

Index to Television Digest, 1951: Volume 7

References are grouped into three major categories: General (pages 1-5), Manufacturers & Merchandisers (pages 5-6), Supplements (page 1). Index attempts to cover only items considered to be of more than passing interest. Reference numbers following each item designate issue of Newsletter in which item appeared. If number is followed by a small "n," article referred to was a note printed in small (8-pt.) type; all other references are to articles printed in typewriter type.

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Supplements and Special Reports Published During 1951

References are to issues of *Television Digest* with articles pertaining to documents

Directories

Semi-Annual TV Factbooks of Jan. 15 and July 15; with weekly Addenda reporting current FCC grants, applications, etc.
 Annual AM-FM Directory of Jan. 1; with weekly Addenda reporting current FCC decisions, applications, etc. Listings of all AM-FM stations by states and frequencies, all applications by states and frequencies, call letter lists, etc. (Includes other North American stations.)

Numbered Supplements

No. 56C: Personal List of the FCC. (Vol. 7:50).
 No. 72, 72A, 72B, 72C: Comments and Oppositions on Proposed TV Allocations. (Vol. 7:19).
 No. 73: Agenda for FCC's Allocations Proceedings. City-by-city deadline for written comments. (Vol. 7:30).
 No. 74: FCC Authorizes Temporary TV Power Increases. Full text. (Vol. 7:30).
 No. 75: NTSC Color Field Test Specifications. Technical details of signal to be tested during forthcoming months. (Vol. 7:48).
 No. 76: Code of Practices for Television Broadcasters. Full Text as adopted by NARTB, including procedures relating to administration, hearings, decisions. (Vol. 7:49).

Special Supplements and Reports

Conserving Critical Materials—Two Approaches. Reports on materials conservation programs of RCA and Philco. (Vol. 7:8.)
 Proposed VHF-UHF Rules, Standards & Allocations. Full text, as issued by FCC March 22, with table of TV channel assignments to states and cities in United States & Possessions, Canada and Mexico. (Vol. 7:12.)
 "Outlook for Radio"—Reprint from May 20 'New York Times.' (Vol. 7:21.)
 U. S. Supreme Court Upholds FCC Choice of CBS Color. Full text of May 28 decision, including separate opinion of Justice Frankfurter. (Vol. 7:22.)
 "Electronics Production for Defense." Salient excerpts from address by RTMA President Glen McDaniel before Western IRE Convention and Pacific Electronics Exhibit, San Francisco, Aug. 23. (Vol. 7:34.)
 Commissioner Walker Sounds a Warning on program excesses by telecasters and broadcasters. Excerpts from address by FCC Commissioner Paul A. Walker before Board of National Council of Churches of Christ in U. S., New York, Oct. 2. (Vol. 7:40.)

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WITH AM FM REPORTS

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HANDY INDEX TO TV NEWS OF 1950: Index to our 1950 Newsletters, Supplements, etc., included herewith, should be valuable aid in tracking down major events, trends, facts, dates, as chronicled by Television Digest during the momentous year just past. We found it impracticable to catalog everything we published -- but the important items are pin-pointed for you. Use of this Index, of course, presupposes you have maintained your file of 1950 Newsletters and Supplements (Vol. 6:1-to-52).

Note: Going into the mails next week, to full-service subscribers only, is our new 1951 AM-FM Directory -- listing all North American broadcasting stations, CPs, applications, etc., with facilities, by countries, states & cities; by frequencies, and by call letters. In about week, we'll also mail our TV Factbook No. 12 which, like the AM-FM Directory, will start new series of weekly Addenda reporting FCC decisions, changes, etc.

MATERIALS SCARCE, BUT NOT KNOW-HOW: Miracles of production ingenuity -- almost too good to be true, frankly -- were revealed this week. Claims we've heard, if fully realized, could mean continued high TV-radio production despite serious shortages of the most critical materials.

First was disclosure by Philco president Wm. Balderston, at Chicago distributors convention, that engineering-research v.p. Leslie Woods and his engineers have developed a TV receiver which uses:

25% less copper, 85% less cobalt, 85% less nickel, 25% less aluminum, and 67% less silicon steel.

Production of this set by March can be achieved if necessary, he stated.

Exact nature of set wasn't given -- size, performance, whether other scarce materials are used, ease or difficulty of production, etc. -- but Mr. Balderston did say that goal of company's "Material Conservation Program," started months ago with govt. blessing, was to "find ways and means of reducing or eliminating use of scarce materials in all our products without in any way affecting our quality."

* * * *

Then, new electrostatic picture tube was reported "ready for production" by RCA. It requires no cobalt at all, uses neither cobalt-containing alnico focus magnet nor even copper-consuming focus coil. This new tube, alone, could reduce amount of cobalt used in sets by 75%-85%.

Tube is said to be slightly bulkier than standard tubes, but apparently not enough to require cabinet changes. First unit will be 17-in. rectangular, but shouldn't be confused with 17-in. RCA has been shipping. Good guess is that similar tube contributes to Philco's spectacular savings, since engineers have talked about electrostatic focusing (really an old principle) ever since cobalt shortage loomed.

But another big tube maker is bearish about electrostatic tubes, calling them "dead as a dodo," charging that they "create more problems than they solve" --

such as circuit changes, longer tube, etc. However, he conceded possibility RCA has made improvements circumventing some disadvantages.

RCA's conservation program started in July, officials say, disclosing two other fruits of developmental work:

- (1) Nickel-coated steel strip replacing pure nickel receiving-tube plates (Vol. 6:49). NPA helped RCA obtain steel for this purpose.
- (2) Glass, instead of copper, for exhaust tubing in vacuum tubes.

* * * *

Full story on materials conservation is yet to unfold. Since no company has monopoly on ingenuity, we should be hearing about more such tricks of the trade. Still to be indicated, too, is precisely what such savings might mean in terms of receiver production volume.

There's another face to the conservation coin, of course. Sylvania's H. Ward Zimmer puts it simply:

Engineers find substitute, save a critical material. Company tries to get some, finds it on critical list, too. Then, since company hasn't been using any, it has no base period on which to expect an allocation. Company's suppliers have same problem, so engineers' efforts are frustrated.

COMPONENTS SHORTAGES—DANGER SIGNS: Restriction ax fell this week on TV-radio's biggest entity -- and its effects, possibly portentous, were felt immediately.

RCA's component division at Camden, branch of Tube Dept., which makes speakers, coils, yokes, transformers, etc., goes on 4-day week schedule Jan. 8 -- just one week after govt. limitations on nickel, copper and aluminum (Vol. 6:46-52) went into effect. RCA officials say layoffs are virtually certain by end of week unless restrictions are loosened.

Disruption of set production seems inevitable, with stocks of some components whittled down to half-day's supply at RCA.

RCA men went to Washington, told NPA officials: Unless Govt. grants immediate relief from nickel and copper distribution orders, Tube Dept. alone will be forced to lay off 4000 employes -- one-fourth its 16,000-man work force -- during first quarter.

"Excellent reception" by NPA officials gave rise to guarded optimism of RCA executives, who pointed out, however, that any loosening of restrictions will have to come quickly to be much help.

An RCA officer listed shortage stumbling-blocks in this order: (1) nickel, (2) copper, (3) cobalt. He asserted RCA would be "much worse off" if it hadn't inaugurated intensive conservation program last July (see p. 1).

Tube production, highly dependent on nickel, will hold up fairly well this month, RCA says, but real pinch -- and layoffs at Harrison tube plant -- will begin Feb. 1 unless enough material is shaken loose to last until military orders come in.

Here's problem in nutshell, as it relates to tube production: It takes 4 months to train tube production worker. If some must be laid off, they'll take jobs elsewhere. When heavy military electronic production begins, instruction of new untrained workers will consume valuable time, materials -- if workers can be found.

There were many rumors of cutbacks at other plants, but only official announcement came from Crosley which said it has laid off 1000 workers at Cincinnati plant because of shortages -- principally in cobalt, cadmium, copper, steel, nickel. It was not indicated what lines were affected, but Crosley noted that the plant had been manufacturing TV-radios on an overtime basis for several months.

Sylvania fears it may have to cut back its TV receiver output 25-50%, let many workers go unless some relief on critical materials is afforded in next few weeks. TV lines are moving according to schedule at present, and rumors of shutdown of some lines were branded as false by company executives.

"Lead time" -- time lag between order and delivery of raw materials -- is big problem now in scheduling production. In normal times, lead time was about 3 weeks; now it's much shorter in some materials.

HOPES AND DOUBTS FOR FREEZE'S END: End-of-freeze remains clouded, both by FCC's unpredictable hearing and progress of mobilization (Vol. 6:52) -- but everyone wonders whether there's some way to break the ice jam.

Latest proposal, likely to get short shrift, came from Admiral president Ross Siragusa, during distributors' convention in Chicago this week. Said he:

"The freeze...is not only discriminatory but unnecessary. By ending the freeze...and without touching the uhf, our engineers tell us over 100 new stations could be authorized without overlapping interference with present stations."

Then he wrote off FM, urging its vhf spectrum be given over to TV, saying: "FM has never taken hold...The most charitable thing one can say about FM is that it is a dying art. The channels it is pre-empting should be put to real public service without delay by being shifted to TV." (Admiral TV combinations make FM available only on order, at \$30 extra.)

These moves would bring TV to 3,000,000 more families, Siragusa estimated. "Uhf," he added, "can be opened later, when all technical problems are worked out."

* * * *

Meanwhile, FCC plans no change in hearing procedures. Educators asked for, and received, week's delay in resumption of their testimony -- from Jan. 15 to 22. Their testimony, plus a few other odds and ends, should wind up general phase of hearing by month's end.

"Mountain of work remains to be done" before freeze can end, Chairman Coy of FCC writes in Variety's Jan. 3 end-of-year issue. He lists steps remaining: specific allocations hearing, Bar Assn. oral argument on legality of fixed allocation, time to reach final decision, time for filing new applications, hearings in many cities. Then he concludes: "Even if near normal conditions prevail, it is doubtful if any stations can go on the air before the first of the next year."

Unless Coy has some shortcuts up his sleeve -- and he indicates none -- he would appear to be as unduly optimistic as ever.

TV-AM-FM STATIONS AS OF JAN. 1, 1951: TV continues locked in freeze, imposed in September 1948 and likely to continue in effect all this year (Vol. 6:52) -- but number of AM outlets grew while FM settled down to a hard core of operating stations.

Only 9 TV stations went on air in 1950, bringing total to 107. They were: WSYR-TV, Syracuse; KEYL, San Antonio; WOI-TV, Ames, Ia.; WHAS-TV, Louisville; WTAR-TV, Norfolk; WJIM-TV, Lansing; WKZO-TV, Kalamazoo; WHBF-TV, Rock Island, Ill.; WSM-TV, Nashville. Three CPs fell by default during year: WRTV, granted New Orleans Times-Picayune; WRTB, Raytheon, Waltham, Mass.; WJAX-TV, City of Jacksonville.

Detailed data on all TV stations in the U.S. and Latin America, plus list of the 373 applications pending, plus allocation tables, directories of TV-radio manufacturers, program syndicators, etc., digests of station rate cards, tabulations of monthly production and sets-in-use figures -- all may be obtained from TV Factbook No. 12, which goes into mails to all of our full TV service subscribers Jan. 13. [Extra copies to subscribers, \$2.50.]

Our 1951 AM-FM Directory, which goes out to full-service subscribers next week [extra copies, \$7.50], brings to light these pertinent statistics:

(1) AM authorizations reached 2351 at end of 1950 (2199 licenses, 152 CPs), 105 more than the 2246 at end of 1949 (Vol. 6:1). There were 2131 at end of 1948 (Vol. 5:2), 1961 at end of 1947, 1579 at end of 1946, 1056 at end of 1945. Included in AM total are 34 non-commercial stations.

(2) AM applications were squeezed down to 259 for new stations, 207 for changes in facilities, compared with 309 and 224, respectively, year ago. Dropped during 1950 were 17 AM licenses, 30 CPs.

(3) AM stations in other major North American countries didn't change much. Canada has 162 (160 last year), Mexico 276 (273), Cuba 104 (94).

(4) FM grantees continued making up their minds during year. In general, they either got on air and asked FCC for final license papers or quit. Of 706 grantees, 672 are on air (515 licensed, 157 with STAs). At end of 1949, there were

791 grantees, 728 of which were on air. In addition, there are 70 non-commercial FM licensees, many of them 10-watters. Dropped during year were 47 FM licenses, 64 CPs.

(5) FM applications have almost ceased coming in. There are only 8 pending, compared with 38 year ago.

Many FM operators are watching FCC for ruling soon on such life-savers as transitcasting, storecasting, etc. Fate of quite a few hangs on decision.

