-Vision system of pay-as-you-look TV (Vol. 7:51, 52) have been promised only by Paramount and RKO—and then only under rigid set of conditions. Failure of other major producers to come across, says Skiatron president Arthur Levey, means he'll probably go to Justice Dept., which forced producers to supply pictures to Zenith for Phonevision tests (Vol. 7:49, 50).

Outlawing of restrictions on college football telecasts in New York State was proposed Jan. 16 by State Sen. Joseph Zaretzki whose bill would withhold state tax-exemption privileges from any New York university that combined with other schools to prevent an institution from televising any games it chose.

Network Accounts: Pure-Pak Div., Ex-Cell-O Corp. (milk containers), thru Fred M. Randall Co., Detroit, is fourth sponsor signed by NBC-TV for participations in 7-9 a.m. *Dave Garroway Today* show, Mon. 8:20-8:25, starting Jan. 28. Saturday Evening Post has purchased three 5-min. spots in *Today*, Jan. 30 and Feb. 5 & 6, thru BBDO. Other two sponsors: Kiplinger Washington Agency (*Changing Times Magazine*), which started Jan. 14, and Kenwill Corp. (Magikoter Paintroller) starting Feb. 20, Wed. 8:20-8:25 (see Vol. 8:2) . . . Eko Products Co. (kitchenware) sponsorship of Wed. portion, and Necchi Sewing Machine Co. purchase of Fri. segment, complete sellout of *The Goldbergs*, starting Feb. 4 on NBC-TV, Mon.-Wed.-Fri. 7:15-7:30; first sponsor signed by Vitamin Corp. of America. Necchi agency is Doyle, Dane & Bernback; Eko agency is Earl Ludgin & Co. . . . Elgin American Div. of Illinois Watch Case Co. (compacts, lighters) Feb. 12 sponsors one-shot of 8-8:15 segment of *Frank Sinatra Show* on CBS-TV, Tue. 8-9, thru Russell M. Seeds Co., Chicago.

Station Accounts: With 105 of the nation's 108 stations now reporting, quarterly *Rorabaugh TV Report* for January, due off press Jan. 25, lists 6365 different advertisers using TV—4900 of them local-retail, 1260 national & regional non-network spot, 205 network. That's big jump from the 4466 total reported by 99 stations in January 1951: 3408 local-retail, 894 spot, 164 network. Further indicative of fast pace of TV growth is fact advertisers totaled mere 2158 in January 1950 (91 reporting stations), 727 in January 1949 (46 stations) . . . WABD, New York, reports signing Dairymen's League Co-Op Assn. (cottage cheese, sour cream, yogurt, etc.) for partic. in *Recipe for Happiness*, thru Barlow Adv.; Sun Oil Co., Sun. 20-sec. announcements, thru Hewitt, Ogilvie, Benson & Mather; California Fruit Growers Exchange (Sunkist oranges), partic. in *Kitchen Fare*, thru Foote, Cone & Belding . . . Arthur Murray increasing TV budgets, planning new *Pantomime Contest* on WNBT, New York, Sat. 7-7:30 . . . Lewyt Corp. (vacuum cleaners) includes TV-radio in spring-summer campaign now being planned by ad mgr. Donald B. Smith, thru Hicks & Greist, N. Y. . . . Household Finance Corp. has purchased *Let's Look at the News* on WTMJ-TV, Milwaukee, Wed. 5:45-5:55 p.m., thru Needham, Louis & Brorby, Chicago . . . Sun Shipbuilding & Drydock Co., one of biggest, using spots on 7-9 a.m. *Three to Get Ready* show on WPTZ, Philadelphia, to recruit skilled workers, thru Benjamin Eshleman Co., Philadelphia . . . Aiello Dairy Farms Co. (Dairy Maid Italian cheese products), advertising for first time in 56-year history, plans TV spots thru Admiral Adv., N. Y. . . . RCA Victor plans to use TV with other media in campaign for new line of home air conditioners, thru Al Paul Lefton Co. . . . Gunther Brewing Co. buys 10 five-min. shows per week on WNBW, Washington; show, entitled *Hi Neighbor*, will be seen twice daily at 6:50 p. m. & 12:15 a. m. presenting local feature story of the day . . . Among other advertisers reported using or preparing to use TV: Kling Factories (furniture), thru Baldwin, Bowers & Strachan Inc., Buffalo; Maytag Co. (washers & ironers), thru McCann-Erickson, Chicago; Chambers Corp. (gas ranges), thru Lewin, Williams & Saylor, Newark; Frozen Farm Products Inc. (Roseport frozen chicken parts & pie), thru Riger & Sheehy, Binghamton, N. Y.; Lever Bros. (Shadow Wave home permanent), thru McCann-Erickson, N. Y. (WTMJ-TV); Campbell Soup Co. (Franco-American spaghetti), thru Dancer-Fitzgerald-Sample, N. Y. (WCBS-TV); Foster-Milburn Co. (Doane's pills) thru Street & Finney Inc., N. Y. (WTVJ); Bonoil Packing Co. (olive oil, food products), thru Hirshon-Garfield, N. Y.; Recordia Mfg. Co. Inc. (men's sandals & slippers), thru Franklin & Gladney Inc., N. Y.

TV again proved sore spot in Congressional hearing this week when Senate committee probing District of Columbia crime had trouble with witnesses who complained about presence of TV camera. First witness, ex-police chief Barrett, got committee to ban all TV-radio coverage by saying it would subject him to "third degree," hurt his attorney's eyes. For subsequent witnesses, committee ruled that cameras could operate but would be turned away from witness at his request. Earlier in week, in surprising 66-42 vote, New York City Bar Assn. failed to approve majority report of its Bill of Rights committee urging TV-radio ban at Congressional hearings. Committee's minority of RCA v.p. Robert L. Werner and 2 others had argued that TV coverage makes for an informed public, and equipment can be arranged "in such way that there is not the slightest interference with the proceedings in progress nor even awareness by the participants . . . that they are being televised." Jan. 18 *New York Herald Tribune* carried salient excerpts from majority and minority reports, plus editorial urging public give careful consideration to question.

Announcement that third Russian TV station would soon begin operation in Kiev prompted this editorial retort in *New York Times*: "Before the [propaganda] deluge begins . . . 3 footnotes are in order: First, the station was supposed to be completed under the fourth 5-Year-Plan before 1951 . . . Second, that some plan called for a fourth TV station to be opened in Sverdlovsk, but that still remains for the future. Third, this 'decadent bourgeois country' has 108 TV stations without benefit of socialism, economic planning or even 'the invincible genius of Comrade Stalin.'" Soviets are far behind U.S. in receiving equipment, too. Two TV sets are being marketed, both table models. Standard set is about 7-in., sells for \$300; "luxury" model has 9-in. screen, 10-in. speaker, AM and shortwave radio, costs \$600. New 19-in. model reportedly is in production but not yet on sale. There's real receiver shortage in Soviet Union, according to reports of Americans there, with demand far higher than supply. But there's no information on receiver production.

First TV actor to appeal to Actors Equity and TV Authority because of loss of job stemming from listing in *Red Channels*, Philip Loeb has gained backing of union members. Loeb played Jake, father of the family, in *The Goldbergs*. Show was dropped from CBS-TV last spring by General Foods, is due to resume on NBC-TV Feb. 4 Mon.-Wed.-Fri. with Vitamin Corp. sponsoring Mon., Ekco Products Wed., Necchi Sewing Machine Sales Fri. Equity Jan. 11 voted 180-3 that its council list *The Goldbergs* as "unfair," urged TVA to do same. TVA's board Jan. 14 endorsed special committee's recommendation that 3 persons, connected neither with union nor TV industry, serve on commission to give Loeb "fair and impartial hearing." Vitamin Corp. president Morton Edell said Jan. 14 that his firm had nothing to do with dropping Loeb from cast, merely took program as offered by NBC.

Jan. 1 sets-in-use reported since NBC Research's census of Dec. 1 (Vol. 7:51): Greensboro 97,605, up 22,605; St. Louis 363,000, up 15,000; Washington 324,375, up 12,375; Houston 116,000, up 8000; Omaha 111,495, up 7495; Richmond 105,258, up 6458; Norfolk 97,606, up 6406; Memphis 115,083, up 6083; Utica 64,000, up 4000; Dallas-Ft. Worth 148,892, up 3892; Cleveland 567,692, up 19,692; Kansas City 180,775, up 10,775; New Orleans 78,377, up 5777; Johnstown 132,732, up 5732; Milwaukee 305,537, up 11,537.

Coaxial-microwave networks are featured in Bell System's 30th anniversary issue of *Telephone Almanac*, which notes that electronic route follows historic pony express trail. Almanac also describes communications "firsts," including 1927 TV demonstration by Bell Labs.

National Community Antenna Assn. was formed Jan. 16 when 19 operators of the systems for feeding distant TV signals to homes via wire met in Pottsville, Pa. Martin F. Malarkey Jr., president of new group and head of local Trans-Video Corp. (Vol. 7:21), reports membership of 28, with 104 inquiries on file. Organization's first jobs are to study NPA-materials situation, arrange technical information exchange, consider possible FCC and state utility commission regulations. Other officers: Claude Reinhart, Palmerton, Pa., v.p.; George Bright, Lansford, Pa., secy.; Elwood Boyer, Tamaqua, Pa., treas. Directors: J. Holland Rannells, Bluefield, W. Va.; Clyde B. Davis, Wilkes-Barre, Pa.; Bruckner Chase, Memphis, Tenn.; Harold Griffith, Harrisburg, Pa.; Gerard B. Henderson Carmel, Cal.; Kenneth Chapmann, Honesdale, Pa.; A. J. Malin, Rochester, N. H.

New German-made coaxial cable, said to have many advantages over conventional transmitter-to-antenna transmission lines for microwave use, is now being imported by Phelps Dodge Copper Products Corp. Company also plans to make cable in U. S. within 6 months, is gathering know-how from manufacturer Felten & Guilleaume Carlswerk, Cologne. Cable comprises extruded aluminum outer conductor and polystyrene foil helix wound around central copper core, is designed for 1000-10,000 mc range but may have possibilities for uhf TV. November *Tele-Tech Magazine* article gives full description of cable, points to these features: (1) Can be made in any desired lengths, up to 6-in. diameter. (2) Flexibility permits elimination of joints. (3) Use of air insulator eliminates pressurized gas. (4) Light weight simplifies installation.

"It [TV] is a merciless medium that far more than radio exposes the weaknesses, the pomposities and hollowness of those who venture before it," writes columnist Marquis Childs. "Senator Robert A. Taft is judged by many to have a poor TV personality, seeming to talk down to his audience with the strong implication in his manner that anyone who disagrees with him must be stupid. But does this kind of prejudice mean that glib actors and slick performers are to get the nod from the mass audience? The revolution brought about by the new medium of communication has, of course, only begun . . ."

FCC is buying color signal generating equipment from Telechrome Inc., 88 Merrick Rd., Amityville, Long Island, expects delivery in a week. Telechrome, headed by ex-Hazeltine engineer J. R. Popkin-Clurman, had submitted lowest bid—just under \$10,000—for gear to originate signals for any system. Additional circuitry is needed to supply full-fledged signal for various systems, will be built by Commission Laboratory personnel. Laboratory has 2 RCA tri-color tubes, is making sets to operate them.

Most ambitious theatre-TV project yet is tentative deal between Theatre Guild and United Paramount Theatres for experimental series of dramas to be closed-circuited beginning this spring to TV-equipped theatres. Pilot production, Theatre Guild announced this week, will probably be George Bernard Shaw's *St. Joan*, currently playing limited engagement at Century Theatre, with Uta Hagen in lead. Plans call for televising direct from stage.

Dancer-Fitzgerald-Sample Inc. reports it led all ad agencies in gross TV-radio billings for 1951, with \$21,334,172. Its figures showed others as follows: Young & Rubicam, \$18,356,745; BBDO, \$15,056,657; Benton & Bowles, \$13,043,067; J. Walter Thompson, \$12,813,868; Wm. Esty, \$10,967,224; Cunningham & Walsh, \$8,593,080; Leo Burnett, \$8,496,643; Compton, \$7,921,081; McCann-Erickson, \$6,582,448.

FCC's study of oscillator radiation of TV and FM sets and means for reducing its severity will be issued shortly, probably in paper to be published in technical journal.

UNHAPPY "SPOUSE" of its youthful marriage to Paramount Pictures, DuMont took up all of first week of FCC-ordered Paramount hearing (Vol. 7:32 et seq) in effort to: (1) Prove Paramount doesn't control DuMont, as FCC has long claimed it does. (2) Convince Commission that DuMont is an exemplary TV-station licensee. (3) Persuade or force Paramount to divest itself of holdings in DuMont and thus satisfy FCC once and for all.

DuMont's case continues next week; at its conclusion, hearing recesses until Feb. 4—though slow progress this week prompted examiner Leo Resnick to comment that DuMont portion may run right through proposed recess. The Feb. 4 phase goes into "monopoly" questions, since FCC's final decision on that point will largely determine whether proposed ABC-United Paramount Theatres merger (Vol. 7:21) goes through and whether CBS can acquire Chicago's WBKB from UPT for \$6,000,000.

How much success DuMont is achieving in "divorce-ment" objective, won't be known for some time, though DuMont's purpose in getting on stand first is to enable Commission to decide quickly whether company is free to apply for TV stations in addition to 3 it now owns.

To prove lack of Paramount control, DuMont presented series of witnesses, in every major activity of company, who stated that Paramount never ordered or vetoed any DuMont action.

First on stand was DuMont secretary Bernard Goodwin, who is also Paramount production mgr. of shorts. He said that Paramount's 3 directors on DuMont board, representing all 560,000 shares of Class B stock, never outvoted the other 5 directors, headed by Dr. Allen B. DuMont, who represent 1,801,054 Class A shares (Dr. DuMont holding 54,400). In fact, he said, whole board usually voted unanimously, in accordance with Dr. DuMont's views. Only kind of action requiring concurrence of B stockholders, Goodwin said, was change in by-laws.

Dr. DuMont sketched company's manufacturing-television development, said that Paramount never controlled its decisions ("it was primarily an investor"), stated that network has suffered severely in competition with others because of inability to acquire more stations of its own.

Personal Notes: Dwight D. Doty Jan. 14 resigned as chief of FCC's renewal & transfer div., joined Haley, McKenna & Wilkinson, Washington law firm; taking his place on acting basis is Walter R. Powell . . . Richard H. Jones resigned as gen. mgr. of WJBK & WJBK-TV, Detroit, and James E. Bailey resigned as gen. mgr. of WAGA & WAGA-TV, Atlanta, both Storer stations . . . Robert L. Hammett has resigned partnership in Dallas consulting engineering firm of A. Earl Cullum Jr. to return to San Francisco, where he has opened consulting engineering offices at 230 Bankers Investment Bldg. (telephone Sutter 1-7545) . . . Russell Furse, movie and TV producer, named mgr. of CBS-TV program dept., succeeding E. Carlton Winckler, now mgr. of production in operations dept. . . . Richard Grey named production operations mgr., Forrester Mashbir promoted to sports director, KTTV, Los Angeles . . . James T. Aubrey, KTTV sales mgr., joins KNXT in same position, succeeding Robert B. Heag. now with CBS-TV Spot Sales . . . John Bradley promoted to national advertising mgr., Don Lee TV, John Reynolds succeeding him as sales mgr. . . . Roland D. Irving succeeds E. W. Malone as promotion mgr., KRON-TV, San Francisco . . . Clarence H. Bracey, ex-gen. mgr., WIHO, Orlando, Fla., this week joined ABC-TV Spot Sales . . . William B. Ogden, ex-ABC and LeValley Agency, and Walter B. Dunn, ex-Headley-Read, have joined Chicago and New York offices, respec-

He said Paramount's total investment was \$164,000 when company was in need of funds in 1938, and told how he had offered as much as \$12,000,000 for Paramount's stock (worth about \$10,000,000 at current quotations). Paramount wouldn't accept cash, evidently for tax reasons.

Just 3 days before hearing, Dr. DuMont wrote Paramount president Barney Balaban, asking that 2 Paramount directors resign, which would completely eliminate any question about control.

Research v.p. Dr. Thomas T. Goldsmith listed technical contributions of company, then asserted Paramount had no part in them. In turn, he said, DuMont has had no hand in Paramount's Lawrence tri-color tube, Telemeter system of subscription TV and the like.

For the network, gen. mgr. Chris Witting and program director James Caddigan reported that Paramount contributed nothing that couldn't be acquired by others, that DuMont got no special concessions on film, etc.

A key question in hearing is matter of Boston TV applications. DuMont applied there in 1945; Paramount applied shortly afterward, and DuMont withdrew. FCC counsel Fred Ford brought matter up repeatedly in effort to determine whether DuMont's withdrawal resulted from Paramount "control."

Though there's manifestly no love lost between the companies, no acrimony appeared in week's sessions, since Paramount, too, wants to convince FCC that it doesn't control DuMont and is thus entitled to more stations. Even more important, it has job of satisfying Commission that it retains no "taint" of old Paramount Pictures Inc., which Supreme Court held to be monopolistic and which was split into present movie-producing Paramount Pictures Corp. and theatre-owning United Paramount Theatres Corp.

Commission this week finally ruled against permitting Partmar Corp., et al., and WSAY, Rochester, to intervene in hearing—though they may offer witnesses. Partmar owns St. Louis and Los Angeles theatres, contends ABC-UPT merger would further monopoly. WSAY contends ABC (and other networks) have been monopolistic. Comr. Jones issued 20-page dissent, claiming it's Commission's duty to permit intervenors to assist FCC in its anti-trust responsibilities.

tively, of H-R Representatives Inc. . . . Robert E. Healy, Colgate adv. v.p. handling its TV-radio accounts, has resigned as of Feb. 1 . . . Lloyd Smithson promoted to program director, WKRC-TV, Cincinnati . . . Margaret Cuthbert, handling public affairs for NBC for about 20 years, is retiring . . . John Mulvahill, TV chief, resigning from General Artists Corp. . . . Gene Wyatt, from ABC-TV, joining packager Bernard L. Schubert as TV-radio sales director . . . Miss Lee Hart resigns from BAB to make home in Hollywood . . . John P. Cleary promoted to Eastern program director and production mgr., NBC radio . . . Ed McKenzie, known on WJBK as *Jack the Bellboy* and holding title of asst. mgr., has resigned to join WXYZ & WXYZ-TV, Detroit . . . Robert M. Dooley, ex-sales mgr., WOW & WOW-TV, Omaha, Feb. 1 becomes sales mgr., New York office of Blair-TV Inc.

James T. Milne, 46, gen. mgr. of WNHC & WNHC-TV, New Haven, died unexpectedly Jan. 12 of a heart attack at his home. Born in Scotland, "Jimmy" Milne came to this country at age 8, had stage experience before working for WIOD, Miami; WBBM, Chicago; WICC, Bridgeport, then managing WELI, New Haven, and WNAB, Bridgeport. He was one of the founders of WNHC-TV in 1948.

Charles Collingwood, CBS newsman, takes leave of absence to become special asst. to W. Averell Harriman, director of Mutual Security Agency, handling information.

INVENTORY UP, JANUARY BUYING HIATUS: TV inventory at factories jumped to 239,700 units as of Jan. 11, according to RTMA weekly report, up some 63,000 from 176,857 figure for just one week earlier. It was first time in 23 straight weeks there has been no diminution of inventories to report.

Figure might be ominous if it weren't for fact, as explained at RTMA, that dealers usually don't take shipments until after the January shows. It's too early to say it means real stoppage of buying; and the jump is meaningless if it merely reflects pileup of new models and slowdown of shipments while manufacturers are busy showing those models at the Chicago furniture marts and their distributor meetings.

TV production jumped to 102,684 as of Jan. 11 from preceding week's 69,198 (Vol. 8:2), so it seems to be returning to November-December weekly levels. Radio output was 173,981 units, up from 93,499; radio inventory 287,798, up from 283,545. Jan. 11 week's radios were 80,881 home, 22,597 portable, 22,819 clock, 47,684 auto.

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Whether the more than 100,000-per-week output level is maintained in ensuing weeks depends on (1) rate of depletion of the 1,500,000 or so TVs believed to be in all trade pipelines as of end of year; (2) effect of materials cuts -- will they dig into TV capacity as seriously as govt. experts think (Vol. 8:1-2)? And, of course, it goes without saying that the key factor is consumer demand.

With regard to materials cuts for defense needs, President Truman in his Economic Report to Congress this week stated:

"Household appliances, radios, and television sets must also be cut back from recent levels. Current production of most metal-using durables will be below the level of the 1947-49 period. But, with very high existing stocks of these durables in the hands of consumers, supplies will be ample to meet essential needs."

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There's no shortage of components, say the manufacturers, and many are more confident than the NPA experts that the output of TVs will not have to be cut much. They think the govt. folk too inclined to underestimate the ability of the manufacturers to conserve and substitute. They recall dire forecasts last winter, too, as to the availability of raw materials and ability to produce.

RTMA directors took informal poll last November, arrived at average "guess-timate" of 4,440,000 TVs and 10,900,000 radios for this year's output. But Admiral's Ross Siragusa thinks the industry can produce as many TVs as last year (5,250,000), which is thinking also of several Philco topkicks. RCA's Frank Folsom is on record as guessing 4-4,500,000; Emerson's Ben Abrams, not over 4,000,000; Hallicrafters' William Halligan, about 4,000,000; Crosley's John Craig, 4,500,000. RTMA chairman Robert Sprague says minimum of 4,000,000 and maximum of 5,000,000.

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On these points there's agreement among the manufacturers generally, as reported to NARDA's Chicago convention this week by RTMA president Glen McDaniel:

- (1) TV inventories will be lower and more realistic this year than last.
- (2) Consumer purchasing is more stable, probably will continue so, with fewer peaks and valleys than 1951.
- (3) While shortages may make selling easy before end of year, business as whole will be highly competitive and salesmanship may make difference between profit and loss for the dealer.
- (4) Military production of radio and electronics equipment will not halt the manufacture of TV and radio receivers.

"As to the outlook for critical materials in 1952," said McDaniel, "I can only call attention to the public statements of top defense officials who have said that the pinch on civilian goods will get tighter before it begins to ease up."

Topics & Trends of TV Trade: Though 27-in. tube has been announced by Zenith-owned Rauland Corp., it's doubted that tube will appear in new sets for some months—perhaps not until mid-year. It's pointed out, for example, that manufacturers of metal cones for the rectangular tube have yet to fix on final design, start regular production. Rauland designates tube the 27QPA, says it has 390-sq. in. picture area, 90-degree deflection and is shorter than standard 20-in. Admiral is first set maker to report readiness to put tube in set (Vol. 8:1), though it can be assumed most others will use it when demand appears. Advantage of tube is that it approaches 30-in. in picture area but has much less bulk.

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Reflecting confused pricing situation at Chicago shows (Vol. 8:2), Westinghouse this week repriced its new line, reducing list prices but like many major competitors quoting excise tax and warranty extra. Line comprises these tables: 16-in. plastic \$200, 17-in. mahogany \$255, blonde \$265, 21-in. mahogany \$300. New consoles are 17-in. mahogany \$300, blonde \$320; three 21-in. sets, mahogany \$360, blonde \$380, full-door mahogany \$425. Line is topped with 24-in. three-quarter-door mahogany \$569.50.

Prices of Sylvania's new line include tax, but warranty is \$11 extra on 14-in., \$13 on 17-in., \$15 on 20-in. Line starts with 14-in. mahogany table at \$230. The 17-in. sets are mahogany table \$280, open-face mahogany \$300 & \$370, blonde \$380, mahogany with doors \$410, blonde \$420, mahogany with uhf converter \$470, mahogany combinations \$500 & \$580, blonde \$600. New 20-in. sets are mahogany tables \$300, \$330 & \$370, open-face mahogany \$400 & \$480, blonde \$500, mahogany with uhf converter \$530, mahogany with doors \$510.

Packard-Bell's line of 14 new sets was shown this week in Los Angeles. The 17-in. sets are mahogany table \$250, blonde \$260, open-face mahogany \$290, blonde \$305, full-door mahogany \$320, blonde \$335. The 20-in. are open-face mahogany \$320, blonde \$335, full-door mahogany \$350, blonde \$365, mahogany combination \$495, blonde \$520. The 21-in. sets are mahogany console \$400, blonde \$420, mahogany combination \$595, blonde \$620. The 24-in. sets are mahogany console \$550, blonde \$575. Parts warranty on 17-in. is \$10, on 20 and 21-in. \$12.50, on 24-in. \$15.

Olympic announced prices this week on 9 new sets, featuring local-long distance switch. Prices include tax, warranty extra. Line comprises 17-in. mahogany table \$220, blonde \$230, open-face mahogany console \$260; 21-in. mahogany table \$260, open-face mahogany console \$300, full-door mahogany \$350, blonde \$370, mahogany AM-FM-phono \$490, blonde \$510.

Stromberg-Carlson unveiled its new line this week in Chicago and Rochester. Prices include tax, warranty extra. Its 17-in. sets are table \$250, full-door mahogany \$395, blonde \$415, hand-decorated \$445. New 21-in. sets are mahogany table \$329.50, open-face mahogany \$395, three-quarter door mahogany \$465.

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Lion Mfg. Corp., Chicago electrical-device maker and govt. contractor, announces it will begin making home TV sets under Lion brand name in time for July Chicago Furniture Mart. Raymond T. Maloney is president; Paul Eckstein, ex-Stewart-Warner and Westinghouse, recently with Hallicrafters, is TV div. mgr.

Allowance on old picture tubes, from \$2.25 for 12-in. to \$5.25 for 21-in., is being granted to dealers by Sylvania in new "glass allowance program" being administered by H. H. Rainier, mgr. of distributor sales; new tube must be purchased to get credit for each one turned in.

Trade Miscellany: Westinghouse following example of GE's Electronics Park in Syracuse in planning to set up new research laboratories "with a university atmosphere"; it's negotiating for 72-acre plot in Churchill Borough, near Pittsburgh, to replace present Forest Hills labs . . . Sylvania has purchased A. W. Franklin Mfg. Co. (electrical sockets & other components) and Franklin Airloop Corp. (die stamping), both Long Island City, N. Y., to be operated as units of its Parts Div. . . . Sylvania has also optioned plant of Blair Park Furniture Mfg. Co., High Point, N. C., for purchase at \$450,000 or 5-year lease; option expires Jan. 31, decision up to board meeting Jan. 24 . . . Admiral has purchased Molded Products Corp., Chicago (plastics molder) which produces approximately 150,000 TV-radio-phono cabinets annually.

Merchandising Notes: Westinghouse district mgr. R. H. McMann estimated 12,000,000 families still without TV receivers living within range of existing stations—speaking at New York showing of company's new sets this week . . . DuMont's Ernest Marx says 4-5,000,000 sets are more than 4 years old, have screens of less than 14-in., offering ripe market . . . Hallicrafters Wm. Halligan quoted in Jan. 15 *Wall Street Journal* as saying: "Our markets are getting pretty well worn out. We figure when 80% of the homes in an area have sets, we have reached saturation. In New York, Philadelphia, Chicago and some of the other big centers we are close to 67% right now. That doesn't leave far to go" . . . Magnavox including one-year factory guarantee of picture tubes in its sets at no added cost to retailer or purchaser; this is in addition to 90-day parts warranty . . . Matching base now included in \$350 price (Vol. 8:1) of Admiral's new 21-in. sets with built-in AM radio (Models 521M16 & 521M17) . . . Hoffman Sales Corp. named exclusive So. California distributor for Jerrold.

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Trade-practice rules for TV-radio industry (Vol. 7:51) headed toward final Federal Trade Commission hearing stage, possibly in March, after meeting of All-Industry Committee on Trade Practice Rules this week in Washington. Committee reviewed all rules, made some changes, will make recommendations to FTC in about a week. Attending meeting: L. B. Calamaras, National Electronic Distributors Assn., chairman; Glen McDaniel & Ray Donaldson, RTMA; Henry B. Weaver, Philco; Jack Harvey, Sylvania; Will Osterling & Charles P. Baxter, RCA; Douglas Day & Robert B. McLaughlin, DuMont; Mort Farr & H. B. Price Jr., National Appliance and Radio Dealers Assn.; Fred Walker, dealer of Alexandria and Arlington, Va.; George Wedemeyer & W. D. Jenkins, NEDA; Max Epstein & Peter Chanko, New York distributors.

Plan to tighten curb of false advertising of TVs and appliances in New York (Vol. 7:47) was offered this week by Better Business Bureau. Voluntary system goes into effect Feb. 1, strengthens enforcement standards set in 1950. New advisory panel of 3 advertisers, a non-advertiser and a distributor will discuss with Bureau current ad practices, hold hearings when advertiser disputes violation charges. Plan also makes advertiser responsible for providing proof to back up ad claims.

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Canadian RTMA reports 35,719 TVs sold for \$18,573,207 during first 11 months of 1951, inventories totaling 17,647 as of Nov. 30. Toronto-Hamilton area took 40% of 11 months sales, Windsor 34%. November sales totaled 5894 units sold for \$2,999,309, compared with 5182 in October (Vol. 7:48). Toronto-Hamilton area took 43% of Nov. sales, Windsor 29%, Niagara Peninsula 21%. Overall cumulative total (from start of count) came to 73,542 valued at \$34,849,790.

Mobilization Notes: Unexpected windfall of steel will go to TV-radio and other consumer goods manufacturers in second quarter. NPA has found it can ration to them about 10% more steel than it originally anticipated. Therefore, most manufacturers of civilian goods will receive in second quarter 50% of the amount of steel they used during average quarter in first-half 1950—the same amount they received for current first quarter 1952—rather than 45% as originally planned (Vol. 8:2).

Final determinations of other controlled materials for consumer goods industries panned out as we predicted last week (Vol. 8:2): brass mill products 30% of base period use (vs. 35% in first quarter); wire mill products 35% (vs. 30%); copper foundry 30% (vs. 35%); aluminum 30% (vs. 35%).

There's more good news for some electronics manufacturers in surplus of chrome-bearing stainless steel. NPA Electronics Div. is notifying manufacturers that wherever they can show that use of chrome-bearing stainless will save metals that are more critical—especially brass, aluminum or nickel—they may be allotted extra ration of stainless.

For example: Glass TV picture tubes have nickel alloy "button" for high-voltage lead. Metal-cone tubes don't use nickel for this purpose. Therefore, NPA has offered to allot stainless steel in order to conserve the extra nickel required in the glass tubes. NPA estimates 12,000 lbs. of the stainless would be required to make 1000 metal-cone picture tubes, and result in saving of just 1.75 lbs. of precious nickel per 1000 tubes. Another use for the chrome-bearing stainless will be as substitute for brass in auto radio antennas.

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Largest certificate of necessity for govt. tax aid in expansion of electronic and related productive capacity granted Dec. 3-Dec. 21 went to Westinghouse for electronic tube plant at Bath, N. Y., to cost \$6,850,000, of which 65% is to be written off in 5 years for tax purposes. Sperry Corp. received 6 certificates for electronic production, totaling \$7,099,865, amortized at 65%. Its projects are at Great Neck, Long Island City and Nassau, N. Y., and DPA listed them for electronic equipment, ordnance and scientific precision instruments. GE received 5 certificates covering \$3,763,438 in expansion of tube plant at Owensboro, Ky., tube machinery at Rotterdam, N. Y., ordnance at Schenectady, transformers at Danville, Ill., research & development in Syracuse, all amortized at 65%.

Other certificates issued by DPA for expansion of electronic and related plants: Hoffman Radio, El Monte, Cal., \$2,400,000 (45% amortization); Allen-Bradley Co., Milwaukee, \$634,767 (65%); Sylvania, tubes at Montourville, Pa. & Seneca, N. Y. and ordnance at Warren, Pa., \$558,456 (65%); Hickok Electrical Instrument Co., Cleveland, \$345,834 (65%); Standard Transformer Co., Chicago, \$339,948 (65%); Stupakoff Ceramic Co., Latrobe, Pa., \$286,836 (65%); Bomac Labs Inc., Beverly, Mass., \$250,000 (65%); Western Electric, Winston-Salem, N. C., \$191,242 (70%); Tektronix Inc., Portland, Ore., \$180,000 (35%); A. B. Dick Co., Chicago, \$176,736 (65%); Edo Corp., College Point, N. Y., \$175,534 (70%); W. H. Reisner Mfg. Co., Hagerstown, Md., aircraft electronic equipment, \$141,319 (70%); Sonotone Corp., Elmsford, Mass., tubes, \$130,060 (65%); Boonton Radio Corp., Parsippany, N. J., \$110,014 (70%); Davis Tool & Engineering Co., Detroit, \$102,885 (70%); American Phenolic, Chicago, \$102,758 (65%); Bendix, Towson, Md., \$97,910 (65%); Mepeco Inc., Morrisstown, N. J., \$60,000 (65%); Diamond Mfg. Co., Wakefield, Mass., \$22,566 (75%); Daystrom Electric Corp., Poughkeepsie, N. Y., \$17,925 (75%); Massa Labs., Hingham, Mass., \$8573 (80%).

Microwave Associates Inc., 22 Cummings St., Boston, has sold 50% of its common stock to United Paramount Theatres Inc., plans to expand research, development and manufacture of microwave tubes, components and systems. Firm holds Signal Corps contract for pilot run of magnetrons, plans to develop transistors and special crystals for new uhf TV frequencies, improved pickup tubes for TV cameras, components for microwave links, etc. New president is Dana W. Atchley Jr., UPT technical research coordinator, with these other officers: Vessarios Chigas, v.p. & treas.; Richard M. Walker, equipment engineering v.p.; Louis W. Roberts, research v.p. Latter 3 are ex-Sylvania. Directors include UPT president Leonard H. Goldenson, v.p. Robert H. O'Brien, Simon B. Siegel, Jason Rabinovitz.

Defense Dept. ordered \$43 billion worth of hard goods in the 17 months from Korean outbreak to Dec. 1, 1951. Rough estimate is that approximately \$4.3 billion of this was obligated for electronics-communications equipment. In first 5 months of fiscal year—July through November, 1951—military placed orders for \$13 billion for hard goods, or about \$1.3 billion for electronics-communications.

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"The greatest future for TV," said Hoffman Radio president H. Leslie Hoffman at distributors meeting in Pasadena last week, "is in the West. For the smallest percentage of families are covered by TV in this part of the country. Such states as Montana, Idaho, Colorado and Nevada do not have any TV at all, and only portions of Utah, Arizona, Washington and New Mexico are reached by TV signals today. We in the TV business, therefore, have more to look forward to in this market than anywhere else in the U. S."

Mort Farr, Upper Darby, Pa., elected to second term as president of National Appliance & Radio Dealers Assn.; Victor Joerndt, Appliance TV Center, Kenosha, Wis., named secy., replacing Marty E. Brunderman, Brunderman Appliance Co., Chicago, who remains on board. All other officers were reelected, and new board members are Gross Williams, Shreveport, La., and Jack Westley, Milwaukee.

November picture tube sales by RTMA members totaled 460,566, up slightly from October's 455,636, bringing figure for 11 months of 1951 to 4,062,375. Value of sales for November was \$9,696,247, for 11 months \$97,937,583. Sizes 20-in. and up accounted for 35% of Nov. units.

Trade Personals: Henry C. Roemer, IT&T director and executive v.p. of subsidiary Federal Telephone & Radio Co., named president of Federal . . . Albert Caumont, ex-electronics sales mgr., International GE, named RTMA service mgr., succeeding E. W. Merriam . . . Ferdinand W. Schor, ex-Hallicrafters, named Motorola chief engineer in charge of military engineering . . . Nicholas DeFalco promoted to manager of DuMont receiver quality control dept. . . . Ivor M. Leslie promoted to v.p. and director of Crosley Radio & Television Ltd., Toronto . . . Harold E. Tyler named gen. mgr., Setchell-Carlson Inc. . . . Walter H. Ferneaux, ex-gen. mgr., Aerovox Canada, also chief of electronic branch, Canadian Dept. of Defense, appointed manufacturing v.p., Aerovox Corp., New Bedford, Mass. . . Kenneth A. Hoagland promoted to asst. engineer, DuMont CR tube div., under Alfred Y. Bentley . . . King P. Ray, ex-Daystrom Corp., named field sales mgr., Stewart-Warner Electric . . . Harold F. Dietz, president of Emerson-Midstate Inc., succeeds Martin L. Scher, resigned, as gen. mgr. of Emerson-New York Inc. . . . Murray Baird, ex-Zenith, named mgr. of electronics div., Crosley Distributing Corp., New York, succeeding Paul Hilton, resigned . . . Louis E. Rose promoted from district mgr. to gen. mgr., Fada of New Jersey Inc.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for November 1951: Earl E. Anderson sold 1600 ABC, holds 5000; T. Earl Robinson bought 100 Arvin, holds 732; Gordon T. Ritter bought 10 Arvin (Oct.), holds 624; William C. Decker sold 1000 Corning Glass, holds 1541; Benjamin Abrams bought 1200 Emerson for trust for children (Jan.), holds 295,336 personally and through trusts and foundations; Ralph J. Cordiner bought 200 GE, holds 500; Leicester W. Fisher sold 340 General Instrument (Oct.), holds 599; Howard K. Halligan bought 100 General Precision Instrument, holds 100; Matthew J. Hickey Jr. bought 56 Motorola personally, bought 700, sold 1631 through Hickey & Co., holds 2500 personally and 600 through Hickey & Co.; Barney Balaban exercised option to buy 30,000 Paramount Pictures, holds 30,000; Thomas A. Kennally gave 40 Philco as gift, holds 19,934; William Fulton Kurtz gave 10 Philco as gift (Feb.), holds 200; Charles B. Jolliffe bought 100 RCA, holds 500; Waldo I. Stoddard bought 100 Sparks-Withington (Oct.), holds 100; N. J. Blumberg sold 700 Universal Pictures (Oct.), holds none; Decca Records bought 14,300 Universal Pictures, holds 251,800; Hugh Robertson sold 200 Zenith, holds 1318.

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Emerson reports net income of \$3,592,397 (\$1.85 a share on 1,935,187 shares) for year ended Oct. 31, 1951 vs. \$6,514,716 (\$3.36) in fiscal 1950. Profits, net sales and earnings before taxes were all second highest in Emerson's history, first being record year of 1950. Sales totaled \$55,797,963, compared with \$74,188,297 for fiscal 1950; earnings before taxes were \$6,875,877 vs. \$11,969,778 for 1950. President Benjamin Abrams said Emerson had substantial military orders and that 80% of its electronic and mechanical engineers were engaged in Government work. Proxy notice for Feb. 6 stockholders meeting lists these officer-director beneficial stockholdings: Benjamin Abranis, 220,000 shares (salary \$60,239, bonus \$37,500); Max Abrams, secy.-treas. 80,000 (salary \$40,090, bonus \$28,275); Dorman D. Israel, executive v.p., 1364 (salary \$32,103, bonus \$19,000); Louis Abrams, director, president of Emerson-New York, 47,863; F. Eberstadt, director, banker, 1100; Richard C. Hunt, director, attorney, 704; George H. Saylor, director, retired, 484.

Standard Coil Products Co. 1951 sales totaled more than \$40,000,000, and net profits were close to \$2,000,000, reports *Wall Street Journal*, quoting "source close to the company." Fourth-quarter sales were at estimated monthly rate of \$4,500,000. First 9 months sales topped \$27,000,000 for profit of \$1,164,957, or 79¢ a share. Standard and its subsidiary, Kollsman Instrument Corp., have defense backlog estimated at \$42,000,000. *Journal* says Kollsman div. earned \$760,000 and Standard \$975,000 in first 11 months of 1951. Reports current in Wall Street have it that Standard Coil and General Instrument Corp. may soon merge, but there's no comment from principals. It's said consolidation would be effected on basis of 5 shares of Standard Coil for 6 of General Instrument.

Of International Resistance Co.'s 325,000 shares registered with SEC for public sale (Vol. 8:1), 25,000 shares are being sold by these stockholders: Ernest Searing, president, holder of 78,496 shares (7.3%); Charles Weyl, executive v.p., 124,116 (11.6%); Mrs. Harold Pender, 99,709 (9.3%). Offering at \$5 per share was made this week.

Raytheon reports net profit of \$718,000 (35¢ a share) on sales of \$45,348,000 for 6 months ended Nov. 30, 1951 vs. \$1,278,000 (67¢) in same 1950 period.

Muntz TV Inc. reports \$20,487,607 sales for 8 months ended Nov. 30, 1951, compared with \$15,320,827 same 1950 period.

RIVALRY between film industry and TV is "bare-knuckles controversy," in blunt appraisal by Milton MacKaye in first of series of 3 articles titled "The Big Brawl: Hollywood vs. Television" in Jan. 19 *Saturday Evening Post*. Result of 3 months of research and writing in New York, Washington and Hollywood, author's approach is realistic, hard-headed, rational—and, if succeeding articles are as good as first, they'll make fine contribution to the reporting and thinking on a vitally important subject. Second article (Jan. 26) will deal with rise of TV production in Hollywood, third (Feb. 2) with problems of networks, advertising agencies, sponsors, etc., including costs of talent and programs.

What MacKaye calls the "entertainment revolution" is "not only promised but under way." He goes on: "It will be not only a war of showmen and technicians but a war of financiers. There will be, whether aboveboard or secret, great mergers and amalgamations, alliances between very strange bedfellows indeed. Because of the need for large pools of ready capital, because of the unpredictability of the future, this tentative choosing up of sides by powerful Wall Street and banking interests has now begun."

The writer pooh-poohs Hollywood statements that TV's maximum impact is over, says freeze-end station construction will lead to battle's climax. On financial side, he presents this summary of relationship between movie and TV stocks: (1) From 1946-1950, stocks of 4 major film companies (Columbia, Loew's, 20th Century-Fox, Warner Bros.) declined 40%, while stocks of 4 TV firms (Admiral, Motorola, Emerson, Philco) increased 243%. (2) "In the rising market of June 1948 to Dec. 1950, film company stocks remained practically unchanged, while the average price of TV company stocks increased 60%. During this same period the Dow-Jones averages of all listed stocks showed an advance of 46%." (3) From June 1947 to June 1949, when market as whole was at approximately same level, average price of movie company stocks dropped 25%, while TV stocks increased 71%.

Article quotes National Theatres chain president Charles P. Skouras (brother of 20th Century-Fox's Spyros) as predicting TV would eventually eliminate 50% of the some 22,000 present theatres in U. S., other theatre men seeing 25-33% casualty figure. In attempt to delve into what is happening at boxoffice, author examines Federal theatre tax admissions. These dropped from \$385,844,000 in 1949 to \$345,492,000 in 1951 despite soaring boxoffice prices and increasing national income and population. Tax figures also include admissions to legitimate theatres, baseball, football, circuses, etc., MacKaye points out, but "movie theatres pay the lion's share."

Phonograph and record sales showed healthy increase in 1951, in spite of TV—or perhaps because of TV, which keeps people home. RCA Victor record div. sales mgr. L. W. Kanaga estimates public spent 10% more for records in 1951 than in 1950, and that record industry sold some 500,000 of 45rpm turntables last 4 months of this year. RCA president Frank Folsom reported December sales of 45rpm players were 40% above same month of 1950. He said 45 & 33½rpm long-playing records accounted for 90% of industry's classical record sales in 1951.

Current boom in record sales evidenced by report of Paul Wexler, sales v.p. of Columbia Records Inc., that more than 1,000,000 popular records were sold between Jan. 7 & 11, largest sales period in firm's history; 600,000 were accounted for by 11 hit discs.

DuMont now ranks about fifth in TV industry, Dr. Allen B. DuMont testified at Paramount hearings this week (see page 7). He added firm now employs 4500, at peak employed 5200, expects to have 6000 by end of year.

Telecasting Notes: DuMont will apply for vhf stations in Boston & St. Louis, thus probably drop its pre-freeze Cleveland & Cincinnati applications, if end-of-freeze allocations work out as it expects, said Dr. Allen B. DuMont at FCC examiner's "Paramount hearing" this week . . . NBC is alone as yet in asking for authority to apply for uhf, in addition to its 5-limit vhf (Vol. 8:1), but Dr. DuMont and ABC-TV's engineering v.p. Frank Marx are openly in favor of idea, and there are informal indications CBS-TV is, too. DuMont has 3 vhf, wants 2 more first; CBS-TV has only 2 vhf, 45% interest in another, wants 5 vhf first; ABC-TV, like NBC-TV, has 5 limit already . . . DuMont telecasting operations, as whole, went into the black last quarter 1951, Dr. DuMont also revealed, should show profit this year; but its 3 stations account for all profit, even after making up network losses . . . All the networks, overcrowded, reported seeking to rent space in new WOR-TV studios (Vol. 8:2); ABC-TV on Feb. 15 will have two 100x50-ft. studios available which it formerly leased to WOR-TV, making 8 in all in its TV Center . . . Look Magazine did so well with recent TV awards, with heavy promotion it got on each winning program, to say nothing of Groucho Marx plugs for recent articles about him, that it's hot for TV, plans dramatic series based on its articles; series will be titled *Look Preview Theatre*, offered for sponsorship via William Morris Agency . . . Twenty home-confined high school students, studying with aid of N. Y. Board of Education's TV program on WPIX, will receive diplomas during Feb. 1 telecast; 12 non-ambulatory students who can't attend will also get diplomas. Series continues to end of school year . . . How NBC-TV "smuggles" culture into programs is related in Jan. 21 *Time Magazine*, which tells how Milton Berle went offstage while Vice President Barkley talked about Lincoln, children's newsreel was slipped into *Howdy Doody*, *Aldrich Family* discussed sentence structure. Beginning this week, production chief Davidson Taylor is requiring every producer to list his contributions to "enlightenment" as part of NBC's "Operation Frontal Lobes."

Distilled-spirits commercials would be banned from TV-radio in bill (S. 2444) introduced this week by Sen. Johnson (D-Colo.), chairman of Interstate & Foreign Commerce Committee, and Sen. Case (R-S. D.). Hearing is set for Jan. 30, with dry forces expected to be led by Bishop Wilbur E. Hammaker, executive v.p., Board of Temperance of the Methodist Church. NARTB president Harold Fellows said record of TV-radio industry "hardly justifies such discriminatory legislation," indicated NARTB would file statement for hearing after its board considers bill. Measure would cover distilled spirits only, TV-radio only. Last week, Rep. Rankin (D-Miss.) introduced H.R. 5889, to ban all alcoholic beverages from TV-radio.

No free time for candidates for presidential nomination on network TV—that's implication of ABC's announcement this week that time on both TV and radio will be sold to candidates and their backers for first time in TV history. NBC-TV is known to be formulating policy similar to ABC's, and CBS and DuMont are expected to follow suit. Networks will offer equal opportunity for purchase of time to all candidates and groups.

TV industry deserves "a vote of confidence" for presenting programs fit for family audiences, said the Rev. Edwin B. Broderick, TV-radio director for Roman Catholic Archdiocese of New York, in sermon last week. He declared TV differs from other agencies that aim at "tearing down the fabric of the family," and assailed "the smut peddlers in their multi-million-dollar racket of uncomical comics" and publishers of "other magazines in the sewer-stream culture series."

Harry C. Butcher, who was Gen. Eisenhower's Naval aide throughout the war, has offered his services for the Eisenhower presidential campaign. He conferred this week with Sen. Lodge (R-Mass.) and ex-Sen. Darby (R-Kan.) while they were at San Francisco meeting of GOP National Committee, acting on suggestion of Roy Roberts, publisher of *Kansas City Star* and original Eisenhower-for-President booster. Capt. Butcher before war was CBS Washington v.p., after war started own station in Santa Barbara (KIST). If Eisenhower is nominated and elected, it's probable he would utilize services of several other key industry figures—RCA chairman David Sarnoff, who as brigadier-general handled Army communications for SHAEF, and CBS chairman William S. Paley, who as colonel headed radio phases of SHAEF's psychological warfare div. Both are close personal friends, and Paley was elected to Columbia U board of trustees at suggestion of Gen. Eisenhower.

Deletion of Channels 5 & 6 from TV use in Hawaii and their assignment to telephone communications, as proposed by FCC (Vol. 7:48), was opposed this week in comments filed by KULA and KIKI, Honolulu, and NARTB-TV. Main contention is that freeze, plus Commission's request that no applications be filed during freeze, makes it impossible to determine whether channels will be needed for TV. Objectors suggest FCC allow sufficient time for demand to be expressed in form of applications. Also requested is 30 days for NARTB engineers to study validity of phone company's claim that Channels 5 & 6 and FM Channels 251 to 300 are only satisfactory frequencies for inter-island communications.

FCC Comr. Paul A. Walker says his White House call on President Truman Jan. 14 was purely in nature of a "social visit"—unconnected with reports of retirement or of taking over FCC chairmanship should Wayne Coy resign. Now vice chairman, he's oldest member of Commission, 71, has had longest tenure (since 1934), and was due for retirement last year but granted extension by the President. Should Chairman Coy quit, as expected shortly after freeze is lifted, it's generally assumed Mr. Walker would get chairmanship for as long as Democrats remain in power.

Catalog of more than 50,000 movies, titled *Motion Pictures, 1912-1939*, has been completed by Library of Congress and is now available at \$18 from its Copyright Office. Volume comprises 1256 pages, including 268-page index, gives following information on pictures: title, date, producer, sponsor, information about published work on which film based, physical description, credits, claimant and date of copyright, author of film story. Work is under way on volume covering 1940-49.

Engineer Robert L. Easley was accused of using mails to defraud in his consulting practice, in Jan. 16 indictment by District of Columbia grand jury. He was charged with defrauding Tri-Country Bestg. Co., Hawkinsville, Ga.; Opp Bestg. Co., Opp, Ala. "and others". Easley has maintained offices, operating as Mason & Dixon and Broadcast Engineers Bureau, in Washington, El Paso, Columbia, S.C.

To clarify its patent-filing proposal (Vol. 7:48, 8:2) and to stem storm of protests from outraged non-communications organizations, FCC this week issued supplementary notice (Public Notice 52-43), pointing out that proposed rule applies only to those holding communications patent rights "and who in addition" render communications services which come under FCC jurisdiction.

Only application for new TV station filed this week came from KGVO, Missoula, Mont. (A. J. Mosby), seeking Channel 13. This brings total pending to 480. [For details, see *TV Addenda 14-A*; for complete list of all other pending applications, see *TV Factbook No. 14*.]

MARTIN CODEL'S

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CONVENTIONS SPUR NETWORK EXPANSION: More network interconnections by time of the Chicago political conventions (Republican July 7, Democrat July 21) are probability -- so that most remaining TV cities in South and Southwest can be served.

Though hint of possibility was discerned several months ago (Vol. 7:48), AT&T has yet to give firm assurance it can meet dates, to anyone, including networks which appear to be taking added cities for granted in their fierce competition for convention-campaign-election outlets for already-signed sponsors (see p. 14).

Importance of added coaxial and/or microwave links is manifest: Not only does network service bring immediate stimulus to sale of sets, but extended links mean that much quicker network service in relay way-cities when post-freeze station construction begins. Latter will get that much added impetus to hasten on air.

Past performance of ultra-conservative AT&T generates optimism that early dates can be met, when its best-informed spokesmen go so far as to say: "We're working on it, but it's too early to be positive."

Even if it weren't for pressures from stations and networks, AT&T would be eager to keep fresh the laurels it won by completing coast-to-coast hookup for the Japanese treaty conference month ahead of schedule (Vol. 7:36). As AT&T spokesman says: "These extensions are so important to the country, in connection with the elections, that we'd be breaking our necks to complete them anyway."

Only 11 of the 63 TV cities in U.S. are still non-interconnected. When presently planned extensions are completed, only 3 will remain without network service, namely Seattle, Phoenix, Albuquerque -- plus Matamoros-Brownsville area.

* * * *

As shown by our network-station map accompanying TV Factbook No. 14, AT&T's proposed TV extensions have been scheduled officially for "second half 1952," and company has been using Oct. 1 as target date. Specifically, here's what needs to be done -- city-by-city -- before service can begin, according to AT&T and FCC:

(1) Miami: Coaxial from Jacksonville now installed for phone use but must be equipped with TV facilities -- repeaters and equalizers -- every few miles.

(2) New Orleans: Coaxial from Jackson, Miss., now being laid, must also be equipped for TV.

(3) Oklahoma City, Tulsa, Ft. Worth, Dallas, San Antonio: Microwave from Kansas City now under construction, but an emergency alternative -- coaxial from Jackson to Dallas -- is more likely to meet July dates.

(4) Houston: Coaxial from Dallas now in, must yet be TV-equipped.

* * * *

For Miami and New Orleans, problem appears to be straightforward job of rushing previous plans. But story is different for other cities. Microwave from Kansas City is given very small chance of getting under the wire. But the Jackson-Dallas coaxial can be equipped for TV, probably in time. This would serve Dallas, Ft. Worth, Oklahoma City, Houston.

Not widely known, however, is fact that Tulsa and San Antonio have much

poorer chances of meeting July 7 & 21 dates than others. Their microwaves just aren't far enough along. AT&T doesn't give them much hope.

AT&T is understandably leery of using the Jackson-Dallas coaxial. It has 8 tubes, 4 in each direction. Three tubes in each direction will be carrying heavy phone traffic by July. Other 2 are emergency spares; these are the ones which would be used for TV. If a phone tube breaks down, TV runs risk of being bumped by phone, to which AT&T gives highest priority.

Remaining 3 TV cities of U.S. -- Seattle, Phoenix and Albuquerque -- plus Matamoros-Brownsville area, appear to be out in the cold indefinitely, since AT&T doesn't yet quote dates for them. Coaxial from Sacramento to Portland is now being used for phone, and Portland-Seattle microwave is planned for 1953. AT&T's main southern coaxial runs through Phoenix, but company hasn't even mentioned equipping it for TV. And there's no word at all regarding either coaxial or microwave for Albuquerque and Matamoros.

FREEZE MELTING PROCESS IN FULL SWING: FCC is "rolling westward" -- disposing of each city's channel allocation, narrowing its sights on the 2 weeks between Feb. 15 and March 1 for final freeze decision. Excitement grew daily as Commission spent entire week on freeze, and feeling began to spread that this is finally "it" after 3½ years of fits and starts.

Week's work comprised first go-around on many general standards, plus blocking out of channel assignments from New England to Midwest. On Jan. 28, Commission will plunge in where it left off, will again sit whole week. After all channels are tentatively assigned, Commission will take a breather, go back for final vote. But so many vitally important factors besides city allocations -- such as post-freeze application-handling procedures -- are yet to be considered by commissioners themselves, that March 1 appears to be safer bet than Feb. 15 for final decision.

* * * *

Rumors about decisions FCC is said to have made sweep industry constantly, but fact is many important questions won't actually be answered until just before final decision is issued. At the moment, however, there are strong probabilities regarding number of factors, such as:

- (1) Minimum station-separation mileages will be lowered in some areas.
- (2) Educational channel reservations won't be changed radically.
- (3) Uhf flexibility channels will be used where urgently demanded.
- (4) Power ceiling will be lifted -- at least in uhf.
- (5) Of the 31 stations FCC proposed to shift to other channels, few if any will be unhappy with final assignments.

* * * *

Speculation about application-processing plans of Commission is agitating industry as much as guesses about which channels will be allocated where. Until recently, the "one pot" theory for hearings -- all uhf & vhf applications thrown together into one big hearing in each city -- seemed to carry most weight at FCC. Currently, channel-by-channel idea is picking up steam. Under this procedure, applicant would specify channel he wants. If anyone else wants it, there's a hearing. If not, applicant is free for immediate grant.

But pros and cons are yet to be argued before commissioners. Prime argument of channel-by-channel proponents: faster grants, particularly uhf -- Commission's most ardent desire. Opponents see applicants with best "espionage" systems emerging with grants by choosing right channel at right time.

* * * *

Bigger FCC budget for year ending June 30, 1953, submitted to Congress this week by President Truman, doesn't seem to offer as many prospects for greater speed in processing applications as had been hoped.

President asks that FCC be given \$8,075,000, compared with the \$6,116,650 authorized for current year. But portion proposed for "broadcast activities" is

increased only \$202,303 -- going from \$929,036 to \$1,131,339 -- instead of the \$600,000 more FCC was expected to request (Vol. 7:44).

Only 3-4 more hearing examiners are contemplated in the budget, instead of 7 more to be added to present 7. Commission wants to hike total number of employes from 1205 to 1410. Budget estimates that 504 TV applications (for new stations or changes in old) will be processed in fiscal 1953 (July 1, 1952-June 30, 1953).

Lion's share of budget increase would be for field engineering and monitoring -- increasing from \$2,484,994 to \$3,627,035 -- largely for "Conelrad" project to control electromagnetic radiations.

Though Congress intends to apply pruning shears to President's whole budget, FCC may fare better than average, since most Congressmen have heard from constituents regarding delays in TV service.

'ROLL CALL' FOR FCC THEATRE-TV HEARING: Just how serious the movie producers and exhibitors are about their proposal for a nationwide theatre-TV frequency allocation can be judged from imposing array of big-name witnesses who will present their case at the FCC hearing, scheduled to begin Feb. 25.

List filed on Jan. 25 deadline date by Motion Picture Assn. of America and National Exhibitors Theatre-TV Committee contains names of 42 witnesses, is studded with top names from ranks of movie producers, theatremen, engineers, etc. Theatre-TV proponents promise to produce 10-15 additional "important" witnesses, "thousands of pages of exhibits" when they have their inning before Commission.

On basis of lists of witnesses filed Jan. 25, hearing will certainly take several months -- could conceivably become involved and lengthy as color squabble.

Even if publicity-wise film industry doesn't come out of hearings with TV channels, it's going to get its money's worth in publicity. Press interest is already high. New York Times Jan. 26 gave theatremen's plans big page 1 story.

Film industry's all-star lineup faces twofold burden: First, it must prove need for nationwide theatre-TV service; then convince Commission that exclusive facilities and frequencies are necessary to operate such a service.

Opposing them will be some of AT&T's top brass -- including its engineering director Frank A. Cowan, its Long Lines operations director H. I. Romnes, Bell Labs electronic & TV research director W. H. Doherty. They'll seek to convince FCC that Bell System can provide adequate, economical facilities for theatre-TV transmission.

* * * *

One highly qualified source expresses opinion that theatre-TV backers stand fair chance of getting special frequencies for intra-city pickups and distribution, but that odds are against any allocation of channels for exclusive city-to-city use in place of AT&T's facilities.

MPA-NETTC witnesses include top executives of 20th Century-Fox, Republic, Paramount, Columbia, Universal, Warner Bros.; heads of all national theatre owner groups and most big theatre chains, representatives of Army & Air Force, Federal Civil Defense, NPA (Commerce Dept.); such personalities as New York Times dramatic critic Brooks Atkinson, Theatre Guild's Theresa Helburn, theatrical producer Richard Condon; exec. secy. Asa Bushnell of National Collegiate Athletic Assn.; William Morris Jr. of William Morris talent agency.

These men with telecasting connections will testify for theatre folk: Paul Raibourn, president, Paramount TV Productions (KTLA, Los Angeles); Theatre Owners of America president Mitchell Wolfson who owns WTMJ, Miami; William Kusac, chief engineer of United Paramount Theatres' WBKB, Chicago.

Principal topics to be covered by film industry testimony: Composition and history of movie industry; history of theatre TV; public need and demand for theatre TV; theatre-TV programming; technical requirements and standards for theatre TV; transmitting, receiving and projection equipment; how or by whom theatre-TV service should be supplied; feasibility of theatre TV; theatre-TV plans and proposals.

Other groups which will present witnesses are CBS and DuMont networks, Paramount TV Productions, Theatre Network TV, Western Union, equipment manufacturers RCA

and Skiatron. Several talent unions have requested permission to present testimony.

"Fair TV Practices Committee," self-appointed spokesman for public, headed by New York attorney Jerome W. Marks (Vol. 7:25), asked permission this week to enter late appearance. It had promised to enter hearings to prove theatre-TV allocations illegal. MPA-NETTC group will probably oppose its petition.

FCC rejected petition by 20th Century-Fox to enlarge hearing issues to include question of whether theatre TV could be assigned frequencies already allocated to industrial radio services, on shared basis (Vol. 7:36,50). Commission didn't bar discussion of industrial frequencies, merely held such an issue didn't require any special petition. But it did rule out Fox's suggestion that theatre TV might use frequencies already assigned to motion picture studios without changes in FCC rules.

TELECASTING'S MOUNTING DOLLAR VOLUME: Closest guarded business secret in TV, quite naturally, is the individual station's balance sheet, though now and then someone tells all -- as did WTMJ-TV's Walter Damm to Fortune Magazine (Vol. 8:1). But gross income figures are often revealed, and it's no secret that, having weathered red ink years they may still be writing off, nearly all TV stations are now operating in the black. How well the industry as whole is doing, we won't know until FCC annual audit for 1951 is released later this year; meanwhile, individual station & network gross and net are kept highly confidential, except for network "gross time sales without discounts and other allowances" compiled monthly by PIB (see p. 14).

This week, at FCC examiner's Paramount-DuMont hearing, some gross figures came to light in testimony of DuMont controller B.L. Graham. They don't reveal the profit side of the ledger, but are worth reporting (a) because everybody likes to pry into other fellow's business, and (b) because they epitomize the accelerating pace of TV station time sales and dollar income volume.

Covering DuMont's own 3 stations, they show WABD did gross business of mere \$71,184 in the few months it operated commercially in 1946, \$187,268 in all 1947, \$804,482 in 1948, \$1,168,434 in 1949, \$2,069,219 in 1950. No 1951 figure was given, but on basis of knowledge of huge upsurge in TV sales generally during 1951 it can be assumed it was double 1950 at very least, more likely triple. No profit figures were revealed, of course, but the major expense item -- programming -- ran \$149,001 in 1946, \$332,536 in 1947, \$850,134 in 1948, \$723,800 in 1949, \$1,422,997 in 1950.

For WDTV, Pittsburgh, which began operating in January 1949, revenue was \$328,663 that year and \$1,000,419 in 1950, and it can be deduced it went to twice or thrice that in 1951. No program cost is given for 1949; it was \$471,535 in 1950.

For WTTG, Washington, starting in January 1947, income of only \$31,435 was listed for that year, \$140,056 for 1948, \$187,410 for 1949, \$411,745 for 1950. In 1947, program costs ran \$155,917; 1948, \$149,190; 1949, \$120,347; 1950, \$132,476.

Note: Dr. DuMont has reported all 3 stations now well in black, though the network is still running deeply in red. Over-all telecasting operations should show profit this year, however, he said (Vol. 8:3).

JTAC's SOCIO-ENGINEERING TOUR DE FORCE: A remarkable document will be issued soon, under deceptively unexciting title of "Conservation of the Radio Spectrum." Acting as sort of "consulting engineers to the world," RTMA-IRE's Joint Technical Advisory Committee has come up with a volume that should find its way to desk of every govt. and industry policy-making executive.

Deliberately written so any perceptive layman can understand it, book is organized into 5 parts: history of allocations, propagation characteristics, ideal approach to allocations, critique of present allocations, "dynamic conservation."

Criticism of helter-skelter growth of radio, nation-wide and world-wide, is inherent in the work, of course. But authors go on to show what can and should be done about it.

"We realize there's a lot that can't be undone," says RCA's Philip Siling, at whose urging study was undertaken, "but there are plenty of places in the world where such a report is valuable right now. Take India. It has barely started using radio. It can avoid our mistakes."

Volume is too big (200 pages, typewritten double-spaced) to digest here, but a few points indicate range covered:

(1) "A [microwave] relay could be built from New York to the southern tip of South America, from New York through Alaska and across Bering Strait into Asia, Europe, Africa and via a chain of islands into Australia. The greatest overwater distance involved is approximately 90 miles."

(2) Ideal allocation would give 100-700 mc to TV, 180-1200 kc and 700-720 mc to radio. Practically speaking, AM at around 200 kc should be adopted wherever possible, and TV should be concentrated into not more than 2 continuous bands, instead of present 54-72 mc, 76-88 mc, 174-216 mc, 470-890 mc.

(3) TV transmitter powers should be 500 kw or more.

(4) International high-frequency broadcasting isn't sound, engineering-wise. Such program distribution should be accomplished via relays or recordings.

(5) "New phenomena, perhaps including biological effects" may possibly occur at top end of 3000-300,000 mc part of spectrum. Another eventuality around 300,000 mc: "Concentration of high power in very small area beams becomes possible. Such concentration...may have other applications than communication, as for example, mechanical operations such as the drilling of holes."

* * * *

Report was prepared by JTAC subcommittee comprising Donald Fink, chairman, Haraden Pratt (now President's Telecommunications Advisor), and Mr. Siling. Consultants: Dr. J.H. Dellinger, Arthur F. Van Dyke, Trevor H. Clark, Dr. G.C. Southworth, J.P. Veatch. Other contributors: Mrs. M.L. Phillips, W.S. Duttera, Dr. T.N. Gautier, Dr. C.R. Burrows, Austin Bailey, T.L. Bartlett, I.F. Byrnes, A.J. Costigan, Harry Edwards, A.N. Goldsmith, R.F. Guy, John Huntoon, C.B. Jolliffe, J.H. Muller, D.E. Noble, F.M. Ryan, Julius Weinberger.

COLOR CONTROVERSY STIRS IN ITS SLEEP: No grand reopening of the big color dispute is implicit in recent developments leading to new NPA parley on color TV (Vol. 8:3).

While future events will bear close watching, and minor changes in NPA color order M-90 are possible, no real fight is probable because principal issue -- that of "color TV now" -- is lacking.

In this new bitterness, CBS appears to be assuming the role of a bystander, involved only indirectly. Chief color proponents now are (1) Paramount's Chromatic TV Laboratories, developer of Lawrence tri-color tube, and (2) movie producers and theatre owners who may want to buy color theatre-TV equipment in the future.

Neither group is ready for real mass production of color TV. And CBS is now a manufacturer of black-&-white TV, faced with same merchandising problems as other set makers. Too, CBS this week reiterated point it made at the Oct. 25 meeting with defense mobilizer Charles E. Wilson: it can't go into color set business since NPA has refused to allot it more materials (Vol. 7:43).

Sen. Johnson, poking around in ashes of color battle, succeeded in getting NPA to call new manufacturers' meeting Feb. 8 (Vol. 8:3), made trade press headlines when he released text of acid letter to Mr. Wilson.

Large majority of manufacturers at meeting is bound to oppose any change in M-90, which banned commercial production of color TV equipment -- and thus ended the "wait-for-color" uncertainty that long plagued the TV set market.

Set makers' approval of M-90, however, doesn't necessarily mean order won't be amended. NPA isn't obligated to abide by majority vote of its industry committees. Although odds are that M-90 will be retained intact, Congressional and other pressures could result in some changes.

* * * *

Sen. Johnson's bristling letter to Mr. Wilson accused NPA of "unwarranted... arbitrary and discriminatory action" in imposing M-90. He broadly implied it was part of a plot against color TV in general and CBS in particular -- and he warned that his Interstate & Foreign Commerce Committee may take action if Wilson doesn't.

Senator quoted trade press accounts of Oct. 25 meeting of TV manufacturers with Mr. Wilson (Vol. 7:43) to indicate "it was apparent...that the Chromatic Tele-

vision Laboratories Inc., an affiliate of Paramount Pictures Corp., or anyone else for that matter, could go ahead and manufacture color equipment so long as additional materials, other than those duly allocated, were not required." This, he said, was "sound and logical".

Order M-90, which followed meeting, is something else again, Sen. Johnson wrote. "This order," he told Mr. Wilson, "is just another unwarranted crippling blow aimed directly and specifically at color TV."

Letter praised "herculean efforts" of CBS, without which "color TV would have been years away," and asserted that "every conceivable legal maneuver and technical roadblock has been used in the past years to delay the availability of color TV to the general public."

J. A. Milling, chief of NPA Electronics Division's end equipment section, was given job of administering M-90, Senator noted. Mr. Milling, letter said, "is an RCA Service Co. vice president...loaned on a dollar-a-year basis to NPA...Mr. Milling knows of the long, hard struggle the TV industry has experienced in developing color TV to the point of acceptability to the FCC. I am sure he will agree that this is no time to start moving backward in the TV art with new roadblocks."

[Mr. Milling, who replaces Edmund T. Morris Jr. as director of Electronics Div. Feb. 1 (Vol. 8:2), has been succeeded as administrator of M-90 by Leon Golder, chief of the division's radio & TV section.]

Mr. Wilson's matter-of-fact reply, dated Jan. 22, insisted that order M-90 "closely follows the consensus of views expressed at the [Oct. 25] meeting."

"In view of the fact that there is misunderstanding on the part of one company [apparently a reference to Chromatic] as to the nature of the discussion at the Oct. 25 conference, and since other members of the industry have a natural and direct interest in the problem," Mr. Wilson wrote, "another conference of the entire industry will be held on Feb. 6 [later postponed to Feb. 8]..."

* * * *

Another color TV letter went out this week -- this one from film exhibitor and producer exponents of theatre TV. Motion Picture Assn. of America, Theatre Owners of America, National Exhibitors Theatre-TV Committee wrote NPA for clarification of M-90, which NPA legalists have said bans manufacture of color theatre-TV as well as home TV equipment (Vol. 7:47).

They requested interpretation excluding theatre TV from color ban, or at the least, "an opportunity to confer with you, in the same manner in which you conferred with representatives of the home TV receiver industry."

Theatre-TV backers made these principal points: (1) Home TV manufacturers were consulted before M-90 was issued; theatre interests weren't. (2) "Little, if any, critical material will be required for color projection over and above that now permitted for black-&-white theatre TV."

Personal Notes: Walter W. Krebs, president-publisher, Tribune Publishing Co., Johnstown, Pa. (WJAC & WJAC-TV) named alternate delegate-at-large to Republican national convention in Chicago July 7 . . . Lawson Wimberly, national TV-radio director of IBEW, Washington, has been assigned to TV fulltime; Al Hardy, ex-shop steward, WTOP, Washington, now handling radio . . . Robert E. Kintner, ABC president, named chairman of Radio & TV Div. of 1952 Heart Fund Drive . . . William Forest Crouch, ex-Filmcraft Productions, named executive producer of new TV film dept. set up by Sound Masters Inc., N. Y. . . . John Bourcier promoted to ABC radio's New York audio operations supervisor, succeeding George Fisher, resigning to join his father's silk manufacturing firm; Lawrence Williams now maintenance supervisor, Pierre Versepuit recording supervisor . . . Warren C. Abrams, ex-Metropolitan Life, appointed CBS-TV asst. research mgr. under Fay Day . . . Charles A. Hammarstrom, recently with Raymer, formerly with Morse International and Kenyon & Eckhardt, joins Katz New York office to handle spot radio

sales by direct contact with advertisers . . . Eugene S. Thomas, ex-WOR-TV sales chief, has joined George P. Hollingbery Co., station representatives, as v.p. for TV . . . David H. Polon, ex-R. T. O'Connell Co., named director, TV-radio dept., Emil Mogul Co.

NARTB-TV membership jumped to 80 stations (out of nation's 108) with addition this week of ABC-TV's 5 owned-&-managed stations. At same time, ABC-TV network itself joined association, meaning that all 4 networks are now members. With NARTB-TV code due to go into effect March 1, president Harold Fellows is scheduled to submit names of 5 candidates for TV Review Board to board of directors meeting Feb. 14.

NARTB convention March 30-April 2 in Chicago's Conrad Hilton (Stevens) Hotel now being arranged, and pre-registration and hotel registration forms will shortly be sent members.

Lloyd Thomas, owner of KGFW, Kearney, Neb., and onetime NBC and Westinghouse radio station executive, died in Kearney Jan. 21 at age of 62.

WHYS & WHEREFORES of attempted divorce proceedings between "unhappily married" DuMont and Paramount Pictures—who wanted to divorce whom and with what kind of settlement—highlighted second week's testimony before FCC examiner Leo Resnick in "monopoly" investigation.

Intent on freeing itself in time to apply for 2 more TV stations, once freeze is lifted, DuMont said it will file next week for severance from complex Paramount hearing (Vol. 8:3). But there's no telling whether Commission will act fast enough to permit it to join in race for new facilities immediately at freeze's end—if, in fact, FCC does decide Paramount stockholdings (about 25%) are not controlling in the DuMont operations.

Next phases of hearing, which resumes Feb. 4, involve inquiry into: (1) Long-pending renewals of KTLA, Los Angeles, and WBKB, Chicago. (2) Transfers of those respective stations to the 2 corporations—Paramount Pictures Corp. and United Paramount Theatres—which resulted from splitup of old Paramount. (3) Proposed ABC-UPT merger, and proposed sale of WBKB to CBS for \$6,000,000 (Vol. 7:21). It looks like long-drawn-out hearing, lasting many weeks and bringing top-level executives to witness stand.

On stand most of 3½-day sessions this week, Paul Raibourn, Paramount v.p. and DuMont treasurer (one of 3 Paramount directors on 8-man DuMont board), disputed Dr. DuMont's testimony that Paramount has been unwilling to sell out. While indicating no such present intention, he testified that as recently as April 5, 1950, Dr. DuMont was ready to sign agreement whereby Paramount would give up its holdings.

Paramount proposed to give its DuMont stock to its own stockholders in exchange for Paramount stock—no more than 5000 shares to any one stockholder so that stock would be spread thin and there would be no chance of wresting control from Dr. DuMont.

Raibourn said he was "shocked" when at last minute DuMont rejected deal because "banking friends had told

him that the relationship between the 2 companies had been a successful and profitable one." Dr. DuMont testified last week that he didn't sign because Paramount would have retained most of its control even after getting rid of most of its stock.

Raibourn also described tentative cash offers by DuMont, by brokerage firms and by Avco (Crosley) to take over Paramount holdings. But, he said, DuMont's cash offers never were "firm" and none of other companies wanted to buy that much stock (560,000 Class B, 43,200 Class A) without gaining control of DuMont.

Testifying for 2 full days, Raibourn repeatedly denied that he, as treasurer, could control DuMont. He said treasurer and other officers elected by Paramount stock were merely recording officers, and checks did not necessarily need his signature. He conceded that Paramount could have gained control by buying more stock in open market, but said Paramount's policy always was to leave Dr. DuMont in control—satisfied with his management.

James P. Murgaugh, attorney for Paramount, and Edwin P. Falk, attorney for DuMont, filled in details of negotiations that led to Dr. DuMont's refusal to sign on April 5, 1950. Murgaugh testified that Paramount "gave ground" continually during several months' negotiations; final draft of agreement provided for elimination of all Class B directors after only half of stock was exchanged; and DuMont had everything to gain and nothing to lose by signing.

Falk on other hand said Paramount had backed out of \$10,000,000 cash deal earlier in 1950 because of tax reasons, after Kuhn, Loeb & Co. had indicated it would finance transaction. He explained that Dr. DuMont refused to sign April 5 proposal because there was no guarantee that Paramount would get rid of stock within certain time limit.

DuMont controller B. L. Graham testified that he actually carried out most duties of treasurer. Though he makes weekly reports to Raibourn, he said he operates nearly 100% independently of him.

Telecasting Notes: Arthur Godfrey's call to month's active duty with Navy at Pensacola, starting Feb. 11, comes not a bit too soon for him to take leave of his TV-radio chores and to do a little reflecting on how big a comic can get and how far he can go. He's reaping bitter harvest of wrath for off-color quips lately, particularly on his 10:15 a.m. weekday TV-radio show. Jack Gould took him to task severely in Jan. 21 *New York Times*, referring particularly to radio pickup from his Virginia farm during which he "ran the gamut and made Capt. Billy's *Whiz Bang* seem like a primer for kiddies." WDAF-TV, Kansas City, dropped his Monday night *Talent Scouts* because of complaints . . . Godfrey's Jan. 23 TV show got Trendex rating of 49, which CBS-TV publicists gleefully attributed to adverse publicity from Gould and also in John Crosby's *N. Y. Herald Tribune* Syndicate column . . . Good deal for Walter Winchell: Warner-Hudnut Inc., radio sponsor, votes him option to buy 10,000 shares of its common stock at \$17.50 a share; it's currently quoted on exchange around 19 . . . General Teleradio Inc., corporate name of licensee of WOR & WOR-TV, just transferred to General Tire subsidiary (Vol. 8:3), may be name adopted soon for whole of General Tire's TV-radio operations, now known as Thomas S. Lee Enterprises Inc. . . . NBC negotiating again to buy KMPC, Hollywood, owned by Richards estate and now out of FCC trouble; if it buys, it would sever AM affiliation with KFI, which last year sold its KFI-TV to General Tire interests (Vol. 7:28, 32, 36) and is now Don Lee's KHJ-TV . . . Getting ready for TV, Colorado Springs' KVOR is publishing regular newsletter for its clients reporting on own progress in TV,

latest telling of receipt of complete camera chain and projectors which it has already set up for closed-circuit telecasts; first "sponsorship" was demonstration this week of new Buick . . . Canadian Broadcasting Corp. conducting course for some 60 new TV employes being prepared for opening of new Montreal and Toronto stations in August (see *TV Factbook No. 14*) ; TV director in Montreal is Aurele Seguin, in Toronto Fergus Mutrie . . . "Beany Restaurants," named for Paramount Productions' *Time for Beany* film show now carried on many TV stations, may soon dot nation's highways under licensing agreement entered with John Howell, Paramount TV sales-merchandising director . . . Baltimore's WAAM holds its Second Annual Regional TV Seminar Feb. 15-16, starting with panel on "Getting into TV" . . . Chemical Bank & Trust Co., New York, having foreclosed on group of 10 films it had financed, leased them direct to WCBS-TV, New York, then turned over rest of syndication effort to TV Exploitation Inc. . . . Fine music does lend itself to visual treatment, says *New York Times* TV-radio columnist Jack Gould, who cites example of NBC-TV's *Recital Hall* (10:30 p.m. Wed.), says program is "triumph of impeccable taste and beauty . . . For the viewer there is a relaxation difficult to find elsewhere on TV's harried channels" . . . Fortune Magazine uses *Television Digest's* comments on its January article titled "WTMJ-TV" (Vol. 8:1) as theme for coupon ad in Jan. 28 *Broadcasting*, offering *Fortune* issue at \$1.25.

Union Trust Co., big Washington bank, through its agency Doremus & Co., hastily asked WTOP-TV to change time of its Sun. 10 p.m. spots this week when it found they followed CBS-TV 9:30-10 *Break the Bank!*

Network Accounts: Veteran comic Al Pearce is latest daytimer to be offered by CBS-TV, which announces *Al Pearce Show* to start Feb. 11 from Hollywood, Mon.-thru-Fri. 10:45-11:30 a.m., to be offered to advertisers in units of one or more quarter hours as in CBS-TV's *Garry Moore Show* . . . Ranger Joe Inc. (popped wheat) begins *Ranger Joe* March 2 on CBS-TV, Sun. noon-12:15, originating at WCAU-TV, Philadelphia; agency is Lamb & Keen Inc., Philadelphia . . . Cannon Mills Inc. (towels, sheets, hosiery) sponsors *Give & Take* on CBS-TV, Fri. 10-10:30, starting date to be announced . . . Burlington Mills (Cameo hosiery) Jan. 22 started *The Continental* on CBS-TV, Tue. & Thu. 11:15-11:30 p.m., thru Hirshon-Garfield Inc., N. Y. . . . Kaiser-Frazier replaces Eversharp Feb. 16 as alt. week sponsor of 10-10:30 portion of *Your Show of Shows* on NBC-TV, Sat. 9-10:30, thru Wm. H. Weintraub & Co., N. Y. . . . Sweets Co. of America (Tootsie Roll) Feb. starts *Tootsie Hippodrome* on ABC-TV, Sun. 12:15-12:30, thru Moselle & Eisen, N. Y. . . . General Mills, starting Feb. 4, sponsors *Bride & Groom* on CBS-TV, Mon.-Tue.-Wed.-Fri. 10:30-10:45, with Hudson Pulp & Paper Co. retaining Thu. time.

Station Accounts: "Oldest continuously sponsored program in TV," according to Philadelphia's WPTZ, is *Gimbel Handy Man*, how-to-do-it show on that station Fri. 7:15-7:30, renewed this week for sixth consecutive year . . . Similarly a TV "natural," *Walt's Workshop* on WNBQ, Chicago, Fri. 7:30-7:45 CST, has just been renewed for fourth consecutive year by Edward Hines Lumber Co., thru George H. Hartman, Chicago . . . Bache & Co., investment brokers, buys two 5-min. local news spots weekly on WNBT, New York, during NBC-TV's *Today*, 7:55-8 a.m., thru Albert Frank-Guenther Law Inc., N. Y. . . . General Petroleum Co., subsidiary of Socony (Mobiloil, Mobilgas) sponsored KTTV coverage of Los Angeles and Southern California floods, thru West-Marquis Inc., Los Angeles . . . Ballantine (beer & ale), sponsoring *Foreign Intrigue* film series on many stations, won't renew TV-radio sponsorship of big league baseball in Boston and Philadelphia . . . Crown drug store chain buys *Craig Kennedy* film series for placement on WDAF-TV, Kansas City, and KOTV, Tulsa, thru R. J. Potts-Calkins & Holden, Kansas City . . . Lippert spent \$3000 for daytime TV spots in women's programs in campaign preceding Hollywood opening of new film *For Men Only* . . . Packard's film series titled *Rebound*, produced by Bing Crosby Enterprises, has been placed for Fri. 9-9:30 p.m. release on all 5 ABC-TV owned-&managed stations, plus 14 other markets, thru Maxon Inc. . . . Bristol-Myers (Vitalis & Bufferin) has purchased 15-min. INS *This Week in Sports* and new sports newsreel called *Telenews Sports Extra* for placement in 30 markets, thru Doherty, Clifford & Shenfield, N. Y. . . . Among other advertisers reported using or preparing to use TV: John O. Gilbert Chocolate Co. (candy), thru Guy C. Core Co., Jackson, Mich.; King Kone Corp. (Old London melba toast), thru Courtland D. Ferguson Inc., Washington; Plax Corp. (plastics), thru Charles Brunelle Co., Hartford, Conn.; Frawley Corp. (Paper-Mate pens), thru Elwood J. Robinson & Co., Los Angeles; Willys-Overland Motors Inc. (Aero Willys), thru Ewell & Thurber Associates, Toledo; Sawyer Biscuit Co., div. of United Biscuit Co. (cookies & crackers), thru George H. Hartman Co., Chicago (WNBQ); Nash Coffee, thru Erwin, Wasey, Minneapolis; McCormick & Co. (tea & spices), thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; Technical Color & Chemical Works Inc. (Red Devil paints), thru Blackstone Adv., N. Y.; Wink Soap Co. (waterless hand cleaners & mechanics' soap), thru Rodgers & Smith Inc., Chicago (WTMJ-TV).

TV-radio, newsreels, photographs at Congressional hearings—except those on pending legislation—were condemned by New York State Bar Assn. Jan. 25 in resolutions which advocated code of procedure for Congressional investigations. Companion resolution urged statutory prohibition of the media at judicial trials. Action was taken on recommendation of civil rights committee (Vol. 7:51), and followed by 10 days refusal of New York City Bar Assn. to approve similar resolution (Vol. 8:3). Civil rights committee chairman Louis Waldman said hearing room had been converted into "veritable studio, where even a polished actor would have forgotten his lines." Little opposition was expressed, with only Stuart Sprague, well-known music copyright attorney, speaking against action, saying public interest requires TV at hearings.

Omaha's WOW & WOW-TV are operating normally despite strike of 25 engineering and technical employees stemming, according to management, from discharge of 2 transmitter engineers for shutting down both stations Jan. 11 for about 20 minutes while writing grievances. Strike started Jan. 15, was officially sanctioned by NABET Jan. 20, which announced it is filing unfair labor charges against WOW Inc. and which wired advertisers urging them to suspend schedules during strike. Frank Fogarty, gen. mgr., said company will enter complete denial, pointing to NABET contract requiring compulsory arbitration. NABET, he said, has agreed to arbitrate if discharged and suspended employees are first reinstated, which management has refused to do. Executive and supervisory employees are keeping station on air, with loss of only 28 minutes first day and no advertisers lost, said Fogarty.

Hollywood buzzed with report this week, unverified, that NBC has made outright purchase of 8 former Universal-International films, produced in 1943-46, from UI production heads William Goetz and Leo Spitz, for reported \$1,500,000. Titles are *Casanova Brown*, with Gary Cooper & Teresa Wright; *It's a Pleasure*, Sonja Henie; *Along Came Jones*, Gary Cooper & Loretta Young; *Belle of the Yukon*, Gypsy Rose Lee & Randolph Scott; *Woman in the Window*, Joan Bennett & Edward G. Robinson; *The Dark Mirror*, Olivia deHaviland & Lew Ayres; *Tomorrow Is Forever*, Orson Welles & Claudette Colbert; *The Stranger*, Orson Welles.

Educators weren't expecting any payment from networks when they proposed that their TV stations be permitted to carry commercial network programs until regular commercial stations serve their areas. So stated Joint Committee on Educational TV in reply to attack filed with FCC by 3 irate Illinois stations last week (Vol. 8:3). "It would be unthinkable," said JCET, that FCC would call an educational station commercial "simply because it broadcast [GOP and Democratic conventions] which this year happen to be sponsored by Westinghouse and Philco."

Indicted for using mails to defraud (Vol. 8:3), consulting engineer Robert L. Easley issued press release this week stating: "For years I have conducted an effective consulting radio engineering practice according to my own successful, even though somewhat unorthodox, methods. The envious persons who have acted secretly behind the scenes to promote some simple business disagreements into criminal charges certainly will not be allowed to break up my practice in order to satisfy their own envy and petty malice." Trial date hasn't been set.

Intent on nailing ABC, despite fact FCC excluded him from intervening in ABC-UPT merger hearing (Vol. 8:3), Gordon Brown, operator of WSAY, Rochester, now asks Commission to set ABC's license renewals for hearing. He claims ABC, by monopolistic practices, has deprived him of over \$1,000,000 in revenues from national advertisers.

"Blacklisting" of TV-radio performers and writers on suspicion of communism this week came under fire of Authors League of America, which petitioned FCC for hearing. It passed resolution against "political controls," asked FCC for opportunity to discuss screening of writers and others by TV-radio licensees. Letter to Chairman Coy from ALA president Rex Stout declared: "Practice of blacklisting has spread to such an alarming extent that it has assumed the proportions of what may properly be characterized an industry policy." TV Authority continued its fight for actor Philip Loeb when executive secretary George Heller announced TVA is working with industry on plan to deal with blacklisting—outgrowth of Loeb's charge he was dropped from *The Goldbergs* because his name appeared in *Red Channels* (Vol. 8:3). Joint statement by TVA, Loeb and Mrs. Gertrude Berg, program's owner, said Loeb will get hearing he requested, emphasized that TVA considers blacklisting "diametrically opposed to the time-honored American principle that an accused person [is] innocent until proven guilty."

Add critical comment on NBC-TV's *Today* (Vol. 8:3): Editor Joe Csida, in Jan. 26 *Billboard*, suggests that "confusion and chaos is the overwhelming impression" and show is "urgently in need of some drastic simplification." [Editor's Note: Studied effort toward calmer pace and less confusion was manifest all this second week.] Csida also thinks that the mere 2 minutes of news per quarter hour means "shameful paucity of detail"; that there's "fantastic overemphasis" on weather, no rhyme or reason for selection of recordings, too many gadgets. He suggests hiring "name" book and play reviewers, an attractive female reporter, more planning and preparation of interviews. Long review ends thus: "Notwithstanding the rough spots in the first week, NBC and all *Today* rate a deep bow for great try. We'll keep our fingers crossed . . ."

In latest of its how-big-I-am ads, full pages in New York dailies this week, *Life Magazine* ranks 2 TV and 3 radio networks among top 10 media. Using PIB figures for 1951 (gross), here's "how business ranks national media": *Life*, \$91,519,576, CBS-Radio \$68,784,773, *Saturday Evening Post* \$66,676,911, NBC-TV \$59,171,452, NBC-Radio \$54,324,017, CBS-TV \$42,470,844, ABC-radio \$33,708,846, *Time* \$29,950,738, *Ladies' Home Journal* \$22,318,862, *Better Homes & Gardens* \$21,937,270. Next 10 national media are ranked as follows: *This Week* \$20,604,862, *Look* \$19,946,982, *Collier's* \$18,835,923, ABC-TV \$18,585,911, Mutual-Radio \$17,900,958, *Good Housekeeping* \$15,722,977, *Newsweek* \$12,597,516, *American Weekly* \$12,513,279, *Woman's Home Companion* \$12,410,419, *McCall's* \$11,446,186.

TelePromter Service Corp., 270 Park Ave., New York, which leases electronic device for cueing TV actors, speakers, et al., has signed minimum guaranteed deal of \$200,000 a year for 5 years with CBS-TV—its over-the-counter stock taking upward swing accordingly this week. Firm is headed by Irving Kahn, ex-TV promotion chief for 20th Century-Fox; device is idea of Fred Barton, actor, and third original incorporator was Hubert Schlafly, 20th Century research chief. Company charges \$30 an hour to rent device, which includes service crew, hasn't yet branched into station field much outside New York but plans to do so shortly.

Radio time sales in 1951 climbed to \$485,492,606 from previous record of \$453,564,930 in 1950, reports 1952 *Broadcasting Yearbook*, prompting its editors to note that "gloom was hardly justified." Local accounted for \$227,434,786, or 46.8%, up from preceding year's \$203,210,834, or 44%; national network \$116,641,381, or 24%, down from \$124,638,089, or 27.5%; national & regional non-network \$134,291,439, or 27.7%, up from \$118,823,880, or 26.2%; regional & miscellaneous network, \$7,125,000, or 1.5%, very close to \$6,897,127, or 1.5%.

COMMUNITY ANTENNA planners are finding their biggest obstacle is materials shortage—particularly copper for coaxial cable. Unlike TV-radio stations, which have been classified as "industrial" projects (Vol. 7:43), community TV antennas are "commercial" for purposes of NPA materials allotments. As such, they must apply to NPA if their quarterly materials requirements are more than 2 tons of steel, 200 lbs. of copper, any aluminum at all. Builders of broadcast stations, however, may self-authorize quarterly allotments of as much as 25 tons of steel, 2000 lbs. of copper, 1000 lbs. of aluminum.

For first quarter 1952, NPA has allotted materials to build 2 community antenna projects, denied requests of 3 others. NPA's first-quarter policy has been to approve only projects which are more than 20% completed. Allotment policy will be even tougher for second quarter, when defense plant expansion will require bigger share of available construction materials. One community antenna project appeared on final first-quarter allotment list, released this week. It was Eastern Pennsylvania Relay Stations Inc., Shamokin, 75% completed and expected to cost \$73,000, scheduled to begin service next October. Its builder had requested 3400 lbs. of carbon steel, 1400 lbs. of coaxial cable (well below the amounts of materials which broadcasters are permitted to self-authorize, incidentally). It received allotment of 2 tons of steel, 1100 lbs. of cable. Earlier, NPA announced allotment to Tele Service Co., Wilkes-Barre, Pa., whose \$75,000 project is 90% complete (Vol. 7:51). Same company's application had been rejected for fourth-quarter 1951 allotment (Vol. 7:43).

NPA denied these first-quarter applications: Blue Ridge TV Inc., Asheville, N. C., to cost \$25,000, on grounds project hadn't been started; TV Antenna System Inc., for New Philadelphia, Dover, Midvale, Uhrichsville, Dennison and vicinity (all Ohio), on grounds application was indefinite as to start of project; Mathews Inc., Carlisle Borough, Pa., 60% complete, on grounds project had been begun without NPA authorization (Vol. 7:51). For fourth quarter 1951, NPA denied application of Pennwire TV Co., Lewistown, Burnham & Derry township, Pa., cost \$85,000 (Vol. 7:40).

These denials don't mean work on these projects can't continue. New community antennas can be begun, and those already started can continue, without NPA authorization. However, work on these will progress very slowly, since their builders must confine themselves to the very small amounts of steel and copper which they are permitted to self-authorize. It's expected that community antenna proponents, through their newly formed Community Antenna Assn. (Vol. 8:3), will petition NPA for same self-authorization privileges as TV-radio stations.

TV magnetic tape recorder is in works at DuMont, according to testimony of Rodney D. Chipp, director of network engineering, at Paramount hearing this week. How much progress has been made was not revealed, but project evidently is not yet as far advanced as claimed for Bing Crosby Enterprises' tape recorder demonstrated last November (Vol. 7:46). Acceptable model of Crosby equipment—one giving higher-quality pictures than present kinescope recordings—at that time was said to be possible by mid-1952. Chipp also told about study DuMont made of possibility of building its own nationwide microwave relay system. He said study showed plan, never completed, was feasible from engineering standpoint and cheaper than using AT&T's facilities.