ELECTRONICS AGENCIES ADD EXECUTIVES: Current reshuffling of defense agencies is accelerating influx of top level business executives to Washington to work with Defense Mobilization Director Charles E. Wilson and Defense Production Administrator Wm. H. Harrison. Among those from electronics taking mobilization assignments are:

W. W. (Wally) Watts, RCA engineering products v.p. on leave, who on Jan. 8 becomes an assistant to Gen. Harrison. He was a Signal Corps colonel during war under Gen. Harrison in procurement and distribution.

Ray C. Ellis, Raytheon v.p., serving part time as special consultant on organization and personnel to Munitions Board chairman John D. Small. Ellis was WPB radio and radar director during World War II.

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Shakeup in govt. defense mobilization agencies is basically administrative --electronics industry continuing to deal with same offices and officials as before:

Electronic Products Division, NPA, directed by John Daley and Donald Parris.

Electronics Division, Munitions Board, headed by Marvin Hobbs.

Under new mobilization setup, Gen. Harrison directs new DPA, similar to old WPB, a policy-making body with some power but not complete authority over military buying, and responsible only to Mr. Wilson as head of ODM.

NPA's policy will be made by DPA, but its functions are same as before. Head is Manly Fleischmann, ex-NPA general counsel, onetime WPB associate general counsel. And Mr. Wilson picked as his general counsel Herbert A. Bergson, center of controversy while prosecuting anti-trust cases as an asst. Attorney General.

Added to staff of NPA Electronic Products Division this week was E. MacDonald Nyhen, ex-International Standard Electric (IT&T), onetime member of CBS technical operations staff and wartime Signal Corps lieutenant colonel.

THE RISING COSTS OF TV SPONSORSHIP: CBS's New York flagship WCBS-TV once again tops them all with base hour rate of \$3250, one-minute rate of \$675, effective Jan. 1. These new record rates come scant 4 months after WCBS-TV posted then highs of \$2500 & \$525 as of last Sept. 1 (Vol. 6:34). Hourly rate for Class A time (6:30-11 p.m.) compares with all radio's highest of \$1350 for sister AM station WCBS.

NBC's New York WNBT went to \$3100 on network rate card as of Jan. 1, will probably go even higher on local rate card by Feb. 1; present local rate is \$2500, and \$500 per spot. DuMont's WABD goes to \$2200 & \$500 Feb. 1. ABC's WJZ-TV has stuck to \$2200 & \$500 since last September.

These are by far the highest time rates in TV -- nearest being \$1000 & \$200 of several Chicago and Philadelphia stations -- justified by the telecasters on the basis of better-than-50% of homes with TVs in metropolitan areas (Vol. 6:51) and on claims of low cost-per-thousand viewers. By same token, if rate of TV set sales in New York area continues even at half-speed, it's conceivable \$5000 an hour rate may come within year or two.

New York trend is repeated, though on smaller scale, by nearly all the 107 telecasting stations in operation, whose 1951 rates are generally considerably higher than those of last year (see TV Factbook No. 12). These higher costs, plus increased performer fees forced by new union contract 6 weeks ago (Vol. 6:47), are causing no end of conjecture in TV-radio circles as to where it's leading.

Will sponsors turn away from TV, favor radio and other media? Will subscription-TV (Phonevision) really be needed to bear the admittedly high costs of station operation? It's no secret many an advertiser and agency is wrinkling brows pondering whether the show's worth the price.

Those few who are quitting TV (like Bonafide Mills on NBC-TV, whose talent budget alone went up to \$8000 after TVA contract) are quickly replaced by others. Nor do sponsors show any signs of eschewing such favorites as the multi-sponsor "Show of Shows" on NBC-TV even though talent costs went up 15%.

Possibly reassured that TV rate rises will serve as brake on defections from radio to that medium, radio broadcasters meanwhile aren't going to reduce their rates, as demanded. They even see increasing business ahead. This attitude was recognized by NBC, which dropped rate-cut plan, cancelled proposed Jan. 10 meeting with radio affiliates in TV cities -- intended to persuade them to cut night radio rates because of TV inroads on listenership (Vol. 6:50). Almost to a station, affiliates opposed move, asserting:

(1) Radio rate cuts are untimely and unwarranted. Network radio continues to offer values greater than competing media. (2) Recent changes in national economic picture indicate these values will increase in period ahead. (3) Operating expenses of radio continue to rise.

COLOR STILL GOOD CONVERSATION PIECE: Color TV still gets considerable attention -- probably will continue to do so as long as the publicity mills grind and there's even remote possibility some CBS-type sets might be built.

Congressional hearing on color was asked this week by Rep. Dolliver (R-Ia.), who served in World War I Signal Corps. He urged hearing would clear up "misunderstanding and confusion in the public mind." Actually, chances for hearing are considered slim, since Congress has more urgent problems at hand, and since Capitol traditionally abstains from investigations when matters are before courts.

RCA says it will file appeal to Supreme Court "soon" rather than wait full time allowed, following turndown by Chicago 3-judge court (Vol. 6:51). FCC lawyers are cocky about prospects before Supreme Court, one saying: "I predict the Court won't even hear oral argument; it will simply affirm lower court's decision."

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Manufacturers are still "fighting" FCC's adoption of CBS system. Said Admiral's Siragusa, at distributor's meeting in Chicago this week:

"From what I have personally seen [of RCA color], even without allowing for further progress, I haven't a shadow of doubt that if the Supreme Court gives public the opportunity to make final decision, Columbia's system will be flatly rejected."

Philco's president Wm. Balderston, also speaking to his distributors:

"We have done considerable work in this field, and our engineers have made some very substantial contributions to the color TV art. As far as commercial operation is concerned, color TV is apparently in mothballs where it undoubtedly belongs for the present. In the meantime, however, our research staff will continue work, and when color TV comes out of mothballs, I assure you that Philco will be ready."

An "Ad Hoc" color subcommittee of National Television System Committee has been laboring away with idea of pooling all knowledge and coming up with best compatible system to recommend to NTSC. Membership: David Smith, Philco, chairman; T. T. Goldsmith, DuMont; A. V. Loughren, Hazeltine; Elmer Engstrom, RCA; I. J. Kaar, GE. One member reports mobilization seriously cutting in on his staff's efforts. "Men who were on color full-time are now on it only part-time."

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Interesting comments on color, from year-end (Jan. 3) issue of Variety:

Wayne Coy, FCC chairman: "I am confident that the Supreme Court will [sustain the FCC] and that it will dissolve the temporary restraining order issued by the Chicago court...As to the threat of war, I do not wish to speculate here on the preparedness program and the materials allocation problems. However, I think it is obvious that if black-and-white TV is to be regarded as a weapon of war, color TV is many times more powerful."

: Sen. Edwin Johnson: "I condemn in no uncertain terms the chortles and gurglings and glee of the manufacturing industry over delay and their well financed propaganda campaign to make it appear that the Commission refuses to look at im-

provements. Neither do I rejoice over their contention that the war mobilization picture makes moot the whole question of color TV progress and its scientific development. Nevertheless, as the electronic industry is brought more and more into defense production, manufacture of radio and TV receivers will be reduced sharply."

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CBS was soothed this week by NPA administrator Wm. Harrison, who wired reply to president Frank Stanton, who feared NPA was about to ban color set production (Vol. 6:51-52). Said Harrison: "NPA has taken no action bearing specifically on color TV, nor is any such action now under consideration."

CBS starts feeding color to Chicago Jan. 10, via coaxial, giving closed-circuit public demonstrations on main floor of Wrigley Bldg. simultaneously with New York showings. Philadelphia demonstrations were stopped Dec. 30.

Network Accounts: Campbell Soup Co. will sponsor *Henry Morgan Show* on NBC-TV, Fri. 9-9:30, starting date not yet set; replaces Bonafide Mills' *Bonny Maid Versatile Varieties* . . . Procter & Gamble Co. Jan. 29 begins sponsorship of Mon.-Fri. 2-2:15 segments of CBS-TV's *Garry Moore Show*; Quaker Oats Jan. 15 starts Tue. & Thu. 2:15-2:30 editions of same program . . . Mutual Benefit Health & Accident Assn. Jan. 21 starts *On the Line with Bob Considine* on NBC-TV, Sun. 2:30-2:45 . . . Derby Foods Inc. (Peter Pan peanut butter) to sponsor *Magic Slate* on NBC-TV, alt. Sun. 5:30-6, starting Jan. 21 . . . U. S. Army & Air Force Recruiting Service Jan. 6 starts sponsorship of 9:30-10 segment of DuMont's *Saturday Night at the Garden* . . . Landers, Frary & Clark (Universal household appliances) Feb. 1 starts *Universal Homemaking* on 23 DuMont stations, Thu. 2-2:15 . . . Conmar Products Corp. (zippers) and Maiden Form Brassiere Co. reported readying alternate week sponsorship of *Theatre of Romance* on ABC-TV, Sat. 11-11:30 a.m. . . . General Mills Jan. 5 started *Live Like a Millionaire* (child talent show) on CBS-TV, alt. Fri. 9:30-10 in lieu of previous programs.

Station Accounts: Sponsored in Los Angeles by Rosefield Packing Co. (Skippy peanut butter) new half-hour production originating at KTTV, titled *You Asked for It*, will be shown on kine-recordings in 22 markets . . . Lewis Food Co. (dog & cat foods) continuing sponsorship of *The Ruggles*, with Charles Ruggles, on KGO-TV, San Francisco; KING-TV, Seattle; KFMB-TV, San Diego; KPHO-TV, Phoenix; with Kraft Food soon placing it on KECA-TV, Los Angeles . . . Melville Shoe Corp. (Thom McAn footwear) has contracted with WPIX for co-sponsorship of 21 Madison Square Garden events, starting Feb. 4, taking Chevrolet spots; other sponsors are Webster Cigars and Standard Brands, with schedule 25% unsold . . . New spot business on WABD, New York, includes Elgin Watch Co., thru J. Walter Thompson; Chase National Bank, thru Hewitt, Ogilvie, Benson & Mather; National Sugar Refining Co., thru Young & Rubicam . . . Among other advertisers currently reported using or planning to use TV: Freemantel Voice Institute Inc. (home study courses in public speaking & singing), thru Moss Associates, N. Y.; Monarch Foods, Chicago, thru Weiss & Geller, Chicago; Standard Oil of Indiana (Red Crown gas), thru McCann-Erickson, Chicago; Manning-Bowman & Co., Meriden, Conn. (portable mixer & coffee maker), thru Foster & Davies Inc., Cleveland; Baray Pharmacal Co. (Swish mouthwash tablets), thru Olian Adv., Chicago; Holeproof Hosiery Co., thru Weiss & Geller, Chicago.

Three elections to v.p. were announced by NBC Jan. 6: John K. Herbert, appointed in November as gen. sales mgr. for radio network; George E. Frey, director of TV network sales; Frederic William Wile Jr., director of TV production.

Personal Notes: William B. Ryan named paid president of new Broadcast Advertising Bureau Inc., at \$36,000 yearly salary, effective Feb. 1; he'll continue temporarily as NAB general mgr. to which \$25,000 a year post he was appointed last April from general mgr., KFI & KFI-TV, Los Angeles (Vol. 6:16) . . . Ivor Kenway resigns as ABC v.p. to accept temporary appointment as public relations consultant, United Cerebral Palsy Assn. . . . Robert Ewing named TV sales mgr., Oliver Morton, radio sales mgr., NBC Central Div. spot sales dept., in move splitting up sales force in Chicago . . . George E. Sleeper Jr. has resigned as v.p. & chief engineer of Color Television Inc. (CTI), San Francisco . . . Edward Cashman, with Kudner, returns to Foote, Cone & Belding as TV-radio v.p., succeeding Robert Ballin, resigned to join J. Walter Thompson, N. Y. . . . Ralph W. Nimmons promoted to station mgr., WFAA-TV, Dallas; Alex Keese succeeds him as asst. mgr., George K. Utley taking over radio sales . . . Jack Harris, gen. mgr., *Houston Post's* KPRC & KPRC-TV, elected to newspaper's board of directors . . . Ernest Byfield Jr., ex-NBC and Weiss & Geller, joins W. Earl Bothwell Inc. as TV director . . . Jose diDonato, ex-Petry, now TV-radio director of Robert W. Orr Associates . . . Arnold Michaelis elected president of World Video Inc., Richard Lewine succeeding him as executive producer . . . William Van Praag resigns as president, General Business Films and v.p., Television Features Inc. . . . Wm. H. Ensign, veteran network executive, named ABC Eastern radio sales mgr.

"Peak danger period" of TV's impact on other media and activities passed in 1950, researcher Jerry Jordan told convention of College Physical Education Assn. in Philadelphia last week. Reason, he said, was that there probably never again will be such a large portion of TV audience in "novelty" stage (first year) of set ownership. Football attendance in Philadelphia areas was off 11% this year, he said, but he attributed only half of drop to TV. He argued vigorously against banning football telecasts in 1951, saying: "It just doesn't make sense to force a national ban on this area now and never find out whether TV will be helpful or harmful to football after the novelty has worn off." Speech is being published and distributed by RTMA, 1317 F St. NW., Washington.

ABC ordered coast-to-coast TV network facilities from AT&T Dec. 2—first TV network to do so—although hookup isn't scheduled for completion until late 1951. Other networks are expected to follow suit before end of year. New facilities will link Omaha and San Francisco, via Denver and Salt Lake City microwave relay. ABC-TV sales v.p. Fred Throver predicted "majority of our advertisers will convert from a delayed program basis to live programs" as soon as facilities are available.

FCC Chairman Wayne Coy addresses New York State Publishers Assn. in Buffalo Jan. 16; his subject will be mainly TV.

OPTIMISM IN CHICAGO, TRADE WELL UP: Rugged days are ahead for TV-radio production and trade -- but optimism was prevailing note at distributor conventions this week.

Optimism persists despite the dark news from abroad, tightening Washington controls, rumblings from some factories (see p. 2).

For one thing, this week's trade took decided turn for better. Plentiful TV inventories were reported moving fast enough to hearten the hardest-hitting dealer. Reason wasn't hard to find:

Newspaper headlines about scarcities of raw materials and possible substitutes -- if, indeed, merchandise would be available at all -- have prodded many recalcitrant customers into stores to get that long-deferred TV set. They're even saying they think they'll keep the old car, buy a TV for cash with down payment an auto would require -- and they're buying upper-line models.

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Nor was that optimism dampened by what distributors heard from top factory folk at Chicago conventions this week. Though the common refrain was "defense must come first," they were told things looked right for a good first quarter 1951.

Beyond that, few would venture -- although the always effervescent Jimmy Carmine told Philco distributors that the industry is geared to serve both military and civilian requirements; that, though industry can now only figure ahead "by quarters," he thought Philco distributors could "look to a good 6 months unless things get drastic."

Hence, though many distributors-dealers have complained they're overloaded with inventory, when it came to signing on the line for proffered goods, the distributors signed for all they could get. Word was that neither Admiral nor Motorola met much resistance from distributors at their Chicago signing sessions. Philco, of course, stressed white goods at its Palmer House meets; its TVs came out several weeks ago (Vol. 6:52), as did RCA's (Vol. 6:51).

Admiral astonished everyone by boldly coming out with 35 TV models, only 3 low-end table models being held over from old line and at same prices, plus 12 new radios (for details, see Topics & Trends, p. 10). Motorola has 18 models, all new, prices up \$5 to \$40 (see Topics & Trends), plus complete new line of auto radios.

Westinghouse, Hallicrafters and Bendix also had new receivers this week, and several dozen more will have them this month -- some displaying at Chicago's American Furniture Mart, Merchandise Mart and hotel showrooms next 2 weeks.

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Defense emergency's impact on civilian economy was main theme of Admiral, Philco, Motorola conventions, each attended by full delegations. Most heartening words we heard came from Philco's president Balderston:

"We have every reason to believe that during this rearmament period we will have a mixed economy, part civilian and part military...We propose to reserve as much of our presently-existing facilities for civilian production as possible and use newly-acquired facilities for defense work. Of course, if at any time the Govt. requires all of our facilities, we will make them available without hesitation.

"On the basis of present govt. planning for the next 18 months, there will be \$10 spent on civilian goods and services for every \$1 spent for defense production. The productive capacity of this country has increased so much during the last 10 years that experts agree there is sufficient capacity to take on defense program ahead of us and still keep the civilian economy in healthy, vigorous condition."

This view was encouraged by the Washington reports that mobilization chief Charles E. Wilson had stated that, even though we may have to go through a "period

of scarcity," he wanted to "make it crystal clear that it is our intention and hope that it won't be necessary to maintain an economy of scarcity."

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Admiral's Ross Siragusa told some 1000 delegates and guests:

"Barring a complete and wholly unexpected reversal in the international situation, there is no question but what production of hard goods such as TV receivers and appliances will be sharply curtailed during the next few months." But he thought first quarter has enough manpower and materials to maintain production reasonably close to "best rates we reached in third and fourth quarters last year."

Siragusa warned against expecting goods will move without sales effort, said Admiral "looks for business in the first half of 1951 to be a slugging match for the consumer's dollar." But the demand is there, he said -- despite tightening of purse strings, credit controls, and the draft which accelerates marriage rate but actually reduces rate at which new homes are established because the new groom must return to his camp. Nevertheless --

"Not only is TV the most wanted consumer durable on the American market today, but it also has one of the lowest saturations. Only one-third of the families within a 40-mi. radius of the 63 cities [with telecasting] have TV receivers. Many sets are outmoded 7 & 10-in. models, which means that a large replacement market is rapidly building up...The TV market has scarcely been scratched. We will be years reaching the 95% saturation that radio now has."

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Motorola's convention, which we weren't privileged to attend, was told that first quarter TV output would be 20-50% below last two quarters, but company had planned it that way last Sept., has commitments assuring this year's first quarter better than last year's. Fact is, president Paul Galvin reported, the Washington procurement picture is shaping up and "the brains of the country are coming to the forefront, as always." Motorola spokesmen promised "a busy 6 months ahead."

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It may or may not be beginning of a slide -- but fourth December week, which was the full pre-Xmas week ending Dec. 22, showed exceptional drop in output. RTMA projected figures for week show only 169,635 TVs, 301,601 radios, down from preceding week's 203,290 & 351,354 (Vol. 6:52). We're told inventory-taking may account for drop. Fifth and final week figures aren't available at this writing, so that it's impossible to close year's estimates. For first 51 weeks of 1950, however, output adds up to 7,402,724 TVs, 14,186,499 radios.

SHAPE & SIZE OF 1951 PICTURE TUBES: "Tube of 1951" will be 17-in. rectangular unless something drastic happens. Last year's mass item, 16-in. round or rectangular, is well on its way out. Coming up fast is 20-in. rectangular, but 19-in. round will comprise bulk of "big end" of some receiver lines for quite a while. Second quarter may see 21-in. rectangular emerge into sizable production.

That's present outlook, as derived from current production and plans of leading glass and tube makers.

Corning's 17-in. rectangular is now its biggest item, but 20-in. rectangular already comprises some 25% of total bulb production. Demand for 14-in. is quite small, while 10, 12½ & 16-in. rounds are still being made, many for replacement.

American Structural Products Co. (Owens-Illinois' Kimble) is in heavy 17-in. production, still produces 16-in. rectangular for those set-makers who haven't yet built sets to take 17-in. Some 19-in. rectangulars are being turned out, but no great amount. Company is considering 21-in. rectangular, but hasn't yet decided it warrants expensive tooling. Increased demand for 14-in. -- nothing striking -- has been noted.

Neither glass maker is worried about shortages. Glass uses almost no strategic materials, wasn't short during last war. As one official put it: "Set production will be limited by many other materials, but not by glass."

RCA's 17-in. metal-coned rectangular is its principal item, featured in new line (Vol. 6:51). It will continue 16-in. rounds for those manufacturers who need

them. RCA's "big" tube will continue to be 19-in. round, during first quarter at least. Present plans call for 21-in. metal-coned rectangular during second quarter. It may employ electrostatic focusing, because of cobalt shortage (see p. 1).

For 1951 as a whole, biggest tube-maker RCA expects this lineup: 14, 17 & 21-in., all rectangular. They would succeed this year's 12½, 16 & 19, all round.

Pittsburgh Plate, big supplier of face plates for metal-coned tubes, says 16-in. round, which has been its major production item (19-in. close second), will shortly be nosed out by 17-in. rectangular. Company says it has been rushed, since it's only maker of rectangular face plates. One reason for slow emergence of 21-in. metal-coned rectangular, officials say, is lack of capacity for its face plates. Company has sizable expansion program under way, to be completed in spring.

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Basic sizes are foregoing. You can expect a few 24, 28, 30-in., but not many. Big question for everyone, of course, is nature of future public demand. Higher prices, credit controls, etc., tend to accentuate demand for smaller, cheaper sets. But scarce materials, meaning fewer units, encourage manufacturers to push higher-priced sets to keep dollar volume up even if unit production goes down. Ability to judge those two factors is sort of thing that separates the men from the boys in the manufacturing business.

Financial & Trade Notes: In recounting Philco's achievements during 1950—"our greatest year"—president Wm. Balderston told distributors convention in Chicago Jan. 4 that its TV business increased nearly 300% in 1950 over 1949, radio 25%, refrigerators 40%, freezers 20%, air conditioners 50%, ranges 300%, accessories 20%. Even telecasting (WPTZ, Philadelphia) has completed "its second year in the black—very substantially in the black."

Philco sales volume will run about \$335,000,000, up 56% from the \$215,000,000 of 1949, he reported, and profits will be about \$4.18 per share on new split (2-for-1) stock after allowing for normal corporation tax and new excess profits tax. (1949 net earnings were \$3.17 a share on 1,678,778 old shares.) Annual dividend rate has been set at \$1.60 per share, and special year-end stock dividend of 5% is to be paid Jan. 10. Working capital is up from 1949's \$33,700,000 to "well over \$40,000,000 as of Jan. 1, 1951." Mr. Balderston noted that an increasing number of Philco distributors have become stockholders.

Pre-Korea, Mr. Balderston stated, Philco had an expansion plan involving \$16,000,000 for increased facilities for making ranges, tubes, TV coils and tuners, TV receivers, and a multi-million dollar plan for refrigeration. "Now," he said, "in view of the tremendous demands which the Govt. is placing on us for electronic and radar equipment, we are, of course, revising our expansion program . . . [It] is being restudied and will not be released again until such time as the govt. requirements are more clearly determined."

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Avco's switch from an obscure holding company to a big hard-selling manufacturer of consumer durable goods, all in 5 quick years, is theme of article in January *Fortune*—"Avco's Expanding Universe." Article calls move "almost unique in U. S. corporate history, the more so because no shareholder blood has been spilled along the way." Article goes into personality of top management, structure of company, plans, history. Avco has grown from sales of \$53,000,000 and \$1,300,000 loss in 1946 to estimated \$250,000,000 sales and \$14,000,000 net in 1950—with Crosley Mfg. Div. accounting for \$7,500,000 of net. Story gives most space to Crosley, telling how it rose to third place from also-ran position in refrigerators; how Crosley Broadcasting Corp. continues to be big money maker; how its James Shouse ranks No. 3 in Avco, after chairman Victor Emanuel and treasurer Walter Mogen-

sen. Besides Crosley, Avco comprises: New Idea Div. (farm implements); American Central Div. (kitchen cabinets, sinks); Lycoming-Spencer Div. (engines, boilers); New York Shipbuilding (warships); ACF-Brill Motors (streetcars, buses); and newly-purchased Bendix Home Appliances (washing machines).

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Leonard Ashbach's Wilcox-Gay Corp. and wholly-owned Garod Radio Corp., including Majestic Division, reports net sales of \$6,077,227 and net profit after taxes of \$525,185 from Sept. 1, 1950, date of merger, to Dec. 31, 1950. Both Charlotte, Mich. and Brooklyn plants are currently producing TV-radio receivers as well as military electronic equipment.

Sylvania president Don G. Mitchell reports company's expanded operations will result in better than \$150,000,000 sales for 1950, highest ever, and comparing with \$102,778,320 in 1949 when net income was \$3,502,840.

Magnavox ended 1950 with sales in excess of \$40,000,000, of which about \$25,000,000 was produced during last 6 months, reports president Frank Freimann.

Aerovox Corp. reveals profit of \$1,470,741 (\$2.19 per share) on sales of \$17,033,000 for first 9 months of 1950. November sales hit new high at \$2,400,000.

Cornell-Dubilier reports net income of \$1,757,524 (\$3.96 per common share) for year ended Sept. 30, 1950 vs. \$450,785 (86¢) for 1949 fiscal year.

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CBS has granted options on 7000 shares of Class B stock to president Frank Stanton and 3000 to executive v.p. Joseph H. Ream, purchase price set at \$24.75 and expiration date Dec. 8, 1957. At last reports, Mr. Stanton owned 810 Class A shares, Mr. Ream 100.

ABC sold \$35,124,625 worth of radio, \$6,470,510 worth of TV time during 1950, compared with \$42,342,225 & \$1,391,991, respectively, during 1949.

Dividends: Stromberg-Carlson, 10% common stock dividend payable Feb. 1 to stock of record Jan. 15; Hoffman Radio, 25¢ payable Jan. 10 to holders of Dec. 27; Howard W. Sams & Co., 10¢ payable Dec. 28 to holders of Dec. 20; Zenith, 50¢ payable Jan. 31 to holders of Jan. 10; Olympic Radio, 25¢ payable Jan. 16 to holders of Jan. 5; Tung-Sol, 25¢ payable Feb. 1 to holders Jan. 15—paid 50¢ last August, \$1.25 in November.