Eric A. Johnston, ex-Stabilization Chief, recently resigned to return to presidency of Motion Picture Assn. of America, has accepted President Truman's appointment as chairman of International Development Advisory Board, handling Point 4 program, working on part-time basis.

TRADE MUSINGS—FACTS & FANCIES: These are days when the trade's oracles may be pardoned if they indulge in some musings and fancies calculated to raise eyebrows, provoke discussion -- and win a good deal of well-merited publicity.

Some say these are dog-days in the TV trade, though the general attitude at all levels is anything but depressed or gloomy as factories resume "normal" output and the retail sales picture is reported bright in various areas (notably Chicago).

Week's most quotable flight of fancy comes out of speech by Motorola executive v.p. Robert Galvin, able son of an able father, who told Chicago TV Council that atomic-powered TV sets, tri-dimensional and in color, can be visualized 10-15 years from now. And 5 years from now, he predicted, transistors will revolutionize the industry by making possible small, cheaper, more reliable TV receivers.

"The time may come," he added, "when sets will be produced by a machine that will take parts in at one end and bring out the finished product at the other."

Coming closer to immediate reality, young Galvin adduced that the industry is geared to produce minimum of 4,000,000 sets this year, possibly 5,000,000, but he sees market for 6,000,000. "We could sell 6,000,000 in 1952 if we could build them," he said -- indicating an optimism far greater than most of his fellow manufacturers and govt. experts (Vol. 8:2-3).

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Some industry executives think govt. experts, absorbed with shortage idea, are inclined to sell industry ingenuity short because of materials limitations that have been ordered. NPA electronics specialists deny this. Many from the industry themselves, they say privately that TV manufacturers will produce as many sets as they can sell this year, materials shortages or no.

All of those queried felt industry could produce as many as 5,000,000 sets or more this year. But if that many are made, they say, many would be different from current models. Said one: "Sure, you can make a gutless wonder with far fewer parts and materials than today's good sets have."

The govt. folk agree, by and large, with thesis of our recent articles on conservation (Vol. 7:45), namely, that to date manufacturers have conserved without degrading the end product, and that they're not likely to put real "austerity sets" on the market unless they're faced with far heavier demand than now seems probable.

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"Superpower TV sets" are in effect meeting the station freeze, in words of RCA consumer products v.p. Joseph B. Elliott, speaking this week before group of dept. store executives. "With the broadcasters frozen in their tracks," AP quotes him as saying, "the set manufacturers have taken over. We're expanding TV's service area, not by installing more transmitters but by manufacturing better receivers. Some of the sets on the market today can bring in quality reception in fringe and difficult areas that have always been considered television dust bowls."

Outlook is favorable for year, said Elliott, with "inventories a problem no longer" and with "distributors and dealers finding their stocks returning to normal levels." Materials pinch will be felt mostly first half of year, should ease second half unless military needs run greater than expected, he said. As for set sales, he thinks politics will be great stimulus this year; and prices recorded their lows last summer -- "will certainly not go lower during 1952, and may go higher because of increased manufacturing costs."

This year, too, should see beginnings of commercial uhf, Elliott adds, and it promises to be "the major area of TV's future expansion." He noted:

"Going into the upper reaches of the radio-frequency spectrum with TV was comparable to a new geographic exploration. The problems encountered were complex

and difficult but all major obstacles have been overcome, and we now know that uhf TV is entirely practicable.

"Although probably not more than 6 or 8 uhf stations will begin commercial operation before the end of 1952, we can look forward to an ultimate uhf service of over 1300 stations. These, combined with an expanded vhf service, mean eventually 50,000,000 TV receivers in American homes."

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TV set output for week ending Jan. 18 went up to 105,673 (only 133 private label) from 102,684 & 69,198 of preceding 2 weeks of new year (Vol. 8:3). Factory inventory went down only slightly -- to 227,196 from 239,700 week earlier, still quite a way up from 11-month low of 176,857 achieved as of Jan. 4.

Radio output fell to 157,574 (66,597 private label) from 173,981 week before, and radio inventory fell to 257,707 from 287,798. Radio output for Jan. 18 week comprised 72,576 home sets, 10,454 portables, 21,959 clock, 52,585 auto.

Topics & Trends of TV Trade: RCA is increasing prices of 110 more types of receiving tubes about 5%, effective Feb. 11, bringing them up to OPS ceilings. Similar increases were ordered last Dec. 19 on 58 types. Hikes are attributed to increased production costs.

RCA tube dept. also is understood to be planning big campaign to encourage replacement of kinescopes, offering trade-in allowances to distributors to be passed on to consumers. Details will be announced shortly, plan said to be somewhat different from that announced by Sylvania last week (Vol. 8:3).

RCA disputes idea that cylindrical-face glass picture tubes and electrostatic focusing, adopted by many manufacturers (Vol. 7:47 et seq), indicate trend—and Tube Dept. sales mgr. Larry S. Thes states that RCA's 21-in. metal kinescopes are outselling comparable glass types by wide margin. He also reports RCA has added another metal-shell tube, with low-voltage electrostatic focus; demand on RCA, largest of tube makers, has been mainly for magnetic focus, he said. Claiming various advantages for metal kines, notably weight (18 lbs. for 21-in. vs. 30 for glass) and use of alloys as against scarce nickel in buttons of glass, he said metal type currently accounts for more than 25% of all kinescope sales.

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Fantastic story of employe pilfering—how they systematically stole some \$400,000 worth of TV parts, and service company found it out only after 4 years—unfolded this week in connection with bankruptcy petition filed by big Conlan Electric Co., Brooklyn. Firm's lawyer gave opinion that similar conditions prevailed throughout TV servicing field. Indictments are expected after probe by district attorney, 37 of firm's 200 employees having admitted taking components which were used either in their own independent businesses or resold—sometimes even to other employes in same firm. Installation and delivery records also were falsified.

There was no explanation why no inventory was taken in all that time, or how so many parts could disappear without arousing suspicion even without an inventory. Conlan's 20,000 service contracts—on sets bought at Gimbel's, Wanamakers, Maey's and other big dept. stores—are expected to be fulfilled by several bonding concerns which plan to set up new servicing firm to be run by Conlan.

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County-by-county TV set shipment figures, covering first 47 weeks of 1951 and totaling 4,415,422, were issued by RTMA last week, accompanied by map of U. S. showing concentration of shipments. RTMA issues shipment figures monthly; these are the first prepared by its own statistical dept.

Invited to NPA color TV conference Feb. 8 (see story, p. 5) were same manufacturers who attended Oct. 25, 1951 conference with defense mobilizer Charles E. Wilson (Vol. 7:43) plus H. G. Place, president, General Precision Laboratory, manufacturer of theatre-TV equipment, and Comdr. E. F. McDonald Jr., president of Zenith. Others invited to Feb. 8 meeting: Richard Graver, Admiral; John W. Craig, Crosley; Richard Hodgson, Chromatic; Arthur Mathews, Color Television Inc.; Frank Stanton, CBS; Dr. Allen B. DuMont; Benjamin Abrams, Emerson; Fred Gluck, Fada; Dr. W. R. G. Baker, GE; William Halligan, Hallcrafters; W. A. MacDonald, Hazeltine; Frank Freimann, Magnavox; Robert Galvin, Motorola; William Balderston, Philco; Gen. David Sarnoff, RCA; J. Friedman, Trav-Ler; John Meek, Scott Radio Laboratories; Herbert Gumz, Webster-Chicago; R. S. Alexander, Wells-Gardner; J. M. McKibben, Westinghouse. Each industry representative has been invited to bring one other member of his firm.

Anticipating lifting of freeze on new stations, DuMont Transmitter Div. announces plan for sales reorganization program involving (1) regrouping of major sales areas into 3 districts—Eastern, Western and Central—and appointment of many new sales reps; (2) setting up of sales offices in key cities; (3) provision for more cooperation between each division and its field reps in order to give "tailor-made" service to stations.

Cited as one deflationary sign, in report of New York City Dept. of Purchases this week, was fact that TV has become "concrete ally of retrenchment" for the average householder, who is spending less money on sports events and as direct consequence of ownership of TV set.

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Merchandising Notes: "TV Five-Thousand" is the unique name and "TV 5000" unique phone number of new service organization that began operating in Washington this week, comprising group of servicemen who pooled equipment, facilities, experience to set up big shop to deal exclusively in TV service . . . Starrett this week released new line of 5 sets, quoting warranty and tax extra: 17-in. mahogany table \$170, open-face mahogany console \$200; 20-in. mahogany table \$220, open-face mahogany \$250, full-door mahogany \$320 . . . Zenith follows lead of other big set makers (Vol. 8:2-3) by including warranty in list prices and quoting tax extra; new sets are 17-in. mahogany table at \$270 and 17-in. AM-FM-phono \$500 . . . Gough Industries, ex-Philco, named Sylvania distributor for Southern California and Phoenix, Ariz., effective Feb. 1 . . . Crosley out with new AM-FM table model at \$65 in choice of 4 colors . . . Prices of Crosley's 4 new TV sets, including tax but parts warranty \$10 extra, are 17-in. console \$300 and 21-in. console \$350, blonde \$370, combination \$480.

Mobilization Notes: Electronics Production Board, responsible for over-all coordination of defense electronics production program, adds Marvin Hobbs, electronics adviser to Munitions Board chairman John Small, as member, succeeding C. W. Middleton, now working in field for Defense Dept. On Feb. 1, J. A. (Shine) Milling, RCA v.p. on leave, director of NPA Electronics Div., takes over board's chairmanship, succeeding Edmund T. Morris Jr., who returns to Westinghouse (Vol. 8:2). Other members are Harry A. Ehle (International Resistance v.p.), consultant to Undersecretary of Army; Don. G. Mitchell (Sylvania president), consultant to Undersecretary of Air Force; Capt. F. R. Furth, director, Naval Research Lab; F. H. Warren, Atomic Energy Commission.

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Cathode ray tube industry isn't being asked to switch from glass to metal cones, NPA Electronics Div. stressed this week in clarification of last week's announcement of availability of extra amounts of chrome stainless steel (Vol. 8:2). Division had announced larger allotments of stainless would be available for uses where it could save scarce materials, citing fact that metal-cone tubes don't require nickel-containing high-voltage lead-in buttons used on all-glass tubes.

Electronics Div. statement this week said: "If all users of materials for which chrome stainless could be substituted would switch to its use, a shortage would develop in this material. While all possible savings of nickel should be given serious consideration, it does not follow that this indicates a switch from glass to [metal-cone] picture tubes. Experiments are under way to develop an alternate material for the buttons in glass CR tubes which requires no nickel. Members of the industry indicate that there is a real possibility that this can be worked out before the industry's present supply of nickel alloy buttons is exhausted."

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Selenium rectifier plants face shutdowns—some within 3 weeks—as result of selenium shortage, rectifier manufacturers told NPA Jan. 24. Some firms said they received no selenium allotment for January, while others reported receiving only 20% of amount requested. They recommended inventory limitation on selenium (Order M-91) be increased to 60 days from present 30. Represented at NPA meeting were Fansteel Metallurgical Corp., Federal Telephone & Radio Corp., GE, Kotron Rectifier Corp., Syntron Co., Radio Receptor Co., Sarkes Tarzian, Vickers Inc., Westinghouse.

Pentagon will relax security rules it imposed last March (Vol. 7:10) and return to policy of making public full award information on unclassified military contracts in excess of \$25,000 as aid to "businessmen who may want to become subcontractors." The periodic lists of contract awards are available at Commerce Dept. field offices.

Revised "list of essential activities," issued by Commerce Dept. for guidance of draft boards, Defense Dept., etc. is substantially same as list issued last April (Vol. 7:14). All military electronics-communication production is included. Like previous list, telecasting, broadcasting, civilian TV-radio manufacturing classifications are omitted.

Aircraft electronics manufacturers will discuss production problems of current Air Force and Navy programs at Jan. 30 Pentagon meeting called by Undersecretary of Air Force R. L. Gilpatrick and Assistant Secretary of Navy John F. Floberg.

Lewyt Corp., Brooklyn vacuum cleaner manufacturer, plans to double military electronic production this year by addition of 45,000 sq. ft. of factory space; plans to hire 400 additional employees and install \$600,000 worth of machinery in next 6 months; has \$50,000,000 in defense contracts.

Trade Personals: Irving G. Rosenberg, mgr. of DuMont cathode ray tube div., promoted to director of DuMont operations with headquarters at E. Paterson plant . . . Roger Brown promoted by Emerson Radio to national sales mgr., Stanley L. Abrams to director of purchasing, Irwin M. Koenigsberg to mgr. of purchasing div. . . . Albert Axelrod, ex-Loral Electronics Co., named senior engineer in advanced development laboratories of CBS-Columbia in expansion program preparatory to moving its TV-radio production to new plant in Long Island City . . . Harry Alter, Chicago Crosley distributor, reelected president of Electric Assn. of Chicago; John M. Price, Allen-Bradley Co., v.p.; A. H. Kahn, GE Supply Corp. district mgr., treas. . . . Walter J. Fitzpatrick promoted to central regional sales mgr., GE replacement tubes, Chicago, moving from district office in Los Angeles . . . Herbert F. Koether, Crosley radio sales section mgr., promoted to mgr. of refrigeration sales section, succeeding C. L. Stoup, now heading builder sales section . . . William Cole, ex-Admiral, Milwaukee, named Capehart-Farnsworth Detroit regional mgr., succeeding C. A. Bejma, now Chicago mgr.; John F. Conger, Northwest mgr., named Southwest sales regional mgr., headquartered in Dallas, succeeding W. H. Rickenbach, now special asst. to West Coast mgr. C. R. Ward . . . George Crane, from Portland branch, named mgr. of new Crosley factory branch at 1534 First Ave. So., Seattle, taking over territory formerly served by Commercial Appliance Co. . . . Richard A. Scott named Hoffman Sales Corp. gen. mgr. in San Francisco, Byron W. Brown sales mgr. . . . Donald A. Quarles, Bell Lab v.p., nominated for president of American Institute of Electrical Engineers . . . John H. Bose, engineer associated with Maj. Edwin H. Armstrong, elected 1952 president of Radio Club of America; Ralph Batcher, RTMA, v.p. . . . Frank D. Langstroth, ex-Starrett, appointed v.p. in charge of operations, Video Products Corp. and its affiliated Sheraton Television Corp.

Position of planets, not sunspots, causes most interference to shortwave communications, said RCA Communications' John Nelson at Jan. 24 meeting of American Institute of Electrical Engineers in New York. He discounted long-held theory that sunspots are principal villains disrupting world-wide communications, put blame on certain angular relationships of planets. Nelson said 7-year study indicates 1952 will be bad year because of positions of Saturn, Neptune and Uranus. To get around interference, RCAC has set up new relay station at Tangiers, North Africa, to route traffic to Europe during magnetic storms.

RCA inaugurates TV sales clinics for dealers and salesmen, "believed to be the most intensive ever undertaken," to be conducted by its distributors Feb. 4, March 3 and March 31. Clinics were prepared with help of Amos Parry & Co., New York merchandising consultants, were prompted by fact, RCA says, that: (1) Customers have become discriminating. (2) "Hidden qualities" of RCA sets need to be pointed out by well-schooled salesmen. "Prove It Yourself" is slogan of campaign which features \$50,000 contest for salesmen.

For Ford dealer convention in Atlantic City's Traymore Hotel last week, RCA set up closed-circuit TV and 20-ft. theatre-TV screen so that 1200 people could see demonstrations of new car, closeups, etc. Room with car wasn't big enough for all to see, particularly close up, hence hiring of TV setup with crew.

Course in TV-radio law, taught by Walter R. Barry, of Coudert law firm, starts at New York U Feb. 6, running for 14 Wednesdays, 6-8 p.m. Topics include: property rights in ideas, slogans, programs; defamation; contractual relationships; use of testimonials, photographs, music; giveaways & premiums.

Financial & Trade Notes: Long-range optimism for TV investment prospects keynotes report in January *Television Magazine* by security analyst Robert Gilbert, of Investors' Management Service, 90 Broad St., New York. He gives these reasons for bullishness: (1) "Possibility of 300 TV stations in 1953"—regarded more important than fact that 1952 construction will be slight. (2) Networks' 1956 gross may be 4 times that of 1951. (3) Set production will rise to estimated 5,700,000 in 1953 after 1952 decline. (4) Electronic defense business and carryover of TV inventories will cushion 1952 decline. (5) Theoretical demand, based on 42,000,000 wired homes, exists for 23,000,000 more sets. (6) Annual demand after saturation is reached may hit 6,000,000 sets. Most of industry would agree with Gilbert's long-range outlook, but "300 TV stations in 1953" seems impossible as of now (Vol. 8:2) and 5,700,000 sets in 1953 can be based on no more than hunch.

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Raytheon has filed statement with SEC registering 434,189 shares of \$5 par common stock to be offered to present stockholders on basis of one new for every 4 held, through underwriters Hornblower & Weeks and Paine, Webber, Jackson & Curtis. Purpose is to raise about \$4,000,000 for plant expansion and increased working capital. Backlog of govt. orders was stated as about \$171,000,000 as of last Nov. 31. Officer remuneration for fiscal year ended May 31, 1951, was listed as follows: Charles F. Adams Jr., president, \$40,083; David T. Schultz, v.p.-treas., \$39,450; Percy L. Spencer, v.p. & mgr. of power tube div., \$27,500.

Cornell-Dubilier directors won proxy fight over dividend payments at Jan. 23 meeting, were re-elected over opposition led by Gregory Grinn, owner of 3300 shares and representing 40,000 shares. Grinn protested payment of only \$1 dividend for year ended Sept. 30, 1951, although earnings totaled \$3.71 per common share on sales of \$33,082,683 (Vol. 8:1). Executive v.p. Haim Beyer said February board meeting will consider a larger dividend, possibly stock dividend. He called backlog of orders "satisfactory," predicted new defense contracts soon. Sales in quarter ended Dec. 31, 1951, he said, were \$9,100,000 vs. \$8,049,393 same 1950 period.

Short interest in TV-radio and related stocks on New York Stock Exchange showed these changes between Dec. 14 & Jan. 15: Admiral, 23,070 Dec. 14 to 18,290 Jan. 15; Avco, 20,850 Dec. 14 to 19,380 Jan. 15; Corning Glass, 4370 Dec. 14 to 5010 Jan. 15; GE, 10,419 Dec. 14 to 11,251 Jan. 15; Magnavox, 12,266 Dec. 14 to 12,446 Jan. 15; Motorola, 14,624 Dec. 14 to 13,595 Jan. 15; Philco, 8921 Dec. 14 to 8878 Jan. 15; RCA, 33,655 Dec. 14 to 33,930 Jan. 15; United Paramount Theatres, 7120 Dec. 14 to 4920 Jan. 15; Zenith, 23,475 Dec. 14 to 23,816 Jan. 15.

Dividends: Stewart-Warner, 35¢ extra payable March 8 to stockholders of record Feb. 15; American Phenolic, 20¢ payable Jan. 25 to holders Jan. 11; Olympic, 3% stock dividend payable Jan. 28 to holders Jan. 15; Indiana Steel Products, 25¢ payable March 10 to holders Feb. 20; Columbia Pictures, \$1.06 1/4 payable Feb. 15 to holders Feb. 1; Weston Electrical Instrument Co., 50¢ payable Feb. 27 to holders Feb. 10; Clarostat, 10¢ payable Feb. 15 to holders Feb. 1; P. R. Mallory & Co., 30¢ payable March 10 to holders Feb. 12; Avco, 15¢ payable March 20 to holders Feb. 29; Standard Coil Products, 25¢ payable Feb. 15 to holders Feb. 2.

Packard-Bell sales were \$6,024,900 for its first fiscal quarter ended Dec. 31, 1951, net earnings \$428,671 (73¢ per share) after providing for \$461,700 taxes. This compares with \$7,355,805 sales, \$736,381 net after taxes for comparable 1950 period.

Second Saturday Evening Post article in series of 3 on "The Big Brawl: Hollywood vs. Television," Jan. 26 edition, is about as badly done as first was well done (Vol. 8:3). In this one, author Milton MacKaye covers the Hollywood-films-for-TV angle, evidently got bogged down in Hollywood dazzle and hyperbole, particularly was sold bill of goods on Paramount's "dominant" position in TV, got many facts wrong or half-wrong. For example, "Paramount's" WBKB in Chicago becomes "WKTB," and no differentiation is made between WBKB's owner United Paramount Theatres and Paramount Pictures whose KTLA in Los Angeles was evidently the only station in that city contacted; Paramount Pictures ostensibly is still in the theatre business (no mention of Dept. of Justice anti-trust decree); the Lawrence tri-color tube (50% controlled by Paramount Pictures through its half ownership of Chromatic) is the be-all and end-all of color TV; Paramount Pictures' pay-as-you-look Telemeter (and maybe Phonevision) are just around the corner—though they have high hurdle of FCC policy-making yet to leap, let alone industry apathy. Third article, Feb. 2, will go into even more intricate problem of networks, TV advertising, etc.

"Battle of the ads" may be on in earnest, with big newspaper rep firm Moloney, Regan & Schmitt splurging in *New York Times* Jan. 22 with cartoon ad showing family moving second and third TV set into living room and saying, "Excuse us a moment—three of our favorite programs come on at the same time." Says sub-caption: "In newspapers the reader can look at all the advertisements in the same issue." Ad's catch-line is "Challenging thoughts for 1952's Million-Dollar Advertisers" and it goes on with this curious provocative argument, sure to draw quick fire from the TV boys: "A million dollars these days no longer buys a big TV campaign but a million dollars spent in newspaper advertising will buy a big newspaper campaign of 1000-line advertisements every other week for a full year in the 79 newspapers in the 63 TV cities and will deliver a net paid ABC circulation of 20,000,000 families per insertion—in contrast to approximately 14,500,000 TV sets in the entire U. S."

Theatre boxoffice declines as TV saturation increases. That's sizeup by *Film Daily* of city and state admission tax figures for 1950 and 1951. Jan. 22 issue gives these samples: Chicago—while TV sets-in-use rose from 800,000 to well over 1,000,000 in 1951, amusement tax collections dropped 12%. Columbus, O.—sets rose from 120,000 to 200,000, monthly tax decline averaged 10%. Reading, Pa. (in Philadelphia TV area)—admission tax drop averaged 19%. Iowa—TV has made little inroads on most areas, tax off 4% first 3 quarters of 1951. Mississippi—no TV, collections up 7%. Oklahoma—TV covers about half state's area, combined tent show-movie tax collections showed "negligible fractional change" compared to 1950. Pittsburgh—TV sets rose from 215,000 to 330,000, collections dropped only 2% in 1951, but had slumped 15.85% in 1950 when sets-in-use rose from 71,000 to 215,000.

UHF is main theme of Hugo Gernsback's *Radio-Electronics Magazine*'s annual TV number for January, which also includes articles on military field use of TV, fringe-area problems, DX-ing in TV, antenna developments, table of characteristics for most makes of receivers. NBC's Raymond F. Guy discusses lessons learned at Bridgeport experimental uhf station, while 2 articles are devoted to uhf antennas and uhf converters for vhf receivers. Army use of "caravan" trucks to televise maneuvers is called "boldest stroke in education by TV ever made." DX article by Edward P. Tilton, vhf editor of *QST*, analyzes 1951 reports—all of them on Channels 2-6. Long-distance reports of reception on Channels 7-13 are limited to few hundred miles.

Network TV-Radio Billings

December 1951 and January-December 1951
(For November report, see *Television Digest*, Vol. 7:52)

NETWORK TV BILLINGS of \$14,247,061 for December, only slightly under radio networks' \$14,619,048, brought total network TV for year to \$127,989,713 or nearly thrice the 1950 total of \$44,356,772, according to Publishers Information Bureau. NBC-TV's December billings of \$6,592,673 continued to forge ahead of its radio billings (\$4,343,307) and now lead all network revenues. CBS-TV is second with \$4,736,368, but its radio continued to lead its own TV and all other radio networks with \$5,278,508. (We erred, in analyzing last PIB report, in stating that CBS-TV revenues had jumped ahead of its radio.)

For year, NBC-TV's \$59,171,452 beat out its radio network's \$54,324,017, but CBS and ABC radio networks continued to run well ahead of their TV. Trend seems plain, however—TV billings are upgrade, radio down, latter manifested by fact that total 1951 network radio ran \$174,718,594 as against \$183,519,037 in 1950. That TV by end of 1952 will surpass radio, albeit there will be only 100-odd interconnected TV stations, seems fairly evident in light of higher TV network rates and lower radio network rates ordered last year. Detailed PIB figures:

NETWORK TELEVISION				
	December 1951	December 1950	Jan.-Dec. 1951	Jan.-Dec. 1950
NBC	\$ 6,592,673	\$ 3,274,757	\$ 59,171,452	\$ 21,185,692
CBS	4,736,368	2,304,602	42,470,844	12,964,531
ABC	1,980,145	1,298,616	18,585,911	6,628,662
DuMont	937,875	*	7,761,506	3,577,887
Total	\$14,247,061	\$ 6,877,975	\$127,989,713	\$ 44,356,772

NETWORK RADIO				
	CBS	NBC	DuMont	Total
CBS	\$ 5,278,508	\$ 6,544,490	\$ 68,784,773	\$ 70,744,669
NBC	4,343,307	5,077,740	54,324,017	61,411,546
ABC	3,300,219	2,898,508	33,708,846	35,270,845
MBS	1,697,014	1,312,393	17,900,958	16,091,977
Total	\$14,619,048	\$15,833,131	\$174,718,594	\$183,519,037

* Figures for 1950 not available.

* * * *

Network TV and radio figures for January-thru-December, including revisions of previously revised PIB figures:

NETWORK TELEVISION TOTALS FOR 1951				
	ABC	CBS	DuMont	Total
Jan.	\$1,328,719	\$ 2,601,165	\$ 435,527	\$ 8,552,633
Feb.	1,254,851	2,600,339	406,079	\$ 8,210,629
March	1,539,470	2,993,902	457,811	\$ 9,645,246
April	1,432,319	2,906,891	574,025	\$ 9,671,544
May	1,385,901	3,066,249	622,646	\$ 10,021,134
June	1,437,593	2,900,782	564,478	\$ 10,474,093
July	1,351,168	3,434,659	645,359	\$ 9,099,138
Aug.	1,444,593	3,734,551	763,071	\$ 9,302,071
Sept.	1,622,482	4,159,213	738,578	\$ 11,925,516
Oct.	1,897,427	4,731,219	768,684	\$ 14,457,619
Nov.	1,911,243	4,605,506	847,373	\$ 13,900,029
Dec.	1,980,145	4,736,368	937,875	\$ 14,247,061
Total	\$18,585,911	\$42,470,844	\$ 7,761,506	\$59,171,452
				\$127,989,713

NETWORK RADIO TOTALS FOR 1951				
	ABC	CBS	MBS	Total
Jan.	\$ 3,099,418	\$ 6,833,626	\$ 1,542,887	\$ 16,691,878
Feb.	2,702,721	6,097,737	1,426,705	\$ 14,958,789
March	2,891,339	6,793,966	1,648,006	\$ 16,418,947
April	2,980,183	6,487,717	1,539,801	\$ 15,905,583
May	2,991,227	6,745,098	1,510,818	\$ 16,576,895
June	2,720,268	6,201,963	1,191,691	\$ 14,853,115
July	2,267,674	4,387,193	1,347,841	\$ 11,731,395
Aug.	2,210,352	4,440,261	1,329,375	\$ 11,783,894
Sept.	2,165,971	4,645,527	1,324,061	\$ 11,848,794
Oct.	3,158,714	5,615,723	1,759,468	\$ 14,948,105
Nov.	3,220,760	5,257,454	1,583,291	\$ 14,377,151
Dec.	3,300,219	5,278,508	1,697,014	\$ 14,619,048
Total	\$33,708,846	\$68,784,773	\$17,900,958	\$54,324,017
				\$174,718,594

** Revised as of Jan. 21, 1952.

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

Note: Foregoing tables replace those for January-November published on p. 32 of *TV Factbook No. 14*.

DUMONT AND ABC political convention TV plans were revealed this week as battle for station clearances (Vol. 8:1) went on with renewed vigor. Following pattern of CBS-Westinghouse (Vol. 7:52) and NBC-Philco (Vol. 8:1) deals, ABC announced Admiral will sponsor complete TV-radio coverage of Democratic and Republican national conventions as well as election returns. Contract was placed through Erwin, Wasey, New York. DuMont came up with unique deal whereby *Life Magazine* supplies staff of more than 30 editors and reporters, picture morgue, *March of Time* film clips, etc. for local sponsorship on co-op basis.

It's not likely ABC or DuMont will make much of a dent in one and 2-station markets, but they'll scrap it out in the nine 3-station areas. Strictly from viewpoint of revenue to stations, DuMont offer is most attractive, since ABC, CBS & NBC will pay affiliates for only part of the time they carry the coverage. Young & Rubicam, representing *Life*, will participate in DuMont coverage as programming and production counsel.

* * * * *

First political time sale by network in 1952 presidential campaign was to Stassen for President Committee, which has bought 15-min. intermission (approx. 11-11-15) between Sat. night wrestling bouts on DuMont Feb. 2 to present Mr. Stassen speaking from New York.

Distillers and ad agencies are due to carry burden of opposition to "drys" in Jan. 30 hearing on Johnson-Case bill (S. 2444) before Senate Interstate & Foreign Commerce Committee (Vol. 8:3). Bill would outlaw TV-radio commercials of distilled spirits. NARTB and station reps are expected to file statements, though distilled spirits have never been accepted by the industry. House Interstate & Foreign Commerce Committee hasn't yet set date for hearings on Rep. Rankin's bill (H.R. 5889) to outlaw commercials for any alcoholic beverage, which would include beer and wine.

Addition of several uhf stations to the 5 vhf which single entity is permitted by FCC to acquire, proposed by NBC (Vol. 8:1), was backed this week by National Appliance & Radio Dealers Assn. when president Mort Farr wrote FCC Chairman Coy that: "It will give the retailers strong teammates in the introduction of the new type of TV receivers to the public, speeding the development of a uhf audience by assuring a goodly number of quality programs being offered consistently."

Sole application filed with FCC this week for TV station came from WVET, Rochester, N. Y., seeking Channel 10 and proposing to use same tower as WHAM-TV. Total pending is now 481. [For details, see *TV Addenda 14-B*; for complete list of other pending applications, see *TV Factbook No. 14* and *Addenda* to date.]

Its patent-filing idea still under attack (Vol. 7:48, 8:2-3), FCC this week granted further extension of time for parties to submit comments—from Jan. 31 to Feb. 21. Those filing comments so far generally find proposal of little value to FCC, too broad in application, great and unnecessary burden on patentees and Commission.

Emilio Azcarraga, Mexican TV-radio tycoon, has ordered complete TV stations for Monterrey (Channel 6) and Guadalajara (Channel 10), as approved by Mexican govt. (Vol. 8:1), from International Standard Electric Corp. (IT&T), most equipment to be supplied by IT&T's Federal.

TV-radio restrictions on members' football games were retained by National Football League in its constitution at meeting this week in exact form as last year, despite Justice Dept.'s suit charging unreasonable restraint (Vol. 7:41, 44, 48, 52).

MARTIN CODEL's

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

Television Digest

with ELECTRONICS REPORTS

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I—TV CONSTRUCTION, TOWERS & BUILDINGS: A few new TV stations can get on the air this year and next, some of them fast -- if FCC starts parcelling out CPs soon -- but most early ones may be "austerity" stations from the standpoint of towers and buildings. This contrasts with bright outlook for transmitting equipment (see p. 2).

"Towers will be the bottleneck in station construction this year," tower makers tell us flatly. And NPA's construction policy renders any hope for starts on new "Television Cities" or elaborate studio setups mere wishful thinking.

Eagerness of CP-holders to get on air, nevertheless, will certainly lead the way to some ingenious shortcuts and temporary measures. In view of severity of the materials shortage, and its desire to see new stations on air, FCC can be expected to be tolerant of "temporariness" of new outlets.

Some stations may find they can plant small TV antennas atop their AM or FM towers. Others may use tall buildings as temporary antenna sites. Even wooden structures have been suggested as temporary expedients to circumvent steel shortage.

Many new stations going on air during materials pinch probably will have no studios worthy of the name -- especially inasmuch as most of FCC's early grants are expected to be in smaller cities. Even converting an existing structure into a TV studio may require prohibitive amounts of precious copper wire and cable.

* * * * *

Construction materials -- particularly copper and structural steel -- are due to remain desperately short through third, and probably fourth, quarters. The second quarter will see far less materials available for civilian construction than first, when no projects less than 20% complete received NPA materials aid.

"We hope we can continue allotting materials to projects we aided in first quarter," an NPA construction official told us. "But as to starting new projects, right now it doesn't look as if we'll be able to send any materials their way until first quarter 1953. With luck, maybe a few new civilian projects can be begun in fourth quarter of this year. The shortage should be over by mid-1953."

Prospects for station construction may improve somewhat latter half of 1952 if NPA's Industrial Expansion Div. is given job of allotting materials for TV-radio station building. Last November, when station construction was classified "industrial" for purposes of self-authorization (Vol. 7:43), it was assumed the Industrial Expansion Div. would dole out its materials. But for second quarter at least, task will be handled again by Construction Controls Div., which has to make less material stretch further. Decision hasn't yet been made for ensuing quarters.

* * * * *

For rest of this year, then, telecasters who want to build stations will have to do some tight and careful planning -- and use their powers of self-authorization fully. They're permitted to self-authorize -- write their own priority tickets for -- 25 tons of steel, 2000 lbs. of copper, 1000 lbs. of aluminum per quarter.

The 25 tons of steel isn't enough to build a TV tower. A 500-ft. self-supporting tower requires about 115 tons, a guyed structure some 60 tons. Theoreti-

cally, a builder could, over a 9-month period, self-authorize enough structural steel to put up a good guyed tower.

But tower manufacturers have their doubts. One of the biggest says he does not have enough steel for radar towers and other direct military work -- and he's afraid he wouldn't be able to honor self-allotment tickets for certain scarce types of structural steel used in TV towers.

Manufacturers now estimate it will take 6-9 months to erect 500-ft. tower, as against 4-6 months during normal times. But they say even this estimate is predicated on hoped-for improvement in structural steel situation.

Many would-be telecasters are trying to jump the gun, place orders with the tower manufacturers before they get their CPs. One tower maker says he can't accept these orders even with self-authorized priority tickets. The steel, he explains, is needed right now for defense projects. Even if he could take the orders, he doesn't want to be asked to buy the tower back if customer doesn't get a CP.

* * * *

That's the sizeup of things as they stand today. Whole picture could very well change a dozen times -- for better or worse -- before FCC makes first grant.

Pressures on NPA by telecasters, set makers, Congress and public will be terrific, once the Commission starts handing out CPs -- and NPA may be persuaded to loosen up enough to keep abreast of FCC's grants. It's hard to visualize Senator Johnson, for example, sitting idly by while CP for TV-less Denver goes to waste.

II-TV CONSTRUCTION, TRANSMITTING GEAR: Transmitting equipment still is no bottleneck constricting the early emergence of new stations. Manufacturers have planned and produced as far in advance as they believed prudent -- frequently beyond prudence. About only conceivable holdup currently in sight is in high-powered uhf.

Super-duper uhf transmitters (10 to 12 kw) won't be available until fourth quarter of this year. But number of CP-holders actually ready to accept delivery of such units is expected to be negligible before fourth quarter.

Between 100 and 150 transmitters, with most of their associated equipment, could probably be delivered this year -- if FCC could grind out that many CPs. That the transmitter makers are well prepared, is amply shown by following facts gleaned this week from our survey of all transmitter manufacturers:

(1) Now in hands of potential telecasters, or warehoused for those who have bought them, are 20-plus vhf transmitters -- mostly 5-kw units, a few smaller (500 watts, 1-kw and 2-kw).

(2) Ready for delivery now or in the next 2-4 months, are 20-30 more, also mostly 5-kw or under.

(3) Starting March-May, 20-kw to 35-kw amplifiers for existing 5-kw transmitters, plus complete transmitters at those powers, will be available.

(4) First uhf transmitters, 1-kw and 1.5-kw, are due about mid-year.

(5) High-powered uhf, 10-kw and 12-kw, are due fourth quarter and later.

(6) Top powers currently contemplated for vhf, 50-kw transmitters, are expected end of this year, at earliest.

(7) Actual rate of production and installation of equipment for new stations can reach 15-20 monthly by mid-1952 -- if demand is there. Existing stations with 5-kw units can be supplied with 20-kw and 25-kw amplifiers at the rate of 5-10 monthly at about the same time.

* * * *

Just as important as transmitters, sometimes more vital, are the hundreds of additional components of TV station. Manufacturers are making every effort to have enough on hand to accompany transmitters, believe they'll be successful. They point out significant difference between TV and AM-FM -- transmitter comprises only some 25% of total TV station cost, while transmitter usually absorbs over half the AM-FM equipment dollar.

One component not under control of transmitter makers is copper transmission line. A check with producers of lines reveals that, though their ability to deliver

this year appears to be considerably below that of transmitter makers, the chances are they'll be able to meet demand. C.R. Cox, Andrew Corp. v.p., estimates industry should be able to equip 30 stations in 1952 -- assuming most demand is for 1½-in. and 3½-in. lines, as has been case in past.

* * * *

What each manufacturer offers now and plans to produce later is listed below. It should be emphasized that prices and delivery dates for future production are estimates subject to change. It should be remembered, also, that prices of different manufacturers aren't necessarily comparable, since each includes different components in "package".

DuMONT: .5 & 5-kw vhf transmitters now in production, with .5-kw running \$35,750 for Channels 2-6, \$38,450 Channels 7-13; and 5-kw at \$65,450 for Channels 2-6, \$69,250 Channels 7-13. Due in fall are 20-kw & 40-kw or 50-kw amplifiers, the 20-kw running \$67,235 for Channels 2-6, \$68,885 Channels 7-13; and 40-50-kw at \$77,-670 for Channels 2-6, \$79,470 Channels 7-13. In uhf, 1-kw unit at \$40,000 is scheduled for mid-1952, 12-kw (employing klystron tube) at \$140,000 is due at year's end.

FEDERAL: Producing 1-kw vhf for \$36,000, 5-kw for \$65,000 on Channels 2-6, \$72,000 Channels 7-13. A 25-kw amplifier is scheduled for end of year, price not set. Uhf transmitters of 1.5-kw & 10-kw are planned, former by mid-year, latter by year's end or later -- both still unpriced.

GE: 5-kw vhf in production, at \$65,000 for Channels 2-6, \$69,000 Channels 7-13. Due fourth quarter are 35-kw amplifiers for Channels 2-6 at \$80,000, 20-kw for Channels 7-13 at \$75,000. Uhf scheduled: third quarter, 100-watts at \$35,000; first quarter 1953, 12-kw at \$138,000 including one set of klystron tubes; second quarter 1953, 1-kw at \$67,500.

RCA: .5-kw & 2-kw vhf available, with .5-kw running \$30,000 for Channels 2-6, \$34,850 Channels 7-13; and 2-kw at \$44,200 for Channels 2-6, \$49,200 Channels 7-13. Scheduled March-April are 25-kw transmitter for Channels 2-6 at \$145,500, 20-kw for Channels 7-13 at \$150,500. A 25-kw amplifier for existing 5-kw transmitter is \$75,000, 20-kw \$80,000. Due third quarter is 10-kw transmitter at \$79,000 for Channels 2-6, \$84,000 Channels 7-13. The 50-kw transmitter, due sometime in 1953, is expected to cost \$208,000 for Channels 2-6, \$212,000 Channels 7-13. First uhf unit, due fourth quarter, is 1-kw at \$64,700. The 10-kw uhf is set for 1953, probably late, at \$135,000.

PROGRESS OF END-OF-FREEZE HUDDLES: FCC got stopped at Mississippi River this week in its enormous job of deciding what channels should go to what cities -- jumped to West Coast and Mexican border, will return to Midwest later.

Though no substantial holdup is in sight, Commission still has so much to do in its daily sessions that final decision date around March 1 is still best bet.

What stymied Commission was this question: Which comes first -- specific city assignments or general rules stipulating minimum mileage separations? When it got to rural Midwest, it seemed that more people would be served by greater separations than in East.

Right now, commissioners are mulling whether country should be divided into regions with different separation criteria. But blanket minimum for whole country seems to have upper hand at the moment.

Priority system advanced last March in Commission's proposed end-the-freeze plan (Vol. 7:12) is headed for discard or drastic change, Commission having found out that it just doesn't work -- as some in the industry had predicted.

* * * *

To Mexico City next week go Comr. Hyde and Broadcast Bureau Chief Plummer. Purpose: To get Mexicans to agree to U.S. channel changes within 250 miles of the border, none affecting Mexican assignments. Comments filed after announcement of U.S.-Mexican agreement (Vol. 7:43-49) changed FCC's thinking.

Lifting of power ceilings appears crystallized, intention being to equalize coverage of all stations -- if possible through power hikes. It's expected that Channels 2-6 will retain 100-kw limit (20 db above 1 kw), Channels 7-13 be boosted

to 316 kw (25 db), uhf to 1000 kw (30 db). Antenna heights are due for rejuggling, too, but just how much isn't indicated.

Question of how to handle applications & hearings after freeze hasn't yet been considered by Commission, but principle of considering applications on channel-by-channel basis -- rather than lumping all together in each city -- continues to stand fairly good chance of adoption. Comr. Jones has been for such handling all along; Chairman Coy, perhaps others, are believed leaning that way.

Lifting of "5-stations-to-a-customer" rule, requested by NBC as method of hastening uhf (Vol. 8:1,4) was endorsed by ABC and Fort Industry (George Storer). ABC petitioned that 2 uhf be added to the 5 vhf, while Fort Industry wrote letter urging that limit be raised to 7 -- but with no distinction between vhf and uhf. ABC also urged that Commission act on proposal same time it lifts freeze.

* * * *

But what do all the technicalities mean in terms of stations on air after the freeze? Chairman Coy gave realistic response when queried after Jan. 28 talk to Sigma Delta Chi journalism fraternity in Cleveland. Allan Austin, of Austin Co., big TV-radio station builders, buttonholed Coy, asked him how many CPs would be granted this year. Coy held up both hands, fingers outstretched, said number could be counted on both hands. Then he hesitated, said: "Oh, there might be 20."

Which cities come first? There's no telling. Commission will definitely go to work on such cities as Denver and Portland, right off the bat. But that means merely that it will rush hearings for those highly competitive cities. Once hearings start, it's many months before CPs are finally awarded, months more before signals are actually being emitted.

As rule of thumb, you can say that speed with which stations will get on air is inversely proportional to the size of the city. In other words, the smaller the city, the fewer the probable competitors, the quicker the grant.

COMPARISON OF VHF & UHF—A PRIMER: "Just how do vhf and uhf differ?"

Question may appear elementary to those who deal regularly with allocations and facilities questions. But time seems ripe for recapitulation of situation in terms anyone can understand. As an ad executive wrote us recently: "I would appreciate very much...a layman's explanation of the technical and practical differences between uhf and vhf. I have had no small number of questions about this."

Answers break down into 3 basic parts, as we see it:

(1) Propagation. The higher you go in frequency, the more TV signals behave like light rays. Since uhf runs 470-890 mc, compared with vhf's 54-216 mc, net effect is that you have more areas of "shadows" in uhf -- weak or non-existent signals. These areas occur behind obstructions -- be they hills, buildings or the curvature of the earth itself.

(2) Equipment development. Much early leeryness of uhf stemmed from lack of proper transmitters and receivers. Until last year, in fact, no one had built a uhf TV transmitter good for more than 1 kw. Today, manufacturers are testing units of 10-12 kw. With today's high-gain antennas, such transmitters can produce 200 kw -- something that would have seemed incredible year or 2 ago. Receivers were big question mark short time ago, too. They were unstable, costly -- and only of fair performance at best. Now, virtually every manufacturer has a decent set ready.

(3) Economics of the "bird in hand." With 16,000,000 vhf sets in existence, supporting the whole of TV as we know it, it's easy to appreciate the difficulty of starting uhf. In all present TV markets, new uhf operation will face the unenviable chore of getting people to add uhf converters to vhf sets (at cost of \$25-\$75) or to buy new combination vhf-uhf sets.

For new TV markets, however, it may be presumed combination vhf-uhf sets will be available from scratch. What's more, FCC's proposed new allocation plan enhances desirability of combination sets. In top 50 markets, all save 3 cities would have vhf & uhf. Exceptions are Akron and Worcester, allocated uhf only, and Miami, with vhf only.

Though it's apparent uhf has certain handicaps, most of industry regards none of them as permanent. Regarding propagation, vhf apparently will always give better coverage, if you assume equal transmitter power and antenna height for vhf and uhf stations at the same location. But it looks as if this difference isn't vast by any means -- nothing like the difference in AM stations.

You may be sure that FCC will give uhf every break it can to equalize coverage with vhf. It has already given uhf a jump by allocating uhf channels so as to reduce or eliminate many kinds of interference that plague vhf. And you may be certain that Commission will give more power to uhf stations, if it will help equalize coverage, as long as extra power doesn't create new interference problems. Matter of fact, it's almost certain FCC's final freeze decision will lift power ceiling.

Another propagation factor may work to uhf's advantage -- the "ghost". Some engineers contend ghosts are not only less troublesome on uhf but may prove valuable. If good direct signal isn't available from station, reflection from hills, buildings, etc. may bounce into shadows, giving good picture.

From economic standpoint, if you're convinced nation can't support more than 500-600 TV stations, then you're justified in writing uhf out of the picture. The 12 vhf channels are good for only that many. If you see room for more, as FCC and most of industry do, uhf provides only possibility for expansion. Uhf's 70 channels, plus vhf's 12, will permit construction of 2000-3000 stations.

LET THE CRITICS and the skeptics praise or carp, the hard-headed business men who manage the stations carrying NBC-TV's 7-9 a.m. *Today* (Vol. 8:3) seem to be of one accord in their enthusiasm for v.p. Pat Weaver's radical experiment. And with several more spot sponsors signed and others dangling—though no really big one yet—the network itself shows no diminution of enthusiasm—particularly after American Research Bureau gave it cumulative rating of 18.0 for first week on air (which means 3,850,000 persons in 1,830,000 homes watched it at one time or another during the week).

We asked owners or managers of all 30 stations carrying *Today* to give us frank appraisal of show (a) as a program, (b) as a commercial vehicle. Their criticisms of the program were very much along same lines as trade critics, who were inclined to pick technical flaws but who were generally well disposed toward the experiment in contrast to the scoffing criticism of many newspaper critics.

Commercially, nearly all the 19 stations replying to date saw a bright future for early-morning TV, and several of them stated they had already sold local spots in it. The attitude of the managers is well represented by this comment by Glenn Marshall Jr., WMBR-TV, Jacksonville:

"I do not see why it cannot do as good a job [commercially] as any other program—maybe the commercials would have to be a little stronger on the audio side but I fully believe it would deliver sales for any advertiser within reason. My only hope is that NBC will be successful in selling enough of this show in order that they can continue it, as I think it is a great contribution to the TV industry."

Wrote Wilbur M. Havens, WTVR, Richmond: "*Today* is going to be an outstanding success . . . we have sold 17 spots locally in the program as of this date." Campbell Arnoux, WTAR-TV, Norfolk, also reports spot sales, and Leslie H. Peard, WBAL-TV, Baltimore, looks to *Today* to be "a repetition of the Kate Smith success."

George M. Burbach, KSD-TV, St. Louis: "I do believe this program has aroused more interest in TV in this area than anything since the Kefauver hearings. It is proving that TV, like radio, can be a round-the-clock operation . . . We have a number of advertisers who are literally ready to go as soon as they can be shown that the program has a rating of at least 3.0."

Nathan Lord, WAVE-TV, Louisville: "Results have been phenomenal. The president of a large industrial or-

ganization telephoned to complain that *Today* caused him to be late to his office. Another says he is acquiring a second TV set for his dining room. A set distributor is suggesting to his factory that it design a set with a cabinet that would go well in the kitchen . . ."

Other replies were in similarly favorable vein—none dubious. Robert Dunville, president of Crosley's operations (WLWT, WLWC, WLWD), foresaw household items like coffee and soap as winning "tremendous plus" from morning time, and stated: "Taking radio as a basis, for years radio stations were unable to sell early morning time, and time even before 7 a.m., to any but direct mail accounts. However, in the last 5 or 6 years this situation has materially changed and advertisers have found that even though ratings were comparatively low, results were actually high. It is my firm belief that, regardless of what the first ratings may or may not reveal, if NBC and its affiliates can continue *Today*, it will be a tremendous asset to the program schedule of the stations as well as a good buy for an advertiser with the right product."

Personal Notes: Edward L. Norton, for last 2 years member of Federal Reserve Board, resigns as of Feb. 1, returning to Birmingham and to private business, including chairmanship of WAPI & WAFM-TV, Birmingham, and WMBR & WMBR-TV, Jacksonville . . . Jack Painter, GE application engineer who handled many of its TV installations, assigned to Washington to assist FCC attorneys and consulting engineers with post-freeze filings; he reports to Robert J. Brown, mgr. of Washington office, now in Wyatt Bldg. . . . D. L. Provost, Hearst Radio v.p. & gen. mgr., elected to board of KING & KING-TV, Seattle, in which Hearst bought 25% interest last year (Vol. 7:26) . . . George P. Moore Jr., ex-WLWT, Cincinnati, named gen. sales mgr., WLTV, Atlanta, succeeding Arch B. Ragan, resigned . . . Walter Dennis, of staff of Allied Stores Corp., New York, resigns to become sales mgr., WJIM, Lansing . . . Edward S. Reynolds, TV program director of National Collegiate Athletic Assn., handling its "experimental" TV football plan last season, joins TV-radio dept., Fletcher D. Richards Inc., N. Y. agency . . . Donald Saunders promoted to engineer in charge of technical operations, WTOP & WTOP-TV, reporting to Clyde M. Hunt, engineering v.p. . . . Wm. F. Loader promoted to promotion mgr., WHAS & WHAS-TV, Louisville.

Telecasting Notes: Campaign slogan of radio forces, combating TV inroads, is "Wherever you go . . . there's radio!" and, in all-out effort to promote self to public and sponsors, AM even has song with that title being circulated by BMI; its 2 pages of sheet music are printed "as an industry service" in Jan. 28 *Sponsor Magazine* . . . "Higher than Eiffel Tower" is way WBEN-TV, Buffalo, is promoting new antenna tower being readied for March completion; it's 1057 ft. above ground, 2699 ft. above sea level, has 56-dipole supergain antenna, will radiate 50 kw visual power, 25 kw aural . . . Seattle's KING-TV has contracted for own "Television Center" at 320 Aurora Ave.; it will occupy 30,000-sq. ft. of modern downtown building on which alterations begin March 1 . . . WOR & WOR-TV, now owned by Thomas S. Lee Enterprises Inc. (Vol. 8:3), names H-R Representatives Inc. (Frank M. Headley) for West Coast in lieu of Keenan & Eickelberg; H-R also recently named by Tom O'Neil group to represent WNAC-TV, Boston . . . Stock exchange reports via TV for 5 minutes at 10:30 a.m., 10 minutes at 12:30, 15 minutes at 2:30 Mon.-thru-Fri., and 10 minutes between 11:30 & 12:30 Sat., members of stock exchanges buying sponsorship spots, is idea being promoted by Morse Productions, 202 E. 44th St., New York (B. W. Morse) . . . Kling Studios reports

26 of *Old American Barn Dance* films have been completed, sold to 27 stations . . . NBC-financed *Dangerous Assignment*, film series starring Brian Donlevy and produced by Don Sharpe, reported booked on about 25 stations for local sponsorships; NBC-TV also set to back *Texas Rangers* series starring Joel McCrea . . . Bruce Eells, one-time KHJ and Young & Rubicam executive, now in radio transcription field, reliably reported in Hollywood to have taken option to buy Eagle Lion Studios from Pathe Industries for \$1,500,000; has formed National Film Distributors, with plans to produce TV versions of *Little Orphan Annie* and *Gasoline Alley* . . . Chicago Cubs' 77 home games will be carried on WGN-TV, which also is expected to sign White Sox daytime home games . . . Eddie Cantor has signed lifetime contract with Welch's Wine Div., Quality Importers Inc., presumably giving that firm first call on his TV-radio services . . . Associated Program Service, division of Muzak (Maurice B. Mitchell, gen mgr.), enters TV field as distributor of Encyclopedia Britannica Films Inc.'s catalog of more than 500 educational movies . . . Biltmore Theatre, on W. 47th St., New York, has been leased by CBS-TV for 10 years . . . IBEW-AFL won right to represent CBS-TV technicians throughout country in NLRB election decided this week.

Network Accounts: Anahist Co. Inc. (cold tablets) became fifth sponsor of *Today* when it bought 7:50-7:55 Fri. segment for 5 programs beginning Feb. 1, thru BBDO; also understood to be joining *Today* sponsorships is Doeskin Products Inc. (facial tissues), thru Federal Adv., N. Y. . . . Wine Corp. of America (Mogen David wine) March 13 moves *Charles Wild, Private Detective* from ABC-TV to DuMont, Thu. 10-10:30, thru Weiss & Geller, Chicago . . . Lever Bros. and General Tire & Rubber Co. will sponsor *Easter Parade* from N. Y. April 13 on NBC-TV, Sun. noon-1 p.m. . . . Admiral sponsors Mar. 7 finals of *Golden Gloves Tournament* from Chicago on DuMont affiliates west of Pittsburgh, Fri. beginning at 8 p.m. CST, thru Erwin, Wasey, N. Y. . . Oldsmobile has dropped Tue. & Thu. sponsorship of *Douglas Edwards & the News* on CBS-TV, Mon.-thru-Fri. 7:30-7:45 . . . Vitamin Corp. of America sponsorship of *The Goldbergs*, scheduled for Feb. 4 on NBC-TV, Mon. 7:15-7:30, thru Duane Jones Agency, looks like it will go on; but Ekco Products Co. won't take Wed. segment, thru Earle Ludgin & Co., because of inability of network to clear 36 stations, and there's doubt now whether Necchi Sewing Machine Sales Corp. will take Fri. sponsorship, contracted to start March 7.

Station Accounts: Remington Rand (electric shavers) and Casco Products Corp. (steam irons) have combined to sponsor weekly 30-min. film, *Holiday in Paris*, spending about \$250,000 jointly, thru Leeford Adv. and Norman D. Waters agencies, with local cooperative showings and local newspaper promotions; first to get show is WFIL-TV, Philadelphia, starting Feb. 7, 10:30 p.m. . . . Westinghouse appliance div., J. R. Clemens adv. mgr., has record-advertising budget of \$12,000,000 for this year, including \$3,000,000 for local cooperative advertising and increase from 1951's \$1,150,000 to \$1,650,000 this year for its CBS-TV *Studio One*—plus, of course, TV-radio coverage of political conventions and campaign (Vol. 7:52 et seq) . . . Helbros Watch Co.'s \$1,000,000 ad campaign for 1952, which includes TV & radio spots in 17 markets placed thru Wyatt & Schuebel, New York, ties in with Damon Runyon Cancer Fund, features 12 specially designed watches to be auctioned for benefit of Fund . . . E. J. Donovan, having sold 60 pairs of chinchillas for breeding purposes at average of \$1000 a pair via 9 telecasts on KNXT, Los Angeles, has renewed for 13 weeks thru Alan Lane & Associates; his retail outlets have grown from 2 to 9

since program started last Nov. 25, and he credits TV for expansion . . . Atlantic Refining Co. and Adam Scheidt Brewing Co. (Valley Forge beer) combine to sponsor all Philadelphia Athletics and Phillies daytime home games next season, with exception of second game of double-headers, on rotating basis on WPTZ, WFIL-TV, WCAU-TV, thru N. W. Ayer . . . Among other advertisers reported using or preparing to use TV: Seeman Bros. (White Rose tea), thru J. D. Tarcher & Co., N. Y.; Pfaff Sewing Machine Corp. (Dial-A-Switch sewing machine), thru Bozell & Jacobs, Chicago; Best Foods Inc. (Hellman's mayonnaise), thru Benton & Bowles, N. Y.; Relaxacizor (reducing machine), thru Wm. Warren, Jackson & DeLaney, N. Y.; 5 Day Laboratories (5 Day deodorant pads), thru Grey Adv., N. Y.; Caloric Stove Corp. (gas ranges), thru Neal D. Ivey Co., Philadelphia; Mutschler Bros. Co. (Portabilt kitchen furniture), thru Juhl Adv. Agency, Elkhart, Ind.; Rheem Mfg. Co. (hot water heaters), thru Campbell-Ewald Co., N. Y.; Knapp-Monarch Co. (electrical appliances), thru Gardner Adv. & Olian Adv., St. Louis.

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Sharpest slap at TV programming taken by FCC to date came this week when it considered license renewals for the 78 stations which were due for renewals Feb. 1. Applying to TV for first time its AM-FM practices, Commission renewed 52 licenses for regular period, placed 26 on temporary basis until May 1. Reason for temporary renewals: improper program balance—not enough education, religion, public service programs. No other reasons, such as "too many commercials", were cited. Commission is sending letters to the 26, giving reasons for action. When stations come back with explanations, renewals will be granted or stations will be set for hearing. Commission has yet to take away any station license for "program imbalance." Comr. Jones favored temporary extensions for all 78 on grounds FCC has not had time to study all cases.

Ambitious series of medical programs, called *Here's to Your Health*, begins Feb. 10, 5:30-6 p.m., on NBC-TV under supervision of New York County Medical Society. NBC is hunting sponsor, presumably one disassociated with medicine. Programs will comprise drama-documentaries on various diseases, will originate in laboratories, research centers, hospitals—as well as in TV studios. Two specialists will conduct each program, first of which is devoted to polio, originating from NYU-Bellevue Medical Center.

INDUSTRY-NPA COLOR session Feb. 8 and its outcome will provoke lots of publicity, little else—since no one is in position to make color equipment of any kind immediately even if NPA lifts or amends ban (Order M-90). CBS-Columbia has made it clear that it can't produce color sets unless it gets great deal more materials from NPA. Eidophor theatre-TV color gear, to be made by GE for 20th Century-Fox, appears nowhere near production stage, and there have been hints that it may be manufactured in Europe. Paramount's Chromatic TV Labs hasn't large enough NPA allotment to make much dent with Lawrence tri-color tubes. No one else seems interested.

NTSC, meanwhile, is in full-scale field tests of compatible system. DuMont has been telecasting signal, via uhf in New York, 5 days weekly, all day and up to 3-4 a.m. RCA has been transmitting color pictures, also during night, from WNBT's Channel 4. Signals are being picked up at undisclosed Long Island field test station. Also fed to station are closed-circuit signals produced by RCA in New York. Receivers of 7-8 manufacturers were tested.

On Feb. 12, tests move to Philadelphia area for experiments with signal from Philco's WPTZ, will continue for 2 weeks. Tests then move back to New York area.

FCC Chairman Coy still doesn't think much of industry's compatibility efforts. In Cleveland speech before newspaper group Jan. 28, he said: "Some people feel that this delay [due to NPA color ban] in the introduction of color in TV may be turned to advantage if, as some predict, a compatible system of color TV is ultimately shown to be practical. Such predictions heretofore have had a way of disappearing into the limbo when they have served their purpose of blocking developments by others. . . .

"If the delay in the introduction of color in TV imposed by the defense requirements does not result in a practical compatible system, we must realize that the result will be either the possible loss of any opportunity for color or great difficulties in the introduction of color because of the large number of black-and-white sets in the hands of the public. In the circumstances, it seems clear to me that the public has a right to expect now and until color sets are available that TV manufacturers at least offer it the protection of sets that are engineered so as to be quickly, and at reasonable costs, adaptable or convertible to color."

GEARING FOR UHF market, virtually all set makers have announced readiness to produce converters and complete vhf-uhf sets on demand. Some are making more point of preparedness than others, planning to produce some units even in advance of demand.

Stressing uhf in their promotion lately are Motorola, Raytheon and Sylvania—all scheduling continuous tuners to cover whole uhf band. Motorola reports tuners now available, at \$40 built-in and \$49.95 in external converter. Raytheon plans to begin production, within week, of \$29.95 unit to fit in set—to be installed in receiver by dealer at suggested fee of \$10. Sylvania expects to produce 2 new receivers with built-in uhf, beginning in March, at \$50 extra; external converter, also due in March, runs \$44.95 with "nominal" installation fee.

None of 3 reports any demand at all yet—everyone apparently waiting for freeze-end and uhf stations on air—or at least in process of construction.

Gill-Keefe & Perna Inc., with Helen Gill heading New York office at 654 Madison Ave. and Howard M. Keefe heading Chicago office at 75 E. Wacker Drive, is new radio and TV representative firm. John J. Perna Jr., attorney, serves in advisory capacity.

WNBC, New York, key of NBC radio network, went on 24-hour schedule Feb. 1, playing symphonic music after midnight news to 6 a.m. Mon.-thru-Fri., and to 8 a.m. Sat.

Financial & Trade Notes: "Wall St. sensitivity to potential TV values in the film libraries of old established pic companies was perfectly illustrated by the quick response this week to reports of a deal for a \$12,000,000 sale of RKO's backlog to tele," reports Jan. 30 *Variety*, which noted that the day it first published story trading in RKO mounted to 50,000 shares as against 1500 for previous day and that chief stockholder Howard Hughes "has been buying up RKO shares to add to his original 929,020-share hoard."

"It is this watchfulness on the Street for moves indicating a break in the majors' iron front against opening backlogs to tele," continues the journal of show business, "that has kept the film shares very stable in the past year. Aside from the possibility of a quick killing, the picture stocks have few friends among the pro traders.

"How much the deal would mean in the way of rapid-fire profits is evident in that the cash payment involved would amount to more than \$3 on each RKO share outstanding. It was selling last Wed. [Jan. 23] for \$4.25 . . .

"Although it was officially denied, some Wall St. insiders claim to have reason to believe the reports were correct and that a deal may yet be consummated . . ." Story goes on to relate that various Wall St. analysts feel certain "the dam would break some day"—i.e., the big producers will open their film vaults—which is good guess for the long term, at least, or when total "rental" outlets (TV stations) mounts to several times today's mere 109.

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Reasons for Motorola's extraordinary activity on the stock exchange in recent weeks may possibly be adduced from these comments: "Motorola has made one of the best showings of any unit in the TV industry," states George Bass, of Harris, Upham & Co. "It earned \$8 a share last year and probably will do as well this year. The price of the stock suggests a possible later splitup." Writes L. O. Hooper, of W. E. Hutton & Co.: "Among the electronic issues, Motorola Inc. continues to look like one of the best. It should not be forgotten that this company has a very favorable excess profits tax exemption base. Apparently it can earn \$7 a share in 1952 before being subject to the excess profits tax."

Though Motorola's annual report isn't due until end of this month, president Paul Galvin this week disclosed 1951 earnings will be between \$7.25 & \$7.50 per share vs. \$14.56 earned in 1950; that sales were approximately \$145,000,000 vs. \$177,000,000; and that 1952 volume should run \$165-175,000,000. There's no confirmation of repeated reports of stock split, though it has been considered and rejected at recent board meetings.

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Officers' and directors' stock transactions reported to New York Stock Exchange for December: R. S. Pruitt exercised options to buy 10,000 Avco, holds 31,420 common, 781 pfd.; John H. Briggs bought 7200 Gabriel Co., holds 21,988 common, 2750 pfd.; A. H. Blank gave 1000 United Paramount Theatres as gifts, hold 2595; Glen E. Swanson gave 5200 Standard Coil as gift, holds 414,210; G. R. MacDonald sold 2000 Motorola, holds 3150.

Bendix Aviation's sales for fiscal year ended Sept. 30, 1951, totaled \$340,540,415, increase of 55% over last year's \$219,419,794. Net income for fiscal 1951 was \$11,818,600 (\$5.58 a share) vs. \$16,954,116 (\$8) in 1950. Financial statement gives no individual figures for TV-radio.

Muntz TV Inc. reports profit of \$741,440 (66½¢ a common share) on sales of \$23,832,633 for 9 months ended Dec. 31, vs. \$533,953 (53¢) on \$18,643,508 same 1950 period.

Sparks-Withington reports net profit of \$199,033 (21¢ a common share) after taxes of \$215,589 for 6 mo. ended Dec. 31 vs. \$515,991 (56¢) after \$817,514 for 1950 period.

HOW THE TV TRADE WINDS ARE BLOWING: The calm prevailing in TV-radio trade circles this week -- with production steady, demand reasonably firm, hopes high for early end-of-freeze -- was shaken by news of Tele-tone bankruptcy (see Topics & Trends).

That gave rise to rumors of others in trouble -- unverifiable. And the many new alignments of distributorships being currently reported conduced to belief that some sort of shaking down process is under way.

Smaller private-label manufacturers, who might be expected to be first to take beating in such a highly competitive business, don't seem to be suffering much, however. In fact, they're cashing in on ability of their sellers to advertise low prices while brand-name leaders confuse the market (and annoy the retailers) by their quotations of prices with or without taxes and/or warranties.

At week's end RCA repriced 4 models downward, but stuck to its decision to quote single price embracing tax & warranty; it extended picture tube warranty to full year, retained 90-day warranty on parts & receiving tubes.

Repriced leaders are RCA's 17-in. Colby table (17T150), down from \$260 to \$230; 17-in. Glenside table (17T151), \$280 price now including base formerly offered separately at \$18.95; 21-in. Selfridge table (21T159), \$379.50 price now including base; 21-in. Meredith open console (21T165), down from \$425 to \$399.50. These are all new models introduced at Chicago mart (Vol. 8:1), on which shipments began in mid-January. There were no other changes, except for extension of CR guarantee.

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The top manufacturers all say their business is good-to-excellent, but with some spotty wholesale-retail trade. Some are worried, though, because customers can still go into stores and enjoy "habit of dealers to give long discounts."

As for prices, there are those who think TVs are too closely priced right now. In words of one: "We've squeezed more than the water out of prices -- we're now squeezing the blood."

Fact is defense production increases are still far short of closing the gap caused by civilian curtailments, says important National Assn. of Purchasing Agents, reporting on nation's economy as a whole. It opines that December's firm prices were barely being maintained in January; that though inventories are lower and becoming better balanced, there are "more elements pointing to price declines than increases during the next few months."

The forces of inflation, says NAPA, have been spent, at least temporarily.

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Emerson's Ben Abrams is one who believes current NPA materials curtailments are proving boon to the industry. "Inventories are down," said he, "because our industry is selling more than it's currently producing. At around 100,000 sets per week output, inventories will continue to go down because the market can absorb more. I still think we're going to have TV shortages."

When? In about 2 months, said Mr. Abrams. "Over the long pull, we can't help but come out all right. Our output needed tightening up. We have learned the lesson of overproduction."

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Dun & Bradstreet December retail sales & end-of-December retail inventory figures, due by Feb. 1, weren't reported up to press time -- but RTMA disclosed that distributor inventory rose to 600,346 TVs as of Dec. 28 from 560,196 on Dec. 23; to 677,209 radios from 582,605. On Dec. 28, factory inventories stood at 206,741 TVs and 292,058 radios (Vol. 8:2).

Thus total factory-distributor TV inventories at end of 1951 were 883,950; D&B retail figure should complete this to show how trade really entered new year.

Production of TVs went to 111,101 for week ending Jan. 25, up from 105,673 week before (Vol. 8:4). Factory inventories fell to 205,663 from 227,196 -- a good drop but still higher than the 176,857 low of Jan. 4, 1952.

Radio production same week was 160,764 (66,777 private label) compared to 157,574 preceding week. Radio inventory rose to 294,339 from 257,707. The Jan. 24 week's radios were: 76,079 home sets, 15,433 portables, 18,331 clock, 50,921 auto.

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RTMA issued revised estimates of 1951 production this week -- 5,384,798 TVs compared with 7,463,800 in 1950, and 12,299,146 radios vs. 14,589,900 in 1950. The 1951 breakdown: 6,584,960 home sets, 1,264,319 portables, 4,449,867 auto. TV sets with FM circuits totaled 308,933 vs. 756,120 in 1950; radios with FM were 942,927 vs. 1,471,900 in preceding year.

Of the TV sets, 16-18-in. sizes (meaning mostly 17-in.) were far and away in lead: 2,108,594 consoles & consolettes, 1,829,695 tables, 235,872 combinations. Those with 19-21-in. ran poor second: 552,934 consoles & consolettes, 222,873 table, 65,619 combinations, 74,714 with radio. The 14-in. and smaller ran bare 250,000, and there were 958 projection-screen models listed for year.

'RETREADS' A FACTOR IN CR TUBE TRADE: Canvass of the major picture tube makers does not reveal any of them as yet in production of rebuilt tubes -- though "retreads," as they're called in the trade, are admittedly capturing a slice of the replacement market. Big firms indicate they may be forced to make reconditioned tubes to meet competition; if one makes a break, it's reasonably certain others will follow.

Sylvania's new trade-in policy for old tubes (Vol. 8:3) was interpreted by some to mean it would begin rebuilding tubes. But its officials firmly deny any such plans, say trade-in policy was purely a competitive move, old tubes being destroyed. RCA has new trade-in policy in works (Vol. 8:4), will make it known any day now.

"Retreads" undersell new tubes by as much as half, some guaranteed a year. Rebuilding works this way: (1) Worn out tubes with undamaged glass envelopes are bought for \$1.50 to \$4 and shipped to factory -- mostly small, reputable firms which can make a good product, though few are said to be fly-by-nights. (2) Old electron gun is taken out, tube washed, new phosphors put on screen. (3) New gun is welded in. Thus tube is virtually rebuilt from top to bottom, though some makers are said to be cutting corners by simply inserting new gun without washing out tube.

For dealers and distributors, trade-ins have become source of new income. Some who used to destroy old tubes, packed in cartons as safety measure, now simply seal up the cartons and ship them back to factory.

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Picture tube sales for new sets totaled 4,434,126 valued at \$106,150,834 during 1951, according to RTMA year-end figures released this week. Curiously, there were fewer tubes sold than sets made, which RTMA put at 5,384,798 -- indicating considerable holdover from preceding year. In 1950, sales were 7,473,614 tubes at factory value of \$198,737,428.

Trend to larger sizes continued, about 95% being 16-in. or over vs. 72% in 1950. RTMA breakdown shows: 16-18-in. rounds and rectangualrs (mostly 17-in. rect.) comprised 72% of total vs. 61% in 1950; 19-in. or larger (mostly 20 & 21-in.) were 23% vs. 11%. The 24 & 30-in. tubes totaled only 18,770 units (.42%), projection units mere 480. Renewal market jumped to 674,284 in 1951 from 472,261 in 1950.

Receiving tube sales were 375,643,697 for year vs. 382,960,599 in 1950 -- the decrease due to decline in sales of new sets. There were substantial increases in exports, replacements and govt. purchases.

Merger of Standard Coil Products Co. and General Instrument Corp. was agreed upon this week, 4 shares of SCP to be exchanged for 5 of GI. Standard Coil will operate GI as wholly-owned subsidiary, taking over plants in Elizabeth, N.J., Chicopee, Mass. and Joliet, Ill. SCP makes TV tuners, and through Kollsman subsidiary makes aircraft instruments; GI's main products are coils, condensers and record changers.

Covideo Inc., 212 Broadway, New York, would be barred from representing that it manufactures coin-operated TV sets, that it is old company, that it has competent staff of engineers or adequate facilities for TV research and experimentation, under terms of initial decision filed Jan. 31 by Federal Trade Commission hearing examiner J. Earl Cox (Vol. 7:39, 44). Covideo president Sidney I. Horwatt and v.p. Louis Brown have 30 days to appeal.

Topics & Trends of TV Trade: First major "casualty" of the tightened TV trade is Tele-tone Radio Corp., which this week petitioned Federal district court in New York under Chapter XI of the Bankruptcy Act with proposal to reduce unsecured claims by 50% and to settle at rate of 10% annually. Firm, headed by Sol W. Gross, was ranked ninth in TV production (175,000 units valued at factory at \$21,875,000) in Television Shares Management Co.'s "guesstimates" for 1950 (Vol. 6:8), though not among its top 10 for 1951 (Vol. 7:31).

New York petition Jan. 29 was voluntary, but on Jan. 31 an involuntary petition was filed in Newark against Tele-tone, whose main plant is in Elizabeth, N. J., listing claims of National Union Radio Corp. for \$41,980; Sylvania, \$39,624; Croname Inc., \$13,512. It alleged that Tele-tone had transferred \$200,000 of assets to certain creditors to give them preference, claiming also that a mortgage transferred to U. S. Govt. gave it preference.

Wilzin & Halperin, attorneys, stated firm has orders from Sears Roebuck in excess of \$600,000, lists assets at \$3,809,306, including \$2,873,000 stock in trade, \$929,544 accounts receivable, \$4812 cash, \$1200 trucks, \$750 patents & trademarks, plus real estate, insurance, etc. Liabilities total \$2,136,997, including \$810,512 unsecured claims, \$1,253,644 Federal taxes, \$72,841 New York and New Jersey taxes, plus secured claims of unknown amount.

Unsecured creditors listed in petition, referred to Referee Herbert Loewenthal, include: Fidelity Tube Corp., \$58,000; Sarkes Tarzian Inc., \$48,000; GE, \$47,000; National Union Radio Corp., \$32,000; RCA, \$31,000; Automatic Mfg. Co., \$25,000; United Wood Specialty Mfg. Co., \$25,000; Nunn Better Cabinet Co., \$22,000; Sylvania, \$21,000; Best Mfg. Co., \$18,000. Among 93 claims are following over \$5000:

J. Lefkowitz, \$51,250; Pyramid Electric Co., \$18,813; RCA, \$17,799; Bayview Cabinets, \$16,551; Hunt Bros. & Rosin, \$15,408; National Container Corp., \$15,206; Red Lion Furniture, \$15,194; Moses Shapiro, \$12,000; Glaser-Steers Corp., \$11,443; Precision Plastics, \$10,676; Croname, \$10,629; Quam-Nichols Co., \$10,414; Carboneau Industries, \$10,197; Ratheon, \$10,145; Industrial Hardware & Mfg. Co., \$9411; Electronic Components Corp., \$8973; Dunwell Metal Products Co., \$8151; Teletran Corp., \$8022; Holyoke Wire & Cable Corp., \$7937; Todd-Tran Corp., \$7739; J. K. Lasser, \$7500; Radio Condenser Co., \$7477; Shatterproof Glass, \$7327; F. W. Sickles Co., \$7310; Edwin I. Guthman & Co., \$7224; A. W. Franklin Mfg. Corp., \$6627; Variable Condenser Corp., \$6601; Plastic Ware Inc., \$6458; Thomas Electronics Inc., \$6401; Aljon Photo Offset Service Inc., \$6315; Sprague Electric Co., \$6186; Judson L. Thomson Mfg. Co., \$5966; Model Engineering & Mfg. Inc., \$5757; Barreca Products Co., \$5668; Leonard Electric Products Co., \$5547; Eureka Tube, \$5003.

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GE this week laid off 1500 employees in Syracuse receiver plant after walkout of 50 welders and punch press operators caused shortage of parts for TV production. The strikers were UEW-CIO members, protesting suspension of an employee for carelessness. Union said strike was unauthorized, but only 7 returned to work. Company said it would not recall the 1500 until all 50 came back.

Canadian RTMA reports 78,438 TVs sold to end of 1951 at factory value of \$37,514,025, up 40,615 units from 1950 total of 37,823. Bulk of sales was shared by Windsor & Toronto-Hamilton areas, each taking 38% of total. Niagara Peninsula took 18%, remaining 6% going to other areas. Inventories totaled 15,102 as of Dec. 31.

National Assn. of Music Merchants holds 1952 show in New York's Hotel New Yorker, July 28-31.

Merchandising Notes: Some 10,000 buyers from 11 States, Alaska, Hawaii and western Canada due in San Francisco for Western Winter Market week of Feb. 4, the TV-radio-appliance trade dinner Feb. 6 to be addressed by Carl V. Kaecker, RCA Victor merchandise display mgr., speaking on "Capsule for Successful Selling" . . . RCA Victor's own distributing offices in Buffalo, Rochester, Detroit, Chicago, Kansas City and several others will handle Knapp-Monarch products henceforth, including Jack Frost oscillating fans, Koldair window fans, Duo-Aire fans . . . Gough Industries Inc., ex-Philco distributor in Los Angeles, planning to sell private-brand 24-in. TV set, called "Douglas," at \$595 in mahogany and Provincial, \$610 in blonde, manufactured by D. J. Roesch Co., Los Angeles (see *TV Factbook No. 14*) . . . "Fring-o-Matic" is name given new line of TV sets, ranging from 20-in. table at \$220 to 24-in. console at \$510, by Pacific Mercury Television Corp.; it will be shown in San Diego Feb. 6-8, Phoenix Feb. 14-17 . . . Emerson West Coast Corp., 111 Front St., San Francisco, has been established as factory distribution subsidiary covering northern California, retaining personnel of Century Distributing Co.; David J. Hopkins, Western regional sales mgr., named president; S. J. Cooper, v.p. & gen. mgr. . . . Appliance Distributors, 224 Dexter Ave., Seattle (Philip Toman, pres.), named CBS-Columbia distributor for State of Washington . . . Belmont (Raytheon) offering dealers week's all-expense trip to Mexico if they buy 50 sets in 3 months, to Bahamas if 30 sets . . . Scott Radio's John Meck says nearly half the TV-radio-phono combinations it now sells are in blonde cabinets, apace with trend to modern furniture, as against only about 15% year ago . . . DuMont has issued 115-p. manual for its distributors and servicemen, titled *Service Operations of the DuMont Distributor*.

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Trade Miscellany: Motorola has purchased, for \$1,250,000, plant of 200,000-sq. ft. adjoining its Chicago plant, using it for communications and electronics div. . . . Sylvania has purchased 55,000-sq. ft. Strickland Furniture Co., TV cabinet plant of Blair Park Furniture Mfg. Co., High Point, N. C., for \$350,000 . . . Chicago Coin Machine Co. reported by *Retailing Daily* to be "inspecting local TV plants with a view to buying into one of them and going into the TV business" . . . Aerovox, which bought out Electrical Reactance Corp. of Olean, N. Y., in 1949, has merged it into parent firm at New Bedford, Mass., now operates it as Hi-Q div.

First TV sets with "spot wobble" (Vol. 7:39) are being delivered by E. K. Cole Ltd. in Britain. New 15-in. table model has extra oscillator which moves spot up and down slightly as it crosses face of tube, removing prominence of lines. Selling for \$179.83 plus purchase tax, receiver has 13x10-in. picture, largest in United Kingdom for a table model. Meanwhile, BBC announced TV will be extended to Scotland for first time March 14 when station in Edinburgh area begins experimental transmission.

December excise tax collections on TVs, radios, components, phonographs, etc. totaled \$13,723,552, up from \$12,732,216 in November, more than double the \$5,483,962 of Dec. 1950. On phono records, Uncle Sam collected \$644,818 in December vs. \$1,419,846 in November and \$593,874 in Dec. 1950. Excises on refrigerators, air conditioners, etc. dropped to \$3,149,785 in December from \$5,185,582 in November and \$5,981,366 in Dec. 1950.

Salvage of tungsten rods from faulty tubes through ultrasonic device is reported by Raytheon. Company claims use of 27-ke frequency, which shakes glass beads from rods, is 10 times as fast as old hammering method. Device is also applicable to such glass-sealing alloys as molybdenum, platinum, kovar, rodar.

Mobilization Notes: Two out of every 3 dollars of military electronics procurement in fiscal 1953 will be for aircraft and related electronic equipment, if Congress approves military requests in President Truman's budget. President asked Congress to give armed forces authority to obligate \$52.4 billion more for military procurement in year ending June 30, 1953—\$9.3 billion less than the \$61.7 for current fiscal year.

This won't mean slowdown in defense production—far from it. Military output will increase steadily this year and next, as contracts signed earlier reach actual output and delivery stage. During fiscal 1953, Uncle Sam actually will pay far more for delivery of military equipment than in 1952—but most of these funds will be covered by obligatory authority approved by Congress in 1952.

Of all military procurement programs, only aircraft will be maintained at same pace in fiscal 1953 as in fiscal 1952. Mr. Truman has asked for \$14.1 billion in new obligatory authority for aircraft program in 1953 vs. \$14.9 billion in 1952. Authority for all other new procurement will come to \$7.6 billion, little more than half this year's \$14.5. While aircraft electronics contracts will continue to be placed at current high levels, other new electronics procurements are expected to drop to about 50% of fiscal 1952 rate. President Truman, in his budget message, pointed out that "in some of the new models [of aircraft], the cost of the electronic equipment alone represents more than the entire cost of World War II planes designed for the same type of mission."

Exemplifying the changing proportions of military procurement are these incomplete figures on electronics requirements of armed forces as stated in budget: Air Force requested \$300,000,000 in obligatory authority for procurement of guided missiles vs. \$130,887,287 in 1952. Total guided-missile budget for all armed forces, therefore, is believed to be close to \$900,000,000—and electronics equipment comprises one-third to one-half the cost of guided missiles. Air Force also asked \$400,000,000 for electronics and communications equipment, exclusive of factory-installed equipment in aircraft—about same as 1952 figure. For research and development, Air Force's largest single request is \$110,381,000 for guided-missile work; \$68,697,000 is listed for Air Force electronic research and development, increase of \$14,000,000 over fiscal 1952.

Army estimates \$225,909,000 for new electronics-communications procurement, just about half of its 1952 figure. Navy's request for ship electronics procurement is \$143,589,000, less than half the \$340,649,100 in 1952.

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Chrome stainless steel was removed from CMP this week in NPA's first major decontrol action. Adequate supply of non-nickel-bearing stainless eliminates necessity for controls on this metal, NPA explained. Principal use of the metal by TV-radio industry has been for metal-cone CR tubes (Vol. 8:2-3), but it may also find use as cabinet trim, antenna parts etc. The control agency named steel industry task group Jan. 30 to study problem of decontrolling other steel products which are in good supply. NPA tightened its curbs on use of nickel-bearing stainless simultaneously with its decontrol of chrome stainless, reducing from 1500 lbs. to 500 lbs. the amount of nickel-bearing which may be obtained quarterly by self-certification.

New atomic energy div. has been formed by Sylvania for expanded govt. research and development. Walter E. Kingston, formerly manager of Sylvania's metallurgical laboratories at Bayside, N. Y., is director of new division, which will be located at Sylvania Center, 56-acre research site at Bayside. Company is building 50,000-sq. ft. laboratory there for atomic work, expected to employ 500 persons.

Trade Personals: Edmund T. Morris Jr., having ended tour of govt. duty as chief of DPA Electronics Production Board and NPA Electronics Div., rejoins Westinghouse Feb. 4 to handle military contracts work . . . W. W. Watts, RCA engineering products v.p., seriously stricken with hepatitis (rare form of inflammation of the liver) several weeks ago, remains bedridden at his home in Wynnewood, Pa., probably will be on sick list at least month more . . . F. F. Duggan, ex-sales mgr., Avco American Kitchens Div., named asst. gen. sales mgr., Crosley Div., under W. A. Blees, succeeded by Charles K. Clarke . . . Paul Gaynor, ex-Buchanan & Co., ad agency, appointed v.p. in charge of merchandising, CBS-Columbia Inc.; Edwin Weisl Jr., adv. mgr., has resigned . . . Frederick W. Reynolds, ex-DuMont, joins application engineering staff of Sprague Electric Co., New York office . . . Charles McKinney named Belmont adv. mgr., succeeding Al Henry, now handling contracts; Charles Lunney, asst. adv. mgr., resigns to join Sylvania . . . W. R. McAllister, ex-Capehart-Farnsworth Eastern mgr., heading national sales for Shaw Television Corp., now expanding its distribution . . . Joseph G. DeVico promoted to director of adv. & sales promotion, Majestic . . . Harold Dittenhoefer, ex-Tele-tone & DeWald, appointed Olympic TV field service mgr. . . . Stanley W. Church, mayor of New Rochelle, N. Y., elected v.p. & director, Sightmaster Corp. . . . Hal Dietz promoted to gen. mgr., Emerson-New York Inc. . . . Robert E. Gramer, v.p., Gramer Transformer Corp., who sold control to James M. Blackidge, now president, has become western sales mgr. with headquarters at 2738 E. Third St., Phoenix . . . Hugh F. McTeigue appointed to direct RCA Service Co. accelerated military electronics training program under P. B. Reed, v.p. in charge of govt. service div. . . . Fritz P. Rice named mgr. of DuMont CR tube div. under Irving G. Rosenberg, now director of manufacturing, engineering & sales operations of TV plant in E. Paterson.

Justin R. (Ted) Sypher, chief of military equipment section, NPA Electronics Div., becomes acting chief of division's end equipment branch Feb. 4, replacing J. A. (Shine) Milling who takes over as division director. Mr. Sypher will serve in new post until man from industry is selected for job. K. J. Plucknett this week leaves division's transformer section to join Interior Dept. water & power div. Joseph Yanchulis, formerly of plant expansion section, has transferred to Consumer Durable Goods Div. flashlight & battery section.

Under 3 divisional sales managers headquartered in Cincinnati—E. W. Gaughan in charge of Eastern div., M. R. Rodger, Central; T. H. Mason, Western—Crosley has set up new sales organization of zone managers, one each for TV-radio, refrigerators and appliances. The TV-radio zonemen: P. J. Reed, New York; H. A. Hoffmeir, Philadelphia; J. C. McDevitt, Atlanta; L. Molenda, Cleveland; B. M. Morehouse, Cincinnati; H. T. Preston, Chicago; J. T. Caviczel, Kansas City; C. F. McGraw, San Francisco.

Minority stockholders of WIZE, Springfield, O., this week sued Secretary of Commerce Charles Sawyer, his wife and other directors for \$112,080 for allegedly making improper salary allowances to the Sawyers, charging Secretary Sawyer was paid \$70,000 salary in last 7 years for services allegedly "negligible in amount and cursory in nature" while Mrs. Sawyer drew \$16,800 as secretary though rendering "no service of any kind." Also sought is recovery of \$21,000 in rentals of space in Mr. Sawyer's law offices in Cincinnati. The minority group owns 112 of the firm's 250 shares. Secretary Sawyer also owns WING, Dayton, and recently bought WCOL, Columbus (Vol. 7:52).

Count of TV Sets-in-Use by Cities

As of January 1, 1952

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

FINAL COUNT of 15,777,000 sets-in-use at end of 1951 is recorded by NBC Research in its monthly TV "census" report, which added 600,800 for December. No extraordinary gains were shown for any particular city, even New York being accredited with only 80,000 for month to bring total to 2,800,000. Chicago and Los Angeles are placed in tie for second with 1,090,000 each, Philadelphia holds third place by passing million-mark (1,001,000). Following is the Jan. 1, 1952 count (consult individual stations for their estimates of number of families within respective service ranges):

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets			
<i>Interconnected Cities</i>								
Ames (Des Moines)	1	76,000	Omaha	2	112,000			
Atlanta	3	152,000	Philadelphia	3	1,001,000			
Baltimore	3	358,000	Pittsburgh	1	358,000			
Binghamton	1	50,200	Providence	1	191,000			
Birmingham	2	88,300	Richmond	1	105,000			
Bloomington, Ind.	1	21,000	Rochester	1	125,000			
Boston	2	848,000	Salt Lake City	2	70,200			
Buffalo	1	248,000	San Diego	1	112,000			
Charlotte	1	117,000	San Francisco	3	315,000			
Chicago	4	1,090,000	Schenectady	1	194,000			
Cincinnati	3	305,000	St. Louis	1	363,000			
Cleveland	3	568,000	Syracuse	2	160,000			
Columbus	3	191,000	Toledo	1	148,000			
Davenport, Rock Island	2	85,100	Utica	1	64,000			
Dayton	2	170,000	Washington	4	324,000			
Detroit	3	604,000	Wilmington	1	90,000			
Erie	1	58,900	Total Inter-connected	95	14,931,100			
Grand Rapids	1	81,000	<i>Non-Interconnected Cities</i>					
Greensboro	1	76,000	Albuquerque	1	13,000			
Huntington	1	66,000	Brownsville (Matamoros, Mexico)	1*	10,300			
Indianapolis	1	188,000	Dallas	2	149,000			
Jacksonville	1	52,000	Fort Worth	1	116,000			
Johnstown	1	133,000	Houston	1	82,000			
Kalamazoo	1	69,000	Miami	1	78,400			
Kansas City	1	181,000	New Orleans	1	92,300			
Lancaster	1	131,000	Oklahoma City	1	39,000			
Lansing	1	80,000	Phoenix	2	63,400			
Los Angeles	7	1,090,000	San Antonio	1	125,000			
Louisville	2	122,000	Seattle	1	77,500			
Memphis	1	115,000	Tulsa	1				
Milwaukee	1	306,000	Total Non-Inter-connected	14	845,900			
Minneapolis-St. Paul	2	302,000	Total Interconnected and Non-Inter-connected	109	15,777,000			
Nashville	1	54,800						
New Haven	1	224,000						
New York	7	2,800,000						
Norfolk	1	97,600						

* Preliminary estimate, U.S. sets only.

Note: TV sets sold in Canada totaled 78,438 up to Dec. 31, 1951, according to Canadian RTMA (see p. 10). Since Canada has no stations of its own and nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The CRTMA area count as of last Dec. 31: Windsor 30,063, Toronto-Hamilton 29,728, Niagara Peninsula 14,139, other areas 4508.

Note: These sets-in-use figures supersede Dec. 1, 1951 figures used in tabulation on p. 108 of *TV Factbook No. 14*.

Theatre-TV hearing was postponed again by FCC from Feb. 25 to March 10 (Vol. 8:2, 4). At Jan. 31 meeting, Commission also extended deadline for filing appearances to Feb. 15, 1952 from original date of Feb. 27, 1950, granting requests for late appearances by Fair TV Practices Committee, Theatre Network TV Inc., AFL, Authors League of America, Radio & TV Directors Guild, United Service Artists Local Union 829, International Alliance of Theatrical State Employees. At same time, Commission enlarged hearing issues to include questions of competition between proposed theatre-TV systems and who would operate theatre-TV stations. NARTB informed Commission this week that engineering director Neal McNaughten and/or others would appear at hearing. United States Independent Telephone Assn. also declared intention of participating in proceeding to back AT&T's contention that common carriers can provide adequate theatre-TV facilities.

NETWORKS JOINTLY added powerful statistical voice to buildup of radio this week by releasing new estimate of 105,300,000 radio sets-in-use, or "one set for every person of voting age." That's an increase of 9,300,000, or 9.7%, over the 96,000,000 radios estimated one year ago by Joint Radio Network Committee composed of researchers Don Coyle, ABC; Edward Reeve, CBS; Henry Foster, MBS; Hugh M. Beville Jr., NBC. During 1951, RTMA figures showed radio production of about 12,300,000 units, so that 9,300,000 added to radio count allows reasonable factor of obsolescence.

Of the new sets, 900,000 went into new radio households, 4,000,000 were secondary and portable units, 4,400,000 went into automobiles. For first time, a new category of sets is included—those in institutions, dormitories and barracks, accounting for 900,000. Here's the official JRNC tabulation:

	No. of Radio Sets as of Jan. 1	
	1952	1951
Radio Households	42,800,000	41,900,000
Secondary & Portable Sets in Homes	34,000,000	30,000,000
Radio-equipped Cars	23,500,000	19,100,000
Sets in Institutions, Dormitories & Barracks	900,000	*
Sets in Other Places	4,100,000	5,000,000
Total Sets	105,300,000	96,000,000

* Included with Sets in Other Places in 1951.

TV-radio isn't victim of discrimination in Johnson-Case bill (S. 2444) proposing ban on distilled-spirits commercials (Vol. 8:3-4), "dry" witnesses told Senate Interstate & Foreign Commerce Committee during first phase of hearings Jan. 30-31. Typical of statements by church leaders and other temperance witnesses were those of Dr. Sam Morris, associate editor of prohibition newspaper *National Voice*: (1) TV-radio knows no age limit, isn't hampered by inability of children to read as are newspapers and magazines. (2) Printed media are private enterprises, but radio frequencies belong to the people. Sen. Johnson (D-Col.) characterized present hard-liquor commercials in Hawaii and Alaska as distillers' "toe in the door," urged "preventive legislation" against further inroads. Bulk of opposition to bill, including NARTB, distillers, ad agencies, will appear at next phase of hearings Feb. 6, but 2 opponents testified this week—George D. Riley, AFL legislative representative, and Charles E. Sands of AFL's Hotel & Restaurant Employes and Bartenders' International Union. Riley epitomized their stand with question: "How long will it be before . . . same limitation [is] placed on the printed word as on the spoken word?"