Topics & Trends of TV Trade: Admiral bucks trend to fewer models, showing line of 35 TVs and 12 new table radios—only 3 of TVs being carryovers—at opening of distributors convention in Chicago Jan. 4. All TV chassis are virtually same, with 20 receiving tubes, and prices (excise tax included) hold quite close to those last quoted on comparable previous models (Vol. 6:44). In fact, low end of line, the 3 plastic table models carried over, retain same prices, namely, Models 14R12, 14-in., mahogany, \$199.95; 16R11, 16-in. ebony, \$239.95; 16R12, 16-in. mahogany, \$249.95.

Only other table models, both plastic and both new, are 17-in.—17K11, ebony, \$269.95; 17K12, mahogany, \$279.95. Remainder of Admiral line are all 17 & 20-in., all wood save low-end console, main feature being new gold framing of picture tube to give illusion of bigger picture, and tilted to overcome glare. The line:

TV-only consoles, 17-in.: Model 27K12, plastic, mahogany finish, \$299.95; 27K15, modern, open faced, walnut, \$339.95; 27K16, same, mahogany, \$349.95; 27K17, same, blonde, \$359.95; 27K25, modern, half doors, walnut, \$369.95; 27K26, same, mahogany, \$389.95; 27K27, same, blonde, \$409.95; 27K35, traditional, half doors, walnut, \$379.95; 27K36, same, mahogany, \$399.95; 27K46, period, long doors, mahogany, \$419.95.

TV-only consoles, 20-in.: 221K16, semi-modern, open, mahogany, \$439.95; 221K35, traditional, half doors, walnut, \$469.95; 221K36, same, mahogany, \$489.95; 221K26, period, full doors, mahogany, \$509.95; 221K28, Provincial, maple with fruitwood finish, full doors, \$525.

Combinations are all offered with AM and 3-speed phono, FM optional and obtainable in same cabinets but with added circuit in "Dynamagic" chassis at \$30 more. The combinations are topped by three 20-in. receivers called "Tele-Bar" which incorporate a completely equipped built-in bar with shelves, glass racks, storage space, etc. It's offered in mahogany, blonde or silver fox at \$845, \$895, \$895, respectively, and its "publicity" value as a window item is regarded enormous. Admiral's combinations are:

17-in.: 37K15, semi-traditional, 2 half doors, walnut, \$449.95; 37K16, same, mahogany, \$469.95; 37K27, modern, half doors, blonde, \$499.95; 37K35, traditional, 4 doors, walnut, \$499.95; 37K36, same, mahogany, \$519.95; 37K38, French Provincial, fruitwood finish, \$525.

20-in.: 321K35, semi-modern, 2 half doors, walnut, \$599.50; 321K36, same, mahogany, \$619.50; 321K15, traditional, 4 doors, walnut, \$695; 321K16, same, mahogany, \$725; 321K27, modern, 2 long doors, blonde, \$795; 321K18, period, long doors, fruitwood, \$795; 321K46, mahogany Tele-Bar, \$845; 321K47, same, blonde, \$895; 321K49, same, silver fox, \$895.

Admiral's all-new line of radios was predicated, said v.p. Dick Graver, on conviction that "demand will be as strong as 1950, perhaps stronger, due to international news." But no radio consoles were in line, which has five table models at \$20, \$23, \$25, \$28 & \$30; two clock radios (first for Admiral) at \$40 & \$45; two table radio-phonographs at \$80 & \$90; 3 portables (not to be delivered until March) at \$30, \$33 & \$37.

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Tele-tone moves to Bayway Terminal, Elizabeth, N. J., Jan. 31, but maintains sales offices at present New York address (540 W. 58th St.). New 250,000 sq. ft. plant will employ 2500 people at capacity, will have \$1,000,000 worth of equipment, company states.

Featuring Hallicrafters' trade meetings is clever parody on recent acrimonious Halligan-Coy exchange of correspondence on color TV (see Special Report, Vol. 6:44). Verses are sung to tune of *Mr. Gallaher & Mr. Shean*.

Motorola showed all-new 18-set line to distributors Jan. 4 at Congress Hotel, Chicago. Line comprises one 14-in., eleven 17-in., six 20-in., with prices on most sets \$10-30 above comparable models in last year's line after price rises last November (Vol. 6:44). Featured item is 20-in. table model with demountable legs at \$379.95. Big sales gimmick is concave safety glass, said to reduce reflections by 98%. Motorola officials had distributors holding up lighted matches in darkened auditorium to prove worth of "Glare-Guard" device. Here are the sets (prices include excise tax):

14-in.: 14T3X1, mahogany plastic table, \$219.95.

17-in.: 17T3X, mahogany plastic table, \$259.95; 17T4, mahogany wood table, \$289.95; 17K5, mahogany console, \$329.95; 17K6, maple console, different cabinet, \$399.95; 17K7, mahogany console, \$379.95; 17K7B, blonde console, \$399.95; 17F6, mahogany console, AM-FM-phono, \$529.95; 17F6B, blonde console, AM-FM-phono, \$549.95; 17F7B, blonde console, AM-FM-phono, different cabinet, \$579.95; 17F8, mahogany console, AM-FM-phono, different cabinet, \$579.95; 17F9, mahogany console, AM-FM-phono, different cabinet, \$499.95.

20-in.: 20T1, mahogany table (demountable legs), \$379.95; 20T1B, blonde table (demountable legs), \$399.95; 20K1, mahogany console, \$429.95; 20K1B, blonde console, \$449.95; 20K2, mahogany console, different cabinet, \$489.95; 20F2, mahogany console, AM-FM-phono, \$700.

* * * *

Westinghouse showed new line of 7 sets, plus 3 held over from 1950 line, to Jan. 5 distributors meeting at Chicago's Blackstone Hotel. Sets averaged \$20-\$90 more than comparable models after last price hike (Vol. 6:42). Here are the sets:

16-in. rect.: 643K16, mahogany console, \$375.

17-in. rect.: 635T17 (Dorset), plastic mahogany table, \$259.95; 640T17 (Andover), wood mahogany table, \$279.95; 639T17 (Fenway), wood blonde table, \$299.95; 641K17 (Brentwood), mahogany console, \$369.95; 646K17 (Shelton), mahogany console, half doors, \$399.95; 647K17 (Warwick), blonde console, half doors, \$425; 633C17 (Manorcrest), mahogany console, AM-FM-phono, \$535; 634C17 (Lansdowne), blonde, AM-FM-phono, \$560.

20-in.: 642K20 (Stratten), mahog. console, doors, \$495.

Westinghouse holds next meeting Jan. 12 at New York's Barbizon Plaza; Jan. 27 at Western Furniture Mart, San Francisco.

* * * *

Bendix's 1951 line consists of 6 sets—2 carried over from last year with \$20 price increases. Sets, which include excise tax, are: 17-in.: T170, plastic table, \$239.95; 2070, mahogany wood table, \$279.95; C174, mahogany console, \$299.95; 7001, mahogany console, doors, \$339.95; C172, mahogany console, doors, French Provincial, \$399.95. Models 2070 and 7001 were introduced last October (Vol. 6:43). 20-in.: C200, mahogany console, doors, \$479.95.

Despite fact that TV excise tax was collected for first time, Govt. received \$532,000 less in 10% manufacturers' taxes on civilian electronic equipment and components in November (\$5,359,960) than in October (\$5,892,095). This is mainly because manufacturers have until Dec. 30 to file November's tax, so large majority of TV tax collections won't be reflected until December figures are released. Figure for November 1949 was \$3,139,966.

Tele King chairman Louis I. Pokrass was reported in Jan. 5 dispatch from St. Thomas, Virgin Islands, as announcing his company has organized corporation there to make TV-radio receivers and other electronic devices.

No new Majestic sets for 1951, president Leonard Ashbach announces. Present line carries over unchanged.

New advertising standards have been added by National Better Business Bureau—result of first ad run by American Television Dealers & Mfrs. which roused storm of disapproval when it appeared pre-Xmas (Vol. 6:47). BBB says copy theme of ad was scoffed at by psychiatrists, condemned by educators, found to be more offensive to more persons than any previous published advertising known to the Bureau. New BBB "commandments" are that advertising should not: (1) Undermine child-parent relations. (2) Imply neglect of family responsibilities, or that failure to buy a product contributes to maladjustments. (3) Make use of inaccurate assumptions regarding psychological problems. (4) Use themes tending to upset stability, unity of family life. (5) Be used irresponsibly.

Appliance manufacturers are cutting back production under shortage blow. Westinghouse laid off 350 workers in Springfield, Mass., plant (refrigerator units, vacuum cleaners, milk coolers, fans). GE's vacuum cleaner division discharged 60 workers because of aluminum and other shortages. Apex Manufacturing (vacuum cleaners, washers) has laid off 200 men, 7% of working force. Frigidaire said it will have to lay off 500 temporary employees at Dayton plant next week.

Plant expansions: Utility Electronics Corp., engaged entirely in govt. contract work, has leased 90,000 sq. ft. of factory space at 900 Passaic St., Newark, tripling its present area at 240 Passaic St. . . . Stewart-Warner during March transferring Chicago TV-radio manufacturing operations to new 100,000 sq. ft. factory (former Apex Paper Box Co. plant) on city's west side, housing all division's 1500 employes . . . GE buys 5 buildings, 3 one-story warehouses at Hudson Falls, N. Y., from Union Bag & Paper Corp., will use them for manufacture of capacitors.

November retail TV-radio sales plunged 26% below October in independent stores in 45 cities of more than 100,000 population, Commerce Dept. survey shows—graphically illustrating effect of Regulation W, combined with excise tax and color confusion. Sales were 8% below November 1949 figure, with first 11 months' sales 27% higher than same 1949 period.

Trade Personals: John A. Kuneau, ex-J. Walter Thompson v.p. handling Eastman and Ford accounts, named Philco director of public relations, taking over part of duties of v.p. Courtnay Pitt . . . H. J. Allemang, senior partner of management consulting firm of Stevenson, Jordan & Harrison, elected Philco v.p. . . . Robert Brown, ex-Philco & RCA, new Capehart-Farnsworth director of purchases, succeeding E. S. Needler, resigned . . . Verne Roberts, Wilcox-Gay sales mgr., has resigned . . . Lynn Eaton, Andrea sales mgr., given added duty of mobilization director in charge of govt. contracts . . . Herbert Rosengren promoted by DuMont to head newly created cabinet styling dept. . . . A. D. Plamondon III appointed Midwest sales mgr., Indiana Steel Products.

With RCA engineering products v.p. W. W. (Wally) Watts called to staff of DPA chief Gen. Harrison, as of Jan. 8 (see p. 4), it's expected that his department's gen. sales mgr. T. A. (Ted) Smith will take over his duties. This week, RCA Victor v.p.-gen. mgr. Walter A. Buck realigned other top personnel, setting up new mobilization planning dept. to handle govt. relations and production. As of Jan. 1, distribution v.p. Robert A. Seidel became special asst. to Admiral Buck; Harold M. Winters was assigned to Joseph Elliott's staff as director of consumer products distribution; H. V. Somerville joined v.p. L. W. Teegarden's staff as director of technical products distribution; added to duties of v.p. Charles M. Odorizzi was administration of regional offices; Ralston H. Coffin was assigned as director of consumer products advertising, Julius Haber as director of technical products advertising.

Mobilization Notes: Is it secret? Commerce Dept. Jan. 5 set up clearing house to help public "guard voluntarily against release of information which would endanger national security." Commerce Dept. cites examples of questions already submitted to Govt., including this one: "A maker of electronics equipment asked whether a proposed radio broadcast on technological aspects of his products would be a security violation." Inquiries should be addressed to Office of Technical Services, U. S. Dept. of Commerce, Washington 25, D. C. OTS will check them with proper govt. specialists and agencies, then forward answer to inquirer.

Maybe you've never heard of barium carbonate, but—like almost everything else—it's in short supply and NPA is getting ready to slap limitations on its civilian use. Advisory committee from barium carbonate industry blamed shortage on rapid expansion of TV industry. It's used to coat cathodes in almost all electron tubes. For this use there are no known substitutes. It was once used to bind fluorescent screens to glass on picture tubes, but was supplanted by other compounds. Large quantities of the chemical were used in munitions during World War II, but Munitions Board spokesmen said formula changes would result in lower military demand.

Defense Minerals Administration has added more than 50 minerals to list covered by anti-hoarding and anti-profiteering provisions of Defense Production Act of 1950 (DMA order No. 1). For the most part they were the raw and ore forms of those materials listed by National Production Authority in similar action last week (Vol. 6:52). Included are iron ores and concentrates, cobalt, nickel, copper, lead, zinc, tungsten, molybdenum, mica, etc. in crude form.

Civil defense communications aids, engineering and equipment will be provided communities by GE through committee headed by marketing manager E. H. Vogel and including representatives of all GE Electronics Dept.'s operating divisions. Named to new post of civil defense planning coordinator was Neal F. Harmon, former sales engineer in Atlanta. Backbone of civil defense communications is expected to be 2-way equipment, which GE proposes to make in former tube plant at Utica, N. Y.

America's civilian air transport system was authorized by NPA Jan. 5 to use "DO" (defense order) top priority ratings to procure equipment, including electronics, for maintenance and expansion of commercial airlines and Federal Airways System (NPA Delegation 6).

Labor relations and the mobilization economy is subject of RTMA's seventh annual Industrial Relations Conference scheduled for Jan. 17-18 at New York's Statler Hotel. Speakers will be Ewan Clague, commissioner of labor statistics, Labor Dept.; William A. Gomberg, management engineering director, International Ladies Garment Workers Union (AFL); Prof. George W. Taylor, U of Pennsylvania.

Hundreds of its technicians are on duty as civilian assistants to military in Korea and 16 other countries throughout world, reports RCA Service Co., through v.p. P. B. Reed, who recently returned from inspection tour of Pacific and Far East bases. He said company now has more men on military work in the field than at any time during World War II.

Govt. procurement and industrial mobilization machinery will come under scrutiny of Senate Small Business Committee in public hearings beginning Jan. 17. Top mobilization officials Charles E. Wilson, Wm. H. Harrison and W. Stuart Symington will be questioned whether National Production Authority regulations are hurting small business and encouraging grey or black markets.

Telecasting Notes: A few headlines and excerpts from 290-page 45th anniversary edition of *Variety* Jan. 3, which more or less set tone of its fulsome treatment of TV: "The TV Winter of Our Discontent. Some Reflections on the New Turbulence That's Gripped Show Business in an Era When 'Radio Is Only Half Destroyed and TV Is Only Half Built'"—by Carroll Carroll . . . "RCA Prexy Envisions Radio's Importance Anew in the 1951 War Effort; Tele's Next Big Advance"—by Frank Folsom . . . "Despite Exhibits' Gripes, the Nation's Leading Theatre Execs Seek to Harness TV" . . . "Television's Senile Celluloid, or Dragging Out Those Old Pix"—by Eugene Burr . . . Now it's official: Soviet Tass News Agency, reporting on American "depravity, decadence, pessimism and escapism from life" in 1950, observes that TV is creating "a new threat to the already low level of culture in the United States" and creating a "generation of imbeciles" . . . *Billboard* reports 4-year contract between Burr Tillstrom and NBC-TV probably makes creator of *Kukla, Fran & Ollie* the highest paid puppeteer in the world—at \$10,000 per week first 2 years, \$11,000 third year, \$12,600 fourth . . . New Television Authority (TVA) wage scale is reported by *Billboard* to have added \$2926 to Westinghouse's weekly bill, formerly about \$16,000, for *Studio One* on CBS-TV . . . NBC's Los Angeles KNBH shortly will drop a.m. programs, will sign on at 12 noon and run to midnight; it's now operating 9:30-12:30 p.m., silent until 4 . . . CBS fired 3 announcers and 3 engineers of its Chicago AM station WBBM for letting profane remarks of one announcer get out over air during Rose Bowl game station-break . . . *Howdy Doody* has so impressed Wall Street that new firm, Kagran Corp., was formed, bought rights to all names and characters on program from co-owners Martin Stone and Bob Smith; new owner contracted to give NBC exclusive TV rights . . . First winner of Majestic's "Mighty Monarch of the Air" award, based on poll of TV editors, is John Cameron Swayze for his *Camel Caravan* on NBC-TV; monthly awards are backed up by Majestic ads in TV cities . . . Baltimore's 3 TV stations will combine to carry inauguration of Maryland's Governor-elect McKeldin from Annapolis Jan. 10; for WMAR-TV, key station, it's 900th

First week of Phonevision evoked many laudatory comments on Zenith's pay-as-you-look TV. Particularly praised was clarity of pictures, attributed to new prints being used. Public comments were summed up by remarks of Mrs. George M. White, of one of the 300 "guinea pig" families:

"Phonevision beats going to the movies the regular way. We like being able to relax at home while watching the show. I think we would be willing to pay \$1 several times each week to see movies this way."

But Zenith itself discounted early viewer enthusiasm. In application to FCC this week, asking for extension of 90-day test to March 31, chief engineer J. E. Brown carefully explains that "little of significance" will be gained first month, since novelty effect will be high. However, after first month, after first bill for service comes in, "test families will tend to become more conservative." Therefore, third month will be "the most significant and dependable" for evaluation purposes.

Each of the 300 test families got booklet for first Jan. 1-6 week, titled *Zenith Presents Phonevision*. It listed pictures and stars, contained also reproductions of advertising previously used for exploitation when pictures were first shown in regular theatres.

Inside front cover contained statement emphasizing that tests are experimental, that FCC had not approved Phonevision commercially, that there was no assurance FCC would approve system. Back cover carries KS2XBS

remote telecast . . . WOR-TV, New York, has filed plans with city authorities for 2-story TV studio and office building at Columbus Ave. & 68th St., now parking lot, to replace present studios at 28 W. 68th . . . CBS reports 36 employes, mostly reserves, have gone into military service since Aug. 4 . . . Cincinnati's WLW (Crosley) has completed own studios in Washington's Wardman Park Hotel.

More Jan. 1 rate rises: WLWT, Cincinnati, base hourly rate from \$550 to \$700, one-minute rate from \$70 to \$100 (with special new premium \$250 rate); WLWC, Columbus, and WLWD, Dayton, \$375 to \$500 & \$50 to \$75 (with special new premium \$200 rate); WKRC-TV, Cincinnati, \$500 to \$700 & \$65 to \$78; WCPO-TV, Cincinnati \$500 to \$700 & \$70 to \$77; WTCN-TV, Minneapolis-St. Paul, \$500 to \$650 & \$100 to \$130. [For digests of all station rate cards, and full network rate cards, see *TV Factbook No. 12.*]

"Hoffman Plan" isn't the answer, Pacific Coast Conference said in effect Jan. 5 when it banned televising of its 1951 football games. Hoffman plan (Vol. 6:35, 51) guaranteed gate receipts of 30 games telecast last year, but conference commissioner Victor O. Schmidt said "the conference is not so disturbed over financial losses as in the fact of half-filled stadia."

Merrill (Red) Mueller, NBC newsman in San Francisco, recently news chief in London and during war NBC's correspondent with SHAEF, will shortly become personal aide to Gen. Eisenhower, handling public relations. His job, probably as an Army officer, will be comparable to that held by Comdr. Harry Butcher during war.

Jan. 1 sets-in-use reported since NBC Research's "census" of Dec. 1 (Vol. 6:51): Memphis, 70,144, up 5744; Omaha, 56,789, up 8589; Dallas, 56,456, up 4756; Miami, 50,000, up 5000; Fort Worth, 44,088, up 3888; Utica, 33,000, up 2800. Correction: Dec. 1 San Francisco sets-in-use (Vol. 6:51) should have been 127,000, not 147,000 reported.

Ashtabula (O.) Star-Beacon's WICA filed this week for Channel 8 in that city. Owners are R. B. & D. C. Rowley, also publishers of *Conneaut News-Herald*, *Geneva Free Press*, *Painesville Telegraph*, all in Ohio.

test pattern (Channel 2), with this "sales" message: "Phonevision can bring you the best in low cost home entertainment."

Pictures listed for first week, besides those reported last week (Vol. 6:52), were Eagle-Lion's *Lost Honeymoon*, with Franchot Tone; Warner's *The Unsuspected*, with Joan Caulfield & Claude Rains; Warner's *Silver River*, with Errol Flynn & Ann Sheridan; Paramount's *Dear Ruth*, with William Holden & Joan Caulfield; Paramount's *I Walk Alone*, with Burt Lancaster & Lisbeth Scott.

New York Times Jan. 3 quoted several reactions. Motorola president Paul Galvin said he and his wife were delighted and added: "I think it is an added feature any TV set owner would appreciate and I hope it will be approved by the FCC." CBS Chicago v.p. H. Leslie Atlass said, "It's fine, but I don't think it fits our broadcasting system or that it can be accepted by the FCC."

One father, non-subscriber, complained that his children watched the picture even though it "jiggled." But Zenith says image can be hashed up much worse.

Washington Post editorialized Jan. 1: "TV programs are enormously expensive. This means that sponsors can scarcely afford to cater to minority interests. But, if listeners are willing to pay for programs, they can get what they want. They can get symphony concerts, for example; they can get educational courses by top teachers in their own living rooms; they can get forum discussions . . ."

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
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WITH AM FM REPORTS

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TV FACTBOOK No. 12 NOW IN MAILS: Good idea of stature of TV and related industries can be had from these recapitulations of contents of our Television Factbook No. 12, now in mails to all full-service subscribers: 107 telecasting stations with time rates ranging from \$195 to \$3250 per hour, 4 networks, 5 stations in Latin America, 373 applications for new stations pending (frozen), 98 TV receiver manufacturers, 37 cathode ray tube manufacturers, 10 receiving tube manufacturers, 450 film-program syndicators. These are only part of the contents of 72-page directory, which also includes present and proposed VHF-UHF channel allocations; lists of station sales representatives, research firms, labor unions, etc.; tables of TV-radio receiver production by months since 1946; latest count of TV sets-in-use by areas. Inserted is 34x22-in. map in color, showing TV areas and present projected network inter-connections. Cost of extra copies to subscribers is \$2.50, to non-subscribers \$5.

\$3 BILLION TV-RADIO TRADE IN 1950: Recapitulating RTMA's weekly and monthly estimates of TV-radio output during 1950, we come up with grand total of 7,408,690 TV sets, 14,554,972 radios. Accepting these preliminary RTMA figures, we calculate that the factory dollar volume of TV-radio receivers combined was \$1,676,852,225 -- meaning retail trade (including installations, service, warranties) of well over \$3 billion.

TV receivers accounted for \$1,317,635,516 (78.6%) of factory total, radios amounted to \$359,216,709 (21.4%). These totals are derived by using average factory sales price of \$177.85 per TV set, \$24.68 per radio. Factory averages are those for first 10 months of 1950, derived from RCA licensee reports -- probably would be somewhat higher if November-December figures were available.

Interesting facts about 1950 TV-radio production:

(a) One TV was sold for every 2 radios (including table, console, combination, battery, portable and auto radios) -- despite fact telecasting service is as yet available to only 63 areas embracing not much more than half U.S. population.

(b) December was highest production month (5 weeks), accounting for 879,075 TVs, 1,602,055 radios -- final December week (post-Xmas) falling to low of 105,968 TVs, 201,482 radios.

(c) Average factory price of TV table models was \$139.49, direct-view consoles \$189.50, direct-view TV-radio-phono combinations \$271.72.

(d) Though they seemingly have all but disappeared from market, somewhere around 12,000 projection TV sets were sold by factories during year.

(e) Phonographs only, record players, AM-FM-TV apparatus without cabinets amount to rather substantial business, though not usually reported; for first 10 months of 1950, 95,824 such units valued at factory at \$16,784,305 were shipped.

(f) Cumulative total of all TV receivers produced since 1946, when industry had its postwar rebirth, can roughly be estimated at about 11,600,000. [For yearly breakdowns, see TV Factbook No. 12.]

Note: Foregoing 1950 unit production figures are subject to revisions by RTMA statistical committee, probably upward.

HOW 'UTILITY' TVs CAN SAVE MATERIALS: Just about every TV manufacturer with a laboratory has a "utility receiver" (Vol. 6:47) in the works -- on drawing boards or ready for production. But, like Philco, which was first to tell about it (Vol. 7:1) no one wants to put out such a set if it can be helped. They say they'd rather cut output first -- and indeed Crosley, Hallicrafters, Motorola, Olympic, among others, have done this already.

But probability that defense requirements may make necessary such materials-conserving receivers has forewarned manufacturers. Their ingenuity has led them to such considerations as these:

(a) Selenium rectifier in lieu of transformer. Selenium rectifiers, still in good supply, are used as voltage doublers. Saving here would be copper and steel. Motorola, Emerson, et al, had transformerless sets several years ago.

(b) Electrostatic cathode ray tube in lieu of present magnetic-types (Vol. 7:1). This saves alnico (aluminum, nickel, cobalt). But circuit changes are necessary, so most want to hold out against electrostatic tube as long as possible. One manufacturing-engineering executive opined answer might be use of electrostatic tube in some sets, continuance of electromagnetic in others. Many early 7 & 8½-in. tubes were electrostatic, so there's plenty of know-how.