Threat of libel suits resulting from political broadcasts would be considerably lessened for station licensees under bill (S. 2539) introduced Jan. 29 by Sen. Johnson (D-Col.). It differs from one introduced Sept. 25, 1951 by Rep. Horan (R-Wash.) in that political speakers would be required to post bonds equaling one year's salary of office sought. Licensee would then be liable only to extent of bond. Under Rep. Horan's bill, licensee would not be liable in any civil or criminal action resulting from political broadcast. Both bills would retain liability of licensee if he commits the libel himself.

Five applications filed with FCC this week brought total pending to 486, of which 29 are uhf. Requests, all vhf, came from KLCN, Blytheville, Ark., for No. 3; Sheldon Anderson, Visalia, Cal., No. 3; KRDO, Colorado Springs, Colo., No. 10; WSAL, Logansport, Ind., No. 10 and KFYQ, Lubbock, Tex., No. 5. [For further details, see *TV Addenda 14-C* herewith; for listing of all applicants to date, see *TV Factbook No. 14* and *Addenda* to date.]

MARTIN CODEL'S
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COPIES OF FCC 'FREEZE-THAW' REPORT: Television Digest will publish, as part of its regular service, the full text of FCC's Allocation Report ending the freeze -- with all channel tables, rules, regulations (including graphs), procedures and details necessary to present and prospective TV station operation. It will go out to all full-service subscribers as soon after release by FCC as we can print it.

FCC tells us document will run some 600 pages of single-spaced typewriter text, which means 200 or more pages of our usual printed supplement format. We have tentatively arranged for the services of 4 Washington printshops to get the volume out simultaneously with or within reasonable time after FCC release date, expected within month or so. FCC says it will have only limited supply of mimeo copies.

Each of our full-service subscribers will get one printed copy without charge. Orders for extra copies at \$5 each will be accepted before publication if they're in quantities of 10 or more. Price of single copies ordered after publication will be higher, depending on our print costs.

FCC FREEZE PROGRESS & RTMA FORECASTS: March 1 date for lifting freeze begins to look too optimistic -- even to FCC commissioners, some of whom now talk about March 15. But one major hurdle was passed this week when Commission tentatively, and perhaps permanently, resolved question of differing station spacings in various areas.

It looks like 3 separate mileage criteria will emerge, with these possible co-channel spacings: 170 mi. in East, 190 from Midwest to Pacific, 220 in Gulf area. Reason for variations is that more people can be covered with more stations. In East, population is largely urban; in Midwest, rural population dictated greater spacing; in Gulf area, greater tropospheric interference requires wider separations.

FCC met on allocations only 2 days this week, reason being it had to wait for staff to try various spacings on for size. It's expected most of next week will be devoted to subject, with FCC returning to specific city-by-city allocations.

DuMont's petition for oral argument on whole allocation plan still hasn't been denied by FCC, leading to some speculation that company's request might be granted. But virtually all other such demands have been turned down, so DuMont is expected to fare same as rest--except that Commission is likely to wait until final decision in order to show that DuMont's nation-wide plan was considered throughout whole allocation deliberation.

Just what freeze-lifting will mean, in terms of new stations and new set demand, was predicted by RTMA's task force (Vol. 7:44) whose full report is expected to be released in week or so. Four-man committee headed by Philco's Wm. Chaffee sailed into 2-months' study with primary purpose of determining whether TV's post-freeze expansion can be accomplished without more materials than are being allocated -- and concluded it could be. Second purpose was to predict rate of post-freeze growth, and committee came up with these calculations:

(1) Increased demand for sets, due to new stations and increased coverage by existing outlets, will be between 750,000 and 1,660,000 by July 1, 1953.

(2) CPs for new stations will total 130 by end of 1952; 190 more will be granted in 1953. Ten existing stations will get power increases by end of 1952.

(3) New stations on air this year will number 22, all vhf, in 21 markets. By mid-1953, 64 new stations should be on air in 59 new markets and in 5 old. End of 1953 should see total of 193 new outlets, 64 of them uhf.

(4) Already delivered to prospective telecasters are 28 transmitters; 20 more are in manufacturers' stock, and 154 are in production with materials assured.

(5) Power hikes in 40 present markets will be effected by mid-1953, thus increasing area covered in those markets by 2½ times, population by 25%.

(6) Materials for tower-building construction "can be reduced to amounts presently allowed under NPA regulations by using presently existing structures and buildings." Towers are a "critical item," confirming our report of last week.

* * * *

Net conclusions of report seem realistic, despite fact that 130 CPs by end of this year sounds incredible. Salient point, which we've constantly tried to stress, is that market potential will undergo very gradual growth.

Those 130 new CPs were based on FCC estimates, presume that the grants will be handed out very quickly in small, uncontested markets -- long before big-city applicants have been weeded out through snail's-pace hearings.

Other members of task force besides Chaffee, Philco v.p. and purchasing director: Keeton Arnett, asst. to Dr. Allen B. DuMont; Adm. Edwin D. Foster, RCA v.p. and mobilization planning director; C.W. Michaels, GE marketing analyst.

Report will be sent to full-service subscribers as soon as it's available; we've arranged with RTMA to provide enough copies to meet our demand.

PLENTY SOUND-&FURY—BUT NO COLOR: No outright repeal of NPA color ban seems likely as result of industry-Govt. color TV conference Feb. 8 -- but resulting headline-producing "battle of the press releases" and resurgence of newcasts about color TV can surely add plenty more to public confusion.

What the uproar is least likely to produce is any real revival of the now moribund, though FCC-approved, incompatible color TV system -- certainly not while a compatible, all-electronic system is in the works.

Current tempest-in-a-teapot, sparked by Paramount Pictures and Senator Johnson, will probably result in amendment and clarification -- perhaps even rewriting of NPA Order M-90 banning color sets. One amendment being considered would confine ban to home color sets only, permit manufacture of color theatre-TV equipment.

But NPA has no intention of giving any manufacturer extra materials to make color sets even if M-90 should be revoked. Asst. NPA administrator Horace B. McCoy, made that clear at outset of 2-hour conference attended by score of manufacturers, govt. officials and one top labor leader. [For list of those attending, see p. 8.]

With that in mind, he told us as he emerged from meeting that scarcity of technicians and engineers -- not materials -- was biggest problem. "We can't act on basis of this meeting alone," he added. "There are other considerations. But if we do have an order, we want one that will work."

As for color theatre TV, Mr. McCoy said "it might not be necessary in light of today's conference" to grant request of the film industry for meeting to discuss revision of M-90 that would exempt theatre TV from ban (Vol. 8:4).

Further evidence of NPA's stand on M-90 may be discerned in this sentence from official press release of the meeting, approved by Mr. McCoy:

"The predominant view [of manufacturers and others attending] was that the order should be retained to prevent diversion of highly-skilled technicians from defense-related work to production of color TV equipment."

If NPA amends or repeals M-90, action could come within a week. Or it might take as long as 6 weeks, depending on the unanimity of officials concerned.

* * * *

Paramount Pictures Corp., as half-owner of Chromatic Television Labs, the developer of Lawrence tri-color tube, apparently is taking up the color-now campaign

where CBS left off, saying it wants to make and market the tube and receivers.

Industry forces are generally opposed or lukewarm -- including CBS -- even though some, notably both CBS & RCA, favored lifting ban and letting manufacturers do as they please with their materials allotments.

Paramount's motives were puzzle to most observers. If it should get its way and color order is rescinded, Chromatic obviously couldn't make much dent in the trade, with only a minuscule number of sets. And amount of colorcasting would probably be close to nil.

What worries manufacturers, merchandisers and telecasters most -- and that now includes CBS -- is that trade might get hurt at time it's approaching point of adjusting supply to demand. Even now, consumers are mainly buying lower-priced sets -- attributable to anticipation of uhf, unstable pricing, and probably lingering uneasiness lest color will suddenly "come in".

* * * *

What would Paramount do if NPA said, "O.K., go ahead"? Its president Barney Balaban told us: "We wouldn't expect to do any mass production. Perhaps we'd make 5, 10, maybe 40,000 sets and see what the public reaction was." Would he put color on Paramount's own KTLA, Los Angeles? "I don't know. We'd have to see what CBS does. They have a lot invested in color."

Paramount's current role of Lone Ranger in the color-now campaign even has own corporate partner DuMont baffled. It has given rise to all sorts of rumor and scuttlebutt, including these:

(1) Paramount wants to get lots of publicity for its Lawrence tube and to establish patent position in color generally.

(2) Big movie-producing company is anxious to "make character" with FCC in light of "monopoly" aspects of hearing now going on to determine Paramount's fitness as TV station licensee (see p. 6).

(3) Chromatic may be preparing for stock issue. Mr. Balaban denies this, told us Paramount has no plans for expanding either Chromatic or its subscription-TV system (Telemeter) through public stock sale. "We feel that at the current stage, we should spend our own money on development, not the public's," said he.

(4) Movie folk would welcome confusion in trade that would scare off set buyers, thereby slow down growth of TV audience which is manifestly developing at expense of movies to some extent. But this wouldn't seem to hold water in light of Paramount's big equity in DuMont and its eagerness to get more TV outlets of own.

* * * *

Meeting at NPA got off to angry start when RCA chairman David Sarnoff read strongly worded statement charging that Order M-90 "came out of a situation artificially created by one company to solve its own perplexing problems." He reviewed CBS pledges to FCC to produce its color set for \$300, converters for \$150, adapters for \$32 to \$50, and to program color 20 hours a week, some in prime evening hours.

CBS fulfilled none of these promises, but found itself "hopelessly on the hook," said Gen. Sarnoff. "It wasn't broadcasting its color as Mr. Stanton had promised, the price of CBS color sets was about double what CBS witnesses told the FCC it would be, the public was not buying CBS color sets, sponsors were not buying CBS color time, CBS affiliated stations were accepting few color programs, expenses were mounting terrifically."

Sarnoff went on to say he's convinced CBS itself now realizes its color system is "commercially impractical and not acceptable to the American public" and ventured opinion it wouldn't make color sets even if M-90 were rescinded.

Denying he was seeking to "embarrass a competitor," Gen. Sarnoff urged that the control be removed from end products, that set manufacturers be permitted to use allotted materials for either black-&-white or color, whether by amending order or rescinding it entirely. He also opposed ban on color theatre-TV equipment, said it wasn't discussed at Mobilizer Chas. E. Wilson's first color conference (Vol. 7:43).

Gen. Sarnoff's recommendations apparently were pitched to Dept. of Justice,

which is rumored to be investigating (at FCC behest) possible anti-trust aspects of manufacturers' near-unanimous stand against CBS system of color TV.

His remarks were also meant as answer to rumors that RTMA members had met in advance of Feb. 8 meeting to buck changes in order -- a rumor to which Paramount attorney Paul Porter alluded at meeting itself, drawing vehement denials.

* * * *

CBS president Frank Stanton, obviously angered, arose to say he didn't feel NPA meeting was proper place to reargue color controversy, so he would address self only to Order M-90. He explained that his interpretation of Oct. 25 agreement was that end products wouldn't be banned, but that manufacturers would be permitted to make color sets if they could do so with no additional materials. But he noted that M-90 specifically bans all "commercial production" of color sets.

"As a practical matter," said Stanton, "the result was the same [since] CBS-Columbia did not have enough materials allocated to embark upon a sufficient color production program." He recommended M-90 be withdrawn and superseded by an order or statement that NPA will grant no manufacturer extra materials to make color sets. He also asked clarification of question of "color equipment for non-broadcast use" and of built-in adapters and other aids to future color reception.

Stanton got in his licks against Sarnoff a few hours after conference when he issued statement charging RCA chairman with "ignoring the truth" and seeking to obscure CBS contributions to color by "unprincipled attacks." He said:

"Everybody knows that CBS has been the leader in the long and difficult struggle to bring color TV to the public, despite the persistent opposition of Mr. Sarnoff...[He] today abused the processes and machinery of the govt. defense program [to] carry on his bitter and desperate campaign to frustrate color...He continues to use every forum for his campaign, except the forum which has been designated by Congress to evaluate his claims -- the FCC.

"If Mr. Sarnoff really believes that the RCA system is now ready to be adopted, he well knows that the FCC, and not the NPA, is the place to go." Stanton challenged RCA to go to FCC and "once and for all put an end to the doubts and confusions which he has engendered." He also quoted from a hitherto undisclosed letter from Sen. Johnson, praising CBS's "courageous and unrelenting fight...on behalf of color TV." Johnson letter added:

"Because of you, the greatest improvement in the art since it came into being is at hand here and now and ready to serve the moment conditions permit. Of course, when NPA contended that national defense required all the materials which you were using to give the people better TV, there was nothing you could or would do other than click your heels and salute Old Glory...I glory in your spunk and in your tenacity of purpose and for the brave way you have accepted the blow from NPA."

* * * *

Chief protagonist of drive to erase M-90, despite byplay between RCA & NBC, was Paramount as half owner of Chromatic. Barney Balaban called M-90 order indefensible in that it regulates end products. He asserted:

"I can state flatly that Chromatic Laboratories has developed the Lawrence tube to the point where a set with that tube in it can produce a black-&-white or color picture, and yet uses no other materials than are utilized in any black-&-white set." He agreed with Stanton's contention that Oct. 25 agreement didn't ban color TV production as such, merely barred use of extra materials for color.

The color ban, said Balaban, "needlessly frustrates progress in TV." He asked whether M-90 was imposed on behalf of TV manufacturers "to tie up the loose ends of the October meeting and provide a decent burial for the Lawrence tube."

Sen. Johnson's remarks were brief and mild -- in marked contrast to his recent letter to Mr. Wilson stating that his Interstate & Foreign Commerce Committee "will not, without protest, stand idly by and see [color] delayed arbitrarily and capriciously." The Senator told NPA conference:

"I'm talking only for myself. I have not consulted my committee. I feel, from my own deep interest in the color matter, that you ought to revoke Order M-90 in the public interest." That was all.

The wide divergence of views at Feb. 8 meeting was in marked contrast to the apparent harmony of Oct. 25 conference with Mr. Wilson. All 20 manufacturers at session were given opportunity to comment.

Most of the manufacturers seconded GE's Dr. W.R.G. Baker, who said that if any manufacturer makes or promises color sets, all others would be obligated, for competitive reasons, to transfer enough materials and technical personnel to design and tool up for color production.

Dr. Allen B. DuMont said Order M-90 had permitted him to "cut out quite a few projects" such as tooling up for adapters, converters, discs, etc. If order is rescinded, he said, and if anybody undertakes to make color sets, there's no doubt manufacturers would need manpower which should be occupied on defense-related work.

One manufacturer, who told Oct. 25 meeting that 4-5% of his engineers were engaged in color development work, said if commercial color production were permitted now, he'd have to put 3-4 times that many on color production engineering to handle tooling up processes. Another reported that since M-90 was issued he had taken 40-50 engineers off color & reassigned them to other work, including defense.

IUE-CIO president James Carey spoke up to urge retention of M-90 so as to avoid another color-induced trade slump. But he urged that manufacturers be permitted to include built-in adapters in present sets "to protect the public."

* * * *

This was the general lineup of opinion, as expressed by company spokesmen when they were given their innings before NPA:

For rescinding order or amending it to permit color production: Chromatic, CBS, RCA, Wells-Gardner.

For letting order stand as is: Admiral, Crosley, Color TV Inc., DuMont, GE, Hallicrafters, Hazeltine, Magnavox, Motorola, Philco.

For amending order to permit color theatre TV: General Precision Labs, with some of the other manufacturers, notably Motorola.

No recommendation: Emerson, Trav-Ler, Webster-Chicago, Westinghouse, Zenith.

Said NPA officially, summing up: "The prime consideration will be whether M-90 is conserving materials and manpower for the defense effort."

FCC NOT OUT TO 'GET' TV STATIONS: No need for the telecasters to have kittens, or to fear program crackdown or "blue book" implications, in FCC's action last week granting 26 stations only temporary license renewals while issuing regular renewals to 52 (Vol. 8:5). Though the stations may have been caught off-balance, careful inquiry indicates they're no victims of any long-planned "plot".

Most aren't in any real trouble, though a few may be kept dangling awhile. This week saw rush of licensees and their attorneys to Commission, explanations in hand showing why their program schedules appeared to lack educational and religious offerings. Most are prepared to show that apparent imbalances are coincidences, that Commission's "composite" week for year gives false impression.

Actually, it's another case of "moral suasion" rather than big-stick threat -- scare headlines to contrary notwithstanding. At least, that's how it's taken at Commission, where members and staff are far too busy with end-of-freeze problems to take time out for more than a bit of nudging the industry not to overlook its public service obligations just because TV time is in such great commercial demand.

Manner in which matter came up indicates there was nothing calculated or devious in FCC action. Commission met, studied stations' reports of programming types. After noting that number showed no programs under religious or educational classifications, Chairman Coy made motion that such stations be given only temporary renewals. Majority agreed. Only Comr. Jones dissented, feeling that all ought to be put on temporary basis until reasons behind each discrepancy were fully explored.

Commission wasn't acting for fun of it, of course, but it isn't disposed to inflict "capital punishment" on stations -- not yet, and not until industry has had chance to try its new code which goes into effect March 1 and which Commission has repeatedly commended.

WITH ITS ANTI-TRUST "past" behind it, Paramount Pictures Corp. should now appear "clean" as a TV licensee, in eyes of FCC. At least, that's what company's top executives testified this week as second phase of complex "monopoly" hearing began. This week, also, Paramount president Barney Balaban enlarged on his thesis that there's no basic conflict between TV and movies, that the two can get along "like brother and sister."

At week's end, DuMont counsel filed motion for severance from rest of hearing, arguing that first phase of hearing (Vol. 8:3-4) proved Paramount has never controlled, and cannot control, DuMont through its 25% stock interest (electing 3 of 8-man board). But there are some at Commission who say severance motion is academic—that Commission can't sever DuMont without pre-judging Paramount case inasmuch as 3 Paramount men sit on DuMont board.

Second phase of hearing, which may last 4-8 weeks, will inquire into: (1) Renewals of licenses of KTLA, Los Angeles, and WBKB, Chicago. (2) Transfers of those 2 stations to the 2 corporations—Paramount Pictures Corp. and United Paramount Theatres—which resulted from consent decree splitup of old Paramount Pictures Inc. (3) Proposed merger of ABC-UPT, involving \$6,000,000 sale of WBKB to CBS.

Balaban and Stanton Griffis, chairman of Paramount's executive committee, and until recently U. S. Ambassador to Spain, testified that Paramount showed early faith in TV by investing in DuMont and other TV companies and by building Los Angeles & Chicago stations. Balaban said Paramount spends over \$1,000,000 a year on TV research.

Paramount has no ban on releasing movies to TV, Balaban said—it's just that TV hasn't been able to pay the price. Only \$35,000-\$50,000 per film can be realized from 108 TV stations, compared with \$125,000-\$750,000 from reissues to theatres. With 1000 stations, he said, TV may be able to compete. He believes subscription TV will be next big development in TV.

Personal Notes: Craig Lawrence, ex-mgr. of WCOP, Boston, & ex-v.p., Cowles Broadcasting Co., succeeds G. Richard Swift as gen. mgr. of WCBS-TV, N. Y., effective Feb. 18; Mr. Swift goes to Bolling Co., rep firm, as v.p. in charge of TV . . . Hulbert Taft Jr., president of WKRC & WKRC-TV, Cincinnati, had narrow escape Jan. 27, suffered only minor bruises, when Beechcraft plane he was piloting to Cleveland hit high tension wire coming down in fog at N. Lewisburg, O. . . . Worthington Miner, producer of CBS-TV's Westinghouse-sponsored *Studio One*, quits that network April 1 to become NBC-TV producer; show continues under Donald Davis and Dorothy Matthews . . . Richard Pack, ex-WNEW, New York, joins WNBT as program mgr. March 10, succeeding Ivan Reiner, who becomes TV production supervisor; Pack was WNEW program director under gen. mgr. Ted Cott, now mgr. of NBC's WNBT & WNBC . . . Fred Shawn, TV operations chief, named to head NBC station relations for radio, succeeding Norman Cash, now with WLWT . . . Richard A. Schlegel promoted to operations mgr., WCAU-TV, Philadelphia . . . Phil Hoffman, mgr. of ABC's KECA-TV, Los Angeles, now reporting to Wm. Phillipson, network's western div. director, in separation ordered by president Robert Kintner; Don Tatum now in charge of network & regional TV in Hollywood, Robert Laws in charge of network sales, Wm. Larimer named ABC national spot sales mgr. in Los Angeles . . . J. Norman Nelson, ex-ABC western div. sales promotion mgr., named managing director, Southern California Broadcasters Assn. . . . Arthur C. Schofield, ex-Raymer, named sales promotion mgr. of Fort Industry Co. (Storer) stations, with headquarters in New York under

As far as movie business is concerned, Balaban said, his company moved quickly "to put its house in order" after consent decree. He said he has been a progressive business man; his theatres were first with air-conditioning, he said, and he conceived the deluxe theatre that became industry's model.

Commission counsel Fred Ford's cross-examination tried to determine, even though Paramount has complied with anti-trust consent decree, whether Balaban's old business philosophy is still same. Ford asked how he now felt about such outlawed movie-distribution practices as pooling agreements, setting of minimum admission prices, block booking. Balaban answered that he thought practices were good from business viewpoint, but that they were abandoned when ruled illegal.

Balaban was questioned closely about past business relations with his brother John, president of Balaban & Katz theatre company and a UPT director. Ford evidently sought to find out whether there might still be liaison between the producing and distributing firms through this family relationship—despite divorce.

Ford wanted to know if Paramount's interest in "free" TV, subscription TV (50% interest in Telemeter), theatre TV, and in conventional movie distribution might lead to conflicts—presumably to detriment of TV through stifling of competition. Which would Paramount favor in the event all such media bid for same picture? Balaban answered that he didn't think there would be any conflict, that a certain type of film probably would go to each.

Griffis related how Paramount in late 1930's foresaw future of TV, at first failed in attempt to "ally" itself with Farnsworth, AT&T or RCA, finally bought into the then small firm of DuMont. He testified that it was purely a financial and scientific investment, with no thought of trying to control DuMont. Paramount, he said, has always considered public interest above profit making, keeping hands off companies in which it has invested.

sales v.p. Tom Harker . . . James H. Ferguson, program director, WSAZ, Huntington, W. Va., moves to WSAZ-TV as sales director . . . Richard M. Allerton, ex-Free & Peters and ex-Crossley Inc., named NARTB director of research, succeeding Dr. Kenneth R. Baker, who resigned last Sept. to organize Standard Audience Measurement Service, N. Y.

"Weep no tears for radio stations in markets where TV stations are operating," reads Feb. 6 press release from BAB, which reports that confidential poll of radio station managers in the 6 cities with highest TV penetration—New York, Philadelphia, Boston, Chicago, Detroit, Los Angeles—showed 1951 was best year in history for many: 55% reported billings ahead of 1950, 15% no appreciable change, 30% less. Gains or losses ran 5% to 10% of 1950, highest gain being 45%, largest loss 24%. Said BAB president: "This survey proves again that radio has not been affected substantially by TV . . ."

Dropping its third and last FM station, WFDR in New York, International Ladies Garment Workers Union estimated it had sunk some \$1,500,000 into FM. It's probable that Morris Novik, union's radio consultant, will buy station, make it adjunct to AM station WLIR, in which he and his brother are principal stockholders. ILGWU had previously closed down Chattanooga station and sold Los Angeles outlet to KFWB.

TV is blamed for 1951 closings of 91 out of Chicago's 336 movie theatres, or more than in preceding 25 years combined, by City Collector Wm. T. Prendergast, who reported movie slump has cost municipal treasury \$1,000,000 in license fees and amusement taxes in 3 years.

Station Accounts: Five new sponsors this week completed sellout of 11 five-minute *Dorsey Connors* shows weekly on WNBQ, Chicago; weekday 5:40-5:45 show is sponsored successively by Fred Harvey (restaurant chain), Gard Industries, Sawyer Biscuit Co., Jones Dairy Farm, Thor Dealers; six 10:10-10:15 p.m. shows by First Federal Savings and Standard Milling Co. (Ceresota flour) . . . New to TV, also on WNBQ, is Burpee Co. (deep fryers), local 5-min. newscasts during NBC-TV a.m. *Today* show, thru Buchanan & Co. . . . Nash-Kelvinator, with kitchen setup in studio, first partic. sponsor on *The Singing Kitchen*, Anne Harvey's new cooking show on WOR-TV, Mon.-thru-Fri. 4:30-5, thru Geyer, Newell & Ganger, N. Y. . . . Waffle Corp. of America, subsidiary of Donut Corp. of America, in \$500,000 campaign for Downyflake Frozen One-Minute Waffles, will use spots on 40 TV and 40 radio stations, thru J. M. Korn & Co., Philadelphia . . . Streitman Biscuit Co., sponsoring Bing Crosby Enterprises' *Royal Playhouse* films on WTVR & WHAS-TV adds WBTV, Charlotte, and WSAZ-TV, Huntington, thru Harry M. Miller Co., Columbus . . . Among other advertisers reported using or preparing to use TV: Swift Homes Inc. (factory-built houses), thru Rotham & Gibbons, Pittsburgh; Queen City Brewing Co. (Old German beer), thru James S. Beattie Adv., Washington; Warner-Hudnut Inc. (Sloan's liniment), thru Kiesewetter Associates, N. Y.; Seidlitz Paint & Varnish Co., thru Carter Adv., Kansas City; Mitchell Mfg. Co. (lighting fixtures), thru George Brodsky Adv., Chicago; Milnot Co. (milk compounds), thru Henri, Hurst & McDonald, Chicago; Whitney & Co. (Red Rambler salmon), thru Burke Co., Seattle; National Homes Corp. (prefabricated homes), thru Applegate Adv., Muncie, Ind.; Timely Clothes Inc., thru Morton Freund Adv., N. Y.

Network Accounts: Florida Citrus Fruit Commission became first sponsor to sign for Mon.-thru-Fri. participation in NBC-TV's *Today* when it purchased five 5-min. periods weekly starting Feb. 11, thru J. Walter Thompson . . . Stassen for President Committee, first purchaser of network political time in current presidential campaign, was so pleased with results of Feb. 2 talk by Harold Stassen during intermission between Sat. night wrestling bouts on DuMont that it bought same time on same network for another such talk Feb. 9 . . . Schick Inc. (electric shavers) Feb. 5 cut sponsorship of *Crime Syndicated* on CBS-TV to alt. weeks, Tue. 9-9:30, thru Kudner . . . Eko Products Co. (kitchenware) started sponsorship Feb. 6 of Wed. portion of *The Goldbergs* on NBC-TV, Mon.-Wed.-Fri. 7:15-7:30, thru Earle Ludgin & Co., Chicago; reports last week had Eko dropping show for lack of station clearances . . . Bauer & Black (surgical dressings & medical supplies) April 16 starts sponsorship of Wed. 5:30-5:45 segment of *Howdy Doody* on NBC-TV, Mon.-thru-Fri. 5:30-6, thru Leo Burnett & Co., Chicago . . . Cannon Mills Inc. (towels, sheets, hosiery) starts *Give & Take* March 20 on CBS-TV, Thu. 3:30-4 . . . GE will use *Information Please* as summer replacement for *Fred Waring* on CBS-TV, Sun. 9-9:30, possible permanent spot if show proves as successful as radio version . . . Carling's Beer & Ale has again optioned 1952 Cleveland Browns pro football games, signed by DuMont . . . Admiral dropping NBC-TV *Lights Out* after 2 years of sponsorship, will continue to sponsor TV special events, is buying new 25-min. world news program on CBS-radio Sun. 5:30, starting Sept. 17.

"Advertising coup of the new year," says Feb. 8 *Tide*, occurred recently when NBC-TV's 7-9 a.m. *Today* was tricked into telecasting card reading: "Listen to Herb Sheldon Mornings on WJZ Radio, 6:30-8:15 a.m." Taking advantage of *Today's* practice of scanning crowds outside studio, Sheldon's cohorts mingled with onlookers, then flashed sign when camera pointed at them.

DUMONT IS SEEKING "fresh approach" to political convention coverage following collapse of its announced plans to collaborate with *Life Magazine* on telecasts for sale to local sponsors on co-op basis (Vol. 8:4). Program v.p. James Caddigan was scheduled to fly to Chicago this week end to survey the situation.

Life deal fizzled for many reasons, including DuMont's inability to clear any significant number of one or 2-station markets, many of which were already committed to NBC or CBS when DuMont-*Life* offer came out. Another big factor was *Life's* endorsement of Gen. Eisenhower for GOP presidential nomination, which didn't sit well with either GOP or Democratic committees.

DuMont's Chicago affiliate, WGN-TV, owned by Col. Robert McCormick's *Chicago Tribune*, which has endorsed Sen. Taft and is editorially hostile to *Time-Life* publisher Henry Luce, is reported to have rejected DuMont-*Life* coverage. Other affiliates were touchy about *Life-Eisenhower* tieup and free plugs for magazine. DuMont's ultimate convention setup will probably be less elaborate than other networks, with co-op sponsorship deal still probable.

Meanwhile, executive committee of Democratic National Committee appropriated \$1,000,000 for TV-radio timebuying in 1952, biggest single slice of 1952 campaign budget of \$2,800,000. GOP hasn't decided on budget yet, may not announce "commercial" plans until after convention next July. In 1948, Republicans spent \$460,000 for radio, only \$10,000 for infant TV.

Democratic committee chairman Frank McKinney said committee is considering plans to shorten nominating and seconding speeches, discourage demonstrations at convention to avoid boring TV audience. Committee's concern over this aspect of conventions underscores recent report by *St. Louis Post-Dispatch* Washington correspondent Raymond P. Brandt that both GOP and Democratic party staffs fear "the silly demonstrations and the long-winded speeches [may] nauseate the inexperienced [TV] onlookers." He pointed out neither party has ever been able to enforce time limits on debate, suggests answer may be up to TV networks. He notes they may find it advisable to insert standby studio shows during long demonstrations and speeches "with frequent cut-ins from the convention to show that the fatuous fol-de-rol is still going on."

Johnson-Case bill banning liquor commercials (Vol. 8:3-5) appeared to stand fair chance of favorable report by Senate Interstate & Foreign Commerce Committee as hearings ended this week. Sen. Johnson said report is certain and predicted Senate passage, but wouldn't go out on limb regarding House action. Langer bill in 1950, which proposed stopping liquor ads in all media, was barely defeated (by 7-6 vote)—despite fact radio forces were joined by heavy guns of printed media. Few spokesmen for printed media testified on present bill. NARTB president Harold E. Fellows summed up this week's opposition by stating that bill: (1) Is unnecessary because of industry's self-regulation. (2) Discriminates against one medium. (3) May encourage legislation against other products. (4) Might establish other commissions or bureaus, besides FCC, which could control station licenses. Novel sidelight on Sen. Johnson's sponsorship of bill, reported in Feb. 8 *Tide*, is fact that games of Western Baseball League, of which he is president, are sponsored in Denver by brewer.

Military won't buy TV time for recruiting campaign out of \$550,000 in unexpended 1951-52 funds, but radio will be allocated 18%, Army and Air Force announced this week. Air Force will, however, send 3 recruiting films to all TV stations for use on public service basis, including 60 & 20-sec. pilot training films, 20-sec. aircraft observer film. Grant Adv., Chicago, is handling campaign.

TELEVISION STATION construction will enjoy no "privileged" status after freeze-end so far as NPA is concerned. At least that's how NPA administrator Henry Fowler feels about it. In response to press conference question this week, he said materials requirements of TV stations "will be conditioned as against all other demands." In NPA language, that means continuation of present policies in doling out materials for TV construction projects (Vol. 8:5).

NPA issued statistical breakdown of first quarter construction applications and allocations this week. Overall, it shows 77.4% of all first quarter applications were denied, compared with denial rate of 63% in fourth quarter 1951. Under heading "Radio & TV Stations" (which also includes community-antenna projects), breakdown lists 28 applications, of which 5 received allotments, 5 were found exempt, 18 denied. Materials-wise, TV-radio did rather well in first quarter; of the 5 projects approved, 3 were large TV projects. Most of the denied projects were small studio remodeling jobs.

The 5 approved projects (Vol. 7:51, 8:4) included CBS-TV Hollywood studios, new WCAU & WCAU-TV studios in Philadelphia suburb, New York DuMont studios and 2 community antennas. Allotment was also made in first quarter for studios for radio station WEDO, McKeesport, Pa., but this wasn't included under TV-radio in breakdown because studio is being built in CIO Steelworkers union hall, for which materials allotment was made.

Of the 18 denials, 11 were TV projects, including 6 NBC-TV studio remodeling projects. Also denied were 4 radio station construction and alteration jobs, 3 community antennas. The 5 projects classified as exempt included 4 NBC-TV studio remodeling applications.

The 28 TV-radio-community antenna applicants requested materials for construction scheduled to cost total of \$13,103,721. They asked total of 4216 tons of carbon steel, 1954 tons of structural steel, 80,780 lbs. of copper. The 5 which received allotments represented projects costing total of \$9,961,805, and got total 3522 tons carbon steel, 1849 tons structural steel, 26,500 lbs. copper.

CBS-TV's Televisien City in Hollywood will begin broadcasting operations Oct. 1, president Jack Van Volkenburg announced Feb. 4—despite NPA's statements that very little civilian construction will be permitted during second quarter. It's understood that such projects as the \$5,000,000 TV center may be held to as little as 15-20% of their structural steel requirements for next quarter. CBS project, reported "more than 30% completed," will contain four 12,100-sq. ft. studios, 35,000 ft. of office space, three 4550-sq. ft. rehearsal halls. Built on 15 acres of Los Angeles' Gilmore Island and designed by architects William L. Pereira and Charles Luckman, new studios will be built for flexibility—building walls can be moved outward as much as 300 ft., then anchored back in place.

Compatible color field-test schedule, announced by NTSC chairman Dr. W. R. G. Baker this week, includes: Feb. 12-21 in Philadelphia, signals to be furnished by Philco's WPTZ, with FCC representatives invited to Feb. 16 demonstration; Feb. 25, in New York, with RCA, DuMont and Hazeltine pictures; later tests at unspecified dates at GE plant in Syracuse.

Another antenna-sharing arrangement, a la Empire State Bldg.—to conserve materials, best utilize best site—was proposed to all other Denver TV applicants this week by KFEL's Gene O'Fallon. He proposed use of his Lookout Mountain site, 2000 ft. higher than Denver.

A 1000-line TV scanner "with clarity of detail considerably exceeding that obtainable on 16mm film" has been developed by Telechrome Inc., Amityville, N. Y. Company reports one unit delivered to a movie research group.

Trade Personals: Richard Dooley, Admiral v.p. in charge of real estate operations, is retiring and was tendered testimonial dinner at Drake Hotel Feb. 8 . . . Bruno Dal Bianco, engineering chief of Fabrica Apparecchiature Comunicazione Ellettriche, of Milan, Italy, arrived in New York Feb. 8 to study TV here . . . Sanford M. Gordy, ex-Ludwig Baumann Stores, named gen. mgr. of Majestic's New York distributing branch; Louis Stutz, West Coast field representative, named to head Majestic factory sales branch in Los Angeles . . . Hans U. Hjermstad appointed engineering v.p., Sola Electric Co. . . . Harry Granat, ex-gen. mgr. of now-bankrupt Concord Radio Corp., named asst. sales mgr. in charge of private-label contracting for Jackson Industries Inc., succeeding George Wayson . . . Carl Blaker, ex-Lear Radio and Wood & Cies, named chief production engineer, National Electronics Mfg. Co. (Natalie Kalmus TVs) . . . James W. Kelso, ex-Stromberg-Carlson, recently United Nations artist-designer, joins Packard-Bell as chief cabinet designer . . . William C. Cole, ex-Admiral, named mgr. of Capehart-Farnsworth's Detroit sales region . . . Fred A. Lyman promoted to mgr. of DuMont New York factory distributor branch, succeeding Rowland Guilford, resigned . . . Charles P. Cushway, ex-executive v.p., Webster-Chicago, becomes v.p. of Crescent Industries Inc., Chicago, making phonos, record changers, wire recorders, etc.

ATTENDING NPA color-TV conference (see story, pp. 2-5) were these industry representatives: Richard Graver & Ray DeCola, Admiral; John W. Craig & L. M. Clement, Crosley; Barney Balaban & Paul Porter, Chromatic TV Labs; C. J. Burnside & Arthur Matthews, Color TV Inc.; Frank Stanton, Adrian Murphy & R. S. Salant, CBS; Dr. Allen B. DuMont & William Roberts, DuMont; Dorman D. Israel, Emerson; Dr. W. R. G. Baker & Robert M. Estes, GE; H. Barnett, General Precision Laboratories; R. W. Durst & H. J. Adler, Hallicrafters; Laurence B. Dodds & A. V. Loughren, Hazeltine; John Rankin, Magnavox; Paul Galvin, Motorola; Larry F. Hardy & David B. Smith, Philco; David Sarnoff & John T. Cahill, RCA; J. Friedman, Trav-Ler; H. A. Gumz, Webster-Chicago; Robert S. Alexander, Wells-Gardner; F. M. Sloan & Edmund T. Morris Jr., Westinghouse; G. E. Gustafson & Edward Wheeler, Zenith. Also, James Carey, president, IUE-CIO.

Govt. personnel included: Sen. Edwin C. Johnson, (D-Col.); Horace B. McCoy, asst. administrator, NPA (presiding); J. A. Milling, director of NPA Electronics Div., and chairman of Electronics Production Board; Donald S. Parris, deputy director, NPA Electronics Div.; Leon Golder, chief, radio & TV section, NPA Electronics Div.; Marvin Hobbs, electronics adviser to Munitions Board chairman and member Electronics Production Board; Joseph Kittner, asst. chief, FCC Broadcast Bureau.

Some of backstage maneuvering in recent color controversy—but by no means all—is recounted in "Lawyers and Lobbyists" article in February *Fortune*, which devotes whole issue to U. S. Govt. It relates how RCA counsel Clark Clifford, ex-Truman secretary, and George Allen, member of Avco board, discussed problem with FCC Chairman Coy from industry standpoint; how ex-Democratic chairman Wm. Boyle and Sen. Anderson (D-N. M.), and even President Truman, got into the act from political viewpoint, though latter never asked Coy either to change or delay decision. Article charges no wrong-doing, cites case of "color lobby" to show that influence due to personal friendships and political relations doesn't always work. But article fails to indicate that FCC and the pro-CBS color forces also exerted considerable influence and were quite active on the Washington scene during the ill-starred color imbroglio.

MEANING OF INVENTORY & OUTPUT STATUS: It's fairly clear now that the industry went into 1952 with 1,500,000-plus TV sets in all trade pipelines, as suspected. Latest Dun & Bradstreet figures show 650-800,000 in hands of dealers as of Dec. 31, which can be added to RTMA's end-of-December distributor inventory of 600,346 and factory inventory of 206,741 to bring total to 1,457,000-plus if you accept minimum dealer figure. More probably, the true figure is something over 1,500,000.

That's much too much for "normal comfort," of course -- yet there were no signs of pessimism at this week's RTMA midwinter conference in New York. At least not among the larger manufacturers, who produce 75% or more of the industry's total. Quite the contrary, they were extremely optimistic about the immediate and long-term outlook, evidenced in statement by Emerson's Ben Abrams to us last week (Vol. 8:5).

Said RCA consumer products v.p. Joseph B. Elliott after RTMA meeting ended Thursday: "Business is pretty good, and I think it will be good throughout the year -- particularly so in the second quarter. The political conventions and elections are going to create a lot of public interest in TV. In fact, I think they will be as good a stimulus to our trade as the crime investigations."

Among the smaller firms, not too many of whom were on hand, there may have been some apprehension occasioned by the Tele-tone bankruptcy (Vol. 8:5), but there was disposition to believe its management troubles weren't symptomatic. The little producers, no less than the big, are looking forward eagerly to end of FCC freeze to hypo set sales. Even a few new markets this year -- about all that's promised -- may cause TV sets to be in as great demand this year as last.

Though supply of receivers is plentiful right now, there are many who think -- and it would seem with good reason -- that "we ain't seen nothing yet" in TV set demand. That is, given new post-freeze markets, adding ever-growing replacement of sets now 4, 5 & 6 years old, and second sets in the home.

Clouding the trade's horizon at moment is fear that more color talk, actual talk about impending uhf, ever-changing prices -- all these may conduce to make the buyer hesitant about investing in TV. Indeed, rightly or wrongly, there are many who think that today's "price shopping" and currently predominant sales of not-so-profitable low-end models may be attributed to "smart public holding its investment to minimum" while waiting for the trade to settle down.

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The Dun & Bradstreet report for Dec. 31 estimated 660,000 dealer sales in December, of which 267,000 were table models, 393,000 others. Thus sales went up nearly 100,000 from November (Vol. 8:1). Of the 650-800,000 inventory, 250-300,000 were table models, 400-500,000 others. End-of-year dealer inventory figure compares with 800-950,000 at end of November.

Recapitulating the 6 months it has been compiling figures, D&B reports sale of 2,929,000 TVs July 1-Dec. 31, of which 1,188,000 were table, 1,741,000 others.

Estimate of December radio sales was 1,017,000 home sets, 175,000 portables -- leaving 1-1,200,000 home and 200-250,000 portable sets in inventory. In last 6 months of 1951, radio sales were 3,269,000 home and 679,000 portable sets.

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TV production for week ended Feb. 1, fifth week of this year, was 104,148 units (only 304 private label), according to RTMA. That's down slightly from the 111,101 of Jan. 25 week, the 105,673 Jan. 18, the 102,684 Jan. 11, 69,198 Jan. 4.

Factory inventory fell to 186,875 from 205,663 preceding week -- leading to prevailing conviction that sales are now outrunning production.

Radio output for Feb. 1 week was 170,768 (74,985 private) up from 160,764 as of Jan. 25. Radio inventory was 260,807, down from 294,339. Week's radios were 78,887 home sets, 20,643 clock, 16,627 portable, 54,611 auto.

Topics & Trends of TV Trade: RTMA's new Govt. Relations Section, which will handle problems arising from military procurement, was set up at midwinter conference in New York this week under Western Electric's Ben Edelman as chairman and with 69 members from 43 companies attending. Five task committees were named with following chairmen and tasks: A. L. Richardson, Sylvania, patents & copyrights; Q. T. Scharffenberger, Federal, accounting & cost principles; Valentine Beale, RCA, termination & renegotiation; Ernest Leathem, Raytheon, facilities & govt. property; L. A. Connelly, RCA, general.

Machlett Labs' H. J. Hoffman, chairman of Transmitter Division, reported on change to Technical Products Div. (Vol. 8:2), while Western Electric's Fred Lack, for Joint Electronics Industry Committee, and Indiana Steel Products' A. D. Plamondon, for Air Force Small Business Survey Committee, reported on other mobilization activities. Mr. Hoffman was elected an RTMA v.p., succeeding Collins Radio's W. J. Barkley, who resigned.

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Strong fight to repeal Regulation W consumer credit controls altogether is being planned by National Foundation for Consumer Credit at Senate Banking Committee hearings starting March 4 on Defense Production Act. Foundation is headed by Philco v.p. John M. Otter and will argue, among other things, that: (1) Consumer credit is one type that does not cause inflation. (2) Production of TV and other durables is high and there are no shortages. (3) Even with cutbacks, high inventories would prevent scarcities, so there's no reason to restrict sales by making credit hard to get. (4) Consumer credit controls discriminate against low-income group.

"Fair traded" merchandise is important to National Appliance & Radio Dealers' Assn., despite fact that it comprised less than 5% of dealers' dollar-volume at fair trade's peak before Supreme Court took teeth out of states' fair trade laws last May (Vol. 7:21-22). So testified NARDA's legislative representative J. Henderson Stock at Feb. 7 hearings of House Interstate & Foreign Commerce subcommittee on McGuire Bill (H.R. 5767) which would restore binding effect of fair trade contracts on non-signers. He argued that fair trade enables small, independent dealer to promote product on basis of quality and service without fear of losing sales to competitors promoting on price and credit alone.

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Merchandising Notes: Consumer buying of TVs and radios in New York dept. stores during January was up 4 & 86% from January 1951 for 2 stores, down 39, 40, 47, 50, 54, 56, 56, 62 & 64% for other 9 reporting in *Herald Tribune's* monthly survey of retail trade . . . December TV sales totaled 6175 in Washington area, reports local Electric Institute, surprisingly close to Dec. 1950's 6528; for year 1951, sales were 56,090 vs. 82,039 in 1950. Year's radio sales were 62,697 vs. 49,770 in 1950 . . . Philco distributors selling their TV servicemen complete work uniform, comprising jacket and pants, for \$15.37; dark green jacket is patterned after famed Eisenhower wartime jacket . . . Motorola holds "national radio convention" in Chicago's Palmer House Feb. 15, showing its distributors new lines of home, portable and auto radios only . . . Philadelphia Electric Assn. reports total TV sales in area were 208,650 units in 1951 valued at \$67,082,181 at retail (average \$321 per set) vs. 364,233 valued at \$104,942,761 (average \$288) in 1950. Total TV sales of 17 top brands since V-J Day: 894,527.

Andrea is planning to extend distribution to more cities, announces new line comprising 17-in. *Gotham* table model at \$250, *Brewster* console at \$300, and 20-in. *Stratford* full-door console at \$489.50, all including FM.

DuMont is keying sales pitch to market for second sets in home, in addition to urging larger picture sizes, in introducing new models now ready for delivery. In New York alone, it claims, more than 1,000,000 sets (of the 2,800,000 in use) have 14-in. or smaller screen sizes. DuMont's new price list, including warranty but not tax, includes one 17-in. table model at \$270 and four 17-in. consoles with FM ranging from \$330 to \$370; plus five 21-in. consoles ranging from \$400 to \$520; and one AM-FM-3 speed combination at top of line at \$675.95 in mahogany, \$695.95 in blonde.

New approach to projection TV is envisioned in patents applied for by veteran inventor Lee De Forest and Phoenix inventor Dr. William Rhodes. As described in Feb. 11 *Newsweek*, their receiver would employ 3-in. projection tube, simple magnifying lens and "special light-sensitive screen." Pictures thrown on big screen would be controlled by voltages on screen itself.

RCA is closing down Pulaski, Va., cabinet plant April 1 due to curtailed TV-radio production, will rely mainly on Monticello, Ind., plant (nearer factory in Indianapolis now turning out its TVs); Pulaski property may be sold or leased, and RCA currently is seeking to relocate its 600 employees.

Sonora may return to field as TV producer under own name again shortly, according to Chicago reports.

Financial & Trade Notes: Telecasting became "a substantially profitable operation" in 1951 for Crosley Broadcasting Corp. (WLW-T, Cincinnati; WLW-D, Dayton; WLW-C, Columbus), says parent Avco Mfg. Corp. in annual report. Crosley's radio stations (WLW, Cincinnati, & WINS, New York), however, "sustained a decline in revenue . . . due primarily to the conversion to TV of the advertising budgets of many large national sponsors." Avco report gives no breakdown of earnings or sales among its divisions or subsidiaries, but corporation as a whole reported record sales of \$286,589,113 for fiscal year ended Nov. 30, vs. \$256,966,971 for fiscal 1950. Fiscal 1951's profits, second largest in Avco's history, totaled \$10,089,214 (\$1.10 a share on 8,819,385 common shares), declining from preceding year's \$12,635,633 (\$1.65 on 8,231,236 shares).

Emerson stockholders this week approved plan giving officers and 160 key employes options to purchase 100,000 unissued shares of \$5 par capital stock at price equal to market price at time options were granted. President Benj. Abrams reported that quarter ended Jan. 31 will be under that of year ago, when sales and earnings were at record heights; second quarter ending in April also will be under last year's, but prospects are encouraging, he stated. Currently, Emerson's output is about 75% civilian, 25% defense.

Dividends: Television-Electronics Fund Inc., 15¢ payable Feb. 27 to stockholders of record Feb. 15; Tung-Sol, 25¢ payable March 1 to holders Feb. 18; CBS, 40¢ payable March 7 to holders Feb. 21; Belden Mfg. Co., 40¢ payable March 3 to holders Feb. 18; Sparks-Withington, 10¢ payable Feb. 26 to holders Feb. 11; Aircraft Radio, 10¢ payable Feb. 15 to holders Feb. 5; Westinghouse, 50¢ payable March 4 to holders Feb. 11; General Tire & Rubber Co., \$1 payable Feb. 29 to holders Feb. 19.

Raytheon's offering of 434,189 shares of its \$5 common stock (Vol. 8:4) went out to stockholders Feb. 4, is at \$8 per share on basis of one share for each 4 held, traded on New York Curb, Midwest Stock Exchange and over-the-counter. Rights expire Feb. 18.

General Instrument Corp. reports net loss of \$471,831 for 3 months ended Nov. 30, 1951. For same quarter last year, firm reported profit of \$282,080 (58¢ a share).

Mobilization Notes: There's a little more optimism at DPA-NPA these days over prospects for third-quarter materials allocations to civilian industries. Last December it appeared virtually certain there would be new cuts in materials allocations for third quarter on top of second-quarter cuts. Now, planners hope to hold the line, give out about same amount in third quarter as second.

It's much too early to be sure about this or plan on it—but their optimism for civilian goods stems from top-echelon decisions to extend defense program into 1955. This means, however, period of shortages will last longer—peak of rearmament program won't be reached in 1952, as mobilizers once planned.

As result of this stretching of defense target dates, aircraft program is expected to turn back to DPA about 20,000,000 lbs. of aluminum for first and second quarters. Small part of this aluminum—perhaps 5,000,000 lbs.—will be redistributed to civilian industry, but biggest share will be "kept in the CMP system" to take care of overallotment in previous quarters. This week, NPA mailed CMP-4B forms for third quarter to all manufacturers of Class B products. They were warned to file them by March 1 "or run the risk of delayed or reduced allotments."

* * * *

Tax-aided expansion of new electronic production facilities to cost more than \$8,000,000 was approved by DPA Dec. 22-Jan. 18. Receiving certificates of necessity for accelerated tax amortization were these 18 electronics projects (amortized at 65% except where noted): Specialties Inc., Charlottesville, Va., aircraft fire control systems, \$3,473,886; Superior Tube Co., Wapakoneta, Ohio, \$2,038,600; RCA, Camden, \$769,733; RCA, Los Angeles, \$410,798; GE, Syracuse, \$384,440; Weston Electrical Instrument, Newark, aircraft navigation instruments, \$379,-332; Western Electric, Winston-Salem, N. C., \$232,215 (70%); Permosflux Corp., Chicago, \$100,000 (70%); R. P. Bennett Co., Frederick, Md., \$90,256 (75%); Librascope Inc., Glendale, Cal., Navy fire control equipment, \$62,189 (75%); Brush Development Co., Cleveland, \$58,969; Pix Mfg. Co., Newark, \$32,491 (75%); A. B. Dick Co., Chicago, \$30,432 (75%); Radiation Inc., Melbourne, Fla., research, development & production, \$20,995; Daystrom Electric, Poughkeepsie, N. Y., \$16,968 (75%); W. L. Maxson Corp., New York, \$14,364 (70%); Magnavox, Fort Wayne, \$3996 (75%); Loral Electronics, Bronx, N. Y., \$3558.

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Complex new electronic weapons were displayed to Senators Feb. 5 by Defense Dept. as graphic illustrations of soaring cost of defense. Defense Secy. Lovett took wraps off Air Force's secret K-1 radar bombsighting system before joint session of Senate Appropriations defense subcommittee and Joint Congressional Economic Committee. K-1 system costs \$250,000, weighs a ton, and its components were displayed alongside famous World War II Norden bombsight, weighing 50 lbs. and costing about \$8000. Lawmakers were also shown models of Army's \$275,000 radar-controlled "sky-sweeper" 90mm anti-aircraft gun and its \$10,000 World War II manually operated 40mm counterpart.

Lear Inc. will begin construction of 70,000-sq. ft. plant addition in Los Angeles within 6 weeks, doubling its plant capacity there. Manufacturer of aircraft electronics and navigation equipment will add 300-350 employees to present 300 within year. New building will cost about \$350,000, fixtures and equipment \$200,000.

Beckman Instruments Inc. and associated Helipot Corp. and Arnold O. Beckman Inc., manufacturing precision instruments and electronic equipment in 14 small plants in South Pasadena area, combining them in 150,000-sq. ft. plant on 38-acre site near Fullerton, Cal.

Small Defense Plants Administration, under Gen. Telford Taylor, this week took over most of the functions, money and personnel of NPA's Office of Small Business by executive order of President Truman. Action climaxed tug-of-war between SDPA and Commerce Dept., which has jurisdiction over NPA. Among SDPA's new powers are: (1) Authority to assist small business in setting up "production pools" in which a number of small concerns could jointly handle a contract too big for any one of them alone; (2) Authority to advise small business on Govt. financial aid and inform Govt. on availability and capacity of small firms for defense work. SDPA already had authority to accept prime contracts from other govt. agencies and farm out subcontracts, but no money was appropriated for this program. President Truman has asked \$25,000,000 revolving fund for it.

U. S. dependence on foreign mica may be ended by new method of forming tiny mica particles into continuous strips, GE announced last week. Vital material in capacitors, most mica has been imported from India, where labor to hand-split mica is cheap. GE's new process treats ground-up mica so that an electric force holds particles together in sheets of .002 to .006 inch. Sheets are said to have better dielectric strength than machine and hand-laid mica. Capacitor manufacturers and mica fabricators told NPA last week that mica supplies currently are sufficient to meet military and civilian requirements, but quality is deteriorating and every effort must be made to use substitutes. They added that any sharp increase in military requirements for capacitors would impose severe strain on ability of manufacturers to meet them.

New \$22,000,000 research and development center will be started outside Ft. Monmouth, N. J. this spring or summer by Signal Corps. Five-story 6-wing building will be constructed on site of former Watson Laboratories of Air Materiel Command at Eatontown, will house all scientific work now carried on in widely separated Evans, Coles, Squier and Watson Labs.

New process for coating selenium rectifier plates is being investigated by NPA. Developed by Schrack A.G. in Vienna, vacuum deposition process reportedly uses only 5-10% as much critically scarce selenium as is ordinarily required in rectifiers. Mutual Security Agency reports Schrack has completed installation of new equipment which increases its productive capacity tenfold.

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"International television", starting with a western hemisphere hookup, was envisioned by Dr. T. T. Goldsmith, DuMont research director, in documentary program titled *Television: A Passport to Peace* presented Jan. 30 on WABD, New York, as part of third national conference of U. S. National Committee for UNESCO (United Nations Educational, Scientific and Cultural Organization). Also on program was Dr. Allen B. DuMont. Last week, DuMont plant in E. Paterson was subject of Voice of America radio broadcast beamed to Japan, where TV interest has been heightened by plans for TV network next autumn; on-the-spot broadcast was also recorded for rebroadcast over 114-station Japanese radio network.

Ellis Gibbs Arnall, attorney, ex-Governor of Georgia, will take leave of absence from presidency of Independent Motion Picture Producers Assn. to serve as Price Administrator, succeeding Michael V. DiSalle, resigning Feb. 15 to seek Democratic Senatorial nomination in Ohio.

DeForest Pioneers Inc., formed by veterans of radio fields who were associated with Dr. Lee DeForest, has elected E. N. Pickerill, president; Frank Hinnens, v.p.; Emil J. Simon, treas.; J. Albert Stobbe, secy. Directors are officers and Dr. Allen B. DuMont and John V. L. Hogan.

Telecasting Notes: Big second-set-in-the-home campaign starts Feb. 11 in Cincinnati, sponsored by local Electric Assn. and Cincinnati Gas & Electric Co., using ads in local and 58 rural newspapers, spots on all local TV-radio stations, car cards, etc. . . . Technicians at CBS owned-&-managed stations voted 616 to continue IBEW-AFL as their union against 177 for NABET, 14 for no union; now IBEW says it will seek to wrest West Coast ABC & NBC representation away from NABET . . . Television Authority (AFL) picked by 1236 artists on all networks in NLRB election this week . . . Strike of WOW & WOW-TV engineers (Vol. 8:4) settled this week, and full staff returned to duty Feb. 7; TV station lost only 28 minutes sustaining time, radio none, though walkout occurred Jan. 15 . . . Screen Actors Guild, by 2-to-1 majority, won NLRB election this week upholding jurisdiction over all performers working on films produced for CBS-TV on West Coast; Guild got 32 votes to 16 for Television Authority . . . NLRB has ordered election at KTTV, Los Angeles, to determine whether employees want one or 2 unions, one comprising engineering people, other taking in program dept. stagehands, carpenters, scenic artists etc. . . . Ted Cott, gen. mgr. of NBC's WNBC & WNBT, New York, credited with master-minding signing of Jackie Robinson, Brooklyn Dodgers' great Negro second baseman, to 2-year contract as TV-radio "director of community activities" at "good deal more" than half his reported \$40,000 baseball salary; he will continue in baseball, too . . . The 36-year-old, \$35,000-a-year Mr. Cott, incidentally, is subject of sketch in Feb. 11 *Time*, with picture, relating some of his promotional gimmicks . . . Add high cost of TV talent: Hollywood reports have it that actress Joan Crawford is available for 26 half-hour films a year at \$200,000 a year—plus 50% ownership of the films . . . Off to Winter Olympics in Oslo, Norway, went Sandy Spillman, program director, KPIX, San Francisco, Feb. 3 to film and tape-record games for weekly series . . . New York Giants home games signed by WPIX, which also has contract for Yankees . . . CBS-TV sets up film sales as separate service to advertisers, agencies and stations . . . WPTZ, Philadelphia (Philco) and WXEL, Cleveland (Herbert Mayer) join NARTB-TV, bringing total membership to 82 of the 108 on air . . . WFIL-TV, Philadelphia, raises Class A hourly rate from \$1400 to \$1500 on Feb. 15, one-min. from \$250 to \$300; KHJ-TV, Los Angeles, on March 1 raises Class A hour from \$750 to \$1000, one-min. from \$135 to \$180.

Justice Dept. resumed probe of NCAA's TV restrictions on college football games last week when asst. attorney general H. Graham Morison wrote to TV networks requesting outline of their experiences with NCAA's ban last fall. Morison asked networks whether they could obtain rights to telecast all games they desired and what efforts were made to gain additional telecasting privileges. Justice Dept., now preparing for Feb. 22 answer of National Football League to anti-trust charges, has said it considers any group restriction on sale of TV rights illegal (Vol. 7:47). This week, NCAA named 1952 TV committee, with Yale's strong anti-TV spokesman Robert A. Hall as chairman. Other members: Shober Barr, Franklin & Marshall; Jeff Coleman, U of Alabama; K. L. Wilson, Big Ten; Reaves E. Peters, Big Seven; Howard Grubbs, Southwest Conference; E. L. Romney, Mountain States Conference; W. O. Hunter, USC; Asa Bushnell, ECAC; Walter Byers, NCAA executive director.

Three applications filed with FCC this week boosted total pending to 489, of which 29 are uhf. Port Arthur College (KPAC) requested Channel No. 4 in Port Arthur, Tex.; KAUS, Austin, Minn., No. 6; American Television Co., Ft. Smith, Ark., No. 5. [For further details, see *TV Addenda 14-D* herewith; for listing of all applicants to date, see *TV Factbook No. 14* and *Addenda* to date.]

Pilot model of Eidophor-CBS color theatre-TV equipment will leave Switzerland by air for U.S. Feb. 28, officials of 20th Century-Fox say now. Departure was delayed in order to make several "improvements and adjustments," so that equipment will be ready to set up in 20th's New York home office theatre immediately upon arrival. Asked about reports that the theatre units will be produced overseas (Vol. 8:5), 20th Century technical director Earl Sponable said "plans aren't that far along yet." GE has contracted to produce the equipment. Film company plans to demonstrate Eidophor to FCC during theatre-TV hearing, scheduled to begin March 10.

Screen Actors Guild (AFL) reports it has signed union shop contracts with 12 TV film companies during last few weeks. It lists them as Allegro Pictures, Jimmie Allen Enterprises, Commodore Productions & Artists Inc., Donlevy Development Co., Fantasy Films, Sam Kerner Productions, Krasne-Gross-DeWitt, Landmark Productions, Mark VII Productions, Scripture Films, Visual Drama, all of Hollywood; and Times Square Productions, New York.

Sometime in latter March or early April is only promise now for "satellite TV network" operation projected by Circuito CMQ-TV, Havana, which already has Camaguey transmitter on air, Santa Clara outlet testing, Matanzas and Santiago outlets still not ready (*TV Factbook No. 14*); all will eventually be "fed" by microwave from Goar Mestre's CMQ-TV, Havana, meanwhile using films and kine-recordings of CMQ-TV's shows.

TV as aircraft aid, to avoid such disasters as recent Elizabeth, N.J. crash, is being explored by Govt., U.S. Weather Bureau official Benjamin Haynes told House Interstate & Foreign Commerce Committee this week. He said TV may be used to transmit accurate picture of ground conditions to pilot. British have announced plans to try TV-radar combination at London airport to transmit maps, radar displays, etc. to strategic spots (Vol. 7:46).

Consideration of McFarland bill (S. 658) to "streamline" FCC (Vol. 7:39, 42), by House Interstate & Foreign Commerce Committee, will take at least month more, committee members predicted this week after 2 sessions on bill. They attribute slowness to complexity of bill and difficulty of choosing between 3 viewpoints—Senate-passed version, Commission's counter-proposal, Comr. Jones' arguments.

Accent will be on uhf, with reports on propagation and equipment, at RCA's TV seminar for consulting engineers, attorneys and FCC to be conducted in Washington's Statler Hotel, Feb. 13-14. Headed by T. A. Smith, asst. mgr. of engineering products dept., company engineers and commercial men will discuss latest in transmitters, antennas, cameras, uhf tuners for receivers, etc.

Trans-oceanic TV via film-facsimile combination, is suggested by Dr. E. F. W. Alexanderson, one of TV's "grand old men," now GE consultant. He visualizes movies of overseas events being transmitted to U.S. via facsimile, then processed and telecast.

Research Arts, 270 Park Ave., New York, has been established by Dr. Paul Ilton, archaeologist, to provide technical advice to TV, radio, advertising and film industry; being handled by Wm. Morris Agency.

La Voz Dominicana, of Ciudad Trujillo, Dominican Republic, is ninth customer in Latin America to purchase a 5-kw RCA TV transmitter, reports Meade Brunet, RCA v.p. & managing director of RCA International Div.

TV programs for deaf children are in experimental stage in Britain. Special telecasts designed to tell story almost 100% visually are accompanied by strip of printed text moving across bottom of screen.

American Assn. of Advertising Agencies holds next annual meeting April 3-5 at Greenbrier, White Sulphur Springs, W. Va.

MARTIN CODEL'S

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ADD 6 CITIES FOR CONVENTION NETWORKS: Network service to 6 more cities by political convention time in July appears virtually certain -- to be accomplished precisely along lines we reported last month (Vol. 8:4). This week's announcement by AT&T was carefully qualified, but there's little question these now non-interconnected cities will get conventions: Miami, New Orleans, Houston, Dallas, Ft. Worth, Oklahoma City. As expected, Tulsa and San Antonio won't make it. Said AT&T:

"Originally scheduled for the 'last half of 1952,' the network additions are being rushed to meet the earlier date. It was emphasized, however, that priority of construction for national defense and possible material shortages make it impracticable at this time to assure the advanced dates."

Method of making connection is through equipping existing Jackson-Dallas coaxial for TV, feeding signals north and south from Dallas. Alternative route, microwave south from Kansas City, couldn't be completed in time.

New cities will get only one circuit in July, so there's nothing to permit multi-network competitive service during conventions. But AT&T says cities with 2 stations (Dallas & San Antonio) will get 2 channels later in year.

LATEST FREEZE GUESS—NEARER APRIL: You'll get blue in the face if you're holding your breath waiting for end of freeze.

March 1 is now considered well nigh impossible, mid-March a possibility, and April 1 is mentioned occasionally.

There's no hidden reason behind constantly sliding date. Fact is job is big one, tremendous, and staff are proceeding carefully. Commissioners are learning the ropes far more expertly than they knew them when they issued last end-of-the-freeze proposal and allocations table just about a year ago (Vol. 7:12).

Commission met on allocations only 2 days this week, as staff checked and rechecked to make certain channel allocations are consistent throughout the country. Most of country has been allocated but complicating the job, says FCC, is fact that many conflicts have turned up in channel reallocation proposals overlooked by those making the proposals. But final draft of allocations table isn't far off.

* * * *

Though local demands grow more intense by the clock, though speculation grows wilder and wilder as to what will happen after final freeze decision, FCC has not yet had a single session on basic policy questions: how to handle applications, whether cases will be heard channel-by-channel, which cities come first, etc.

Every hint or scrap of information from FCC is avidly seized upon. Example of what Commission is telling applicants and other inquirers was carried in recent issue of Tampa Tribune (WFLA).

Newspaper quoted letter from Chairman Coy, in which he doubted that a dozen stations will get on the air this year. He stated he expected decision around end

of February, that there would then be 60-90 days for applications, then processing, then hearings, finally CPs and actual construction.

Applied to Tampa, said WFLA manager George Harvey, this means telecasting might begin in fall of 1953. That's as good guess as any for any good market area in which there inevitably will be more applications than there are channels.

* * * *

Commission has limited manpower, must decide its most equitable deployment. It has plenty of other tasks. In TV, the big question runs something like this:

Assuming first objective is to give TV to people now without service, what is quickest and fairest method? Suppose an existing station, through power increase, could serve an additional 100,000 people in mere few weeks or months after freeze. And suppose a new station in new area could serve equal number but must go through hearing first, or needs 6-12 months to build even if grant could be obtained without hearing. Which application should be processed first? Or should the 2 kinds of applications be mixed in specified proportions?

Estimate by RTMA task force (Vol. 8:6), that 130 CPs for new stations and 10 CPs for power increases would be granted this year, is sheer conjecture -- though former are possible in terms of smaller, non-contested areas.

Another question: Should Commission devote full time to getting service to non-TV areas -- ignoring present one-or-2-station areas indefinitely, even if it takes years? And most provocative question of all:

Will hearings lump all applications together, or should they take them up channel-by-channel? Choice may determine speed with which grants can be made.

Such subjects occupy full time of several FCC staff members, but Commission itself hasn't taken them up -- probably won't until everything else is nailed down.

Final decision will be "one package deal"; at least, that's the present FCC intention. Plan is to release one document that will tell everything -- what to apply for, where, when, how. We'll publish it when released (Vol. 8:6).

Commission's budget will have strong bearing on processing procedures. If Congress grants \$200,000 extra requested for broadcast activities (Vol. 8:4), 3-4 examiners will be added to present 7, and TV staff will be bolstered. Coy appeared before House appropriations subcommittee Feb. 13, is said to have received favorable reception. But there's many a slip between testimony and final appropriation. Committee's report is due sometime in April, final Congressional vote during summer.

RCA SEMINAR—SHORT COURSE IN UHF: Riding end-of-freeze spirit in the Washington air, and mindful of chary attitude towards uhf, RCA this week uncorked dual pitch for TV transmission to 200-300 consulting engineers and attorneys attending Statler Hotel seminar -- offering both vhf & uhf data and equipment but accenting uhf transmission and reception. [For RCA receiver/converter plans, see p. 10.]

Rest of transmitter makers -- DuMont, Federal, GE (and Westinghouse in uhf) -- are also stepping up campaigns. Competition will be stiff at NARTB convention in Chicago, March 29-April 2, when all will strut their stuff.

Uhf propagation expert Dr. George Brown led off with summary of knowns and unknowns of uhf coverage. Net effect of his report: the flatter the terrain, the higher the power, the lower the frequency -- the better the service. He didn't try to gloss over uhf's disadvantages, pointing out, for example, that signal drops to almost nothing close behind high hills.

Experiments with antenna "tilting (Vol. 7:19) and "beam-shaping", to improve service, were also reported. Dr. Brown illustrated how tilting beam down one or 2 degrees effects tremendous improvement in service for heavily populated areas, though signal drops in periphery. He intimated practice should be given serious consideration, at least until very high powers are available -- particularly since it permits use of higher powers while reducing tropospheric interference.

Among unknowns in uhf propagation, Dr. Brown said, is the effect of antenna height on coverage. He found little correlation when comparing different heights used in Washington, New York and Bridgeport experiments.

To resolve height questions, RCA is planning to transmit from new site "in

New York area" simultaneous uhf signals from 200, 400, 600 & 800-ft. levels. Said Dr. Brown: "I'm rather thrilled, looking forward to the experiments. My wife says it sounds kind of dull." He raised an understanding laugh from audience.

* * * *

Availability of uhf transmitting equipment appears better than RCA has indicated up to now (Vol. 8:5). A 1-kw transmitter will be ready this October, and 10-kw is due first quarter 1953.

Uhf slotted antenna now offered was termed "much simpler" than one employed at Bridgeport. It has gain of 24-27, will be available in September. Transmission lines will include 2 sizes of waveguides in addition to 3½-in. and 6½-in. coaxial.

Offset carrier operation in uhf, to reduce interference and widen station service areas, is now as feasible as in vhf, according to RCA engineers. They report that they have achieved more than adequate frequency stability -- something that worried FCC no end year or 2 ago.

To assist consultants making uhf site tests, RCA plans to lease them field truck and 100-watt transmitter -- giving actual picture for measurements. Company is now equipping truck.

Full line of vhf and studio equipment was also described, including new camera, new film projector, improved methods of telecasting film.

Applicants are placing orders for uhf as well as vhf, said T. A. Smith, asst. mgr., engineering products dept. They usually "go the whole hog," he added, specifying maximum powers contemplated by FCC up to now.

That most applicants are ready, willing and able to build, is indicated by fact that to date only 5 prospective equipment purchasers have been turned down by credit dept., said RCA officials.

NARTB-TV CODE 'READY FOR BUSINESS': NARTB's self-censorship TV code (Vol. 7:49) is all set, ready to go into effect, and awaiting subscribers following appointment of Code Review Board and approval of administrative details by association's TV board meeting this week at Lost Valley Ranch, Bandera, Tex.

Majority of NARTB's 82 TV station members, and all 4 networks, are expected to be charter subscribers to the code, which becomes effective March 1. It will be administered and policed by 5-member Review Board, meeting 5 times a year. Many of 26 non-members of NARTB-TV are expected to adhere, use seal on screens (see p. 14).

Named to head Review Board by NARTB president Harold Fellows and confirmed by TV board was veteran broadcaster and telecaster John E. Fetzer, owner of WKZO & WKZO-TV, Kalamazoo. Other board members: J. Leonard Reinsch, WSB-TV, Atlanta, vice chairman; Mrs. Scott Bullitt, KING-TV, Seattle; Walter J. Damm, WTMJ-TV, Milwaukee; E. K. Jett, WMAR-TV, Baltimore, former FCC commissioner.

Code administration budget of \$40,000 for first year was approved by the TV board. NARTB said the 4 TV networks "will assist substantially in defraying administration cost," but didn't reveal amount they will contribute.

Initially, it will cost stations \$520 a year to subscribe. If subscriber is member of NARTB, \$250 of this amount will be credited against his dues, making his net code payment \$270.

Subscription fees will be reduced in proportion to the number of subscribing stations. When 90 have subscribed, for example, the fee will be cut to \$405 per station, with \$250 of that amount credited toward dues of NARTB member-subscribers.

NARTB's enthusiasm for new code was matched by that of Sen. Johnson, who this week told Baltimore's WAAM Seminar (see p. 14):

"If telecasters follow [the code] faithfully, this new and exciting medium will prove to be the greatest influence for clean thinking and clean living since Moses published the Ten Commandments on slabs of stone. Telecasters now join 'men of the cloth', the school teacher and the parents in advancing the cause of high moral standards. It should be inspiring to be associated with an industry which thus promotes the better things of life."

Note: Full text of code, published Dec. 8 as our Supplement No. 76, is contained in TV Factbook No. 14; separate reprints are available at \$1 each.

GRAND JURY PROBE OF COLOR & PATENTS? Dept. of Justice attorneys, moving quietly and rather mysteriously, are understood to be preparing to lay evidence before a Federal grand jury purporting to show anti-trust activity in electronics field -- prompted either by (1) charges of industry collusion in connection with virtually unanimous opposition to CBS system of color TV, FCC approved but "frozen" by NPA order, or by (2) allegations of patent monopoly, most likely involving mainly RCA, with eye on expiration of its licensing agreements in 1954.

At least one subpoena is known to have been issued, presumably on RCA, asking for vast quantities of records, and several manufacturers have been questioned from time to time by Dept. of Justice agents. But nothing definite about nature and scope of inquiry is obtainable beyond these facts:

(1) RTMA and its officers haven't been served with subpoenas.

(2) No Dept. of Justice people were present at last week's NPA meeting on color (Vol. 8:6), where Paramount counsel Paul Porter evoked vehement denials when he remarked on an apparent "concert of action" against CBS color by manufacturers.

(3) Oft-initiated inquiries into RCA anti-trust charges lay quiescent in Dept. of Justice as recently as 3 weeks ago.

(4) FCC has officially designated its general counsel Benedict P. Cottone and chief engineer Edward W. Allen to "discuss" matter with Dept. of Justice, though it didn't assign attorney William Bauer despite fact he has for years been conducting a one-man inquiry into patent situation.

Best guess is that it's sort of preliminary probe, sanctioned if not urged by FCC, looking into the possibility of action against RCA and other companies for allegedly thwarting the Commission's will in failing to manufacture CBS-type color receivers. Whether NPA ban and RCA-NTSC current tests of compatible color systems will have bearing on case, it's impossible to say yet.

PENTAGON CONSULTED ON COLOR TV BAN: Prospects for production of color sets remain close to nil. Question is now largely matter of manpower -- and military, through the Munitions Board, is almost certain to rule that engineers just can't be spared.

But NPA's color TV Order M-90 will be amended, rewritten or supplanted by a new regulation to make its language more explicit and less restrictive. Best bet is that NPA will permit manufacture of color theatre-TV equipment, confine regulation to home receivers only. There's also slight possibility it will permit production of TV sets with built-in adapters to receive incompatible signals in black-&-white.

New or revised order won't be issued for 10-30 days. NPA officials are not yet at writing stage -- they're still investigating. Thus foregoing deductions are based on present stage of inquiry, represent best thinking as of today.

Some tentative decisions may be made next week. And it's entirely possible that further investigation will convince NPA that its purpose can best be accomplished by sending each TV manufacturer a letter "requesting" him not to divert any skilled personnel from defense work to color -- without any formal order.

"We're going to take our time on this, and consider every possibility in a purely objective light," one NPA official said. "There'll be no hasty action."

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When smoke cleared after Feb. 8 industry-Govt. color conference (Vol. 8:6), NPA production controllers found they were faced with these facts:

(1) Majority of manufacturers favored retention of M-90.

(2) Three of the 4 who asked abolition of the order (Paramount's Chromatic, CBS, RCA) made strong cases by arguing that M-90 went further than Oct. 25 agreement between set manufacturers and defense mobilizer Charles E. Wilson (Vol. 7:43).

(3) No manufacturer spoke out explicitly against permitting production of color theatre-TV equipment.

(4) M-90 is not saving any materials; regardless of whether it stays on books, NPA won't allot extra materials for color set production.

(5) Revocation of M-90 might cause heavy drain on technically skilled manpower needed for military production.

This last factor is tipping the scales in favor of retention of M-90. Much more was made of manpower angle at Feb. 8 conference than at Oct. 25 meeting. Most manufacturers agreed that if M-90 were erased they would be forced to assign scarce engineers to color developmental work, if only to maintain their competitive positions in the industry. Minority of set makers denied this would be important factor.

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Reviewing the situation, NPA planners decided that revocation of M-90 would increase civilian requirements for engineers specializing in development, production, design, process, quality control and application, plus draftsmen.

Then they asked Pentagon to conduct thorough inquiry to determine whether military production is being impeded by shortages of such personnel.

Defense Dept. made preliminary investigation, told NPA Feb. 13 that severe shortage of engineers and draftsmen is one of sore spots in defense production picture, that many military contracts have indeed been delayed by scarcity of the very type of talent required for research and development engineering in TV industry.

* * * *

Burden of rewriting M-90 will fall on NPA administrator Henry Fowler, asst. administrator H. B. McCoy and Electronics Div. director J. A. Milling, assisted by NPA legal staff. Not unmindful of last week's statement by Paramount's Barney Balaban that his Chromatic TV set with Lawrence tube can receive color as easily as black-&-white and with "no other materials," Mr. McCoy told us:

"The public interest must be considered, too. If any company can make a set that will receive all color systems and protect the public's investment that way -- well, we'll have to consider that." [If NPA seeks to determine "public interest" as regards rival color systems, it may find itself in as lengthy and unhappy a controversy as did the FCC.]

Thus it now appears likely that Mr. Balaban's protests, which prompted NPA to call last week's color TV session, will succeed in forcing modification of M-90 -- but not enough to permit him to mass-produce Chromatic color TV receivers or to impel other manufacturers (including CBS-Columbia) to mass-produce for CBS system.

Personal Notes: A. Davidson Dunton, 39-year-old ex-newsman, reappointed governor and chairman of board of Canadian Broadcasting Corp. for 10-year term . . . Amon Carter Jr., 32, elected president of Carter Publications Inc., Fort Worth, publisher of *Star-Telegram* and licensee of WBAP & WBAP-TV; his father becomes chairman of board . . . John H. Reber, sales mgr. of WNBT, New York, named NBC-TV national spot sales mgr., with Robert Leder leaving post of NBC Eastern radio sales mgr. to become national radio spot sales mgr.; Richard H. Close, Eastern spot sales mgr. for TV, becomes national mgr. for represented stations—all reporting to James V. McConnell, director, national spot sales dept. . . . Terry Hamilton Lee, ex-Young & Rubicam, Chicago, at one time with KPRC-TV, Houston, joins WFAA-TV, Dallas, as sales mgr. . . . Mort Weinbach, business mgr. of radio program dept., named ABC-TV national operations director . . . Robert Hennig, ABC-TV production mgr., joins NBC-TV as mgr. of TV network building and studio operations . . . Michael Dann, NBC trade editor recently named coordinator of program package sales, promoted to NBC-TV supervisor of special broadcasts, reporting to Davidson Taylor . . . J. R. Poppele, engineering v.p. of WOR & WOR-TV, observes 30th anniversary with organization Feb. 16 . . . C. T. (Swanee) Hagman resigns as executive v.p. of WLOL, Minneapolis (Atlass), to head group buying 50-kw WDGY there, succeeded by Marvin Rosene, from KIOA, Des Moines . . . Edward J. Content, consulting engineer, back from Saudi Arabia where he worked on govt.'s broadcasting installations at Jeddah and Mecca . . . Alexander Klein named director of TV & films, J. D. Tarcher & Co.

Last stage of FCC's reorganization was accomplished this week when Commission set up Field Engineering and Monitoring Bureau (George S. Turner, chief), taking it from under wing of chief engineer, and realigned several other offices. Among other changes: (1) Office of the General Counsel—set up Litigation Div. and Legislation, Treaties & Rules Div., abolished Los Angeles field office. (2) Office of the Chief Engineer—now has 3 divisions, namely Frequency Allocation & Treaty, Technical Research, Laboratory. (3) Office of the Secretary new name for Bureau of the Secretary, with following divisions—Docket, Minute, Library, Technical Assistance. (4) Broadcast Bureau takes over broadcast license functions formerly under secretary. (5) Office of Administration—now 4 divisions, Budget & Fiscal, Organization & Methods, Personnel, Administrative Services, takes over number of secretary's duties.

Two more FCC lawyers resign—asst. gen. counsel Max Goldman to become director of Office of Industrial Tax Exemptions for Puerto Rican Govt., and George MacClain to become asst. gen. counsel, National Security Resources Board. Goldman will live in San Juan, reports there Feb. 25. A peak point in his career came when he argued color case before U. S. District Court in Chicago (Vol. 6:46). MacClain has been FCC counsel in "Conelrad" project designed to render U. S. stations useless for purposes of enemy plane and missile homing.

IT&T elects Charles D. Hilles Jr. as v.p. & gen. attorney. Godfrey A. Ogilvie, v.p. formerly in charge of telephone operations, named v.p. & secy.; M. Richard Mitchell, ex-asst. gen attorney, now gen. solicitor; Paul F. Swantee, now controller. W. H. Pitkin continues as vice chairman but relinquishes post of gen. attorney.

NEW PHASE in DuMont's strategy to rid itself of stockholder Paramount Pictures (about 25%) became evident in this fourth week of FCC hearing—and case is still long way from consideration of ABC-United Paramount Theatres merger, subject of most interest to industry.

It's apparent that DuMont counsel William Roberts is no longer trying merely to assure Commission that Paramount doesn't control DuMont. He's now bent on convincing FCC that it should force Paramount to divest itself of DuMont stock because of Paramount's anti-trust history and its interest in developments presumably competitive to TV stations—such as subscription TV and theatre TV—as well as in movie production.

Hearing examiner Leo Resnick gave newsmen this estimate of time case will run: more testimony, with short recesses, until April 1; then 40-60 days for proposed findings; then at least 3 months, or until about Sept. 1, for his initial decision. After exceptions and oral argument, final FCC decision could come near year's end. Slowness of hearing is attributable to fact Resnick is extremely liberal in permitting extensive testimony and cross-examination, feeling case is truly basic and precedent-setting in determining future movie-TV relationships.

Most of week's testimony was concerned with Paramount's long anti-trust case. President Barney Balaban, v.p. Paul Raibourn and director Edwin Weisl spent most time buttressing Balaban's previous testimony (Vol. 8:6): how now-outlawed movie practices of block-booking, pooling, etc. grew in normal competitive scheme of things but were dropped when Supreme Court ruled them illegal.

Commission counsel probed witnesses in attempt to determine whether Paramount's officers might be inclined to institute similar practices in TV.

Paramount's reluctance to furnish movies for Zenith's Phonevision tests was also scrutinized. Correspondence between Zenith and Balaban showed latter didn't

WESTINGHOUSE plucked highly-prized Pittsburgh market, its home-town, for its presidential campaign coverage this week—but at heavy cost. Deal involved purchase of 4-station DuMont network—DuMont's WABD, New York, WTTG, Washington and WDTV, Pittsburgh, and *Chicago Tribune's* WGN-TV. DuMont, which was left without any political coverage plans when its joint venture with *Life Magazine* fell through (Vol. 8:4), apparently will pick up the Westinghouse telecast from CBS (Vol. 7:52). DuMont's announced plans are identical with those of CBS, and include coverage of both political conventions in July, election night returns and 13 weekly "get-out-the-vote" programs.

So ended the spirited bidding for Pittsburgh's only station, DuMont-owned WDTV, by rival networks and sponsors—CBS for Westinghouse, NBC for Philco, ABC for Admiral. New York, Washington and Chicago each will have identical Westinghouse coverage on 2 channels.

Meanwhile, networks continued battling for the one-station markets that were left, each offering plenty of inducements. All 3 networks now offer plenty of time for local news and commercials in their political schedules. And at least one sponsor reportedly is dangling bait of cash bonuses to stations in important markets. But one source says all major one-station markets are now sewed up—all of them by NBC-Philco except Pittsburgh, Bloomington (WTTV), Kalamazoo (WKZO-TV), Charlotte (WBTV), Greensboro (WFMY-TV), Nashville (WSM-TV).

Edward Lamb, owner of WICU, Erie, and WTVN, Columbus, also of AMs WTOD, Toledo, and WHOO, Orlando, Fla., has purchased 5-kw WIKK, Erie, for reported \$150,000, will tie it up with his *Erie Dispatch* and WICU.

agree to provide films until Justice Dept. became interested (see below).

TV has very little effect on top movies, Raibourn testified, but he reported that boxoffice settles down to 20%-30% decrease in TV-saturated areas after TV novelty wears off. He estimated that average family spends \$30 a year on movies, but \$100-\$200 on TV—including cost of set, installation, service, etc. Only \$15-\$20 of TV bill goes for entertainment, whereas much larger percentage should go directly to entertainment, he said.

Sessions became most acrimonious to date, with Roberts and Paramount counsel Paul Porter frequently snapping at each other.

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Heated correspondence between Zenith president E. F. McDonald Jr. and Paramount president Barney Balaban in 1950, concerning McDonald's request for movies for Phonevision test (Vol. 7:50), was entered in record of Paramount hearing this week. Some choice excerpts: "I believe your test is being conducted under highly abnormal and unrealistic circumstances accentuated by the artificial light of intense publicity [and it] can have no value as a practical test," wrote Balaban. To which McDonald replied: "I am surprised to see you decide to remain with the rest of the members of the Motion Picture Assn. of America in refusing to rent us films for this test." Balaban: "You attempted to establish the false assumption that Paramount is supporting some 'group' in refusing to rent pictures for your 'test' and is acting in concert with other members of MPAA. This I deny flatly." McDonald: "We both cannot be right. I don't think it will take too long to ascertain which one of us is going to give our advisers hell." Balaban, after some correspondence with Dept. of Justice: "We have decided to cooperate with the FCC by making available to you a fair and representative sample of our pictures . . ."

IT'S A "PUZZLEMENT"—the NBC-TV 7-9 a.m. show *Today*, with Dave Garroway, now going into sixth week. Station commercial "returns" now range from \$5000 a week worth of local cut-ins reportedly sold by NBC's New York WNBT to scattered local spots by some other affiliates to zero on such a top-hole station as WWJ-TV, Detroit. Of the 30 affiliates carrying it, 4 more have replied to our questionnaire since we last reported on what 19 stations think of such early-morning telecasting (Vol. 8:5). To a man, the managers are enthusiastic or at least favorably disposed—but this reaction from WWJ-TV's Wm. Walbridge speaks volumes:

"We have not sold anything in *Today*. The advertiser's attitude seems to be wait-&-see [but] the public likes it! Our letters are almost unanimous in praise . . . No measurements of the audience are available, but the morning it was delayed here our switchboard became clogged after 268 calls . . . National timebuyers react the same way—reluctant to make the first move. I'm certain that if *Today* gets one big scoop, an on-the-scene broadcast of a major news event, to demonstrate its potential, then the cool boys will quickly turn hot."

"There will be criticism of the vague format or patchwork quality of presentation. Crosby and others have ridiculed the show. They may live to eat their words if NBC continues to have the courage and the cash to keep it going.

"When we prove good audience, the format will adjust to take care of any lack of adaptability it might have commercially. It's a good deal for local stations. Any 2 hours of programming that gives us 10 one-minute spots, 10 twenty-second commercials and 20 five-minute newscasts (local) per week certainly gives us all the opportunity for sales that we will need."

Station Accounts: Hughes Aircraft Co., sponsoring new type of sports program titled *Here's How with Harmon*, alt. Wed. on KNXT, Los Angeles, at about 7:40-8 p.m., following kine-recorded versions of Pabst prizefights; each show, Tom Harmon interviews sports luminary relating and demonstrating the "how" of respective sports . . . Esso Standard Oil Co. trying out TV version of *Esso Reporter*, 15-min. around dinner hour, on WPIX, New York; WBAL-TV, Baltimore; WTOP-TV, Washington; WTVR, Richmond; WDSU-TV, New Orleans; placed thru Marschalk & Pratt, feature doesn't mean reduction of 53-station radio news campaign, but TV will be expanded if it clicks . . . U. S. Envelope Co. (Self-Seal Envelopes), thru S. R. Leon Co., and Locatelli Inc. (Provolino cheese, olive oil, salami), thru H. C. Rossi Adv., new participations in *Kathi Norris Show* on WABD, New York . . . Crawford Clothes has bought 13 weeks of *The Cases of Eddie Drake* and 26 weeks of *The Files of Jeffrey Jones* for placement on WABD, Thu. 9:30-10, starting March 6, thru Al Paul Lefton Co., N. Y. . . Lutheran Church-Missouri Synod, Clayton, Mo., to spend \$750,000 on 26 thirty-min. films titled *This Is the Life*, to be produced-distributed by Lutheran Television Productions (Rev. Herman W. Gockel, religious director of project; Ian B. Smith, exec. producer, Hollywood) . . . Chicago Auto Show telecast for 2 hours on WGN-TV Feb. 16 had 20 auto manufacturers as co-sponsors . . . Unaffiliated with any AM station, Miami's WTVJ has nevertheless joined with WBRD, Ft. Lauderdale, to present regular Wed. a.m. simulcast, 5 retail stores participating, titled *McCauley Callin'* and featuring disc jockey Elliott McCauley . . . Among other advertisers reported using or preparing to use TV: Venice Maid Co. Inc. (Chili Mac), thru Schoenfeld, Huber & Green, Chicago; Marie Designer Inc. (contour chairs), thru Walter McCreery Inc., Beverly Hills; Coleman Co. Inc. (gas & oil water heaters), direct; Genesee Brewing Co. (Genesee beer & 12 Horse ale), thru Rogers & Porter, Rochester, N. Y.; H. Fendrich Inc. (La Fendrich cigars), thru G. A. Saas & Co., Indianapolis; Senator Hotel Corp. (Senator Hotel, Atlantic City), thru Dorland Adv. Agency, Atlantic City; Taylor-Reed Corp. (Chin Lee Chinese dinners), thru Tracy, Kent & Co., N. Y.; Sitroux Inc. (Sitruex facial tissues), thru Franklin Bruch Adv. Corp., N. Y.; Lamour Hair Products Inc. (Color Comb & Shamp-o-Pads), thru Kenneth Rader Co., N. Y.; Bisceglia Bros. Wine Corp. (Paradise wine), thru St. Georges & Keyes, N. Y.; G. N. Coughlan Co. (Spandy disinfectant), thru Lewin, Williams & Saylor, Newark; Chin & Lee Inc. (canned & frozen food products), thru Kastor, Farrell, Chesley & Clifford, N. Y.; Charles G. Summers Inc. (Supernine Limagrands canned lima beans), thru Kal, Ehrlich & Merrick, Washington; Walter Bainum Inc. (Mary Lowell lotions, creams, deodorants), thru Robert Acomb Inc., Cincinnati; Lejon Freres Inc. (Neckline beauty creams), thru Weightman Inc., Philadelphia; North American Sweets Corp. (Sweetop creamed frosting), thru Weiss & Geller, N. Y.; Texas Rice Promotion Assn. (Rice-Its preparation), thru Wilkinson-Schiwetz & Tips, Houston; Atlas Fence Co., thru Ecoff & James, Philadelphia.

Network Accounts: Westinghouse adds DuMont's 3 owned-&-managed stations (WABD, WTTG, WDTV) plus *Chicago Tribune's* WGN-TV for coverage of political conventions in July (Vol. 7:52 & 8:6), presumably will tie them into its CBS-TV network, thru Ketchum, McLeod & Grove, Pittsburgh (for further details, see story on p. 6) . . . Columbia Records, starting Feb. 26, sponsors Tue. & Thu. segments of *Douglas Edwards and the News* on CBS-TV, Mon.-thru-Fri. 7:30-7:45, thru McCann-Erickson, N. Y. . . Procter & Gamble (Ivory Flakes) begins sponsorship Feb. 26 of Tue. & Thu. segments of *The Egg & I* on CBS-TV, Mon.-thru-Fri. noon-12:15, thru Compton Adv., N. Y.

WHY HAS ADMIRAL, one of earliest and most consistent sponsors of network TV programs, decided to drop its *Lights Out* program on NBC-TV (Vol. 8:6) and turn to network radio—using CBS world news roundup Sun. 5:30-5:55 p.m., starting Feb. 17? Admiral president Ross Siragusa explains in press release Feb. 13 in which he says radio and newspapers need not fear TV inasmuch as those media have "a permanent place in the American way of life." He figures it this way:

"The total circulation of daily and Sunday newspapers has registered increases in each postwar year, and it is obvious that the newspaper can never be replaced. One cannot minimize, either, the power of the more than 2275 AM broadcast stations and the estimated 105,000,000 radios now in use in American homes, hotels, institutions and automobiles. These sets reach into practically every home in the U. S. and provide a powerful medium for carrying coverage of many election year features that cannot be telecast."

Admiral is sponsoring both TV and radio coverage of forthcoming political conventions via ABC (Vol. 8:4), also telecasts of special events, but hasn't used any radio except spot in recent years. Siragusa explained that "Admiral feels so strongly about the future of radio, it has provided a standard AM radio in 9 of its 1952 table model and console TV receivers . . ."