(c) Loudspeakers with smaller magnets (Vol. 6:52). This, too, saves alnico.

(d) Reduction in number of tubes. This could be accomplished easily, with set still suitable for metropolitan area viewing (10-20 mi. from transmitter). It would, however, cut down sale of such sets for fringe viewing.

These are the major changes in TV-radio's conservation program. There are others -- elimination of built-in antenna, use of finer gauge wire, for example.

Philco's president Wm. Balderston told Chicago distributor convention last week (Vol. 7:1) how his engineers' efforts make possible a receiver using 85% less cobalt & nickel, 67% less silicon steel, 25% less copper & aluminum.

Note: "Utility" set should not be confused with "austerity" model. Latter would actually be a degraded set; former, theoretically at least, should be not less efficient than present sets.

'MOUNTAIN-TO-MOHAMMED' EASES FREEZE: A sort of "antidote to the freeze" -- limited, to be sure, but possessing intriguing possibilities -- is the "community" receiving antenna. It received strong hypo this week.

Idea is quite simple: High-gain receiving antenna is installed on an elevated point in or near town located in valley or too far away to get good signals (fringe area). Signals are amplified, fed into homes via coaxial.

Nor is idea new: First installation we recall was that in Astoria, Ore., where engineer E. L. Parsons picked up Seattle's KING-TV, 125 miles away (Vol.5:33).

What is new is heavy weight being put behind projects. Philco is giving plan tremendous push, garnering reams of publicity (including big stories in Jan. 3 Wall Street Journal, Jan. 15 Newsweek, etc.) for itself and Philadelphia's Jerrold Electronics Corp. Latter makes the equipment ("Mul-TV"), also used for apartments, which is distributed by both companies.

Philco is publishing brochure giving details of representative installation in Lansford, Pa., 70 miles northwest of Philadelphia. Here's how it worked there:

Four radio dealers and an attorney formed Panther Valley TV Co., cleared matters legal and political, conducted engineering tests, obtained bank loan.

They installed antenna on nearby Summit Hill, fed signals into town (stringing cable on light and phone poles), began signing up subscribers who have choice of all 3 Philadelphia signals at all times. So far, about 100 sets have been connected, with installation charge of \$100 plus \$3 monthly service charge, at cost of \$15,000. Entrepreneurs estimate "reasonable potential" of 750 homes can be hooked up within 6 months, at total expenditure of \$30,000. But income would be \$75,000 (for installation) plus some \$2500 monthly in service charges.

Other towns also equipped: Mahanoy City & Honesdale, Pa.; Bellingham, Wash.

There may be more. Currently being surveyed by Jerrold are Wilkes-Barre & Scranton, Pa.; Palm Springs, Cal.; Olean, N.Y.

FCC is not involved -- in fact gave go-ahead -- because no radio transmissions are employed. State utility commission has said installations aren't public utilities. So legal barriers seem few.

Only 2 catches are suggested at moment, neither vital just now. First, equipment may soon be hard to get, although Jerrold president Milton Shapp is reported saying he has enough parts on hand to insure high production rate through June. Second, when and if new stations start operating, post-freeze, some of them may create intolerable interference and/or eliminate need for special installations. But new stations are long ways off, and re-engineering of community antennas may very well minimize interference.

Intense interest in new service is indicated by towns represented at recent meeting in Harrisburg sponsored by D. & H. Distributing Co. (RCA): Aquashicola, Bowmanstown, Centralia, Mahanoy City, Mauch Chunk, Palmerton, Selinsgrove, Shamokin, St. Clair, Tamaqua, Wilkes-Barre. RCA also has multiple-feed distribution system.

McDANIEL DUE TO BE RTMA PRESIDENT: Looks like presidency of RTMA, \$50,000 job, will go to able, personable, 39-year-old attorney Glen McDaniel, RCA v.p. presently attached to staff of Chairman Sarnoff and president Folsom. He made such good impression, while working on industry's case during excess profits bill hearings (Vol. 6:51), that interim president Robert C. Sprague and others working on bill were sold on his qualifications. RTMA reorganization committee headed by Sylvania's Max Balcom takes up matter in few days, then presumably will negotiate with McDaniel, subject to ratification of RTMA board meeting in Chicago Feb. 15.

Mr. McDaniel is a native of Seymour, Tex., a 1932 graduate of Southern Methodist U, 1936 graduate of Columbia Law School. From 1936 to 1942, he was associated with New York law firm of Sullivan & Cromwell. In March 1942 he was named special counsel to then Undersecretary of Navy Forrestal, later that year being commissioned a Navy lieutenant, attached to general counsel of Navy. Promoted to Lieut. Comdr. in 1944, he worked on aircraft procurement in Bureau of Aeronautics, then was transferred to inactive duty and appointed chairman of Navy Board of Contract Appeals. He joined RCA Communications in 1946 as gen. counsel, was elected RCA v.p. in 1948.

PALEY'S GOVT. JOB, COY MAY SHIFT: Rumors were rife on Washington scene this week with respect to new posts for radio VIPs. Out of welter, these facts emerged:

(1) CBS chairman Wm. S. Paley is definitely slated for Presidential appointment as head of new Commission on Metals Resources, similar to recent President's Air Policy Commission, headed by now Secretary of the Air Force Thomas K. Finletter. Sponsored by W. Stuart Symington, head of National Security Resources Board, and Secretary of Interior Oscar Chapman (under whom Bureau of Mines functions), new board will make exhaustive study of strategic metals, needs, substitutes, explorations, etc., and will recommend national policy. Task may take 6 months or more.

(2) FCC Chairman Wayne Coy's associates are freely discussing possibility that, as defense work renders FCC regulatory functions less significant, he will take new govt. post more intimately connected with mobilization. He denies any present intention of resigning, but it's reasonable to expect that in govt. reshuffling he may be ordered to new duties before his FCC term expires June 30. That seems to be basis for persistent reports that he's leaving soon. Meanwhile, he speaks before N.Y. State Publishers Assn. in Buffalo Jan. 16, mainly about TV.

(3) Govt. is going to require services of many more electronic-radio experts and executives, will call top figures to civilian posts as soon as defense agencies are fully organized and duties more definitely oriented. Some may have to serve on \$1 a year basis. Preference for industry rather than "New Deal" men is already manifest -- beginning with appointments of Wilson, Harrison, et al (Vol, 7:1).

* * * *

Rumors of new Govt. communications agency, topping both FCC and Interdepartment Radio Advisory Committee, keep popping up. Each meeting of President Truman's

Communications Policy Board (Vol. 6:4,5,10,33), which met this week, seems to start new ones. But chairman Dr. Irvin Stewart, West Virginia U president and former FCC commissioner, says only this about names mentioned for posts for rumored organizations: "We have not approached any individual for any job for any organization -- and that doesn't even imply we're recommending formation of any new organization." He said report will be handed President Truman Feb. 17, after two more meetings to be held Jan. 26-27 and Feb. 12-13.

EDUCATIONAL TV--HOPES BUT NO PLANS: Educators certainly have stirred up flurry of activity, among telecasters as well as in their own ranks -- regardless of final outcome of their sweeping request for vhf and uhf TV channels (Vol. 6:48-49).

In spite of all the noise, though, cold historical fact remains that, with very few exceptions, educators have made pathetically small use of AM, FM or TV channels they have or had or could have had for the asking.

In TV, Iowa State College's pioneering WOI-TV, only school-owned station, is an outstanding exception -- but it proves no rule.

One immediate question puzzling FCC is: How can a practical allocation plan be devised? Educators promised, through counsel Brig. Gen. Telford Taylor, onetime FCC general counsel, to bring their ambitious but nebulous yearnings down to earth when hearing resumes Jan. 22.

Telecasters finally became apprehensive about lack of opposition to educators' ponderous presentation. NAB, TBA and, unexpectedly, CBS, petitioned FCC for permission to join hearing at resumption. All 3 were let in, presumably will oppose "wide-open" demands of educators for: (1) One vhf channel in each metropolitan center and in each major educational center. (2) 20% of uhf channels, as and when opened up to TV. (3) Shared time on commercial stations in cities where all vhf channels are now preempted.

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Schoolmen are beating drums -- in speeches, articles, letters to editors, broadcasts, interviews, etc. -- gaining considerable support, verbal at least. And the telecasters, made more conscious of their "educational responsibilities," are offering educators all kinds of time, program help, seminars, clinics, etc.

Sympathetic press coverage was garnered by publicity-conscious educators when they revealed monitoring activities conducted this week from New York's Waldorf-Astoria in preparation for hearing. Fifteen women watched all programs on all 7 stations, tabulating types of programs telecast. According to Jan. 11 New York Times, they considered it quite an ordeal, were particularly weary of daytime shows. Monitoring was supervised by Dr. Dallas Smythe, former FCC economist now at U of Illinois, and Dr. Donald Horton, U of Chicago.

Comr. Hennock, schools' standard-bearer, is obviously pleased with hubbub of activity and publicity, but doesn't consider telecasters' current offerings anything but token and temporary. "We don't want any sops," she says.

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Samples of telecaster activity:

NBC-TV plans "Operation Frontal Lobes", v.p. Pat Weaver saying: "We will address ourselves to the problems of selling the American people on the desirability and the necessity of attending the great cultural and informational events of our series." Network plans to take time from one advertiser per night, once per 44-week season, turn it over to fairly high-dome feature.

Detroit's WWJ-TV went to expense of paying coaxial cable tolls to Washington recently, just to give FCC commissioners and other VIPs a sample of its course-for-credit programs from U of Michigan. Some 700 people are now taking regular courses, offered in 20-minute segments of fixed Sunday 1-2 p.m. period.

Philadelphia's WFIL-TV announced that 19 colleges are cooperating with it in daily "University of the Air" comprising regular college courses, started Jan. 2.

Milwaukee's WTMJ-TV was to start Jan. 6 with similar college-course series, tying up with Marquette U, Wisconsin U, and Mt. St. Mary, Milwaukee State Teachers, Downer colleges.

New York's WPIX made flat offer to Board of Education of "facilities and time for the development of a regular educational program schedule."

Baltimore's WBAL-TV showed 2-way telecast, utilizing "split-screen" technique, between studio and classroom, enabling teacher and pupils to see one another.

Baltimore's WAAM has scheduled Feb. 16-17 seminar on "Career Opportunities in TV," with cooperation of several universities and U.S. Office of Education. It's also the staging station for Johns Hopkins' excellent "Science Review" on DuMont.

Many well-established educational programs continue, of course, without any great publicity splashes.

Cynical columnist John Crosby calls spurt of activity on part of the telecasters an attempt to "smother" educators' request for channels of their own.

Network Accounts: General Board of Evangelism of the Methodist Church has approved new interdenominational religious program that will start on ABC-TV March 5, Mon. 11-11:30 p.m.; sponsor will be separate corporation probably called America for Christ Inc. . . . Bonafide Mills Inc. (Bonny Maid floor coverings) Jan. 28 starts unnamed children's variety show on CBS-TV, Sun. 11:30-noon . . . Colgate-Palmolive-Peet Co. will sponsor *Hawkins Falls* on NBC-TV, Mon.-Wed.-Fri. 3-3:15, starting in February; will probably add Tue. & Thu. 3-3:15 shortly after . . . Sam Smith Shoe Corp. (Little Yankee shoes) Feb. 14 starts sponsorship of *Al Gannaway's Half-Pint Party*, Wed. & Fri. 4:45-5 on ABC-TV . . . B. T. Babbitt Inc. (Bab-O cleanser and Swerl Suds) will sponsor *Two Girls Named Smith* on ABC-TV, Sat. 12:30-1, starting Jan. 20 . . . Maiden Form Brassiere Co. Jan. 20 starts *Faith Baldwin Theatre of Romance* on ABC-TV, alt. Sat. 11-11:30 a.m. . . . Rosefield Packing Co. (Skippy peanut butter) Jan. 19 begins *You Asked for It* (kine) on DuMont, Fri. 8:30-9 . . . C. A. Swanson & Sons (poultry & margarine products) Feb. 25 starts sponsorship of first half hour of *Ted Mack Family Hour* on ABC-TV, alt. Sun. 6-6:30.