New obstacle to release of recent movies to TV is this week's agreement between Screen Actors Guild and Independent Motion Picture Producers Assn. Seven-year pact provides: (1) Each actor in list of 70 feature films made since Aug. 1, 1948 shall receive additional payment of 12½% of his original salary if film is sold to TV for less than \$20,000, and 15% if film brings \$20,000 or more. (2) None of the 70 films may be released to TV until at least 3 years after their first theatre showings. (3) Producers must negotiate with Guild before releasing to TV any other films made since Aug. 1, 1948. American Federation of Musicians also has standing demand that sound tracks of theatrical films released to TV be re-recorded and 5% of film's gross from TV be paid to AFM royalty fund (Vol. 7:17). Screen Writers Guild also plans to open negotiations with IMPAA for extra-pay arrangement, and Screen Directors Guild is contemplating similar move.

All 4 TV networks have filed appearances for theatre-TV hearings, now scheduled to begin March 10. At deadline Feb. 15, ABC & NBC filed as result of FCC action enlarging issues to include questions of (1) competition between types of TV service and (2) whether home TV networks should be permitted to distribute theatre-TV programming (Vol. 8:5). ABC's petition says it will participate "inasmuch as [the added issues] may have a bearing on the proceeding concerning the merger of United Paramount Theatres and ABC." CBS and DuMont filed Jan. 25 (Vol. 8:4). Motion Picture Assn. and National Exhibitors Theatre-TV Committee jointly filed list of 18 additional witnesses to their earlier star-studded array of 43 (Vol. 8:4). New list includes producers Cecil B. DeMille, Darryl Zanuck, Screen Actors Guild president Ronald Reagan, Theatre Owners of America director Gael Sullivan, other film industry notables.

Those Chicago theatre closings in 1951 (Vol. 8:6)—91 out of city's 336—are not necessarily or primarily attributable to TV, says Chester B. Bahn in Feb. 11 *Film Daily* editorial. He points not only to growth of drive-ins, but to higher living costs and taxes, theatre obsolescence, population shifts, increased business of remaining theatres. Overall income of movie business is better index to theatres' health than individual closings, he argues, giving example of United Paramount Theatres, whose latest quarterly report shows \$6,400,000 greater gross than same 1950 period.

"Road to top is through successful specialization," says NARTB-TV brochure titled *Station Management Takes a Look at Television Jobs*, released this week at TV seminar conducted by WAAM, Baltimore. Offered as preliminary survey, 17-page study analyzes present and prospective future employment in telecasting, notes only 7000 employees in nation's 108 stations, many of them doubling in AM, plus 3800 fulltime employees in the 4 networks. Station payrolls should go to 60,000 in 5 years, says report, assuming average of 50 persons in 1200 stations, and to 100,000 in 10 years if average is 40 persons in 2500 stations. Current employees are 36% in programming, 36% engineering, 16% general administration, 7% sales, 5% film depts. Study attempts to evaluate basic TV jobs in terms of aptitude, personality, education, experience.

Five of 7 Los Angeles TV stations have withdrawn support and membership from Academy of Television Arts & Sciences in protest against its "national" policy for "Emmy" awards. They announced they will support purely local Hollywood Society for Television Achievement. KLAC-TV, KTTV, KTLA, KECA-TV and KHJ-TV said ATAS isn't primarily interested in Hollywood-area TV and has "gone far afield of its original intent." KNXT (CBS-TV) and KNBH (NBC-TV) will remain in ATAS, but both stations are also members of HSTA. "Emmy" awards are to be presented at Feb. 18 dinner after vote by 150 TV editors for best dramatic, comedy, variety shows, best actor, actress, comedians.

Director of 1952 TV program for National Collegiate Athletic Assn. will be Eastern College Athletic Conference commissioner Asa S. Bushnell, named by NCAA executive committee Feb. 11 after mail vote by 17-member NCAA council. He succeeds Edwin Reynolds of New York, specialist hired last year to direct NCAA "experimental" TV football schedule. Executive committee held 2-day session in Chicago, set tentative budget for 1952 TV program. NCAA TV committee chairman, Yale's Robert A. Hall, said no definite program will be offered for mail vote by full membership until April, following final report on 1951 survey.

Abolition of "squatter's rights" on frequencies, both nationally and internationally, is objective of new policy statement issued this week through office of President's Telecommunications Advisor Haraden Pratt. Mr. Pratt said idea is to eliminate old practice, by various foreign countries and domestic agencies, of claiming priority on frequencies simply because they "got there first"—whether frequencies are used or not. Statement is considered major step toward implementing 1947 international agreement reached in Atlantic City. First application is to 4-27.5 mc band.

Uhf site tests, such as those conducted in Scranton and New Brunswick (Vol. 6:31), are proposed by WROW, Albany, and KICD, Spencer, Ia., in requests filed with FCC last week. Former wants 6-month special temporary authority to test 515-mc airborne radar pulse transmitter (Model ASB-5, Type CRR 52 APL) from Helderberg Mt. site formerly used for microwave relay by WRGB, Schenectady. Latter, planning to file for uhf in town of 7000, asks permission for 10-day test of 5-watt oscillator on Channel 42 (668-674 mc).

TV would have been ideal for Lincoln, in opinion of poet Carl Sandburg, famed Lincoln biographer. Sandburg's comment was in response to reporters' questions after he appeared on CBS-TV's Feb. 10 *See It Now*, originating from Lincoln Memorial. He also suggested that Lincoln-Douglas debates would have made excellent campaign fare on TV, but added with a laugh: "They ran 2 to 3 hours, you know, and I rather doubt that they could get a sponsor for that length."

NARTB Broadcast Engineering Conference, to be held in connection with convention in Chicago's Conrad Hilton Hotel, March 29-April 2, will feature symposium on uhf headed by Stuart Bailey, of Jansky & Bailey, with following on panel: Ralph N. Harmon, Westinghouse; James McNary, consulting engineer; John Battison, National Radio Institute; John Young, RCA; Robert P. Wakeman, DuMont. Symposium on small TV operations will be headed by John H. DeWitt, WSM-TV, includes Frank P. Bremer, WATV; Nevin Straub, WJAC-TV; R. A. Isberg, KRON-TV; J. E. Mathiot, WGAL-TV & WDEL-TV. List of technical papers is dominantly TV, including among others DuMont's Rodney Chipp discussing TV control room layouts; Federal's H. Thomas, TV switchboard for studio & master control; NBC's Allen A. Walsh, camera switching; RCA's John Roe, new TV camera; CBS's Wm. Lodge, lighting for TV.

Voice of America's first seagoing station, commissioned Feb. 15 in Hoboken, is Coast Guard's 5800-ton, 338-ft. cutter *Courier*. Ship is equipped with one 150-kw transmitter and two 35-kw transmitters, described by new Voice chief Dr. Willis Compton as "electronic weapons for combatting Soviet jamming and [enabling] the Voice of America to cover areas beyond the reach of present broadcasts." Cutter is manned by crew of 80, including 10 radio-trained officers, will serve chiefly as relay base, although small studio permits originations if necessary. State Dept. also announced it has under construction two \$7,000,000 stations, at Wilmington, N. C. and Seattle, to be more powerful than any others in the world.

TV oddities: (1) Feb. 18 *Time Magazine* reports cases of "TV tummy" among Syracuse youngsters—stomach spasms produced by too much excitement, "often resulting in needless X-ray examinations for appendicitis." (2) *Time* also recites case of CBS-TV newscaster Walter Cronkite, who called his physician, was told he had tracheal bronchitis even before he described symptoms. Doctor said: "I've been watching you on TV . . . and was wondering how soon you'd call." (3) TV bugs—the cockroach type as differentiated from electronic or human kinds—are a menace to TV set owners, according to National Pest Control Assn. Attracted by tube heat, roaches don't harm receivers though they eat excess cabinet glue, thriving because laymen are fearful of dismantling sets to get at the pests.

Community-antenna system projected by Fred Allman, WSVA, Harrisonburg, Va., would pick up signals from Washington and Richmond, each 120 mi. away, pipe them to homes via \$100,000 master TV system. He's first broadcaster to undertake such project, thinks it won't matter when Harrisonburg gets own TV outlet since subscribers may want to get choice of programs and may not be able to do so if, as seems likely, community has only one uhf station.

Article on color TV in January *Princeton Engineer* concludes: "The FCC will probably accept the recommendations of the NTSC, but color TV will be of minor importance to the public until the present emergency is over." Author: George H. Brown Jr., class of 1955, son of the RCA color expert (twin brother, also of scientific bent, is Harvard freshman). George Sr. says: "I don't endorse everything he says in the article."

Feb. 1 sets-in-use reported since NBC Research's census of Jan. 1 (Vol. 8:5): Dallas-Ft. Worth 154,228, up 5228; Norfolk 101,833, up 4233; Memphis 118,600, up 3600; Utica 67,000, up 3000; Richmond 108,878, up 3878; St. Louis 372,000, up 9000; Washington 335,715, up 11,715; Kansas City 189,161, up 8161; New Orleans 81,764, up 3364; Johnstown 138,454, up 5454.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for Dec. 11, 1951 to Jan. 10: Maurice S. Despres bought 100 Admiral, gave 100 as gift, holds 3900; Irene O. Siragusa gave 2500 Admiral as gift, Ross D. Siragusa gave 1500 Admiral as gift, together hold 732,732 personally and through trusts and foundations; Irving B. Babcock exercised option to buy 10,000 Avco, holds 10,797 common, 25 pfd.; W. A. Mogen-sen exercised option to buy 3446 Aveo, holds 10,000; R. S. Pruitt exercised option to buy 10,000 Avco, holds 31,420 common, 781 pfd.; Ralph F. Colin gave 28 CBS "A" as gift, holds 1000; Allen B. DuMont gave 600 DuMont "A" as gift, holds 54,400; Max & Helen Abrams Foundation bought 800 Emerson; Max Abrams holds 153,640 personally and through trusts and foundations; John H. Briggs bought 7200 Gabriel, holds 21,988 common, 2750 pfd.; S. Sloan Colt inherited 90 GE (Oct.), holds 2290 personally and through trusts; J. Harry LaBrum bought 100 Hallicrafters, holds 100; Hickey & Co. sold 600 Motorola, holds none, M. J. Hickey Jr. holds 2500; William Balderston gave 960 Philco as gift, holds 6208; Harold W. Butler gave 70 Philco as gift, holds 11,145; Larry E. Gubb gave 145 Philco as gift, holds 28,785; Leslie J. Woods gave 300 Philco as gift, sold 1200 (Mar.-Sept. 1951), holds 8805; James T. Buckley gave 200 Philco as gift, holds 19,787; Robert L. Werner bought 100 RCA, holds 100; John J. Smith bought 500 Sparks-Withington, holds 4400; James O. Burke gave 200 Standard Coil as gift, holds 339,660; R. E. Peterson gave 2700 Standard Coil as gift, holds 197,880; Glen E. Swanson gave 5200 Standard Coil as gift, holds 414,210; John S. Learoyd sold 200 Sylvania, holds 387; Don G. Mitchell gave 70 Sylvania as gift, holds 3004; A. H. Blank gave 1500 United Paramount Theatres as gift, holds 3095 personally and through trusts; E. F. McDonald gave 77 Zenith as gift, holds 42,114 personally and through Seneca Security Corp. New York Stock Exchange reports Thomas A. Kennally sold 1832 Philco in January, holds 18,102.

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Magnavox earned \$587,795 (79¢ a share) on sales of \$15,702,911 in the 6 months ended Dec. 31, 1951 vs. \$1,814,500 (\$2.53) on \$25,788,921 same 1950 period. Second quarter net earnings after taxes were \$567,428 on sales of \$10,691,871 vs. \$1,033,878 on sales of \$15,575,083 same 1950 quarter. President Frank Freimann's report noted that increasing portion of company's capacity is being shifted to defense production, and forecast TV-radio business will improve in second half of current fiscal year.

Dividends: Magnavox, 37½¢ payable March 15 to stockholders of record Feb. 25; Cornell-Dubilier, 30¢ payable March 28 to holders Feb. 26; Electrical & Musical Industries Ltd., 4¢ from sale of subscription rights, payable March 4 to holders Feb. 19; Paramount Pictures, 50¢ payable March 28 to holders March 17; 20th Century Fox, 50¢ payable March 29 to holders March 14; Warner Bros., 25¢ payable April 4 to holders March 3.

Walt Disney Productions reports net profit of \$429,840 (65¢ a share) in year ended Sept. 29, 1951, vs. \$717,542 (\$1.06 a share) in previous fiscal year. Gross income was \$6,287,538 vs. \$7,293,859 in previous year.

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Chatham Electronics Corp., Newark, N. J., has been awarded \$988,460 five-year 5% RFC defense production loan to build plant for production of thyratron radar tubes. Army will provide some \$2,500,000 worth of equipment for plant.

Federal Telephone & Radio Corp. (IT&T) sets up mobile radio communications dept. at Passaic plant to handle equipment in that field formerly made by Capehart-Farnsworth.

Mobilization Notes: Stretching out of defense target dates—especially aircraft production goals (Vol. 8:6)—has resulted in revised estimates of military electronics production for 1952. Roughly, the Pentagon estimates current going rate of defense electronics production at \$1.5 billion on annual basis. By midyear rate should reach \$2.5 billion, and by end of 1952 military output of electronics industry should be at annual rate of \$3.5 billion.

These figures, passed on to the NPA, pose problem for materials planners. Electronics Div. is now working out schedules to balance materials allotments with anticipated military production for 1952. Toughest problem is to determine proper levels at which to support production of components, so that component output will mesh with military end product manufacturers' requirements.

Electronics Div. faces similar problem in consumer goods field—coordinating allocations of materials for components with allocations of materials such as carbon steel and copper wire that go directly into TV-radios-phonos. Planning of this type heretofore has been hit-or-miss; in 1952 miscalculations could cause stoppages in military or civilian production.

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Important changes in NPA's classification of electronic components and end products go into effect with third-quarter CMP applications. These will result in larger allotments of materials for some items, smaller allotments for others. Several new product class codes for electronics have been added to official list, and some products have been moved from one classification to another. For example, uhf converters are now in same class code with home TV-radio receivers—meaning that manufacturers will have to use materials allotted for receivers to make converters. They formerly were listed under "components." Changes are listed in new *Official CMP Class B Product List*, available at Commerce Dept. field offices.

Defense Dept. has obligated about \$4.5 billion for electronics-communications equipment in 18-month period from outbreak of Korean war through December 1951. This is estimate of govt. electronics experts based on Pentagon announcement that it obligated \$45.2 billion for "hard goods" during that period—using "rule of thumb" that electronics-communications represents about 10% of hard goods procurement. Some \$15.2 billion was obligated for hard goods during last half of 1951. During the 18-month period, total of \$69.8 billion in obligational authority for procurement of hard goods has been made available to Defense Dept.

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Tax amortization aid for expansion of electronics production facilities to cost some \$3,700,000 was approved by DPA Jan. 19-25. Receiving certificates of necessity for 5-year tax writeoffs were these 12 electronics and related projects (amortized at 65% except where noted): Superior Tube Co., Evansburg, Pa., tubes, \$1,100,055; Hughes Tool Co., Culver City, Cal., electronic research, \$1,091,085; General Instruments Inc., Dallas, electronic equipment, \$1,027,133 (70%); Aircraft-Marine Products Inc., Cumberland County, Pa., aircraft & electronic equipment, \$160,137 (50%); Electro Craft Inc., Stamford, Conn., electronic communication devices, \$101,965; Arma Corp., Brooklyn, electronic instruments, \$40,282; Calnevar Co., Los Angeles, electronic equipment, \$35,106 (80%); Bogart Mfg. Corp., Brooklyn, electronic equipment, \$34,909 (80%); S. Sterling Co. & Sterling Instrument Co., Detroit, test equipment, \$25,000 (45%); Raytheon, Boston, electronic equipment, \$15,586; Edo Corp., College Point, N. Y., naval ordnance, \$15,000 (70%); Magnavox of Ky., Paducah, ordnance, \$14,230 (75%).

RCA GEARS FOR ALL UHF CONTINGENCIES: Full-scale disclosure of uhf receiver plans, first by major manufacturer, came from RCA this week during TV seminar for Washington engineers and attorneys. Since virtually every manufacturer of consequence has demonstrated uhf receivers and/or converters, it may be expected more will indicate production schedules -- now that freeze-end appears "imminent". We hope to have comprehensive all-industry uhf outlook report for you shortly.

With its NBC subsidiary hell-bent to build uhf stations (as are ABC, DuMont, presumably CBS, among the networks) -- if FCC relaxes its limit of 5 stations per entity -- RCA accompanied receiver announcement with description of its transmitting equipment, covering performance, prices and availabilities (see p. 2).

"Well in advance of any expected uhf transmissions" -- late August or early September, according to Allen Mills, merchandise mgr., home instrument dept. -- RCA will have available the following; prices are "targets" only, too early to be final:

(1) One-channel converter, attachable to back of any set, feeding signal through unused vhf channel. Cost \$10, to be installed by serviceman, "probably at his minimum charge for a call."

(2) Two-channel converter to be placed on or near set, feeding through unused vhf channel. Self-powered, attachable by any layman in home. Price: \$25-\$30.

(3) All-channel converter, continuous tuning, covering all 70 uhf channels. Self-powered, attachable by set owner, at \$50.

(4) Combination vhf-uhf sets, containing new 16-position turret tuner giving any desired combination of vhf & uhf stations through the use of strips. Prices: "slightly more than vhf-only." Sets to be "tailored" by dealer to local vhf & uhf stations. All RCA sets built since August 1951 contain vhf tuners electrically and mechanically replaceable by new vhf-uhf tuner.

If uhf antenna and transmission line are needed -- likely in most cases, at least until high powered stations get going -- cost of the complete installation is increased. Simple uhf antennas will run less than vhf, others about same as vhf.

2nd QUARTER METALS CUTS—ROCK BOTTOM? Rations of controlled materials to makers of civilian goods should reach lowest ebb next quarter.

That's the new theme song of mobilization chiefs -- notably NPA boss Henry Fowler and Munitions Board chairman John D. Small -- since decisions at Presidential level stretched military target dates 1-2 years beyond Pentagon's original plans.

Recent statements by both officials have been cautiously worded, full of "ifs" and "buts". Nevertheless, they've helped clear the air and, barring worsening of international situation, the Govt. probably won't go back on its word during this national election year.

Messrs. Fowler & Small have sketched materials prospects for rest of 1952, so that for first time it's possible to survey prospects for entire year. Based on these and other recent materials developments, here's how TV-radio picture looks:

Second-quarter CMP allotments will soon be in mail, and TV-radio producers will find their copper and aluminum rations cut more than 10% from the first-quarter level, steel held at about same as first quarter (Vol. 8:3). Unlike auto makers, TV-radio makers won't get any additional windfall of second-quarter materials.

Set makers might as well get used to living on such scanty dole; it will be a fact of life for some time. It's now anticipated that third and fourth quarter allotments will be at about same rate, but with perhaps some loosening of aluminum toward the end of the year.

In 1953, steel and aluminum should ease considerably as metals production capacity expands. But copper will continue to be very tight.

What does all this mean in terms of set production? First let's take a look at 1952 output to date:

During first 6 weeks of this year, TV production has averaged quite close to 100,000 sets a week, radio about 156,000. At this rate, first quarter production should total about 1,200,000 TVs, 1,900,000 radios.

"Guesstimate" of production averaging 1,000,000 TVs a quarter for remainder of year isn't outlandish -- so long as there's a market for the sets. Thus reasonable estimate of potential 1952 TV output might be in neighborhood of 4,200,000.

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There's been some puzzlement, both in Govt. and industry, about the current relatively high rate of TV production as indicated by RTMA statistics (see below). Here are some of the logical explanations:

(1) Carryover of sub-assemblies and materials from fourth quarter by the set manufacturers. Many TV firms returned big amounts of materials to NPA last quarter.

(2) Extremely productive conservation measures, developed throughout 1951 and now saving large quantities of scarce materials.

(3) Consumer-dictated trend away from large combinations and console models to low-end table model sets, which use less materials.

(4) Trend to concentration on TV production at the expense of radio.

Latter point is principal reason why it's difficult to make a very accurate forecast of TV production. Manufacturers' "mix" between TV and radio is changing. For example: First 6 weeks of 1952 saw approximately 40% fewer TVs produced than first 6 weeks of 1951. During same period, radio production dropped about 50%. Set makers have chosen to make radio bear heavier burden of materials cuts than TV.

Thus it's even conceivable that the industry, if it chooses, could turn out close to 6,000,000 TVs in 1952 -- at sacrifice of large amount of radio production.

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NPA is asking all civilian manufacturers not to reduce production of lower and medium-priced lines out of proportion to cuts in output of higher-priced items. Says form letter which went out this week: "NPA is anxious to avoid the necessity for the issuance of regulatory orders designed to achieve balanced production."

It goes without saying that TV manufacturers will gladly cooperate -- what with market conditions now dictating unusually heavy emphasis on low-priced lines at the expense of higher-priced models.

Avalanche of conservation orders, originally expected in early 1952, won't be forthcoming, says NPA. Officials now say they're satisfied with manufacturers' conservation efforts, plan no "intense dictation" of how to use allotted materials.

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Manufacturers now are turning out TVs at rate of slightly more than 98,000 per week, according to RTMA figures. Sixth 1952 week (ended Feb. 8) brought forth 97,130 sets (449 private label), down only slightly from 104,148 the week before (Vol. 8:6). First 6 weeks of this year, industry as whole produced 589,934 sets, which compares with 967,805 (average about 160,000) during same 6 weeks of 1951.

TV inventory went up to 198,319 as of Feb. 8 from 186,875 on Feb. 1, which may or may not reflect diminution of popular demand -- it's too early to tell yet.

Radio production totaled 179,453 (81,192 private) for Feb. 8 week, up a bit from the 170,768 of preceding week and highest unit and private-label total for any week this year. Radios were 77,645 home, 11,774 portable, 22,232 clock, 67,802 auto.

In Buffalo, where Greater Western New York Taxpayers Assn. has been getting signatures to petitions demanding FCC authorize more TV stations in area, live-wire distributor-dealer group, cooperating with Niagara-Mohawk Power Corp., will hold Feb. 27 meeting along lines of RTMA's 1950 "town meetings." Some 1000 dealers will gather to hear facts about freeze, receivers, uhf, etc. from FCC Comr. George Sterling, Admiral's Richard Graver, GE's Dr. L. R. Fink, RCA's J. B. Elliott, plus report via

closed circuit from Washington. One-station Buffalo (WBEN-TV) has been scene of much-publicized civic drives, in which unions have joined, indicating dissatisfaction with limited program choice and urging channel allocations that will give city at least 4 stations. Senator Ives' aide, Dwyer Shugrue, sought conference with FCC Chairman Coy on matter, but latter declined on grounds this would be "improper" while FCC is currently engaged in city-by-city allocations (still uncompleted, still secret.)

Topics & Trends of TV Trade: No shortage of TV antennas is likely this year—but some ingenious substitutes for aluminum may find acceptance toward end of 1952, if TV production is high. That's the word from 9 producers representing some 114 U. S. antenna manufacturers at meeting with NPA Feb. 12. They indicated that far from being scarce, TV antennas now are practically a drug on the market.

Dealers and the public have refused to accept antennas made from substitutes so long as conventional-type antennas are still available, antenna men explained. Some even suggested that NPA should issue conservation order limiting industry to certain standards to eliminate competitive disadvantage suffered by manufacturers who employ conservation. Substitutes which have been used include wood masts and crossbars, plastics, fiberglass and steel. NPA said no such order is contemplated.

Antenna manufacturers estimated 1952 demand for their product at 8-11,000,000, on basis of replacement antennas for half 4-5,000,000 sets installed before 1950 plus 6-8,000,000 antennas for new sets (although NPA estimates only 3-4,000,000 TV sets can be produced this year). They gave these statistics on TV antenna production: 60% are built for outside installation, 30% indoor, 10% for incorporation within TV sets.

Growing popularity of TV in fringe areas is complicating manufacturers' materials problems, they said, since 2-5 bays generally are required for good reception.

Conservation measures discussed included limiting use of tubular aluminum to components (thus excluding masts); reduction of elements' diameter and wall thickness; 2½-lb. limit on aluminum per bay. Two manufacturers reported they are substituting plated-steel stampings for aluminum foundry castings. Another said that standardization of his product has cut his materials waste from 7% to 0.1% and cut his aluminum usage from average 3.1 lbs. per antenna to less than one pound.

Leon Golder, chief of radio & TV receiver section, NPA Electronics Div., presided at meeting attended by: Girard Burggraf, Elrob Mfg. Co.; L. H. Finneburgh, Finney Co.; Nat Louis, Louis Bros.; Harry Pomeroy, R. D. & Harry Pomeroy; J. L. Wade, Trio Mfg. Co.; Walter L. Schott, Walter L. Schott Co.; Milton Spirt, Spirling Products; Herbert H. Brown, Technical Appliance Co.; George A. McAllister, Ward Products Corp.

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Tele-tone plant in Elizabeth, N. J., now involved in bankruptcy proceedings (Vol. 8:5-6), reopened this week to permit completion of work on 3000 TV sets for which there were firm orders. Counsel for Tele-tone, A. Halsey Cowan, of Wilzin & Halpern, said factors contributing to firm's troubles were general market conditions, labor problems and financial difficulties of West Coast distributor which he said owes Tele-tone some \$400,000. Tele-tone lost \$2,000,000 in 1951, at end of which its liabilities stood at \$2,714,000, assets \$2,306,000.

Regal Electronics Corp. offering 7 models, own brand, prices including tax, optional warranty extra: 17-in. sets are mahogany table \$199.50, open-face console \$217.50, blonde \$229.50; 20-in. are mahogany table \$240, open-face mahogany \$260; other sets are 21-in. console \$299.50 and 24-in. open-face \$397.50.

Inclusion of tax and warranty in advertised TV set price is urged by 90.3% of dealers in partially completed NARDA survey. Of 550 responses, 4.3% want warranty only included, 3.1% tax only, 2.3% neither.

Crosley this week reduced prices \$20 each on four 17-in. consoles, which now list for \$270, \$290, \$300 and \$320, tax included; warranty is \$7 extra.

CURIOSLY ENOUGH, there were shipments of some TV receivers last year into states (like Idaho, Montana, Nevada, North Dakota, Oregon, Wyoming) still far removed from telecasting operations and remote from consistent TV signals. That's one of interesting facets of RTMA's all-industry estimate of TV set sales to dealers, state-by-state and county-by-county, released this week, covering the 52 weeks ended Dec. 28, 1951.

Report shows there were shipments to every state, totaling 5,095,563, compared with 7,068,000 in 1950. The 1951 production figure was 5,384,798 (Vol. 8:5). The difference, RTMA explains, is accounted for by the delay in distribution of sets by the manufacturers. County-by-county tabulation of shipments (35 pp.) is available from RTMA to bona fide inquirers; the state-by-state count follows:

State	Total	State	Total
Alabama	41,938	Nebraska	45,301
Arizona	12,561	Nevada	122
Arkansas	8,681	New Hampshire	15,848
California	437,172	New Jersey	237,171
Colorado	64	New Mexico	4,225
Connecticut	122,815	New York	776,419
Delaware	15,796	North Carolina	80,158
District of Columbia	59,561	North Dakota	42
Florida	51,305	Ohio	475,043
Georgia	65,828	Oklahoma	45,717
Idaho	52	Oregon	40
Illinois	350,643	Pennsylvania	540,489
Indiana	160,176	Rhode Island	38,241
Iowa	85,702	South Carolina	18,349
Kansas	24,513	South Dakota	922
Kentucky	61,284	Tennessee	47,918
Louisiana	27,715	Texas	123,952
Maine	5,019	Utah	22,673
Maryland	95,492	Vermont	3,062
Massachusetts	231,755	Virginia	71,920
Michigan	281,515	Washington	55,412
Minnesota	78,094	West Virginia	30,331
Mississippi	6,525	Wisconsin	86,614
Missouri	151,188	Wyoming	77
Montana	123		
		TOTAL	5,095,563

Five New York TV-radio-appliance dealers with 9 stores have merged to form Good Neighbor Stores Inc., 552 Fifth Ave., Brooklyn, which they claim will represent annual volume of \$10,000,000, put them in fourth or fifth chain position, enable them to buy and sell more effectively. Officers, one from each company: Martin Schoenfeld, Schoenfeld Electric Co., president; Arthur Swire, Swire Bros. Inc., v.p.; Emmanuel Y. Perlman, Perlman Pianos Inc., secy.; Jules Brecher, Lincoln Co., treas.; Benjamin Zises, asst. treas.

Tighter TV-set ad policy has been started by *Louisville Courier-Journal & Times* (WHAS-TV), similar to action taken by *Milwaukee Journal* and others (Vol. 7:43). New rules require that all ads must: (1) Contain accurate and explicit descriptions. (2) Carry price next to set illustration. (3) Use exact illustrations, year, model, brand with each set. (4) State whether equipment shown is standard. (5) State only actual price. (6) State any additional charges for warranty, tax, service contract, antenna, etc. (7) Refrain from "No Money Down" claims unless phrase is qualified "adjacently" to mean trade-in equals down payment. (8) Make guarantees specific.

TV "\$1 sales" case against Electrical Center, Washington retailer (Vol. 7:45, 51), was ended this week when Federal Trade Commission accepted consent settlement. Dealer agreed not to advertise falsely that purchase of TV, radio or appliance at regular price entitles customer to buy for \$1, another article "of same kind and value."

TV receiver advertising in newspapers led radio ads by 11-1 last year, Advertising Checking Bureau reports in survey of 49 TV cities. Combined TV-radio newspaper lineage dropped slightly—from 78,762,000 in 1950 to 78,323,000 in 1951. Bureau says about 75% of TV-radio ads were inserted by dealers, 25% by manufacturers.

Standard Coil Products Co. acquisition of General Instrument Corp. (Vol. 8:5) due to be effected about May 1.

SHORTAGES OF TV-RADIO receiving tubes are not in prospect, barring further curtailments of materials. That's general opinion of tubemakers, whom we queried for their opinions last week when trade reports were current that such shortages were in the offing. We asked for statements from all 12 makers of receiving tubes (*TV Factbook No. 14*). The 9 largest replied, of whom only one thought there might be shortages. Gist of their comments:

Canadian Marconi Co. (S. M. Finlayson): "Although from our information there may be some shortage in the supply of tubes in this country in the latter half of this year, we do not at the moment consider that it will be a severe one and, in any event, the shortage is likely to be limited to a few types."

GE (J. M. Lang): "In my opinion, a shortage of TV and radio receiving tubes will result only if material is not available. I believe there is adequate manufacturing capacity in the country to take care of current needs."

Hytron (L. H. Coffin): "It is possible that there may be a shortage of the more popular TV and radio receiving types [because] some vital materials (such as nickel) used in tube manufacture are in short supply due to govt. restrictions [and] a growing demand for receiving tubes is predicted by the military . . . The tube industry is just beginning to feel the tremendous demand for replacement receiving tubes in TV receivers. Because of the relatively large number of tubes in the average TV receiver, this TV replacement demand is a much greater factor than radio tube replacements have been."

National Union (Kenneth C. Meinken): "I cannot foresee any tube shortage in the year 1952, thinking strictly of commercial radio and TV and not of military types." Mr. Meinken says that there are enough productive facilities; that industry has developed conservation and substitution methods; that tube requirements for the military have been proceeding at such snail's pace that they're not curtailing commercial production.

RCA (L. S. Thees): "There is no general shortage in receiving tubes at this time. A certain few critical TV types may be in short supply from time to time, but based on average estimates of industry leaders of about 4,400,000 TVs and 10,000,000 radios in 1952, and current indications of material availability, there should be no shortage. However, if there is a substantial increase in TV-radio production, a real shortage could develop."

Trade Personals: Raymond W. Saxon, aide to RCA Victor consumer products v.p. J. B. Elliott, named gen. sales mgr., home instrument dept., Allen B. Mills becoming mgr. of merchandising div., and H. M. Rundle heading newly created new product development div. . . . C. A. Haines, Sylvania v.p. formerly in charge of radio & picture tub div., named director of new executive dept. to supervise planning of plant expansion; Matthew D. Burns succeeds him in charge of tube div. . . . Alexander G. Evans, recently with Pittsburgh Coke & Chemical Corp., named asst. national sales mgr., DuMont receiver sales div.; P. S. Rinaldi promoted to asst. mgr., instrument div.; G. Robert Metzger, engineering mgr.; Emil G. Nichols, technical sales mgr.; Melvin B. Kline and Wm. G. Fockler, asst. engineering mgrs. . . . Leslie E. Woods, Raytheon director of industrial relations, named member of New England Labor-Management Committee for Defense Manpower by Secy. of Labor Tobin . . . David J. Hopkins named president, Emerson West Coast Distributing Corp., factory-owned; S. J. Cooper, v.p. & gen. mgr.; James D. Lane, secy.; John DeGolia, treas. . . . Newell L. Webster succeeds late Dan True as Sparks-Withington's Boston district representative . . . George Avakian appointed director of new popular LP dept., Columbia Records Inc.

Sylvania (C. A. Haines): "We do not believe there will be any great shortage of any regular receiving tube types, providing industry continues to get its present allocation of critical materials. However, there is a shortage of special and odd type tubes that may continue for some time."

Tung-Sol (R. E. Carlson): "While the material situation for TV and radio receiving tubes varies from week to week, in general I think the industry is doing a pretty good job and it is my personal opinion that there will be no over-all shortage."

The one respondent who asked that his name and company's identity be not divulged simply wrote: "There could well be a shortage of a few types of receiving tubes as well as some of the larger tubes, but in general it appears there will be plenty of tubes for both new sets and for replacement, assuming no shortage of materials."

Much the same thought was contained in response from spokesman for Philco's Lansdale tube subsidiary: "It is our belief that there is plenty of tube capacity with more being added every month. We also believe that material shortages in the set industry will probably limit production at least equal to similar limitations in the tube industry. Therefore, perhaps these 2 items will be in balance so that set manufacturers will not have too serious trouble in obtaining the tubes they need." This respondent added, however, that there is "potential danger" in that "we are continually faced with shortages of tungsten, copper, nickel and nickel substitutes, particularly nickel and copper."

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NPA polled distributors in January, found spot shortages of various tube types, principally little-used types (Vol. 7:50). Such shortages were said to be caused chiefly by fact there's not enough demand to require tubemakers to produce them continually, so that they turn them out in batches according to demand. In recent months, manufacturers apparently have been more cautious about starting up runs of lesser-used types.

Most tubes considered "short" in NPA survey weren't TV tubes. They were principally metal tubes not used in TV to any great extent; also "loktals" or lock-in tubes used principally in portable radios, and various old-fashioned types. One NPA executive said there's more likely to be shortage of CR tubes than receiving tubes, if manufacturers should continue producing sets at last year's 5,300,000-plus rate (Vol. 8:5).

Success of FM promotion campaign sponsored by NARTB and RTMA (Vol. 7:46, 50, 52) was indicated in Feb. 15 report of first results from North Carolina test. Figures showed 14 of 18 distributors shipped 2376 sets to dealers first 3 weeks of drive. NARTB's FM director J. H. Smith Jr. returned from 4-week survey of North Carolina and Wisconsin, reported best availability of FM sets for several years. Wisconsin figures are expected soon. FM promotion campaign in District of Columbia starts March 1.

Handy, compact economic reference material is contained in newly issued 11th edition of 663-page *Economic Almanac*, published by National Industrial Conference Board, 247 Park Ave., New York (\$5). Subjects include communications (TV-set production and distribution, telephones, etc.), population, resources, labor force, prices, savings, national wealth, consumption and standard of living, manufacturing, trade, govt. agencies, glossary of business terms, etc.

Sonora, planning to resume own trade name (Vol. 8:6), now producing private-label sets for Montgomery Ward, Firestone, et al., at Chicago plant.

Robert M. Macrae mgr. of new RCA Victor regional distribution office, 200 Berkeley St., Boston, opened Feb. 18.

Telecasting Notes: "Guaranteed time" periods for national spot programs, available just as option time is available for network shows, is proposed in presentation by biggest rep firm, Katz, being laid before its 19 stations at Chicago meeting Feb. 16-17. Among its arguments favoring spot in TV—throwing gauntlet down to networks: advertiser need take no "must" stations; greater choice of stations; time safeguarded from network preemption; better picture quality [than kine]; better program production at lower cost, including use of Hollywood talent on films; advertiser control of own program properties; lower rates than network; higher payments to stations . . . If Katz idea clicks, networks, which already have own spot and film depts., seem certain to enter field competitive with reps, as they now do in representation field. Katz meanwhile servicing own stations with own catalog of film programs available for sponsorship by national spot advertisers . . . Baltimore's WAAM, which recently granted \$10,000 to Johns Hopkins to help its TV projects, including the *Johns Hopkins Science Review* on DuMont, has set up annual "WAAM Fellowship" amounting to \$4500-\$6000, providing that "one mature person of high standing and currently active in TV may have 9 months free from professional duties to pursue special studies which will add to his effectiveness when he returns to his regular work." Application blanks are available from Johns Hopkins U, Baltimore, must be filed by May 15 . . . Lots of blarney—that talk of "microwaving" telecasts of Queen Elizabeth's coronation to U. S.; transatlantic TV is still long way off, requiring elaborate, costly and untried system of relays via aircraft flying at "line-of-sight" intervals over ocean to do same kind of complicated job as AT&T transcontinental microwave system of 108 relay stations . . . CBS definitely revealed as stockholder in Bing Crosby Enterprises, percentage undisclosed . . . All home games of Los Angeles Angels and Hollywood Stars, 180 in all, signed by KHJ-TV for reported \$150,000 . . . Harold Lloyd sues NBC for \$250,000, KTTV for \$50,000, in Los Angeles Federal court, claiming unauthorized use of old film *Safety Last* . . . Lord's Day Alliance of Pennsylvania has complained to FCC against TV-radio advertising of Sunday sales in Philadelphia . . . WNBF & WNBF-TV, Binghamton, N. Y., buys 3-story, 21,000-sq. ft. building for \$100,000, which will permit expansion and also be occupied by Clark Associates Inc., ad agency owning stations . . . Biltmore Theatre, on W. 47th St., N. Y., leased by CBS for 685-seat TV studio.

Seven applications for new TV stations this week, all for vhf, indicate eagerness of new enterprise to get going, for they may have to amend requested facilities (as will good share of the 496 applicants now pending) after FCC releases its proposed new channel allocations and rules. This week's applicants: KLX, *Oakland (Cal.) Tribune*, owned by U. S. Senator Wm. F. Knowland and family, seeking Channel No. 2; WVJS, Owensboro, Ky., No. 10; Minnesota Television Public Service Corp., St. Paul, headed by builder Robert Butler, ex-Ambassador to Cuba and Australia, No. 11; WJHL, Johnson City, Tenn., No. 11; WCYB, Bristol, Va., No. 5; WBLK, Clarksburg, W. Va., No. 12; WSAU, Wausau, Wis., No. 7. [For further details, see *Addenda 14-E* herewith; for listing of all applicants to date, see *TV Factbook No. 14* and *Addenda*.]

Urging lift of 5-station limit (Vol. 8:1-2), DuMont this week joined NBC, ABC and Fort Industry Co. (Storer stations). DuMont's petition to FCC differs from others in that it proposes limit of 8 stations—rather than 7 or indefinite number—with vhf to be limited to 5. FCC reports that a few stations have filed informal objection to lifting ceiling.

Colorado's Senator Johnson, chairman of powerful Committee on Interstate & Foreign Commerce, doesn't like fact "this year for the first time networks are treating all candidates for office as clients and are not considering any public speeches as public service programs." Though that isn't exactly accurate estimate of situation—for public figures as distinguished from active candidates are still invited to appear on public service shows—Johnson told WAAM's TV seminar in Baltimore this week: "This year the telecaster will hand the candidate the rate card and say, 'If you want to make a speech, brother, get out your checkbook.' Hint that he may be thinking of introducing bill—or at least exerting "moral force" of his office—to require free time for candidates may be contained in his next remarks: "Voters like to know their candidates. Other things being equal, the candidate financially able to use TV will have a distinct advantage over the non-user. It follows then that only the wealthy or persons financed by pressure groups or by special interests can afford to seek public office. An interesting question arises whether or not some time should not be made available to candidates free of charge in the public interest . . ."

Only 26 of the 108 TV stations in U. S. aren't yet members of NARTB-TV, yet many are expected to subscribe to *Code of Practices for Television Broadcasters* that goes into effect March 1 (see story, p. 3, for full text of code, see *TV Factbook No. 14*). With all networks and their own stations now enrolled, these are the non-members: WPIX, New York; WFIL-TV, Philadelphia; WMAL-TV & WTOP-TV, Washington; WBKB & WGN-TV, Chicago; WNAC-TV & WBZ-TV, Boston; WBEN-TV, Buffalo; KDYL-TV & KSL-TV, Salt Lake City; KHJ-TV & KLAC-TV, Los Angeles; KRON-TV, San Francisco; KOB-TV, Albuquerque; WAFM, Birmingham; WDAF-TV, Kansas City; WICU, Erie; WKTV, Utica; WNHC-TV, New Haven; WMBR-TV, Jacksonville; WOI-TV, Ames, Ia.; WOAI-TV, San Antonio; WLTV, Atlanta; WOOD-TV, Grand Rapids; WTVN, Columbus.

Havana's third outlet, being built on Channel 2 by Radiotelevision El Mundo, S.A. (see *TV Factbook No. 14*), should be ready to begin transmissions in May or June, using 20-kw visual temporarily and later boosting to 70-kw, according to Ventura Montes, technical director. Coincidentally, Channel 3 outlet is to be built in Santa Clara, which will also serve as relay to Santiago, linked by what Mr. Montes says will be first microwave system in Latin America, with outlets in Matanzas, Las Villas & Pinar del Rio. New firm includes Angel Cambo, auto distributor and a founder of Circuito CMQ, president; Amadeo Barletta, publisher of *El Mundo*; Amadeo Barletta Jr., publisher of English-language *Havana Herald*; Hu-mara & Lastra, RCA distributor. Equipment is RCA.

Cincinnati Times-Star, controlled by Taft family and owner of WKRC & WKRC-TV, which in turn owns 20% of WBIR, Knoxville, has purchased *Cincinnati Enquirer* for \$7,500,000 from estate of late John R. McLean, subject to court approval. Sen. Taft and his brother, Charles P., along with cousin Hulbert Taft (editor) and Hulbert Taft Jr. (TV-radio mgr.), are major stockholders in *Times-Star*. At one time there were negotiations with Avco Mfg. Corp. (Crosley) for purchase of the *Enquirer*, embracing plans to make FCC Chairman Wayne Coy the publisher, but they fell through.

Millionaire oilman Glenn H. McCarthy, owner of Houston's KXYZ and of famed Shamrock Hotel and applicant for TV there, reports that Guatemala has granted him TV rights in that country. He plans to have first station operating in Guatemala City in about 8 months, initial investment running \$1,500,000, equipment ordered from RCA. Concession also gives him rights to retail TV receivers.

MARTIN CODEL'S

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

Television Digest

with ELECTRONICS REPORTS

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MEANING OF RTMA POST-FREEZE FIGURES: You'll be able to see for yourself how RTMA's freeze "task force" came up with its estimates of station-market growth (Vol. 8:6) by perusing the full 55-page report titled 'The Impact of TV Expansion', now in mails to full-service subscribers (a few left for others, first-come-first-served).

What should be abundantly clear is that estimates involve no "inside dope"; that there's no "secret list" of stations "all set to go after freeze is over"; that estimates were derived solely by taking a set of assumptions and sticking to them despite fact they produce numbers of stations which appear disconcertingly precise.

Most uncertain element in report is rate at which CPs will be granted by FCC. Committee relied on Commission's estimates, was told CPs could be granted at rate of 80 per quarter once processing starts (60-90 days after actual freeze end) -- if Congress appropriates money for more staff. FCC's most pessimistic estimate was that total of 100 CPs would probably be turned out during second and third quarters of 1952, 20 per quarter thereafter.

Where committee is on firmer ground is in estimating amount of transmitting equipment to be available, and time it takes to get stations on air. Throwing all factors together, task force came up with those estimates of 22 new stations this year, in 21 new markets, then 64 next year in 59 additional new markets.

But no one has slightest idea where those stations will be, if indeed the "guesstimate" is even close -- except that it's fairly certain the earlier stations will go into those smaller cities where competition for channels is light.

QUESTIONS RAISED AS COY QUILTS FCC: Who's going to succeed Wayne Coy as chairman of the FCC? Will his sudden resignation last Thursday (Feb. 21) and his departure from office the very same day, to join Time Inc. as of April 1 in "consultant capacity," further delay ending of the 41-month-old TV freeze?

Just about everyone in the industry is asking those questions -- and the best answers at week's end seemed to be that:

(1) Coy's successorship is in laps of the political gods, with the industry keeping its fingers crossed hoping someone of real stature and ability is appointed -- not a mere party hack.

(2) Coy's departure in midst of freeze-thaw deliberations may very well result in further delays, though possibly not too long ones, while Commission awaits new leadership; his intimate knowledge of plans and staff planners will be missed.

That's our sizeup of situation at this writing, though on second point we could be wrong -- indeed, hope we are. Commission and staff, prodded by Congress and public opinion, may really be able to hold to schedule now calling for new allocations and rules by mid-March. (For latest on freeze, see p. 3.)

* * * *

Coy presumably will have say on successorship, though he disavows this. He is taking job with the publishers of Time, Life, Fortune and other magazines, who avowedly seek to gain foothold in TV -- and he wants to stand aloof from any sem-

blance of influence. Henry Luce interests are planning applications for stations that will inevitably be affected by Commission's current allocations deliberations.

He was asked by President Truman, when he went to White House with letter of resignation, to suggest possible successor. Certain names were gone over, but it's a toss-up who will be selected -- except that it's reasonably certain the new person named will assume chairmanship, not a present member of Commission.

Among the men believed to be on President's list:

Robert T. Bartley, 43, Texan, nephew of Speaker Sam Rayburn, currently on uncle's Capitol Hill staff. He's former v.p. of old Yankee Network, was 1943-47 NAB director of war activities, then its govt. relations man, for a while on FM promotion. Speaker Rayburn has long eyed an FCC job for Bartley, is supposed to have had a commitment from the President.

Frank P. Graham, 65, ex-president of U of North Carolina, interim appointee to U.S. Senate who failed of election, currently United Nations representative in India and Pakistan mediating Kashmir border -- a very highly regarded public figure.

Justin Miller, 63, ex-Federal appeals court judge, now chairman and general counsel of NARTB, recently offered post of Attorney General when it appeared McGrath would resign due to Dept. of Justice scandals -- a job he had accepted, only to see offer shelved. It's possible President Truman may feel beholden to him. He's currently serving part time as chairman of Salary Stabilization Board.

Neville Miller, 58, onetime mayor of Louisville, ex-president of broadcasters' association, now a Washington attorney -- and a close friend of Vice President Barkley. He's been approached before, and like Judge Miller would be decidedly persona grata to all segments of the industry for ability and integrity.

J. Leonard Reinsch, 43, TV-radio director of the Cox newspaper interests, heading its stations in Dayton, Atlanta & Miami. He was Mr. Truman's first "radio advisor," is credited with having taught President the techniques of radio -- but he left White House staff before TV became important factor. He knows industry well.

* * * *

Any one of these or some hitherto unmentioned dark horse might get the job. Meanwhile, Republican member Rosel Hyde was designated acting chairman for the long Washington's Birthday weekend, veteran Paul A. Walker taking over next week.

President designates chairman from his party. He may have trouble finding someone to accept job in light of possibility Democrats may not be in power at end of this year. As things stand now, FCC's dominant personality is Robert F. Jones, ex-Ohio Congressman who, though a Republican, is far from being a conservative and who caused the industry plenty of headaches during recent color imbroglio.

Reported move to get Comr. Frieda Hennock the chairmanship isn't believed to stand much chance; she was nominated for Federal judge last winter, failed to get Senate approval, isn't likely to relish going through another Senate probe ordeal. It can be stated that her elevation would be far from popular not only with industry but also with certain members on Capitol Hill.

* * * *

Suddenness of Coy's resignation took his colleagues and friends by surprise. Story came out at White House where he told newsmen, as he stated in letter of resignation, that he could not continue in \$15,000 job because "my meager resources are much too close to the vanishing point for comfort" and that "it costs a lot of money" to have one son in college and another in prep school.

He asked to be relieved immediately "so I can negotiate for a good job in private life." He told newsmen he had good idea what job was, but didn't feel free to close negotiations while on FCC. He left for New York same day with his personal attorney, Philip G. Loucks, to sign contract with Time Inc. It's reported his job will pay \$45,000 a year, plus other emoluments.

Story went rounds first that he was joining CBS, stemming probably from his close personal friendship with Frank Stanton. But rumor was quickly denied, understandably, for he could hardly join firm for whose color system he had plumped so hard against opposition of virtually entire TV industry -- an opposition that kept

his administration embroiled much of the time since he became chairman in 1947 and FCC imposed freeze in 1948.

Though at odds with most of manufacturing industry, including TV-radio trade at all levels, Coy was highly popular with FCC staff and made host of friends during years in public office here that included wartime tour of duty at White House as one of President Roosevelt's "young men with a passion for anonymity."

Letter from President Truman praised him warmly for acquitting his job with "the patience of Job and the wisdom of Solomon, as well as judicial balance, tact, discretion, integrity and common sense." And Colorado's Senator Johnson arose in Senate Feb. 21 to regret his resignation and praise him in highest terms.

SHAPE OF TV ALLOCATIONS LEFT BY COY: Huge question mark was stamped on FCC's prospective freeze-ending decision with Chairman Coy's startling resignation this week. At Commission there's feeling Coy's absence won't have damaging effect on timing of decision or on actual nature of decision itself.

It is conceded nevertheless that delays and major changes can occur -- particularly if strong new chairman with novel ideas is installed immediately.

But if there's substantial hiatus until new man takes office, acting chairman Paul Walker might well move things faster than if Coy were there. Comr. Walker is noted for his brusqueness, his readiness to slam down gavel and bring things to vote -- as opposed to Coy's habit of letting people wear themselves out talking, a frequently unrewarding practice.

Also lending some hope that no great delays may develop is fact that Comr. Walker is more inclined to keep check-rein on general counsel Benedict Cottone, who has number of misgivings regarding staff recommendations on procedures for handling applications after the freeze. Coy has generally given Cottone sympathetic ear. Procedures will be presented to Commission next week, could be decided quickly.

Coy hasn't held controlling vote on most allocations issues so far, and Walker has generally voted with majority -- further evidence generating hope that a reasonably quick decision may yet be forthcoming.

Where Coy's resignation does leave FCC in hole, on other hand, is in fact he has kept everything "tentative" so far, never bringing matters to an ultimate vote. This had virtue of keeping Commission moving, but it now leaves dangerous condition wherein weak leadership might permit members to fly off in all directions when chips are finally down.

* * * *

As matters now stand, Commission has been through virtually everything but procedures. When procedures are wrapped up, plan is to go through entire decision from beginning, for last time. Before Coy left, thinking was that entire package could be released "sometime in March" -- probably near end.

Coy estimated mid-March during speeches in Muncie and Ft. Wayne this week, reiterating his belief that only 10-20 stations would actually get on air this year.

Coy also defended Commission for taking so long on freeze. "My opinion is," he said, "that the 3½ years the Commission has devoted to laying the foundation for our new, improved and expanded national system of TV has been well spent. I'm proud of the gruelling work and long hours the Commission and its staff have devoted to this task...It would have been craven, it would have been folly to have rigged up a jerry-built plan and sacrificed integrity for speed."

Most important broad aspects of FCC's forthcoming plan are generally known. Whether they will emerge in the final document, now that Coy's gone, remains to be seen. The basic principles:

(1) Co-channel vhf spacings of 170 miles in Zone 1 (Eastern U.S. to about Mississippi), 190 miles in Zone 2 (Mississippi to West Coast), 220 miles in Zone 3 (Gulf area including Florida and Southeast Texas). U.S. allocations near Mexican border rejuggled to our advantage, now that Mexico's consent has been obtained.

(2) Power ceilings of 100 kw for Channels 2-6, 316 kw for Channels 7-13, 1000 kw for uhf. Antenna ceiling near 2000 ft. in all zones, with few exceptions.

(3) Educational reservations to remain fairly close to those proposed in

plan issued last year (TV Allocations Report, Vol. 7:12), though Comr. Hennock has continued to kick up fuss in meetings to get more and more.

Applicants may calculate, with fair accuracy, what channels they may apply for, assuming these factors stick. Next burning questions -- procedures on how to apply for them & when, giving good indication as to nature of probable competition in each city -- may be decided next week.

BAN ON HOME COLOR TV SETS TO CONTINUE: Although final decision won't be made until early next week, it's now pretty sure bet that efforts by Chromatic TV Laboratories (Paramount Pictures) and Sen. Edwin C. Johnson to kill off NPA's color TV Order M-90 (Vol. 8:6-7) will not succeed.

Mood of NPA officials, plus the flat statement by Pentagon that electronic engineers just can't be spared for color work, indicate that M-90 will be amended or revised in this fashion:

(1) It will ban commercial production of home color TV receivers and components designed especially for them. As before, it will permit research and development of color TV as well as production of color receivers for laboratory study.

(2) Commercial production of non-home type color TV equipment will be permitted -- theatre, industrial, merchandising (dept. stores), etc.

(3) To reassure Chromatic and any other companies wanting to produce home color sets, new order may specifically require that entire issue be reviewed at a certain future date -- possibly January 1953, but no later. If this provision isn't in order itself, same point will be stressed by NPA in statement accompanying order.

Three men will make final decisions on order this week. They are DPA chief Manly Fleischmann, NPA administrator Henry Fowler, asst. administrator Horace McCoy. Because of controversial nature of subject -- and in view of the acrimony at Feb. 8 TV manufacturers' meeting (Vol. 8:6) -- NPA Electronics Div., much of whose staff is from TV-radio industry, has voluntarily stepped out of policy-making picture.

Amended order can be expected week of March 2, if all goes smoothly. There is slight possibility it will be out by end of next week.

STATION BUILDING—CRISIS MAY BE OVER: All TV-radio broadcast station construction and alteration projects now under way can continue -- and get guarantee of enough materials to finish.

After freeze-end, sufficient steel probably will be available to permit TV station building at rate comparable to FCC's progress in grinding out CPs. But new stations will have to be modest, for there'll be no surplus materials for some time.

That's present outlook, based on actions and thinking of those who run govt. materials program. Supply of steel is steadily improving. It's even likely that NPA will permit starts on new civilian building in third quarter.

But no new starts on non-defense construction will be approved in the second quarter. However, there's this good news for broadcasters who already have begun construction or alteration of station buildings or towers with NPA's permission:

They'll get materials next quarter and thereafter to finish the job.

Task of making allocations for TV-radio station construction has been turned over to NPA's Industrial Expansion Div. (IED), despite fact Construction Controls Div. (CCD) had already determined some of the second-quarter allocations. The advantages of this move are:

(1) IED has far more materials to allot than CCD, handles the "more essential" type of construction.

(2) IED is maintaining close liaison with NPA Electronics Div., which will examine every station construction application and make recommendations. The latter division has staff of electronics experts and is in contact with FCC. On the other hand, CCD and Electronics Div. are scarcely on speaking terms.

For first quarter, NPA through CCD allotted materials only for those jobs which were 20% or more complete. Beginning in second quarter, IED will dole out materials for all projects which are under way, regardless of percentage complete. And if builder states his requirements for entire project, he will be allotted the

materials he needs to complete it without having to come back to NPA each quarter for new allotment.

TV-radio station construction applications already processed by CCD for the second quarter will be sent to IED for revision.

Community antenna projects -- unlike TV-radio stations -- are still handled by CCD. But they, too, will probably get more liberal treatment next quarter. Again, there'll be no new starts; but all such projects now under way stand good chance of getting materials to finish. Community antennas may soon be reclassified as "industrial" construction, putting them on par with stations -- and letting them reap benefits of larger self-authorization quotas (Vol. 7:43).

* * * *

Why this sudden "easing up" on materials front -- coming so close on heels of recent bearish statements by govt. authorities that "the worst is yet to come"?

Standard NPA explanation is that it's due to the "phasing out" of military production plans, stretching target dates far beyond original goals. Behind it all, it's not hard to speculate, was pressure by Congress and public -- and Govt. Seems particularly sensitive to this type of pressure in a Presidential election year.

MOST MINUTE DETAILS of Paramount's 30-year business history were rehashed in this fifth week of FCC's movie industry-in-TV hearing, as Paramount's testimony slowly neared end. Witnesses were Y. Frank Freeman, Hollywood studio production chief, and v.p. Austin C. Keough, an attorney with intimate knowledge of Paramount's anti-trust history.

Commission's intense interest in Paramount case is more apparent than ever, as FCC counsel probed detail after tedious detail—all designed to determine basic question: Are Paramount officials likely to be upright "non-monopolistic" TV licensees?

Also indicative of Commission's interest is fact that at least one staff member has recently spent considerable time on West Coast, reportedly looking into Paramount affairs.

It's likely long-awaited United Paramount Theatres portion of hearing will begin next week. This phase should eventually get around to ABC-UPT merger. Paramount has only one more witness, Klaus Landsberg, manager of KTLA, Los Angeles. UPT will then open its 3-part case: (1) License renewal of WBKB, Chicago. (2) Transfer of WBKB to UPT from old Paramount Pictures Inc. (3) ABC-UPT merger (in conjunction with ABC witnesses). UPT will offer 22 witnesses, from president Leonard Goldenson on down. Adding these to ABC lineup, this phase will take minimum of 2 weeks—and possibly longer.

Freeman's testimony this week related how Paramount bought up theatres in 1920's to assure showing of its pictures. Like previous witnesses, he explained and defended block-booking, pooling, etc. as both legal and good business—at the time. As for TV, Freeman said he just doesn't know much about it. He did say that Paramount movies would be sold to TV when stations could afford them, but pointed out that other factors would have to be considered—particularly restrictions by Screen Actors Guild and American Federation of Musicians.

Keough summarized all the 531 anti-trust cases against Paramount since 1920. Of these, 164 were won by Paramount or dismissed, 141 are pending, and 226 were lost or settled—for total of approximately \$10,500,000.

Other developments: (1) Fred Ford, Commission counsel, filed motion opposing DuMont's petition that it be severed from hearing and given quick FCC action (Vol. 8:6)—as was expected. Ford said record was incomplete in the case of 3 Paramount directors on DuMont board, and that DuMont proposal should first be given initial

Personal Notes: Randall Jessee, program director of WDAF-TV, Kansas City, honored for his part in aiding flood refugees last July by dedication of city's new Randall Jessee Community Center this week . . . Karl Shullinger, TV supervisor, Young & Rubicam, joins American Tobacco Co. March 3 to head all TV-radio . . . Seymour L. Adler, from New York office, onetime with WLW and Ziv, named TV-radio representative in William Morris Agency Chicago office under mgr. Phil Lampkin . . . Frank King, ex-KTTV, Los Angeles, named sales mgr., KECA-TV taking over former duties of Robert Laws, now heading ABC-TV western div. sales . . . Judson Bailey, producer, promoted to CBS-TV director of sports . . . Chester F. X. Burger, CBS-TV news dept., named temporary chairman of new Radio-TV Working Press Assn. of New York; Fred Dietrich, Telenews, vice chairman; Jack Fern, MBS, secy. . . . Don Petty, ex-NAB gen. counsel, now member of firm of McClean, Salisbury, Petty & McClain, 650 So. Spring St., Los Angeles, formed as result of merger of McClean & Petty with Stuart M. Salisbury offices . . . Minnie Sparks, confidential asst. to Comr. Rosel Hyde, with FCC 17 years, married Nov. 9 to John Blake, owner of KSNY, Snyder, Tex. . . . Willard Green leaves NPA Electronics Div. Feb. 25 for post with FCC Technical Assistance Activities Branch under Mrs. Irene Durgin.

Frederick I. Thompson, 76, onetime publisher of *Mobile Register* and *Birmingham Age-Herald*, died in Mobile Feb. 19. He served from April 1939 to June 1941 on FCC by appointment of President Roosevelt.

Mrs. Frederic William Wile Jr., wife of the NBC-TV production v.p., died in New York Hospital Feb. 21. Besides her husband, she leaves a son and daughter, her mother and 2 brothers.

Educational TV Programs Institute will be conducted April 21-26 for some 60 college presidents and school superintendents at Pennsylvania State College, whose president is Milton Eisenhower.

decision by hearing examiner Leo Resnick. UPT and Balaban & Katz filed motion offering no objection to DuMont severance plea. (2) DuMont indicated that as long as its case isn't severed, it wants right to delve into all phases of hearing, including qualifications of UPT and proposed merger with ABC. Most other parties, if not all, oppose DuMont's continued participation. They feel that cross-examination by DuMont counsel would needlessly complicate hearing, add to its length.

Station Accounts: TV-radio being used, along with other media, in \$500,000 "Winner Dinner" campaign during March-April, in which Associated Blue Lake Green Bean Canners Inc., California Tuna Industry and National Macaroni Institute have combined forces to promote related-product recipes using green beans, canned tuna and macaroni, requiring only 19 minutes to prepare and costing 19¢ per serving; campaign coordinator is merchandising dept., Can Manufacturers Institute . . . Two college professors discussing brews and brewing through the ages provide commercials for C. Schmidt & Sons (Schmidt's beer & Tiger Head ale) on WPTZ & WFIL-TV, Philadelphia, thru Al Paul Lefton Co.; filmed anecdotes portray such episodes as ancient Egyptians offering beakers of beer as tokens of betrothal; how Queen Shu-bad of Mesopotamia sipped beer through a golden straw; drinking of English ale; George Washington's recipe for "small beer," etc. . . . Cott Beverage Co. (Cott's Extra Dry Ginger Ale) using WBZ-TV, Boston, and WNHC-TV, New Haven, in promotion campaign for "less-sweet" ginger ale, plans expansion in New England-New York State areas, thru John C. Dowd Inc., Boston . . . Associated Distributors (RCA) sponsoring Saturday games of Indiana state high school basketball tournament on WFBM-TV, Indianapolis, biggest sports event in state that's traditionally "basketball-crazy" . . . Liebmann Breweries Inc. (Rheingold beer) signs Herbert Marshall to narrate *The Unexpected*, starting March 5 on WNBT, N. Y., Wed. 10:30 . . . Among other advertisers reported using or preparing to use TV: Fruehauf Trailer Co., thru Allman Co., Detroit; Studebaker Corp., thru Hill & Knowlton, N. Y.; J. Ossola Co. (Pasta Fazool), thru Carlo Vinti, N. Y.; Milady Foods Co. (frozen foods), thru Kastor, Farrell, Chesley & Clifford, N. Y.; Badger Paper Mills Inc. (Freshrap waxpaper), thru Richard H. Brady, Stevens Point, Wis. (WTMJ-TV); Clinton Clothing Mfg. Co. (men's clothing), thru Milton Weinberg Adv. Co., Los Angeles; Weco Products Co. (Dr. West's Flexite tooth brush), thru J. Walter Thompson, Chicago; Eskimo Pie Corp. (ice cream bars), thru Buchanan & Co., N. Y.; Amana Refrigeration Inc. (Amana home freezer), thru Maury, Lee & Marshall, N. Y. (KLAC-TV); Eno-Scott & Bowne (Brylcreem hair tonic), thru Atherton & Currier, N. Y. (KNXT); Kota Products Inc. (aluminum screens & storm windows), thru Flint Adv. Associates, N. Y. (WOR-TV); Lee Pharmacal Co. (Shadow Wave home permanent), thru McCann-Erickson Co., Los Angeles; Schulze & Burch Biscuit Co. (Flavor-Kist crackers), thru Gordon Best Co., Chicago (WTMJ-TV);

TV is now shut out from Defense Dept. funds for recruitment advertising, and appears unlikely to receive any in 1952-53 budget. Lt. Col. Wm. Berkeley, publicity chief, Military Personnel Procurement Supply Div., gives as reasons that TV's cost is too high, and TV stations don't provide enough coverage for Dept.'s limited advertising program—currently aimed only at women and prospective aviation cadets. Although no breakdown is available for new budget, on which hearings will begin in House Appropriations Committee Feb. 28, inference is that same reasons will preclude purchase of TV time for next fiscal year. Army's use of radio, which received \$511,568, or 46% of funds spent from July 1, 1951 to March 1, 1952, will continue, NARTB was assured at Feb. 18 conference with Defense Dept. officials. Col. Berkeley is preparing complete review of Army-Air Force ad plans for NARTB, to be available by March 1.

Freedom from "annoying TV commercials" is promised by TVX Co., 217 Riverdale Ave., Yonkers, N. Y., in ad announcing new device called "Com-muter," designed to turn off TV sound by remote control. Gadget retails for \$2, consists of off-on button connected to set by 20 ft. of wire, is claimed to be easily installed by consumer.

Network Accounts: Carter Products Inc. (Arrid, Rise, Little Pills) beginning April 6 sponsors *Drew Pearson* on ABC-TV, Sun. 11-11:15, thru Sullivan, Stauffer, Colwell & Bayles, N. Y. . . Susquehanna Waist Co. (Ship'n Shore blouses) bought first half of *Easter Parade* April 13 on CBS-TV, Sun. 1-2, thru Mervin & Jesse Levine, N. Y. . . Anson Inc. (men's jewelry) April 16 starts alt. week sponsorship of 8:30-9 segment of *Kate Smith Show* on NBC-TV, Wed. 8-9, thru Grey Adv., N. Y., taking time being vacated by Norge . . . Palm Beach Co., subsidiary of Goodall-Sanford Inc. (Palm Beach suits) will present final 2 hours of *Palm Beach Golf Tournament* from Wykagyl Golf Club, New Rochelle, N. Y., May 18 on CBS-TV, Sun. 4-6, thru Ruthrauff & Ryan . . . Green Giant Co. (canned corn & peas) starts *Life with Linkletter* on weekly basis March 14 on ABC-TV, Fri. 7:30-8, thru Leo Burnett Co., Los Angeles . . . General Foods (Swansdown cake mixes, Maxwell House instant coffee) March 31 moves *Claudia* from NBC-TV to CBS-TV, Mon. 9:30-10 . . . International Shoe Co. (Red Goose shoes) March 1 adds 14 stations (kine) to its DuMont lineup for *Kids & Co.*, Sat. 11-11:30 . . . Goodyear Tire & Rubber Co. dropping *Paul Whiteman Revue* March 30 on ABC-TV, Sun. 7-7:30 . . . Cluett, Peabody & Co. (Arrow shirts) cancels *Herb Shriner* April 3 on ABC-TV, Thu. 9-9:30 . . . Hazel Bishop Inc. (lipstick) reported ready to share alt. week sponsorship with Regent cigarettes of *Cameo Theatre* on NBC-TV, Sun. 10:30-11, thru Raymond Spector Co., N. Y.; starting date unannounced . . . Stassen for President Committee again purchased Sat. night wrestling intermission on DuMont Feb. 23 for its candidate, third such buy this month.

To conserve hard-won tax gains, all-industry (not NARTB-only) clinics for telecasters are being held by TV Broadcasters Tax Committee which wrested concessions from Congress last year (Vol. 7:37-38, 42). Until Bureau of Internal Revenue interprets new tax laws (expected in about 2 months), committee feels that good pattern for industry can be set only if telecasters are well informed. Total of 72 stations have been represented at conferences in San Antonio last week, Washington this week. Panel of experts at Washington meeting, chairmanned by NBC v.p. Frank Russell, comprised: John Poole, Fort Industry; Kenneth W. Hoehn, CBS; John Cottello, RCA; C. Rudolph Peterson, Washington attorney; Lovell Parker, legislative counsel for committee.

More support for lifting 5-station limit on TV ownership (Vol. 8:1, 2, 5, 7) was added this week when group of Idaho-Utah-Montana stations (KOPR, KLIX, KWIK, KIFI, KUTA, KGEM) filed joint petition asking for 7-station limit, with no distinction between vhf and uhf. NBC filed original petition which has been endorsed, with minor variations, by ABC, Fort Industry, DuMont. Two oppositions have been received—from WVWW, Fairmont, W. Va., and KIEM, Eureka, Cal. Former is apprehensive of encroachment by Fort Industry's WMMN. Latter's president Wm. B. Smullins wrote FCC Chairman Coy: "We're much less disturbed about another possible FM 'fiasco' [failure of uhf] than we are about the enlarging of control by a few in the field of TV."

McFarland Bill to amend Communications Act may be hard to recognize when House Interstate & Foreign Commerce Committee finishes with it. From this week's sessions on bill, it's apparent committee is still impressed with some of FCC's objections to bill—particularly on matter of commissioner's consultation with staff on certain types of decisions. McFarland bill would preclude such consultation. House committee also considered station renewals this week, found considerable difference of opinion. Emergence of final bill from House still appears long way off.

SIX TV STATIONS became "first" subscribers to NARTB's TV Code Feb. 21 (Vol. 7:49, 8:7)—just 2 days after NARTB put applications in the mail. Each obviously wanted distinction of being "No. 1"; some brought applications in personally, others wired Feb. 20 that their subscriptions were in mail. NARTB declared it a dead heat. The initial subscribers (alphabetically):

KING-TV, Seattle (whose owner, Mrs. Scott Bullitt, is member of Code Review Board); WDSU-TV, New Orleans (whose v.p.-gen. mgr. Robert Swezey was chairman of committee which drafted code); WJAC-TV, Johnstown; WNBF-TV, Binghamton; WTMJ-TV, Milwaukee (whose v.p.-gen. mgr. Walter Damm is member of Code Review Board); WWJ-TV, Detroit. These stations will be entitled to display NARTB seal of approval—but not until March 1, when code officially goes into effect.

As sort of sendoff to Code, Comr. Walker this week made speech before Cleveland's Temple Men's Club citing numerous complaints Commission has received on dubious TV-radio programming. Talk was similar to one he made last October (Special Report, Vol. 7:40), was especially concerned with surveys which show that some 70% of children's programming depends mainly on crime and violence.

Comr. Hyde released to press letter from a San Francisco mothers' club which said: "The gun, the gat, the rod, the six-shooter is the prime motivator of most 'children's' TV programs . . . The programs say, in effect, look children, MURDER is the greatest thing in the world. It's the most fun, the greatest excitement, the best game of all, little ones. The angels in Heaven must weep."

Change of pace on this theme was contributed by the Rev. Edwin Broderick, TV-radio director for New York archdiocese, who asked Catholics not merely to scold when programs are offensive, but to drop a note of praise to producers of wholesome programs.

Channel numbers, rather than call letters, have become far and away most common means of TV station identification. NBC Research made study of Trendex program ratings, found 98.5% of New Yorkers know stations primarily by numbers, 97.4% in Washington, 75.2% in Los Angeles, 75.6% in Chicago, 60.3% in Cleveland. Probably contributing to public's habit is fact that most TV sets are switch-type, non-continuous tuning, with dials marked in channel numbers; that channels have low numbers, easy to remember; that number of stations in each city is still small (though channel number means little in one-station city); that newspapers and program magazines emphasize channel numbers in logs. Very few people outside industry know what channels stand for in megacycles (see pp. 81-87 *TV Factbook No. 14*). Feb. 23 *Billboard* reports New York's WCBS-TV, WJZ-TV & WNBT are so impressed with findings that their forthcoming promotion will place far greater stress on channel numbers.

Those CBS raids on NBC radio talent—are they going to be repeated in TV? *Variety* notes attempts made, but reports NBC's Joseph McConnell & Pat Weaver and RCA's Mannie Sacks on Pacific Coast this week in countermoves to snare Jack Benny for TV, Red Skelton for radio (he's already on NBC-TV for Procter & Gamble). *Variety* says CBS, which has Skelton on radio, unsponsored as yet, is pitching to get Skelton's TV show away from NBC and to snare Phil Harris for both TV & AM. Jack Benny is under CBS contract, but trade journal quotes McConnell as saying there's loophole that makes it possible for him and sponsor American Tobacco Co. to shift back to NBC. Significantly, *Hollywood Daily Variety* this week also headlined: "Crosby, Hope, Bergen, Benny, Skelton Fading Off AM as Sponsors Go TV."

Investigation of TV-radio programming by 15-member House committee is proposed in resolution (H.Res. 520) introduced by Rep. Gathings (D-Ark.) and referred to Rules Committee. Proposed investigation would determine: (1) Extent of "immoral" programs; (2) availability of "offensive" pocket-size books; (3) adequacy of existing law to eliminate "undesirable" programs, promote higher standards, prevent publication of "offensive" books. Committee would be chosen from Commerce, Judiciary, Post Office & Civil Service committees, plus 3 members-at-large, with power of subpoena for hearings. Rep. Gathings said his staff worked on survey for several months, reported improvement in programming, commended NARTB Code. No hearing has been scheduled and Rep. Gathings feels election-year activity will preclude action for "maybe 2 or 3 years."

A \$12,000,000 anti-trust suit against baseball's major leagues and clubs, charging "continuing conspiracy to monopolize and restrain competition" in radio broadcasts of ball games, was filed in Chicago Feb. 21 by Liberty Broadcasting System president Gordon McLendon. He asks triple damages for \$4,000,000 in losses he claims his network suffered due to major league restrictions which he says ban LBS *Game of the Day* broadcasts in Southwest and on Pacific Coast. TV is not directly involved, but outcome of case, like Justice Dept.'s suit against National Football League (Vol. 7:41, 44, 48, 52), should set precedent with regard to league restrictions against TV and radio. Owner Fred Saigh of St. Louis Cardinals retorted that he's considering counterclaim against LBS, which he accused of "misrepresentation, defamation and conducting unauthorized broadcasts."

"It's none of FCC's business." That, in effect, is NARTB's comment filed this week in opposition to Commission's proposal to require more detailed information on station employes. Proposal (Public Notice 52-26, Doc. 10107) was released Jan. 11, constituted revision of Annual Report Form 324 which all stations file. FCC had proposed that stations supply more data on employes' titles, duties, working hours, compensation, etc. NARTB contended requirement is illegal, unnecessary, has no bearing on qualifications of licensees. Only other opposition, NBC's, calls proposal unreasonable burden, points out that "Congress hasn't seen fit to require it of any industry." Upshot will probably be compromise, after informal discussions among FCC staff and industry representatives.

Warning TV networks they may be in for probe patterned after the perennial Hollywood Red-hunt, House Un-American Activities Committee says in report to Congress that "Communists will endeavor to infiltrate TV on a large scale because it is rapidly becoming an important entertainment medium in the United States." Report deals principally with alleged Red "manipulation in the Hollywood motion picture industry," drew charge from Motion Picture Assn. president Eric Johnston that it was "misleading and unfair." Typical of TV networks' response to committee's warning is statement by CBS-TV Hollywood v.p. Harry Ackerman that TV industry is "clean as a whistle" and that there's not much chance for even small-scale infiltration.

Although Britain got TV going as govt.-operated public service before war, and well ahead of U.S., it reports total of only 1,095,559 sets-in-use as of last Nov. 30, mostly in London area—or about same number as in Los Angeles area (Vol. 8:5). British TV detectives are tracking down "bootleg" TV sets with new direction-finding trucks. Postmaster-General estimates that 100,000-200,000 of today's British TV receiver owners haven't paid their \$5.60-a-year license. Disclosure started speculation that Britishers may be viewing favorite programs at local "peek-easies".

RTMA's ESTIMATE OF NEW TV MARKETS: A belief long and widely held in TV industry -- that demand for sets jumps sharply as additional stations open in TV areas -- has been exploded by RTMA's report on 'The Impact of TV Expansion' (see p. 1).

"Very thorough study" yields no evidence to support this theory, says RTMA.

"Many areas of all types were studied, comparing the rates of receiver sales and total receiver sales," report declares. "In spite of these exhaustive studies, no conclusive evidence was developed which indicated a significant change in the rate of receiver sales as new stations were added."

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Predictions of potential post-freeze increase in demand for TV sets as the result of new stations and increased coverage by existing outlets make RTMA report good reading at all levels of TV trade -- as long as it's remembered that report is only a fair guess because of imponderables involved.

Increased demand for sets by mid-1953, RTMA estimates, will total between 750,000 and 1,660,000, with "most realistic" figure about 811,000. These forecasts are based on study's freeze-end timetable, as reported on p. 1.

Potential increased receiver demand by July 1, 1953 as result of grants in areas now unserved will total 717,972 to 1,441,080, with 750,834 a "realistic" estimate, RTMA says. Potential boost in set market as result of height and power hikes is estimated at 33,642 to 219,108, "realistic" estimate 60,078.

Here are RTMA's "realistic" estimates of total increased demand for TV sets on quarter-by-quarter basis:

1952: third quarter, 23,136; fourth quarter, 106,560. 1953: first quarter, 246,858; second quarter, 434,358. Total to July 1, 1953 -- 810,912.

Making sets to supply this extra demand shouldn't put too much strain on the limited supply of materials available for TV sets, RTMA believes. "Most optimistic" estimate of new potential demand for receivers in second half 1952, about 250,000, is but 11.3% of RTMA's "guesstimate" of second-half 1952 production (2,250,000), or 13.8% of NPA's prediction for second half (1,850,000), based on materials available.

"Realistic" estimate of new demand for sets in the second half of this year, about 130,000, is 5.8% of RTMA production estimate, 7% of NPA's. Concludes survey:

"Increased demand for TV receivers can be met in all areas, although not necessarily completely satisfied [assuming NPA's materials allotments for all of 1952 average about same as first quarter]."

TV TRADE APPEARS TO BE STEADYING: TV set production continues to hold its own -- now obviously geared to more calculable demand and steadily diminishing inventory.

Seventh week's RTMA output figure of 98,522 (1236 private label) runs only slightly higher than preceding week's 97,130. Cumulative for the 7 weeks to Feb. 15 is 688,456 (3278 private), so that average is holding at about 98,000 per week.

Factory inventory of TVs was 197,232 as of Feb. 15, down mere 1000 or so from 198,319 the week before.

Feb. 15 week's radios totaled 199,309 (85,540 private), factory inventory 288,930. Output went up in week from 179,453, inventory up from 239,700. Week's radios were 83,654 home models, 17,607 portables, 27,830 clock, 70,218 auto. Total radios for the 7 weeks is 1,135,348.

Thus it would seem output of 1,200,000 TVs & 1,900,000 radios in 13 weeks of first quarter, as predicted (Vol. 8:7), isn't out of line -- and even with new NPA "rock bottom" materials cuts for second quarter, it's still a fair guess that the 1,000,000 per quarter average can be maintained for rest of year.

Natural question, though, is how well will market absorb these -- plus what are still left in the all-trade inventories of 1,500,000 or so estimated as of be-

ginning of year (Vol. 8:6)? There's certainly very little pessimism in general run of trade, particularly among the major producers accounting for most sales, nearly all of whom claim their inventories in all pipelines are "normal".

If the big fellows claim normal inventories, where are the "overproduced" sets? They're private label in large part, say some -- pointing to RTMA's weekly output figures, which currently show extraordinarily few private-label TV sets.

Of the 688,456 units produced so far this year, mere 3278 were reported as private label, or average of about 440 per week. Low figures may well cause eyebrow lifting and some question whether RTMA is being given accurate reports on private-label TVs. One manufacturer opines that such big buyers as Sears Roebuck, Montgomery Ward and Western Auto have full warehouses and have stopped buying for own brand.

Some factories may be warehousing the private-label sets they make, said this usually very canny observer, who thinks these may account for sizable chunk of the weekly factory inventory reported by RTMA.

Private-label normally account for 10% of the industry's output, he states, but that seems high in light of 1951 RTMA figures -- 213,104 out of 5,384,798.

Topics & Trends of TV Trade: Involuntary petition in bankruptcy filed in Federal court in New York against Starrett Television Corp., coming so close on heels of Tele-tone bankruptcy (Vol. 8:5-7), raises natural question: Is it symptomatic? Surprising number of industry people think it is, including some who should know, like vendors and other types of creditors of manufacturing companies. Others say, "No, the TV-radio business is still quite good, and getting better." The reasoning, as stated by industry people whose names are withheld for obvious reasons:

"Every time there's a slump, it usually catches up with those who have let themselves go too far, usually those who are underfinanced for the scope of business they've set themselves up to do."

"The squeeze on some little companies has been too great during tough year or year-and-a-half of heavy inventories, intense price-cutting and severe competition."

Casualties are to be expected in an industry like ours, subject to so many materials restrictions and market ups-&-downs."

"You have to be in good financial position to sweat out the period between now and the opening of new markets after the freeze; long-range prospects are excellent, especially if materials restrictions continue, that demand for TV sets will exceed production."

That's some of the comment you hear, with the big fellows hastening to assure you they're in no trouble because their financial positions are strong, their brand names and distributor organizations solidly entrenched. Also, they could add, they hold sizable defense contracts, which some companies didn't try, or weren't able, to get. Some think it's surprising more haven't gone through the wringer.

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Surprisingly few bankruptcies or liquidations have marked TV-radio industry since its postwar emergence. Scanning the records, we find Sonora was first to fall on bad days, in January 1949 (Vol. 5:4, 23, 25), followed by Majestic in May of same year (Vol. 5:22). There were none worth mentioning in 1950; then, last year, came Richmond Television Corp. (Vol. 7:7, 10, 17); Vidcraft Television Corp. (Vol. 7:7, 9); Freed Radio Corp. (Vol. 7:10); Commander Television Corp. (Vol. 7:26); and now, of course, Tele-tone and Starrett. During early 1951, such minor TV producers as these also faded out of TV set manufacturing: Altee-Lansing, Natalie Kalmus, Mercury, Mitchell, Reeves Soundcraft, Rembrandt, S. M. A. Co., True-Vue, U. S. Television Mfg. Corp. Some of these brand names are being continued by other companies.

In the dealer and servicing fields, casualties have been more commonplace, especially lately, including last month's

bankruptcy of Conlan Electric Corp., Brooklyn (Vol. 8:4), and the folding of Concord Radio last July (Vol. 7:28).

Starrett creditors filing the involuntary plea were: Croname, \$5968; Aerovox, \$1100; Barreca Products, \$324.

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Trade Miscellany: RCA's first cylindrical-faced all-glass tubes are 17-in. magnetic focus (17QPA) and 17-in. electrostatic (17LP4), announced this week; no plans indicated yet for 20 or 21-in. cylindrials . . . Sentinel has completed 49,500-sq. ft. addition to plant at Evanston, Ill., president Ernest Alschuler stating production will exceed \$30,000,000 this year, with present working force of 475 doubled . . . Westinghouse leases plants at Lima, O. and Greenville, Pa. to produce cores for electronic transformers, releasing space at Sharon, Pa. plant . . . Philips Laboratories Inc. has purchased 44-room mansion with 13 acres at Irvington-on-Hudson, N. Y., which it has occupied as lab since 1944 . . . Brush Development Co. merging with Cleveland Graphite Bronze Co.

Merchandising Notes: Federal Reserve Board survey of 175 dept. stores shows 1951 TV-radio-phono sales were 15% below 1950, inventories 39% less at the end of 1951; December sales were 9% lower than same 1950 month . . . Motorola forecasts its sales of home radios during first 6 months of 1952 will exceed same 1951 period by 30-35%; that portables will run 2-3 times more . . . Belmont (Raytheon) has cut prices \$10-\$30 on table models, \$20-\$155 on consoles; prices still include tax and year's warranty . . . Fada out this week with new line of eleven 17, 20 & 24-in. TV sets ranging from \$200 to \$400 . . . Two dozen pairs of nylons with purchase of TV set or other major appliance is come-on tried by Westchester County (N. Y.) chain . . . Cincinnati reports say drive touting "Best buy in TV—a second set" has proved fairly successful, stimulated by special section of *Enquirer*.

Zenith has introduced these 6 new 21-in. sets featuring cylindrical-face tubes: leatherette table \$320, mahogany table \$360, open-face leatherette console \$390, open-face mahogany \$420, blonde \$450, full-door mahogany \$470. Prices include year's warranty on picture tube and parts; tax is extra.

GE's new 1-kw uhf transmitting tube, ceramic-metal, will be shown at Waldorf-Astoria March 4, during IRE convention. It's air-cooled version of tube unveiled at last year's convention (Vol. 7:12).

First TV assembly factory in South America was opened in December by Industria e Comercio de Radio Invictus Ltda., Sao Paulo, Brazil, first production run being 3000 sets with 17-in. screen.

Trade Personals: Timothy E. Shea promoted from asst. v.p., AT&T, to v.p., Bell Labs, succeeded at AT&T by W. C. Hudgins, ex-personnel relations . . . Walter A. Weiss, in charge of Sylvania receiving tube plant in Burlington, Ia., succeeds Matthew Burns, now gen. mgr. (Vol. 8:7), as manufacturing mgr., Sylvania radio tube div. . . . Thomas Adamis named sales mgr., Zenith Radio Corp. of Canada Ltd., Windsor, Ont. . . . Wm. S. Parsons, sales v.p., elected president of Centralab Div., Globe-Union Inc. . . . L. M. Salisbury, ex-Bendix Radio and Frigidaire, appointed controller, Crosley Distributing Corp. . . . L. D. Shiplett promoted to Bendix Radio service mgr. and succeeded as asst. service mgr. by C. E. Bowers; Mort Fagan, styling dept., becomes asst. to W. P. Muller, TV div. product mgr. . . . Dr. P. S. Christaldi, engineering mgr., promoted to asst. mgr., DuMont instrument div. (not P. S. Rinaldi, as erroneously reported last week) . . . Terrence M. Allen Jr. promoted to Denver area mgr. for Motorola Inc. . . . William Nagy, Brooklyn sales mgr. for Philco Distributors Inc., named factory representative for Florida, headquartering in Jacksonville; Wally Meyers succeeds him . . . Carl Krumrei, sales v.p., named gen. mgr. of Radio Specialty, Milwaukee Philco distributor, succeeding late Alvin Van Antwerpen; Kenneth W. Brown now sales mgr. . . . George K. Otis elected v.p., Lear Inc. . . . Russell C. Dubois Jr. named sales mgr., RCA Victor mobile & microwave communications equipment . . . Roland J. Kalb reelected president of Phonograph Manufacturers Assn., along with Ben Birns, v.p., and Joseph Dworken, secy.-treas.

More comments on patent-filing proposal of FCC (Vol. 8:2-4), received by Feb. 21 deadline, came from AT&T, inventor Edwin H. Armstrong, National Assn. of Manufacturers, American Petroleum Institute. AT&T reported it has 9109 U. S. patents, has right to license some 22,000 owned by others, said rule as written is "virtually impossible" to comply with, suggested amendment to require reports on patents only on "matters already known" by those reporting. Maj. Armstrong also suggested modification to specify uses "known to the patent holder." And he said that requiring list of names of licensees "may operate in favor of corporate holders of large aggregations of patents." NAM pointed to "the great difficulty, if not the impossibility, of finding out what patents are in use in commercial equipment at any particular time." Petroleum Institute said it believed rule wouldn't affect Petroleum Radio Service, but was "unalterably opposed" to it if FCC considers that it does. Proposal is "entirely unnecessary to the fulfillment of the mandate placed upon the Commission," group said.

Record Industry Assn. of America, 270 Park Ave., New York, has chosen as executive secretary John W. Griffin, ex-Columbia Records and one-time RCA Victor eastern sales ingr. Directors of newly-formed organization: Paul A. Barkmeier, v.p., RCA Victor; James B. Conkling, president, Columbia Records; Irving B. Green, president, Mercury Records; Milton R. Rackmil, president, Decca Records; Dario Soria, Cetra-Soria; John Stevenson, Children's Record Guild; Glenn E. Wallichs, president, Capitol.

Devices which transistor may make possible, according to RCA Labs v.p. Dr. E. W. Engstrom, are such remarkable developments as these: (1) Watch-size radio run by body heat, no batteries. (2) Transmitter-receiver size of telephone handset. (3) Vest-pocket radio, size of cigarette package, already produced experimentally by RCA engineers. (4) Portable computers which could do jobs now done by huge devices with thousands of tubes.

Phileo International Corp. sponsoring weekly short-wave radio program, consisting of recorded interviews and designed to build goodwill abroad, via WRUL, Boston.

Mobilization Notes: NPA may give more sheet steel to consumer goods manufacturers if they can use it to boost their second-quarter output without requiring additional copper and aluminum. DPA chief Manly Fleischmann told newsmen this week that decision will be made soon whether to ask for applications for additional rations of this type of steel, supply of which is easing considerably. Most TV-radio manufacturers will probably find they don't need the extra steel—since copper is limiting factor in their production—but it may be of help in certain individual cases.

NPA administrator Henry Fowler officially announced second-quarter materials allotments for civilian products. As previously reported (Vol. 8:2-3), TV-radio-phono manufacturers will receive these rations of controlled materials (in percentages of rate of use in first half 1950): steel 50% (vs. 50% during current quarter); wire mill products 35% (vs. 40%); brass mill products 30% (vs. 35%); copper foundry products—not used to any extent in TV-radio—12.5% (vs. 35%); aluminum 30% (vs. 35%).

Allotments for so-called "less essential" products have been increased. Jukeboxes, only electronic products coming under this heading, will receive same percentage allotments as TV-radio in second quarter—a considerable increase from their current 50% of steel, 14% copper, 20% aluminum (Vol. 7:45).

Mr. Fleischmann said he envisioned no shortages of consumer goods as result of second-quarter allotments, gave much of credit to manufacturers' conservation and substitution of critical metals. Said he: "Radio is the best example, where cobalt has been practically eliminated and a high rate of production maintained."

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Engineers, draftsmen, skilled workers and components—not materials—are principal bottlenecks in production of defense and industrial communication radio equipment. Called to Washington for NPA industry advisory committee meeting, 8 manufacturers in this field said they're having very little difficulty getting materials, but listed connectors, crystals, plugs, sockets, relays, transformers and special-purpose tubes as hard-to-get components. They gave conservation some credit for current high productivity, one manufacturer declaring he has substituted copper-plated steel wire for copper wire, thereby saving 85% of the copper he normally used in marine antenna cables.

J. Bernard Joseph, chief of NPA Electronics Division's broadcast & communication equipment section, presided at session attended by: R. M. Clave, Federal, Clifton, N. J.; John Silver, Motorola, Chicago; E. Garfield, National Aeronautical Corp., Ambler, Pa.; George F. Schecklen, Radiomarine Corp. of America, N. Y.; A. E. Keleher Jr., Raytheon, Newton, Mass.; L. P. Clark, Raymond Rosen Engineering Products, Philadelphia; Clifford A. Harvey, Harvey Wells Electronics, Southbridge, Mass.

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Harry A. Winne, GE engineering policy v.p., and Dr. Hans A. Bethe, Cornell U physics professor and veteran of Los Alamos project, named to Defense Dept. Research & Development Board's committee on atomic energy. Maj. Gen. Kenneth D. Nichols, deputy director of guided missiles in Office of Defense Secy., named Army member of Research & Development Board.

NPA has revoked allocation controls over Teflon (poly tetra-fluor ethylene), used as insulation in coaxial cable, wire, cable connectors, electronic fittings, etc. It stated increased production made decontrol possible.

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Canadian Assn. of Radio & Appliance Dealers holds annual convention and exhibit in Toronto's Royal York Hotel, March 31-April 2.

Financial & Trade Notes: Thanks to TV income, especially of its highly successful 5 owned-&-managed stations, ABC will show considerably better overall sales record for 1951 than its \$45,000,000 of 1950 (Vol. 7:13) and its net profit will "exceed \$300,000" when 1951 annual report is released in mid-March preparatory to stockholders meeting set for April 8. Any hope, however, that this will be the last financial report for ABC as a separate corporate entity, in light of its projected merger with United Paramount Theatres Inc. (Vol. 7:21), gets more shadowy each week as current FCC hearing on so-called "Paramount cases" proceeds at snail's pace (see p. 5). It's generally believed merger will eventually be authorized, but Washington proceedings are slow and tortuous and likely to last until end of year.

ABC's 1950 gross sales were \$45,879,660, net profit \$84,605; in 1949, sales were \$40,267,488, deficit \$519,085; 1948, sales \$37,110,726, profit \$468,676; 1947, sales \$35,955,004, profit \$753,911. Last financial report from ABC covered first 9 months of 1951 (Vol. 7:47) and merely revealed net profit of \$77,000.

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RCA has arranged to borrow \$50,000,000 from investing institutions on 3 1/4% notes maturing May 1, 1977, proceeds to be used for working capital and general purposes. Financing was arranged through Lehman Brothers. Upon issuance, RCA's long-term debt will total \$150,000,000, of which \$100,000,000 of 3% notes are due May 1, 1974.

Stromberg-Carlson has borrowed another \$3,000,000 from Metropolitan Life Insurance Co., to go with \$2,000,000 borrowed last November, for its program of financing small telephone companies to buy switchboards, phones, etc.; as result of firm's small financing, says v.p. Gordon G. Holt, some 200 companies have applied and Stromberg has built up 18-month backlog of orders.

Olympic Radio's net profit was \$260,428 on sales of \$11,456,359 for 9 months ended Sept. 30, 1951, compared with \$895,920 on sales of \$13,648,538 same period preceding year. Sales for year ended Dec. 31 are estimated at \$15,500,000 for year ended Dec. 31, as against \$21,937,000 for preceding year, in report filed with N. Y. Curb Exchange. TV units produced in 1951 totaled 70,414 vs. 138,785.

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Dividends: Philco, 40¢ payable March 12 to stockholders of record Feb. 28; Oak Mfg. Co., 35¢ payable March 15 to holders March 1; Webster-Chicago, 25¢ payable March 20 to holders March 10; Driver-Harris, 50¢ plus 10¢ extra payable March 12 to holders Feb. 29; Hazeltine, 25¢ payable March 15 to holders March 1; I-T-E Circuit Breaker, 50¢ payable March 5 to holders Feb. 26; Loew's Inc., 37 1/2¢ payable March 31 to holders March 12; Sperry, 50¢ payable March 19 to holders March 3; Wells-Gardner, 15¢ payable March 15 to holders March 3; Sprague Electric Co., 50¢ payable March 14 to holders Feb. 29.

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Short interest in TV-radio and related stocks on New York Stock Exchange showed these changes between Jan. 15 & Feb. 15: Admiral, 18,290 Jan. 15 to 19,345 Feb. 15; Avco, 19,380 Jan. 15 to 18,280 Feb. 15; GE, 11,251 Jan. 15 to 10,463 Feb. 15; Magnavox, 12,446 Jan. 15 to 12,418 Feb. 15; Motorola, 13,595 Jan. 15 to 14,335 Feb. 15; Philco, 8878 Jan. 15 to 8395 Feb. 15; RCA, 33,930 Jan. 15 to 37,960 Feb. 15; Zenith, 23,816 Jan. 15 to 20,966 Feb. 15.

Gabriel Co. reports 1951 net profit of \$591,992 (\$1.07 a share on 521,792 shares) compared with \$824,271 (\$2.20 on 356,508 shares) in 1950. Net sales were \$15,795,488 against \$12,670,250.

Columbia Pictures Corp. and subsidiaries netted \$437,000 (45¢ a share) in the 6 months ended Dec. 29, 1951 vs. \$660,000 (77¢) same 1950 period.

FINANCIAL REPORT OF CBS hasn't been released yet, but its 1951 billings totaled \$69,000,000 in radio, \$42,000,000 in TV—radio down about \$1,000,000 from 1950, TV more than tripled. This was disclosed at San Francisco Press Club Feb. 18 by president Frank Stanton, who is also quoted in dispatches from that city as opining that lifting of freeze will bring 20-25 new stations by end of this year. Eventually, country will have 1500-2000 stations, he said.

Stanton forecast readjusted talent costs when more stations come on the air, also higher sponsorship costs for national TV coverage. Radio will regain a lot of its attractiveness as TV costs rise, he's quoted as saying; even now, there are 3 times as many radio homes as there are TV homes, not to forget 22,000,000 auto radios.

THEATRE TV hopes to present hit Broadway musical, Metropolitan Opera and Radio City Music Hall's Easter show this spring if enough of the nation's 60-plus TV-equipped theatres sign up. Nathan Halpern's Theatre Network TV reportedly has submitted this program to theatre owners: March 3—*Two on the Aisle*, Broadway musical starring Bert Lahr and Dolores Gray. March 17—Metropolitan Opera's *Carmen* with Rise Stevens. April 13 (Easter Sunday) & 14—Music Hall Easter show. For the musical and the opera, theatres would pay 75¢ per admission or 60% of gross; charge for Music Hall show would be 35¢ per seat, 45¢ per admission.

Sports scheduled for theatre TV include Sugar Ray Robinson-Bobo Olson middleweight championship from San Francisco March 6 (30¢ per seat for network charges plus 40¢ per admission), National Invitation Basketball Tournament semi-finals from Madison Square Garden March 13, finals March 15 (20¢ per seat plus 25¢ per admission); National Golden Gloves finals from Madison Square Garden March 24 (45¢ per seat total); Olympic Games basketball finals from Madison Square Garden April 1 (45¢ per seat).

Republic Pictures' TV expansion plans disclosed in report to stockholders this week include Hollywood Television Service Inc. as wholly-owned subsidiary to distribute films to TV stations and acquisition of Major Film Laboratories Corp., New York, which will be equipped and expanded for quick service for TV. Republic also owns Consolidated Laboratories, Hollywood, expanded for TV. Said president Herbert Yates: "We believe that by making our pictures available to TV, by the expansion of our facilities at the studio and the laboratories, we are developing a new source of business and revenue which will enable us to participate on a profitable basis in the future expansion of the television industry."

Warner Bros. Pictures reports net profit of \$2,605,000 (46¢ on 5,619,785 shares) on gross sales of \$29,558,000 for first fiscal quarter ended Dec. 1, 1951. This compares with \$1,813,000 (26¢ on 6,821,600 shares) on sales of \$27,926,000 for same period in 1950. Included in 1951 profit figure is \$933,000 profit from sales of capital assets. Company officials predicted net profit for second fiscal quarter, which ends March 1, will be substantially less than the \$2,014,000 of second quarter year ago.

Companies which have made tri-color tubes with phosphor dots on face, along lines of those made by RCA, include DuMont, GE, Zenith. DuMont reports that its tube (16-in. round) has 1,000,000 dots, produces resolution 70% greater than possible with earlier tri-color tubes. Sets capable of receiving NTSC color signals have been made, and used during current NTSC field tests, by GE, RCA, Philco, Zenith, Motorola, Westinghouse, Crosley, Hazeltine.

Telecasting Notes: More rate increases going into effect March 1: ABC-TV increasing network rates of 4 of its own stations—WJZ-TV, New York, from \$4000 to \$4250 per Class A hour; WENR-TV, Chicago, from \$2000 to \$2200; WXYZ-TV, Detroit, from \$1350 to \$1500; KGO-TV, San Francisco, from \$850 to \$1000; KECA-TV, Los Angeles, remains \$2000 . . . Local base rates of WXYZ-TV go up March 1 from \$1100 to \$1250 per hour, from \$200 to \$225 per 1-min.; KGO-TV, up from \$600 to \$750 & \$120 to \$150—other ABC outlets' local rates remaining same as published in *TV Factbook No. 14* . . . No announcement from CBS-TV yet, but it's good guess its WCBS-TV, New York, will now up its \$4000 per hour network rate, what with WNBT at \$4500 and WJZ-TV at \$4250 . . . Other rate-card hikes as of March 1: WFBM-TV, Indianapolis, from \$580 to \$600 per Class A hour, \$100 to \$120 per 1-min.; WAVE-TV, Louisville, from \$450 to \$550 & \$97 to \$110; KPHO-TV, Phoenix, from \$300 to \$400 & \$60 to \$80; WKZO-TV, Kalamazoo, 1-min. up from \$90 to \$100 . . . WNBQ, Chicago, now accepting only "live" spots from 7 a.m. sign-on to 5 p.m. henceforth; according to v.p. Harry Kopf, purpose is "to personalize the sales message and the station alike—highly desirable goals not always achieved by the slide and film method" . . . "Outdoor studio" of about 4 acres, consisting mainly of 80x165-ft. area circled by cinder track, with plans eventually for bleacher, projected by WTMJ-TV, Milwaukee, adjoining present studio building; work due to start this spring . . . New 63-p. CBS-TV sales presentation is devoted to showing how network TV can be bought economically by small-budget advertisers . . . Sylvania TV Awards will again be made this year; Deems Taylor again heads panel of 12 judges, who last November gave 12 prizes but could find no single program meriting grand award for "greatest contribution to creative TV technique, including social responsibility" . . . Screen Gems, TV subsidiary of big Columbia Pictures, to have Hollywood offices adjoining Columbia lot; now represented in Hollywood by Jules Bricken, aide to Ralph Cohn, who heads Screen Gems in N. Y. . . . Good program idea: *Six Bells*, bi-weekly on WMAR-TV, Baltimore, devoted to boating on the Chesapeake, conducted by Comdr. William B. Matthews; it has done big job in increasing enrollment in U. S. Power Squadron training classes . . . Well-earned award: Among the recipients of Freedoms Foundation top medal awards this week was WPIX, New York, for *Brundage Crime Report* (Kefauver hearings) . . . Sarkes Tarzian's picture graces cover of Feb. 23 *Business Week*, with story on his WTTV, Bloomington, Ind., "How to Make Small-Town TV Pay Off."

Westinghouse Radio Stations Inc., operating WBZ & WBZ-TV, Boston, got on uhf bandwagon this week, filing for Channel No. 17 in Philadelphia, where it operates radio station KYW. It also has vhf applications pending for Pittsburgh, Ft. Wayne and Portland, where it has AM outlets, may possibly change channels sought in one or another of these to uhf after allocations are made known. Only other application filed this week was by WSLS, Roanoke, Va., seeking vhf Channel No. 10. Withdrawn was applications of C. C. Woodson for Waco, Tex., thus leaving 497 now on file with FCC, 30 of them uhf. [For further details, see *TV Addenda 14-F* herewith; for listing of all applications to date, see *TV Factbook No. 14* and *Addenda*.]

Planning to file for TV in Detroit (Vol. 7:23), United Auto Workers (CIO) this week disclosed intention to apply also for Toledo. In latter city, it invited AFL unions, Railway Brotherhoods and various civic organizations to participate through purchase of stock in corporation to be capitalized at \$250,000. UAW operates WDET-FM in Detroit, used to own now-defunct WCUO(FM), Cleveland.

I T'S GUARANTEED TIME we're after—not option time, per network operation, as reported in *Television Digest* Feb. 16. When a specific program time is bought, we want the station to guarantee it against preemption up to 52 weeks. We have not asked, nor do we intend to ask, for blocks of time to be optioned to us. I trust this clarifies our stand.

Thus big Katz rep firm corrects our misinterpretation of proposal it laid before its 19 stations at Chicago last week (Vol. 8:7)—and we're glad to set the record straight. Katz plan is generally interpreted as effort to free TV stations from alleged network domination, and to win bigger place in sun for spot film sponsorships. At Katz "convention" these resolutions were unanimously adopted:

(1) That the greater flexibility of spot advertising be extended by encouraging the dual sponsorship of programs.

(2) That, consistent with current contractual obligations, all advertisers should have equal opportunity to the use of their facilities; and that national spot advertisers be protected against preemption up to 52 weeks.

Consensus of meeting was that "shared spot announcements by 2 or more advertisers is not in the interest of good programming [and] should be discouraged," and it was suggested that "universally acceptable yardstick of audience measurement" be established by Joint action of NARTB (stations), NARTSR (reps), AAAA (agencies), ANA (advertisers). Katz Agency also recommended stations consider giving rate guarantee for national spot schedules up to 52 weeks to enable advertisers to plan budgets for full year.

A novel satellite-community-antenna-subscription-TV combination for Palm Springs, Cal., is proposed in experimental application filed this week by Howard-Yale Inc. (Jules J. Howard). Company proposes to pick up signals from the Los Angeles stations, 104 miles away, amplify them to 1 watt, scramble them, retransmit them via directional antenna. Paramount has been planning to test its Telemeter system of pay-as-you-look TV in Palm Springs via wired community antenna system, for which FCC approval is currently unnecessary. Commission has been viewing all satellite proposals cautiously, fearful of fostering TV set sales before guaranteeing commercialization of such systems—and all 3 facets of Howard's proposed system (satellite, community antenna, subscription) are due for long FCC scrutiny, probably including extended hearings.

Expansion of AT&T microwave network between Chicago and San Francisco to 3 channels westbound and 2 eastbound, by early 1953, is contemplated in application filed with FCC this week. Present service comprises one channel each way, plus one channel from Chicago only as far as Omaha. One of the additional westbound channels is due late this year, rest are scheduled sometime in 1953. Channels will be added by installation of more transmitters in existing microwave stations. Estimated cost, \$3,500,000.

Copies of FCC's 'Freeze Report'

Each subscriber to the full services of *Television Digest* will receive one copy of printed full text of FCC's *TV Allocation Report* ending the freeze, including city-by-city channel tables, and full text of Rules & Regulations and Procedures. We'll print them simultaneously with release by FCC, now expected in mid-March but quite likely to be further delayed. Commission says document will run about 600 single-spaced mimeo pages, which means 200 or more pages of our supplement format. Preprint orders for extra copies are now being taken at \$5 each.

MARTIN CODEL's

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

MAR 3 1952

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with ELECTRONICS REPORTS

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Full Text of Subpoena in Anti-Trust Action Published as Supplement No. 77 With This Issue

DEPT. OF JUSTICE ANTI-TRUST PROBE: You have to read the "subpoena duces tecum" (meaning bring along the records), served by Dept. of Justice this week on RTMA and on an undisclosed number of TV-radio manufacturers, to get an idea of all-inclusive scope of its hitherto mysterious grand jury probe (Vol. 8:7) scheduled to go into patents, color TV, suspected trade agreements, trade assn.-membership relations, even FM.

We've therefore published full text of the subpoenas as Supplement No. 77, enclosed herewith. Copy we obtained was obviously a duplicate form, for most part, with usual spaces left for filling in names, dates, etc., so that it can be assumed the subpoenas served were to all intents and purposes identical.

Curious calm pervaded the industry as word got around that this company and that one had been served. By week's end, we learned that besides RTMA, subpoenas had been served this week on these companies: Admiral, CBS-Columbia, DuMont, Emerson, General Electric, Hazeltine, Motorola, Philco, RCA, Sylvania, Westinghouse, Zenith.

There were doubtless others -- for RTMA, presumably the alleged focal point of any alleged collusion in connection with alleged efforts to foil the FCC's will regarding color, has some 70 set-manufacturer members. It's possible all were served, but so far as we can learn no components makers or vendors got subpoenas.

* * * *

No company heads wanted to talk about the case, though counsel for some saw a "fishing expedition" in all-embracing demand for "all documents, correspondence, telegrams, reports, memoranda, records of telephone conversations, records of conferences, interoffice communications and all other writings of every kind..." pertaining to "domestic manufacture of radio, TV or related electronic transmission or receiving equipment or parts or components thereof..." and other information "from Jan. 1, 1934 to the date of service of this subpoena..."

Certainly, nobody was happy, not even the lawyers, who foresaw formidable if not virtually impossible job of gathering such an enormous mass of information in time for the grand jury summons on May 12.

Probability is that such a broad inquiry could drag on for years, because it will require as superhuman an effort on part of probers to study and cull and digest mass of data as it will require of companies to gather it out of dusty old files.

While grand jury action might mean criminal indictments, it's regarded more probable that civil action may be aim -- particularly against RCA patent pool. But whether patent monopolies can be basis for anti-trust actions, lawyers disagree; RCA patents, for example, are already in civil courts in Zenith suits and countersuits.

As for NPA-frozen color receiver production, natural impulse is to scoff at implication in subpoena that RTMA and members deliberately ganged up against the CBS

color system approved by FCC. Notably, Admiral isn't member of RTMA; CBS-Columbia, Zenith too, were served same as RCA, et al.

Dept. of Justice move has political undertones, in view of some, with hard-pressed dept., scandal-ridden, possibly seeking to prove to Congress it isn't withholding any anti-trust actions, as charged. At Dept. of Justice, they're completely mum; won't even say exactly what companies or how many companies are involved.

Master-minding the case is H. Graham Morison, recently placed in charge of anti-trust div. Handling it in New York court is Melville C. Williams, head of anti-trust office there. And, as reported few weeks ago, FCC designated its gen. counsel Ben Cottone and chief engineer Edward Allen (who also is patent attorney) to assist.

One thing is certain: Nothing could have been better calculated to arouse and embitter as ruggedly individualistic and intensely competitive an industry as there is in America -- and to provoke antagonisms in an election year.

Yet RTMA will say nothing, and its members don't dare to consult with one another -- same policy they assiduously pursued during FCC color hearings on advice of counsel, ex-U.S. Senator Burton K. Wheeler and his son Edward. They're just too puzzled, if not scared, to express themselves for publication, though the substance of some of their off-the-record remarks boils down to this:

"It's a pretty sad pass when our Govt., which profits even more than our stockholders do by our efforts, and which demands and gets such complete cooperation in all defense developments and production, should even inferentially brand us as criminals; should subject us to this kind of unreasonable demand on our time and our energy, when it's plain to see that this is as competitive an industry as the American system of free enterprise could possibly demand. This is sheer harassment and pettifoggery, and of course nothing will come of it in the last analysis except a waste of time and money -- the Government's as well as ours."

WALKER HEADS FCC, BARTLEY APPOINTED: FCC should continue working smoothly at both top and staff levels, maybe even without any appreciable delay in ending of the TV freeze, by reason of President Truman's speedy action in appointing Paul A. Walker to chairmanship to succeed Wayne Coy.

Newly named to complete the more than 6 years remaining of Coy's 7-year term was Robert Taylor Bartley, 43, who led list of prospects when Coy resigned to join Time Inc. (Vol. 8:8) and who since 1948 has been administrative asst. to his uncle, Speaker of the House Sam Rayburn. His nomination was approved unanimously (13-0) by Senator Johnson's Interstate Commerce Committee after short hearing Feb. 29 -- marked by unusual interest of all Senators in progress of freeze-thaw (see p. 3).

Appointed to first FCC by President Roosevelt upon its formation in 1934, coming from Oklahoma State Corporation Commission, reputed as a crusading liberal, Paul Atlee Walker's primary interest has been telephone & telegraph regulation. He's generally rated as realistic and fair-minded -- a high type of public servant.

After calling at White House Feb. 27, it became evident he was going to get post, which came through next day and which he wanted, as he put it, "to round out my career of 17 years on the Commission." Now 71, he was due for retirement last year, but President's executive order of Dec. 21, 1950 exempted him from compulsory retirement until end of his regular term expiring June 30, 1953.

Thus he's expected to serve as chairman for year or so, after which Commission is certain to get new chairman. He's ex-schoolmaster, active churchman, elder of Presbyterian Church, ardent TV fan, highly popular with colleagues and staff. He seldom makes speeches, but when he does they usually pack a moral punch. Example was address last Oct. 2 before board of National Council of Churches of Christ in the U.S., warning TV it had better clean own house and set up own code of program regulation or face trouble (for text, see our Special Report, Oct. 6, 1951).

Comr. Walker, like his colleagues, welcomed NARTB-TV Code which came soon thereafter, disavowing any desire to crack down on the industry. His aide, who remains with him, is able attorney Walter B. Emery, 44.

* * * *

New Comr. "Bob" Bartley is native of Ladonia, Tex., member of the Christian Church, married since 1936, has 3 children -- Robert T. Jr., 13; Jane, 10; Thomas

Rayburn, 4. He studied business administration at Southern Methodist U, worked in Dallas for a time before coming to Washington as executive secy. of public utility holding company investigation in 1932.

Personable, mild-mannered, experienced in both radio and FCC, Bartley was with FCC in 1934 as director of its telegraph div., went after 4 years to SEC as senior securities analyst, in 1949 joined Yankee Network as asst. to its president, the late John Shepard III. He became v.p. in 1942, and from 1943-47 was with the National Assn. of Broadcasters as director of war activities and govt. relations.

His career has largely been in Govt., but Bartley is essentially conservative, and those who know him think he will acquit his office well -- certainly he won't belong to the "crackdown" school of regulation that prevailed through much of the New Deal and Fair Deal.

* * * *

Wayne Coy's new job as "consultant" to Time Inc. (Vol. 8:8) is one step in plans of big publishing firm to get into TV -- via acquisition of old or new stations, production & syndication of films, etc. Coy was due to leave this week end for Albuquerque, where deal is cooking for purchase of KOB-TV & its 50-kw AM counterpart KOB for \$1,000,000, which includes about \$300,000 in net quick assets.

Coy will run the stations, hold 50% ownership, Time Inc. backing him and owning other half. New Mexico climate is ideal for his chronic sinus condition, so he will reside there. His 3-year contract with Time Inc. calls for \$24,000 a year salary, with probability of interest in other stations it may acquire.

KOB & KOB-TV are owned by T.M. Pepperday, publisher of Albuquerque Journal and onetime Rocky Mountain executive for Scripps-Howard, publishing its Denver Rocky Mountain News. He is 66, ailing, has no children, has indicated his willingness to sell the properties to someone who would build them up and operate them for the good of the community. He has turned down better offers for the stations.

KOB-TV has not achieved much of a record, as TV stations go, although it has been on air since November 1948. It has had succession of executives, serves fewest number of sets of any of the 108 U.S. stations, has lowest rates (see TV Factbook No. 14) -- is regarded in trade as ripe for new and vigorous management. AM station is NBC-affiliated, TV is non-interconnected and gets kine service from all networks.

PUSHING TO END FREEZE, SENATORS SORE: FCC held no sessions on freeze this week, thus increasing chances that final allocations decision won't emerge until April. First thing next week, Commission under new chairman Paul A. Walker takes up question of how to handle applications after floodgates are opened.

Whether procedures are wrapped up quickly or not is anyone's guess, since commissioners may have differences of opinion manifest among its staff (Vol. 8:8). After procedures, plan is to go over entire 600 pages or more of freeze report from Page One, then come to final vote.

* Congressional goading may keep FCC on its toes (see below), but it can't be reiterated too often that the "great expansion" of TV will be a very gradual thing -- even if Commission's final decision issues shortly.

As we recapitulated unavoidable post-freeze steps, in talk to Buffalo TV distributor-dealers "Town Meeting" this week:

(1) Hiatus of 60-90 days, while FCC accepts applications, beginning at end of freeze or very shortly thereafter.

(2) Then FCC will examine all applications, start granting those which have no competition. But these won't be numerous, and you can bet they'll be in very small, economically less attractive markets.

(3) All competitive applications will be set for hearing. Some hearings may start fairly quickly, but the majority will have to wait several months at least. Hearings themselves will take 2-3 weeks and more -- sometimes much more.

(4) Hearing examiner will issue his decision on a particular city some 3-4 months after hearing ends.

(5) FCC will then consider examiner's decision, make its own final determination. This takes several additional months.

(6) Applicants who lose out in decisions will then take advantage of every

legality in attempt to change FCC's decision. If this involves court litigation, which is quite possible in view of high stakes, more months will drift by.

(7) Winners of hearings will then build, requiring anywhere from a couple of months to year or so.

Some possible exceptions to that lugubrious schedule:

(a) Uhf channels in some sizable cities may not be so ardently contested, producing some grants without hearings.

(b) FCC may choose to consider applications on channel-by-channel basis in each city -- instead of lumping them all together in single hearing. In this event, a few standout applicants whom others fear to tackle may find themselves alone on a channel, eligible for quick grant.

* * * *

Fed up with FCC delays, members of Senate Interstate & Foreign Commerce Committee raked Commission over coals this week. Senators unburdened themselves during hearing on appointment of Robert Bartley to FCC.

"It's an intolerable situation," said Sen. Edwin Johnson (D-Colo.). FCC's belated request for greater appropriations to augment TV staff (Vol. 8:4), he said, "stands as a monument to the stupidity of the Commission itself. It has just rocked along all this time without coming to Congress and asking for help. I don't know whether I dare go home. The people of my State don't like to be considered second class citizens. Their patience is exhausted."

Sen. Kem (R-Mo.) complained: "Chairman Coy led us to believe the freeze would end last September, then January, and so on. But when we asked the FCC if it needed any remedial legislation to speed things up, they didn't come to us."

"The FCC has only 7 examiners," said Majority Leader McFarland (D-Ariz.). "I think members of this committee should get in there and fight for more money for the Commission."

Statements in much the same vein were made by most of other Senators present: Bricker (R-Ohio), Tobey (R-N.H.), Lyndon Johnson (D-Tex.), Hunt (D-Wyo.), Magnuson (D-Wash.), McMahon (D-Conn.), Capehart (R-Ind.).

Bartley wasn't left much to say in all the cross-fire. "I'll pitch in as hard as I can," he said. "If they're hung up on some problem, I'll try to get to the bottom of it, but it may take time. Rather than delay things, however, I hope to speed things up. But I don't know how involved some of these problems are."

MORE & BIGGER CONSTRUCTION ALLOTMENTS: Some 10 good-sized TV-radio station building and alteration projects are now under way -- and they'll all be guaranteed enough materials to finish, beginning next quarter.

Some 30 new projects will have to wait until third quarter to get started.

These estimates come from NPA's Industrial Expansion Div. (IED), which last week took over from Construction Controls Div. (CCD) the job of allotting materials for TV-radio station construction (Vol. 8:8).

Station builders will get better break from IED -- that's definite. Some second-quarter material allotments already had been sent out by CCD when IED took over. IED is now reviewing these cases and is making supplementary allotments.

CBS's big "Television City" in Los Angeles is case in point. Scheduled for completion in October, it had been allotted second-quarter materials by CCD. IED re-examined application in light of its more liberal criteria, approved extra allotment for second quarter, as well as future allotments of materials to complete job.

IED is reviewing every application for station construction or alteration filed with the NPA since construction came under controls in third quarter 1951. It expects to complete its initial allocation of materials in about 10 days.

There may be another round of material rations to TV-radio stations early in April, after IED receives "returns" of second-quarter materials tickets allotted to builders who find they can't use them. These "returns" are redistributed.

* * * *

These TV projects, which received allotments for first quarter (in addition to CBS Los Angeles studios), are scheduled to get bigger allotments next quarter:

WCAU-TV, \$2,740,000, studios in Lower Merion township, Philadelphia suburb, 60% complete; DuMont, \$1,750,000 studio at 205 E. 67th St., New York, 23% complete.

NBC's application to build huge TV center in Burbank, Cal., will be deferred -- probably until third quarter -- because project hasn't been started. But another NBC application which was rejected for first quarter -- to remodel leased Colonial Theatre, 62nd & Broadway, New York -- is slated for approval, because remodeling is listed as "2% complete."

"We're going to try to stretch a point with jobs that are pretty close to completion -- be a little more liberal -- and try to get them finished in the second quarter," an NPA official told us.

* * * *

TV construction & alteration applications pending, but which probably won't get go-ahead until third quarter because they apparently haven't begun, include:

CBS, New York studio, \$230,000; WJBK-TV, Detroit, studio, \$169,000; four NBC studio remodeling jobs in New York, total cost \$365,000, one in Hollywood, \$67,000; WNBF-TV, Binghamton, office & studio, \$300,000; WTMJ-TV, Milwaukee, tower, \$307,836; ABC, \$600,000 San Francisco studio, which got allotment for fourth quarter 1951 but none for first quarter 1952 because there was "no evidence of start."

Builders of smaller projects need not apply to NPA for materials. They may use their self-authorization quotas of 25 tons of steel, 2000 lbs. of copper, 1000 lbs. of aluminum per quarter.

* * * *

Post-freeze prospects now look pretty good for new station construction on a modest scale. But even if materials don't continue to ease as expected, there's very little doubt that stations will get on air by sheer ingenuity.

RTMA task force report on 'Impact of TV Expansion' (Vol. 8:8) acknowledges that towers will be bottleneck in post-freeze construction, but predicts "critical material requirement for towers will be reduced to a level which can be supported, and deferred to a time when materials will be more readily available..."

"For example, stations could install their TV antennas on tall buildings and the need for a high tower would, therefore, be eliminated. Some stations could utilize existing towers [and] others could improvise a minimum tower which would greatly minimize the structural steel requirements." As to station buildings:

"The relatively limited amount of essential construction could go forward on a self-authorized basis under existing NPA regulations. It is believed reasonable to conclude that station construction requirements, during [1952], will pose no significant material impact."

Govt. allotted an additional 70,000 tons of structural steel this week for commercial and industrial construction in second quarter. Announcing this, NPA boss Henry Fowler warned: "The structural steel situation is still tight for the present and the immediate future."

But optimism for post-freeze construction is raised by Mr. Fowler's further statement that "there are definite indications that it will ease later this year."

* * * *

Builders of community antenna systems will benefit, too, from new NPA policy of assuring materials to complete projects now under way. But TV antenna distribution systems are classified as "commercial" construction -- not "industrial" as are broadcasting stations -- and their applications are handled by CCD and come under its lower allocation quotas. Nor are "commercial" self-authorization quotas nearly as liberal as those for "industrial" projects.

But community antennas may get special relief. As result of conference with the National Community TV Assn. (Vol. 8:3), NPA is now seriously considering the inclusion of community antenna projects in its communications Order M-77, which provides special priorities for communications services (telephone, telegraph, etc.) for "operating construction" as well as maintenance, repair and operation.

At least 2 antenna projects are assured of receiving allotments next quarter: Eastern Pennsylvania Relay Stations Inc., Shamokin, to cost \$73,000; Tele Service Co., Wilkes-Barre, Pa., \$75,000. Both are now nearing completion.

INDUSTRIAL TV's UNFATHOMED POTENTIAL: Industrial TV obviously hasn't the glamour of its home-TV sister -- but it's more exciting in some ways because of sheer unpredictability. Listing ITV's possible uses is fruitless. As one company puts it, ITV is good for operations which can't be observed directly because they're:

"Too dangerous, too difficult, too inconvenient, too inaccessible, too tiring, too far, too hot, too cold, too high, too low, too dark, too small."

List of "too's" was compiled by Diamond Power Specialty Co., Lancaster, O., a company previously unheard of in TV. Diamond has probably sold as many installations as rest of industry combined. Most of its 140-odd chains have been used for prosaic job of watching boiler gauges and combustion chambers of electric power companies. Only other ITV makers as yet are DuMont, RCA, Remington Rand.

Others seem to turn noses at such pedestrian uses, preferring to concentrate on fields requiring higher resolution. Key to Diamond's success, and weaknesses, is Philo Farnsworth's image dissector camera tube. Of low resolution (250-300 lines, compared with others' 525), it's rugged as all getout -- guaranteed for 8000 hours, whereas life of other tubes is numbered in hundreds of hours.

"Back in 1945, I got down on my knees and begged RCA and DuMont to make equipment for us," says J. A. Good, mgr. of Diamond's electronics dept. "But they turned me down flat. They were interested in entertainment, not industry. So I stuck my neck out, to the tune of \$1,000,000 -- and it's still stuck out. We aren't in the black on this yet."

* * * *

DuMont has been moving rather quietly, will jump into field with both feet when it unveils brand new compact chain at IRE convention. Up to now, it has tailor made special installations, such as dual-chain stereoscopic setup for Atomic Energy Commission, to handle radioactive materials at safe distance, and high-definition color chain (\$19,985) for Paramount, to test Lawrence tri-color tube. It's expected new gear will be competitive with Diamond's \$4235 chain, and with RCA's \$5500 unit built around tiny (6-in. long, 1-in. diameter) "vidicon" tube.

New DuMont equipment features 10-lb. camera, 525 lines, 50 frames, non-interlaced, 1:1 aspect ratio, 450 lines of resolution horizontally and vertically.

RCA has been moving very conservatively, at same time hoping to lay broadest foundation. One reason for caution appears to be the fact vidicon is still under development. Only recently, company took "developmental" label off its ITV, termed it "semi-commercial." Life of tube hasn't yet been guaranteed.

Vidicon has considerable attraction for all in ITV field. Diamond says it's already building equipment with it, will use any available camera tube that will serve purpose. Company has "played" with field-sequential color, using vidicon, hasn't placed it on market yet.

To play up virtues of compactness, RCA points to such things as last week's demonstration of how camera inspects entire length of 400-ft. pipe, 16-in. in diameter, while gas flows through it. Diamond is dickering for sale of 10 chains to be used for inspection of well casings.

* * * *

Remington Rand is pushing CBS-designed color chain for all it's worth. It has installed it in hospitals of Kansas U and Chicago U, is preparing chains for Pennsylvania U and Children's Hospital in Houston, plus 2 for classified govt. use.

Minimum cost of equipment is \$29,500, but additional requirements generally run price up. Remington Rand is now considering producing another batch. Company has also produced \$9500 black-&-white chains, hasn't decided whether to make more. It's also interested in vidicon, and plans may depend on its availability.

RCA doesn't seem fazed by color gear offered by DuMont and Remington Rand. Its engineers admit frankly that color is the only answer in a few cases. But they claim monochrome is satisfactory, or even better than color (also much cheaper) for most uses. For example, one company wanted to detect brown fumes. RCA employed tube with proper spectral response, got fumes to show up black -- and visible on TV screen even before naked eye could see them.

DuMont pioneered another application which falls in ITV category: the "closed circuit convention." It offered 21-city hookup for conferences, stockholders meetings, etc. (Vol. 6:5,12). Variation of closed-circuit theme will be use of DuMont equipment at March 10-May 13 International Beauty Show in New York's Hotel Statler. Demonstrations by hairdressers, in Skytop Room, will be observed by some 1000 beauty shop operators in Keystone Room, 18 floors below.

RCA took another tack on stockholders angle last week at Foote Mineral Co., Exton, Pa. While some 200 stockholders sat comfortably in cafeteria, 4 cameras took them on tour of 81-acre plant grounds, watched processing of rare metals, such as lithium and zirconium. Foote's sales v.p. was narrator. Also televised was 16mm film of company's Kings Mountain (N.C.) operations.

Other logical contenders for ITV business haven't spoken up yet. GE feels it has more important fish to fry at the moment. Federal offers TV station equipment, but doesn't make own cameras, thus may not be so likely to enter the field. Others just haven't said anything. One big reason is that field is still one for pioneers, and you don't do this kind of research with peanuts.

TRANSISTOR BANDWAGON has begun to roll in earnest, with manufacturers stumbling over each other in eagerness to be first—first with predictions, at any rate. Unfortunately, rush of publicity without attendant availability—about even so promising a development as the transistor—may well have tendency to disillusion both industry and public.

Fact of transistor situation is that mass production of the remarkable substitute for vacuum tubes has not yet been achieved. And if some manufacturer has secretly mastered the techniques of mass production, he hasn't told anyone about it. Furthermore, transistor is good only up to 3 mc at present, thus is somewhat limited as far as uses for home TV are concerned.

Potential of transistors and its relatives shouldn't be minimized. Justifiably, it has stirred such responsible men as GE's I. J. Kaar and RCA's E. W. Engstrom into visions of battery-less wrist radios operated by body heat and desk-top computers performing tasks now accomplished by devices with thousands of tubes.

Transistor is simply a speck of germanium metal, touched by 2 or 3 wires, imbedded in bead of protective plastic. Its principal advantages over vacuum tubes are these: (1) Extremely small power requirements, perhaps one-millionth that needed to operate tubes. (2) Tiny size—.002-cu. in., compared with $\frac{1}{8}$ -cu. in. for smallest tubes (3) Incredible longevity—nothing to burn or wear out. (4) Great ruggedness—whole device is solid.

Principal development since our status report of last year (Vol. 7:39) has been fair progress towards automatic production. But estimates of probable production rate by summer and fall make it clear that output will be merest token, compared with hundreds of millions of receiving tubes produced annually.

Bell Labs, which developed the transistor, is the leader in production plans. Its pilot plant at Allentown, Pa. is first of kind. Others gaining speed are GE, RCA, Sylvania, Raytheon, Philco, IBM, Westinghouse. Some 20 college laboratories are also hot on transistor research. Most companies' "production" today comprises handful of girls soldering cat's-whiskers under magnifying lenses.

Two promising techniques for greater production are the "diffusion" method, pioneered by GE, and the "growth" system. Latter is good for junction transistors, is believed likely to produce layers of germanium exactly as desired.

Bell Labs has done most to educate industry. It has already distributed *The Transistor*, volume thick as a big-city phone book. In April, it will conduct symposia for patent licensees at Allentown plant. An important session on device comes May 6, when "An Evening With Tran-

sisters" will feature papers by very top men in field during second industry-wide meeting on components held in Washington under sponsorship of IRE, AIEE, RTMA, Bureau of Standards and Defense Dept.

Since transistor was first described by Bell Labs scientists in 1948, it has moved from austere pages of the *Physical Review*, to *Proceedings of the IRE*, to technical trade press, to *Scientific American* and, now, to newspapers and to such a general magazine as *Harper's*.

Forthcoming *Harper's* article by Leonard Engel summarizes transistor's potential: "The inherent simplicity and convenience of the transistor [will] be exploited to construct devices much more complex than can now be attempted, and therefore much more competent, more versatile, and more useful . . . Beyond this, the transistor will doubtless lead to instruments and machines that cannot presently be imagined."

True, but not "tomorrow".

Increased college football TV next fall is in the wind, judging from Feb. 26 New York meeting of National Collegiate Athletic Assn's TV committee with industry officials. Chairman Robert A. Hall said "NCAA wants to have as much college TV as possible next season" under association rules. He reiterated NCAA's stand that TV be spread among as many colleges as possible, and received suggestions from DuMont director Chris J. Witting and CBS-TV public affairs chief Sig Mickelson that all 4 networks be permitted to handle games. NCAA's TV restrictions may hinge on outcome of Justice Dept.'s suit against National Football League which filed Feb. 23 answer in Federal district court, Philadelphia, to Govt.'s charges that League's TV-radio restrictions violate Sherman Anti-Trust Act (Vol. 7:41, 44, 48, 52, 8:2). NFL contended it's not engaged in interstate commerce, its principal business is staging football games and TV-radio broadcasting is merely incidental.

Use of TV Channels 5 & 6 for telephone in Hawaii, proposed by FCC and opposed by NARTB (Vol. 8:3), remains a "must," Mutual Telephone Co. of Hawaii told Commission this week. Phone company attacked NARTB arguments one by one, insisted remaining channels will provide plenty of service, that uhf can be used if needed, that vhf is only portion of spectrum satisfactory for inter-island phone use.

Permission to test uhf sites was granted by FCC this week to WROW, Albany, N. Y., and KICD, Spencer, Ia. (Vol. 8:7). Former was given 60-day period to experiment with 5-kw peak power pulsed transmitted on 512-518 mc; latter will use 5-watt transmitter for 10 days.

Personal Notes: Sylvia D. Kessler named chief of FCC's Office of Opinion & Review (previously called Office of Formal Hearing Assistants) and Walter R. Powell appointed chief of Broadcast Bureau's Renewal & Transfer Div.; they replace Parker D. Hancock and Dwight D. Doty, respectively, now in private practice. Frank M. Kratokvil appointed asst. chief of new Field Engineering & Monitoring Burcau . . . James L. Middlebrooks, ex-CBS and for last 5 years ABC chief facilities engineer, on March 15 joins KING & KING-TV, Seattle, as engineering director; George Freeman and Art Schultz continue as chief engineers for TV and radio, respectively . . . Frank E. Mullen, ex-NBC executive v.p., recently with Richards stations, announces opening of Frank E. Mullen & Associates, consultants, 121 So. Beverly Drive, Beverly Hills, Cal. (phone Crestview 1-7191) . . . Don L. Kearney moved from ABC-TV Eastern spot sales mgr. to national spot sales mgr. of new ABC-TV Spot Sales setup whereby network represents own TV stations; other appointments include Roy McLaughlin, Chicago; Joe Henry, Detroit, Wm. Laramie, Los Angeles; David Sacks, Los Angeles & San Francisco . . . Gayle Grubb resigns as ABC v.p. in San Francisco to join Fort Industry Co. (Storer) stations in administrative capacity at Detroit headquarters . . . Vincent Francis, sales mgr. of KGO-TV, San Francisco, promoted to station mgr., succeeded by Wm. K. McDaniel . . . C. L. McCarthy, ex-gen. mgr. of KQW, named KGO-AM mgr. . . . Ivor Kenway, onetime ABC v.p., recently with Grey Adv., forming own service called Ivor Kenway Associates, 62 W. Putnam Ave., Greenwich, Conn., to specialize in sales promotion . . . John K. West, NBC western div. v.p., elected president of new Hollywood Radio Executives Club; named v.p.'s were Willet Brown, Don Lee; Glenn Wallich, Capitol Records; Neil Reagan, McCann-Erickson . . . Roy M. Flynn, technical director, promoted to station mgr., KRLD-TV, Dallas, Wm. B. Honeycutt succeeding him . . . Don D. Campbell resigns as

sales mgr. of WBRC & WBRC-TV, Birmingham, to go into agency field . . . William Decker named TV sales mgr., George Griesbauer radio sales mgr., in separation of Washington Star's WMAL & WMAL-TV; both report to Ben Baylor, asst. gen. mgr. . . . William Dozier, chief of CBS-TV story dept., named executive producer in charge of dramatic programs . . . Margaret M. Kearney, TV-radio coordinator for Philadelphia diocesan school system, named educational director of WCAU & WCAU-TV . . . Charles D. Fritz, ex-Katz and formerly WWJ & WWJ-TV, named head of Detroit office, John Blair & Co. . . . Michael Levin, ex-Ward Wheelock, named Erwin, Wasey director of TV-radio creative production under v.p. James C. Douglass . . . Charles A. Henderson, from Atwater Kent Foundation, Hollywood, joins NBC-TV motion picture unit to work with producer Henry Salomon Jr. on *Victory at Sea* series . . . Thomas H. Lane, TV-radio v.p., McCann-Erickson, named chairman of TV-radio committee for 1952 American Cancer Society crusade . . . Edward C. Obrist, ex-WBEN, Buffalo, and WFIL & WPEN, Philadelphia, named mgr. of WNHC-TV, New Haven, succeeding late James T. Milne . . . Murray Grabhorn quits as managing director, National Assn. of Radio & TV Station Representatives, to join Edward Petry & Co. . . . Luellen L. Sterns, ex-CBS-TV spot sales, joins NBC-TV March 15 as Eastern div. sales mgr. under John Reber.

Jaime Yankelevich, 58, operator of chain of Argentine broadcasting stations and builder of country's only TV station in Buenos Aires, all Peron govt.-administered, died Feb. 25 after long illness. He was credited with having hired Eva Peron as a singer, during which time she first met the Argentine dictator.

American Women in Radio & Television holds second annual convention in Detroit April 4-6, arrangements being made by Edythe Fern Melrose, WXYZ; president is Edythe Meserand, WOR, New York.

ONE MORE PARAMOUNT Pictures Corp. witness—Klaus Landsberg, mgr. of KTLA, Los Angeles—and FCC's self-initiated "anti-trust" probe into motion picture industry's fitness to hold TV licenses will turn to United Paramount Theatres' phase of hearings that thus far have ground through 6 weeks and occupied 25 volumes of testimony (about 3900 pages).

UPT phase will embrace projected merger with ABC (Vol. 7:21), proposed \$6,000,000 sale to CBS of WBKB, Chicago, and anti-trust angles. OPS chief Ellis Arnall, president of Society of Independent Motion Picture Producers, now on leave, recently wrote Dept. of Justice urging no delay in forcing UPT to divest itself of 198 theatres—and that may spark some of FCC counsels' questioning.

Grueling 7-day examination of Paramount Pictures v.p. Austin C. Keough came to end Friday, devoted largely to exhaustive inquiry into Paramount's 531 anti-trust involvements (Vol. 8:8). Hearing proceeding dully, enlivened Tuesday by heated wrangle between counsel when Commission attorney Max Paglin sought to determine whether there had been anything improper in actions of some trustees in bankruptcy when Paramount went through wringer in the '30s.

Implication was that some of the trustees, supposed to protect creditors, improperly became partners with Paramount in subsidiary organizations. Name of Midwest chain operator A. H. Blank, now a UPT director, was brought up, but matter was postponed until he testifies.

DuMont counsel continued to badger Paramount witnesses by seeking to point up analogy between selling film to "theatre chain" and to "network chain." If it was in public interest for Paramount to get rid of its big

chain of theatres under consent decree, he posed, would it be in public interest for Paramount some day to own or control a chain of TV stations?

A question when TV would be able to buy fairly new movies again came up. Keough said it would consider selling such films now to TV-saturated areas like New York, except that this would bring complaints of discrimination from other areas.

DuMont this week also filed reply to FCC Broadcast Bureau's motion against plea for severance from rest of hearing, again insisting too long delay in freeing DuMont would militate against it in seeking additional TV channels on equals terms with other applicants.

FCC hit TV stations for first time this week in its campaign against broadcasts of horse racing results, setting down for hearing 3 stations—WJZ-TV and WPIX, New York, and KLAC-TV, Los Angeles—in addition to 12 AM-FM stations. TV stations have generally steered clear of carrying complete racing results, though number carry direct pickups of occasional event. FCC hasn't been concerned with latter. Chances are that stations will simply drop programs, if they haven't already, get taken off FCC hook immediately. In another action this week, Commission accepted explanations of 4 of the 26 stations cited for lack of educational or religious programs, gave them regular license renewals (Vol. 8:5-6). Stations are: WBNS-TV, Columbus; WJBK-TV, Detroit; WJAC-TV, Johnstown; WSPD-TV, Toledo. WKRC-TV was also given regular renewal, FCC reversing itself on question of "functional music" broadcasts. Commission will act on other stations as fast as they come in with explanations, and it's expected all will be cleared shortly.

THE TV CODE went into effect March 1, with 82 of nation's 108 TV stations and all 4 networks as charter subscribers. Judging by initial response of telecasters, it appeared probable that industry's support of NARTB's document may soon be very close to unanimous.

An incidental effect of code is that it's winning new TV members for NARTB—with membership at week's end having climbed to 86 stations plus the 4 networks. Joining this week were WAFM, Birmingham; WMAL-TV, Washington; WMBR-TV, Jacksonville; WNHC-TV, New Haven. Of the 82 code subscribers, 6 are non-members of NARTB.

Code Review Board which will administer code (Vol. 8:7) held first meeting in Washington Feb. 28. Among its actions at all-day session:

(1) Visited FCC chairman Paul A. Walker, chairman Edwin C. Johnson (D-Colo.) of Senate Interstate & Foreign Commerce Committee, Senate Majority Leader Ernest W. McFarland (D-Ariz.), to acquaint them with progress.

(2) Approved proposals to issue monthly newsletter report on code observance to all code subscribers, and periodic reports to public.

(3) Set up job specifications for fulltime NARTB-TV staff executive to assist Board.

(4) Voted to meet in 30 days in Chicago, prior to NARTB convention, to take up any proposals or complaints filed in first month of code's operation.

Board sent to subscribing stations a memorandum on usage of code "seal of good practice" (Vol. 8:1), urging display to "greatest possible audience, not only at sign-on, sign-off and station-break time, but within participating shows when time is available . . ." In response to frequently asked question, Board's memorandum cautions that networks' adherence to code doesn't give non-subscribing affiliated stations right to display seal on local basis. "The seal may be displayed as part of the network programming," memorandum states, but "caution must be exercised [by network to assure] that seal usage is delimited aurally and/or visually to identification with that network."

Network Accounts: Time Inc. signs for 13 weeks of spots on NBC-TV's *Today*, Thu. 8:20-8:25 a.m., thru Young & Rubicam; on Feb 21 it bought one-shot offering its *Current Events Quiz*, was so pleased with 10,800 responses that it extended . . . Sterling Drug Inc. moves *Mystery Theatre* April 10 from Fri. 8-8:30 to Thu. 9-9:30 on ABC-TV, thru Daneer-Fitzgerald-Sample, N. Y. . . . Schlitz *Playhouse of Stars*, being cut to half hour April 4 on CBS-TV, also being filmed in Hollywood for spot placement; Schlitz has appointed 3 new agencies—Lennen & Mitchell for TV-radio, Leo Burnett for publication & outdoor, Irwin Vladimir & Co. for export advertising . . . Lever Bros. (Rinso) switches *Big Town* on CBS-TV from live to film starting April 3, Thu. 9:30-10 . . . Kaiser-Frazer, having bought alt. week half hours of NBC-TV *Show of Shows* (Vol. 8:4), after March 9 drops *Adventures of Ellery Queen* on ABC-TV, Sun. 7-7:30.

Station Accounts: Joint sponsorship of programs as one way to meet high costs of TV has advocate in George Hansen, president of National Retail Dry Goods Assn., who heads Boston's Chandler & Co. For dept. stores, he says, TV costs are "still too high," though he thinks it may soon replace the newspaper as the retailer's "major promotional prop" . . . Hertz Driv-Ur-Self System Inc. will use TV with other media in \$1,950,000 advertising drive this year, of which \$650,000 goes to national media, thru Campbell-Ewald, Chicago (Earl Clements, v.p., supervisor) . . . Stephano Brothers, Philadelphia, launching new filter-tip cigarette called "Gems" in March, made for "smokers who feel they are smoking too much"; news-

ZENITH finally filed long-anticipated petition asking FCC to start ball rolling toward commercial establishment of its Phonevision system of pay-as-you-look TV. But with FCC's extremely heavy agenda of higher-priority matters, and with Zenith's competitors (Paramount, Skiatron, probably RCA and others) admittedly not through experimenting, beginning of hearing on subscription TV appears many months off.

Zenith petition includes brief resume of Phonevision history, says in effect, "We're ready." Particularly worth noting in petition is allusion to fact that its system doesn't rely solely on telephone lines, that versions are available for non-telephone homes. Some Zenith competitors regard dependence on telephone as Phonevision's Achilles' heel.

When hearing does come, it will be big battle of engineers as well as economic, social and political struggle (Vol. 7:34). "Security" will be the watchword, with each proponent seeking to show how its system can't be "broken", or that it can be broken only with great trouble or expense.

Another reason why hearing is still good way off is that Zenith's opponents aren't ready. Paramount v.p. Paul Raibourn, during FCC's current "anti-trust" hearing, admitted company "still has technical difficulties" with its Telemeter coin-box system. Paramount also plans to test economics of system via community antenna setup in Palm Springs, Cal. (Vol. 7:52)—starting some time this fall. Four-hour demonstration of Telemeter was given press in Hollywood this week, using Paramount's KTLA facilities.

Skiatron has yet to ask FCC for permission to make home tests with its Subscriber-Vision system. Since it has no station of its own to work with, it has been depending on facilities of New York's WOR-TV. It may prove difficult to get station to scramble pictures during the good viewing time which presumably is necessary for accurate test.

Skiatron has dropped its punch-card method of decoding scrambled signal, now has translucent card containing printed circuit. Change is regarded as admission that punch-card is extremely weak in "security".

papers and TV will be used, thru Aitkin-Kynett, Philadelphia . . . Buitoni Macaroni Corp., starting April 6, presents *Joe DiMaggio's Dugout* on WNBT, New York, Sun. 11:45-noon, thru Harold J. Siesel Co., N. Y. with retired Yankee star teaching fundamentals of baseball . . . Chesterfield and Hamm Brewing Co. to share sponsorships of 77 Chicago Cub home games, 57 White Sox daytime home games, all on WGN-TV, each taking 4½ innings . . . Weston Biscuit Co. (cookies) releasing TV film spots in 6 languages, thru McNeill & McCleery, Los Angeles . . . DuPont contracts for 7 *Cavalcade of America* half-hour films to Screen Gems, TV subsidiary of Columbia Pictures . . . Among other advertisers reported using or preparing to use TV: Quality Biscuit Co., div. of United Biscuit Co. of America (Town House crackers), thru Hoffman & York, Milwaukee (WTMJ-TV); Winslow Chip Co. Inc. (potato chips, canned potato sticks), thru Harry M. Frost, Boston (WNAC-TV); L. L. D. Chemical Co. (Liqua-Leather & Topper leather refinisher), thru Rand Adv. Agency, N. Y.; Cargill Inc. (Green Treated lawn seed), thru Bruce B. Brewer & Co., Minneapolis; House of Westmore Inc. (Tru-Glo liquid make-up), thru Harry B. Cohen Adv. Co., N. Y.; Italian Swiss Colony Wine Co., div. of National Distillers Products Corp., thru Honig-Cooper Co., San Francisco; Krey Packing Co. (Kri-pi one-package meal), thru Ruthrauff & Ryan, St. Louis; Roman Ravioli Inc. (ravioli, tomato sauce), thru Kastor, Farrell, Chesley & Clifford, N. Y.; Comstock Canning Co. (pie sliced apples), thru Leo Burnett Co., N. Y.; R. B. Davis Co. (Swel fudge & frosting mix), thru Samuel Croot Co., N. Y.; Avoset Co. (Quip pressurized dairy cream), thru Harrington-Richards, San Francisco.

BAN ON TV-RADIO at House committee hearings is likely to stand for rest of current session, despite anguished screams of Republicans and protests by a few Democrats. At week's end, little Congressional support was apparent for resolution (H. Res. 538) by Rep. Patrick J. Hillings (R-Cal.) to let committees decide how their hearings are to be covered. Nor were there any signs of backing for measure (H. Res. 62) introduced last April by Rep. Jacob Javits (R-N. Y.) to permit TV-radio coverage of all House proceedings, including sessions of House itself (Vol. 7:12, 18). Even Minority Leader Joseph W. Martin Jr. (R-Mass.) said anti-TV-radio ruling of House Speaker Sam Rayburn (D-Tex.) was unlikely to be displaced by House vote this session.

Charges of "politics" began flying shortly after Rayburn ruled Feb. 25 that House rules give no authority for coverage of hearings by TV, radio, movies or tape recording. Directly affected was Un-American Activities Committee's current Detroit investigation. Some Republicans charged ban was designed to prevent Rep. Charles E. Potter (R-Mich.), member of subcommittee holding Detroit hearings, from building up popularity in Michigan via TV. He has been mentioned as potential opponent of Sen. Blair Moody (D-Mich.) in this year's election. TV-radio networks and stations protested the ban; big newspapers were almost unanimously against it.

Protests and accusations rose to crescendo Feb. 28 when President Truman told news conference that Speaker Rayburn had decided on ban while with him at White House—but Mr. Truman insisted he had nothing to do with decision. He explained that Rayburn took emergency phone call from Sen. Moody while at White House. Sen. Moody urged Speaker to permit televising of Detroit hearings, and Rayburn then told him how he would rule. Asked how he felt about matter, Mr. Truman said question was one for Congress itself to settle.

Similar ruling in Senate seems unlikely, especially in view of adverse publicity following Speaker Rayburn's action. Senate Majority Leader Ernest W. McFarland (D-Ariz.), member of Interstate & Foreign Commerce Committee, says he personally feels Congress should operate under same rules as courts, which don't permit broadcasts or picture-taking, but has no intention of pushing such a rule in Senate.

Senate Interstate & Foreign Commerce Committee, before endorsing Robert T. Bartley for FCC post Feb. 29 (see p. 2), queried him on subject of televised hearings—undoubtedly bearing in mind that he's Speaker Rayburn's nephew and assistant. He said Rayburn hadn't consulted him on matter. Pressed for own opinion, he said he thought televised hearings might be good idea if stations are "completely fair." But he said it was hard to see how stations could be fair without carrying complete hearings.

More facts about TV audiences, culled from recent surveys: WTMJ-TV, Milwaukee's sole TV station, in co-incident telephone survey (30,546 completed calls) found that 73.16% (195,410) of Milwaukee county homes have one set or more; 3.66% (7152) have 2 sets; .04% (78) have 3 sets; percentage of sets turned on after 10:30 p.m. varies from 24% on Tuesday to 50% on Saturday. Survey by WSYR & WSYR-TV, Syracuse, (1467 completed calls) indicates that members of average TV household view TV 4.52 hours a day, listen to radio 3.07 hours; TV homes have average of 2.4 radios vs. 2.1 in non-TV homes. TV's selling power, as indicated in Columbus area survey by Dr. Kenneth Dameron, Ohio State U: Some 44% of TV families bought new product or brand within one month; of these, 87% had seen it advertised on TV, 76.8% said purchase was influenced by TV advertising.

Telecasting Notes: NBC Research, only reporter of city-by-city sets-in-use count each month (see p. 16), is henceforth combining figures for Indianapolis-Bloomington and Grand Rapids-Kalamazoo areas due to overlap, at same time announcing new network rates for those cities: WFBM-TV, Indianapolis, went from \$700 to \$800 as of Jan. 1, and WTTV, Bloomington, goes from \$200 to \$500 as of March 1; WOOD-TV, Grand Rapids, went from \$500 to \$600 on Feb. 1, and WKZO-TV, Kalamazoo, goes from \$500 to \$600 March 1 . . . More station rate increases effective March 1, to add to those reported last week (Vol. 8:8): WGN-TV, Chicago, from \$1000 to \$1200 per Class A hour, \$200 to \$250 per 1-min.; KPIX, San Francisco, \$600 to \$750 & \$120 to \$150; WGAL-TV, Lancaster, \$600 to \$650 & \$90 to \$125 . . . WTTV, Bloomington, adopts network rate as its national rate, ups 1-min. from \$30 to \$80 . . . TV sponsors, agencies, networks up in arms over bill proposing to let New York City tax sponsors 5% of cost of TV-radio programs originating there, introduced in Albany by State Sen. Mario DeOptatis . . . AP's TV newsreel service, designed to compete with INS and UP services, reported readying for mid-March debut . . . "Package rental" of 1200 TV films for \$250,000 from Motion Pictures for Television Inc. is reported by WXYZ-TV, Detroit, said to be one of biggest such deals ever made . . . Mallard Inc., 120 Wall St., New York, reported organized by S. Mukamal to acquire films for TV stations . . . Amusing article about guests on TV programs, together with tips on how to behave as a TV guest, by TV writer-contact Sally Iselin, is feature of March *Atlantic Monthly* . . . Tex McCrary goes on leave of absence from his WNBC & WNBT programs to work on Eisenhower presidential candidacy until elections, leaving his wife Jinx Falkenburg to carry on; he got lots of publicity (not very favorable) for his *Author Meets Critics* debate with Sen. Taft on DuMont, during which Taft alleged he was called liar . . . Phil Harris signs long-term TV-radio contract with NBC, thus setting at rest rumors *Phil Harris-Alice Faye Show* (radio) might switch to CBS.

Another House resolution (H. Res. 541) proposing TV-radio program investigation was introduced this week by Rep. Rees (R-Kan.), similar to one introduced Feb. 7 by Rep. Gathings (Vol. 8:8). Only difference is in membership of proposed select committee to make investigation, Rees suggesting 9 members vs. 15 in Gathings' measure. Rees said he has received complaints on TV programming, most of them aimed at beer advertising and crime shows, feels that public hearings on resolution would determine just how much viewers are opposed to programs and whether investigatory body is really needed.

Amended version of Horan Bill (H. R. 5470), relieving broadcasters of liability in suits arising from political speeches (Vol. 8:5), was submitted to Rep. Horan (R-Wash.) by NARTB, may be introduced next week. NARTB recommended wording bc changed from "licensee shall have no power to censor, alter, or . . . control material broadcast" to "licensee shall have no power to censor the material broadcast."

Report on McFarland Bill to amend Communications Act (Vol. 8:8) should be issued by House Interstate & Foreign Commerce Committee in week or so, according to Chairman Crosser (D-Ohio). He says consideration of "toughest part", license renewals, is about over. Though he says committee's amendments will make House-Senate conference necessary, he believes "the Senate will like our amendments."

Ohio State U's Institute for Education by Radio & Television is scheduled for April 17-20 in Columbus, again headed by Dr. I. Keith Tyler.

WYATT BUILDING

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Trade Report
March 1, 1952

STANDARD COIL'S NEW 82-CHANNEL TUNER: Another solution to combination vhf-uhf sets, unwrapped by Standard Coil Products in New York's St. Regis Hotel Feb. 28, is particularly worth noting since company reports it supplies 40% of all TV tuners built, has turned out 6,000,000 to date. Among its 70 customers: Admiral, Philco, Emerson.

Device unveiled to press showed ingenious approach, is designed for new sets. Standard's answer for converting existing sets containing its turret tuner -- replacement of vhf strips with uhf -- was demonstrated last June (Vol. 7:23).

New tuner has 3 concentric knobs instead of vhf's conventional 2 -- one calibrated in "10s", another in units, third for fine tuning. "Window" shows number of channel tuned. Tuner is "detent" type, clicking into position for each channel.

Tuner demonstrated was mounted in current-model Admiral set, got acceptable (though snowy) picture from Bridgeport uhf station 54 miles away and below line-of-sight, and got excellent test pattern from DuMont's New York uhf outlet. Company claims uhf performance as good as vhf with same signal level.

Price to manufacturers is about \$25, slightly over twice Standard's vhf unit. Retail price of combination vhf-uhf set, as compared with vhf-only, will be entirely up to set makers.

Deliveries are scheduled for August, though it's reported that some customers, notably Admiral, were champing at bit to get them in April or May.

With patents at stake, Standard was reluctant to give complete technical details. However, tuner uses 3 tubes and a crystal mixer, employs coils for tuning elements. Use of coils for frequencies at top of uhf band (890 mc) is considered unusual, but company claims excellent stability, sensitivity, etc.

Standard's demonstration, close on heels of RCA's disclosure of its uhf reception plans (Vol. 8:7), points up quicken competition in anticipation of FCC's end-of-freeze decision which will give uhf final go-ahead.

We're getting excellent responses to our survey of set makers' uhf plans, will round them up shortly in what we believe will be most authoritative and most up-to-the-minute report on uhf receiver and converter prospects to date.

TRADE IS STEADY, SOOTHSAYERS BULLISH: "Not too good, not too bad -- sales fairly steady." That's about best thumbnail description we get of current TV-radio trade.

Fact is many think TV has returned to "normal selling patterns," along with other consumer goods. Survey by New York Journal of Commerce, for example, shows improvement in inventory & sales situation in consumer durables generally. It says:

"Dealer and distributor inventories have been sharply reduced from the peak levels of last year, reached in July and August. But appliance inventories at the factory have held at relatively high levels in recent months. Factory & distributor inventories together average about 90 days' supply.

"In nearly every field, sales at the retail level are running well in excess of the current reduced rates of production, pointing to shortages later in the year. In some cases -- as in autos -- the shortages may come within 45 days..." As for TV:

"Television, too, has experienced an upturn in consumer buying while inventories have been sharply reduced from the levels of last summer. Retail sales are running only 10-15% behind last year; output has been cut much more than that."

If you want an "on high" opinion about the larger economic picture, we give you the assurances of Secretary of Commerce Sawyer, speaking before the Tallahassee Chamber of Commerce this week, that 1952 will see "no large recession." As in 1949, said he, we're in the midst of an inventory adjustment, "a normal process which the economy undergoes now and then...

"There are, of course, certain soft spots in the economy and some business men are loaded down with [consumer] goods which they find hard to sell -- at current

prices...We cannot afford to forget that some of the present sales resistance on the part of consumers is the result of buying waves which occurred after Korea, during which consumers bunched up purchases which would otherwise have been spread over a longer period of time. A great many of these purchases were financed on credit; it is highly improbable that a man who bought a washing machine or a TV set during the days of scare buying will be in the market for the same items today, particularly if he has not finished paying for his original purchases."

Secretary Sawyer goes on to say that the defense program is stimulating the high rate of business activity that's still on upgrade. "The strength of both govt. buying and business buying will assure a continuing high level of business activity and employment this year," he stated.

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Dun & Bradstreet estimate of January dealer sales and dealer inventory at the end of that month had not been released up to press time -- but RTMA production figure for week ending Feb. 22 was 100,846 TV sets (2000 private label) as compared with 98,522 week before (Vol. 8:8). It was year's 8th production week.

TV inventories at factory rose to 208,669 from 197,232 week before, highest of month--though there was one week end in January when peak was 239,700 (Vol. 8:3).

RTMA also reported 189,321 radios produced (76,469 private label) during week ended Feb. 22. Inventories rose to 324,092 from 288,930 preceding week. Radio output comprised 77,474 home units, 22,407 portables, 26,711 clock, 62,729 auto.

Topics & Trends of TV Trade: Next—TV receivers with 27-in. tubes? Corning Glass Works evidently thinks so, for it has scheduled volume production for May of the 27-in. rectangular all-glass bulb first displayed at IRE convention last year. And Thomas Electronics Inc. is reported preparing to display several tubes of this size at current IRE convention.

Corning says bulb is "largest piece of molded glass manufactured anywhere in the world on automatic production equipment." It weighs about 40 lbs., affords 375-sq. in. picture, or about 50% more area than 21-in. size which in glass weighs about 27 lbs. It utilizes new cylindrical-face design to minimize light reflections (Vol. 7:47, 50). Samples were being delivered to the industry this week at \$35 each, though volume price hasn't been set yet; DuMont's 21-in. all-glass are sold at \$28.50, RCA's 21-in. metal at \$28.

Rauland announced 27-in. tube in January (Vol. 8:3), claiming 390-sq. in. picture area, but there has been little activity announced among manufacturers except that Admiral said it would put tube in set when volume is available and demand appears (Vol. 8:1). GE has been offering 24-in. metal-cone tube at \$50. RCA, Lansdale, Rauland and DuMont are known to have been experimenting with 27-in. metal rectangles, but have not yet indicated progress made.

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Starrett creditors were due to meet at week's end in connection with its involuntary petition in bankruptcy (Vol. 8:8), petitioning law firm of Goldwater & Flynn, proposing to pay 2% in cash and balance of 50% settlement in monthly installments of 1% starting 90 days after confirmation. Liabilities are listed at \$1,204,326, consisting of \$843,360 in unsecured claims, \$161,747 accommodation paper, \$120,840 taxes, \$70,931 seured claims, \$7444 wage claims. Assets are \$1,248,011, including \$863,448 stock in trade, \$298,078 accounts receivable, \$49,491 cash in bank, \$36,993 machinery & fixtures.

Total of some 120 creditors includes these of \$10,000 or over: 601 West 26th Corp., (rent), \$129,060; RCA (royalties), \$70,119; Techinfex, Port Jervis, N. Y., \$42,025; Downs House of Miraeles, Los Angeles, \$33,739; Sarkes Tarzian (tubes), \$33,669; Crest Transformer Co., Chicago, \$24,645; Sarkes Tarzian (tuners), \$24,517; Pyramid Elec-

trie Co., Paterson, N. J., \$23,830; Standard Coil Products, \$20,989; Spear & Co., Pittsburgh, \$18,362; Tele-Ray Tube Co., \$17,998; Rogers Electronics, \$17,288; Lansdale Tube, \$15,847; Seruggs-Vandervoort-Barney Inc., St. Louis, \$15,569; Sylvania, \$14,413; New England Transformer Co., \$12,511; Cronane Inc., Chicago, \$11,678; Ram Electronics, Paterson, N. J., \$11,240; RCA \$11,046; Master Equipment, Washington, Pa., \$11,025; National Union Radio, \$10,305; Quam-Nichols, \$10,227; Nuns Better Cabinet Co., Marietta, Ga., \$10,056.

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Employment is on upgrade in TV-radio and other metal-using industries despite heavy cutbacks in materials during current quarter. Telegram survey of 11,000 manufacturers made by Bureau of Labor Statistics for NPA indicates: (1) Over-all employment in consumer durable goods industries is higher than any time since Spring 1951. (2) Employment in TV-radio industry is now 4% above December 1951 level, while appliance industry employment rose 0.7%. As interpreted by NPA chief Henry Fowler, survey "shows that American industry, even in the consumer durable goods field where material cutbacks were most severe, has generally been able to find a means of maintaining and even increasing employment through substitution and conservation of scarce materials, and the placing of defense contracts in spite of the impact of sharply reduced allocations of metal for their normal products."

Against some 30,000 TV sets sold in Canada in 1950 and 40,000 in 1951, there should be 80,000 sold this year, assuming CBC's Montreal and Toronto stations, Dominion's first, get on air in Aug. or Sept., as promised. This is opinion of F. R. Deakins, president, RCA Victor Ltd. Sales of radios totaled 731,000 in 1950, 550,000 in 1951, should run 500,000 this year, Mr. Deakins thinks. Combined TV-radio sales in 1951 were \$65,900,000 vs. \$70,000,000 in 1950.

"Mercury" brand TV is "alive and kicking"—and we regret the inadvertence which led us to include it among recapitulation of those that have faded out of trade picture during last few years (Vol. 8:8). We meant, of course, Mercury Record Corp., Chicago, once a set maker, not Pacific Mercury Television Mfg. Corp., Van Nuys, Cal., still very much in the set business.

ANTI-TRUST SUIT against 11 New York distributors, asking triple damages totaling \$2,100,000, was filed this week by Monarch-Saphin Co. Inc., big New York retailer now trying to reorganize under bankruptcy laws. It charges conspiracy to drive it out of business with "unfair business practices" and "price discrimination" in retaliation for its inventory-unloading auction sales of last May (Vol. 7:20-21, 25).

Named in suit: Bruno-New York Inc. (RCA & Bendix); Admiral Corp. New York Distributing Div. Inc.; General Electric Supply Corp.; Gross Distributors Inc. (Stromberg-Carlson); Maytag Atlantic Co. Inc.; Motorola-New York Inc.; Crosley Distributing Corp.; Warren-Connally Co. Inc. (Hallicrafters & Norge); Weiss & Besserman Co. Inc. (Youngstown sinks); Westinghouse Electric Supply Co.; Zenith Radio Corp. of New York.

Monarch charges these concerns refused to ship merchandise during reorganization even though Monarch has capital of at least \$250,000 to protect shipments; also, that firm was put at disadvantage because of preferential treatment of competitors, and that tie-in sales were imposed.

Bruno-New York also is accused of running misleading ads discrediting its auction sales and of trying to block sale with complaint to city Comr. of Licenses. Amount of damages to be demanded from each defendant will be determined later.

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Crosley this week created 2 separate sales organizations—one for TV-radio, another for refrigerators-appliances—in move to handle expanded product line. Both will be under sales v.p. W. A. Blees. TV-radio coordinator will be Leonard F. Cramer, asst. gen. mgr., with asst. sales mgr. Inwood Smith named special asst. to gen. mgr. John W. Craig. Other appointments: F. F. Duggan, ex-Avco American Kitchens Div., named gen. sales mgr. for refrigerators-appliances; E. W. Gaughan, ex-Eastern sales mgr., now TV-radio gen. sales mgr.; R. K. White, asst. gen. sales mgr. for adv. & public relations; R. H. Schneberger, gen. service mgr.; M. R. Rodger, Western div. appliance sales mgr.; T. H. Mason, Eastern div. appliance sales mgr.; H. E. McCullough, TV sales section mgr., now TV-radio field sales mgr. Also named were 5 new regional appliance mgrs., reporting to Mr. Rodger and Mr. Mason: F. D. O'Sullivan, New York; L. R. Walker, Atlanta; J. E. Shelton, Chicago; R. O. Adkison, Kansas City; C. E. Germaine, San Francisco.

National Community Television Assn. members, in addition to officers and directors reported (Vol. 8:3): Hubert H. Strunk, Ashland Video Co., Ashland, Pa.; Philip D. Hamlin, Holbert's, Seattle; Frank Brophy, Shenandoah Heights TV Associates, Shenandoah, Pa.; Anthony Berinas, St. Clair TV Co., St. Clair, Pa.; Oscar Kehler, TV Extension Corp., Shamokin, Pa.; Ralph J. Adams, Tyler TV, Tyler, Tex.; C. O. Fulgham, Video Independent Theatres, Oklahoma City; John M. Price, Pocono TV Relay, Stroudsburg, Pa.

Fair trade backers had hopes boosted twice this week by 2 House committees when Interstate & Foreign Commerce Committee approved McGuire Bill (H. R. 5767), as expected, and Cellar Judiciary subcommittee surprisingly approved similar measure after studying 4 versions. At hearings on McGuire Bill, National Appliance & Radio Dealers Assn. had testified that fair traded merchandise was important to appliance dealers despite fact it comprised less than 5% of dollar volume (Vol. 8:6).

New optical system for its theatre-TV equipment has been developed by General Precision Laboratory which terms it "a major advance in optics over the classical Schmidt design." Company says system is based on formula which was evolved by GPL scientist Louis Pierre Raitiere after 14 months of work.

Trade Personals: Harold H. Buttner, v.p., elected president of Federal Telecommunications Laboratories (IT&T), succeeding Maj. Gen. Roger B. Colton, appointed deputy technical director of IT&T, 67 Broad St., N. Y. . . . Leon G. Pollard appointed Western Union electronic research engineer in charge of Water Mill, L. I. labs, succeeding the late Edward C. Homer; Wm. D. Buckingham appointed to succeed him as asst. . . . G. L. Hartman, gen. sales mgr., Belmont (Raytheon), has resigned . . . William H. Kelley elected to sales v.p., E. A. Holsten named gen. merchandising mgr., Motorola TV-radio div. . . . James N. Ryan Jr., ex-asst. sales mgr., Tele-tone, appointed sales mgr., Steelman Phonograph & Radio Co. . . . Stanley I. Messing, ex-Starrett & Philco, named mgr. of govt. contract div., Philharmonic Radio . . . Herbert Bloomberg, DuMont transmitter div. central district sales mgr., named to head division sales in new central sales territory, covering 15 Midwest states . . . Willis C. Toner named mgr. of Sylvania's TV tube plant at Seneca Falls, N. Y., Gordon L. Fullerton named plant mgr. at Ottawa, O., Homer D. Broker named staff asst. to electronics manufacturing mgr. . . . James Ferrel replaces Russell Southwick, resigned, as sales mgr. of appliance div., RCA Victor Distributing Co., Buffalo . . . Joseph Maresca named asst. to Bernard L. Cahn, gen. sales mgr., Insuline Corp. . . . Frederick L. Teidman, ex-St. Louis field man, named DuMont's New York factory service mgr. . . . Leon B. Unger, Unger Electric Tools Inc., Los Angeles, named president of West Coast Electronic Mfrs. Assn.; Noel E. Porter, Hewlett-Packard Co., Palo Alto, v.p.; J. J. Halloran, Electro Engineering Works, Oakland, secy.; George Clark, Tetrad Co. Inc., Los Angeles, treas. . . . Calvin E. Bell, TeleKing v.p., recalled to active Navy duty as lieut. j.g.

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U. S.-Canada radio treaty, permitting pilots, mobile radio transmitter operators and amateurs of each country to operate equipment in territory of other, was reported favorably Feb. 27 by Senate Foreign Relations Committee. Non-controversial convention, negotiated by State Dept. and FCC, grew out of incidents affecting AT&T mobile systems, U. S. Park Service cars, Interior Dept. launches, Atomic Energy Commission convoys.

Next FM promotion campaign, in series sparked by NARTB and RTMA, is tentatively scheduled for upper New York State "sometime after April." NARTB reports that New York demand was prompted by success in first area, North Carolina (Vol. 8:7). NARTB estimates some 5000 FM sets were sold in North Carolina Jan. 21-Feb. 25, believes figure substantially above "normal"; study hasn't been completed. No results are yet in from current Wisconsin campaign. In connection with District of Columbia drive that began March 1, special Monday morning "Sales Clinics of the Air" for retailers have been started on FM station WASH.

Voluntary system of curbing false TV-appliance ads in New York City (Vol. 8:3) has resulted in excellent cooperation during first 2 weeks. Of 21 letters written by Better Business Bureau complaining of violations, replies have been received to all but one, and in that case the violation hasn't been repeated. Most frequent complaint was over failure to describe warranties and guarantees adequately. Other violations included misuse of words "custom-built" and "fully guaranteed", and instances of advertised merchandise not being available.

Societa Siemens, radio manufacturer of Milan, Italy, planning to go into TV set production. GE reports complete studio & transmitting equipment for Italy's second station has been shipped to govt.-owned Radio Audizione Italiano; GE built first for 1952 Milan Fair in April, reports 11 Italian-built transmitters scheduled for completion end of 1953, first going to Rome end of this year.

Financial & Trade Notes: RCA 1951 annual report released this week reveals industry's dominant company for second time enjoyed better than half-billion-dollar year, gross sales achieving all-time record high of \$598,955,000, or 2.1% more than the \$586,393,000 of 1950. Net profits were \$31,193,000 (\$2.02 per common share) compared with \$46,250,000 (\$3.10) in 1950—the reduction largely attributed to leveling off of consumer demand for TV receivers, fewer TV transmitter sales, and taxes. Total taxes for year were \$62,389,000, or \$4.49 per share, about double year's net profit; of this amount, \$30,840,000 was Federal income tax compared with \$50,743,000 in 1950.

Breakdown of revenue sources discloses RCA Victor, RCA Laboratories, RCA International Div. combined to account for 73.5% of company's revenues, or \$440,135,000, down from 1950's \$476,091,000. NBC revenues went up to \$137,156,000 from \$92,091,000 in 1950, gain being attributed entirely to TV network and station operations. NBC accounted for 22.9% of firm's revenues as against 15.8% in 1950.

Note: NBC revenues are not broken down as between TV and AM, nor as between networks and stations, but it's common knowledge all its TV & AM stations are operating profitably, and it has been reported network TV is now slightly profitable but network radio is losing (Vol. 7:46, 48). NBC-TV network revenues now exceed its network radio by considerable margin (see PIB figures for 1951, Vol. 8:4).

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Admiral's earnings dropped to \$9,586,833 (\$4.97 a share) on sales of \$185,925,058 in 1951 from preceding year's records of \$18,767,554 (\$9.73) on sales of \$230,397,661. Despite decline, 1951 sales and earnings are second highest in company's history. Company paid income taxes of \$9,138,788, or \$4.78 a share, last year. Net worth increased to \$40,409,844 (\$20.96 a share) as of end of 1951, from \$32,751,011 (\$16.99) end of 1950. Net working capital increased to \$27,361,637 in 1951 from \$21,931,846. Annual statement says company invested more than \$2,500,000 in additions and improvements last year.

Stromberg-Carlson reports net earnings of \$685,777 for 1951 on total sales of \$33,632,495 from all divisions, including broadcasting. This compares with \$974,731 profit on sales of \$37,672,385 for 1950. In letter to stockholders preliminary to annual report, president Robert C. Tait said broadcasting (WHAM & WHAM-TV, Rochester), sound equipment and telephone divisions enjoyed best year in firm's history. "The TV market," said Mr. Tait, "is somewhat improved at present, and the lifting of the freeze on new stations . . . plus the political conventions this summer [and] the national elections next fall should stimulate demand for TV receivers."

Tung-Sol Electric reports record sales of \$31,484,760 for 1951, profit of \$2,049,458 (\$4.23 each on 477,815 shares) vs. \$3,092,951 profit (\$6.88 on 455,262) on \$29,425,002 sales for 1950 (Vol. 7:10). Firm announced in annual report that stockholders will be asked at March 25 meeting to authorize 100,000 shares of \$50 par cumulative preferred stock. Plan is to sell publicly series of 60,000 shares or less at first through underwriting group headed by Harriman, Ripley & Co. Stockholders also will vote on increasing authorized common shares from 500,000 to 1,000,000.

Cornell-Dubilier showed net profit of \$354,969 (79¢ a share) on sales of \$9,468,202 for 3 months ended Dec. 31, 1951 vs. \$333,710 (74¢) on \$8,247,982 same 1950 period.

Emerson Radio reports net income of \$351,859 (18¢ a share) for 13 weeks ended Feb. 2 vs. \$1,518,856 (78¢) for corresponding 1951 period.

General Tire & Rubber Co.'s net profit of \$7,790,469 (\$12.48 per share) on sales of \$170,771,521 for year ended Nov. 30, 1951, included \$773,827 realized from its TV-radio activities, according to annual report. Profit for 1950 was \$8,557,616 (\$13.88) on sales of \$125,378,837. Big tire firm's TV holdings then were WNAC-TV, Boston, and KHJ-TV, Los Angeles, now include WOR-TV, New York; its radio properties were Yankee and Don Lee networks with 3 AM stations each, to which was added WOR, New York, in latter January (Vol. 8:3).

Television-Electronics Fund Inc., in report for quarter ended Jan. 31, shows assets of \$12,292,925 (\$13.01 per share) as against \$9,792,691 (\$12.91) at end of fiscal year Oct. 31, 1951. Added to portfolio since last listed in these columns (Vol. 7:28) were these stocks: 1200 shares American Bosch (conv. pfd.), 2000 Burroughs Adding Machine, 8000 Photon Inc., 3000 Vitro Mfg. Co., 2000 Weston Electrical Instrument, 1000 Owens-Illinois.

Collins Radio, now averaging about \$5,000,000 sales per month, is expected to show sales of \$28,000,000 for 6 months ended Jan. 31, says Feb. 28 *Wall Street Journal*. This would compare with \$5,853,000 for first half of fiscal 1951. Earnings are expected to run \$2 a common share for Jan. 31 half, which would compare with 35¢ for like period year earlier and with \$2.23 for all fiscal 1951. Current backlog of orders is about \$150,000,000.

Oak Mfg. Co. reports profit of \$598,939 (\$1.14 a share) on sales of \$7,644,627 for 7 months ended Dec. 31, 1951. Comparative figures for last year are not available since company changed fiscal year from May 31 to calendar year, but report for fiscal year ended May 31, 1951 showed \$1,188,037 (\$2.27) on sales of \$13,145,807 (Vol. 7:33).

P. R. Mallory & Co. reports net profit for year ended Dec. 31, 1951 of \$1,923,314 (\$3.98 a share) vs. \$2,553,758 (\$5.29) in preceding year; net sales were \$45,438,000 vs. \$39,158,000.

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Westinghouse reports record sales of \$1,240,801,000 in 1951, increase of 22% over previous high of \$1,019,923,000 in 1950. Net earnings slipped 17% to \$64,578,000 (\$4.03 a share on 15,549,697 shares) from \$77,922,000 (\$5.36 on 14,190,654) in 1950. Consumer products v.p. John M. McKibbin said Westinghouse ended year without excessive inventories of "most home appliances." President Gwilym Price said there are indications "scare buying of materials is ending [and] I would not be surprised if we were able to turn out even more consumer durables this year than last." Defense business accounted for 16% of firm's total sales in 1951, and Mr. Price predicted this may be doubled in 1952.

Bendix Aviation president M. P. Ferguson reported to stockholders meeting in South Bend Feb. 27 that sales for first quarter of 1952 fiscal year ended Dec. 30 were \$111,522,000, representing annual rate of about \$440,000,000, compared with sales of \$340,000,000 for 1951 fiscal year. As of Feb. 1, he stated, backlog of orders approximated \$705,000,000, compared with \$698,000,000 at end of last fiscal year Sept. 30, 1951. January, biggest month yet, showed about 80% defense shipments. Earnings were \$1.37 a share on first quarter sales vs. \$1.21 for same quarter last year.

Dividends: Sylvania, 50¢ payable April 1 to holders of record March 20; Bendix Aviation, 75¢ payable March 31 to holders March 10; Standard Radio Ltd., 10¢ payable April 10 to holders March 20; WJR, The Good Will Station Inc., 10¢ payable March 11 to holders March 4; Stromberg-Carlson, 25¢ payable April 1 to holders March 10; Aerovox, 15¢ payable March 15 to holders March 15.

Mobilization Notes: Extra allotments of all 3 controlled materials—steel, copper and aluminum—may go out to manufacturers of civilian products, TV-radio included, during second quarter. It's far too early to say definitely, but DPA materials controllers are closely watching signs of mysteriously slackening demand for the metals, and looking toward future effects of military production "stretch-out."

Current aluminum situation particularly baffles govt. planners. They anticipated wild scramble at mills to get CMP tickets cashed during first quarter. Instead, demand for aluminum appears smaller than supply. Aluminum producers already have advised NPA to revise second-quarter civilian allotments of the metal upward from the announced 30% of base period use to 35% or 40%. And Aircraft builders are now beginning to cancel and postpone thousands of orders placed before plane building program was slowed down. This will free steel, copper and aluminum—but not immediately. If civilian goods receive extra allotments, announcement probably won't come for at least a month—possibly 2 or 3.

In TV-radio, copper is governing material. Industry can't use extra steel and/or aluminum without more copper. This week NPA released extra sheet and strip steel to manufacturers of many consumer products. TV-radio producers won't get any because they can't use it—copper is their bottleneck. Announcing this 10% dividend in first-quarter steel allotments, NPA said it would go to manufacturers who can use it without requiring more aluminum or copper. Auto industry was offered extra steel, turned it down because it would be worthless without more copper and aluminum.

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CMP headaches aren't confined to manufacturers. NPA's Electronics Div. has its share. It may have to return most third quarter controlled materials applications to manufacturers for revision. Of first 34 applications received, only 2 were filled out in accordance with newly-revised *Class B Product Directory* (Feb. 1 edition) which contains changes affecting practically every manufacturer of electronics equipment.

Division this week urged all manufacturers who have submitted third quarter applications based on old directory to make out new forms using new classifications—and to read carefully the instruction sheet which accompanies the new CMP-4B application blank before filling it out. Some of the more important changes in NPA classification of electronic equipment:

These product classifications have been discontinued: Radio & electronics hardware (class code 3429694); commercial radio communication & navigation aids (36693); electronic type components for communications (36614). These new classifications have been added: Towers, radio, prefabricated, except special design, for military and commercial broadcast (34416); other radio & related products, N.E.C. (36616); intercommunication equipment, electronically amplified (3669191).

These classifications have been changed: TV sets, household radio receivers, etc. (36612)—boosters and uhf & color adapters & converters have been added, unassembled sets deleted; transmitting & industrial type tubes (36622); radio receiving type tubes (36623)—transistors added.

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"How to Handle Defense Contracts" titles comprehensive article by CBS-Columbia govt. contract mgr. Murray Fiebert in Jan.-Feb. issue of *Signal*, published by Armed Forces Communications Assn., 1624 Eye St. NW, Washington.

Tax-aided expansion of electronics and related production facilities for 12 companies at cost of more than \$5,000,000 was approved by DPA Jan. 28-Feb. 2. Receiving certificates of necessity for 5-year tax writeoffs were these projects (amortized at 65% except as noted): GE, Auburn, N. Y., communications equipment, \$2,679,064; I-T-E Circuit Breaker, Philadelphia, aircraft & electronic parts, \$997,120; Bendix, automatic pilot systems at Teterboro, N. Y., \$396,225, and electronic equipment at Towson, Md., \$133,485; Gabriel Co., Needham, Mass., electronic products, \$264,236 (70%); Electric Regulator Corp., Norwalk, Conn., electronic equipment, \$195,027; Carl W. Schutter Mfg. Co., Lindenhurst, N. Y., electronic equipment, \$160,870 (70%); Sherrold Crystals Inc. Kansas City, Kan., quartz crystals, \$152,362; Statham Laboratories Inc., Los Angeles, scientific instruments, \$100,393 (70%); Raytheon, Waltham, Mass., tubes & equipment, \$62,390; Allied Aircraft Co., Hollywood, Cal., electronic equipment, \$50,000; G. H. Leland Inc., Dayton, electronic equipment, \$11,194 (75%); Atlantic Electronics Corp., Port Washington, N. Y., \$3690 (80%).

Bigger rations of selenium have been promised by NPA this month to rectifier manufacturers, who were on verge of shutdown in February because of shortage (Vol. 8:4). March allocation will total about 25,000 lbs. February supply was 15,500, augmented by emergency allotments to avert plant closures. In March, rectifier manufacturers will be permitted to increase their supplies by imports and recovery of scrap, without inventory control. NPA is allocating selenium for military rectifiers at rate of 100% of requirements, for civilian and indirect defense uses at 90% of use during first half 1950.

U. S. will buy 50,000,000 lbs. of Canadian nickel over next 9 years under terms of agreement with Falconbridge Nickel Mines of Toronto. This country advanced Falconbridge \$6,000,000 to expand mining capacity. Contract also provides for U. S. purchase of 1,500,000 lbs. of Canadian cobalt, option to buy 25,000,000 lbs. of copper and additional 25,000,000 lbs. of nickel.

George A. Landry, president of Sandia Corp., and Donald A. Quarles, Bell Labs v.p., named vice presidents of Western Electric, the former handling purchasing and traffic, latter succeeding Mr. Landry on Sandia work for Atomic Energy Commission.

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Top IRE awards to be presented at March 5 convention banquet in New York's Waldorf-Astoria: Medal of Honor, to Dr. W. R. G. Baker, GE, for "outstanding direction of scientific and engineering project" and for "his statesmanship in reconciling conflicting viewpoints and obtaining cooperative effort" (notably in color field); Morris Liebmann Memorial Prize, to H. W. Welch Jr., U. of Michigan Research Institute, for paper on magnetrons; Harry Diamond Memorial Award, to Newbern Smith, Bureau of Standards, for "fundamental work on radio wave propagation"; Editor's Award, to Jerome Freedman, Watson Labs of Griffis Air Force Base, for paper on "Resolution in Radar Systems"; Vladimir K. Zworykin TV Prize, to B. D. Loughlin, Hazeltine, for "outstanding contribution to electronic TV."

Symposium on improvement of components—sponsored by IRE, AIEE, RTMA, Bureau of Standards and Defense Dept.—will be conducted in Washington's Interior Dept. Auditorium May 5-7. First symposium was held May, 1950 (Vol. 6:28). Some 40 papers will be featured, plus talks by RTMA president Glen McDaniel, NPA's J. A. Milling, Navy's Capt. Rawson Bennett, Research & Development Board's Edwin A. Speakman, and discussion of components in continental Europe, Great Britain, Soviet Russia. Also on agenda is "An Evening With Transistors" (see p. 7).

Count of TV Sets-in-Use by Cities

As of February 1, 1952

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

BECAUSE OF OVERLAPS, NBC Research in its monthly sets-in-use reports is now combining Indianapolis-Bloomington and Grand Rapids-Kalamazoo totals—footnotes to table below explaining the total sets in service areas of each but allowing for overlap in totaling them together. For whole country, Feb. 1 count rose 352,300 sets from Jan. 1 (Vol. 8:5) to bring estimated total to 16,129,300. Readjustments of some totals have been made (viz., Chicago's 1,090,000 of Jan. 1 is upped to only 1,093,000 for Feb. 1) in order to squeeze suspected "water" in some area counts. And NBC "census" for first time notes 44,000 sets in Canadian area served by Buffalo, 30,000 by Detroit, plus 2500 on Mexican side of border served by Matamoros—but these are not included in U.S. total. Following is Feb. 1, 1952 count (consult individual stations for their estimates of number of families within respective service ranges):

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets			
<i>Interconnected Cities</i>								
Ames (Des Moines)	1	78,000	New York	7	2,840,000			
Atlanta	3	157,000	Norfolk	1	102,000			
Baltimore	3	367,000	Omaha	2	116,000			
Binghamton	1	51,900	Philadelphia	3	1,006,000			
Birmingham	2	92,100	Pittsburgh	1	362,000			
Bloomington (see Indianapolis)	1(a)		Providence	1	200,000			
Boston	2	862,000	Richmond	1	109,000			
Buffalo	1(b)	254,000	Rochester	1	132,000			
Charlotte	1	124,000	Salt Lake City	2	71,000			
Chicago	4	1,093,000	San Diego	1	113,000			
Cincinnati	3	310,000	San Francisco	3	332,000			
Cleveland	3	583,000	Schenectady	1	199,000			
Columbus	3	197,000	St. Louis	1	372,000			
Davenport-Rock Island	2	88,600	Syracuse	2	160,000			
Dayton	2	176,000	Toledo	1	158,000			
Detroit	3(c)	620,000	Utica	1	67,000			
Erie	1	61,000	Washington	4	336,000			
Grand Rapids & Kalamazoo	1(d)	155,000	Wilmington	1	93,000			
Greensboro	1	76,000	Total Inter-connected	95	15,262,600			
Huntington	1	69,000	<i>Non-Interconnected Cities</i>					
Indianapolis & Bloomington	1(a)	221,000	Albuquerque	1	13,100			
Jacksonville	1	53,000	Brownsville (Matamoros, Mexico)	1(e)	10,400			
Johnstown	1	138,000	Dallas	2	154,000			
Kalamazoo (see Grand Rapids)	1(d)		Houston	1	120,000			
Kansas City	1	189,000	Miami	1	83,000			
Lancaster	1	136,000	New Orleans	1	81,800			
Lansing	1	82,000	Oklahoma City	1	92,300			
Los Angeles	7	1,100,000	Phoenix	1	39,100			
Louisville	2	125,000	San Antonio	2	66,500			
Memphis	1	119,000	Seattle	1	129,000			
Milwaukee	1	313,000	Tulsa	1	77,500			
Minneapolis-St. Paul	2	310,000	Total Non-Inter-connected	14	866,700			
Nashville	1	58,000	Total Interconnected and Non-Inter-connected	109	16,129,300			
New Haven	1	236,000	(a) Bloomington separately 142,000. Indianapolis separately 202,000. (b) Does not include estimated 44,000 sets in Canadian area reached by Buffalo station. (c) Does not include estimated 30,000 sets in Canadian area reached by Detroit stations. (d) Grand Rapids separately 125,000. Kalamazoo separately 132,000. (e) Estimate for Texas area. Estimated 2500 additional sets in Mexican area of Matamoros station.					