Station Accounts: At November's end, 4832 different advertisers were using the networks and 98 reporting stations (out of 107 total), according to *Rorabaugh Report on TV Advertising*, which monthly lists network and national regional spot sponsors and their agencies. This was 7.2% more than October, 120% ahead of November 1949. There were 170 network advertisers (ABC 40, CBS 73, DuMont 21, NBC 72), 939 national & regional spot, 3723 local-retail . . . New account on WABD, New York, is Flako Products Corp. (Flakies, Flakorn, Cuplets mixes), sponsoring *Susan Adams Kitchen* Tue. & Fri. 2-2:15, thru Platt-Forbes Inc., N. Y. . . . Socony-Vacuum replaces Studebaker Dealers sponsoring *Televiews of the News* on WPIX Mon.-Wed.-Fri. 7-7:15, John K. M. McCaffery replacing Ed Thorgerson, thru Compton Adv. . . . Special 3-station hookup has been engaged by Keystone Macaroni Mfg. Co. (San Giorgio macaroni products) for *Pietro's Place*, comedy about Italian-American family, Thu. 12-12:30 p.m., thru Lamb & Keen, Philadelphia; stations linked are WPTZ, Philadelphia; WBAL-TV, Baltimore; WGAL-TV, Lancaster . . . Miles Laboratories (Alka-Seltzer, Bactine, Tabcin) started first TV spots this week in 12 markets, thru Wade Adv., Chicago . . . Unusual sponsorship on WGAL-TV, Lancaster, was *Lebanon News Televiews* Jan. 1, prepared by staff of Lebanon (Pa.) News, 25 mi. distant, including interviews with local personalities; it's planned as weekly feature . . . Among other advertisers currently reported using or planning to use TV: Canada Dry Ginger Ale Inc., thru J. M. Mathes Inc., N. Y.; Waitt & Bond Inc. (Blackstone & Yankee cigars), thru Harry B. Cohen Adv., N. Y.; West End Brewing Co. (Utica Club beer & ale), thru Harry B. Cohen Adv., N. Y.; Paramount Citrus Assn., San Fernando, Cal. (Cal-Fame frozen orange

juice, etc.), thru Vick Knight Inc., Los Angeles; Fan Tan Gum Corp. (Fan Tan chewing gum), thru Walker & Downing, Pittsburgh; Rival Packing Co. (Rival dog food), thru Charles Silver & Co., Chicago; Leigh Foods Inc., New York (Flamingo frozen juice concentrate), direct; F. W. Evanger (Evanger's Kennel Food), thru Kaufman & Associates Inc., Chicago; International Golf Products (Miracle adjustable golf club), thru Edgar Walter Fischer, Chicago; Howard Stores Corp. (Howard Clothes), thru Peck Adv.

Personal Notes: Brig. Gen. Edward Lyman Munson, USA ret., recently named director of NBC Film Division, appointed director of NBC-TV operations, reporting to v.p. Edward D. Madden . . . Merle S. Jones, gen. mgr. of KNX and CBS Pacific Network, named gen. mgr. of newly acquired KTSL (Vol. 6:52), whose call letters will shortly be changed to KNX-TV; Wilbur S. Edwards, ex-WEEI, Boston, becomes director of KNX and CBS Pacific operations, Charles Glett asst. to Mr. Jones . . . New board of KTTV, *Los Angeles Times*, following purchase of CBS's 49% stock ownership for reported \$450,000, will include L. D. Hotchkiss, editor of *Times*; Harry W. Bowers, treas., Times-Mirror Co.; Harrison M. Dunham, KTTV gen. mgr. . . . Wm. Templeton named TV-radio director of Kudner Agency, succeeding Ed Cashman, back with Foote, Cone & Belding . . . John DeMott quits CBS to join Wm. Esty & Co. as supervisory producer of TV-radio commercials; Charles Jelnicki replaces him at CBS-TV in charge of special effects . . . Fred Kilian, ABC-TV program chief in Chicago, elected president of Chicago Television Council, succeeding I. E. Showerman, ex-NBC v.p. now with Free & Peters . . . Clarence Hatch Jr., executive v.p., D. P. Brother & Co., elected 1951 president of Detroit Television Round Table . . . Dean Fitzner, managing director, announces following promotions at WDAF-TV, Kansas City: Bill Bates, station mgr.; Vic Peck, asst. to mgr.; Randall Jessee, program director; Bob Dickhourt, film room supervisor . . . William Shadel, of CBS Washington news staff elected president of Radio Correspondents Assn. Jan. 10, succeeding NBC's Wm. R. McAndrew; he will officiate at annual dinner attended by President Truman and other notables Feb. 3 . . . Douglas H. Humm named TV-radio timebuyer, Charles W. Hoyt Co. . . . Added to expanded TV-radio dept. of Henri, Hurst & McDonald, Chicago: Lee Randon, ex-Ruthrauff & Ryan; David Rogers, ex-RCA; James Conway, ex-CBS.

Named consultants to State Dept. committee, in preparation for August international radio conference in Geneva, Switzerland, were E. K. Jett, former FCC member, now radio director of Baltimore Sunpapers (WMAR-TV), and Haraden Pratt, v.p., American Cable and Radio Corp. FCC chairman Wayne Coy is member of overall policy committee; Comr. E. M. Webster is an alternate. International sessions are for purpose of implementing worldwide allocation adopted in 1947 Atlantic City conference.

WHOLESALE URGES REPLACEMENT SURETY: Replacement parts for TVs, radios, appliances -- will they be available during mobilization shortage period ahead? Yes, says NPA informally -- but without spelling out details or taking action.

However, 7-man task group from NPA-appointed Radio, TV & Household Appliance Wholesale Advisory Committee (Vol. 6:51) feels that specific action is due. Meeting in Chicago Jan. 9, group headed by Washington-Baltimore distributor James H. Simon (Motorola TV-radios, GE appliances) urged NPA to take these steps:

(a) Limit distributors' inventories of maintenance and repair parts to normal 120-day supply.

(b) Allow manufacturers exemption from NPA material distribution orders to fill NPA-certified orders for repair and replacement parts, or to make sufficient quantity of replacement parts when discontinuing manufacture of any product.

NO RECESSION IN OUTPUT OR TRADE: "Selective buying" and "price buying" are pat phrases that probably best characterize current TV trade. Distributors of brand-name receivers are taking just about everything the factories will offer, with no assurances of full deliveries. Dealers are becoming more "picky and choosy" and stocking mainly best values. Public is buying on pre-November scale, but mostly low-end-of-the-line -- models up to \$300 moving best.

That's the picture today, as it seems to prevail in most areas -- but it's subject to quick change. From Chicago marts, which end this week, word is that most distributor-retail inventories range from moderate to heavy; that prices still trend upwards (see reports on new lines in Topics & Trends); that everyone's still playing by ear on day-to-day basis, hopeful that first quarter production and sales actually are as good as fourth quarter 1950, as some think. Hopeful, too, that Govt. will not slap on price controls and rollbacks, still threatened.

Canvassing the major manufacturers again this week, we find no lengthy shut-downs at any plants, some "interruptions" due to shortages or inventory-taking, some employment rolls down from peak but no large-scale layoffs reported except for Crosley plant in Cincinnati (Vol. 7:1).

As for shortages, they seem to differ at different plants. One factory head calls copper items his No. 1 headache, another says it's receiving tubes, another says something else altogether -- yokes, resistors, etc. All agree that time for components deliveries is decreasing, indicating that some of smaller manufacturers may have already cut back their production because, as one major producer put it, "We're getting some of the stuff that would otherwise go to others."

Military orders show signs of accelerating, but they're miniscule as yet and, even if large orders are placed, full-scale production isn't anticipated before mid-summer. Meanwhile, barring unexpected edicts from Washington, it looks like first 1951 quarter could approach fourth 1950 quarter's approximately 2,445,000 TVs, 4,320,000 radios -- and there are some who think second 1951 quarter, normally light, could run 60-75% of that.

That's wishful thinking, though, which all depends upon (a) whether public continues to buy, regarded likely, and (b) what Washington decrees, at best an uncertain factor leavened by fact that the electronics-wise authorities are frankly eager to keep civilian lines rolling so as to maintain skilled employment rolls.

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Westinghouse's Vale Freeland, director of dept. & furniture store appliance sales, told National Retail Dry Goods Assn. Jan. 9 that the metals shortage is "more critical than most people know" and adjured retailers not to "turn down any offers of carload lots from regular suppliers even if it requires a special program to buy

ahead." By March or April, he thinks, there will be "a great many unsuccessful bidders" for refrigerators, washers, TVs.

In Washington Jan. 9 for conference with NPA Administrator Fleischmann, Indiana Steel Products' A. D. Plamondon Jr., chairman of RTMA Electronics Parts Mobilization Committee, gave as his personal opinion that the industry this quarter can produce about 70% of average 1950 quarter -- or between 1,200,000 and 1,400,000 TVs. Said he: "While amount of raw material which will be available to the industry in the first quarter will be restricted, the ingenuity of the industry can be depended upon to turn out a good proportion of sets and components." He cited Philco president Wm. Balderston's statement quoted in these columns last week (Vol. 7:1).

In press conference at Chicago Merchandise Mart Jan. 9, both Admiral v.p. Richard Graver and Capehart-Farnsworth president Fred Wilson said supply outlook for next 3 months looks "remarkably good" but cautioned that curtailments thereafter could result in a black market in TV-radio receivers. And Westinghouse appliance sales chief T. J. Newcomb saw no shortages for 3 months. Said he: "Our objective is not to cut back anything. It is instead to produce more of both defense and civilian goods. We can't support a war economy without a good civilian economy."

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"Business as usual is out," RCA Victor consumer products v.p. Joe Elliott was scheduled to tell National Appliance & Radio Dealers Assn. at Chicago convention Jan. 15. Elliott urges dealers to prepare for shortages in near future, suggests these trends: (1) Standardization of picture tube sizes. (2) Increased demand for consoles and combination receivers. (3) Concentration on fewer models. He also promises RCA would make every effort to feed replacement market, warns it can only be done through diversion of materials from new production.

Hallicrafters president Wm. J. Halligan, reporting company produced about 220,000 TVs and will show gross sales of about \$37,500,000 in 1950, in interview with Retailing Daily Jan. 9 forecast "tough time in 1951" -- with possibility of minor depression beginning in April or May if materials shortages force curtailments. He said retailers must "get used to carrying a normal inventory of one to 2 months supply of merchandise instead of the 2 or 3-day stocks so common when TV was expanding so rapidly."

Admiral booked \$100,000,000 worth of orders for TV-radio and white goods for first 1951 quarter during distributors convention last week (Vol. 7:1)—just about double the \$53,000,000 contracted in same 1950 period. In announcing this, sales v.p. Wallace C. Johnson said he expected only 70% to 80% of merchandise ordered would be manufactured due to materials shortages, hoped rest could be carried into second quarter. Admiral's 1950 sales totaled more than \$230,000,000, approximately 80% TV.

Report of black market in TV receiving and CR tubes comes from National TV Dealers Assn. director Edwin Dempsey who says dealers and repairmen are being victimized by speculators peddling scarce replacement tubes at high prices, offering them in the bulk packages in which tubes are normally sent to set manufacturers. Dempsey suspects tubes may come from stockrooms of small set-makers, is contacting tube manufacturers asking tighter check to assure distribution of their products through normal channels.

January TV production for whole industry should be 500,000 sets, with gradual monthly tapering off thereafter for grand industry total of 3,000,000 sets this year. That's estimate of F. M. (Tod) Sloan, Westinghouse TV-radio division mgr. Sloan made this prediction while showing 1951 Westinghouse TV line (Vol. 7:1) to New York distributors Jan. 12.

November's receiving tube sales, by RTMA members, totaled 39,326,641, just under October's record 40,105,611 (Vol. 6:47). Eleven-month 1950 total was 344,236,998, compared with 198,753,295 for all 1949.

Top 10 TV brands in use in New York area, based on personal March 1949-Nov. 1950 survey of more than 12,500 homes by Advertest Research, New Brunswick, N. J.: RCA 29.2%, Philco 11.4%, DuMont 10.5%, GE 6.5%, Crosley 6.4%, Admiral 5.6%, Emerson 4.9%, Fada 4.7%, Motorola 4.5%, Stromberg-Carlson 2.2%. Altogether, 51 different brands of TVs were found in these homes, remaining 41 accounting for only 14.1%. Ownership by types was: table models 56.1%, consoles 32.8%, consolettes 9.6%, projections 1.5%. Asked if they were satisfied with performance of present sets, 95.6% of top 10 and 93.6% of other 41 replied in affirmative.

Bullfights and jai alai are chief spectacles on XHTV, Mexico City's first and as yet only TV outlet, which is on air only 3 hours nightly. Nevertheless, demand for sets, though costing twice as much as in U. S., has dealers overwhelmed, reports UP. Mexican Govt. recently lifted import ban to permit 10,000 sets from this country. Note: Only other Latin American TV outlets are two in Havana, one each in Rio de Janeiro and Sao Paulo, Brazil (for details, see *TV Factbook No. 12*).

When member went bankrupt, Philadelphia Television Contractors Assn. assumed responsibility for its TV service contracts. Company was Weber's, Bryn Mawr. Its failure led group to plan special fund to guarantee all its members' service contracts. Fund would be amassed by special membership assessment.