Note: TV sets sold in Canada totaled 78,438 up to Dec. 31, 1951, according to Canadian RTMA (Vol. 8:5). Since Canada has no stations of its own and nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The CRTMA area count as of last Dec. 31: Windsor 30,063, Toronto-Hamilton 29,728, Niagara Peninsula 14,139, other areas 4508.

Want proof that a Russian invented radio—and not the "despicable Italian" Guglielmo Marconi? AP reports that Radio Moscow used those words this week, and offered in person "the aged Prof. Chatelain" who said he was present when Comrade Popov invented radio in 1900. Of course, notes AP, Marconi was credited with discovering wireless in 1896, but the Russians, in latest attempt to rewrite history, must have mislaid their inventions-claims script. Four years ago they claimed radio was discovered by Ivan Popov "53 years ago" which would have made the date 1895.

Mutual Broadcasting System stockholders, meeting in Florida this week, lifted ban on any one stockholder voting more than 30%—thus permitting Chairman Thomas F. O'Neil, representing General Tire's 58% stockholdings since recent acquisition (Vol. 8:3) of Macy stations (WOR, WOR-TV, etc.), to gain what is for all practical purposes control of the network. No official statement was forthcoming from meeting, except to call attention to directors meeting in April at which, it was said, it can be assumed all officers and directors will be reelected. That is construed to mean renewal also of president Frank White's contract.

New-station applications went over 500-mark this week, with filing of 6 vhf and one uhf this week to bring grand total to 504 (including 31 uhf). Applicants: KVOA, Tucson, Ariz., seeking Channel No. 4; WDBO, Orlando, Fla., No. 6; WCOA, Pensacola, No. 3; KALB, Alexandria, La., No. 11; WJXM, Jackson, Miss., No. 12; WWNY, Watertown, N.Y., No. 11; WLBB, Laurens, S.C., No. 45. Also filed but returned by FCC as incomplete was application of WROM, Rome, Ga., seeking No. 4. [For further details, see *TV Addenda 14-G* herewith; for listing of all applications to date, see *TV Factbook No. 14* and *Addenda*.]

Theatre-TV hearings were postponed for fourth time—to May 5—because of FCC's lag in meeting freeze-end target date. Principal theatre-TV proponents recently held conference with Commission representatives, expressed fear that postponement was becoming a habit, requested "realistic" date be set for hearings. However, there's some feeling at FCC that even May 5 may be too early and still another postponement might be necessary. Hearings originally were scheduled to begin Sept. 17, 1951, postponed to Nov. 25, then to Feb. 25, 1952, and March 10. Postponement to May 5 was announced Feb. 26.

Action on NPA color ban Order M-90 (Vol. 8:6-8) was deferred this week because of administrator Henry Fowler's preoccupation with "higher priority matters." Odds still are heavily in favor of continued ban on mass production of home color TV receivers, go-ahead for manufacture of other types of color equipment, including color theatre TV (Vol. 8:8). Meanwhile, 20th-Century-Fox said it hopes to begin installation of pilot model of its Eidophor-CBS color Theatre-TV gear in New York the week of March 16. Its departure by air from Zurich, Switzerland (Vol. 8:6) has been postponed until March 14.

FCC's patent-reporting proposal (Vol. 8:2-4) drew more criticism this week. Special Committee of American Patent Law Assn. examined provisions of Communications Act cited by Commission as authority for proposal, claimed authority was lacking, termed proposal "illegal, unwarranted and improperly drawn . . . impossible to comply with." Automatic Electric Co. stated belief that it isn't affected. Sylvania said same, but opposed proposal if Commission decides company is affected.

Copies of FCC's 'Freeze Report'

Each subscriber to the full services of *Television Digest* will receive one copy of printed full text of FCC's *TV Allocation Report* ending the freeze, including city-by-city channel tables, and full text of Rules & Regulations and Procedures. We'll print them simultaneously with release by FCC, now expected in latter March but quite likely to be further delayed. Commission says document will run about 600 single-spaced mimeo pages, which means 200 or more pages of our supplement format. Preprint orders for extra copies are now being taken at \$5 each.

Identical Full Texts of

Subpoenas Served on RTMA and Various TV-Radio Manufacturers in Anti-Trust Probe

**Indicating Scope of Grand Jury Inquiry Instituted by Dept. of Justice and Set for May 12, 1952
In U. S. District Court for the Southern District of New York (Judge Knox)**

(For story, see *Television Digest*, Vol. 8:9)

Form No. 68—Grand Jury Subpoena Duces Tecum

THE PRESIDENT OF THE UNITED STATES
OF AMERICA

TO THE BLANK CO.

GREETING:

WE COMMAND YOU that all business and excuses being laid aside, you appear and attend before the GRAND INQUEST of the body of the people of the United States of America for the Southern District of New York, at a District Court to be held at Room 513 in the United States Courthouse, Foley Square, in the Borough of Manhattan, City of New York, on the 12th day of May 1952, at ten o'clock in the forenoon, to testify and give evidence in regard to an alleged violation of the federal antitrust laws, and not to depart the Court without leave thereof, or of the District Attorney, and that you produce at the time and place aforesaid the following:

I

Certificate of incorporation of your company, its predecessors, subsidiaries, and affiliates, all four of which are hereinafter referred to as your company.

II

Copies of by-laws and all other corporate rules and regulations governing the activities of your company in effect at any time within the period from January 1, 1934 to the date of service of this subpoena.

III

All documents, correspondence, telegrams, reports, memoranda, records of telephone conversations, records of conferences, interoffice communications, and all other writings of every kind in the possession or control of your company, its officers, directors, agents, representatives or employees, prepared by and passing between your company, its officers, directors, agents, representatives or employees on the one hand, and

a. domestic manufacturers of radio, television or related electronic transmission or receiving equipment or parts or components thereof;

b. persons or companies owning patents or patent rights or licensed under patents for the domestic manufacture, use or sale of radio, television or related electronic transmission or receiving equipment, or parts, circuits or components thereof;

c. any association of radio, television, or electronics manufacturers;

d. any other officer, director, agent, representative or employee of your company,

on the other hand, from January 1, 1934 to the date of service of this subpoena, except as different dates are in-

dicated, in any way relating to or referring to the domestic manufacture or sale of radio, television or related electronic transmission or receiving equipment, or the parts, circuits or components thereof, or to the purchase, sale, assignment or holding of patents, patent rights or licenses, technology or know-how for the manufacture, use or sale of radio, television or related electronic transmission or receiving equipment, or the parts, circuits or components thereof within the United States, and limited to the following:

1. Refusals of your company to purchase patents or patent rights or to accept licenses or sublicenses under patents, and the reasons therefor;
2. Refusals by your company to grant licenses to others, and the reasons therefor;
3. Refusals by the Radio Corporation of America to grant patent licenses to your company;
4. The negotiations of domestic patent cross-license agreements presently in effect to which your company is a party;
5. Infringement or contributory infringement claims or suits against your company or against any distributor or customer thereof, including any patent licensing agreements resulting therefrom;
6. Actual or potential manufacture, or non-manufacture, by your company or by other companies of the so-called field sequential and all-electronic systems of color television transmission and reception, or parts or components thereof, including all determinations and expressions of policy, subsequent to January 1, 1939 (documents limited to technical and engineering data are excluded from the scope of this subparagraph);
7. Dominance, control or influence of the Radio Corporation of America over any association, body or group of manufacturers of television transmitting or receiving equipment, subsequent to January 1, 1939;
8. Proposals for, and concerted, joint or agreed-upon action between your company and:
 - (a) any association, body or group of manufacturers of television transmitting or receiving equipment;
 - (b) any one or more manufacturers of such equipment in support of, or in opposition to, standards proposed to the Federal Communications Commission for the transmission and reception of television, or to the production of any kind of color television equipment, subsequent to January 1, 1936;
9. Exchanging of information among domestic manufacturers of vacuum tubes or cathode ray tubes with regard to the computation, increase or reduction of prices for such tubes; and fixing and maintaining prices of such tubes with other domestic manufacturers;

10. Allocations of different types of vacuum tubes or cathode ray tubes to be produced by domestic manufacturers;

11. Limitations of quantities of vacuum tubes or cathode ray tubes of different types to be produced by domestic manufacturers;

12. The stamping or marking of the names of domestic manufacturers of vacuum or cathode ray tubes upon said tubes and their boxes, cartons and containers;

13. Determinations as to quantities of vacuum or cathode ray tubes to be produced by domestic manufacturers of such tubes;

14. Limitations or restrictions on quantities or types of television, AM radio or FM radio receivers, or parts or components thereof, to be produced by domestic manufacturers;

15. Withholding of any products from the market, subsequent to January 1, 1939;

16. Activities by your company to delay, hinder or prevent the manufacture for commercial use of FM transmission and receiving equipment;

17. Reasons for, and effects of, the raising or lowering of royalty rates or license fees under any and all agreements to which your company and the Radio Corporation of America are parties;

18. All determinations and expressions of policy of your company or any other company in the fields of radio, television, related electronic transmission or receiving equipment, or of parts, circuits or components thereof, concerning a position to be taken before any government agency, with respect to the production or non-production of color television equipment of any kind, subsequent to January 1, 1949.

19. Cooperation with other companies in the fields of radio, television, related electronic transmitting or receiving equipment, or of parts, circuits or components thereof, in the promotion or standardization of products, or in research.

IV

Minutes of meetings, reports, summaries, analyses, studies, and recommendations of boards of directors, executive committees, and any and all other committees, subcommittees, and groups of your company, prepared during the period from January 1, 1934 to the date of service of this subpoena, in any way relating or referring to the domestic manufacture or sale of radio, television or related electronic transmission or receiving equipment, or parts, circuits or components thereof, or to the purchase, sale, assignment or holding of patents, patent rights or licenses, technology or know-how for the manufacture, use or sale of radio, television or related electronic transmission or receiving equipment, or parts, circuits or components thereof within the United States, and limited to the subject matters set forth in subparagraphs 1 to 19 of paragraph III hereof.

V

Such books, records, statistical tables, data, reports or analyses (or summaries prepared therefrom) in the possession or control of your company as will show for the calendar year 1939 and for the period from January 1, 1947 to the date of service of this subpoena, except as different dates are indicated:

1. All products, by major product groupings, that are manufactured or sold by your company in the fields of radio, television, related electronic transmission and receiving equipment, and parts, circuits and components thereof;

2. Production and sales of your company for each calendar year in dollar and unit volume, separately indicating domestic and export production and sales, for each of the following:

- (a) AM radio receiving sets;
- (b) FM radio receiving sets;
- (c) AM radio transmitting equipment;
- (d) FM radio transmitting equipment;
- (e) monochrome television receiving sets;
- (f) monochrome television transmitting equipment;
- (g) color television receiving sets;
- (h) color television transmitting equipment;
- (i) vacuum tubes;
- (j) monochrome television picture-receiving tubes;
- (k) color television picture-receiving tubes;

3. Amounts of royalties collected by your company in each calendar year from each of your licensees, both domestic and foreign, for each of the following:

- (a) AM radio receiving sets;
- (b) FM radio receiving sets;
- (c) AM radio transmitting equipment;
- (d) FM radio transmitting equipment;
- (e) television receiving sets;
- (f) television transmitting equipment;
- (g) color television receiving sets;
- (h) color television transmitting equipment;
- (i) vacuum tubes;
- (j) monochrome television picture-receiving tubes;
- (k) color television picture-receiving tubes;
- (l) other products in the fields of radio, television, related electronic transmission or receiving equipment, or of parts, circuits or components thereof.

4. Total amounts of royalties paid by your company to all patent licensors in each calendar year; and royalty payments made by your company in each calendar year to each of the following:

- (a) Radio Corporation of America, and its merged or consolidated companies;
- (b) General Electric Company, and its subsidiary companies;
- (c) Westinghouse Electric Corporation, and its subsidiary companies;
- (d) International Telephone & Telegraph Company and its subsidiary and affiliated companies;
- (e) Philco Corporation, and its subsidiary companies;
- (f) Zenith Radio Corporation, and its subsidiary companies;
- (g) Hazeltine Corporation, and its subsidiary companies

5. Each sum paid by your company since January 1, 1940 for the acquisition of a patent, exclusive patent license, or invention relating to radio, television or related electronic transmission or receiving equipment, or parts, circuits or components thereof; the United States Patent Office number and name of the inventor of each such patent or patent application; the nature of each such invention; and the date of each such acquisition.

6. The quantities of vacuum tubes purchased by your company in units and dollars, segregated by serial number and manufacturer, for the calendar year 1951 only;

7. The relative position of your company in terms of production, sales, research, technology, patents, patent rights, know-how, financial resources, earnings, plant capacities, distribution facilities or promotional efforts, in the fields of radio, television, related electronic transmission or receiving equipment, or of parts, circuits or components thereof;

8. Total expenditures by your company in each specified calendar year for research and development relating to the manufacture or sale of radio, television or related electronic transmission or receiving equipment, or parts, circuits or components thereof;

9. Names, addresses, and terms of office of each officer and director of your company since January 1, 1939.

VI

Copies of all domestic patent license agreements presently in effect under which your company obtains licenses from others to make, use or sell radio, television or related electronic transmission or receiving equipment, or parts, circuits or components thereof.

VII

Copies of all agreements presently in effect with companies in the United States under which your company receives or transmits engineering information, blueprints, know-how or other manufacturing data in any way relating to the manufacture or sale of radio, television or related electronic transmission or receiving equipment, or parts, circuits or components thereof.

VIII

Copies of all agreements presently in effect with foreign companies under which your company receives rights to manufacture or sell radio, television or related electronic transmission or receiving equipment, or parts, circuits or components thereof, or rights to engineering information, blueprints, know-how or other manufacturing data relating to the foregoing, in the United States under United

States patents or patent applications owned or controlled by such foreign companies.

IX

The annual reports to stockholders of your company from January 1, 1934 to the date of service of this subpoena.

And for failure to attend and produce the said documents you will be deemed guilty of contempt of Court and liable to penalties of the law.

WITNESS, the HONORABLE JOHN C. KNOX, Judge of the District Court of the United States for the Southern District of New York, in the City of New York, on the twenty-first day of February in the year of our Lord, One Thousand Nine Hundred and Fifty-two.

WILLIAM V. CONNELL
Clerk

*United States Attorney for the
Southern District of New York.*

Note: Report at Room 235. In order to secure your witness fees and mileage, it is necessary that you retain this Subpoena and present the same at the United States Attorney's Office, Room 235, upon each day on which you attend Court as a witness.

MELVILLE C. WILLIAMS
Special Assistant to the Attorney General

For information communicate with
MALCOLM A. HOFFMANN
Rm. 223, United States Court House
Foley Square, New York 7, N. Y.
TEL: Cortlandt 7-7100, Ext. 223.

MARTIN CODEL's

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

Television Digest

with ELECTRONICS REPORTS

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March 8, 1952

FCC's IDEAS ON PROCESSING APPLICATIONS: FCC's procedures for handling TV applications after freeze -- those most critical factors determining speed with which stations are granted CPs and get on air -- were roughed out by Commission this week. But the procedures are "tentative", as are all other phases of allocations at this stage, and Commission plans to plunge back into job March 10 in hopes of nailing something down with final vote -- perhaps winding up everything by April 1.

Procedures agreed upon this week won't necessarily survive final nose-counting, but chances of their adoption are at least "probable", some "certain":

(1) Applications to be handled on a channel-by-channel basis in each city. By 4-2 vote, commissioners decided this is best method to speed grants, particularly uhf. They rejected other 2 possibilities -- "one lump" and "two lump". Former would treat all applications alike, throwing them into single hearing in each city if the total outnumbered available vhf & uhf channels; this is how FCC handled TV and FM hearings before freeze. Latter would be to consider vhf & uhf separately.

(2) Period of 90 days to be given for filing applications after freeze-end.

(3) First priority in processing and granting will be given to applications from cities with no TV service now, in descending order of population. This to continue straight down the line to very smallest communities before applications in presently served areas will be handled. Non-TV cities to be defined as those more than 40 or 50 miles (FCC hasn't decided which) from stations. No higher priority to be given uhf in processing procedures.

(4) Hearings to be handled in accordance with existing rules regarding deadlines for participation in hearings, filing of amendments, etc.

(5) No "dawdling" to be permitted -- CP-holders get on air "or else".

When it comes to actual hearings, there's big question whether FCC can do much to rush final decisions. One of its 7 examiners appeared "hors de combat" for indefinite period, as Commission this week assigned examiner Basil Cooper to hear complex 8-year-old Western Union case starting June 3. Comr. Sterling dissented:

"I am of the view that this hearing should not be set for a date certain until the Commission can analyze its capabilities of conducting the hearing in the light of its appropriations for the next fiscal year and the number of TV hearings that will be necessary after the time for filing applications has closed..."

* * * *

Much of rest of freeze "package", such as engineering standards and allocation table itself, appear fairly well in hand, though commissioners have yet to consider for first time channel assignments to some parts of the country. No change is anticipated in vhf co-channel station spacing in the 3 zones (170, 190 & 220 miles; see Vol. 8:8), nor in the 155-mile spacing for uhf over whole U.S.

Decision on whether to lift 5-station limit on multiple owners -- permitting them to add 2-3 uhf outlets -- won't come simultaneously with end of freeze. Matter

of fact, there's doubt at Commission that decision will be rendered by end of 90-day filing period following freeze.

Such delay would definitely hamper 5-station operators in acquiring uhf in markets they want most -- since other applicants would be free to snap up channels in interim. One commissioner puts situation this way:

"This is a new proposal. It's not an issue in the rule-making proceedings on multiple ownership that we've had under consideration for several years. Since it's new, it will have to undergo rule-making -- meaning time for comments and counter-comments, maybe a hearing. I don't know how all this can be done in 90 days."

Not all commissioners share view that 90 days are needed, but proposal doesn't carry "urgent" tag at the moment.

CBS SWAPS INTO WTCN-TV; WSAZ-TV SALE: CBS's freeze-frustrated TV expansion plans moved ahead another notch this week, again via purchase route, as network traded 53% of its powerful (50-kw, 830-kc) WCCO, Minneapolis, for 47% of city's WTCN-TV. At same time, CBS bought 45% of KQV, Pittsburgh, which has TV application on file.

Minneapolis exchange involved no money; KQV price was undisclosed. Former was accomplished simply by forming new company, Midwest Radio-Television Inc., which will own WTCN-TV and WCCO, and in which WTCN-TV interests will hold 53%, CBS 47%. WTCN(AM) will be sold, as required by FCC rules.

Deals produce this TV-AM lineup for CBS: TV -- 100%-owned WCBS-TV, New York, and KNXT, Los Angeles, plus 45% of WTOP-TV, Washington, 47% of WTCN-TV. AM -- 100% of WCBS, New York; KCBS, San Francisco; KMOX, St. Louis; KNX, Los Angeles; WBBM, Chicago; WEEI, Boston; plus 45% of WTOP, Washington, 47% of WCCO, 45% of KQV.

If FCC finalizes its multiple-ownership rules as proposed, CBS would be permitted minority interest in 5 or 6 TV stations plus its 100% of WCBS-TV and KNXT. In AM, network would have to dispose of one interest -- since rule proposes limit of 6 stations with majority control, plus 1 or 2 with minority interest.

WTCN-TV is thus CBS's third TV purchase, others being KNXT for \$3,448,765 (Vol. 6:46), and WTOP-TV for which CBS & Washington Post paid total of \$1,400,000.

Call letters for WTCN-TV and WCCO combination haven't been decided upon; no change in staff or general operations indicated. CBS says no other deals are now in works but makes no bones of fact it's still in market for TV stations. It also says plans to buy WBKB, Chicago, for \$6,000,000 remain unchanged.

Purchase into KQV gives CBS 1350 shares of the 3000 outstanding, acquired mainly from president Earl F. Reed and v.p. Irwin D. Wolf, who with families own some 90% of stock. CBS's KQV shares are non-voting, so purchase of non-controlling interest requires no FCC approval. WTCN-TV & WCCO switch does.

Now Mutual outlet, KQV will become CBS affiliate when WJAS' contract runs out about year from now.

* * * *

In another TV sale this week, John A. Kennedy received \$500,000 for his 48% of WSAZ-TV, Huntington, W.Va. Present majority interest, Huntington Publishing Co. (Herald-Dispatch and Advertiser), took 37%, now holds 89%. Other 11% was purchased by Mrs. Eugene Katz, wife of Katz Agency chief. Amount paid by the 2 purchasers was in direct proportion to percentages acquired. Kennedy continues ownership of KFMB-TV and KFMB, San Diego. [For all TV sales since 1949, see Vol. 7:41 & 46.]

STATIONS' FIRST JACKPOT YEAR—1951: Precisely how well telecasting emerged from red in 1951 is detailed for first time in FCC's official summary released this week (Mimeo 73830), and we find we were quite close in our estimate that total network-&-station revenues would reach \$250,000,000 (Vol. 7:52). They actually hit \$239,500,-000, but the salient statistic is this:

Net income before federal income taxes surged to \$43,600,000 -- as against \$9,200,000 loss in 1950, \$25,300,000 loss in 1949. Though 1951's AM-FM revenues and net won't be known until April, it's apparent that TV's net is fast gaining on AM-FM income which came to \$68,200,000 in 1950 (Vol. 8:1).

FCC figures are "anonymous", since Commission never discloses individual

station performance -- but stations occasionally see fit to give out figures, as did Paramount and Balaban & Katz in connection with the current FCC hearing and Sarkes Tarzian in connection with "Business Week" article (see below).

* * * *

Here's breakdown of telecasting's first profitable year:

(1) Networks plus their 15 owned-&-operated stations took in \$132,200,000 of the revenues, accounted for \$12,400,000 of the income. This is "striking gain" -- to use Commission's words -- over network's \$55,500,000 revenues & \$10,000,000 loss in 1950, \$19,300,000 revenues & \$12,100,000 loss in 1949. Furthermore, networks' TV revenues and income surpassed their AM-FM operations for first time; latter produced only \$100,400,000 and \$10,400,000, respectively.

(2) The 93 other stations had \$107,300,000 revenues, \$31,200,000 income -- compared with \$50,400,000 revenues and mere \$800,000 income in 1950, \$15,000,000 revenues and whopping \$13,200,000 loss in 1949.

(3) Of 106 stations reporting, 93 showed profit -- 5 surpassing \$1,500,000, 8 between \$1,000,000-\$1,500,000, 10 between \$600,000-\$1,000,000. Median for the 93 was \$350,000, as against \$129,200 for the 53 profitable stations in 1950. Of the 13 losers in 1951, 8 were in the two 7-station markets -- New York and Los Angeles.

(4) Of the 40 stations in one-station markets, 39 were ahead of the game with average of \$385,000; 19 of 22 in 2-station cities averaged \$257,000; 23 of 24 in 3-station cities \$514,000; all 8 in 4-station cities \$764,000; 4 profitable operations in 7-station cities averaged \$1,307,000, 8 others (2 not reporting) averaging losses of \$538,000.

Those 8 losers in 7-station markets, it should be pointed out, had average income of \$2,414,000, expenses of \$2,952,000. FCC economists question whether such great expenses will necessarily persist, noting that some of the operations are backed by extremely well-heeled organizations with non-broadcast income. These, they speculate, can afford to splurge on TV expenditures for prestige or other reasons, whereas balance sheet is life-and-death matter to broadcast-only operations.

* * * *

Profitable operations in 1951 are disclosed in balance sheets of Paramount's KTLA, Los Angeles, and Balaban & Katz' WBKB, Chicago, but performance of the former shows effects of rough going encountered by non-network station in 7-station market.

KTLA cleared \$122,389 before taxes in 1951 vs. \$373,534 loss in 1950. WBKB, CBS-TV affiliate in 4-station market, netted \$1,227,100 before taxes first 9 months of 1951, \$652,621 in 1950. Chicago station has also paid back, during last 2 years, \$1,554,486 of \$3,172,801 cash advances made by Balaban & Katz since 1941. From the standpoint of operating income-expenses, station is still in red to tune of \$609,883 for the 12 years it's been on air. WBKB is station CBS proposes to buy for \$6,000,-000 if FCC approves merger of ABC and Balaban & Katz' parent UPT.

HOW TO MAKE SMALL-TOWN TV PAY OFF: Everybody knows by now that telecasting is quite a good business in both big and medium-sized towns. Witness the success stories of WTMJ-TV, Milwaukee, and WICU, Erie -- the former related down to its balance sheet in the January Fortune Magazine (digested in our Vol. 8:1), the latter recounted in a speech by owner Edward Lamb (reported in Vol. 7:47).

But can small-town TV station pay off? It certainly can, says 52-year-old Sarkes Tarzian, who in November 1949 put Station WTTV on air in Bloomington, Ind., smallest of all towns with a telecasting outlet (1950 pop. 28,163).

Bloomington is best known as home of Indiana U, has sizable RCA factory, for which Tarzian once worked as engineer, is location of largest of his several TV-radio tuner, tube, rectifier and other component plants which he built since World War II from mere \$40,000 investment to \$10,000,000 annual business, all self-owned.

Armenian-born Sarkes Tarzian worked his way through the U of Pennsylvania, then worked for Atwater Kent, then RCA. He trod where others feared to venture, taking CP for Channel 10 in Bloomington, then on path of neither coaxial nor microwave, actual or projected. And this is how he made a go of it -- a good case example of "How to Make Small-Town TV Pay Off," which is also caption of cover-picture story in

Feb. 23 Business Week, a story he amplified somewhat in speech before TV-radio group in Chicago last week, then filling in further details for us:

First, he couldn't and wouldn't spend the \$300,000 or more on transmitter, studios and related equipment that was regarded as irreducible minimum necessary. He built own transmitter for \$150,000, its power only about 5-kw ERP; studio was an old drug store; talent was drawn from the university and from local schools; staff of his radio station WTTs doubled in brass.

WTTV lost "a little" in 1949-50, grossing about \$100,000. In 1951, gross went to \$200,000, on which small profit was shown. This year it will do \$500,000 or more, and should show good profit. NBC-TV has just upped its rate from \$200 to \$500 an hour, and 1-minute spot rate goes up from \$30 to \$80, reflecting new 27-kw power, an antenna location exceptionally suited to give usable signal over 100-mile radius, taking in Indianapolis, Terre Haute and much more of its rich, populous countryside.

Local sponsorship is basic; revenues from that source went up 800% in 1951. Nor did TV hurt radio -- but the 2 local dailies merged in mid-1951 because of stiff TV-radio competition. Tarzian says it's good rule of thumb that a TV station can be supported in any town that can support a daily newspaper.

He figures there will be 500 stations within 5 years, thinks 10,000,000 TV sets will become normal year's output -- fine prospect for his components business.

Certainly, the small-town TV station has to fight for business, he told his Chicago audience, and WTTV had to go into neighboring towns, including Indianapolis, for it. Network service helps, too, so Tarzian installed own 2-hop microwave from Cincinnati, for which "line service" he now gets paid by the networks.

WTTV is not merely a local station any more; it's really an "area outlet." Few weeks ago, Indianapolis Star devoted 10-page section to WTTV and Tarzian's other operations. And the latest "census" of TV sets-in-use (Vol. 8:9) shows WTTV reaching 142,000 receivers -- 5 times as many sets as there are people in Bloomington!

'SUPER-POWER' UHF STATIONS IN SIGHT: If brute power is the answer to uhf coverage -- and most engineers are satisfied that it's a major factor -- the problem is beautifully in hand. Where transmitter manufacturers talked of uhf in terms of hundreds of watts only 2-3 years ago, they now speak casually of hundreds of kilowatts.

Abundantly clear at IRE convention in New York this week was fact that FCC need only provide the ceiling -- and engineering ingenuity will meet it. Key to problem has been found in the war-developed klystron tube. Consider these facts:

(1) A 12-kw klystron has been "proven out," is heart of transmitter being offered by GE (Vol. 8:5). Russell H. Varian, of Varian Associates, which makes the tube, says it has been operated satisfactorily at 15 kw, sees no great difficulty in reaching 25 kw. Beyond that, he says, "it's a question of getting the power outside of the tube. I think 100 kw may be possible." GE is taking all company can make this year, and Varian believes he'll be able to meet demand.

Varian has no qualms regarding life of tube. He reports, for example, that Bureau of Standards has had 3500 hours of trouble-free service in operation of 4-kw transmitter on 1047 mc at Cheyenne Mountain in Colorado.

(2) New 5-kw klystron was unveiled by Eitel-McCullough, and DuMont immediately announced that it would be incorporated in transmitter to sell for exactly same price as its 5-kw Channel 7-13 vhf unit -- \$69,450 -- available in early 1953.

Eimac's next step is 50-kw klystron, according to J.A. McCullough, who says: "I see no reason to stop in between." DuMont will incorporate 50-kw tube in transmitter "as soon as they give it to us" -- probably during 1953.

* * * *

Each of the 2 companies feels it has advantage over other. Varian points to its removable cathode, replaceable at modest cost, says ceramic construction of Eimac tube should have more testing. Eimac notes that Varian tube is much more expensive, must be tailored to each channel, while 3 of its own cover whole band.

Regardless of claims, fact is that new tubes, with high-gain antennas, already provide means for reaching 100-kw and 200-kw ERP, and point clear road to achieving FCC's expected 1000-kw ceiling.

Detectable signals at considerable distances may be achieved by such high powers, as was pointed out at IRE convention by Bell Labs and Bureau of Standards experts. This has led some to fear that FCC may have to retain freeze while it re-considers station spacing. However, Commission propagation experts say that uhf propagation up to 400 miles or so isn't news; that such signals aren't strong enough to require changes; that allocation is based on actual measurements.

Effect of varying antenna height on uhf propagation, something on which little good experimental evidence is available, will be tested by RCA (Vol. 8:7). Plan is to work with WOR-TV, New York, utilize its tower to locate antennas at various levels -- 200, 400, 600, 800 ft. -- for exact comparisons.

ONE THEATRE-TV PIONEER'S evident disillusionment with medium manifested itself in testimony this week as FCC's Paramount hearing (Vol. 8:3-4, 6-9) finally entered United Paramount Theatres phase which involves license renewal of WBKB, Chicago, proposed sale of station for \$6,000,000 to CBS and planned UPT-ABC merger.

David Wallerstein, v.p.-gen. mgr. of UPT subsidiary Balaban & Katz, testified that company, as result of its consistent theatre-TV losses, plans no more installations—has in fact canceled contracts for 5 or 6 of them.

Of 20 events booked in any of B&K's 5 TV-equipped theatres during 1949-1951, only one showed profit in 2 of 3 theatres carrying it—Robinson-Turpin fight (Vol. 7:38). Biggest loss was total of \$18,475 by 2 theatres on 6 U of Illinois football games in 1950. Other losses ranged from \$45 to \$2890 pcr theatre pcr event.

Wallerstein also noted, incidentally, that audiences reacted unfavorably to televised public-service events such as President's speeches. Some patrons, he said, complained that they go to theatres strictly for entertainment.

Hearing perked up considerably, in both interest and speed, after long Paramount Pictures portion was completed early in week with testimony of Klaus Landsberg, mgr. of KTLA, Los Angeles; he covered station's programming, awards, financing, etc. If hearing continues at same pace, long-awaited testimony on proposed UPT-ABC merger could begin by end of next week. After Landsberg, 5 B&K witnesses were introduced in relatively quick sequence—Elmer C. Upton, secy.-treas.; Arthur A. Goldberg, v.p. and counsel; Wallerstein; John B. Mitchell, WBKB gen. mgr.; John Balaban, president.

Another development, however, may serve to lengthen hearing. After much written and oral argument over last couple weeks, DuMont counsel won right to cross-examine in all phases of hearing. But hearing examiner Leo Resnick cautioned DuMont that it would have to show in each case just how questioning relates to DuMont issues —main one being whether Paramount, through its roughly 25% stockholdings, controls DuMont.

As in Paramount Pictures phase, anti-trust history consumed much of examination. Brunt of questioning was borne by Goldberg, who related details of all B&K anti-trust cases—trade practices that brought them on, court rulings in cases that went to trial, etc.

FCC commissioners played amusing game of "musical chairs" this week, as they moved to new positions behind meeting-room bench to reflect changes in seniority when Comr. Walker became chairman. Next to Walker in seniority, Comr. Hyde was named vice chairman by his colleagues. Ex-Chairman Coy was presented with matched traveling bags as going away gift—and new Comr. Bartley was handed a particularly nasty AM case on which rest of Commission is split 3-3.

Speakers featured at NARTB convention in Chicago's Conrad Hilton Hotel March 30-April 2 include FCC chairman Paul Walker in first address in new role April 2, NPA administrator Henry H. Fowler April 1.

DESPITE FACT NPA'S BAN on home color set production may be regarded as certain to continue, color TV—compatible and incompatible—attracted considerable attention of engineers attending this week's IRE convention in New York. RCA and CBS even went through motions of another round of their old championship bout, but skirmish was generally considered little more than a pillow fight.

Engineers waited in long lines that snaked around Grand Central Palace exhibits in order to see CBS-Remington Rand industrial color demonstration. RCA-CBS fracas was occasioned by fact CBS showed for first time its field-sequential system using RCA tri-color tube. CBS's point was that system isn't necessarily mechanical, isn't wedded to whirling disc.

Color on tri-color tube was quite poor compared with disc-type receiver performance—technicians finally turned set off in demonstration we attended—but CBS's Adrian Murphy didn't attach blame to tube. RCA's reaction to demonstration was issuance of statement by v.p. Dr. C. B. Jolliffe saying that CBS "proves what RCA has been saying for many years—that the mechanical disc is outmoded and obsolete" and that tube doesn't help CBS system's incompatibility.

High point on color during convention, which included number of highly technical papers on subject, was March 4 evening symposium in Waldorf-Astoria featuring NTSC's topkicks: GE's Dr. W. R. G. Baker, Hazeltine's A. V. Loughren, RCA's Dr. E. W. Engstrom, Philco's D. B. Smith.

Dr. Baker's thesis was that NTSC's success in standardizing black-&-white in 1941 is ample proof that NTSC is only proper medium for fixing on color standards. FCC hearing, he said, just isn't effective means for utilizing entire industry's talent.

Loughren again displayed his remarkable knack for describing NTSC system in terms within grasp of laymen. The basic principles: (1) Human eye can't perceive small detail in color; therefore, narrow bandwidth for color suffices. (2) Black-&-white TV has "gaps" into which color information may be fit without disturbing black-&-white pictures. Thus, system is compatible.

Dr. Engstrom reviewed NTSC's field-testing program, pointed out that co-channel and adjacent-channel interference appear no worse than in black-&-white; that networking may be accomplished via narrow-band coaxial or wide-band microwave; that multipath interference appears less troublesome in color than in black-&-white.

Smith's topic was "NTSC and the Public Interest." His points: (1) To be of any use, color stations must be received—hence essentiality of compatibility at beginning. (2) Color system must make good use of spectrum—high resolution, low flicker, adequate brightness, etc.

In post-session question period, Dr. Baker was asked when NTSC would approach FCC with request to set standards on compatible system. "Not until the field tests are done," he said. "I expect that will be late summer or early fall."

Station Accounts: Major movie producer and 2 theatre chains warming up to TV with Loew's Theatres & MGM purchase of *Happy Felton's Knot-Hole Gang* starting April 18 on WOR-TV, N. Y., preceding home games of Brooklyn Dodgers and RKO Theatres' buy of 2 weekly spots on WNBT, N. Y., during late movie series . . . Chevrolet Dealers of N. Y. will sponsor local election returns Nov. 4 on WCBS-TV, N. Y., using 5 five-minute spots inserted one an hour as long as national results are undetermined; agency is Campbell-Ewald . . . Socony-Vacuum Oil Co. (Mobilgas), starting March 11, sponsors *Tommy Henrich Sports Show* on WJZ-TV, New York, Tue. & Thu. 7:15-7:30, thru Compton Adv. . . . Manchester Hosiery Mills (Ironwear nylons) has purchased UA's 15-min. film *The Feminine Angle*, with Ilka Chase, for placement in Boston, Washington, Cleveland, Detroit, thru Bain Adv., Boston . . . National City Bank of N. Y. has purchased *11th Hour Television News* on WNBT, N. Y., Mon.-Wed.-Sun. 11 p.m. . . . Chesterfields to sponsor one-third of Hollywood Stars-Los Angeles Angels games on KHJ-TV, starting April 1 . . . Standard Oil of Ohio has purchased 26 dramatic films from MCA for showing on 7 Ohio-Ind.-Ky. area stations, through Stockton-West-Burkhart Agency, Cleveland . . . WTVJ, Miami, selling partic. in *Clover Club Date*, Mon. midnight-2 a.m. . . . Among other advertisers reported using or preparing to use TV: Coastal Laboratories Inc. (Sul-Spa for Arthritis), thru Chambre Adv. Agency, Miami; St. Mary's Packing Co. (Duncan Hines canned goods), thru Kircher, Helton & Collett Inc., Dayton; Airline Foods Corp., thru Harry B. Cohen Adv. Co., N. Y.; Trailer Coach Mfrs. Assn., thru J. Walter Thompson Co., Chicago; Kindle-Kwik Co. (chemical for kindling camp fires), direct.

Eisenhower backers canceled 3 political telecasts on 40-station NBC-TV network because "there just isn't enough money." National Citizens Committee for Eisenhower had ordered four 15-min. segments on consecutive Thursdays. Sen. Duff (R-Pa.) made first speech in series Feb. 28, at cost to committee of \$16,000 for time. Said committee spokesman: "We ordered the TV time on an 'if' basis—if we came up with the money, but there just isn't enough money at this stage of the game. Money is slow. We also didn't think that buying TV time was justifiable. If we can get people like Sen. Duff on such shows as *Meet the Press*, *Man of the Week* or *America's Town Meeting*, we have the advantage of a guaranteed audience and we don't have to pay for the time." Remaining 3 programs would have cost committee \$48,000. As if in response to recent criticism by Sen. Johnson and others (Vol. 8:7) of networks' policy of charging for political telecasts, CBS-TV announced 2 new special features: (1) *Presidential Timber*, 10:30-11 p.m. Fri., beginning April 4, each week presenting different candidate for presidential nomination; (2) Regular interviews with presidential aspirants every Wednesday on Douglas Edwards' Oldsmobile-sponsored news program, 7:30-7:45 p.m.

Political convention sponsorship code was formalized this week by Democratic and Republican national committees and TV-radio networks. It specifies that the political parties must approve "type of sponsor," timing and length of commercials, that announcement be made at beginning and end of each broadcast period disclaiming endorsement of sponsor's product by political parties, that the national committees receive no revenue from sponsorship.

Session on TV will highlight spring meeting of Assn. of National Advertisers at Hot Springs, Va., March 19-21. Theme of TV discussion March 21 will be "TV's Place in Your Present and Future Planning." Leslie T. Harris, TV-radio director of Colgate-Palmolive-Peet, will lead session.

Personal Notes: James H. Connolly, v.p. for ABC's owned radio stations, promoted to v.p. of San Francisco div., succeeding Gayle Grubb, resigned; Ted Oberfelder, WJZ gen. mgr., director of owned radio stations, succeeded by William M. Materne, account executive . . . Lewis Allen Weiss, ex-Don Lee president & MBS chairman, resigns March 31 as asst. NPA administrator in charge of Office of Civilian Requirements, returns to post of management consultant to Hughes Aircraft Co., Los Angeles, after 4-month vacation in Europe . . . I. E. (Chick) Showerman, Free & Peters TV sales mgr., resigns . . . Harold Fair, program director of WHAS & WHAS-TV, Louisville, and ex-head of NAB program dept., to head TV-radio dept. of Bozell & Jacobs Adv., New York . . . Hendrik Booraem promoted to McCann-Erickson v.p. and TV-radio mgr. of new program development, Alfred J. Scalpone to general executive co-ordinating domestic & overseas TV-radio, Leonard F. Erikson to head of New York TV-radio dept. . . . Donald Fink, editor of *Electronics*, currently in Belgium as consultant to Govt. which has been snarled on question of TV standards—625 lines adopted by most of continental Europe and France's 819 lines . . . Ivar H. Petersen, former NAB labor relations director, now administrative asst. to Sen. Morse (R-Ore.), nominated by President Truman as member of National Labor Relations Board . . . George Mathiesen, technical director, named production mgr. of KPIX, San Francisco . . . Walter E. Myers, ex-radio sales, heads NBC's new TV-radio political sales div. . . . Luellen L. Stearns appointed eastern div. TV sales mgr. in NBC's Spot Sales dept.; he's ex-CBS . . . Hamilton Young promoted to NBC budget director . . . Ted Cott, gen. mgr. of WNBT & WNEC, elected NBC v.p.

Honoring Dr. Lee de Forest as he marks 50th anniversary in radio and 45th anniversary of his invention of 3-element vacuum tube, imposing list of guests will attend April 8 testimonial dinner at Waldorf-Astoria. Included: former President Herbert Hoover; Charles A. Edison, former governor of New Jersey, former Navy Secretary, son of inventor Thomas Edison; Rear Adm. Ellery W. Stone, American Cable & Radio president; Brig. Gen. David Sarnoff, RCA chairman; Col. Sosthenes Behn, IT&T chairman; Walter Marshall, Western Union president; Dr. Mervin J. Kelly, Bell Labs president. Dinner is under all-industry auspices: The de Forest Pioneers, AIEE, ARRL, IRE, NARTB, RTMA, SMPTE, Veteran Wireless Operators Assn.

"Tele-Cue" as rival to TelePrompter (Vol. 8:4), to ease TV performers' job of memorizing lines, is latest device offered by Telechrome, Amityville, N. Y. Displayed at IRE convention this week, system comprises number of slave receivers which are fed actors' lines from simple scanner. President J. R. Popkin-Clurman claims number of advantages over TelePrompter, including fact that single operator can handle all units simultaneously and that single small card can feed all units. Telechrome now also offers complete color generating equipment for \$20,000.

TV-radio networks may be co-defendants in civil anti-trust suit against boxing promoters aimed at eliminating "restraints of trade in the promotion and broadcasting of championship bouts," it was hinted in New York by Justice Dept. officials. Govt. is expected to file suit next week on recommendation of Federal grand jury, following 5-month investigation of prize-fight business.

That Bell Labs film scanner (Vol. 7:27), described in July *Electronics* as producing pictures "very, very good—better than anything on the air today anywhere," appears to be getting hotter by the minute. NBC-TV is reported to have ordered several from Bell, and number of other stations are eager to get hands on units.

NEW CONSTRUCTION projects are now getting NPA go-ahead. But they'll get no steel, copper or aluminum until third quarter, for NPA isn't giving out materials in first or second quarter for projects which aren't already under way (Vol. 8:9). The new jobs now being approved are those in areas hit hardest by unemployment due to building restrictions—New York, Washington, Boston, Portland-Seattle, Los Angeles, San Francisco. Approvals are being granted early so builders can dig foundations, place materials orders, make firm plans to start actual building in July. New starts in all other areas are expected to get approval in time to begin construction in third quarter.

TV-radio station builders will get better break as result of this week's revision of basic NPA construction order (CMP Reg. 6). New order permits unrestricted use of foreign and used steel to supplement regular allotments. Although foreign steel generally sells at premium, this new provision may help ease station construction's biggest bottleneck—towers (Vol. 8:5).

There was aid for community antenna builders, too. They received their long-sought reclassification from "commercial" to "industrial" construction category, giving them equal status with broadcasters. This will result in bigger allotments as well as increase in amounts of materials they're permitted to self-authorize without applying to NPA—25 tons of steel, 2000 lbs. of copper, 1000 lbs. of aluminum, up from 5 tons of steel and 200 lbs. of copper.

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NBC went to "court" March 7 to appeal 2-time rejection of its application for materials to begin construction of Burbank, Cal., TV studios in second quarter (Vol. 8:9). Appearing before 3-man NPA appeals board headed by T. Munford Boyd, financial v.p. J. V. Heffernan pleaded that rules against new construction starts would put NBC in competitive position inferior to CBS, whose Los Angeles "Television City" has received materials allotments and is scheduled to begin telecasting activities in October (Vol. 7:40, 51, 8:9). If appeal is denied, he said, ultimate result might be to "completely reverse the competitive situation

MOVIES AND TV still aren't "going steady," by any means, despite the neighbors' observations that they'd make such a nice couple. They did cast a few flirtatious glances at each other this week, but their battles—which can hardly be classed as lovers' quarrels—continued as bitterly as ever. These things happened this week:

MGM, the studio which probably has displayed the least fondness for TV, and Loew's Theatres have signed to sponsor *Happy Felton's Knot-Hole Gang*, half-hour kid baseball series to precede each of the 77 Brooklyn Dodgers games from Ebbets Field over WOR-TV. Dodgers president Walter O'Malley, who made the announcement, called move "a significant association between TV, the movie industry and baseball." He added: "The impact of this popular pre-game program will be studied to determine if these groups can co-ordinate their future plans to bring at least a portion of the big games to theatre-TV screens."

Meanwhile, Paramount Pictures let it be known it was extremely pleased with results of TV guest appearances of players in DeMille film, *The Greatest Show on Earth*. "Never before," said a Paramount spokesman, "has the tremendous publicity and exploitation potential of TV been realized to such an extent and with such telling effect." And RKO Theatres, New York, is now buying spots twice weekly in WNBT's late evening film program.

The bouquets weren't all one-sided, either. CBS-TV's Edward R. Murrow will take his *See It Now* cameras to Sam Goldwyn studios next week to film 12-minute documentary on the movie industry. They'll spend full week

in the industry and cause NBC to lose its current position of leadership."

Surprise witness at hearing was NPA asst. administrator Lewis Allen Weiss, ex-Mutual chairman and Don Lee director. Describing his role as "friend of the court," Weiss made strong case for TV-radio's essentiality in time of emergency, urged board not to "get the impression that the [Industrial Expansion] Division's rules represent the thinking of the defense leadership." Govt., he said, "recognizes the essentiality of TV and radio in the same category with newspapers . . . The considerations in this case must be beyond the ordinary considerations which motivate action on construction appeals."

Heffernan told board that CBS will have 5 Hollywood studios by October, ABC now has 5, while NBC, "which supplies 25% more hours of network programs" than CBS, has but 2. NBC and CBS each has 16 New York TV studios, he said in reply to question from board. If CBS has more and better Hollywood studio facilities than NBC next fall, he argued, it will be able to snag more top stars and shows, and perhaps permanently injure NBC's position in industry. But he said if NBC is permitted to start building in second quarter its studios can be completed by October.

CBS began construction of its "elaborate Television City" before broadcast stations were put under controls, and therefore has been permitted to continue construction, Heffernan said. He added that NBC originally had plans for similar big TV center but postponed them and designed far more austere building in order to conserve materials.

While "conservation has been the keystone" of NBC's "stripped-down plant," said Heffernan, "the CBS project has been permitted to continue on almost the same scale as if there had been no national emergency." For the Burbank studios, he said, "NBC has asked just 5.7% of the steel, 17.4% of the copper and 1.8% of the aluminum which CBS has requested . . . CBS has received over 97% of the entire structural steel allotment to radio and TV projects for the first quarter of 1952." Decision of appeals board is expected in 2-3 weeks.

there, interview Goldwyn before camera, film "inside story" of workings of big studio.

That's the Sweetness-&-Light Dept. On the other side, March 5 *Variety* reports film exhibitors have suddenly stopped talking about boycotting pictures made by producers who are selling to TV—and started boycotting them. Many independent exhibitors, reports the show business journal, have ordered their buyers and bookers not to touch films made by such "guilty" producers as Republic, Monogram, Pine-Thomas, Edward Small, J. Arthur Rank, Alexander Korda.

Chairman Matty Fox of Motion Pictures for TV Inc. this week reported negotiations with RKO for TV use of its entire library of some 650 features had fallen through. Trade reports said he had offered something over \$14,000,-000. No other major studios are interested either, he said.

This week also saw formation of new TV film syndicating organization, by Pathe Industries Inc., owner of Eagle Lion studios. New subsidiary, Pathe TV Corp., has initial 2-year budget of \$6,250,000 to finance and distribute products of established TV film producers. Parent company owns one of largest independent film processing laboratories in country. Bruce Eells, ex-Young & Rubicam, who has headed his own transcription firm for last 5 years, will head new operation.

Bing Crosby Enterprises became largest TV film producer this week with closing of deal to make 208 half-hour films for more than \$4,000,000. New producing outfit, Lancer Productions, headed by v.p. Basil Grillo, has been formed to handle the 4 series of 52 films each.

YEAR'S SLOW START—IS SEASON THE REASON? Is a "normal" seasonal pattern finally emerging for the TV trade, or will current "softness" be with us for some time? Industry's pundits won't stick necks out on this one, but whatever the answer --

Retail TV sales took big dive in January, as revealed by latest figures from Dun & Bradstreet. Dealers sold 377,000 sets in entire month -- smallest amount for any month since first retail sales report (as of Aug. 31, 1951), and 283,000 below December's 660,000 (Vol. 8:6).

Perhaps even more significant, January was first time in survey's 7-month history when TV production outran sales. RTMA estimates 404,933 sets were built in January -- about 28,000 more than Dun & Bradstreet says were sold that month.

But inventories didn't increase in January, industry statisticians say; paradoxically, there seems to have been downward movement. While industry went into 1952 with more than 1,500,000 TVs in all trade pipelines (Vol. 8:6), RTMA and Dun & Bradstreet figures indicate total inventory was somewhat less at end of January.

Dealer inventories totaled 650-800,000 -- same figure given for December. RTMA's estimate of distributor inventories, however, dipped to lowest point in 12 months -- 485,342 -- from 600,346 at end of December. End-of-January factory inventories were reported at 205,663 (Vol. 8:6) vs. 206,741 for December. Thus all-trade inventory was somewhere between 1,340,000 and 1,500,000 as of end of January.

TV isn't suffering saturation ills any more than radio. Dun & Bradstreet reports January radio sales at 471,000 -- just a shadow of December's 1,192,000.

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Business is "good", say manufacturers, though last fall's favorite pastime of forecasting set shortages (Vol. 7:42) has gone out of style.

Promised easing of materials supplies in last half of 1952 may be partly responsible for lack of shortage talk. But there are also these sobering facts:

(1) There's still big cushion of inventories. (2) Freeze-end will bring no new demand for sets in first half of this year; in second half it may amount to some 130,000 (Vol. 8:8) -- a drop in the bucket compared to present inventories.

Limiting factor in TV production today is demand -- not materials. While current 100,000-a-week output rate has been made possible by conservation, there are no reports of any set makers being forced to the wall by materials limitations.

NPA is good barometer of TV-radio trade. Despite stingy materials rations in first quarter -- now two-thirds over -- Electronics Div. has received virtually no complaints from TV-radio makers, or requests for supplemental allotments.

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The Dun & Bradstreet report for January broke down the 377,000 TV dealer sales into 188,000 table models, 189,000 others. Of the 650-800,000 inventory, some 250-300,000 were table models, 400-500,000 others, unchanged from December.

Estimate of January radio sales was 394,000 home radios, 77,000 portables -- compared to December's 1,017,000 home, 175,000 portable. Radio inventories were unchanged at 1-1,200,000 home sets, 200-250,000 portables. RTMA reported that end-of-January distributor inventory of radios rose to 804,205 from 677,209 in December.

TV production for week ended Feb. 29 was 102,216 units (2636 private label), continuing slow but steady increase during February. The previous week saw 100,846 units produced, Feb. 15 week 98,522, Feb. 8 week 97,130. Factory inventory dropped to 202,938 from 208,669 preceding week.

Radio output for Feb. 29 week was 208,842 (83,804 private brand), highest unit production for any week this year -- up from 189,321 for week ended Feb. 22. Factory inventory of radios was 278,962, down from 324,092. Week's radios were 77,367 home sets, 37,886 clock, 21,283 portable, 72,306 auto.

Topics & Trends of TV Trade: Completely printed TV circuits are not only possible but now promise savings in costs, scarce materials, components and assembly labor. That's thesis of Sylvania physics laboratories engineers W. H. Hannahs and N. Stein, presented in paper before IRE meeting in New York this week describing method of printing complete TV circuits by combining techniques of etching and silk screening. Coils and connectors are etched, resistors and capacitors silk screened. Tube sockets and shields are assembled in single solder dipping operation. Each stage of circuit is printed separately, and adjacent stages interlock with each other, requiring no wire for interstage connections.

Several manufacturers displayed 27-in. rectangular tubes at IRE convention this week, but only Rauland (Zenith) gave indication of when production would begin. Rauland's metal-cone electrostatic-focus 27AP4 (Vol. 8:3) should be in production in about 2 months, company officials said. Other manufacturers' 27-in. tubes used Corning's all-glass bulbs. Thomas Electronics displayed tube, announced it would make 2 types, both magnetic focus—27CP4 with short-radius neck and 27BP4 with long-radius neck. Sheldon also showed glass 27-in., and Hytron indicated it had built several but its plans were indefinite.

Scott Radio Laboratories' production is running 6-10,000 TV sets a month, about 25% under a year ago, according to letter to shareholders from president John S. Meek. Approximately 80% is private-label (40% a year ago), some 7500 private-label having been produced in first 7 weeks of 1952. Customers include Allied Stores Corp., National Dept. Stores Corp. and Hudson-Ross Inc. Under new contract, Sears Roebuck's sets will also be made by Scott, which is replacing Tele-tone as supplier. Company netted \$47,091 on sales of \$1,074,197 from time of its merger with John Meek Industries Nov. 19, 1951 to Dec. 31. This year, January operations were at break-even point, February showed about \$30,000 profit.

Picture tube sales by RTMA members in January totaled 340,192, worth \$7,691,858, compared with December's 371,751, valued at \$8,213,251 and January 1951's 580,317, valued at \$16,272,654. Of January 1952 sales, 98% were rectangular, 16-in. & up. Receiving tube sales in January totaled 26,736,695, valued at \$18,895,527, down substantially from 37,042,303 same 1951 month. Of total, 15,763,221 were shipped for new sets, 6,338,157 replacement, 3,309,025 Govt., 1,426,292 export.

Two electronics firms changed hands this week—Sherold Crystal div. of Espy Mfg. Co. sold to Standard Coil for \$250,000; Arcturus Electronics Corp., Newark CR tube manufacturer, to group headed by Trevor Gardner and Alden Acker, president and v.p. of Hycon Mfg. Co., Pasadena, Cal. Crystal plant is located in Kansas City, Kan., and will be sixth plant operated by Standard, in addition to 2 others operated by a subsidiary.

Govt. orders reported in 1951 by RTMA members totaled \$789,753,260, increase of 165% over 1950's \$298,381,350, with this breakdown: radar \$61,359,561, communications \$257,309,384, navigational aids \$42,178,700, sonar \$22,260,689, lab & test gear \$4,766,153, crystals \$1,878,773.

Canadian RTMA reports 4859 TVs sold in January with list value of \$2,464,302. Majority of sales were in Windsor area (36.9% of total) and Toronto-Hamilton area (38.3%); Niagara Peninsula took 18%, with remaining 6.8% going to other areas. Jan. 31 inventory was 12,932.

RCA will try to cash in on its long years of identification with TV-radio when it launches spring advertising campaign for room air conditioner with slogan: "Tune in perfect weather with an RCA room air conditioner." Ads in national magazines and 15 Southern papers are planned.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for Jan. 11-Feb. 10: Joseph B. Hall bought 100 Aveo, holds 500; R. S. Pruitt sold 500 Avco pfd., holds 31,420 common, 281 pfd.; Charles Hummel sold 100 Bendix, holds 100; Harry Cohn gave 988 Columbia Pictures as gift (Dec.), received dividend of 3079 (Dec.), holds 125,278 common, 400 pfd.; William C. Decker gave 16 Corning Glass as gift, sold 1000, holds 5280; John H. Briggs bought 3000 Gabriel, holds 24,988 common, 2750 pfd.; Gardiner G. Greene sold 3000 Gabriel, holds 19,833; Laurence B. Dodds bought 100 Hazeltine, holds 100; William B. Hurlbut sold 600 Monogram, holds 2429; G. R. MacDonald gave 2020 Motorola as gift (Dec.), holds 3150; Adolphe A. Juviler sold 78,106 Olympic (Dec.), holds 15,000; Percy L. Schoenen sold 19,005 Olympic (Dec.), holds 5000; Barney Balaban gave 1500 Paramount Pictures as gift, holds 28,500; Thomas A. Kennally sold 1832 Philco, holds 18,102; Harry G. Sparks gave 104 Sparks-Withington pfd. as gift, holds 360; James O. Burke gave 2000 Standard Coil as gift, holds 337,660; Glen E. Swanson gave 6000 Standard Coil as gift, holds 408,210; H. W. Zimmer gave 100 Sylvania as gift (Dec.), holds 3919; E. Finley Carter sold 400 Sylvania, holds 764.

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Canadian Admiral reports net earnings of \$217,099 (75¢ a share) in 1951, despite record sales of \$5,349,660, compared with \$308,163 (\$1.07) on sales of \$4,971,958 in 1950. President Vincent Barreca's annual message to stockholders blamed higher corporate income taxes for drop in profits.

General Electric reports net income of \$138,116,527 (\$4.79 a share) on sales of \$2,319,348,000 in 1951, a decline in earnings of 20% from \$173,423,702 (\$6.01) on sales of \$1,960,429,446 in 1950.

Arvin reports net earnings of \$2,691,063 (\$3.02 a share) on sales of \$63,997,212 in 1951 compared with preceding year's \$3,605,126 (\$4.04) on sales of \$53,684,138.

Aerovox reports net income of \$783,606 (\$1.12 a share) on sales of \$22,594,370 in 1951 vs. \$1,753,172 (\$2.53) on sales of \$23,751,172 in 1950.

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Trade Personals: Robert C. Wallace appointed Zenith merchandise mgr., continues handling govt. contracts . . . D. B. Blatz named mgr. of business management for Crosley, succeeding L. M. Salisbury, recently appointed controller of Crosley Distributing Corp. . . . Louis H. Niemann, ex-Sylvania, onetime NPA Electronics Div. official, now eastern sales mgr. and Washington representative, Hytron Div., CBS . . . John W. Bullock becomes Hallicrafters eastern sales mgr., succeeded as Hallicrafters-Chicago mgr. by Ernst Riehl; Jack Frohlich appointed western sales mgr. . . . Robert M. Fichter appointed consumer products sales promotion mgr. of Westinghouse . . . John C. Helies named gen. mgr. of GE appliance control dept., Morrison, Ill. . . . Herbert Barnett, executive v.p. of General Precision Laboratory, given new post of asst. to president of parent company, General Precision Equipment Corp. . . . John P. Gleason promoted to eastern sales mgr., Industrial and Electronic Div., American Structural Products (Owens-Illinois Glass Co.) . . . Caywood C. Cooley named Jerrold sales mgr.; Carl W. Schmelzle, asst. sales mgr. . . . D. W. (Winnie) May, ex-Hoffman eastern mgr., new gen. mgr. of Fada metropolitan div. . . . C. J. Tresslar, ex-Electric Supply Corp., Chicago, appointed Midwest sales mgr. of Tele King . . . James G. Flynn Jr., mgr. of Dallas manufacturing div., Collins Radio, named director of aviation & commercial sales div. . . . Rear Admiral Kenneth H. Noble (USN ret.) joins Reeves Instrument Corp., Claude Neon Inc. subsidiary, as military technical advisor.

Telecasting Notes: The 4 TV networks now offer total of 230 hours of programming a week. NBC v.p. Joseph Heffernan, arguing before NPA appeals board for materials to build Hollywood studios (see p. 7), gave this breakdown of hours of network programming for week of February 3, 1952: NBC 85½ hours, CBS 68½, ABC 48½, DuMont 27½. As indication of TV's growth, he pointed out NBC-TV programmed 34 hours in typical 1950 week, 56 in 1951 . . . New TV-radio survey, Nielsen Coverage Service, has been announced by A. C. Nielsen Co., to include measurement of station and network audiences, frequency of listening, composition of audiences, etc., based on "entirely new and improved research technique"; first contract for new service placed by NBC for figure reputedly near \$250,000 for one-shot survey . . . NBC and *Life Magazine* team up to schedule more than 70 TV-radio programs covering New York's school system, tentatively set to start March 16 on WNBT & WNBC . . . Intense coverage of New Hampshire presidential primary by NBC-TV and CBS-TV, via films made by camera crews accompanying candidates stumping State and telecasts of other candidates' spokesmen, climax with special programs covering results late March 11; heavy snows forced NBC-TV to abandon plans for live pickups via 3-hop Manchester-Boston mobile microwave relay . . . Blacklist of Reds in TV-radio and movie industries is urged in U. S. Chamber of Commerce report, *Communism: Where Do We Stand Today?* . . . WXEL will carry Cleveland Indians' home games for third consecutive season . . . Best TV program on BBC, according to *London Daily Mail* poll, is British version of American *What's My Line?* . . . Big assist from TV helped make his recent personal appearance tour a success, says cowboy star Gene Autry; in areas where his TV film series had been shown, he said, attendance at his traveling show was at least 50% greater than in other towns . . . TV caught impact of threatened suicide in Cincinnati March 4 as Robert M. Jones, 26-year-old Army veteran, teetered on 47th-floor ledge of Carew Tower. WLWT and WCPO-TV covered for 2 hours from Carew Tower windows and adjoining observation platform until Jones was coaxed to safety.

TV standards with more lines and greater bandwidth were advocated for uhf at IRE color symposium this week by member of audience who asked panel why such standards aren't being pushed. Hazeltine research v.p. Arthur Loughren answered: "Above 525 lines and 6 mc, you get into diminishing returns very rapidly. In my opinion, the French are wasting their time with 819 lines. It just isn't worth it. If we fully utilized the bandwidth we have now, you'd see a tremendous improvement."

Three new subscribers to TV Code this week bring total to 85 of nation's 108 TV stations; 78 of Code subscribers are NARTB members. NARTB-TV membership rose to 87 stations (plus the 4 networks) with application of WLTV, Atlanta, and KDYL-TV, Salt Lake City. WMAL-TV, Washington, is expected to become 88th.

Copies of FCC's 'Freeze Report'

Each subscriber to the full services of *Television Digest* will receive one copy of printed full text of FCC's *TV Allocation Report* ending the freeze, including city-by-city channel tables, and full text of Rules & Regulations and Procedures. We'll print them simultaneously with release by FCC, now expected in latter March but quite likely to be further delayed. Commission says document will run about 600 single-spaced mimeo pages, which means 200 or more pages of our supplement format. Preprint orders for extra copies are now being taken at \$5 each.

Can uhf succeed in market served by 4 vhf? Washington's WGMS, which made FM operation pay (in connection with daytime AM) by stressing classical music, thinks so. M. Robert Rogers, v.p.-gen. mgr., announced station's intention to file for uhf after freeze-end, feels it can match its FM success in uhf. On other hand, gen. mgr. Ben Strouse of go-getting WWDC (Mutual) & WWDC-FM (transit radio), says he probably won't apply. "Even using our existing properties, it would cost about \$400,000 to set up a TV station," said Mr. Strouse, "and I can think of better ways to invest \$400,000 than in a uhf channel in a city so close to saturation, where all network programs are available on vhf." WGMS announcement marks first venture into uhf in such a sizable well-served market by a firm without the huge resources of a company like Westinghouse (applicant for Channel 17 in Philadelphia which has 3 vhf stations; see Vol. 8:8).

Another example of AMs' pooling resources to get into TV is formation of TV Colorado Inc., by stations KVOR, Colorado Springs, & KGHF, Pueblo, to apply for station to serve both cities. Joint venture proposes studios in both cities, 41 miles apart, linked by microwave. Firm plans to file within week, proposes 200-kw ERP, antenna atop 9000-ft. Cheyenne Mountain, Colorado Springs. KVOR president James D. Russell and KGHF president Gifford Phillips are directors of new corporation, which says it hopes to be on air by end of year as Colorado's first TV station. Firm hasn't specified which channel it will request, but it's expected to ask for 12, since KRDO, another Colorado Springs AM station, is on file for Channel 10, the other vhf channel tentatively assigned to Colorado Springs.

Five applications filed with FCC this week brought total pending to 509, of which 33 are uhf. Applicants: WEAR, Pensacola, Fla. seeking Channel No. 3; KCOM, Sioux City, Ia., No. 4; WAIM, Anderson, S. C., No. 58; KOVO, Provo, Utah, No. 9; WNAM, Neenah, Wis., No. 42. [For further details, see *TV Addenda 14-H* herewith; for listing of all applications to date, see *TV Factbook No. 14 and Addenda*.]

Another approach to satellites: Carl Smith, engineering v.p. of WHK, Cleveland, who developed circular polarization for FM, suggests same treatment for TV transmissions—permitting booster station to rebroadcast master station's signal, on same channel, so polarized as to preclude interference between the 2 signals. Proposal for Lawrenceburg, Tenn., advanced by John H. DeWitt of WSM-TV, Nashville (Vol. 7:50), provides that booster's emission be vertically polarized while WSM-TV's signal remains horizontally polarized.

Summer TV advertising wins 46,000 extra customers per month for average brand in New York area, NBC reports, citing these results of survey: (1) In January, 31 TV-advertised brands outsold non-advertised brands by 20%. In August, advertised brands outsold others by 37%. (2) In January, 16 advertised brands, which discontinued TV ads in summer, outsold non-advertised by 14%. But in August, the 16 outsold others by only 10%. (3) 94.8% of TV homes have at least one viewer available in average summer week. (4) TV viewing averages 76 minutes per day in August, 73 in January.

New low-cost uhf transmitting antenna was introduced by Workshop Associates, div. of Gabriel Co., 135 Crescent Rd., Needham, Mass., at IRE convention. While no price is given, manufacturer claims design cuts costs by providing extremely high gain while requiring only standard structural members for tower. Light-weight antenna is made entirely of aluminum, is said by Gabriel v.p. Gardner R. Greene to be adjustable "for the very smallest station [or for] highest power and greatest coverage."

MARTIN CODEL'S

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UHF SETS ON TAP, AWAITING STATIONS: TV set makers' preparedness for uhf production appears quite complete -- probably as complete as it can be, considering fact there is still no uhf market and no one knows how uhf demand will develop.

Results of our survey of top producers makes it clear they're ready. Matter of fact, several have already produced uhf units and tried to market them -- without success. Though responses summarized below give good sample of plans, you'll note that some of the heavier producers refrained from answering -- obviously hoping to get jump on competitors when uhf breaks. GE's Dr. W.R.G. Baker put it this way:

"I'm just not going to tell you. And I think you'll find some of the others feel the same way. I believe that's a good sign, too."

RCA disclosed latest uhf plans few weeks ago (Vol. 8:7), and other large outfits have given out varying amounts of information in last year or two. But such companies as Admiral, Philco, GE and Emerson won't say whether plans have changed -- or whether they're simply playing the situation by ear.

Competitive situation makes it clear that most of next summer's new models (for autumn market) will have uhf as optional feature, and some may even include it arbitrarily from scratch -- with "nothing more to buy" promotion -- depending on how imminent stations seem to be and how much publicity has developed.

Since many manufacturers don't make their own tuners, it's presumed their uhf plans are predicated on offerings of the tuner makers, such as Standard Coil (Vol. 8:9), Sarkes Tarzian (Vol. 7:40), Mallory (Vol. 7:45). In Admiral's case, for example, it's expected that Standard Coil's tuner will be employed, since it has been Standard's biggest customer. Of the 23 set manufacturers whom we queried, 13 replied. Following is a digest of their responses (in addition to GE & RCA):

* * * *

BELMONT (W.L. Dunn, v.p.): All-channel uhf tuner now in limited production, to be included in combination vhf-uhf sets "very shortly". Combination set to cost about \$30 more than vhf-only. Tuner to cost \$39.95 when installed in sets now in hands of public. All sets since January 1950 have room for tuner. Mr. Dunn added:

"It is our opinion that while the uhf stations actually going on the air in 1952 will be limited in number, the announcement of the green light for uhf will necessitate almost as complete an inclusion of uhf in TV receivers as though all uhf channels in present TV markets were currently operating. The end of the freeze will receive the greatest possible publicity, and we do not see how dealers can possibly sell vhf receivers to a public thoroughly alerted to the imminence of uhf."

BENDIX (W.A. Mara, gen. mgr.): "The replaceable strip uhf tuner that we are presently studying offers satisfactory answer to our problem... Combination uhf-vhf sets will be included in our plans just as soon as tuner manufacturers present acceptable units to us." No plans for converters at the moment.

CROSLEY (J.W. Craig, v.p.): Planning to offer continuous and single-channel converters (Vol. 7:15) "in advance of actual transmissions," continuous-type running

\$50 or under. Combination vhf-uhf also planned, prices not yet determined. "We believe that uhf TV has grown, and converters and vhf-uhf receivers will be available to the public when uhf TV transmitters are on the air."

HALLICRAFTERS (R.W. Durst, executive v.p.): Converters -- continuous, strip inserts, single-channel, "depending on our distributors and what they prefer insofar as their localities are concerned" -- to be offered at \$40-\$50, in advance of actual transmissions. Combination sets, at some \$50 more than vhf-only, to be marketed "but not until there are enough stations to warrant the additional cost."

"It is felt that uhf will be developed very slowly during 1952, possibly not more than 10 stations, but will gain tremendous momentum during early 1953."

HOFFMAN (H.L. Hoffman, president): Will use uhf strip inserts for present sets, which contain Standard Coil tuners. Will produce combination sets, but not certain about converters. Prices still to be determined. Wrote Mr. Hoffman:

"I personally think that uhf has a good chance of getting started in markets that are not now being served by vhf, but I believe a broadcaster would think twice before he invited a situation where his competitor had a ready-made circulation for his advertising and he had to develop it the hard way."

"There is certainly the possibility that the controversy over the vhf channels in markets such as Portland and Denver will be so intense that uhf could slip in and get started before the vhf channels were assigned, particularly if they were in a position to tie in with the microwave or cable."

MAGNAVOX (Richard A. O'Connor, chairman): Will use continuous tuner, produce combination sets. Converter, not yet priced, can be attached externally to all Magnavox sets, installed internally in sets produced since last fall. Cost of vhf-uhf set, compared with vhf-only, is \$13-\$15 more at factory, to be reduced to roughly half that in next 6-8 months.

MOTOROLA (Robert W. Galvin, executive v.p.): Now building continuous uhf tuner, listing at \$40 extra when installed at factory, \$49.95 when sold in own cabinet for attachment to set. Future vhf-uhf sets to run \$25-\$40 above vhf-only. Tuners have been offered to trade -- no takers yet.

SCOTT (John Meck, president): Plans to offer uhf strips for that portion of sets already sold containing Standard Coil tuner. For others, single-channel converter will be offered. When uhf transmissions begin, built-in uhf will be made optional. Separate uhf converter also to be marketed. Combination set to run "minimum of \$50" more than vhf-only. Said Mr. Meck:

"It would be very, very helpful if FCC would set a conservative target date for breaking loose the uhf situation and then make a real effort to live up to it."

* * * *

SYLVANIA (J.K. McDonough, gen. sales mgr.): Combination sets, using continuous tuner, to be available this month at \$50 above vhf-only, but "differential will rapidly narrow down to something like \$20-\$30." Separate converter, also to be available this month, will run \$44.95. Mr. McDonough thinks that:

"Just as soon as the final allocation plan is announced, tremendous interest will develop in uhf, particularly in those areas now considered to be fringes for vhf which will then be able to receive one or more uhf channels on a converter.

"It is unlikely that there will be any substantial number of additional stations on the air before this time next year. However, we think that, when uhf broadcasting facilities are made available, the demand for sets which can be readily converted to uhf inside the set will be almost immediate."

TELE KING (Harvey L. Pokrass, president): Planning converters, design not yet frozen, probably continuous tuning; also, combination sets. Production dates not fixed, but "somewhat in advance of actual transmissions."

WESTINGHOUSE (F.M. Sloan, gen. mgr.): Sets produced since January have provision for plugging in 2 uhf channels. Preceding production "for some time" has had provision for addition of continuous tuner. Prices not yet established, but combination will probably run \$50 more than vhf-only. "We shall be well prepared to supply uhf sets and/or facilities at such time as uhf stations begin to broadcast. We don't expect more than a handful of uhf stations to be on air before year's end."

Clue to other manufacturers' plans may be found in devices they exhibited at IRE convention last week: GE -- continuous tuner calibrated both in megacycles and from 0 to 100. Zenith--turret tuner with replaceable strips, as before. DuMont--continuous tuner, with and without its own cabinet.

No manufacturer reports any plans for uhf-only sets. And none appears too worried about uhf antennas and installation problems, feeling that normal servicing channels will prove adequate. Many also point out that their converters may be attached by any set owner with a screw-driver.

ANTI-TRUST CASE SEEN LONG-DRAWN-OUT: Still puzzled, the TV-radio-electronics firms served with subpoenas duces tecum to appear before Federal grand jury in New York May 12, in obvious effort to pin anti-trust conspiracy charges on them in relation to color, FM and patents, are huddling with counsel these days trying to figure out how to comply with Dept. of Justice's sweeping demands.

"Mining operation," is how head of one company rather bitterly styled govt. attorneys' curious foray, as he contemplated demand for records and documents dating back to 1934 -- when several of cited firms were scarcely in swaddling clothes. It will take "vanloads of documents," said another, to comply with letter of all-inclusive subpoenas (for full text of subpoena, see our Supplement No. 77).

While most are agreed proceeding is pretty much a fishing expedition -- all annoyed and some quite angered because it requires so much work and expense at time when their main preoccupation is defense production -- calmer heads have decided to consult with govt. attorneys with view to agreeing on what one called "a reasonable means of cutting down such an impossible workload."

Some counsel have called on Melville C. Williams, special asst. to Attorney General, in charge of New York office, and have asked that requirements for data be pared down--particularly since so much of it is in storage or destroyed. What kind of reception they got, they're not saying.

But consensus seems to be that May 12 session of grand jury can do little more than accept appearances of "defendants" and take over their documents; that it will take months, possibly years, to analyze the data and arrive at any conclusions; that counsel fees will run into hundreds of thousands of dollars, perhaps millions, to say nothing of endless executive-&-staff man-hours consumed.

One opined such an investigation as subpoena implies could take 5-10 years. All stoutly maintain there has been no wrongdoing -- no "conspiracy" to thwart FCC's will on color, to hold back FM, or to mulct either industry or public by way of patent royalties. In final analysis, nobody's going to "win", is general opinion.

"The whole proceeding simply means a prodigious waste of time," said head of one of the smaller companies involved. He said he was going to urge his counsel to move in court to delimit scope of his subpoena "in view of its dragnet nature." He also thought appeal might be made to the defense agencies on plea that executive, legal and staff manpower is much more urgently needed on problems of electronics production for defense.

* * * *

Veritable iron curtain of silence drawn around case by Dept. of Justice is so tight that it won't even reveal list of companies served with subpoenas. We've been able to confirm that, in addition to RTMA and the 12 companies we've already listed (Vol. 8:9), Crosley, IT&T (Capehart-Farnsworth, Federal, et al) and Raytheon (Belmont) have also been served. There may be a few others, but not many.

Besides Mr. Williams, in New York, we've learned that Asst. Attorney General H. Graham Morison, in charge of anti-trust div., has detailed Marcus Hollibaugh, of Washington staff, to the case.

The suspicion persists, is voiced quite readily, that ex-FCC chairman Coy exerted strong influence in getting inquiry started, miffed at industry's refusal to accept Commission's color edict; that Maj. Armstrong, inventor of FM, long charging gangup against FM, may have been one of complainants; also, that CBS may have asked Dept. of Justice to act, still nursing hope its color system can win favor.

CBS-Columbia is one of those subpoenaed, however, is subject to just as

heavy a workload and legal fees as most of the others -- heavier, possibly, because broad scope of subpoenas indicates exhaustive inquiry into broadcasting-telecasting operations of CBS as well as NBC (RCA), DuMont, Crosley, GE, Philco, Westinghouse.

* * * *

Fifteen out of the 100 or more TV-radio manufacturers of U.S., plus RTMA, are thus definitely known to have been served with subpoenas, namely: Admiral, CBS-Columbia, Crosley, DuMont, Emerson, General Electric, Hazeltine, IT&T (Capehart-Farnsworth, Federal, et al), Motorola, Philco, Raytheon (Belmont), RCA, Sylvania, Westinghouse, Zenith.

These include all the biggest TV-radio set producers. But they also include some (like Belmont, Capehart, CBS-Columbia, Raytheon) that don't rank as high in TV-radio output as some companies that weren't served. Hazeltine doesn't make sets.

Special counsel have already been engaged by some companies, in addition to house lawyers. Among law firms known to be working on the case: For Admiral, Pope & Ballard (Ferris Hurd); CBS-Columbia, Rosenman, Goldmark, Colin & Kaye (Samuel I. Rosenman); DuMont, Roberts & McInnis (Wm. A. Roberts); GE, Simpson, Thacher & Bartlett (Whitney Seymour); RCA, Cahill, Gordon, Zachry & Reindel (John T. Cahill); Westinghouse, Cravath, Swaine & Moore (George Turner); Raytheon, Paul F. Hannah, general counsel; Crosley, Pruitt, Coursen, Oehler & McLaughlin (H. Preston Coursen); Zenith, Montgomery, Pritchard, Hart & Herriott (Irving Herriott); RTMA, Donovan, Leisure, Newton, Lombard & Irvine (Ralstone R. Irvine).

STILL NO FIRM DATE FOR END OF FREEZE: Outside chance for freeze decision by April 1 is voiced at FCC, but without too much conviction -- as Commission devoted another solid week to allocations deliberations, with "fair" progress. Commission would be delighted if it could make gift of decision to NARTB convention March 30-April 2.

Emphasizing how "tentative" are current deliberations is fact that FCC this week gave serious thought to processing uhf applications before vhf, after freeze, whereas previous thinking stipulated "no distinction." There's also strong possibility that existing stations wishing to increase power will have to wait until all new-station applications have been processed.

Though end of 3½-year wait grew nearer, prospects for fast processing of applications after the freeze grew gloomier -- as House Appropriations Committee reported bill cutting FCC's requested \$8,075,000 budget for fiscal year beginning July 1 to \$6,108,460 -- even less than current year's \$6,605,550.

Effect of cut -- if it goes through -- is worse than it appears, since there are pay raises to be taken care of, and with less money. Paradoxically, House committee said it "added \$51,810 for new positions in connection with TV application processing." Even if FCC does add that money to TV, it's drop in the bucket. Commission had originally asked Budget Bureau for \$600,000, to double TV processing facilities. Bureau cut it to \$200,000 in recommendation to Congress.

Appropriation isn't final, of course, since House has yet to act on it and Senate must concur. Chances are Senate will up it, if strongly voiced opinions of Majority Leader McFarland and others mean anything (Vol. 8:9).

Said House committee's report: "The committee appreciates the heavy workload presently being carried by this Commission. However, under existing economic conditions funds cannot be provided to increase appropriations for any peace-time agency, and it requests the Commission to regulate its work in such manner as will permit performance of essential functions with the funds provided in the bill."

* * * *

Most current industry speculation is over the effects of channel-by-channel application procedure presently favored by Commission but still facing acid test of final vote (Vol. 8:10). Arguments for such procedure, as against "lumped" hearings in each city, run like this:

(1) Quicker, easier hearings and decisions are possible, since only one winner per hearing need be picked. Cross-examination would be limited to those applicants for a particular channel. Shorter hearings would also be cheaper.

(2) No problem in parceling channels to successful applicants would face hearing examiner or FCC. Winner would get what he applied for. In lumped hearing,

there's possibility, even probability, that some winners would be awarded channels on which they hadn't even offered testimony. This may be of shaky legality.

(3) Uhf would be encouraged because some uhf channels would be uncontested, could be granted immediately. What's more, if uhf station gets on air long before vhf, it may snare best network affiliation -- particularly in new TV market.

* * * *

Proponents of lumped hearings argue as follows:

(1) FCC has full choice in picking best qualified applicants. For example, if 2 best applicants in city happen to specify same channel, both can get grants anyway -- impossible under channel-by-channel.

(2) "Spying, conniving, channel-jockeying and pure luck" would have great bearing on who winds up winner in channel-by-channel setup.

Commission's predilection for channel-by-channel, which may or may not stand up, appears based on "speed" and "uhf encouragement" arguments. As for "spying, conniving," etc., Commission apparently feels certain amount of such shenanigans is possible under any procedure, and it's up to FCC to scotch them.

NOTES ON THE BUSINESS OF TELECASTING: If you still need persuading that the business of telecasting is a good one and getting better -- as we've consistently forecast and reported in these columns -- we commend to your attention:

(1) PIB figures on January network billings, published on p. 12; and note how rapidly they're climbing from last year's month-by-month figures (Vol. 8:4).

(2) Detailed evidence how TV network-&-station revenues soared in 1951, when the 4 networks and 108 stations combined grossed \$239,500,000 and earned profit before taxes of \$43,600,000 -- up from 1950's gross of \$105,900,000 and net loss of \$9,200,000 and from 1949's gross of \$34,300,000 and net loss of \$25,300,000. We digested FCC's report on this last week (Vol. 8:10), but suggest you study detailed tables; ask FCC to send you Public Notice 73830 of March 6.

(3) Fact that CBS-TV acquired minority (47%) interest in another station, WTCN-TV, Minneapolis, also reported last week (Vol. 8:10). You can expect CBS to come forth with more such deals. Trade is already buzzing with rumors it's buying into WCAU-TV, Philadelphia, whose parent AM station the Paley-Levy interests once owned; but this is denied categorically by both CBS and Philadelphia Bulletin. It's well known that CBS and other interests have diligently "shopped" for stations, and there's hardly a station that hasn't had offers to sell out.

(4) Whether CBS acquires more or not, its intense eagerness to get deeper into station ownership, thwarted first by bad guessing on TV's future and then by the freeze, is not only stimulating quest of others for stations but also having effect of skyrocketing TV station values. CBS will pay record \$6,000,000 for WBKB, Chicago, if FCC approves; deal is tied up now in FCC's Paramount probe involving the proposed merger of ABC with United Paramount Theatres Inc.

(5) Price of WBKB turns out to be modest, albeit over the 12 years of its existence it cost Balaban & Katz some \$600,000 more than it took in. It went into black first in 1950 to tune of \$652,621 profit before taxes on gross of \$1,738,023; in first 9 mo. of 1951 showed profit before taxes of \$1,227,100 on \$2,283,601 gross.

(6) Operators of radio stations, who also operate TVs, will tell you to a man that their TV gross surpasses their AM; net would, too, if it weren't for taxes, amortization of past TV losses, mounting operating expenses and new capital outlays. Downward AM trend is also indicated in PIB's radio network figures (p. 12), and also in comparative AM network figures in aforesaid FCC report.

(7) Bigness of big-city station operation was hinted last September, when we disclosed that NBC's WNBT, New York, would achieve gross billings of \$8,000,000 in 1951 (Vol. 7:36). Actual figure isn't known, but it's generally believed to be much larger, and in light of rate increases could go as high as \$12,000,000 this year. And if WNBT went that high, you can assume WCBS-TV did, too.

(8) It's an open secret that NBC's and ABC's 5 owned-&-managed stations, DuMont's 3, CBS's 2 (plus its 45% in WTOP-TV) are among the best assets they have. Indeed, it's said they support their TV network operations. FCC's report showed the

networks and their 15 owned-&-operated stations represented \$132,200,000 of the 1951 revenues (more than half), \$12,400,000 income before taxes -- and it's believed just about all latter figure came from their station operations.

* * * *

Note: "Movie money" is casting eye on TV station ownership, too -- not only exhibitors but producers and actors. This week, report was current, unverifiable, that Louis B. Mayer and Ronald Colman plan to apply for Santa Barbara; and it was disclosed that Irene Dunne and Loretta Young had purchased majority of KRAM(AM), Las Vegas, Nev., TV applicant. Long TV applicants are Bing Crosby, for Spokane, Tacoma, Yakima, Wash.; Mary Pickford, for Asheville, Durham, Winston-Salem, N.C.; Gene Autry, for Phoenix, Ariz. (see TV Factbook No. 14).

Telecasting Notes: First regular 24-hour TV station is WDTV, Pittsburgh (also reputed to have been one of first to operate in black); as of March 17, it operates around-clock Mon.-thru-Fri., calling 1-6 a.m. show *Swing Shift Theatre*. It's mainly feature films and shorts, with 6 sponsors already signed. Manager Howard Lund says it's designed for the "more than 200,000 defense workers who finish work at midnight" . . . Trend away from summer hiatus reported by both CBS-TV & NBC-TV, former claiming nearly 100% of clients sticking, latter reporting several dozen have indicated intentions of doing so since Hofstra College summer-viewing report was issued; time discounts run about 10% for 52-week schedules . . . New York's WPIX got big publicity break in posting first reward, \$1000, for capture of slayer of young man who helped capture bandit Willie Sutton; WPIX also got good break as originating station of National Basketball Tournament in Madison Square Garden (Old Gold & Swiss Colony Wine sponsoring locally), piping Duquesne games to WDTV, Pittsburgh (Westinghouse sponsoring), Dayton U games to WHIO-TV, Louisville U games to WAVE-TV . . . Ethel Barrymore signs with newly formed Interstate Television Corp. (G. Ralph Branton) for series of half-hour films titled *Ethel Barrymore Theatre* . . . Transfilm Inc. plans series of TV films in which leading actors & actresses would read popular literary works—list to include Basil Rathbone, Madeleine Carroll, Monty Woolley, Burgess Meredith, Walter Hampden . . . Douglas Fairbanks Jr., as head of Dougfair Corp., will supervise production of 3 program series on NBC-TV—*International Theatre* (which he will m.c.), *The Silent Men* (based on radio show in which he now stars), *Foreign Legion* (adventure) . . . DuMont's *Captain Video* being released by RCA Victor as a recording for children, second such based on TV, other being *Tom Corbett, Space Cadet* . . . To capitalize on successful TV show and make low-cost radio package, CBS is experimenting with *I Love Lucy*, tailoring sound track to yield taped radio program costing estimated 25% less than live. March 5 *Daily Variety*, Hollywood, says if experiment is successful, CBS will have edge on competitors with its large number of similar "story-line" comedies . . . TV is becoming big song-plugging medium, observes March 12 *Variety*, with entry of Tele-Disks Inc., subsidiary of Seaboard Studios, into field of 3-minute films to accompany popular records; Columbia Pictures' Screen Gems is already active in same field . . . Masked ex-convicts, presenting their stories to panel comprising 2 experts on rehabilitation and 2 ex-convicts, are featured in novel *Four-square Court*, ABC-TV series starting March 16, Sun. 7:30-8, Norman Brokenshire moderating . . . U of Pennsylvania, which since 1940 has had tieup with Philco's WPTZ for football telecasts, joins station in elaborate TV venture—10-week series titled *In the American Tradition*, Sun. 2:30-3, covering work of its colleges via remotes from campus . . . Edward Lamb, owner of Erie's WICU & WIKK and publisher of *Erie Dispatch*, sets up fund for business-administration students at local Gannon College with \$2500

initial gift . . . WFIL & WFIL-TV, Philadelphia, building 25,000-sq. ft. addition to present TV studio bldg., will bring all TV-radio under one roof by Sept. 1 . . . Rate increases going into effect April 1: WDTV, Pittsburgh, from \$800 to \$1000 per Class A hour, \$125 to \$150 per 1-min.; WBAL-TV, Baltimore, \$700 to \$800 & \$125 to \$150; WDAF-TV, Kansas City, \$550 to \$600 & \$110 to \$120 . . . KRON-TV, San Francisco, raised Class A hour rate March 1 from \$600 to \$800, 20-sec. from \$120 to \$160 . . . WBAP-TV, Ft. Worth, raises Class A one-min. rate from \$80 to \$100 as of April 1.

Personal Notes: Harry Bannister, since 1941 gen. mgr. of WWJ, Detroit, and since its inception in 1948, gen. mgr. of WWJ-TV, joins NBC April 14 as head of both TV-radio station relations. He succeeds v.p. Carleton Smith, who moves into owned-&-operated station div. under James Gaines . . . Edwin K. Wheeler, ex-aide to Harry Bannister, presently business mgr. of *Detroit News*, returns to WWJ & WWJ-TV as gen. mgr. . . . Adrian Murphy, president of CBS Laboratories Div., named president of CBS Radio, succeeding Howard S. Meighan, who rejoins executive staff of parent company as v.p. . . . Joseph Brenner, ex-FCC examiner and its regional attorney in Los Angeles for last 4 years, resigned March 14 to enter private practice of law with S. V. O. Prichard, ex-Los Angeles asst. county counsel; firm of Prichard & Brenner will have offices at 321 So. Beverly Drive, Beverly Hills, Cal. . . . Gayle V. Grubb, ex-ABC v.p. in San Francisco, joins Fort Industry Co. (Storer) as v.p. & gen. mgr. of WJBK & WJBK-TV, Detroit, succeeding Richard E. Jones, resigned; Glenn Jackson, ex-WMMN, Fairmount, W. Va., and former program director of WSPD & WSPD-TV, Toledo, named managing director of WAGA & WAGA-TV, Atlanta, succeeding James E. Bailey, resigned . . . Lloyd Griffin, sales promotion v.p., placed in charge of all Free & Peters TV operations, succeeding I. E. (Chick) Showerman, resigned . . . Charles A. Batson, ex-TV director of NARTB who recently joined Broadcasting Co. of the South (WIS, Columbia; WSPA, Spartanburg; WIST, Charlotte) as TV director, elected to board of directors . . . Leonard Blair promoted from ABC eastern production mgr. to eastern radio program director . . . Charles Phillips, asst. gen. mgr., named sales mgr. of WNBT, New York; Jay Smolin, ex-Amos Parrish, named adv. & promotion mgr. of WNBT & WNBC, by v.p. Ted Cott, gen. mgr. . . . John Wilkoff, ex-BAB, named promotion mgr., NBC co-op sales dept. . . . Col. Arthur L. Fletcher joins his nephew, Frank U. Fletcher, Washington radio attorney and ex-NARTB board member, in practice of law, with offices in Munsey Bldg., Washington . . . Marianna P. Woodson, engineer with Washington firm of Kear & Kennedy, married March 8 to Richard Cobb of Washington . . . Roy A. Meredith named TV-radio director of MacManus, John & Adam, Detroit agency, with headquarters in New York; Henry G. Fownes Jr. promoted to TV-radio production director . . . George Greaves, asst. mgr., KNBC, San Francisco, adds duties of program mgr., Paul Speegle having resigned.

HOUSE INTERSTATE & Foreign Commerce Committee March 12 finally reported out its changes in Senate-passed McFarland Bill (S. 658) which amends Communications Act, streamlines FCC procedures. Bill must be passed by House and go to House-Senate conference to iron out some substantial differences, but it has excellent chance of passage this session.

Committee spent 23 days in executive session on bill, possibly most time it ever devoted to any bill. Copies of bill and report won't be available for 2 weeks or so, but here are principal provisions:

(1) FCC is prohibited from discriminating against news-gathering entities in granting station licenses "solely" because of nature of their business. In recent years, FCC's general policy has been to favor non-newspaper applicants, in competitive hearings, "all other things being equal." McFarland Bill has no such provision.

(2) FCC is prohibited from consulting with staff in decisions on hearings involving "adjudication cases", such as granting, renewing and revoking station licenses. This goes along with McFarland Bill, was opposed by FCC majority but favored by Comr. Jones. Consultation with staff on rule-making, such as color decision and allocations, is not prohibited.

(3) Punishment short of "death penalty"—license revocation—can be meted out by Commission. FCC can issue "cease and desist" orders, levy fines up to \$500 per day, suspend licenses up to 90 days. McFarland Bill provides only for cease and desist orders.

(4) Resuscitation of old "Avco rule" is prevented. Rule, no longer followed by FCC, provided that person wishing to sell station had to advertise fact, and FCC considered all bidders on equal basis—regardless of who was to be original purchaser.

Station Accounts: National Tobacco Tax Research Council (Joseph Kolodny, president), comprising mainly tobacco growers, plans 6-week campaign on TV and radio to acquaint public with fact its products are taxed about \$2 billion a year and it carries its fair share of nation's economic burden; program called *A Salute to the American Smoker* to be placed . . . Natural for spring is *Home & Garden Show* on WOR-TV, New York, Sat. 1:30-2, starting March 15, sponsored by Garfield Williamson Inc. (Wonderlawn products), thru A. M. Seidler Adv., Brooklyn, and American Agricultural Chemical Co. (Agrico fertilizers), thru Cowan & Dengler, N. Y.; horticulturist Will Peigelback offers practical gardening tips for both amateur and professional gardeners . . . Oleomargarine makers expected to use TV-radio in big way in New York area, says *Radio Daily*, as result of lifting of ban on colored oleo, effective July 1; Associated Margarine Manufacturers isn't planning industry promotion, but manufacturers and agencies are quietly laying plans . . . New York's embattled Transport Workers Union (CIO) buys time for *TWU on TV*, using WOR-TV, plans regular schedule to carry fight against new transit authority; that labor unions like TV also indicated by 52-week renewal of Retail Clerks Union Local 770's program on KTTV, Los Angeles, titled *770 on the Air*, telecast since March 1950, thru Leonard Shane Agency . . . Sloane-Blabon Corp., div. of Alexander Smith Carpet Co., using TV spots in 27 cities in spring promotion of Koroseal tiles starting April 27, thru Geyer, Newell & Ganger, N. Y. . . Pfeiffer Brewing Co., Detroit, sponsoring Cleveland Indians' home games on WXEL, reported to have paid \$400-500,000 for TV-only rights, thru Maxon Inc., Detroit . . . Among other advertisers reported using or preparing to use TV: Kindle-Kwik Co. (chemical for kindling camp fires), thru Roberts, MacAvinche & Senne, Chicago (correction); Calgon Inc. (water conditioner), thru Ketchum, MacLeod & Grove, Pittsburgh; Dione Associates

(5) Burden on stations coming up for license renewal is eased. Applicants for renewal needn't "furnish any information previously furnished by such applicant or not directly material to the question of renewal." Present law says: "Applications for renewal shall be governed by the same considerations and practice which affect the granting of original applications." An unusual provision, inserted at insistence of Chairman Crosser (D-Ohio), stipulates that if station doesn't get renewal, and someone else gets the license, latter has to pay former fair market value for physical facilities. However, such payment would be required only when station loses license because of something beyond its control—such as a frequency reallocation. Provision isn't given much chance of surviving House action or House-Senate conference.

(6) Before FCC sets station or applicant for any hearing, it must first notify party of reasons for hearing, give it chance to reply. Same as McFarland Bill.

(7) Applications granted without hearing are subject to "protest" for 30 days, and if "protestant" has given good reason, FCC must call hearing.

(8) FCC's authority to refuse licenses to those "finally adjudged guilty by a Federal court of unlawfully monopolizing radio communications" is retained as in Communications Act.

(9) Commission is required to report to Congress on any non-hearing broadcast case not decided in 3 months; for hearing cases, it's 6 months. Same as McFarland Bill.

(10) Supreme Court has discretion, as in present law, to review FCC's action in revoking or failing to renew licenses. In McFarland Bill, such appeals could be taken as matter of right.

(11) FCC's reorganization (Vol. 8:7) is given "statutory confirmation."

Inc. (Dancing Feet Foot Creme), thru Tilds & Cantz Adv., Hollywood; Redi Foods Co. (Shrimp-in-the-Basket & frozen fish), thru Kastor, Farrell, Chesley & Clifford Inc., N. Y.; College Inn Food Products Co. (tomato juice cocktail, chicken), thru Weiss & Geller, Chicago; Laco Products Inc. (Laco castile shampoo), thru VanSant, Dugdale & Co., Baltimore; Purepac Corp. (Chloramint mouth wash), thru Leonard Wolfe & Associates, N. Y.

Network Accounts: Reynolds Metals Co. (aluminum) bought March 15 & 22 simulcasts of *Arturo Toscanini & NBC Symphony* on NBC-TV, Sat. 6:30-7:30, thru Buchanan & Co., N. Y. . . . Bayuk Cigars Inc. (Phillies) starts *Adventures of Ellery Queen* April 16 on ABC-TV, Wed. 9-9:30, thru Ellington & Co., N. Y. . . . Knox Gelatine Co. signs for Mon. 8:45-8:55 segment of NBC-TV's *Today* starting March 24, thru Wm. Weintraub, N. Y. . . . Chesterfield begins *Cangbusters* March 20 on NBC-TV, alt. Thu. 9-9:30, thru Cunningham & Walsh, N. Y. . . . Carter Products Inc. (Arrid, Rise) March 25 shifts *City Hospital* from ABC-TV to CBS-TV, alt. Tue. 9-9:30, thru Sullivan, Stauffer, Colwell & Bayles, N. Y. . . . Pearson Pharmacal Co. (Ends deodorant pills) starts *Police Story* April 4 on CBS-TV, Fri. 10-10:30, thru Harry B. Cohen Adv. Co., N. Y. . . . R. J. Reynolds Tobacco Co. (Cavalier cigarettes) April 4 moves *My Friend Irma* on CBS-TV, Tue. 10:30-11 to Fri. 8:30-9 and April 3 *Camel's Man Against Crime* from Fri. 8:30-9 to Thu. 9-9:30; also drops *Pantomime Quiz* from NBC-TV . . . Carter Products Inc. (Arrid, Rise, Little Pills) sponsorship of *Drew Pearson* (Vol. 8:8) on ABC-TV, Sun. 11-11:15 p.m., starts May 4 . . . Electric Auto-Lite Co. (spark plugs, batteries, accessories) substituting preview of auto show from Waldorf-Astoria, N. Y., for *Suspense* April 1 on CBS-TV, 9:30-10 . . . General Mills has taken added 15-min. Fri. for *Bride & Groom* on CBS-TV, so that show is now seen Fri. 10:30-11 a.m., while Mon.-Tue.-Wed. show is seen 10:30-10:45 a.m.

REAL CRUX of Paramount hearing, whether common ownership of TV and movie facilities is "compatible" or "monopolistic," should be reached next week during testimony on ABC-UPT merger.

That UPT's vigorous executives will go all-out in their "compatibility" contentions was illustrated during this week's sessions when president Leonard H. Goldenson reiterated company's opinion that certain types of movies will naturally go into theatres while others will be made especially for TV. His colleague John Balaban, president of UPT subsidiary Balaban & Katz, had testified earlier in the week that if any B&K station were ever in a position to bid for a movie on equal terms with his theatres, he would favor TV even if it forced theatres out of business; but he was sure no such situation would ever arise.

Goldenson went on stand as complex consolidated hearing went into final phases involving proposed transfer of WBKB to UPT in 1950 splitup of old Paramount Pictures Inc.; proposed sale of that station to CBS for \$6,000,000; and fiscal and "monopoly" aspects of UPT-ABC merger.

Despite apparent pessimism of Balaban & Katz and the losses it sustained on theatre-TV shows since 1949 (Vol. 8:10), both Goldenson and secy-treas. Robert H. O'Brien, ex-member of Security & Exchange Commission, asserted they haven't lost faith in theatre TV. Goldenson testified that in addition to the 10 theatre-TV installations UPT now operates, 4 more are being installed (in Buffalo, Omaha, Salt Lake City, San Francisco) and 10 more are on order. But UPT won't seek own theatre-TV frequencies if and when Commission authorizes them, he said.

O'Brien said UPT will continue theatre-TV experiments. Losses suffered so far, he said, were no true index to medium's success or failure in future. He noted that 69 theatres in U. S. now have TV installations. His testimony was devoted largely to history of anti-trust consent decree that resulted in separating Paramount producing and exhibiting interests.

As for Phonevision, Goldenson told how he urged producers to make films available for Zenith tests; but he gave these reasons why he thought pay-as-you-see TV won't work: (1) "Women won't pay to stay at home." (2) Public would learn how to unscramble signals, get shows without paying. (3) Much detail is lost on small TV screen. (4) Normal interferences in home life—children, telephone, etc.—would break "discipline" of audience as contrasted with quiet theatres.

Though actual UPT-ABC merger details are due next week, some questioning overlapped into that phase. Goldenson said UPT's 4 pending TV station applications for Boston, Detroit, Des Moines and Tampa will be withdrawn if merger is approved.

UPT v.p. & gen. counsel Walter Gross testified that of 1475 theatres once owned by Paramount, 621 were divested between March 3, 1949 and Jan. 31, 1952. When UPT drops 200 more (under recent 18-month court extension), it will be reduced to the 644 houses allowed under the decree.

Copies of FCC's 'Freeze Report'

Each subscriber to the full services of *Television Digest* will receive one copy of printed full text of FCC's *TV Allocation Report* ending the freeze, including city-by-city channel tables, and full text of Rules & Regulations and Procedures. We'll print them simultaneously with release by FCC, now expected in early April but quite likely to be further delayed. Commission says document will run about 600 single-spaced mimeo pages, which means 200 or more pages of our supplement format. Preprint orders for extra copies are now being taken at \$5 each.

NBC CAN BEGIN construction of its Burbank, Cal. TV studios immediately, and will receive materials in second and third quarters to complete building in time to start telecasting in October. Delivered in record time this week, NPA appeals board's verdict on NBC's appeal for materials was: "Approved in full".

There was little doubt that appearance of NPA assistant administrator Lewis Allen Weiss, ex-Mutual chairman & Don Lee president, at last week's appeal hearing (Vol. 8:10) clinched case for NBC. Weiss stressed essentiality of TV-radio to nation's welfare, urged board to set aside NPA rule that no new projects may receive materials. NBC financial v.p. Joseph Heffernan pleaded that his network would suffer competitive disadvantage vis-a-vis rival CBS, which has received allotments to complete its Hollywood "Television City" in time for fall TV season.

NBC will receive 211 tons of steel, 20,000 lbs. of copper, 800 lbs. of aluminum during next 2 quarters for its "stripped-down" wood-girdered building. Designed by the Austin Co., project will contain 2 studios with total area of 67,200 sq. ft. (vs. CBS's 347,900). Heffernan told appeals board NBC was ready to start digging foundations "immediately," and build as soon as it got materials allotments.

NPA this week announced its actions on last of first-quarter construction applications. Only TV-radio case involved was application of TV Cable Corp., Kingsport, Tenn., for materials to build community antenna project and store. This was denied.

J. Bernard Joseph, chief of NPA Electronics Div. broadcast & communications equipment section, will address engineering conference of NARTB Chicago convention March 31 on rules affecting broadcasting industry.

First official complaint to NARTB-TV Code Review Board came from Falls Church, Va., where St. James Parish Council of Catholic Women had surveyed 300 families on children's 4-9 p.m. viewing. Parents rated 17.9% of programs excellent, 53.5% good, 21.9% fair, 6.7% bad; they complained of too many cowboy and crime programs, suggested moving some adult entertainment out of 4-9 p.m. period. Another survey, of 1400 children, parents and teachers in Evanston, Ill., by Dr. Paul Witty, Northwestern U, found: (1) Children's average viewing has dropped from 21 to 19 hours weekly during last year. (2) Viewing drops 12% during first year of set ownership, 2% second year. (3) Most watching is during 6:30-8:30 p.m., when adult shows outnumber children's.

TV code's effect on commercials can't be measured completely until current sponsorship contracts expire, but *Advertising Age* clocked Chicago's WENR-TV, WGN-TV, WBKB & WNBQ March 5 and found, as reported in March 10 edition: (1) More than 50% of commercials exceeded times allowed in code. (2) Only one station had any commercials at all that ran less than time allowed in code—4 being 15-20 seconds under. (3) Many programs used sponsor's name or product too frequently. Code specifies that subscribers be permitted up to 52 weeks to terminate contracts not in conformity with code.

Final State audit of WOI-TV accounts showed Iowa State College's TV station earned operating profit of \$102,572 on total income of \$195,894 for fiscal year ended June 30, 1951. Station doesn't carry local commercials, derives all of \$160,909 income from networks and national spot. Operating expenses were \$93,985. During preceding fiscal year, earnings were \$1192.

Subscribers to TV Code now number same as NARTB-TV members—87 stations and 4 networks—with addition of 2 new subscribers this week. But, of the 87 code subscribers, 7 aren't members of NARTB; and 7 NARTB-TV members haven't subscribed.

Trade Report
March 15, 1952

WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 1755

OUTPUT STEADY, RETAIL TRADE SLUGGISH: TV set production is holding at 100,000-weekly level (see below) -- with everybody nursing hopes that spring baseball and summer politics will turn tide of retail trade from present low ebb to reasonable flow.

Though manufacturers have adjusted output rate downward to conform with demand as well as material cuts, while keeping payrolls busy on defense contracts, retailers dependent on volume aren't faring quite so well. Neither TV sets nor most other appliances are moving very fast these days -- and a lot of folk are worried.

Retail sales of large TV-radio stores in January were 39% below December, 24% below January 1951, according to Census Bureau's monthly retail trade report. That confirms Dun & Bradstreet figures published here last week (Vol. 8:10). And TV-radio-appliance store trade dropped 25% in January from December and 28% below January 1951. Unusual number of store closings has been reported lately.

Looking at TV-radio-appliance trade as a whole, March Radio & Television Retailing (Caldwell-Clements) calls business "fast and slow in the most erratic market [the] industry has ever experienced." And Retailing Daily, after national survey, reported March 13 that dealers are quietly but steadily reducing the number of lines they carry. "They would like to cut out some of their lines of merchandise," says that journal, but some "do not feel they can in their competitive situation."

Bright star in the trade seems to be 17-in. demand (table models), which in many cases exceeds supply. They're outselling larger tube sizes, though sometimes latter are priced only a few dollars more. NPA's Office of Civilian Requirements surveyed 5 cities in January (Boston, Philadelphia, Cincinnati, Houston, Birmingham) and found: "While reports of low inventory levels were relatively infrequent, some stores reported low stocks in 17-in. table model TV sets and low-priced radios."

Big Washington chain dealer George Wasserman (George's) confirms that TVs below \$250 are selling best, notably 17-in. He says recent weeks have shown TV sales "on the way down." He looks for poor April, with slump continuing to end of June. TV is following radio's seasonal pattern, he said. Slump now isn't as bad as last year's because "we're not loaded down with merchandise and not being panicked."

There are some who foresee -- or at least hope for -- revival of interest in high-priced consoles with appearance of 27-in. sets (Vol. 8:9), probably this summer; tube requires no greater cabinet depth than 21-in.

Dealer price cutting, still rampant, was described as "an armament race that nobody can win" by NARDA v.p. H.B. Price Jr., in talk March 11 before Charlotte (N.C.) Merchants Assn. "It's bribing consumers with your profits. Its result is a ravished market and discredited industry." The dealer who resorts to it, in words of Mr. Price, "sets off a chain reaction because others follow like a bunch of stupid sheep, regardless of the cost of the original merchandise or its replacement."

Some dealers are diversifying more -- air conditioners, phono records, etc. -- as hedge against reduced TV sales. Wholesalers see hypo to summer trade in keen competition for customers for low-priced air conditioners. RCA and Crosley will soon go into heavy promotion of their new Fedders-Quigan units. Carrier, Chrysler Airtemp, GE, Mitchell, Philco, et al, certainly won't sit silently by.

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Against 404,933 sets produced in January, as estimated by RTMA, February preliminary total (subject to revision) is 398,714. These compare with 645,716 in January & 679,319 in February of 1951.

First March week (ended March 7) brought forth 102,941 sets (1214 private label), not much change from the 102,216 of preceding week (Vol. 8:10). The March 7 factory inventory figure was 211,376, up from 202,938 the week before.

Radio output fell to 177,566 (73,641 private label) as of March 7 from 208,842 the week before. Radio inventory was 279,952, unchanged. Week's radios were 69,473 home receivers, 18,945 portables, 28,545 clock, 60,603 auto.

Topics & Trends of TV Trade: Seventh TV firm found to have violated Regulation W was Bartels Inc., Philadelphia, whose right to sell on installments was suspended this week for 30 days from March 24 by Federal Reserve Bank of Philadelphia. Firm was accused of making sales without required down payment. Another company in same area, Kirschner Bros., drew 15-day suspension last month on similar charge. Other violators penalized since November: Walter Lange, St. Paul, \$1000 fine and suspended 6-month jail term (Vol. 8:2); TV Service Center, Cincinnati, 15-day suspension; Master Tire & Supply, Lawrence, Mass., 30-day suspension; Jet Appliance, New Orleans, \$500 fine; Rosen's Inc., Baltimore, fines totaling \$1000.

Average TV set price dropped at least 10% in 1951; price of table model radio fell less than 1% in same period. This incidental intelligence is contained in analysis of Bureau of Labor Statistics consumer price index presented by price administrator Ellis G. Arnall to Senate Banking & Currency Committee, now considering extension of Defense Production Act. Analysis compared peak 1951 prices of cost-of-living items with December 1951 prices, showed that items comprising 58% of average family's expenses hadn't decreased at all. Expenditure for TV set is weighted as .69 of 1% of average family's annual living cost in price index; table model radio is .31%.

January excise tax collections on TVs, radios, phonos, etc. totaled \$14,778,466, up from preceding month's \$13,723,552, but less than the \$19,439,774 reported in January 1951. On phono records, Govt. collected only \$142,597 in January vs. \$644,818 in December and \$688,824 in January 1951. Excises on refrigerators, air conditioners, etc. dropped to \$2,965,832 in January from \$3,149,785 in December and \$6,589,878 in January 1951.

Bankrupt Starrett Television Corp. (Vol. 8:8, 9) will continue operations on small scale, attorney Oliver T. Cowan told creditors' meeting. He said company's only orders are govt. contracts totaling about \$40,000, but that Starrett hopes to sell 2000 TV sets in month. Creditors elected unofficial committee headed by Charles Bornstein, American Credit Indemnity Co., authorized independent audit of company's books.

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Merchandising Notes: "TV club" is device used by some Denver radio-appliance dealers to capitalize on imminence of freeze-end. "Club" members pay \$1 a week toward purchase of sets to be delivered when TV comes to town; retailers explain that sets should be nearly paid for by that time . . . Sign of times? Davega Stores cuts quarterly dividend to 15¢ from usual 25¢ "in view of the situation now prevailing in the retail field" . . . Hotel TV rental business is good, we're told; tourists, especially from areas still without TV service, are staying in their rooms, watching programs, ordering plenty of food and drinks sent up . . . Tyson Radio Co., Brooklyn & Long Island retail chain, reported assembling sets under own trade name at rate of about 100 per week, offering 21-in. table at \$200, console \$230, plus tax; *Retailing Daily* indicates they will be wholesaled outside New York area . . . Arvin adds 3 new sets to line: 17-in. table \$240, open-face console \$280; 21-in. console \$340, prices including tax but not warranty . . . Magnavox introduces new 21-in. TV-radio-phono combination with AM radio \$550, with AM-FM \$595 . . . Majestic reported making some TV sets for Muntz TV . . . New Philharmonic line of 13 sets ranges from 17-in. table at \$190 to 20-in. table at \$210, console \$250, and 24-in. console \$400 . . . Sparton introduces 2 new sets—17-in. leatherette table \$240 and 20-in. leatherette table \$290; using new slogan, "Cosmic Eye Television."

Trade Miscellany: GE will convert its 200,000-sq. ft. home dishwasher plant in Scranton, Pa. to tube production, starting with hydrogen thyratrons, employing up to 500; Newell J. Corwin, tube dept. gen. foreman, will be works mgr. . . . GE tube dept. building new plant in Anniston, Ala., also has them operating in Owensboro, Ky.; Tell City & Huntingburg, Ind.; Schenectady, Syracuse & Buffalo, N. Y. . . . New Hytron tube plant opened this week in Danvers, Mass. to make miniatures, Newburyport plant continuing to make larger receiving and picture tubes . . . Gabriel Co. signs 10-year lease for 16,000-sq. ft. in Cleveland Athletic Club Bldg. . . . Johnson Electronics, headed by E. S. Johnson, ex-Motorola, recently with DX Radio Products, has established plant in Orlando, Fla., plans to increase present payroll of 20 to 100 in about 6 months . . . Victoreen Instrument Corp., Cleveland, has purchased all outstanding stock of Pioneer Electronics Corp., Salem, Mass., which it will operate as wholly-owned subsidiary . . . Pye Ltd., of England, has licensed Radio Minerva, Milan, to manufacture its TV receivers in Italy.

Trade Personals: Robert E. Williams returns to post as v.p. of Automatic Electric Co. after 6 months as director, NPA Communications Equipment Div.; replaced at NPA by William M. Day, v.p.-gen. mgr., Michigan Bell Telephone Co. . . . RCA chairman David Sarnoff vacationing until about April 1 in Beverly Hills, Cal. . . . Ernest A. Marx, gen. mgr. of DuMont receiver sales div., named director of international div., handling increasing export sales; Walter L. Stickel is national sales mgr., receiver div. . . . Dr. Ernest Ohsol named mgr. of GE product development lab . . . George E. Simons, who joined Benton & Bowles in April 1951, rejoins Crosley as adv. mgr. for all appliances as Crosley appoints BBDO as ad agency handling all TV-radio advertising and retains B&B as agency for new air conditioners and other appliances . . . A. T. D'Huyvetter returns to Crosley as operations mgr. of Crosley Distributing Corp., New York; Paul A. Hilton, ex-asst. gen. mgr. & controller, goes with Magna-Crest Corp., New York, as treas. . . . Allan Henry, ex-contracts administrator, named Belmont (Raytheon) TV-radio product mgr. in Chicago, Charles McKinney becoming adv. mgr. . . . Paul Frye, Belmont mgr. in Washington, transferred to Chicago as gen. sales mgr. for technical products . . . Thomas B. Kalbfus, ex-adv. & sales promotion mgr. of Hunter-Douglas Corp. (Venetian blinds), named gen. TV-radio sales mgr. of Westinghouse Electric Supply Corp., succeeding Horace A. Silliman, resigned; Charles N. Presnail named head of major appliance adv. & sales training, Westinghouse appliance div. . . . D. W. May, ex-Hoffman, appointed gen. mgr. of Fada's N. Y. metropolitan div. . . . C. A. Bejma, ex-Capehart-Farnsworth Chicago district mgr., becomes GE receiver div. district mgr. there . . . William Sevy, ex-Capehart-Farnsworth, named Arvin district sales mgr. for TV-radio in Ohio area, succeeding Alien McGehee . . . Mort D. Baron promoted to asst. sales mgr., CBS-Columbia . . . Harold L. Herndon, ex-service mgr., named Raytheon district mgr. in charge of sales & service, Cleveland; Albert R. Wolfe, his asst., named service mgr. . . . George E. McAllister named div. mgr. of Norwood, O. plant of Workshop Associates (Gabriel Co.) . . . John I. Moss, ex-chief of Navy Bureau of Ships contract planning section, recently with Central Television Service, Chicago, joins George Pettit Co. as industrial sales mgr. . . . Magnavox names 5 new district sales managers as follows: Paul Solomon, northern New Jersey area, at New York; Paul Hunter, New York state, Buffalo; Joseph C. Papp, Southern California, Los Angeles; Maynard Moore, Boston-Providence, Boston; Frank W. Bram, eastern Pennsylvania, New Jersey & Delaware, Philadelphia; Charles N. Hoffman, Indiana-Kentucky, Indianapolis.

Financial & Trade Notes: Change in control of Olympic Radio & Television Co. may be presaged by sale of big block of stock, as revealed last week in monthly SEC report (Vol. 8:10). Family of Albert B. Wells, which last March sold big American Optical Co., purchased 92,111 shares of Olympic from president Adolphe A. Juviler and executive v.p. Percy L. Schoenen in December through its private investment firm of Fox, Wells & Co. Mr. Juviler's holdings were thus reduced from 82,400 to 15,000 shares, Mr. Schoenen's from 22,660 to 5000. About 340,000 shares are outstanding.

The stock which changed hands is worth about \$700,000, based on current Curb Exchange quotations. Heywood Fox, ex-asst. to president of American Optical, and Dr. R. Bowling Barnes, ex-American Optical v.p., have been named to Olympic board (Vol. 8:2). Dr. Barnes heads Olympic Development Co., research subsidiary, and is part owner of Olympic through Fox, Wells.

Olympic ranked somewhere in TV industry's second ten in 1950, when it produced 138,785 sets. In 1951 its output dropped to 70,414. Sales in 1950 totaled \$21,937,175, profits \$1,577,484; 1951 sales have been estimated at about \$15,500,000, with first 9 months' profits \$260,428 on sales of \$11,456,359 (Vol. 8:8).

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Sylvania's 1951 profits hit record \$8,253,973 (\$4.18 on each of 1,856,550 shares), despite 63% increase in Federal income taxes which meant that for every dollar of profit the company was permitted to keep Uncle Sam took more than two. Previous earning record was \$8,221,185 (\$5.37 on 1,456,550 shares) for 1950. Earnings before taxes rose 36% to \$26,153,973 from \$19,221,185 in 1950.

Sales passed \$200,000,000 mark for first time last year, reaching \$202,806,387, some 25% over 1950 volume of \$162,514,814. Financial program and physical growth also set new records. Additions to existing plants during year aggregated 300,000 sq. ft., and company acquired large number of new plants.

Chairman Max Balcom and president Don Mitchell reported 1951 sales well ahead of 1950 in every division except one—TV picture tube sales decreased because of drop in demand by set manufacturers. TV receiver sales were up in 1951, as well as receiving tubes, electronic equipment, auto radios, lighting products, flash bulbs, tungsten, chemical products. During latter part of year, defense order billings constituted 25% of monthly sales. They're expected to expand rapidly this year, but won't exceed 50% of sales, said Messrs. Balcom and Mitchell.

* * * *

Philco's annual report for 1951, reporting second largest sales in firm's history, notes that year was largely one of "engineering development and preparation for production in the field of military business," latter accounting for about 10% of 1951 sales. Substantial preparatory costs incident to this work, says report, were absorbed out of current earnings.

Sales totaled \$305,328,670, net earnings \$12,168,046 (\$3.35 per share on 3,525,372 shares outstanding) after Federal taxes of \$9,844,600. This compares with 1950 record sales of \$335,318,054, earnings of \$15,483,616 (\$4.29) after Federal taxes of \$18,220,000.

Working capital was increased from \$42,720,000 to \$43,848,000 during year, civilian inventories cut to \$28,785,000 from \$32,825,000. Total of \$8,700,000 was invested in plant expansion, with new 647,000-sq. ft. electronics plant in Philadelphia due to be ready for occupancy this May. It brings total Philco plants to 25, aggregating 5,300,000 sq. ft. Pamphlet to stockholders accompanying March 12 dividend payment of 40¢ per share pays particular attention to growing microwave relay business, in which Philco sees greater potential once TV freeze is lifted.

Mobilization Notes: Electronics industry's expansion—under way and completed—since Korean outbreak has been to the tune of about \$400,000,000, according to best estimates. Some 60% of this, or \$236,000,000, was accomplished with govt. tax aid, the remainder undertaken privately.

The \$236,000,000 in tax-aided defense expansion represents 336 projects, according to mobilization sources. Breakdown by type of project as of March 1: End equipment (principally fire control and related equipment), 129 projects valued at \$128,000,000; tubes (mostly subminiature for fuses and missiles), 79 projects, \$67,500,000; standard components, 82 projects, \$22,000,000; miscellaneous (plugs, sockets, relays, crystals, etc.), 46 projects, \$18,000,000.

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Certificates of necessity for 28 relatively small expansion programs went to 20 electronics and related companies Feb. 4-16. These DPA certificates for rapid tax writeoff totaled \$1,523,460. Raytheon received 8, for \$147,755 in expansion, all amortized at 65%. They were for production of electronic tubes and equipment at Quincy, Mass. and aircraft parts at Waltham, Mass., and Oxnard & Point Mogu, Cal. Others receiving certificates:

Transducer Corp., Boston, \$220,763 (75% amortization); Carborundum Co., Falconer, N. Y., resistors, \$151,215 (60%); Supreme Products Inc., Chicago, electronic parts, \$150,475 (80%); Gilbert & Barker, W. Springfield, Mass., \$149,560 (75%); Atlas Metal Stamping Co., Philadelphia, \$144,156 (75%); Romac Products Co., Long Island City, \$135,956 (70%); Sylvania, Seneca Falls, N. Y., tubes, \$70,-605 (65%); Melpar Inc., Alexandria, Va., \$54,955 (80%) & \$10,062 (75%); Cook Electric Co., Chicago, \$56,500 (70%); Technology Instrument Corp., Acton, Mass., \$55,000 (65%); Magnavox, Ft. Wayne, \$32,113 (65%); Babcock Radio Engineering, Van Nuys, Cal., \$32,062 (65%); Continental Machine Co., Newtonville, Mass., \$28,415 (70%); Anton Machine Works, Brooklyn, \$22,003 (80%); Hillyer Instrument Co., New York, \$17,701 (75%); Daystrom Electric Corp., Poughkeepsie, N. Y., \$16,614 (75%); Scia Electric Co., Chicago, transformer laminations, \$12,811 (50%); Telecomputing Corp., Burbank, Cal., \$6934 (75%).

* * * *

GE's Carl L. Ipsen, Harry W. Robb & James H. Williams, RCA's J. A. Milling & W. W. Watts, Westinghouse's Edmund T. Morris Jr., were presented "certificates of service" by Commerce Secy. Sawyer March 12 at Washington luncheon honoring 188 businessmen who served without compensation to help U. S. set up defense program.

Materials shortages haven't eased to any extent, as indicated by Issue No. 5 of DPA's bi-monthly *List of Basic Materials & Alternates*. List reflects few changes in important materials since January; it's available at Commerce Dept. field offices.

Beli Labs corrects impression that it's accepting orders for newly-developed film scanner from NBC-TV or others (Vol. 8:10), says it has no such plans. RCA says it's studying device, as well as other new types of scanners, hasn't made any yet.

Dividends: Admiral, 25¢ payable March 21 to stockholders of record March 17; Muter, 15¢ payable March 31 to holders March 15; Aerovox, 15¢ payable March 15 to holders March 5; Arvin, 50¢ payable March 31 to holders March 17; Erie Resistor, 20¢ payable March 15 to holders March 10; Cornell-Dubilier, 10% stock payable April 22 to holders April 4; Raytheon, 60¢ payable April 1 to holders March 15; Zenith, 50¢ payable March 31 to holders March 18; Davega Stores, 15¢ payable March 21 to holders March 11; Packard-Bell, 25¢ payable April 25 to holders April 10; Motorola, 62½¢ payable April 15 to holders March 31.

NETWORK TV time billings rose to \$15,213,792 in January, highest for any month ever, well ahead of network radio billings, and nearly double TV billings of January 1951. NBC-TV, CBS-TV & ABC-TV each rose to record monthly volume, with NBC-TV again running far ahead of NBC-radio and CBS-TV approaching within \$50,000 of the CBS-radio billings.

Network radio billings for January totaled \$14,477,939, holding close to 1951 monthly average but down from the \$16,691,878 reported for January 1951. CBS continued to lead in radio billings.

Detailed Publishers Information Bureau figures for January follow (for comparisons with 1951 month-by-month figures, see p. 14, Vol. 8:4):

NETWORK TELEVISION		NETWORK RADIO			
	Jan. 1952		Jan. 1951		
NBC	\$ 7,380,307	\$ 4,187,222	CBS	\$ 5,160,182	\$ 6,833,626
CBS	5,109,023	2,601,165	NBC	4,331,884	5,215,947
ABC	2,007,314	1,328,719	ABC	3,307,464	3,099,418
DuMont	717,148	435,527	MBS	1,678,409	1,542,887
Total	\$15,213,792	\$8,552,633	Total	\$14,477,939	\$16,691,878

Gov. Dewey took action on educators' urgings re TV in New York, this week backed bill in State Legislature to set up 15-member commission to study whole educational TV picture, report to Governor and Legislature by Feb. 10, 1953. In urging action, Dr. Lewis E. Wilson, State Education Commissioner, spoke of "3 channels" that FCC has "agreed" to reserve for State. Since educators had proposed 11-station network, and FCC's original allocation had proposed to reserve 8 channels, it's presumed Dr. Wilson has learned that Commission will grant the 3 extra. Actually, it could have been safely concluded educators would get the 3, since channels are uhf, and 11-station plan was unopposed in "paper hearing".

Salt Lake City's KSL & KSL-TV, as 25.9% stockholder in KID, Idaho Falls, Ida., is one of principals, along with other Mormon Church interests, in that station's application for Channel No. 3. It was one of 5 filed with FCC this week, bringing total pending to 514, including 34 uhf. Others: WKNB, New Britain, Conn., seeking Channel No. 30; WINK, Ft. Myers, Fla., No. 11; KPLC, Lake Charles, La., No. 7; Waco Television Corp., Waco, Tex., part-owned by Texas State Network, No. 11. [For further details, see *TV Addenda 14-I* herewith; for listing of all applications to date, see *TV Factbook No. 14* and *Addenda*.]

Graybar signs with Federal Telecommunications Laboratories Inc. (IT&T) to handle national distribution of all Federal TV broadcasting equipment, including vhf & uhf transmitters, auxiliary equipment, antennas, cameras, film projectors, all studio equipment, microwave links. Graybar also plans to distribute products of other TV station suppliers, such as towers, transmission lines, audio equipment, studio lighting, according to J. W. LaMarque, general communications sales mgr. Federal recently installed stations in Buenos Aires and Sao Paulo, provided equipment for WSM-TV, Nashville, and WKZO-TV, Kalamazoo.

Pilot model of Eidophor color theatre-TV equipment is scheduled to arrive in New York by air from Zurich, Switzerland, March 15. Gear will be set up in 20th Century-Fox's New York home office theatre and put through its paces, including tests with video signals of varying bandwidths. No date has been set for demonstration to press. Film company plans to demonstrate equipment to FCC during theatre-TV hearing, scheduled to begin May 5.

Work on Toronto-Montreal microwave began this week, is still due for completion some time in 1953. Buffalo-Toronto link is due second half 1952, or in time to link first CBC station due August.

Daylight Saving Time effective on networks April 27.

Havana's CMQ-TV (Goar Mestre) formally inaugurated its Cuban "network" March 12 by placing into commercial operation its satellite stations in Matanzas (Channel No. 9), Santa Clara (No. 5), Camaguey (No. 6), Santiago (No. 2). Chartered plane took sponsors, admen and newsmen on tour of stations that day. Stations will be linked by microwave later, presently are operating as self-contained entities, using CMQ-TV kinescope recordings, newsreels and feature films. Meanwhile, rival CMA-TV, Havana, now under construction on Channel 2 and scheduled to begin operation in May or June (Vol. 8:7), is also constructing Channel 3 station in Santa Clara, plans outlets in Matanzas, Camaguey and Holguin for which channels have not yet been designated—all to be linked by what technical director Ventura Montes claims will be country's first microwave relay setup. Latest U. S. Dept. of Commerce advices state 24,273 TV receivers were imported into Cuba during 1951 at value in excess of \$4,000,000; with 5000 sets in inventory, it put sets-in-use as of Jan. 1, 1952 at 19,273.

Don't look for quick action on modification of NPA color TV order M-90. Fact is, very little progress has been made in last 2 weeks. NPA has considered whole issue unimportant ever since it made up its mind that it won't make any major changes in order (Vol. 8:8, 10). Principal modification will be exemption of theatre-TV equipment from ban on manufacture of color receivers. After attorneys rewrite order, it must run gauntlet of NPA asst. administrator H. B. McCoy, administrator Henry Fowler, DPA chief Manly Fleischmann—and all the way up to defense mobilizer Charles E. Wilson, whose famous letter to CBS launched the color ban.

Daily newspaper circulation held close to all-time peak in 1951, according to N. W. Ayer & Son's *Directory of Newspapers & Periodicals*, 84th edition, issued this week. Combined circulation of all English-language dailies in U.S. was 53,593,000 at end of 1951, as compared with record 53,618,000 in 1950. Evening newspapers increased to 32,225,000, highest on record; morning totaled 20,457,000, and the 3 all-day dailies totaled 911,000, both down slightly. Sunday circulation was 45,907,000. Since end of World War II, evening papers have added 12% to their circulations, morning papers 15%, Sunday papers 19%.

TV has yet to prove effectiveness as retail advertising medium, in opinion of National Retail Dry Goods Assn. After studying results achieved by retailers who have used TV for 1-5 years, and up to 1½ hours daily, NRDGA's sales promotion division announced: "Results do not meet the standards which retailing expects and regularly receives from other media." Division manager Howard P. Abrahams notes, however, that TV is very productive when programs have strong local appeal and are accompanied by careful merchandising.

Wider TV football coverage and participation of more small colleges in TV program next fall were agreed upon at first meeting of NCAA's TV steering committee March 10. Committee will follow principle that no single college or small group of colleges will dominate football TV for fear "resulting financial rewards would create far greater temptations than any yet known [and] place irresistible premiums on developing winning teams."

Unscheduled drama for televiwers was provided March 14 by 30-year-old Louisville news vendor who climbed WHAS-TV's 600-ft. tower on an "impulse". Station focused its cameras on him, and while viewers watched in suspense, 3 firemen went up the tower and the climber started descending. Firemen met him at the 200-ft. level.

Britain's third TV station was inaugurated this week at Kirk O'Shotts, Scotland.

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

Television Digest

with ELECTRONICS REPORTS

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8 MORE TV NETWORK CITIES BY JULY 1: San Antonio and Tulsa will get July political conventions via direct network service, after all -- good news not only to those communities but to telecast sponsors and to the lagging TV trade.

That makes 8 in all to be added to interconnected service this summer. AT&T had announced Feb. 15 that extensions to those 2 cities "will not be feasible until later this year." But this week it reversed itself, issued assurance that microwave facilities will be added July 1.

AT&T also reiterated that the other 6 new cities -- Miami, Houston, New Orleans, Dallas, Fort Worth, Oklahoma City (Vol. 8:4,7) -- will start July 1.

Facilities to the 2 new cities are termed "temporary," and only one channel will be available to each of 8 new cities until permanent installations are made later in year. Actually, only thing temporary about Tulsa and San Antonio extensions is electronic gear. Everything else, including towers, will be permanent.

Thus, 60 of the 64 TV markets & 105 of the 109 stations will be able to get the July 7 GOP and July 21 Democratic conventions from Chicago. Only cities then remaining without network service -- and AT&T still offers no estimate for their inclusion -- will be Seattle, Phoenix, Albuquerque and Matamoros-Brownsville.

LOOK FOR 1250 APPLICATIONS—OR MORE: If you've been watching steady accretion of TV station applications, as reported in our weekly Addenda (blue) sheets -- well, you ain't seen nothing yet!

At beginning of freeze Sept. 30, 1948, there were 308 on file. By end of 1951, total had swelled to 473. Then, in first 12 weeks of this year, there has been gradual acceleration -- running as high as 7 in one week -- and bringing the total to 517, as listed in TV Factbook No. 14 and Addenda 14-A to 14-J inclusive.

All these went into files despite FCC's repeated request that none be filed during freeze, its assertions that early filings will get absolutely no preference, and fact that at least half the applications will require amendment to conform with new allocations and rules when promulgated.

Behind most such applications is apparent philosophy that "you can't lose and may gain" and you may smoke out or scare out the competition.

When FCC finally does welcome new applications, what then? We polled 20 top Washington law firms specializing in radio practice, asked each how many new ones it expects to file, got total of approximately 550. Add the smaller firms, the out-of-town counsel, the prospective applicants who haven't yet selected legal counsel -- and you're bound to get at least 250 more.

It's good guess therefore that 1250 or more applications will have been filed for as many stations by end of the 90-day filing period FCC is expected to allow. That includes the 500-odd already on file, some sure to be dropped.

Implications of this deluge are truly staggering -- in terms of FCC workload, of hearings, of delays in processing and granting applications.

ABC-UPT MAKING STRONG CASE FOR MERGER: Climax of 9-week-old Paramount hearing was finally reached this week, as story behind proposed ABC-United Paramount Theatres merger (Vol. 7:21) was unfolded by presidents of the respective companies -- Robert Kintner and Leonard Goldenson.

They made strong case -- unquestionably -- but cross-examination, with its probing for weaknesses, is yet to come. Testimony was in support of these 2 theses:

(1) ABC must have UPT's money and know-how to keep from falling hopelessly behind in competition with NBC and CBS.

(2) Merger cannot and will not conduce to "monopoly," and theatre folk, by reason of ability, capacity and goodwill toward TV & radio are eminently qualified to go into the telecasting and broadcasting businesses.

"Gap is widening" between ABC and top 2 networks, Kintner freely conceded, and he gave these reasons:

(a) ABC's manifestly weak financial status (see story, p. 15).

(b) Other networks enjoy "cushion" of non-broadcasting revenues from their receiver manufacturing businesses, from record sales, etc.

(c) NBC and CBS got jump in TV because they had powerful lineups of big AM affiliates who went into TV first. And ABC just hasn't the wherewithal to fashion programs attractive enough to entice affiliates away from NBC and CBS.

Illustrating ABC's difficulties in cracking NBC-CBS affiliates, Kintner introduced figures showing that ABC-TV cleared only 4.7% of "live" time in 30 one-station markets in a recent week, while NBC got 55.8%, CBS 37.4%, DuMont 2.1%. Its popular Celanese Theatre, for example, is carried on only 17 stations and isn't kinescoped because ABC can't get film rights.

In times of "recession," such as Kintner said the telecasting business has undergone since December, third network suffers badly. He said 7 ABC-TV shows have been canceled since December, and even NBC has 5 good periods open, CBS 2 or 3.

Looking into future, Kintner analyzed FCC's proposed allocation plan, and found: In top 162 markets, 21 would have 3 vhf channels, 57 would have two, 42 one, all rest uhf only. Unless ABC can beef up its programming, he indicated, network will be shouldered into uhf -- increasing its handicap.

* * * *

What would UPT do for ABC? Immediately upon approval of merger, Goldenson said, new American Broadcasting-United Paramount Theatres Inc. will assume obligation of \$25,000,000 worth of securities with which it will pay for ABC stock, will pay off ABC's approximately \$10,500,000 indebtedness, and will advance any additional funds necessary for working capital and expenditures for expansion.

ABC could then bid against NBC and CBS for high-powered talent on an equal footing, said Kintner. It would go in for the kind of high-rated comedy shows in which it has always been weak. It would take expensive risks of building up shows which may or may not click. It would expand drama, news, daytime programming.

And it would give financial injection to radio, "which is far from dead."

Kintner related how network first sought funds through a \$14,000,000 issue, which fell through; then negotiated with 2 movie companies, a record company, an electronics manufacturer, and CBS. Sale to CBS fell through because both companies decided "it wasn't in the public interest" to eliminate a network. All other deals collapsed because "firms don't go into broadcasting lightly, it requires tremendous resources, and the risks are high."

ABC chose UPT because of its good financial position and earning power, its excellent management, and because it could bring new showmanship, skill, experience to the TV and radio operations.

* * * *

Fears that "monopoly" will grow from merger are unfounded, witnesses testified, for these reasons:

(1) ABC's revenues will come from advertising, theatres' from admissions, thus there would be no undue "concentration" in the advertising field.

(2) TV and movies will use different kinds of film; thus, merged company will have no particular competitive advantage in bidding for or suppressing films.

(3) Distribution of ABC's affiliates and UPT's theatres wouldn't produce monopoly: ABC has affiliates in 181 cities where UPT has no theatres; UPT owns theatres in 176 where ABC has no affiliates; both have interests in 122 cities. And UPT has theatres in only 13 cities of the 51 where ABC has the only AM in town.

DuMont remains opposed, its counsel insisting that the merged company may have greater "leverage" in film-buying market, regardless whether TV and theatres buy different kinds of film. Importance of films is attested by Kintner's statistics on percentage of TV program time devoted to film (see p. 15).

* * * *

Fourteen other witnesses, including ABC chairman Edward J. Noble and vice presidents of both companies, buttressed Kintner-Goldenson testimony. Participants are now talking about "2 weeks" to conclude hearing -- but such guessing is reminiscent of FCC's freeze-end estimates. Cross-examination has way of running on and on. And another imponderable is Gordon Brown, owner of WSAY, Rochester, gadfly of networks, due to take stand after merger phase.

FCC's FREEZE HEADWAY, BUDGET SETBACK: Freeze parleys are over the hump, in opinion of most at FCC, but it still looks like "couple weeks" until The Day -- issuance of final decision. The "hump" surmounted this week covered very basic principles.

Some of most vigorous disagreement yet occurred this week, when several commissioners insisted on drastic cuts in vhf powers, heights, mileage separations -- way below those contemplated to date (Vol. 8:8) -- all to keep vhf from "drowning out" uhf and creating a new "clear channel situation."

But majority stuck to current proposals, compromising only to extent of limiting antenna heights to 1000 ft., with maximum power, in Zone 1 (Eastern U.S.), permitting 2000 ft. elsewhere. Majority's argument was that rural coverage would suffer from vhf cuts, and that uhf service will approach that of vhf if given adequate power and height. You can expect very strong dissents in final decision.

Appendices A & B of decision, covering rules & standards, plus coverage & interference factors, are considered "solid," almost certain to undergo no changes from here on out. FCC is now debating Appendices C & D -- table of city-by-city allocations. Everyone has fingers crossed, hoping for little dissension. Creating some problems, though perhaps no delays, is fact Canada is thinking in terms of vhf co-channel separations in neighborhood of 225 miles -- way above ours.

"Leaks" on some city allocations are bound to occur before final document is released. In fact, there has been certain amount of this every time draft of prospective allocation has been drawn up. There's not too much advantage to be gained from such "inside dope", since there will be plenty of time to study allocation before any grants are passed out.

* * * *

Chances of FCC's getting more money, to process TV applications, dropped another notch this week when House rejected efforts of Rep. O'Konski (R-Wis.), owner of WLIN, Merrill, Wis., to hike FCC's appropriation from \$6,108,460 to \$8,000,000. Rep. O'Konski argued, in speeches from House floor March 19-20, that it will take 5-10 years to bring TV to small towns unless FCC gets more money.

Up rose FCC's implacable enemy, Rep. Cox (D-Ga.), who got \$1,000,000 sliced from Commission's budget last year. "Is the gentleman serious?" he asked. "This Commission...has performed as if it were the hired agent of the Reds." Only Comrs. Jones and Bartley are worthy of Congress' respect, he said.

Rep. O'Konski defended present Commission, regardless of previous personnel. Said Rep. Cox: "The present chairman [Walker] was there when the scoundrel Lawrence Fly was down there terrifying the broadcasters all over the country. The present chairman slunked into my office about 10 days ago to offer explanations and make peace. But there is nothing that he could do that would make me feel that he is fit for the job he holds."

Though O'Konski was backed by Reps. Reams (Ind-Ohio) and Bailey (D-W.Va.), rejection of increase was clinched when Rep. Thomas (D-Tex.), chairman of appropria-

tions subcommittee, argued that FCC can take care of TV by transferring personnel from other activities.

Budget may fare better in Senate, though it's anyone's guess what final upshot will be, since all agencies such as FCC are being cut. All commissioners except Jones appeared before Senate appropriations subcommittee March 21, were joined by Sen. Johnson, chairman of Interstate & Foreign Commerce Committee, plus Haraden Pratt, President's Telecommunications Advisor, and a military spokesman.

NPA TO LIFT OWN NEW-STATION FREEZE: NPA won't stand in way of new TV grantees' getting on air after FCC lifts freeze. By mid-year, construction materials will be no major barrier to building new stations or altering old ones.

That's official now -- from DPA administrator Manly Fleischmann -- who qualified his statement by saying "all bets are off" in event of prolonged steel strike or other national emergency. If big strike occurs, "the most drastic possible curbs will have to be imposed at once."

Defense-supported demands for structural steel and aluminum will begin to decline by mid-year, Mr. Fleischmann announced, and new starts on civilian building will be approved in third and fourth quarters.

All industrial applications -- including broadcasting and community antenna projects -- are expected to be approved for third quarter. "By the fourth quarter," said DPA boss, "things will be somewhere near normal in the construction industry."

Second-quarter allotments for 5 TV network & station expansion projects were listed, meanwhile, by NPA's Industrial Expansion Div. (see p. 16).

These are in addition to NBC's Burbank, Cal. studios, which last week got go-ahead to begin construction after NBC successfully brought its case before NPA's appeals board (Vol. 8:10-11). Wasting no time, NBC this week made ready to break ground for \$3,000,000 two-studio project, will receive first materials in July.

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"Green light for planning" is what Mr. Fleischmann termed his announcement of easing construction situation. He assured prospective builders they can begin making plans now for projects to be begun in second half of year. To be in running for third quarter allotments, applications for new building starts must be sent to NPA immediately; official deadline passed long ago.

It won't be all gravy for TV-radio station builders, though. As antenna towers cease to be chief bottleneck in station construction (Vol. 8:5,8), copper will become the limiting factor.

NPA's "miserly attitude toward allocation of copper" -- to use Mr. Fleischmann's words -- will continue. And broadcasters will have to cut their requirements for copper through substitution and conservation.

TV THE 'GOLDFISH BOWL' OF POLITICS: Political correspondents covering the recent New Hampshire primaries marveled at seeing so many TV aerials in that state's towns and country-side -- asked us why, since state has no stations.

Study of the map shows Boston, with 2 stations, only 48 air miles from Manchester, state's largest city, and 64 miles from Concord, the capital. Moreover, most of state's 155,000-odd homes are in southern part of state and so within reach of more or less signal from Boston.

Study of trade data shows that a little more than 30,000 TVs were shipped into New Hampshire during 1950-51, which, added to those bought earlier or brought in by individuals from outside, means state has nice proportion of its homes TV-equipped -- maybe as many as one-third.

Did this affect the campaign, helping Eisenhower win his amazing sweep over Taft, Kefauver his surprise victory over Truman? Probably it did, say the political pundits who now, for most part, have come around to belief that telegenic qualities of candidates may well spell margin of their success or failure.

Boston stations weren't used for actual campaigning before New Hampshire's electorate. But since every TV home is now a veritable newsreel theatre, and every candidate now well known on TV whether seen live or via films, the impact of TV is manifest. As New York Times critic Jack Gould put it:

"The vivid lesson of the New Hampshire primary is that campaigns in the TV age are going to be conducted in a goldfish bowl."

Whether time is bought on TV stations for campaigning, whether candidates tour the hustings as they did in New Hampshire, whether they appear on forums or discussion programs, they now know they're seen by millions of people -- creating impressions of personality, ability and likeability. Mr. Gould added:

"For last week's primary the cameramen and commentators of the networks, especially those of CBS and NBC, swarmed over the state and by means of film did a generally fine job of documentary reporting...In fact, it was this demonstration of original journalistic enterprise on the part of TV that may constitute one of the most important and heartening developments in video in many years. [They] can dig into a story on their own initiative and by visual means provide millions of people with a new and illuminating insight into men and events."

Consider, then, the importance of TV in the remaining primaries, and of course at the Chicago political conventions in July (which will be covered fully and competitively) -- to say nothing of the November national and local campaigns.

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In most areas of forthcoming primaries, there are local and contiguous TV stations, which have already covered the national candidates and presumably are continuing to give politics a big play: Wisconsin, April 1, with good audiences built up by Milwaukee, Chicago & Minneapolis-St. Paul stations; Nebraska, April 1, stations in Omaha; Illinois, April 8, stations in Chicago, Davenport-Rock Island, St. Louis; New Jersey, April 15, stations in New York, Philadelphia, Wilmington; Pennsylvania, April 22, stations in Philadelphia, Johnstown, Pittsburgh, Lancaster, Erie; New York, April 22, New York City, Schenectady, Syracuse, Binghamton, Rochester, Buffalo, Erie; Massachusetts, April 29, stations in Boston, Providence, New Haven, Schenectady; Maryland, May 5, stations in Baltimore, Wilmington, Washington; Ohio, May 6, stations in Cleveland, Cincinnati, Columbus, Dayton, Toledo, Detroit, Huntington, Erie; Florida, May 6, stations in Miami, Jacksonville; West Virginia, May 13, stations in Huntington, Pittsburgh; Oregon, May 16, no TV; California, June 3, stations in San Francisco, Los Angeles, San Diego; South Dakota, June 3, no TV.

There's probably overlap from other stations, too, but main point is that, despite fact there are mere 108 stations in 63 U.S. areas, TV is cutting big swath in the 1952 elections, will cut bigger one in later years. Recognizing this, GOP national headquarters has published TV campaign map, showing areas of existing stations, based on Television Digest's TV area-&-network map -- idea of radio director Edward T. Ingle -- and has made it available to its candidates.

Personal Notes: James V. McConnell, director of NBC TV-radio spot sales, resigned effective March 21, will announce plans next week . . . Richard E. Jones, ex-mgr. of WJBK & WJBK-TV, Detroit, named director of DuMont's owned-&-operated stations, actively managing WABD, New York, and supervising WTTG & WDTV . . . Victor M. Ratner, who resigned as CBS v.p. in October 1949, resigns April 1 as adv.-sales promotion v.p. of R. H. Macy & Co. to open own public relations office at 515 Madison Ave., New York, his clients including Council on Motion Picture Organizations, William Morris Agency, 20th-Century Fox . . . J. R. Popple (WOR) nominated for president, P. W. Morency (WTIC) for executive v.p., Radio Pioneers, on which balloting ends April 2 . . . James E. Kovach resigns as NBC-TV mgr. of TV production operations to become mgr. of *New York Times'* WQXR & WQXR-FM . . . Felix H. Kent, ex-CBS legal staff, joins ABC legal dept., along with Muriel Henle . . . Gene Ragle, ex-WLWT, named program director, WLWC, Columbus . . . Walter A. Scanlon, ex-Alexander Smith Co., named sales promotion mgr., CBS-TV film sales, Charles D. Reeves named Chicago mgr. . . . Francis N. Littlejohn Jr., ex-NBC, named managing editor for CBS-TV news; Paul C. Levitan, ex-technical operations supervisor, named CBS-TV special events producer . . . John F. Rayel, NBC-TV talent procurement supervisor, named supervisor of package program sales; John G.

Fuller, sales promotion mgr., named supervisor of program sales development—both reporting to Ruddick C. Lawrence . . . Gerry Ross, ex-NBC-TV producer, named TV-radio director, Hilton & Riggio Inc. . . . Edward Larkin named mgr. of Los Angeles office of CBS Radio & TV Spot Sales . . . Arnold Wester, ex-MGM & Jerry Fairbanks Inc., joins Wm. Esty & Co. in charge of reopened TV production office in Hollywood . . . Robert W. Day, TV-radio director, elected v.p. of Albert Frank-Guenther Law Inc. . . . Donald A. Rutledge, ex-Arabian American Oil Co., appointed NBC mgr. of employee relations.

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Newly elected TV members of SPAC, NBC affiliated stations planning & advisory committee: Lee Wailes, for WSPD-TV, Toledo (Storer), and Stanley E. Hubbard, KSTP-TV, St. Paul. Reelected for TV: E. R. Vadeboncoeur, WSYR-TV, Syracuse, and Martin Campbell, WFAA-TV, Dallas. Newly elected members representing radio affiliates: Robert B. Hanna, WGY, Schenectady (same ownership as WRGB); Allan M. Woodall, WDAK, Columbus, Ga.; P. A. Sugg, WKY, Oklahoma City (WKY-TV); Ed Yocom, KGHL, Billings, Mont.; Willard C. Worcester, WIRE, Indianapolis. Reelected for radio: B. T. Whitmire, WFBC, Greenville, S. C.; Ralph Evans, WHO, Des Moines, and WOC, Davenport (WOC-TV); Richard O. Dunning, KHQ, Spokane. Committee elects officers in mid-April.

RELATIONSHIP OF TV and radio has always been handled very circumspectly by NARTB—understandably, because of organization's diverse and touchy membership, who are dominantly AM operators. However, president Harold Fellows, a veteran broadcaster, tackled topic of "TV—The Shape of Things to Come" this week, did forthright job of buttoning up some obvious and some not-too-obvious aspects of subject. In March 21 talk to Assn. of National Advertisers at Hot Springs, Va., he made these points:

(1) "TV is big, and it will get much bigger."

(2) "TV is not apt to lower the value of good radio stations. It might contribute to the demise of a few marginal operators." He noted that, of 58 AM stations deleted since 1947, half were in TV areas, half in non-TV.

(3) TV time charges will go up—"but the cost per viewer will go down." Talent costs will always be high for "extravaganzas" but costs will come down because TV will produce new talent, and industry will find new ways of reducing costs.

(4) "TV probably will have a more dire effect on magazines than on newspapers, although this possibly can derive from the fact—as in radio—that there may be over-expansion in the periodical field."

(5) "Advertising will support TV—because I believe TV will do its share of supporting business . . . Business is getting bigger. America is getting bigger. We still have the same businesses-per-person ratio in the U.S. that we had at the turn of the century, although population has increased [about] 75,000,000. More people mean more business—and more business means more advertising."

(6) TV's quick transition from loss to profit is attributable to: "It's good, and advertisers want to use it"; and, of course, limited facilities because of freeze.

(7) "I can't refrain from observing that radio with over 100,000,000 receivers [has] over 6 times as many outlets for its messages as TV and nets only slightly more than double the revenue of TV. This can't be an indication that TV is overpriced, if one can read any significance into the fact that hundreds of advertisers are standing in line to get time on the medium. I wonder if it could mean that radio is underpriced?"

(8) "Will all of our children grow up to be gangsters? No, I believe TV broadcasters possess a keen awareness of their programming obligations . . . I believe TV will contribute to making better men and women of our children through spreading knowledge and culture."

Noting 10-15% less reading time in TV than in non-TV homes, Wm. E. Steers, v.p. of Doherty, Clifford & Shenfield Inc., told Assn. of National Advertisers convention in Hot Springs, Va. March 21 that only those media which have failed to capture the interest and imagination of the public will be vitally hurt by TV. Entertainment and escape type of magazines are in direct competition with similar fare on TV, he said, hence it's reasonable to expect a loss in that kind of reading.

Copies of FCC's 'Freeze Report'

Each subscriber to the full services of *Television Digest* will receive one copy of printed full text of FCC's *TV Allocation Report* ending the freeze, including city-by-city channel tables, and full text of Rules & Regulations and Procedures. We'll print them simultaneously with release by FCC, now expected in early April. FCC document will run about 600 single-spaced mimeo pages, which means 200 or more pages of our supplement format. Preprint orders for extra copies are now being taken at \$5 each.

Newly elected to NARTB (radio) board and taking office at Chicago convention March 30-April 2: E. R. Vadeboncoeur, WSYR, Syracuse, succeeding Wm. Fay, WHAM, Rochester; Harold Essex, WSJS, Winston-Salem, reelected; Henry B. Clay, WKH, Shreveport, for Harold Wheelaan, WSMB, New Orleans; Stanley R. Pratt, WSOO, Sault Ste. Marie, Mich., for Richard M. Fairbanks, WIBC, Indianapolis; E. K. Hartenbower, KCMO, Kansas City, for Wm. B. Quarton, WMT, Cedar Rapids; Jack Todd, KAKE, Wichita, reelected; Wm. C. Grove, Cheyenne, reelected; Albert D. Johnson, KOY, Phoenix, for Calvin J. Smith, KFAC, Los Angeles; Paul Morency, WTIC, Hartford, director-at-large for big stations, succeeding James D. Shouse, WLW, Cincinnati; A. D. Willard Jr., WGAC, Augusta, Ga., medium stations, reelected; Lee W. Jacobs, KBKR, Baker, Ore., small stations, succeeding Patt McDonald, now WNOE, New Orleans; Michael R. Hanna, WHCU, Ithaca, N. Y., FM stations, taking place of Frank U. Fletcher, ex-WARL-FM, Arlington, Va. Continuing members of NARTB radio board: Leonard Kapner, WCAE, Pittsburgh; Thad Holt, WAPI, Birmingham; Robert T. Mason, WMRN, Marion, O.; Merrill Lindsay, WSOY, Decatur, Ill.; H. W. Linder, KWLM, Willmar, Minn.; Kenyon Brown, KWFT, Wichita Falls; Glenn Shaw, KLX, Oakland, Cal.; H. Quenton Cox, KGW, Portland, Ore. Continuing directors-at-large: John H. DeWitt Jr., WSM, Nashville, large stations; Hugh B. Terry, KLZ, Denver, medium; Edgar Kobak, WTWA, Thomson, Ga., small; Ben Strouse, WWDC-FM, Washington, FM. Elected this week to succeed Craig Lawrence, ex-WCOP, Boston, now WCBS-TV, New York, was Wm. B. McGrath, WHDH, Boston.

Nation's 10 most popular TV shows for February, according to American Research Bureau: *Arthur Godfrey's Talent Scouts* (CBS), ARB rating 52; *Red Skelton* (NBC), 50; *You Bet Your Life* (NBC), 49; *Texaco Star Theatre* (NBC), 49; *I Love Lucy* (CBS), 48; *Arthur Godfrey & His Friends* (CBS), 47.5; *Show of Shows* (NBC), 42.9; *Mama* (CBS), 41; *Philco TV Playhouse* (NBC), 40.5; *Fireside Theatre* (NBC), 40. Trendex ratings for March 1-7: *I Love Lucy* (CBS), 47.1; *Talent Scouts* (CBS), 46.1; *Star Theatre* (NBC), 41.2; *Red Skelton* (NBC), 37.8; *Show of Shows* (NBC), 36.6; *Fireside Theatre* (NBC), 35.1; *You Bet Your Life* (NBC), 32.9; *Mama* (CBS), 32.7; *Man Against Crime* (CBS), 32.1; *Racket Squad* (CBS), 31.6. President Truman's address March 6, carried by all networks, rated 45.2, or between Arthur Godfrey and Milton Berle. Nielsen ratings for 2 weeks ended Feb. 23: *Talent Scouts* (CBS), 57.8; *Red Skelton* (NBC), 54.1; *I Love Lucy* (CBS), 53.7; *Star Theatre* (NBC), 51.8; *Comedy Hour* (NBC), 51.4; *Show of Shows* (R. J. Reynolds-NBC), 47.1; *Show of Shows* (partic.), 46.9; *Godfrey & Friends* (CBS), 45.7; *Philco Playhouse* (NBC), 43.2; *Big Town* (CBS), 43.1.

Shared TV sponsorships, networks' answer to problem of corralling smaller-budget advertisers and providing greater station clearance for big-budget sponsors, are clearly analyzed in Feb. 29 *Tide Magazine*. Article gives typical examples of the 4 basic techniques—alternate week, participating, regional, cooperative—includes handy "lexicon of TV sales devices." It's pointed out that shared sponsorships haven't produced as high identification of star and product as in radio (e.g., Jack Benny-Jello, Fibber McGee-Johnson's Wax), but that sponsors have learned how to compare sales in TV and non-TV areas in order to determine TV's pulling power.

Broadcast Advertising Bureau engages Pulse Inc. to conduct nation-wide survey of automobile listening habits, testing via 100,000 interviews in 250 cities; BAB thinks auto set ownership is higher than joint network-estimated 23,500,000 (Vol. 8:5).

Telecasting Notes: An unseasonable softening of TV sponsorships is evident among networks and stations, causing quite a bit of concern that telecasting business could turn out to be feast-or-famine. Blame is laid mainly on slower trade generally and on high program and talent cost, though it's conceded by some that ever-increasing station rates could be pricing TV out of its market, playing back into hands of other media. "We've got to get out and hustle for business now," said one station manager. "It isn't just coming over-the-transom" . . . NBC-TV's loss of Admiral's *Lights Out* Mon. 9-9:30 and CBS-TV's dropping of *Frank Sinatra Show* Tue. 8-9, which it couldn't sell, are among most glaring of quite a few current casualties that more than offset optimistic official statements that sponsors aren't taking usual summer hiatus this year but instead will take advantage of 52-week discounts (Vol. 8:11) . . . "Economy" is watchword at NBC-TV, where second quarter budgets are being shaved radically as one step toward meeting softened market . . . Hollywood reports have MGM's publicity v.p. Howard Dietz going all-out with "teaser" film spots, utilizing name stars, to exploit new feature movies; recent purchase of spots preceding Dodgers games on WOR-TV (Vol. 8:9) just starter of big campaign . . . MGM buys *Lucy & The Stranger*, one of *Fireside Theatre* series, for \$14,000 from Bing Crosby Enterprises to incorporate into its forthcoming 4-part *Mademoiselle*; Procter & Gamble originally paid \$17,000 for it, second run brought in still more, so it netted nice profit besides proving TV good creative medium for feature film producers . . . Big Wolfson theatre chain has turned over its Capitol Theatre in Miami entirely to its WTVJ, remodeling 3-story structure for studios, offices, etc., in-

cluding one 68x100-ft. studio, to be ready by mid-summer . . . Saturday Evening Post's *Keep Posted* program on DuMont Network asked viewers to vote on whether they thought Congressional committee hearings should be televised; despite Speaker Rayburn's edict against it (Vol. 8:9), more than 98% voted in affirmative . . . WTVN, Columbus (Edward Lamb), announces nation-wide TV script contest for cash prize of \$1000, details available from station . . . WBNS-TV, Columbus, netted \$6500 in drive for Pilot Dogs Inc., which trains guide dogs to be given free to the blind . . . NABET-CIO (National Assn. of Broadcast Engineers & Technicians) dropped from New York council of National Assn. of Broadcast Unions & Guilds because of alleged "raiding" by NABET . . . CBC's first TV outlet may be the one in Montreal, whose studios last week were used to originate live and film shows piped via 2-hop microwaves to Eastern Canada All-Electrical Exhibition; station is due on air in August . . . British Broadcasting Corp. has invited Lynn Poole, creator-producer of DuMont's *Johns Hopkins Science Review* to consult with its staff on 3 science programs; Poole goes to London April 22 . . . U of Michigan Sunday 1-2 p.m. credit "telecourses," one of first and most ambitious educational TV undertakings, now being fed by Detroit's WWJ-TV to WJIM-TV, Lansing, and WKZO-TV, Kalamazoo . . . WHAS-TV, Louisville, from March 22 is represented by Harrington, Righter & Parsons . . . More station rate increases effective April 1 to add to those previously reported (Vol. 8:9, 11): WRGB, Schenectady, from \$500 to \$600 per Class A hour, \$100 to \$125 per 1-min.; KPRC-TV, Houston, \$500 to \$600 & \$100 to \$120; KMTV, Omaha, \$400 to \$450 & \$80 to \$90; it claims to be first station to guarantee rate up to 52 weeks to all advertisers.

Station Accounts: General Tire & Rubber Co., now parent company of WOR-TV, New York (Vol. 8:3), becomes major sponsor on that station April 14, reviving old stock company idea by presenting same play nightly for week. First show will be *Trial of Mary Dugan*, repeated Mon.-thru-Fri., 7:30-9 p.m.; second is *Three Men on a Horse*, same schedule. All are produced in WOR-TV studios by Warren Wade, ex-WPIX & NBC-TV, under title *Broadway TV Theatre*. Agency is D'Arcy Adv., Cleveland . . . Catalina Inc. (bathing suits) to use TV-radio spots in key cities to back up newspaper, magazine, outdoor promotion of its "Miss Universe" beauty pageant, co-sponsored by Pan American Airways, Universal film studios and City of Long Beach, Cal.; agency is David S. Hillman Inc., Los Angeles. Ads will also tie in with Skol sun-tan lotion, whose ads will mention Catalina swimsuits . . . B.V.D. Co. expected to resume TV spots shortly, thru Hirshon-Garfield Inc., N. Y. . . Lorillard's new "Kent" filter cigarette is being handled by Young & Rubicam, though Old Gold agency is Lennen & Mitchell; TV-radio to be used extensively . . . Southwestern Bell Telephone Co. sponsoring *Television of Week's News* Sun. night on WOAI-TV, San Antonio . . . Another natural for TV: Julius Carlebach Art & Antiques Gallery, New York, to use it with other media in campaign to be handled by Richard H. Roffman Associates . . . Among other advertisers reported using or preparing to use TV: Baltimore Paint & Color Works (Gleem Mildew Resistant House Paint), thru S. A. Levyne Co., Baltimore; Golden Dipt Div., Meletio Sea Food Co. (Golden Dipt Ready-Mixed Breading), thru Olian Adv., St. Louis; Stern's Garden Products Inc. (Miracle-Gro Plant Food), thru Kiesewetter Associates, N. Y.; James Manufacturing Co. (James dishwasher), thru Galen E. Broyles Co., Denver; Henry Rosenfeld Cosmetics Co. (liquid make-up), thru Leonard Gussow-James Hyman Adv., N. Y.; Riverbank Wine Co. (Romolo wines), thru Manhattan Adv. Agency, N. Y.; Sapolin Paints Inc. (paint, varnish), thru Hicks & Griest Inc., N. Y.

FUN WITH FIGURES" might be good generic term covering current crop of surveys—each proving something to satisfaction of somebody:

(1) *Puck—The Comic Weekly* (Hearst) released study by NYU and Columbia U professors, covering 1069 New York TV and non-TV homes, showing: (a) Time spent on weekday evening radio listening was 49% less in TV homes; (b) total movie-going was 45% less; (c) number of books read showed no change; (d) time spent on reading magazines, daily newspapers and Sunday papers was down 8%, 14% and 15% respectively—though average number of readers is actually slightly higher (4-5%) in TV homes.

(2) Adverttest studied 1036 families in New York, concluded that average TV family devoted 4 hours and 20 minutes to daytime weekday radio listening, while non-TV family gave 4 hours, 34 minutes. Adverttest's poll of 757 New York TV homes, on early evening habits (5-8 p.m.), found TV set in use 1.84 hours, radio .48 hours.

(3) WOR cites Pulse surveys to show radio little affected in New York when whole day considered: (a) In average day (6 a.m.-midnight) in Oct.-Dec. 1951, 773,300 families listened to radio, compared with 734,700 same 1946 period. Jump is attributed to 16% increase in number of radio families, 43% increase in morning listening and 15% increase in afternoon listening—offsetting 17% decline in 6 p.m.-midnight listening; (b) average nighttime TV sets-in-use is 53.5 among families owning TV 9 months or less, 43.1 among families having sets over 2 years.

(4) Recent Nielsen figures show more homes using TV than radio during 10-11 p.m. first December week—8,850,000 vs. 8,045,000. Radio led rest of day.

(5) *Milwaukee Journal* 1952 Consumer Analysis, to be published in April, will show that 9.9% of TV owners among the 5000 respondents reported they had been to movie within a week, while 18% of non-TV respondents had; 52.8% of TV owners had been to movie in 6 months, compared with 69.4% of non-TV respondents.

TV-RADIO 'METALS PINCH' BOWING OUT: Materials shortage will no longer be factor to reckon with in TV-radio receiver production, come mid-year.

Bigger allotments of all metals -- including copper -- are definitely in the works. Even second-quarter materials rations, tightest of the mobilization period, may well be increased.

TV-radio set makers actually never felt real squeeze of materials shortage. Trade slump and conservation cut industry's need for vital metals when pinch began.

Conservation measures have removed defense-imposed ceiling from TV production for rest of year, while cutting costs without degrading sets. Actual ceiling on the industry's output is being fixed by the rather listless demand for sets.

DPA hasn't made final determination of third-quarter allotments -- but from word that has leaked out, it's fairly safe to assume that allotments to TV-radio and other consumer goods manufacturers will fall within these ranges (in terms of percentage of usage during first-half 1950 base period):

Steel, 60-65% (vs. 50% for first and second quarters); copper wire, 40-45% (vs. 35% second quarter, 40% first); copper & brass mill products, 35-40% (vs. 30% second quarter, 35% first); aluminum, 45-50% (vs. 30% second quarter, 35% first).

Rations of copper will probably be highest since fourth quarter 1951, steel and aluminum highest since third quarter. Allotments may be made on 6-month basis, same amount being granted for third and fourth quarters simultaneously, with supplemental allotments pledged for fourth quarter if metals supply eases further.

CMP's swansong may come by year's end or shortly thereafter. DPA boss Manly Fleischmann told House Small Business subcommittee this week that steel is scheduled for decontrol in last quarter of 1952 or first quarter of next year, aluminum near first of 1953. Defense step-up wouldn't alter this schedule much, he said.

Big steel strike -- or, of course, war -- could throw all of Govt.'s ease-and-decontrol planning into a cocked hat.

MORE PRICE CUTS—WHAT THEY MAY MEAN: Those headline-winning GE, Emerson and Muntz price reductions this week (see Topics & Trends) -- are they symptomatic of another such wave of distress as struck the TV trade about this time last year?

Positively not, the manufacturers will tell you. Not for those who have geared production to demand. And not unless the TV business goes all to hell this spring & summer, which seems unlikely in view of upcoming baseball and politics -- not to forget July 1 extensions of network service into more cities (see p. 1).

Why, then, these second and third price cuts within a matter of months? To quote one competitor, obviously annoyed:

"Sure, it's symptomatic of loaded warehouses of a few companies." Emerson denies this, but it's common trade talk that GE, which produced heavily last winter in anticipation of materials shortages, has perhaps the biggest oversupply of sets. Its inventory is spread widely, for own GE Supply handles most of its distribution.

Factory-to-home producer-&-Seller Muntz has been called "biggest retailer in the TV field." It has always competed on a cut-rate basis.

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TV retail trade is extremely slow generally -- no doubt about it. At moment it's obviously slower than output rate, reflected in 21,000 jump last week in factory inventory (see below).

Who has the inventory? Not me, says nearly every manufacturer asked. The factory figure isn't dangerous, most opine, because only few days supply from each of 70-odd reporting companies could quickly add up to 200,000 or more.

Big RCA says it's "producing realistically" only what it thinks it can sell, has no intention of going "hog-wild" on production after sad experience of year ago.

Philco says it's out of merchandise, even raided some of own executives' homes recently for certain numbers, foresees no distress. Crosley has had 2 price cuts (3 on some models) and contemplates no more. Motorola spokesman said, "Our inventory is clean and our production is sensitive to a market which we know has softened. We know when to pull in our horns." Majestic reported: "We're better than average, holding our own, but the going is certainly rough in New York."

Besides foregoing, whom we were able to contact directly, trade press quotes Admiral, Belmont, Capehart-Farnsworth, DuMont, Sentinel & Zenith as all saying they have no intention of slashing prices, too.

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Main depressing factors seem to be these: (a) income-tax month psychology, spelling slowdown for most consumer goods; (b) bargain sales, growing out of still-excessive inventories and desire to hypo dragging sales, even if there's little or no profit to be made; (c) public lack of confidence in ever-changing prices.

Market has narrowed, of course, now that large proportion of homes is TV-equipped. But over the long haul, especially with freeze due to be ended soon and some new stations possible in year or so, most agree industry has only seen its beginning. Even this year, in opinion of perennial prognosticator J.B. Elliott, RCA consumer products v.p., there will be 4,500,000 to 5,000,000 sets made and sold.

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Another consistent long-range optimist is Emerson's Ben Abrams, who told his distributors at company convention in New York this week:

"While TV now reaches about 50% of the population of the U.S., not more than 25% have access to good programs. Areas that are served by one or 2 stations are not receiving the full benefits of TV, with consequent limited demand for sets. Such markets will soon be reached by 3, 4 or 5 stations and at that point there will be greater consumer interest, with the desire to own TVs increased tenfold.

"From this point out, our business is definitely on the upgrade. Excess inventories have diminished in all channels to no more than 50% of August 1951 when surplus inventory was at a peak. The general inventory condition is now normal, while inventories in the hands of distributors and dealers are beginning to appear subnormal. This marks a turning point, when a turning point is badly needed."

Referring to Emerson as "the Ford of the radio industry," Abrams recalled that in 1932 the average small radio cost \$25; in 1936, Emerson startled the trade with a \$9.95 number. Asked whether same trend may occur in TV, whether we may look forward to a \$100 TV set some day, he noted that an Emerson 16-in. set cost \$375 in 1947, \$200 in 1950; that a 17-in. table introduced for \$250 three months ago has come down to \$180.

He foresaw a \$99.95 TV eventually, though he thought most likely future development will be projection sets capable of casting 3 or 4-ft. images on screens or walls -- tiny projection units made possible by printed circuits and transistors.

* * * *

Production of TVs totaled 100,847 (1432 private label) during week ending March 14, reports RTMA, down a bit from 102,941 week before (Vol. 8:11). This was eleventh 1952 week, and average continues about 100,000 per week. Factory inventory jumped to 232,483 from 211,371, exceeded in 1952 only by 239,700 of last Jan. 11.

Radio output was 193,379 units (84,637 private label) vs. 177,566 week before. Inventory went to 287,899 from 279,952. March 14 week's radios were 72,790 home sets, 17,137 portables, 35,973 clock, 67,479 auto.

AVERAGE FACTORY PRICE DOWN TO \$176.84: On basis of most authoritative trade figures available -- based on the actual dollar volume on which patent royalties were paid -- it's possible to calculate some TV-radio factory-price averages that should be quite significant to the trade, particularly to the manufacturers.

There's no guesswork about these figures; they show 1951 overall sales of 17,106,457 units of all kinds (TVs, radios, phonographs) at total factory value of \$1,201,787,545. This compares with 20,656,486 units worth \$1,605,731,113 in 1950.

RTMA estimated 5,384,789 as final total of TVs produced in 1951 (Vol. 8:5), whereas this report covers only 5,110,149 TV units. Difference, of course, was the

output on which no royalties were paid (largely Zenith's, which is litigating the patents) and the closeness of the figures would tend to indicate how reasonably accurate are RTMA's final compilations.

Radio unit output last year was 12,299,146, RTMA reported; this report says 11,996,308, including about 450,000 phonos. These figures are accordingly derived:

(1) Average factory price of all TV receiver types was \$176.84 in 1951, down from \$180.86 in 1950 and \$189.55 in 1949.

(2) Table TVs cost average of \$142.52 in 1951, consoles \$193.79, TV-radio-phono combinations \$282.75.

(3) Total TV set sales at factory, on which royalties were paid, amounted to \$903,685,382 last year.

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Turning to radios and phonographs:

(1) Average factory price of all radio receiver types was \$24.92 in 1951, including auto radios at \$28.37.

(2) Low-end table radios averaged \$10.37 per set, the "above \$12.50" category of table models \$17.35. AM consoles averaged \$33.03, FM consoles \$111.59. Table models with AM-phonos averaged \$42.37, with AM-FM-phono \$94.14. Consoles with AM-phono were \$102.50, with AM-FM-phono \$122.11. Battery portables were \$18.79, battery table models \$21.60.

(3) Total radio sales at factory, on which royalties were paid, amounted to \$298,102,163 last year -- this figure including \$8,711,910 for 448,264 phonographs-only (average \$19.43).

Note: Projection TVs continued to be turned out in 1951 -- but they were very, very few: only 1380 of them, valued at factory at \$308,118.

DEFENSE ELECTRONICS' MANPOWER PROBLEM: Military production will require at least 50,000 additional electronics workers by mid-year -- including some 7500 new skilled employees in the "scarcest" category.

That's estimate by Bureau of Labor Statistics, based on thorough study of the industry in collaboration with military and civilian mobilization authorities. Results have just been published in 36-page report, "Defense Manpower Requirements in Electronics Production" (Manpower Report No. 12), by Stuart A. Pettingill, available from Labor Dept.

Forecast of new manpower needs may actually be too low, since it's based on assumption that further materials cuts will chop civilian production down to level of less than 85,000 TVs weekly. Actually, materials supply is expected to ease in third and fourth quarters (see p. 8), and weekly output is averaging about 100,000.

The 50,000 new workers needed by electronics industry (including the firms outside "the industry" making electronic products) are divided thus in the report: Semi-skilled & unskilled, 35,000; administrative, executive & office workers, 8000; skilled metal & tool workers, 3000; electronic technicians, 2000; engineers, 1500; draftsmen & other semi-professional workers, 500. Other highlights:

(1) Industry will be producing end equipment at annual rate of \$4 billion by mid-1952 (\$1.5 billion civilian, \$2.5 billion military), compared with World War II peak rate of \$2.9 billion (no civilian) in 1944. Military electronic production will reach peak sometime between July and December 1952.

Two factors -- inflation, and the complexity of modern electronic equipment -- indicate that "physical volume of production will be less" than peak World War II rate. "Even at peak of the defense period, the volume of orders will not warrant establishment of extensive production lines. [Some] receiver and component manufacturers will have idle capacity."

(2) Some 65% of the dollar value of prime electronics contracts is being subcontracted to other firms. "TV-radio receiver and component manufacturers will receive a substantial share of these subcontracts, but many will go outside the electronics industry for non-electronic components and assemblies."

(3) Total employment in electronics industry will rise to 360,000 workers in

July from March 1951 level of 300,000. Report forecasts these changes in employment levels of different segments of industry:

Workers manufacturing TV-radio receivers will decrease from last March's level of 85,000 to 45,000 by July; military end equipment will rise from 40,000 to 120,000; commercial end equipment will remain unchanged at 15,000; components, up from 100,000 to 110,000; tubes, 60,000 to 70,000.

(4) The most important TV-radio manufacturing centers are Chicago with 20.6% of output, Philadelphia-Camden 13.5%, New York 9%, Syracuse 6.6%, Indianapolis 5.3%. Top military-commercial electronics areas are New York 15.5%, Philadelphia-Camden 10.6%, Los Angeles 9.8%, Syracuse 9.1%, Chicago & Boston, 8.3% each.

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To relieve electronics manpower shortages, report recommends:

(a) Channeling defense production into plants in TV-radio manufacturing areas where workers have been laid off.

(b) Maintenance of high TV-radio production during remaining reconversion period to help industry retain present labor force.

(c) Conservation of key skilled workers through industry-wide employe training programs, restrictions on "pirating" of engineers, utilization of armed forces engineers in electronics plants, extension of draft deferments to students in technical schools, accelerated technical and engineering school courses.

Trade Personals: Leighton H. Peebles, consultant to NPA Communication Equipment Div. since March 1951, rejoins National Security Resources Board March 31 as communications consultant to production resources director Frank M. Shields; he served with NSRB 2 years, leaving when its Electronics-Communications Div. was disbanded . . . Philip Krieger, president, Maspeth Telephone & Radio Corp., Brooklyn, named to New York-New Jersey Small Business Regional Advisory Board of Small Defense Plants Administration . . . William J. Helt, Belmont TV sales mgr., promoted to gen. sales mgr., succeeding G. L. Hartman, resigned . . . John P. Gleason named eastern regional sales mgr., American Structural Products Co. (Kimbler glass), in New York . . . Fred Miller, Kaye-Halbert chief engineer, promoted to director of engineering & research . . . Robert J. Tarlton named Jerrold chief field engineer, succeeding Caywood C. Coolcy, now sales mgr. . . . Wm. L. Parkinson promoted to GE receiver dept. product service mgr. . . . DeWitt C. Suplee, ex-Stromberg-Carlson, Detroit, named asst. mgr., Crosley TV sales section, under gen. sales mgr. E. W. Gaughan . . . V. C. Havens has resigned as Crosley asst. gen. sales mgr. in charge of advertising to reside on west coast . . . Charles Wandres promoted to asst. mgr. of DuMont N. Y. factory distributorship, succeeding H. T. Goerger, resigned . . . F. E. Drouillard, ex-Electromaster Corp., named Sparton rep for eastern Michigan, W. R. Brittle head of new southern California district . . . Tim Coakley named New England representative, Industrial Television Inc. . . . Wm. Sevy, ex-Capehart-Farnsworth, succeeds Allen McGeehee as Arvin TV-radio sales mgr. for Ohio river district . . . Wm. Costello shifted by Capehart-Farnsworth from govt. section to Chicago district mgr., succeeding C. A. Bejma, now with GE, Chicago . . . Lewis E. Pett named DuMont transmitter div. western district mgr., covering 16 western states . . . William J. Nave named mgr. of new GE tube plant in Anniston, Ala., to be dedicated June 12 . . . George L. Loomis named mgr. of Sylvania tube plant in Burlington, Ia. . . . Clinton H. Vescelius, ex-RCA Victor tube dept., joins Otis Elevator Co. as traffic mgr. . . . Dr. H. S. Bennett named director of research & engineering, Dynamic Electronic-New York Inc. . . . A. D. Adams, owner of A. D. Adams ad agency, named executive secretary, Phonograph Manufacturers Ass'n., whose new headquarters are at 277 Broadway, New York . . . E. J. Baughman named TV

equipment representative for General Precision Laboratory on west coast . . . Wells R. Chapin, ex-WIL, St. Louis, and Raytheon, named GE electronics div. district sales mgr. for TV-radio broadcast equipment in St. Louis . . . Carl Krumrei, sales v.p., named gen. mgr. of Radio Specialty, Philco distributor in Milwaukee, succeeding late Alvin VanAntwerpen; Kenneth W. Brown new sales mgr.

First public telecast of surgical operation, as distinct from numerous closed-circuit demonstrations for doctors, was carried March 16 by WPTZ, Philadelphia. Cameras caught last few minutes of 2½-hour operation for peptic ulcers performed by Dr. I. S. Ravdin, U of Pennsylvania chief surgeon. Station reported viewers phoning in with such comments as: "This is the TV we've been waiting for" and "It was thrilling." Dr. Ravdin was sparkplug behind development of CBS's closed-circuit color equipment for medical use, sponsored by Smith, Kline & French, big pharmaceutical house. Program was first of 10 in station-university series, *In the American Tradition* (Vol. 8:11).

Uhf and color are top topics scheduled for April 19 session of Cincinnati IRE section. Covering uhf will be T. P. Tissot, RCA, and Myron F. Melvin, Mallory. On color: Stephen W. Moulton, Philco; Dr. R. M. Bowie, Sylvania; Robert Dressler, Chromatic TV Labs; Leroy W. Nero, Motorola; R. E. Fisk, GE; C. J. Hirsch, Hazeltine. In addition, NBC's E. D. Goodale will cover "Phase, Amplitude & Aperture Correction in Black-&-White TV Systems" and Bell Labs' Arthur C. Peterson will describe transcontinental microwave.

Community antenna system costing \$2,000,000 is being planned for Reno, Nev., according to Richard F. Callaway, secy-treas. of Camco Enterprises Inc., 10 41st Ave., San Mateo, Cal. If Reno city council approves, antenna will be installed on 7000-ft. peak near Reno, pick up San Francisco.

Complete audio reference manual, *The Recording and Reproduction of Sound*, has been published by Howard W. Sams & Co. Inc., 2201 E. 46th St., Indianapolis (\$7.95). Written by Oliver Read, editor of *Radio & Television News*, 790-page volume covers basic recording methods, phono reproducers, public-address systems, amplifiers, etc.

Joint RTMA and Canadian RTMA meeting will be held in Brock Hotel, Niagara Falls, N. Y., April 24-25, RTMA holding regular board meeting first day.

Topics & Trends of TV Trade: "Our industry is becoming racket-ridden. We're getting discredited and our profession is being insulted by promoters who advertise sirloins at 66¢ a pound, TV service at \$1 a call, or \$100 discount to anyone who can recognize the *Star Spangled Banner* as a tune to be identified."

Thus, somewhat bitterly, NARDA president Mort Farr addressed Memphis Appliance Dealers Assn. this week, lumping in general advertising woes with the price-gouging and unethical advertising which are causing more and more concern at TV-radio trade's retail levels.

NARDA is obviously irked at promotion of fix-it-yourself literature, pertaining to TV repair—book getting most publicity lately being *TV Owner's Guide to Operation and Repair* by James Conto, already promoted in big ads in newspapers in New York, Newark, Boston, Philadelphia, Chicago, with campaign due to be spread to Washington, Cleveland, Los Angeles, Kansas City, Richmond, Grand Rapids. Ring-bound booklet, 127 pages, sells for \$1.98, published by Bedford Co., New York. It isn't nearly so flamboyant or intemperate as scare-type ads would indicate. Sales are said to have approached 250,000.

That some servicemen are bringing discredit of public on themselves, is manifest in series of 3 articles titled "Video's Growing Pains" in *Washington Star* this week—the latest such local "expose" and one that has already prompted demand for hearings on a proposed repairmen's licensing bill for District of Columbia, supported by that newspaper.

Licensing is the most frequently proposed reform, but industry spokesmen say it would accomplish little inasmuch as an unscrupulous minority will always cheat. *Radio Daily*, which campaigned against New York City servicing rackets 2 years ago, stated March 19 that problem is still unsolved and warned manufacturers to "take some decisive action to clean up the service abuses or the whole structure of retail sales will be in jeopardy."

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GE has reduced list prices on 14 TV receivers by \$20 to \$90, at same time announcing new 21-in. Model 21-C-200 to sell for \$370. New prices on two 17-in. tables went down from \$250 to \$230 and on one from \$270 to \$230; on 17-in. consoles, \$270 to \$230, \$280 to \$230, \$300 to \$240, \$330 to \$250, \$350 to \$290, \$330 to \$250, \$350 to \$260, \$360 to \$290; on 20-in. table, \$300 to \$270; on 20-in. consoles, \$350 to \$300, \$370 to \$330. All prices include warranty, Federal tax extra.

Emerson cut prices on two 17-in. models this week—table from \$230 to \$180, console from \$250 to \$230. Also reduced was 20-in. table, from \$270 to \$230. Added to line were 3 new models: 17-in. French Provincial console with doors, \$280; 21-in. mahogany table, \$280; 21-in. Early American table, \$290. Excise and warranty are extra.

Muntz TV Inc. has reduced 20-in. table from \$160 to \$140, 21-in. open console \$220 to \$200, 21-in. console with doors \$240 to \$220, 24-in. open console \$300 to \$270, 24-in. console with doors \$330 to \$300.

Hoffman Radio has adopted "one-price" policy, embracing cost of receiver, excise tax, year's warranty on tube and all parts—no extras on customer's bill. Company is absorbing warranty charge on all 17 & 20-in., adjusting prices of 21 & 24-in. to cover warranty.

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RTMA awards committee to make annual presentation to that "person, group or company [which] has performed outstanding services" for TV-radio industry, named last week by chairman Robert C. Sprague: Leslie F. Muter, chairman; Sprague, Glen McDaniel, John W. Craig, R. E. Carlson, A. D. Plamondon Jr., H. J. Hoffman, Arie Liberman, Max F. Balcom, Paul V. Galvin.

Merchandising Notes: Canadian set makers gearing for fall-winter TV business, with expected August openings of CBC stations in Montreal & Toronto; but dealers aren't hurrying to stock up, for it's anticipated 25% excise tax on TV-radio sets may soon be reduced . . . TV sets were cynosure of Eastern Canada All-Electrical Exhibition in Montreal, will again be at this summer's Canadian National Exhibition in Toronto; all manufacturers readying (for list, see *TV Factbook No. 14*) . . . Crosley Radio & Television Ltd., Toronto, which took over Brand & Millen in October 1951, will come out with line of table TVs & radios this fall; wholly owned Aveo subsidiary will produce in 30,000-ft. plant in Toronto . . . Packard-Bell presents 2 TV consoles to carrier *Bon Homme Richard*, so that its 2000 men can enjoy TV while ship is being overhauled in Bremerton Navy Yard; on completion of overhaul, sets will be turned over to next carrier returning to yard.

Chances are Regulation W will not be abolished when Congress finally votes on Defense Production Act possibly sometime in May. Even some of those battling regulation in current Senate Banking Committee hearings admit rule covering installment buying probably won't be killed in an election year. This week ex-Sen. Francis J. Myers (D-Pa.), gen. counsel of National Foundation for Consumer Credit, made strongest argument against regulation, charging it discriminates against poorer people, doesn't retard inflation. Among others testifying against regulation: National Retail Furniture Assn., American Bankers Assn., National Consumer Finance Assn., National Automobile Dealers Assn.

Standard Coil supplied over 30% of tuners used in TV sets last year, company estimates in annual report. Previously it said it had made 6,000,000 tuners, or 40% of all built (Vol. 8:9). Manufacturers who use Standard Coil tuners in "all or a substantial part" of their sets: Admiral, Emerson, Capehart-Farnsworth, Stewart-Warner, Hallcrafters, Hoffman, Packard-Bell, Sparton. Company recently began shipments of tuners to Stromberg-Carlson, DuMont, GE.

Covideo Inc., 212 Broadway, New York, and president Sidney I. Horwatt and v.p. Louis Brown have been banned by Federal Trade Commission from representing that they manufacture coin-operated TV-radio sets, and making certain other claims (Vol. 7:39, 44, 8:5).

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It's Electronics Week in Chicago week of May 18 by proclamation of Mayor Kennelly; Electronic Parts Show is slated May 19-22, Audio Fair May 23-24, both in Conrad Hilton Hotel. Western Merchandise Mart's summer market is scheduled for July 14-18 in San Francisco. West Coast Electronic Show and Convention is scheduled Aug. 27-29 in Municipal Auditorium, Long Beach, Cal. National Electronic Distributors Assn. holds third annual convention and manufacturers conference in Atlantic City, Sept. 22-25, has just sent out brochure with contract forms and floor plans.

New Kirk O' Shotts station, providing Scotland's first TV service, is Great Britain's fourth outlet, not third, as erroneously reported in Vol. 8:11; others are Alexandra Palace (London), Sutton Coldfield, Holme Moss—latter "by far the most powerful TV transmitter in the world, putting out over 50 genuine kw," according to B. G. H. Rowley, Marconi representative in New York.

Japanese plan 3 TV stations, using U. S. standards and equipment, Commerce Dept. notes in *Foreign Commerce Weekly*. First station, in Tokyo, will cost around \$850,000, while outlets in Nagoya and Osaka costing total of \$2,000,000 are scheduled to be built over 2-year period. These 3 stations could cover all 4 Japanese home islands.

Mobilization Notes: Some 30 electronics-communication construction projects, representing total estimated cost of \$107,000,000, received second-quarter materials allotments from NPA. This includes 5 TV broadcasting projects listed on p. 16. Allotments were also issued for 31 electrical equipment projects estimated at \$54,000,000.

Westinghouse and GE have largest expansion programs under way in electronics-communications field. Westinghouse received allotments for 6 projects, total cost \$34,189,000, while GE got materials for 5 to cost \$32,282,000. These figures do not include other plants being built by same manufacturers outside electronics-communications field.

Westinghouse projects approved include \$11,000,000 aircraft armament system plant at Friendship Airport, Md.; \$8,250,000 transformer plant at Sharon, Pa.; \$5,389,000 phenolic plastic resin plant at Hampton, S. C.; \$5,000,000 & \$2,800,000 electronic tube plants at Horseheads and Bath, N. Y.; \$1,750,000 electronic mica project at Ironton, Pa. GE received allotments for \$17,374,000 tube plant at Utica, N. Y.; \$8,500,000 tube plant at Louisville; \$2,000,000 tube plant at Anniston, Ala.; \$2,833,000 electronics plant at Liverpool, N. Y.; \$1,576,000 control apparatus plant at Plainville, Conn. Sylvania, \$2,899,335 tungsten plant at Towanda, Pa., \$1,520,270 microwave tube plant at Woburn, Mass., and subminiature tube plant at Burlington, Ia. (cost not given). Other large electronics-communications plants:

Western Electric, 3 plants totaling \$16,062,732, including electronics equipment at Chicago, telephone & telegraph at Lawrence, Mass., guided missiles at Whippany, N. J.; Hughes Aircraft, Tucson, Ariz., \$11,300,000; General Instruments Inc., Dallas, 2 electronics plants, \$11,220,000; Philco, Philadelphia, electronics, \$5,418,602; Hoffman Radio, El Monte, Cal., radar, \$3,015,000; Roosevelt Field Inc., Mineola, L. I., electronic products, \$2,000,000; Polan Industries, Huntington, W. Va., glass for electronic tubes, \$2,245,000; Varian Associates, Stanford U, klystron tubes, \$1,520,000. Many, but not all, of these plants are being built under govt. tax amortization program.

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Subcontractors and suppliers received 46c of every Westinghouse sales dollar last year, says E. T. Morris, newly appointed subcontracting manager, who served 9 months as chairman of DPA's Electronics Production Board. He asserted that the company's purchases from 14,107 subcontractors and suppliers in year ended Oct. 31, 1951 totaled \$554,000,000. Net sales during same period were \$1,207,811,000. Of the 14,107, some 11,946 were small businesses, 2161 larger companies. About 11,000 were helping Westinghouse build defense equipment. In the 12-month period, Westinghouse bought \$218,000,000 worth of products from small businesses, average purchase from each amounting to more than \$18,000. About 20 of the small firms received contracts of \$1,000,000 or more. "Any businessman who believes he can help us build electrical equipment should drop us a line in Pittsburgh," he said.

Resignation of DPA chief Manly Fleischmann, effective June 30, reportedly has been submitted to President Truman. Mentioned as possible successors to head the control agency have been Munitions Board chairman John D. Small, deputy DPA administrator Ralph S. Trigg and Walter P. Chrysler Jr.

Basic guide on renegotiation, compiled for govt. contractors and subcontractors under title of *Renegotiation Manual*, has just been published by *The Renegotiation Letter* (Vincent F. Callahan & Frederick Hollowell), Evans Bldg, Washington. Price of 2-volume guide is \$7.50.

Revised govt. procurement manual, listing 5000 items wanted by military and civilian agencies together with locations of procurement offices, is available from Commerce Dept. field offices and local chambers of commerce.

Tubes with 20 times the life expectancy of former types, 2 to 10 times more resistant to shock and vibration, have been developed in Navy's reliability program, started in World War II. So far, ruggedized military versions of 30 standard tube types have been produced, with most of the developmental work done by Aeronautical Radio Inc., Washington. Fifty other types are now in various stages of research and development. While the new tubes cost 5-10 times as much as present commercial types, total costs will be cut because of low replacement rate. Tubes require same amounts of nickel, tungsten and mica as standard types, but their longer life will result in saving of critical material required by military electronics program.

Revolution in microwave "wiring," which promises to slash costs of TV network relays, was revealed in papers presented by engineers of IT&T's Federal Telecommunications Labs at recent IRE convention. New printed circuit technique, already being used on small scale, replaces bulky, expensive waveguide circuits or "plumbing" used in present systems, makes possible microwave receivers costing as little as one-tenth the price of conventional equipment. In contrast to "jewel-like" machining required in production of old-type waveguides, new "wiring" can be produced directly from diagrams by etching or die-stamping. New equipment is several hundred times lighter, far more compact than existing plumbing, saves large quantities of scarce copper. Federal's engineers see new technique valuable in military and aircraft applications and wherever microwave equipment is used.

"TV's Embarrassing Boners," by Paul Gardner in March 9 *American Weekly*, chronicles some of telecasting's funniest and most painful moments while acknowledging "the wonder is, not that TV has such fluffs as these—but that they happen so rarely." Examples: (1) On Robert Montgomery show, man is murdered while telephoning. Receiver is left dangling, swinging slowly for dramatic effect. Everything went fine, except for fact that camera was aimed too low, caught stagehand crouched on floor "gently batting the phone to keep it swinging." (2) Touching scene during *Abe Lincoln in Illinois*, when title role actor Raymond Massey was about to entrain for Washington inaugural, lost good deal of punch when an extra in crowd bid him farewell with: "Goodbye, Mr. Massey." Says Gardner: "It was goodbye to the extra as well as to Mr. Lincoln." (3) Three Russians did excellent job at rehearsal of *We, The People*, describing brutal treatment in Soviet prison camp. Then: "At the end of dress rehearsal they trooped out of the door and never came back. They thought the rehearsal was the real thing."

New CR tube for camera view-finders is GE's 5-in. aluminized GL-5QP4. Company says that tube will be used in all its studio cameras; that it's particularly useful in bright sunlight where ordinary tubes wash out; that it will be employed in cameras for the Eidophor color theatre-TV equipment being made for 20th Century-Fox. Another camera development, General Precision Laboratory's remotely-controlled unit (Vol. 7:5), will be demonstrated at NARTB convention. From remote position, operator may change lens, focus, pan, tilt.

Society of Motion Picture & Television Engineers holds 71st semi-annual convention in Chicago's Drake Hotel, April 21-25.

Jacob S. Jammer, 53, v.p. and director of International Standard Electric Corp. and International Standard Trading Corp., IT&T subsidiaries, died March 16 in Montclair, N. J.

Dr. Pablo Carrera Justiz, U of Havana professor of transportation, appointed Minister of Communications by Gen. Batista.

Financial & Trade Notes: CBS in 1951 earned consolidated net income of \$6,360,097, or \$3.10 a share on 2,051,491 shares outstanding during year, on gross sales of \$175,695,587 which scaled down to \$129,690,547 after discounts, commissions and returns. This compares with earnings of \$4,105,329 (\$2.39 on 1,717,352 shares) on gross sales of \$124,105,408 and net sales of \$87,973,447 in 1950; \$4,184,079 (\$2.44) on gross sales of \$105,397,580 and net sales of \$74,980,578 in 1949.

Net income for 1951, annual report this week explains, includes special credits of \$871,155 (43¢) arising from tax depreciation adjustments. Operations of Hytron group of companies (including Air King), merged with CBS last June 15, are included in consolidated statement. Provision for 1950 taxes was \$8,130,000 vs. \$5,450,000 in 1950.

Report does not break down income from various units of parent company separately, but it's known Columbia Records Inc. enjoyed unusually good year and report reveals TV accounted for gross billings of \$42,470,844, or 226% more than 1950. Speaking before San Francisco Press Club Feb. 18 (Vol. 8:8), president Frank Stanton reported 1951 TV billings of \$69,000,000, radio \$42,000,000, but these were doubtless before discounts and commissions.

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Steady growth in business of Hazeltine Corp., albeit Federal taxes are taking some 2½ times its net income, is indicated in 1951 annual report showing gross income from all sources of \$6,957,344, net of \$1,459,489 (\$4.17 per share) after providing \$3,479,300 for Federal income taxes. In 1950, gross was \$4,378,000, net \$1,428,431 (\$4.08) after \$1,355,310 taxes (Vol. 7:11), and in 1949 gross was \$2,843,-213, profit \$985,072 (\$2.81). In 1951, company paid \$1.75 per share dividend on its only class of authorized stock, which consists of 600,000 common, of which 350,000 are issued and outstanding. Report also shows earned surplus account of \$5,861,306 as of Dec. 31, capital & surplus \$7,994,386. Hazeltine Research Inc., it states, owned 567 U. S. patents, had 95 applications pending as of Dec. 31, as well as 2128 patents in 24 other countries.

Proxy notice for annual stockholders meeting in Dover, Del., April 8, shows the 10 directors to be elected owning total of 15,200 shares as follows: Jack Binns, president, 2000; W. A. MacDonald, president, 1000; Jennings B. Dow, executive v.p., 300; L. B. Dodds, v.p., 100; Fielding Robinson, v.p., 700; H. Elbert Foster, member N. Y. Stock Exchange, director, 3000; William H. Grimdtich, consultant, director, 1200; Alan Hazeltine, director, 400; Philip F. LaFollette, ex-Gov. of Wisconsin, director, 800; Henry Reeve, Lethbridge-Owens & Phillips Inc., director, 5700.

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Merger of Kellogg Switchboard and IT&T was approved by stockholders at March 12 meeting. After March 21, Kellogg will be continued as wholly owned subsidiary of IT&T, holders of Kellogg common receiving 1.44 shares of IT&T for each Kellogg share. Extra cash payment will be made to Kellogg holders if average of daily closing market prices of IT&T between March 11-20 is less than \$15.972 per share.

Short interest in TV-radio and related stocks on New York Stock Exchange showed these changes between Feb. 15 & March 14: Admiral, 19,345 Feb. 15 to 16,985 March 14; Avco, 18,280 to 11,080; GE, 10,463 to 9205; IT&T, 28,148 to 20,939; Magnavox, 12,418 to 10,628; Motorola, 14,385 to 15,120; Philco, 8395 to 9972; RCA, 37,960 to 36,045; Sylvania, 4650 to 5535.

Collins Radio Co. reports profit of \$847,326 (\$2.66 a share) on sales of \$28,481,163 for 6 months ended Jan. 31, vs. \$132,161 (35¢) profit on \$5,853,143 sales same period preceding year. Jan. 31 backlog totaled \$165,000,000.

Motorola's 1951 net profit was \$7,289,102 (\$8.29 a share) on sales of \$135,285,086, both figures being second largest in firm's history. Record 1950 net was \$12,809,247 (\$14.56) on sales of \$177,104,669. Provision for Federal taxes was \$7,454,980 in 1951 and \$13,890,323 in 1950. Working capital as of Dec. 31, 1951 was \$29,056,342, up \$7,976,980 in year; net worth increased by \$5,073,894. President Paul Galvin, noting decrease in TV sales in 1951, reported increased defense equipment billings, said these would account for largest portion of expected 1952 increase over 1951. He also foresaw marked increase in sales of home and portable radios this year, steady demand for auto radios, excellent market for communications equipment, notably microwave.

Zenith Radio's 1951 sales fell to \$110,022,780 from \$134,012,595 in 1950, net profit after taxes amounting to \$5,370,740 (\$10.91 per share) vs. \$8,479,390 (\$17.22). Provision for Federal taxes was \$6,400,000 for 1951 and \$5,900,000 for 1950. Inventories at end of year totaled \$11,405,047, some \$2,500,000 below preceding year. President E. F. McDonald Jr. said normal second and third 1951 quarter's seasonal slowdown in retail sales of TVs and radios was aggravated by govt. restrictions on installment buying and by color TV controversy. Export sales and profits, he stated, were at record level, look even more promising in 1952 with TV markets opened up in Cuba, Mexico and Brazil.

Standard Coil Products Inc. reports sales of \$40,302,526, profit of \$2,487,944 (\$1.69 on each of 1,470,000 shares) for 1951 vs. \$35,632,396 sales, \$5,266,442 (\$3.58) profit in 1950. The 1951 figures include sales and earnings of Kollsman Instrument Corp., acquired by Standard on Jan. 1, 1951. Standard and Kollsman had combined inventories totaling \$9,144,650 at year's end. At end of 1950 Standard's inventories were \$2,559,101. Standard Coil has filed registration statement with SEC covering 486,858 shares of common stock to be exchanged for common of General Instrument Corp. (Vol. 8:5), exchange to be on basis of 4 Standard for 5 General, if holders of 85% of latter's shares accept. F. Eberstadt & Co. and Hirsch & Co. are dealers.

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Corning Glass Works reports TV picture tube bulbs and consumer products were only divisions whose sales didn't hit new highs in 1951. Company's 1951 consolidated net sales were \$115,750,172, profits \$10,141,164 (\$3.70 each on 2,659,008 shares); in 1950, sales were \$116,473,981, profits \$17,612,355 (\$6.53 on 2,649,533). Corning will open pilot plant-laboratory for developing new picture tube bulbs in about 2 months. Big new Danville, Ky. receiving tube and tubing plant will open in May. Annual report says "encouraging progress has been made in the development of glass bulbs for use in color picture tubes."

Lear Inc., manufacturer of automatic pilots, gyro-flight instruments and aircraft radio, reports 1951 profit of \$803,630 on \$21,000,000 sales vs. loss of \$22,132 on sales of \$7,952,000 in 1950. President Richard Mock said shipments for January & February 1952 totaled \$5,280,000 and March 1 backlog reached new high of \$41,900,000.

Decca Records reports net income of \$835,456 (\$1.08 a share) on sales of \$19,767,536 in 1951, compared with \$1,004,177 (\$1.29) on sales of \$21,786,711 in 1950.

RCA annual meeting is May 6, when stockholders will vote on new 3-year terms as directors for Walter A. Buck, John T. Cahill, Gano Dunn, Edward F. McGrady.

Samuel Becker, of New York law firm of Odell & Becker, who was special FCC counsel conducting telephone inquiry in 1935-37, named general counsel to Newbold Morris in probe into govt. corruption.

ABC NET INCOME was \$368,943 in 1951, equal to 22¢ a share on 1,689,017 shares outstanding, and comparing with \$84,605 (5¢) in 1950 and loss of \$519,085 in 1949. The 1951 net income does not include special credit of \$131,438 for adjustment of prior years' depreciation less provision for added Federal income taxes.

Detailed report won't be issued until stockholders' meeting April 8, but gross revenues for year were disclosed as \$58,983,129 vs. \$45,470,876 in 1950 and \$40,267,488 in 1949.

Despite steadily increasing revenues, ABC profit column has been held down largely by losses attributed to TV operations, according to summary of ABC earnings, 1943-thru-Nov. 1951, filed at current FCC hearings (see p. 2). TV operations, though now profitable, accounted for loss of nearly \$9,000,000 since 1948, it was reported.

On other hand, spot & local time sales of ABC's owned-&managed stations, including 5 TV, have surged forward —amounted to \$11,411,344 for first 11 months of 1951, attributable mainly to TV, vs. \$9,286,008 for all 1950 and \$6,194,231 for all 1949. Network time sales for the 11 months of 1951 were \$29,789,887 vs. \$27,229,528 for all 1950 and \$27,466,603 for all 1949.

ABC has had to borrow money to keep going, according to hearing testimony, which is aimed at persuading FCC to approve merger with United Paramount Theatres. Total obligations (notes and mortgages) were \$10,575,748, latest being note to June 1, 1953 for \$3,800,000 credit at 3% with Bankers Trust Co., personally guaranteed by Chairman Edward Noble. Thus far \$1,500,000 of the credit was borrowed last December, \$500,000 this month, balance being regarded as adequate reserve until autumn, by which time it's hoped ABC-UPT merger will have been approved. Under terms of deal, new ABC-UPT company takes over all outstanding obligations.

Note: It's estimated by TV-plumping NBC, which recorded dollar volume of \$137,156,000 in 1951, up from \$92,091,000 in 1950, that its owned-&managed stations accounted for about \$40,000,000 of 1951 gross. This is up 43% over preceding year, and credited mainly to its 5 TV stations. *Variety* says NBC's 11 stations accounted for \$8,000,000 of NBC's profit, WNBT alone doing about \$10,000,000 gross business last year.

Failure of CBS color system leads to 2 conclusions, according to Hazeltine annual report released this week (see also Financial & Trade Notes): "First, no amount of political pressure can force the successful production of complex electronic equipment or compel the public to buy them until the technical problems have been solved; and second, judicial findings cannot overrule scientific facts." Report adds: "Actually, TV is undergoing the same cycle of development as did the motion picture industry in its search for a successful method of reproducing colored pictures. The 'movie' industry also tried a field sequential system first, but success was not achieved until a satisfactory simultaneous system was developed. Fortunately for that particular industry its choice of the scientifically correct standards was not dependent upon the ruling of any Government bureau."

TV's use of film will increase greatly in next few years, according to ABC president Robert Kintner. Testifying during Paramount hearing this week (see p. 2), he estimated that 50% of ABC-TV's programming will be on film by next year. Most of it will be movies made especially for TV, not old feature films, he said. Producing figures for ABC's 5 stations and 2 affiliates during recent week, he showed WJZ-TV, New York, using film 39.3% of programming time; others ranged from 30.9% for WXYZ-TV, Detroit, to 64.6% for non-interconnected WBAP-TV, Ft. Worth.

YOU CAN ADD Pilot Radio Corp. to list of companies subpoenaed to appear before Federal grand jury in New York May 12 in Dept. of Justice's probe of possible "anti-trust" activities of TV-radio-electronics firms in connection with color, FM, patents (Vol. 8:9, 11). It was one of the 5 intervenors in RCA December 1950 suit in Chicago Federal court (Vol. 6:51) to enjoin and set aside FCC's decision choosing CBS color system.

Only other intervenor known definitely to have been subpoenaed was Emerson, which has law firm of Chadbourn, Hunt, Jaeckel & Brown (Richard C. Hunt) now working on case. Whether the others were subpoenaed cannot be ascertained as yet; they were Wells-Gardner, Sightmaster, Radio Craftsmen, IBEW Local No. 1031 (Chicago) and TV Installation Service Assn. (Chicago).

Reason Dept. of Justice declines to reveal any details whatsoever about probe, which the industry generally believes is "fishing expedition" with ultimate objective a test of legality of the RCA patent pool, was given by a spokesman as follows: "Grand jury investigations are clothed in secrecy to protect the innocent from implications of wrong-doing."

It was learned this week, also, that IT&T and its subsidiaries Capehart-Farnsworth and Federal Telephone & Radio Corp. were separately subpoenaed and that IT&T v.p. & gen. atty. Charles D. Hilles Jr. is working on case for all 3, along with firm of Davis, Polk, Wardwell, Sunderland & Keindl (Porter Chandler) as special counsel. That makes total of 19 known subpoenas issued, namely: RTMA, Admiral, Capehart-Farnsworth, CBS-Columbia, Crosley, DuMont, Emerson, Federal, GE, Hazeltine, IT&T, Motorola, Pilot, Philco, Raytheon (Belmont), RCA, Sylvania, Westinghouse, Zenith.

Not included, though it's apparent now that its representatives had at least informal hand in prompting the Dept. of Justice proceeding (along with the other probable complainants detailed in Vol. 8:11) was Paramount Pictures Inc. or its half-owned Chromatic Television Laboratories Inc. Paramount was spark-plug behind recent demand that NPA lift its Order M-90 banning production of color TV receivers (Vol. 8:6-8).

Because of its sweeping nature, subpoena served on companies (for full text, see our Supplement No. 77) may be subject of court motions by some of counsel to seek clarification and limitation. They may ask Judge Knox to cut down workload imposed by exhaustive demand for documents back to 1934, and will seek agreement that no documents pertaining to classified defense production need be produced.

Color TV order M-90 will come up for discussion again at regular meeting of NPA's TV-radio receiver advisory committee March 27 in Washington. NPA has asked manufacturers to come to meeting armed with answers to these questions: (1) Has execution of war contracts been delayed by shortage of engineers? (2) What percentage of engineering staff is devoted to military work? Defense and Labor Depts. already have told NPA there is serious shortage of electronic engineers needed for military work, and in effect advised against rescinding of color ban. NPA also will ask manufacturers whether they would prefer to have their future materials allotments geared to seasonal pattern of TV-radio industry.

Zenith's tri-color tube, built by subsidiary Rauland and employed during NTSC field tests, is said (by a competitor, confiding in us) to be remarkably good, particularly from standpoint of contrast. Improvement in contrast stems from use of grey filter face, as in black-&-white tubes, and it's predicted others will switch to new face. Slight loss in brightness is much more than compensated by contrast improvement.

CONSTRUCTION ALLOTMENTS for second quarter, announced at week's end by NPA (see story, p. 4).

CBS Los Angeles studios, to cost \$5,250,000, scheduled for completion this fall. It was allotted 95,000 lbs. of copper, had received allotments for fourth quarter 1951 and first quarter 1952 (Vol. 7:40, 51).

DuMont New York studios (205 E. 67th St.), \$1,750,000, listed as 23% complete in first quarter. It will get 10,000 lbs. of copper, received advance allotment of steel for first, second and third quarters last December (Vol. 7:51). Its application for materials had been denied for fourth quarter 1951 (Vol. 7:40).

WDAF & WDAF-TV, Kansas City (*Kansas City Star*), \$700,000 project listed as 72% complete, having been begun in April 1949. NPA allotted 5315 lbs. of copper.

ABC, San Francisco, TV-radio studio addition, \$600,000. Project received an allotment for fourth quarter 1951, but was turned down for first quarter 1952 because there was "no evidence of start" (Vol. 7:37, 51). For second quarter it got an allocation of 28 tons of steel including 7 tons of structural, 5000 lbs. of copper wire. NPA lists project as having been started in December, and as "0% complete."

WTMJ-TV, Milwaukee (*Milwaukee Journal*), tower, \$307,986. Allotted 179 tons of steel, including 28 tons structural; rejected for first quarter on grounds of "no start" (Vol. 7:51), but now listed as having begun in January, presumably under self-authorization procedure.

More second-quarter allotments will be announced later. Many projects are now being built which require no NPA allotments because their materials requirements have been scaled down to amounts which may be self-authorized. No radio-only or community antenna projects have been announced as approved for second quarter.

Based on 1950 Census, J. Walter Thompson's newly published seventh edition of *Population and Its Distribution* has been revised to reflect fact that "markets are no longer thought of in terms of city size alone, but are considered in terms of the central city and surrounding territory dominated by it." The 428-page volume includes for first time special treatment of 162 "Metropolitan Markets" and 436 "Smaller Urban Markets," bringing up-to-date figures for former which publishers released for *Television Digest's Factbook No. 14* (pp. 42-46). Bulk of book comprises city-by-city and county-by-county data for each state, including population, number of households, total retail sales, breakdown of sales into 7 groups of businesses. Volume is available from the agency, 420 Lexington Ave., N. Y. (\$15).

Who has what rights to use of transmitted TV signals? This controversial question may be brought to court for clear-cut decision by *Kansas City Star's* WDAF-TV as result of recent theatre-TV pickup of commercially telecast basketball game. Commonwealth Theatres paid U of Kansas for "right" to pick up WDAF-TV's telecast of Kansas-Kansas State basketball classic for its Granada Theatre in Lawrence and Ashland in Kansas City. But WDAF-TV, which relayed the telecast 35 miles from Lawrence to Kansas City, refused to approve theatrecast, even announced during course of telecast that pickup for commercial purposes was expressly prohibited. Both theatres enjoyed capacity audiences.

UNESCO session on TV in Paris April 7-12 will be attended by 14-15 delegates from UN countries, including 3 from U. S.: Richard Hull, WOI-TV, Ames, Ia.; Davidson Taylor, NBC-TV; Robert Hudson, Ford Foundation.

ABC on April 1 is moving more of its operations, including all broadcasting, from Radio City to its own 7-story building at 39 W. 66th St., New York. Remaining in Radio City will be some management offices.

Deal for purchase of KOB & KOB-TV, Albuquerque, N. M., which ex-FCC chairman Wayne Coy will manage as half owner with Time Inc. (Vol. 8:9), was being completed in Washington this week between counsel for Time Inc. & Mr. Coy (Philip G. Loucks) and for T. M. Pepperday (Pierson & Ball). Mr. Pepperday was in Washington to complete arrangements for sale, involving about \$700,000 net. Mr. Coy was subject of attack on Senate floor March 17 by Senator Welker (R-Ida.), who erroneously asserted FCC had already granted KOB 770-kilocycle "television facilities" before lifting of the freeze and charged Coy had secured approval of transfer before quitting as chairman. Coy retorted that Welker had "reached a new height [in] asserting more things not so in less time than any member of the Senate heretofore."

Monopolistic control of TV-radio rights to championship boxing bouts was charged in civil anti-trust suit filed by Justice Dept. March 17 against International Boxing Clubs of New York and Illinois and their owners, James D. Norris and Arthur Wirtz. Action was recommended by Federal grand jury, following 5-month investigation of prizefight business (Vol. 8:10). Complaint charges defendants with monopolizing promotion and exhibition of championship matches and conspiring "to exclude others [from] sale of radio, television and motion picture rights," including theatre-TV rights. IBC secretary Truman Gibson said he believed suit was directed more against sale of TV rights than against actual IBC promotion of bouts.

Demand for TV in fringe areas has produced another technique, in addition to community antennas and "bootleg" stations: reflectors. FCC has encountered several installations of chicken wire, etc., on tops of hills, so oriented that they bounce TV signals into valleys. Some within Commission discourage practice on grounds it may be interpreted as illegal rebroadcast under terms of Communications Act. Others in FCC encourage it, saying practice doesn't create new interference and provides service. Such installations have been reported near Ogden, Utah, and Maysville, Ky.

Charlotte - Atlanta microwave, opened for telephone service March 17, will be available for TV sometime in April, making it possible for Atlanta's 3 stations to get individual network service for first time. Other 2 routes are coaxial from Jacksonville and from Birmingham. Whether 3 different network programs will be available simultaneously in Atlanta also depends on choice of programs made by intermediate stations along the 3 routes.

Two more tall antennas were authorized by FCC this week, when it granted Detroit's WJBK-TV a CP to build 1057-ft. tower, reducing power from 16.5 kw to 3 kw, and Cleveland's WXEL a CP to go up to 776 ft. and cut power from 21 kw to 7.5 kw. Also granted was directional antenna requested by KRON-TV, San Francisco, to concentrate signal in densely populated area rather than dissipating it over ocean (Vol. 7:35).

Three applications filed with FCC this week brought total pending to 517, of which 36 are uhf. Applicants: WNBH, New Bedford, Mass., seeking uhf Channel No. 50 in Boston; KAYL, Storm Lake, Ia., No. 34; KTBC, Austin, Tex., No. 7. [For further details, see *TV Addenda 14-J* herewith; for listing of all applications to date, see *TV Factbook No. 14* and *Addenda*.]

Third resolution to probe TV-radio and books (H. Res. 581) was introduced in House March 19 by Rep. Elliott (D-Ala.) and referred to Rules Committee. Like other two (Vol. 8:8-9), Rep. Elliott's measure would authorize select House committee to study extent of "immoral or otherwise offensive matter" in TV-radio programming and pocket-size books and grant committee subpoena power.

MARTIN CODEL'S

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

Television Digest

with ELECTRONICS REPORTS

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LAST GO-AROUND ON FREEZE—FCC HOPES: Freeze won't end by time of NARTB convention next week, as even Chairman Walker had hoped -- and you can continue to take with grain of salt any estimates you hear. Simple fact is that no one knows yet.

With 3 commissioners attending Chicago convention (Walker, Hyde, Bartley), with many knotty problems yet to be cleared, with no FCC session on freeze booked until April 3 -- you can see that "mid-April" is about the earliest possible date.

An example of potential snags is Canadian allocations. Commissioners and staff members will meet with CBC officials in Chicago, try to iron out conflicts.

Allocation plan will be absolutely rigid--for a year--once it is adopted. FCC's intention is that no stations will be "squeezed in" during that period, even if they come within 2-3 miles of minimum separations.

Everyone at FCC says bulk of work is done, yet nothing is truly "final" in sense it can't still be changed. Another go-around on procedures for handling of applications after freeze is planned, and Commission is "reexamining" critical question whether hearings will be on "channel-by-channel" or "lumped" basis (Vol. 8:11).

Channel-by-channel was considered "in" until very recently, but there's now some chance that lumped procedure may win out.

On some of basic post-freeze procedures, this seems to be the thinking:

(1) Period of 90 days to be permitted for filing applications after end of freeze, during which no CPs will be granted.

(2) First cities to be processed to be those with no TV service now -- the bigger the city, higher the priority. Cities with no TV service to be considered first will be those beyond 40 (perhaps 50) miles from stations now operating.

(3) Uhf applications to be processed before vhf -- more probable than not.

* * * *

Everyone's racking his brains, seeking methods of hastening stations on air once freeze is over. Proponents of channel-by-channel handling contend theirs is only promising technique; opponents claim it won't prove out, besides being unfair.

Even Sen. Capehart (R-Ind.) is looking for ways and means. He has asked FCC for opinion on this idea: Set up trustee to build and run station until Commission picks a grantee who would then get station.

Trouble with that proposal seems to be that some applicant may not choose to go along with trusteeship, filing for channel himself -- and whole business would be thrown into hearing anyhow.

Best hope for speed still appears to lie in mergers and dropouts.

A million angles are being kicked around, as applicants seek loopholes for getting jump on opposition. For example, it's been suggested that under anything but "single lump" hearing procedure, a well-heeled applicant might rush in and cop off a uhf channel while everyone else waits for vhf. He could start building with all diligence -- but is there anything to stop him from requesting modification of

CP to shift to vhf channel? If not, he might be able to join vhf hearing, at same time securely holding his uhf station.

Will someone take allocation plan to court, hold up the works? Question recurs as freeze-end nears. It remains a possibility. FCC appears confident, as it usually does about its decisions, that it will be sustained by courts. But it must be recalled that FCC and its attorneys were almost unanimous in opinion that courts would give short shrift to appeals from color decision. But courts did delay effectiveness of decision for many months, even though Commission finally won.

Comr. Jones will dissent. Basically, he feels that the channel allocations should be made on basis of demand as expressed in actual applications -- not on a fixed plan unchangeable for specified period. In this, he agrees with Federal Communications Bar Assn. Since Jones generally documents his opinions heavily, some disappointed channel-seekers may back court appeals with his dissent.

WILL FCC FAVOR AM OPERATORS IN TV? That the radio broadcasters regard telecasting as their rightful heritage -- even though most shied clear of it until its public appeal and profit potential became apparent -- is manifest from the fact that 387 of the 519 new-station applications now pending come from broadcasting interests. (Statistics based on compilation in TV Factbook No. 14 and Addenda to date.)

That's about 75% of applications already on file. And it's reasonable to assume that radio folk will continue dominant among the 1250 or more applications anticipated by time FCC fixes its end-of-freeze cutoff date (Vol. 8:12).

There's no reason to believe FCC will depart from the precedent of favoring radio folk in deciding local competitive grants, which was established in days of FM hearings, but you may be certain there will be tremendous efforts to change its thinking when it comes to TV (see p. 3). Of present 108 TV stations, all but 22 are identified with local AM ownerships who pioneered TV field with consent and encouragement of Commission. Of the 22, just 14 have no AM identity whatever.

If radio operators were to be discouraged at this juncture, many think it would be very much like separating parent and child -- for there's strong conviction in highly regarded quarters that radio experience is prime requisite for TV station operation inasmuch as general economics and commercial techniques are much the same.

* * * *

Nevertheless, it's quite apparent that non-radio interests, also lured by glamour and profitability of telecasting, will be applicants in large numbers and substantial competitors for local franchises. Further analysis of our statistics also indicates that:

(1) Theatrical interests will apply in force, notably local theatre owners who intend to profit by the experience of newspapers vis-a-vis radio. They couldn't lick radio, so they joined it. As of now, there are only 4 theatrically-owned stations (see p. 6, TV Factbook No. 14). And there are only about a score of pending applications from show folk, if you include the 4 identified with United Paramount which will be dropped if UPT-ABC merger goes through.

(2) Newspaper and magazine interests, who are already identified with the ownership of 42 of the 108 existing stations, will also be prominent applicants. Of the 519 applications now pending, 118 are identifiable with the publishing business. Most are already in radio, therefore also counted among aforesaid broadcasters.

(3) Nearly all the existing TV licensees, having a profound faith in the business, will apply for more outlets. Only 2 companies as yet have allowed limit of 5 stations (ABC & NBC); George Storer has 4, DuMont 3, Scripps-Howard 3. Multiple ownerships will be eagerly sought, whether vhf or uhf, especially if new FCC rules permit multiple owners to add uhf to the 5-limit vhf, as proposed (Vol. 8:8,10).

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Note: Network urgings that their affiliates apply for TV apparently have borne fruit, for among the 385 broadcasters' applications we count 81 from ABC radio affiliates, 79 from CBS, 68 NBC, 79 independents.

Among the 108 existing stations, 41 have AM adjuncts affiliated with NBC, 17 with CBS, 15 ABC, 7 MBS, 7 independent.

NEW PITCHES LIKELY AT TV HEARINGS: FCC's traditional criteria for granting of CPs, for preferring one applicant over another, may be in for considerable revaluation as end-of-freeze brings bitterly fought TV hearing cases before it for decision. Attorneys in and out of the Commission doubt whether any major changes are in the making -- but they foresee some possibilities.

Record of local AM ownership is bound to carry weight (see page 2). But precedents had a way of going by the board in radio. And they're not firmly fixed in TV, for there never were any really fierce hearings that went to decision. Now, question is whether AMs will retain old advantages.

Non-broadcasters -- particularly non-radio newspapers -- may try to argue that TV is a "new medium," not a logical extension of AM; that TV & AM are competitive, therefore independent or newspaper operation would increase competition.

Theatre interests may claim, by same token, that TV is just as rightfully their "natural heritage" as radio's, and point to inroads on audiences. Commission has long looked down its nose at movies, but it has yet to face case wherein issue of AM vs. movies is isolated for clearcut decision.

Question of finances appears much larger in TV than in AM -- but is it? As one attorney puts it: "If an applicant is financially qualified, he's financially qualified. By that I mean that if one party proposes a \$500,000 operation and has \$500,000, he's just as qualified as one proposing a \$500,000 setup with \$1,000,000 to back it up."

Yet, an applicant with everything else in his favor may find himself in trouble if rival has palpable advantages in programming potential and superior technical facilities.

Then, too, what kind of competition is more important, inter-network or inter-station? With such outfits as CBS and DuMont fighting toe-to-toe for facilities vs. local interests in key cities, FCC may have some sticklers to decide "in the public interest, convenience and necessity." Is it more desirable to have a weak locally owned operation than a strong network or absentee-owned operation?

Revenue figures show (Vol. 8:10) that ownership of stations is essential to healthy network operation. Is that strong enough argument to favor network? Is it incumbent on FCC to help equalize competitive positions of the networks by favoring those which, for one reason or another, haven't full complement of owned stations?

Then there's the matter of encouraging uhf. If Westinghouse, to support its Philadelphia uhf application (TV Addenda 14-F), proposes to throw its great manufacturing weight into production and distribution of uhf sets and converters, does it rate nod over locally-owned AM interests with no such resources?

Or, if FCC permits owners of 5 vhf stations to add a couple uhf, should NBC get preference because of its pioneer role in uhf experimentation and in building TV, and because of the great manufacturing capacity of its parent RCA?

How about small AMs who propose to pool resources into single TV applications? Would that violate FCC's duopoly rules against cross-ownership in the same city? If so, should rules be changed? (Within FCC, some are favorable to idea, but don't count on it yet, for a lot of hurdles must be jumped.)

Foregoing pose just a few of the problems of legalisms, precedent and preference facing the FCC. Most observers think the basic criteria in radio regulation will stick, despite new angles, many of which were produced or aggravated by freeze:

The locally-owned AM-FM station, actively directed by its owners, and with good service record, has head start -- but it's going to have to hustle to keep it.

THE STATUS OF FEATURE FILMS ON TV: Do televiewers want and do the telecasters need Hollywood's -- and Britain's -- old feature films?

There's little doubt they do, for the present at least, despite testimony of ABC president Robert Kintner and United Paramount president Leonard Goldenson that TV must rely primarily on films "tailored" for the medium rather than on the ordinary run of feature films produced for theatre showing (Vol. 8:12).

They may be proved right, eventually, but fact is that feature films thus far released to TV, even the westerns and the badly sound-tracked oldies, are among

most popular fare on the air. They're also prolific sources of sponsorship income.

Study any station's program structure, including network-owned stations, and you will be surprised how many old movies, and occasionally one not so old, are included in the day's schedule. There's hardly a station without afternoon and late night films. Pittsburgh's WDTV even runs all night, mainly with film (Vol. 8:12).

* * * *

Good effort to spell out just what feature films mean to telecasting is the theatrical journal Billboard's Survey (Aug. 29) resulting in estimate that stations this year will pay out \$12,050,000 to film distributors for their product and will in turn take in \$19,869,840 from sponsors of feature films.

That would be very close to 10% of total telecast revenues of 1951, networks and stations (Vol. 8:10). Billboard bases findings on rate of rentals during February & March among representative stations it polled in 1, 2, 3, 4 & 7-station cities.

It reports 842 feature films being shown weekly on all U.S. stations, or an average of nearly 8 per station per week. It calculates at least 42,100 feature film showings on TV this year, including repeats. And there are plenty of sponsors.

New York City was said to be No. 1 in "consumption and volume sales of old flickers"; 149 were counted in a recent week, 70% of them sponsored. Los Angeles, which also has 7 stations, reported 95 films weekly, only 25% sponsored. One-station markets, like St. Louis, fed by 4 networks, are said to allow little time for films; best markets and best competitive ratings of film are in the multiple-station areas. National as well as local sponsors go for film features, buying either whole picture (with few annoying cut-ins) or spots (with a lot of cut-ins).

Most of the films are 5-10 years old, says Billboard, though now and then there's a current "A" British film like 'Seven Days to Noon' and 'Woman of Dolwyn', recently released within short time after theatre showings. Average price paid in New York per running is \$350. Chicago & Los Angeles stations pay about 50% more because of greater programming need. Single-station markets offer \$75-\$100 each.

Biggest motion picture producers haven't yet opened their vaults, which contain some excellent play-out films -- and it's common talk that capitalization of these via TV rentals is one way they expect to offset reduced theatre income. Billboard says several majors are "on the verge of releasing huge numbers of films [and] RKO is said to be readying a package of 650 of its films for TV distribution, which may not hit the market this season but are practically sure to appear in the late fall. David Selznick is "pricing the market for some of his top products."

All this activity with only 108 U.S. outlets and one on the Mexican border. Repeats of the oldies are common, of course, and once the freeze is lifted and new stations take the air the same films will find still more buyers.

* * * *

Note: The many British films on American TV, both old and new, are said by Washington observers to be winning understanding and goodwill for that country, to say nothing of dollar exchange, better than any studied propaganda. Some people say they like the British films better than American oldies.

SOUR GRAPES ATTACK on TV emanating from Abram F. Myers, counsel and chairman of Allied States Assn. of Motion Picture Exhibitors, has observers wondering whether it's designed to touch off same sort of movies-vs.-TV antagonisms that newspaper interests led against radio about 20 years ago—before they found that "if you can't lick 'em, join 'em." Statement issued in Washington was thinly veiled attack on Phonevision, among other facets:

"TV has not scrupled to use political influence in seeking special favors from the Govt. at the expense of the movies. [It] is time the public was told that the real controversy between the movies and TV revolves around the frantic efforts by TV to obtain the best motion pictures with which to bolster its own unsatisfactory programs. The public needs to be told that TV interests have employed an ex-Democratic United States Senator and a Collector of Internal Revenue (now extremely ex) to persuade the Justice Dept. and the FCC to bulldoze the motion picture in-

dustry into turning over its products to TV." Other highlights from long statement:

"Film company executives must be either for or against the motion picture industry; there is no middle ground. [And] no matter what their ideas for the future may be, they should now join in an all-industry effort to expose, match or repel the clandestine efforts of TV to undermine the movies by exerting political influence . . . As a medium for the instantaneous communication of events of general interest, [TV] affords strong competition to radio, newspapers and to newsreels which it has virtually superseded. [But] TV's worth as an entertainment medium, once its novelty appeal wears off, remains to be seen. It has enjoyed a measure of success in the use of live talent and has served a useful purpose in giving employment to some needy, deserving comedians. The motion picture business is a straightforward, legitimate entertainment business. TV is a huckster."

BYWORDS DURING ABC-UPT merger hearing this week were "competition" and "monopoly," as FCC and DuMont counsel sought to find every danger that could conceivably result from merger. Principal witnesses during cross-examination were presidents of respective companies, Robert Kintner and Leonard Goldenson.

Hearing will recess after March 31 until April 14, so that FCC may prepare questions on specific theatre anti-trust situations—to be directed at Paramount Pictures' v.p. Paul Raibourn, possibly president Barney Balaban and others.

Interesting facet of this week's sessions was CBS's testimony on reasons why it wants to buy WBKB, for \$6,000,000, when and if ABC-UPT merger is approved (see below).

TV won't be a "stepchild," can't be, Kintner and Goldenson insisted. Though merged company's investment in theatres will be greater than in TV, they said, organization must promote both facets or risk bankruptcy. Competition from other TV networks and theatre groups forces such promotion, they insisted.

But what about subscription TV and theatre TV? Assume these become successful, asked FCC counsel Fred Ford, won't new company hold commanding position because of its TV and theatre interests? And might it not be in company's self-interest some day to stifle such media?

Neither Kintner nor Goldenson would accept assumption that either fee-TV or theatre TV would amount to much. Thus, they could see no such special advantage growing out of merger.

Goldenson wouldn't even concede that TV will cut into theatre boxoffice in long run. He agreed that business drops during TV "novelty period," but he said movie-going is on upgrade in such TV-saturated cities as Chicago and Boston. He claimed that many other factors played strong part in theatres' post-war drop.

The real competition, said Goldenson, is not between TV and movies, but between TV and other in-the-home activities, and between movies and other out-of-the-home activities.

Ford posed another question: If merger is successful, won't other TV networks want to merge with theatre groups? Kintner thought not, saying that CBS and NBC already have strong earning power, diversified businesses (receivers, records, etc.) and considerable know-how.

DuMont counsel made no bones about his network's concern—that 3 strong TV networks, instead of 2, may well kill off DuMont during shortage of stations and cable. In Kintner's opinion: "There are potentials in the TV business which will let one, 2 or 3 additional networks come in."

Reason why Barney Balaban still has holdings in UPT—despite splitup—was explained by UPT secy.-treas. Robert O'Brien. Balaban had been given options on 40,000

Personal Notes: Howard Morgens, adv. v.p. of Procter & Gamble Co., elected chairman of Advertising Council, succeeding Fairfax M. Cone; Frank Stanton, CBS president, and Leo Burnett, president of Leo Burnett Co., elected vice chairmen . . . James V. McConnell, NBC TV-radio spot sales director who resigned last week, on May 1 becomes v.p., John Blair & Co., which has also elected Richard D. Buckley as president and assigned v.p. David Simmons to New York and Gale Blocki Jr. to Chicago and appointed W. Ward Dorrell as research & program consultant . . . Carlton D. Smith, v.p. being succeeded as mgr. of NBC owned-&-operated stations, by Harry Bannister, ex-WWJ & WWJ-TV, Detroit (Vol. 8:11), on April 14 becomes director of operations for network's own stations . . . John G. Preston, who quit FCC in 1945 to join ABC as chief allocations engineer, promoted to director of engineering facilities & general services under engineering v.p. Frank Marx . . . Thomas F. Flanagan returns to managing

shares of UPT during splitup. "Certificates of interest" for those shares are held for him by trust; he can't vote them. Further, Balaban is under court order to dispose of the stock, but deadline comes after merger is scheduled to go into effect.

Merger hearings caught attention of *New York Herald Tribune Syndicate* columnist John Crosby who plumped for tieup, saying: "The public has more of stake in this corporate matter than it realizes . . . the more networks there are, the more programs the public has to choose from and the better the programs are inclined to be." And while FCC is making up "its exceedingly slow-moving mind," he added, "ABC is in danger of procedural strangulation. It can't borrow any more money until the transaction is completed. It can't complete the transaction without FCC approval . . . ABC is a healthful third force in broadcasting that must be preserved and allowed to grow and expand."

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CBS witnesses reiterated thinking behind proposed purchase of WBKB, so clearly outlined some time ago by executive v.p. Joseph Ream (Vol. 7:36). TV division v.p. Jack Van Volkenburg noted:

(1) "Station operation, as distinguished from network operation, is now profitable. We don't believe this is a temporary phenomenon."

(2) TV costs are high, will get higher. Cable charges, for example, ran \$2,619,700 to feed 52 stations in 1951, compared with \$1,433,000 for 187 AM stations.

(3) Clearances are most vital in securing network business, are far easier to obtain if network owns key stations. Basic economic reason is that affiliate gets only 30% of card rate from network show, compared with 70% from local program. Unable to clear Chicago, CBS-TV lost Kellogg's *Space Cadet*, which went to ABC-TV. Another time, Borden canceled plans for thrice-weekly 15-min. show because of inability to clear Chicago. "And I might note, it was only by entering into an extremely onerous arrangement with a Chicago station not normally our affiliate were we able to secure, or keep, 3 other sponsors whose time purchases involved totaled 4 hours a week."

(4) Program originations outside New York are extremely valuable. "We might ultimately originate as many as 12 hours" from Chicago. CBS's WBBM originated 1200 radio shows in 1951.

(5) Uhf isn't the answer, because of Chicago's 1,000,-000-plus vhf sets. CBS could make up the \$6,000,000 that WBKB will cost much sooner than it could go into black with uhf.

Van Volkenburg differed with ABC's Kintner on future of film in TV. Former said CBS is committed to policy of more and more live programs, whereas Kintner forecast great increase in film, running as high as 50% of ABC's TV time by end of next year (Vol. 8:12).

directorship April 1 of National Assn. of Radio & Television Station Representatives, succeeding Murray Grabhorn, now with Petry . . . Malcolm Neill, CFNB, Fredericton, N.B., reelected chairman of Canadian Assn. of Broadcasters; F. W. Elphicke, CKWX, Vancouver, vice chairman . . . Earl H. Platt, GE engineer, assigned to job of installing Italy's first TV station ordered from GE for Milan . . . Harry Wismer, ABC sports director, has resigned and opened own freelance office in RKO Bldg., N. Y. . . . James S. Pollak, who recently transferred from WJZ, leaving ABC Chicago div. program directorship May 1 . . . Sidney Nadler, ex-WOR-TV, named film editor of WXEL, Cleveland . . . Charles F. Grisham promoted to national sales mgr., WLTV, Atlanta . . . Ralph Dawson, ex-WJR, named asst. sales mgr., WXYZ-TV, Detroit . . . Ely Landau, ex-Emil Mogul, forms own film producing firm, Ely Landau Productions, 10 E. 44th St., N. Y. . . . E. B. Crosland, Southern Bell gen. attorney, now AT&T asst. v.p. in Washington.

Telecasting Notes: General Teleradio Inc., New York corporate name of WOR & WOR-TV operations recently acquired by Thomas S. Lee Enterprises Inc., a California corporation and a subsidiary of General Tire & Rubber Co. (Vol. 8:3), will shortly be adopted as name for entire subsidiary operation—depending on whether name is available in California. Plan is to operate WOR, Yankee and Don Lee divisions under name of General Teleradio Inc.; same interests also now own 58% control of Mutual Broadcasting System (Vol. 8:9), but it will continue as separate entity . . . Chicago will be “blacked out” of fight telecast schedule by order of International Boxing Club April 16 when Pabst sponsors CBS telecast of Ray Robinson-Rocky Graziano middleweight championship bout from that city. Pabst has offered vacated 9-10 p.m. time period on CBS-TV affiliate WBKB to Red Cross for that night . . . Old Paragon film studios at Ft. Lee, N. J., home of early silents, lately occupied by Kaj Velden Studios Inc., of 249 W. 64th St., New York, to build and store scenery for TV and Broadway plays, was destroyed in \$1,000,000 fire March 23 . . . Sterling Television signs up pioneer J. R. Bray's animated

BAN ON TV at public hearings in New York State was signed into law March 27 by Gov. Dewey, who issued strong statement charging that TV cameras—and radio and movie-making apparatus, which are also banned—can be responsible for “improper exploitation and intolerable subversion of the rights of the witness.” Believed to be first law specifically barring TV from hearings, measure applies to all official state proceedings where witnesses are subpoenaed or otherwise compelled to attend.

Gov. Dewey makes no secret of his disapproval of the manner in which last year's New York Kefauver crime hearings were conducted, and said in his statement that use of TV-radio & motion picture apparatus at hearings tends to convert official proceedings into “indecorous spectacles.”

Broadcasters' efforts to persuade Gov. Dewey to veto measure were unavailing. Urging further consideration of bill, NARTB president Harold Fellows wired the governor March 26: “Hasty and precipitous action . . . without detailed deliberation could have serious precedent-setting consequences.” NBC president Joseph H. McConnell urged: “Such restriction on freedom of speech would stifle development of documentary reporting by TV just as it is beginning to demonstrate its effectiveness in stimulating public thought and opinion.”

Bill was introduced by State Sen. Nathaniel T. Helman (D-Bronx), reported favorably by Judiciary Committee March 17, passed Senate March 18, Assembly March 20.

Dave Garroway's 7-9 a.m. *Today* program on NBC-TV, experiment launched in mid-January to prove early-morning TV has same popular appeal and revenue potential as early-morning radio (Vol. 8:3, 5), continues to make trade news—though it still hasn't any big-segment sponsors. Its rating, reports American Research Bureau, has jumped from 5.3 for first period (Jan. 13-26) to 7.6 for week of March 1-7. On March 31, it adds holdout WPTZ, Philadelphia, to 31-station network, replacing Ernie Kovacs' 7-9 a.m. *Three to Get Ready* show which antedated it as an early-morning pioneer on that station by more than year, Kovacs taking on new 12:30-1 p.m. show. This week, to showcase *Today*, NBC-TV will carry it Mon. 9-9:30 p.m. with live pickups from 2 cities, newsreels, voice pickups from overseas, news, interviews, music—a promotion designed to demonstrate show to those who haven't yet seen it. And NBC v.p. Ted Cott, who heads its key WNBT, reports he's going all-out for daytime programming, predicts it will follow pattern of daytime radio, claims 200% increase in audience since *Today* began; local spots on WNBT's *Today* account for more than \$5000 weekly revenue.

cartoons for TV distribution . . . Bishop Fulton J. Sheen's highly praised *Life Is Worth Living* on DuMont Tue. 8-8:30 is subject of 4-p. photographic article in April *Catholic Digest* . . . DuMont film dept. distributing new series of 3½-min. films titled *In the Fashion Spotlight* for local sponsorships . . . KSD-TV, St. Louis, signs with TV Authority covering local talent . . . It's big news in the trade press now when a radio station raises rates; hence lots of publicity last week when NBC's KOA, in non-TV Denver, upped national spot rate 12½% (\$320 to \$360 per Class A hour, \$48 to \$54 per 1-min.) on plea that radio families have increased 39% since last program rates set in 1944, 29% since last announcement rates set in 1948. Also hiking AM rates were Boston's WORL, about 15%, and WKBV, Richmond, Ind., 20% . . . More TV rate increases effective April 1 to add to those previously reported (Vol. 8:9, 11, 12): WSM-TV, Nashville, from \$300 to \$350 per Class A hour, \$50 to \$60 per 1-min.; WBZ-TV, Boston, \$1250 to \$1500 & \$250 to \$300; WAFM-TV, Birmingham, \$300 to \$400 & \$50 to \$80; WOW-TV, Omaha, \$400 to \$450 & \$80 to \$90.

Network Accounts: Gillette will sponsor *Kentucky Derby* on CBS-TV May 3, first time it has been carried live; last year it was filmed and telecast late in day . . . Pillsbury Mills Inc. (Cake Mix, Pie Mix) Sept. 1 starts simulcast of *Arthur Godfrey Time* on CBS-TV, Mon.-thru-Thu. 10:30-10:45 a.m., thru Leo Burnett Co., N. Y.; Lever Bros. has sponsored 10:15-10:30 portion since Jan. 7 . . . Standard Brands Inc. (Royal puddings & gelatin) March 20 started sponsorship of 5:45-6 Thu. segment of *Howdy Doody* on NBC-TV, Mon.-thru-Fri. 5:30-6, and Continental Baking Co. (Wonder bread & Hostess cakes) will sponsor same time segment on Wed., starting June 11; agency for both is Ted Bates & Co., N. Y. . . . Goodyear Tire & Rubber Co. sponsors 3 films of *The Greatest Story Ever Told* Apr. 27, May 25 & June 22 on CBS-TV, Sun. 4-4:30, replacing *Columbia Workshop* those dates; agency for Goodyear is Kudner . . . Allen B. DuMont Laboratories started March 25 as sponsor of *What's the Story* on DuMont, Tue. 10:30-11, thru Campbell-Ewald . . . Edward R. Murrow's *See It Now*, sponsored by Aluminum Co. of America on CBS-TV, Sun. 3:30-4, changes time April 20 to Sun. 6:30-7 . . . Lever Bros. (Surf) extends sponsorship of *Hawkins Falls, Pop. 6200* to weekly basis April 1 with purchase of Tue. & Thu. segments on NBC-TV, Mon.-thru-Fri. 5-5:15, thru N. W. Ayer & Son . . . Camels will use *Pantomime Quiz* as summer replacement for *Man Against Crime* on CBS-TV, Thu. 9-9:30 starting July 11 . . . Hazel Bishop Inc. (lipstick) reported readying sponsorship of *Cameo Theatre* on NBC-TV, Wed. 10-10:30, starting April 2; show has been canceled in same Sun. time period by alt. sponsor Regent Cigarettes which has bought 3 spots weekly on NBC-TV's morning show *Today*, thru Brooke, Smith, French & Dorrance, N. Y. . . . Owens-Corning Fiberglas Corp. reported buying *You Are There* for presentation on CBS-TV, time & date unannounced.

Copies of FCC's 'Freeze Report'

Each subscriber to the full services of *Television Digest* will receive one copy of printed full text of FCC's *TV Allocation Report* ending the freeze, including city-by-city channel tables, and full text of Rules & Regulations and Procedures. We'll print them simultaneously with release by FCC, now expected about mid-April. FCC document will run about 600 single-spaced mimeo pages, which means 200 or more pages of our supplement format. Preprint orders for extra copies are now being taken at \$5 each.

COMPATIBLE COLOR TV will be "ripe" for presentation to FCC this summer or fall, in opinion of most of industry (Vol. 8:10). That's why Dr. Allen B. DuMont and his research v.p. made news in Chicago this week when they told IRE-AIEE meeting that perfected color is 5-8 years away.

Dr. DuMont told us it's not the system he's concerned about; it's fact tri-color tube needs more development—to improve registration and bring costs down. He estimated that set with tri-color tube, at present stage of development, would cost 2-2½ times cost of monochrome receiver.

Tube is coming along, he said, and he gave as example Corning development of a glass mask to replace current metal mask which contains hundreds of thousands of precisely spaced holes.

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That NPA intends to keep color TV ban on books was indicated again this week, this time in letter from NPA chief Henry Fowler read by WMAL-TV newsmen Bryson Rash on special program March 26 celebrating completion of that station's new Washington studios. Fowler's letter said, in part:

"There is some indication that more of the materials which would be needed for color TV will be available in the third and fourth quarters of this year. However, even if we had a plentiful supply of every raw material needed for the manufacture of color TV, the engineering factor would still remain a significant problem. Our current supply of electronic engineers would be insufficient to meet the demand, at the present rate of military electronic design and production, at least until 1954. To transfer engineers from their defense duties in this field to the time-consuming business of putting color TV into production could deal our defense production program a serious blow . . ."

No firm decision has been made on the problem yet; NPA knows it has a tiger by the tail and is proceeding cautiously. While it's taken for granted ban on home color TV set production will be retained in some form, final order could contain some surprises. It's certain, though, that order will permit manufacturers all the freedom the defense program will allow; it won't reflect any partisanship in the color dispute. Said one NPA official this week: "If you think we haven't been working on that order, you're wrong. We're giving it a great deal of thought and considering every possibility."

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Demand for uhf transmitting equipment is still "uncharted," compared with known vhf market—hence emphasis to be placed on uhf by manufacturers at NARTB convention in Chicago next week. DuMont is offering new "three-point program" to applicants: equipment, network affiliation, receiver promotion. Company has called into Chicago its receiver division regional sales managers to describe plans for pushing uhf receivers and converters, before stations go on air and after. DuMont's summarizes its view of uhf in new brochure, *UHF, The New Big Development in Television*. None of manufacturers planning uhf transmitters will have complete high-powered units on display. Such units are scheduled for late this year and early next (Vol. 8:5, 10). To be shown, however, will be "hearts" of uhf equipment—driver stages, power tubes, antenna sections, etc. GE, for example, will have in operation 100-watt driver of 12-kw uhf transmitter. Studio equipment will also get very heavy play, such as RCA is giving new camera—its first new model since 1947. RCA figures that 130 man-years of design engineering went into it. DuMont will give "glimpse into the future" when it shows unusual continuous-motion film system employing flying-spot scanner. Equipment won't be commercially available for 18-24 months.

Station Accounts: Olympic Radio next week starts cooperative campaigns, including local TV along with newspapers and radio, to back up its national magazine & billboard advertising of 1952 line of sets. Local campaigns will stem from 42 distributorships, with color insertions in March 30 *American Weekly*, April 7 *Life*, April 19 *Saturday Evening Post*, handled by adv. mgr. George F. Bart . . . Boston Red Sox home games will be sponsored alternately on WBZ-TV & WNAC-TV, with 31 of the 77 also going to WJAR-TV, Providence, by Narragansett Brewing Co. & Chesterfield, both thru Cunningham & Walsh, and Atlantic Refining Co., thru N. W. Ayer; Atlantic with Adam Scheidt Brewing Co. also sponsoring rotating schedule of Philadelphia Athletics & Phillies on WCAU-TV, WFIL-TV, WPTZ . . . Daily 6:45-7 p.m. on WNBT, New York, opened up when Tex McCrary-Jinx Falkenburg show was cut to 15-min., now has 5-min. news sponsored by Phillips-Jones Corp. (Van Heusen shirts), 5-min. Bill Stern's sports by Kruger Beer, 5-min. weather report by Consolidated Edison . . . Ruppert Brewing Co.'s *Candid Camera* shifts from WJZ-TV to WCBS-TV, April 1, Tue. 10:30-11, *My Friend Irma* shifting to Fri. 8:30-9 . . . Buildup toward more timebuying to plug current movies is seen in WJZ-TV's *What's Playing?* Mon.-thru-Thu. 6:45-6:55 p.m.; carried are "preview" clips of new films, with stars appearing live as commentators . . . Unusual TV advertiser is Universal Concrete Pipe Co., Columbus, O. (sewer pipe & blocks), sponsoring 15-min. newscasts twice weekly at 10 p.m. on WSM-TV, Nashville . . . Among other advertisers reported using or preparing to use TV: Monogram Sales Inc. (Gardgum Chlorophyll chewing gum), thru Brown Radio Productions Inc., Nashville; Dick Knox Productions (ceramic dinnerware & artware), thru Walter McCreery, Beverly Hills; De Pree Co. (Nullo Deodorant tablets); thru Dancer-Fitzgerald-Sample, Chicago; S. E. Mighton Co. (Doggie Dinner dog food), thru Schoenfeld, Huber & Green, Chicago; Lewis Howe Co. (Tums), thru Dancer-Fitzgerald-Sample, N. Y.; Bandini Fertilizers Co. (plant foods & fertilizers), thru Mayers Co., Los Angeles; American Institute of Laundering (trade assn.), thru Willsted & Shaeter, N. Y.; Eclipse Sleep Products Inc. (springs & bedding), thru E. T. Howard Co., N. Y.

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CBS is planning huge "TV City" on outskirts of New York, says *Variety*'s George Rosen in March 26 issue. "It's known that CBS has already completed a preliminary blueprint of a TV City adjacent to New York, probably in Westchester County, [with] large-acreage tract under long-term lease," Rosen states. Article makes these other points: William Pereira & Charles Luckman, West Coast architects who designed CBS's now-building \$12,000,000 Los Angeles TV City, are opening New York office. CBS-TV has 17 theatres and studios scattered throughout New York City (NBC-TV has same number, but many of them are in Radio City). "Network's trucking bill alone for carting of scenery and equipment to various theatres costs \$40,000 a month." Rosen speculates that Howard Meighan, recently replaced as head of CBS Radio by Adrian Murphy, has been put in charge of new project. He also reports that CBS president Frank Stanton once approached RCA with proposal to team up in building "one big TV City".

Gen. Eisenhower was filmed and tape-recorded this week, reading 7-min. report on progress of western Europe's military building—and at week-end the news editors of TV networks were studying his words closely for political implications. Film is for release at midnight, Tue., April 1, will be given first priority depending on what he says. *America's Town Meeting* on ABC-TV has invited the General to appear on show to answer questions put to him by representative citizens.

IN 5 YEARS—\$5 1/4 BILLION WORTH OF TVs: New table of statistics from RTMA, revamping TV-radio output and factory-value figures, reveals that during that 5-year postwar period the American industry turned out 17,002,169 TV sets valued at the factory at \$3,166,986,300, and 75,117,262 radios valued at factory at \$2,175,936,597.

Assuming all were sold, that would mean public paid \$5,257,197,258 for TV receivers, \$3,612,054,751 for radios -- based on usual industry formula of retail figure at 166% of factory cost.

Five-year count doesn't include 1946 output, first production year after the wartime freeze when some 5070 TV sets were made (at estimated factory value of \$1,250,000) and 15,995,000 radios (estimated factory value \$434,244,000). Nor in case of TVs does it include estimated 8000 prewar sets, value unknown.

Neither RTMA figures nor our retail projection accounts for TV replacement tubes and parts, antennas, accessories, cost of installations -- which, even allowing for waves of distress selling that often forced prices down, undoubtedly add a few billion to the public's TV bill. Our recent calculation of \$6.5 billion over-counter business since TV came into being (Vol. 8:3) is still very good guess.

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RTMA is issuing new statistical tables in 29-p. booklet, which also reveals such interesting trade trends as these:

TV table models accounted for 7,772,976 units of 5-year total, consoles & consolettes, 7,800,359, radio-phono combinations 1,428,834. Table models represented 65% of unit production in 1947, falling to 42% in 1951; consoles & consolettes went up from 21% to 52% in same period, phono combinations went down from 14% to 6%. Exports accounted for 56,075 units in 1951.

Noteworthy in radio field was fact that auto production rose from 3,459,061 in 1947 (17% of total radios) to 4,542,920 in 1951 (36%). Home sets dropped from 14,082,662 (70%) to 6,751,452 (53%). Exports of radios totaled 231,802 in 1951.

MORE LEADERS ADOPT INBOARD PRICING: Admiral and Motorola have followed example of RCA in quoting one-package prices for their TV sets -- new retail lists, starting next week, to include Federal excise tax, 90-day parts warranty, one-year tube warranty. This so-called "inboard pricing" is designed not only to allay customer confusion but to give dealers somewhat better discounts.

Hoffman Radio was first to break ice week ago (Vol. 8:12), and it's known other manufacturers, big and little, are reappraising their price structures with same probable objective. Of the Big 4, only Philco hasn't adopted idea as yet -- but it won't be surprising if most of industry does so by summer.

Admiral freely credits NARDA for bringing about its change of heart. NARDA president Mort Farr has spearheaded retailers' persistent complaints against extras -- the hidden costs tacked on after customer is lured into store by low advertised price. An idea of how much is hidden is given in rough calculation that RCA's \$230 table model embraces \$14.11 tax, about \$12 worth of warranty, or about \$26 in all.

Customer resentment was felt so strongly by retailers that they put heat on manufacturers. Motorola spokesman said, "We have come to the reluctant conclusion that RCA was right in the first place." RCA had held to one-price idea from start.

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In adjusting their list prices (see Topics & Trends), Admiral & Motorola took pains to say they weren't cutting prices, were merely lumping tax & warranty with base price -- though there may be slight differentials in some models. Both decried current price-cutting, saying it's nothing more than "dumping" by a few manufacturers caught with too much inventory.

Majors don't seem too concerned over currently sluggish market. They say

they're confident that the political campaigns, along with new network cities due July 1 (Vol. 8:12), will hypo business. Estimate was that January was very poor, February a bit better, March better than both, with sales curve now trending upward.

New models will be coming out from here on in, also signaling price changes and bringing new gimmicks. Big selling talk, once freeze is lifted and it's known where uhf channels will go, will be adaptability of sets to uhf.

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Magnavox and Sylvania posted reduced prices this week (see Topics & Trends) in wake of GE, Emerson and Muntz cuts announced last week (Vol. 8:12). But others don't seem bothered much, and insist the basic price trend is not downward. No one thinks there will be distress condition this year such as that which plunged trade into some 6 months of doldrums starting about this time last year.

Meck's \$99.95 receiver (see Topics & Trends) was talk of trade -- but rival set makers were skeptical, said they wanted to see the set first before judgment. Comments ranged from "it can't be done" to "there will probably be only few come-on sets nailed to the floor." Meck's other factory-to-customer prices were down so low, too, that disposition was to regard him mainly as rival of Muntz.

John Meck himself was center of some good-natured joshing with colleagues, about "gutless wonder," when he was in Washington Thursday for an NPA industry advisory committee meeting.

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TV production continues at even pace -- year's 12th week, ended March 21, bringing output of 100,410 sets (1484 private label), about same as the week before. Factory inventory fell to 227,320 from 232,483 the preceding week (Vol. 8:12).

Radio output went down to 183,886 units (71,570 private label) from 193,379 preceding week. Factory inventory was 294,885, up from 287,899. Week's radios were 65,646 home receivers, 27,396 portables, 35,211 clock, 65,663 auto.

Topics & Trends of TV Trade: John Meck plunged into manufacturer-to-customer merchandising this week when Meck Television Inc., new subsidiary of Scott Radio Laboratories Inc., opened 21 retail outlets of own in 17 communities. Simultaneously, he advertised a 20-in. table model, called "Mirror Tone," at \$99.95 plus tax (\$9.90) and optional warranty (\$19.80). Also offered was 20-in. console at \$150 and 21-in. at \$180, plus tax and optional warranty.

Opening of stores is being backed up with \$500,000 newspaper advertising campaign, to be augmented later by TV-radio advertising. Meck said he expects to sell more than 50,000 sets in company-owned stores alone during rest of 1952. His remaining biggest private-label customers are Allied Purchasing Corp. and Sears Roebuck.

New Meck stores are largely former House of Television outlets, for which Meck has been a supplier. Four stores are in New York City—one each in Manhattan, Brooklyn, Bronx, Jackson Heights. Two are in Washington. Others are in Newark, Philadelphia, Baltimore, Cincinnati, Toledo, Louisville; and 9 in Michigan—one each in Detroit, Dearborn, Hamtramck, Grosse Pointe Woods, Lincoln Park, Pontiac, Grand Rapids, Kalamazoo, Lansing.

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Admiral's repriced line, including tax and warranty in one list price, goes into effect April 1. Sets list \$20-\$50 higher, and higher discounts will go to distributor-dealers, though cost to customer remains about the same. These are new prices on current sets (amount in parentheses being old price): 17-in. ebony plastic table \$210 (\$190), plastic mahogany \$220 (\$200), wood mahogany \$250 (\$230), blonde \$260 (\$240); 17-in. open console in walnut \$260 (\$290), mahogany \$270 (\$300), blonde \$290 (\$310); 17-in. console with radio and half-doors in walnut \$340 (\$300), mahogany \$350 (\$310), blonde \$370 (\$330); 17-in. combination consoles in walnut \$430 (\$380), mahogany \$450 (\$400), blonde \$470 (\$420); 20-in. ebony

plastic table \$260 (\$240), mahogany plastic \$270 (\$250), walnut \$300 (\$280), mahogany \$310 (\$290), blonde \$320 (\$300); 20-in. open console in walnut \$340 (\$300), mahogany \$340 (\$310), blonde \$370 (\$330); 21-in. table with AM and base in mahogany \$380 (\$350), blonde \$390 (\$360); 21-in. open console with AM in walnut \$440 (\$400), mahogany \$450 (\$410); 21-in. combinations in walnut \$550 (\$500), mahogany \$570 (\$520), blonde \$590 (\$540).

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Magnavox on March 24 instituted what it calls "continuous price guarantee" in lieu of old periodic guarantee for dealers. Henceforth, prices on all its TV-radio products will be guaranteed against reduction for 90 days from date of shipment. Move was said by president Frank Freimann to be designed to eliminate price uncertainties, since "90-day turnover of dealer inventory is a reasonable expectancy."

Magnavox also announced April 5-19 "clearance sale" cutting TVs \$20-\$75. Price of 17-in. mahogany & oak table will be \$230 (down from \$250 & \$260); open console in mahogany & blonde \$250 (was \$280 to \$290); mahogany open console \$280 (was \$298); mahogany & oak combination \$445 (was \$498 & \$520). The 20-in. open mahogany & blonde console goes to \$298 (from \$360 & \$370); with doors to \$375 (from \$395); Savoy model \$420 (from \$450); combination \$550 (from \$595). Radio-phono receivers are cut \$20-\$40.

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Motorola's new "inboard" prices (see p. 8) apply to 7 new models, 4 carryovers, its repricing said to be computed to comply with OPS regulations. Old 20-in. mahogany (also blonde) leatherette table models go up from \$250 to \$260, now embracing tax, 90-day parts warranty, year's tube warranty. Mahogany 20-in. table stays at \$280, blonde \$300. New models are 17-in. ebony plastic table \$200, mahogany plastic \$220, mahogany \$240, mahogany console \$280; 20-in. walnut console \$300, mahog. \$320, blonde \$340.

Trade Miscellany: Sightmaster Corp. extends into electrical relay field, is still making a few TV sets but mainly reconverting old ones to large size tubes on contract . . . Philharmonic Radio's president Bernard Lippin reports adding 36,000 sq. ft. to present 78,000 New Brunswick (N. J.) factory; firm makes private-label TVs primarily . . . Sylvania's new tube plant at Newton, Mass. will be ready in 60 days; one at Woburn, Mass. will be completed this summer . . . Standard Arcturus Corp., which recently sold its Arcturus Electronics Corp., CR tube manufacturer, to Hycon Mfg. Co., Pasadena, Cal. (Vol. 8:10), has also disposed of balance of its receiving tube business, and now manufactures only selenium rectifiers . . . Andrea expanding to additional markets with TV line, adding Mitchell Aron, ex-Hazeltine, to engineering staff and S. Ronald Hacker to product design . . . Industria Electronica S.A., Monterey, Mexico, radio & parts manufacturer, reported by Commerce Dept. as preparing to make TV sets.

Merchandising Notes: NARDA is making available (at \$10 for 500, \$30 for 2000) little booklet titled *Facts on Television Service* for dealer distribution to customers. It's written by president Mort Farr, has space on back page for store's imprint . . . Admiral's 1,250,000-candle-power sign in Times Square, New York, 50x50-ft., using more than 10,000 lamps, 9920 ft. of neon tubing, 1500 separate circuits, 2,000,000 ft. of wiring, is to be turned on and dedicated with big fanfare at 8:30 p.m., April 1 . . . Only 2 of 20 local dept. and furniture stores surveyed by *New York Herald Tribune* for February showed TV-radio gains over same 1951 months—one up 155%, other up 3%, all others showing decreases of 4-71%; for all, TV inventories were down 42%, radio-phono down 36% . . . RCA Victor expands further into appliances April 15 when it begins shipping an electric dehumidifier at \$139.50 list.

Sylvania price reductions range from \$10 to \$70. Changes in 17-in. follow (old prices in parentheses): table \$230 (\$250), de luxe model \$260 (\$270), open console \$290 (\$300), open console with Halolight \$350 (\$370), blonde \$360 (\$380), console with doors and Halolight \$390 (\$410), blonde \$400 (\$420). Changes in 20-in.: table \$270 (\$300), open console \$330 (\$360), table with Halolight \$350 (\$370), open console with Halolight \$400 (\$470), blonde \$420 (\$490), console with Halolight and doors \$430 (\$500). Added to line were 17-in. blonde tables at \$240 & \$280, console \$300; 20-in. blonde console \$340. Warranty is included but excise tax is separate.

Trade Personals: Walter J. Currie, ex-Crosley export div., now NPA deputy asst. administrator for civilian requirements, succeeds Lewis Allen Weiss March 31 as asst. administrator for civilian requirements . . . W. E. Henges elected president of Graybar, A. H. Nicoll becoming chairman . . . Reginald Brophy, managing director, Canadian Radio Mfg. Corp., Toronto, onetime NBC executive, succeeds Maxwell W. MacKenzie May 1 as deputy minister of defense production in Ottawa . . . Harry A. Browne, Chicago branch mgr. since 1948, named to newly created job of sales mgr., Admiral radio div., under sales v.p. W. C. Johnson . . . W. J. Jiles named national credit mgr., Crosley Distributing Corp. . . . John C. McDevitt, Crosley zone mgr. in Charlotte, named asst. sales mgr. of Crosley radio sales section under E. W. Gaugan . . . M. G. DuBrow has resigned as Sparton TV-radio district rep for southern California to join Story & Clark, Chicago; LeRoy Miller succeeds him . . . David H. Kutner, ex-Zenith Distributing Co., Chicago, recently Campbell-Ewald director of merchandising, named adv.-public relations director, Borg-Warner's Norge div. . . . Kenneth E. Jones, Chicago field engineer, promoted to director of service, Motorola-New York Inc. . . . Richard H. Kingston promoted to chief sales engineer, Stromberg-Carlson sound div.

Mobilization Notes: Third-quarter allotments of controlled materials for production of TVs, radios and phonos have been set at these levels (in percentage of rate of use during first-half 1950 base period):

Steel, 55% (vs. 50% in second quarter); brass mill products, 35% (vs. 30%); copper wire, 40% (vs. 35%); copper foundry, 20% (vs. 12.5%); aluminum, 45% (30%).

Representatives of TV-radio industry, meeting with NPA March 27, indicated that these allotments would assure adequate materials for this period when production normally is boosted to meet heavy seasonal demand. Manufacturers said current allocations and deliveries of materials for TV-radio have been ample.

Shortage of senior engineers, draftsmen, technical writers and other highly skilled technicians was manufacturers' chief worry. Some manufacturers said they have given up trying to compete with West Coast aircraft firms for senior engineers and other technicians, and instead are training and upgrading technicians in their present work force. Others are subcontracting drafting to outside firms.

Long lead times on some military components was another complaint, but the manufacturers agreed that no military equipment had been held up because of these delays or the manpower shortage.

Leon Golder, of NPA Electronics Div., presided. Industry representatives attending were Jack Marks, Fada; John Meek, Scott; William H. Moore, Packard-Bell; Joe Friedman, Trav-Ler; Robert Wallace, Zenith. Color TV order M-90 was not discussed.

* * * * *

Accused of violating NPA regulations in filling 7 defense contracts during first half of 1951, Tobe Deutschemann Corp., Norwood, Mass. electronic parts manufacturer, has been summoned to Boston hearing in mid-April before NPA hearing examiner Ernest J. Brown. NPA charges firm used defense priority ratings to acquire 337,449 lbs. of steel sheet when it needed only 87,655 lbs. to meet Army prime contracts. Citation charges 14 violations of NPA Regulation 2, alleges president Tobe Deutschemann and purchasing agent Henry P. Shopneck illegally acquired 249,000 lbs. of steel sheet, illegally disposed of 232,000 lbs. NPA is asking hearing commissioner to bar firm from receiving any further priorities and from acquiring or using materials under NPA's control.

Military electronics deliveries in January were 5 times greater than same 1951 months, said Munitions Board chairman John D. Small in reply March 27 to recent charges in Congress and press that procurement has bogged down. Ammunition deliveries, he said, were 6 times as great in January 1952 as January 1951, tanks up 2.7 times, weapons up 2 times.

Supply of selenium won't improve much in 1952, said selenium producers to NPA at meeting this week. Kawecki Chemical Co., Boyertown, Pa., reported it has developed process to reclaim selenium from used and discarded rectifiers, yielding 81% high-grade selenium. NPA officials estimated that some 500,000 lbs. of the rare material can be saved annually from manufacturers' scrap this way.

Donald G. Fink, editor of *Electronics Magazine*, joins Philco June 1 as co-director of research (with William E. Bradley) under research v.p. David B. Smith. Fink's duties will be primarily administrative, Bradley's technical. Appointment presages expansion in research by Philco, perhaps very sizable one. Fink joined *Electronics* in 1934 as editorial assistant, coming directly from year's graduate work at MIT. He has been editor since 1946, has served on innumerable industry and govt. committees and panels, particularly in TV, loran and radar. He and Smith grew up together in industry since their freshman days at MIT. Successor to Fink at *Electronics* is not yet indicated.

Financial & Trade Notes: Profits of TV-radio companies in 1951 dropped 34.4% below 1950 level, according to *Wall Street Journal's* annual compilation of full-year earnings reports by 808 firms in 38 different industries. The 5 firms in TV-radio category made profits totaling \$58,189,171 in 1951 vs. \$88,773,274 in 1950. TV-radio manufacturers showed third greatest profit decline in tabulation, highest being aircraft manufacturers with drop of 66.8%, autos & equipment 37.7%. Overall average decline of the 808 firms was 12.3%. Electrical equipment (18 firms) showed decline of 20%, movies (5 firms) registered drop of 0.5%.

* * * *

Raytheon net profit was \$408,000 (19¢ a share on 2,170,942 shares outstanding) on sales of \$28,698,000 for quarter ended Feb. 29, and \$1,125,000 (44¢) on sales of \$74,046,000 for 9-month period. Preceding year's comparable quarter showed \$519,000 (27¢) profit on sales of \$23,000,000, and 9 months \$1,797,000 (94¢ on 1,736,753 shares) on sales of \$64,055,000. Current backlog of orders exceeds \$170,000,000, states president C. F. Adams Jr.

Muter Co. and wholly owned subsidiaries, Rola and Jensen, had gross sales of \$12,387,390 in 1951, compared with \$14,389,725 in 1950 (Vol. 7:15). Consolidated net income was \$595,423 (91¢ on each of 651,200 shares) after Federal taxes of \$648,000 vs. \$1,034,200 (\$1.59) after Federal taxes of \$1,000,000 in 1950.

Wells-Gardner 1951 sales were \$12,758,749, net income \$451,447 and consolidated earned surplus \$2,599,494, after Federal income taxes of \$285,000. Sales in 1950 were \$17,825,098, net income \$954,235, surplus \$2,394,228, taxes \$954,235.

Sprague Electric Co. sales rose to \$38,491,215 in 1951, net earnings being \$2,720,334 (\$5.44 per share) after \$5,780,200 Federal taxes. This compares with 1950 sales of \$28,614,860, profit of \$3,345,404 (\$6.84) after \$3,380,500 tax.

General Precision Equipment Corp. and subsidiaries report 1951 profits of \$596,546 (99¢ a share) on sales of \$29,872,429 vs. 1950 profits of \$871,899 (\$1.45) on \$27,072,-360 sales.

* * * *

CBS officer-director salaries, bonuses and stockholdings, as reported in this week's proxy statement for annual meeting April 16: Wm. S. Paley, chairman, \$100,000 salary (beneficially owns 99,010 shares of Class A out of 1,268,700 outstanding, 254,700 Class B of 1,069,196 outstanding); Frank Stanton, president, \$100,000 salary, \$51,597 bonus (810 A, 3025 B); Joseph H. Ream, executive v.p., \$65,000 & \$17,475 (100 A, 100 B); Edward R. Murrow, director, \$132,144 (200 B); Bruce A. Coffin, president of Hytron, \$26,922 & \$25,000 (16,583 A, 17,540 B); Lloyd H. Coffin, chairman of Hytron, \$26,922 & \$25,000 (16,608 A, 16,758 B); David H. Cogan, president of CBS-Columbia, \$26,922 & \$25,000 (5004 A, 4804 B); James B. Conkling, president of Columbia Records, \$45,833 & \$10,000 (none). Other directors' holdings: Class A—Prescott S. Bush, 210 A & 300 B; J. A. W. Iglehart, 3400 A & 1300 B; Samuel Paley, 6800 A & 15,000 B; Dorsey Richardson, 10 A. Class B—Frederick L. Chapman, 35 A & 35 B; Ralph L. Colin, 1000 A; Leon Levy, 14,100 A & 40,900 B.

In testimony in FCC's Paramount hearing this week, CBS exhibit disclosed Mr. Stanton as owner 32.5% of stock of Audio-Electronics Inc., Cincinnati, and 26% of Planned Music Inc., Columbus, O., both distributors by wire of recorded music.

ABC proxy statement for April 8 meeting lists Robert E. Kintner, president, at \$75,000 a year; C. Nicholas Priaulx, v.p.-treasurer, \$27,499; Paul Whiteman, v.p., \$119,190; Mark Woods, who resigned as vice chairman last June, \$50,000 (and payment over next 6 years of \$87,500).

Stromberg-Carlson reports that its broadcasting (WHAM & WHAM-TV, Rochester) gross and net income reached new highs in 1951. Says annual report: "WHAM held its sales up to about the same volume as 1950 and was even able to show an increase in [local] sales. WHAM-TV also continued its rapid growth." Consolidated statement showed 1951 sales of \$33,632,495 (including broadcasting operations), net earnings of \$685,777 (\$1.66 on each of 331,119 shares) after taxes of \$1,266,559. This compares with 1950 year's sales of \$39,192,917, earnings of \$974,731 (\$2.53) after \$1,253,939 taxes. President Robert C. Tait told stockholders "the decrease in both gross income and net earnings was entirely the result of the reduced sales and lower prices of TV sets." Stromberg's 3 other divisions (broadcasting, sound equipment, telephone) enjoyed best year in history. Mr. Tait called 1951 "bad year [for TV] because of industry-wide conditions that demoralized the market," but added that TV market is now "somewhat improved."

For selling \$300,000 worth of stock to public (600,000 shares at 50¢ each) based on assets of Monarch Radio & Television Corp., 61 Crescent St., Brooklyn, and Pix Stores Inc., Charles Greenhaus was charged this week by N. Y. attorney general Nathaniel Goldstein with fraudulent stock transactions and temporarily enjoined from selling securities. Greenhaus won fame 20 years ago as "The Boy Wizard of Wall Street" and has served several prison sentences for fraud. Accused with him were 9 others, including George J. Martin, Wall St. security dealer. Actual assets of companies, it was claimed, were worth only \$28,000, besides which defendants issued to themselves 200,000 shares without cost. Defendants were given until April 9 to show cause why injunction should not be made permanent.

Official Films Inc., formed under aegis of Isaac D. Levy, ex-CBS director (Vol. 7:29, 42), has authorized issuance of 188,914 additional shares of common stock, is offering these first to present stockholders (1 for each 7 now owned) at \$1.50 per share until April 10. Money is to be used for working capital. During last 6 months of 1951, net sales, rentals and royalties of films amounted to \$321,611, loss on all operations \$205,888. For year ended June 30, 1951 net sales and rentals totaled \$885,621, net loss \$80,385.

Unsettled conditions in appliance fields and Govt.'s decision to stretch out defense program given as reasons by Avco president Victor Emanuel for decline in sales during quarter ended Feb. 29 to \$65,505,420, down 24% from \$86,380,616 for same 1951 period. Consolidated net income for the 3 months was \$1,888,293 (20¢ on 8,886,862 common shares) vs. \$3,590,976 (40¢ on 8,638,176 shares) same quarter of year before.

Philco will ask stockholders at June 6 annual meeting to authorize board to borrow up to \$25,000,000 for capital purposes. Management is not soliciting proxies and states it has no immediate plans to use this authority, but wants it to obviate delays in calling meetings on 60-day notice as required by state law.

Cornell-Dubilier has filed SEC registration covering \$4,000,000 of 20-year sinking fund debentures, to be underwritten by syndicate headed by Kidder, Peabody & Co.

Swiss-made Eidophor theatre-TV projection unit has been installed in 20th Century-Fox's home office theatre in New York, and is undergoing tests and adjustments. Film company's technical director Earl Sponable called results "pretty promising," said plans for immediate future await arrival next week of president Spyros Skouras, now on West Coast.

Biggest complaints about TV Code—at least the most vocal—are coming from advertisers and agencies, many of which find suggested time limits on commercials intolerable and discriminatory. Don Nathanson, advertising director of Toni Co., addressing Chicago TV Council, complained that national advertisers with expensive programs in Class A time are limited to 3 minutes of commercials per half hour, while local announcement and shoppers' programs may have as many as 6. Benjamin J. Green, TV-radio director of Arthur Meyerhoff & Co., Chicago, is quoted in *Advertising Age* as saying code is unworkable for many advertisers and that many TV stations are "refusing to cut their own throats," and are not adhering to what he called "ridiculous standards." He said that if local retailers are forced to conform to the suggested time limits, "they would have to give up TV entirely." Meanwhile, NARTB signed up 89th code subscriber.

U of Pennsylvania's battle against NCAA's TV control plan flared up again this week when athletic director Fran Murray said Penn won't participate if his legal advisers term it illegal. At January's NCAA convention (Vol. 8:2), Murray's position was that any agreement imposing restrictions on individual colleges is illegal. Penn led lengthy fight against TV controls last year (Vol. 7:5, 21, 23-24), and its possible defection might upset NCAA's elaborate plans for 1952 TV program, still in formative stage. Murray contends: (1) Televising all games would demonstrate to public good side of intercollegiate sports, offsetting recent criticism. (2) Controlled TV hasn't achieved its stated aim of protecting small colleges. Said Murray: "They've got to come to it—in a year or 2 or 3. It's the greatest medium we have for telling our story to the public. Why don't they understand that now?"

Defeat of Johnson-Case Bill to ban TV-radio liquor commercials (Vol. 8:3-6) came March 26 when Senate Interstate & Foreign Commerce Committee voted it down by same bare margin (7-6) that licked similar Langer Bill in 1950. Commenting on this week's action, NARTB president Harold Fellows, who spearheaded industry opposition to bill, reiterated that measure was unnecessary because of TV Code, that it discriminated against TV-radio, that it would have encouraged legislation against other products. Still pending in House is Rankin Bill (H.R. 5889), to prohibit commercials on all alcoholic beverages, including beer and wine. House Interstate & Foreign Commerce Committee hasn't set date for hearing on it.

"Hard core of big stations" will form backbone of AM "when the too numerous 'weak sisters' are finally weeded out," as more and more money is shifted to TV. So predicted Crosley Broadcasting's chairman James Shouse, commenting in March 14 *Tide Magazine* on occasion of 30th anniversary of WLW, Cincinnati. He pointed to WLW's loss of urban audience and "rather alarming decline," for 2 years, from \$4,500,000 sales in 1945. This trend was reversed by intensified rural programming and promotion, so that gross this year, Shouse estimated, will run over \$5,000,000.

Those resolutions to investigate "offensive and undesirable books and radio and TV programs" (Vol. 8:8-9, 12) bore fruit this week when House Rules Committee favorably reported H. Res. 520, introduced by Rep. Gathings (D-Ark.). It's expected House will pass resolution shortly, set up 15-man committee comprising 3 members from House at large, plus 4 each from Interstate & Foreign Commerce, Judiciary and Post Office & Civil Service committees. It's presumed Gathings will be chairman.

FCC Chairman Walker, a Presbyterian elder, is subject of highly laudatory biographical sketch to appear in forthcoming edition of *Presbyterian Life*.

Count of TV Sets-in-Use by Cities

As of March 1, 1952

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

SETS-IN-USE jumped to 16,535,100 as of March 1, or 405,800 more than Feb. 1 (Vol. 8:9), according to NBC Research's monthly report released this week. If rate of increase continues, it's probable that end of year will see 20,000,000-mark reached. March 1 report's largest increases include New York City, up 50,000 since Feb. 1, Los Angeles 25,000, Pittsburgh 23,000, Chicago 17,000, Philadelphia 16,000, Detroit 14,000, New Haven 14,000, Boston 12,000, Cleveland 12,000, St. Louis 10,000, Indianapolis-Bloomington 10,000. Following is March 1 count (consult individual stations for their estimates of number of families within respective service ranges):

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets			
<i>Interconnected Cities</i>								
Ames (Des Moines)	1	80,000	New York	7	2,890,000			
Atlanta	3	161,000	Norfolk	1	107,000			
Baltimore	3	373,000	Omaha	2	121,000			
Binghamton	1	56,000	Philadelphia	3	1,022,000			
Birmingham	2	95,300	Pittsburgh	1	385,000			
Bloomington			Providence	1	205,000			
(see Indianapolis) 1(a)			Richmond	1	114,000			
Boston	2	874,000	Rochester	1	138,000			
Buffalo	1(b)	259,000	Salt Lake City	2	71,500			
Charlotte	1	132,000	San Diego	1	114,000			
Chicago	4	1,110,000	San Francisco	3	349,000			
Cincinnati	3	315,000	Schenectady	1	203,000			
Cleveland	3	595,000	St. Louis	1	382,000			
Columbus	3	202,000	Syracuse	2	160,000			
Davenport-Rock Island	2	96,000	Toledo	1	166,000			
Dayton	2	181,000	Utica	1	68,000			
Detroit	3(c)	634,000	Washington	4	344,000			
Erie	1	62,500	Wilmington	1	96,100			
Grand Rapids	1(d)	160,000	Total Inter-connected	95	15,642,200			
& Kalamazoo			<i>Non-Interconnected Cities</i>					
Greensboro	1	78,000	Albuquerque	1	13,500			
Huntington	1	72,300	Brownsville (Matamoros, Mexico)	1(e)	10,500			
Indianapolis	1(a)	231,000	(Dallas)	2	158,000			
& Bloomington			(Fort Worth)	1	128,000			
Jacksonville	1	53,500	Houston	1	84,000			
Johnstown	1	144,000	Miami	1	85,400			
Kalamazoo	1(d)		New Orleans	1	92,300			
(see Grand Rapids)			Oklahoma City	1	39,200			
Kansas City	1	196,000	Phoenix	1	69,500			
Lancaster	1	140,000	San Antonio	2	135,000			
Lansing	1	85,000	Seattle	1	77,500			
Los Angeles	7	1,125,000	Tulsa	1	892,900			
Louisville	2	130,000	Total Non-Inter-connected	14				
Memphis	1	123,000	Total Interconnected					
Milwaukee	1	321,000	and Non-Inter-connected	109	16,535,100			
Minneapolis-St. Paul	2	312,000	(a) Bloomington separately 148,000. Indianapolis separately 211,000.					
Nashville	1	60,000	(b) Does not include estimated 47,000 sets in Canadian area reached by Buffalo station.					
New Haven	1	250,000	(c) Does not include estimated 32,000 sets in Canadian area reached by Detroit stations.					
		(d) Grand Rapids separately 129,000. Kalamazoo separately 136,000.						
		(e) Estimate for Texas area. Estimated 2500 additional sets in Mexican area of Matamoros station.						

Note: TV sets sold in Canada totaled 83,297 up to Jan. 31, 1952, according to Canadian RTMA (Vol. 8:10). Since Canada has no stations of its own and nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The CRTMA area count as of last Jan. 31: Windsor 31,854, Toronto-Hamilton 31,590, Niagara Peninsula 15,013, other areas 4732.

New-station applications for Chattanooga, Tenn. and Boise, Idaho this week brought total pending to 519, of which 36 are for uhf. Mountain City Television Inc., largely same principals as WAPO, Chattanooga, asks for Channel No. 3, and Boise's KIDO seeks No. 7. It's third application for Chattanooga, second for Boise. [For further details, see *TV Addenda 14-J* herewith; for tabulation of all pending applications, see *TV Factbook No. 14* and *Addenda to date*.] Note: Actor Ronald Colman was disclosed this week as chairman of new corporation, of which KDB manager Colin Selph is president, applying shortly for TV in Santa Barbara, Cal. Already applicants are KIST (Harry C. Butcher) and M. R. Schacker, of Los Angeles, both for Channel 4.