National Assn. of Music Merchants (NAMM) has set next board meeting for Statler Hotel, Washington, Feb. 6-7, with directors hosting congressmen at dinner Feb. 5.

Topics & Trends of TV Trade: Paradoxical drop in picture tube prices, while everything else is going up, went through industry this week. Sylvania led off, announcing "close to 5%" reduction on 90% of its output, giving as reason "lower costs resulting from new automatic equipment." Most important drop was in 17-in.—down from \$27 to \$26 (to manufacturers)—while 20-in. went down from \$49.75 to \$47.50; 19-in. remains same.

Other tube makers followed rapidly, as they usually do. GE priced 17-in. at \$26, as did National Union; latter also reduced 20-in. from \$49.75 to \$43.75. DuMont has announced no cuts, but indicates it will. RCA says nothing about any new prices, points out that its new 17-in. metal-shell rectangular has been \$25 since introduced last month.

Aside from production economies, strong reason behind cuts is simple fact that competition is fierce among tube makers, who have increased from 30 to 37 in last 6 months (see *TV Factbook No. 12* for complete list).

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GE's new TV line is noteworthy for fact that (a) it has no combinations, except that the old 16K1 is still available at \$500, or \$20 above old price, and (b) all but 3 of the 14 new models are 17-in. rectangulars. Prices average \$10 to \$135 more than comparable models in 1950 lines.

Two 20-in. models will go into production later this quarter: 20C150, mahogany console, \$575; 20C151, blonde, \$595. One 24-in. model, 24C101, mahogany console with doors at \$775, is due for March production. Remainder of line, all 17-in. (prices include excise tax):

Model 17T1, cordovan lacquer finish table, \$269.95; 17T2, mahogany table, \$289.95; 17T3, blonde table, \$299.95; 17C103, mahogany console, \$319.95; 17C104, blonde console, \$339.95; 17C105, mahogany console, different cabinet, \$349.95; 17C107, mahogany console, half doors, \$379.95; 17C108, blonde console, half doors, \$399.95; 17C109, mahogany console, doors, \$399.95; 17C110, mahogany console, half doors, different cabinet, \$379.95; 17C111, blonde console, half doors, different cabinet, \$399.95.

GE's new radio line has 7 AM table models, one AM-FM table, 7 clock radios, 5 combinations. Prices range from \$22.95 to \$279.95. AM-FM model lists at \$54.95.

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Hallicrafters has added 9 new sets to bring 1951 line to 21 models. Prices of retained dozen 1950 sets were hiked \$10 to \$25. Full line—prices including excise tax:

16-in. rect.: 17810C, leatherette table, \$249.95.

17-in. tables: 17803, mahogany, \$279.95; 17814, deluxe mahogany, \$299.95; 17815H, deluxe mahogany, different cabinet, \$319.95; 17812, deluxe mahogany, different cabinet, \$329.95; 17813, same, blonde, \$339.95; 17811H, mahogany, AM, \$349.95; 17816, mahogany, different cabinet, AM, \$359.95; 17817, same, blonde, \$369.95.

17-in. consoles: 17828, mahogany, \$359.95; 17838, mahogany, half-doors, \$399.95; 17848, mahogany, Colonial, doors, \$439.95; 17849, same, blonde, \$449.95; 17850, same, maple, \$449.95.

17-in. console-combinations (AM-phono): 17860, mahogany, \$550; 17861, same, blonde, \$575.

19-in.: 20872, mahogany console, \$399.95.

20-in.: 20882, mahogany console, half-doors, \$479.50; 20990S, mahogany console, AM-phono, \$695; 20990, same, maple, \$695; 20994, same, mahogany, Sheraton, \$695.

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Correction: Westinghouse Model 643K16 is round 16-in. tube; price of 635K17 (Dorset), 17-in. plastic mahogany table, is \$269.95; and of 633C17 (Manocrest), 17-in. mahogany console-combination, \$530—not as we reported last week (Vol. 7:1).

Emerson's 12,000,000th radio was turned out this week, presented to president Ben Abrams at ceremonies Jan. 9.

Magnavox 1951 line has 16 different cabinet styles featuring 17 & 20-in. tubes, with prices \$10-\$30 higher than previous line. Here are the sets; prices now include excise tax, although Magnavox had previously announced tax-warranty separate (Vol. 6:44):

16-in. round: Windsor Bookcase, mahogany breakfront, \$495.

17-in.: Metropolitan, mahogany table, \$289.50 (in blonde, \$298.50); Biltmore, mahogany console, \$298.50; Playhouse, mahogany console, \$359 (blonde, \$369.50); Shoreham, mahogany console, \$359; Cosmopolitan, mahogany console, \$395 (blonde, \$415); Contemporary, mahogany console, AM-FM-phono, \$498.50 (blonde, \$520); Wedgewood, mahogany console, AM-FM-phono, \$525; Provincial, blonde or maple console, AM-FM-phono, \$525.

20-in.: Hepplewhite, mahogany console, \$525; Normandy, blonde, console, \$525; Modern Theatre, mahogany console, phono-jack, \$525; American Modern, mahogany or blonde console, AM-FM-phono, \$795; French Provincial, blonde console, AM-FM-phono, \$795; American Traditional, mahogany console, AM-FM-phono, \$795; Embassy, mahogany console, AM-FM-SW-phono, \$795.

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Olympic holds over 6 basic sets, offers 5 new ones to make 1951 line of 20 models—low end being 16-in. rect. mahogany table at \$249.95. Here are remaining sets (prices include excise tax):

17-in.: 752 (Riviera), mahogany table, \$269.95 (blonde, \$279.95); 762 (Riviera), same with special chassis, \$289.95; 753 (Monte Carlo), mahogany console, \$319.95 (in blonde, \$339.95); 764 (Broadmoor), mahogany console, half-doors, \$369.95 (blonde, \$389.95; Chinese, \$449.95); 785 (Versailles), French Provincial console, doors, \$429.95; 766 (Catalina), mahogany console, AM-FM-phono, \$499.95 (blonde, \$519.95); 769 (Prince George), mahogany console, AM-FM-phono, \$569.95 (blonde, \$599.95).

20-in.: 970WB (Marlboro), mahogany table, \$369.95 (with swivel base, \$399.95); 967 (Windsor), mahogany console, special chassis, \$429.95 (blonde, \$459.95); 968 (Lancaster), mahogany console, special chassis, doors, \$489.95 (blonde, \$519.95).

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Tele-tone 1951 line has 12 sets—8 new, 4 held over. They're divided into 5 regular, 7 higher-priced "Imperial" group, prices ranging from \$10 to \$30 higher than comparable 1950 models (Vol. 6:36). Here are the sets (prices include excise tax):

16-in. rect.: Model 335, mahogany console, \$259.95. 17-in.: 359, leatherette table, \$229.95; 345, mahogany wood table, \$249.95; 352, mahogany console, \$279.95; 358, mahogany console, \$289.95.

17-in.: 357, mahogany table, \$269.95; 365, mahogany table, different cabinet, \$279.95; 355, mahogany console, \$319.95; 331, Queen Anne, mahogany console, doors, \$399.95; 332, French Provincial, \$399.95; 333, Chinese Chippendale, \$399.95. 20-in.: 360, mahogany console, doors, \$419.95.

Models held over are 335, up \$10; 331, 332, 339, up \$30.

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Stromberg-Carlson raised prices on 3 sets effective Jan. 8. These are new prices including excise tax (increases in parentheses being from last prices): 17TM (Mercury), 17-in. table, \$329.95 (\$15); 17CM2 (Imperial), 17-in. console, \$389.95 (\$20); 119CM (Empire), 19-in. round console, \$499.50 (\$10).

Raytheon (Belmont) is adding 2 sets to old line (Vol. 6:27): 17-in. console with AM-phono and 20-in. console, both \$469.95.

Starrett 1951 line has 9 models ranging from 17-in. mahogany table, \$249, to 20-in. console with doors, \$439.

Sparton line for 1951 comprises 7 sets in 15 models— all 17-in. Prices are \$40-\$80 higher than those for comparable sets in old line (Vol. 6:35). Here are the sets (prices include excise tax):

Tables: 5104 (Berkeley), mahogany plastic, \$259.95; 5101 (Whitney), mahogany wood, \$289.95 (blonde \$294.95, limed oak \$299.95).

Consoles: 5152 (Gramercy), mahogany, \$349.95 (blonde \$359.95, limed oak \$369.95); 5155 (Sheffield), mahogany, different cabinet, \$379.95 (blonde \$389.95, limed oak \$399.95); 5158 (Rutledge), mahogany, different cabinet, \$399.95.

Combinations: 5188 (Westmont), mahogany, AM-FM-phono, \$499.95 (blonde \$509.95); 5182 (Nassau), mahogany, AM-FM-phono, \$539.95 (blonde \$549.95).

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Air King 1951 line has seven 17-in. and two 20-in. sets, with prices \$20-\$70 higher than last year's comparable models. Here are the sets (prices include excise tax):

17-in.: 17M1, metal table, \$239.95; 17T1, mahogany wood table, \$279.95; 17C7, mahogany console, \$299.95; 17C5, mahogany console, different cabinet, \$339.95 (in blonde, \$354.95); 17C2, mahogany console, doors, \$399.95; 17K1, mahogany console, AM-FM-phono, \$499.95.

20-in.: 20C1, mahogany console, \$399.95; 20C2, mahogany console, half doors, \$469.95.

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Hoffman has raised prices from \$2 to \$20 on its line to cover excise tax, and is planning to drop 14-in. production and replace 16 & 19-in. tubes with 17 & 20-in. R. J. McNeely, director of sales, estimates production of 40,000 units first quarter of 1951, increase of 15,000 over same period last year.

Phileo has dropped Model 1871 from new line (Vol. 6:52). It was 17-in. TV-phono in mahogany at \$399.95. Instead, Phileo now has Model 1833 in same cabinet, TV console only, at \$369.95.

Sentinel line for 1951 is reported to be 7 sets ranging from 17-in. table at \$290 to 20-in. console with doors at \$500. Prices include excise tax and are said to be 2½%-3½% higher than former models.

Trav-Ler reports adding 2 new 14-in. models to line— mahogany table at \$179.95, console \$199.95. Noteworthy is fact Trav-Ler dropped 14-in. from mid-1950 line (Vol. 6:24-25).

New Jackson line for 1951, to be shipped in February, comprises 6 sets in 12 models. Prices run from \$220 for 14-in. mahogany table to \$600 for 20-in. mahogany console with AM-FM-phono.

Trans-Vue's 1951 line consists of 3 sets in 9 different models with prices ranging from \$270 for 17-in. mahogany table to \$450 for 20-in. console with half-doors.

Pathe reports having 20-in. mahogany console at \$320; with doors, \$379.50; in blonde, \$379.50.

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Viewing after 11 p.m. goes on in 75% of New York area homes, at least one night weekly, according to Advertest Research's survey of 763 families. Poll indicates 50% of all TV sets are on 11-12 during average night. Before TV, 63% of these late viewers were in bed at that time. Sports rank high in popularity, but programs with highest cumulative audience are: WNBT's *Broadway Open House* 43.6%, WATV's *Stardust Theatre* 23.7%, WPIX's *Night Owl Theatre* 22.9%, WOR-TV's *Starlit Playhouse* 22%.

FCC's annual report for fiscal year ending June 30, 1950, released last week, is available (40¢) from U. S. Govt. Printing Office, Washington 25. It's useful primarily as permanent reference on statistics of number of stations, their income, etc.

Trade Personals: James B. Conkling, ex-Capitol Records v.p., named president of Columbia Records Inc., succeeding Edward Wallerstein, resigning Feb. 1 . . . Gerald Light named Emerson sales promotion mgr., succeeding Harold Deitz, resigned to head Emerson Mid-State Inc., Newburgh, N. Y. . . . A. E. Sinclair, ex-Zenith and Mallory, appointed industrial relations director, Federal Telephone & Radio . . . John R. Howland, ex-Zenith, now heading newly created office of product research, Stewart-Warner . . . Curtis L. Peterson, ex-Ecko Products Co., named Meck merchandising promotion director . . . J. D. Van der Veer named Tung-Sol sales mgr. for electron tube equipment . . . Sidney E. Warner leaves partnership in Aircraft Electronic Associates to become engineering and research director, LaPointe-Plasmocold . . . Donald B. Harris, ex-Collins, named technical asst. to president Hector R. Skifter, Airborne Instruments Laboratory . . . Leon C. Guest, from Picture Tube Div., named comptroller of Radio-TV Div., Sylvania . . . Aerovox appoints Frank Marshall director of manufacturer sales, succeeded by A. E. Quick, ex-Electrical Reactance Corp., as sales mgr.; Carl Bretz becomes sales mgr. of Electrical Reactance. In addition, J. Fraser Cocks Jr. becomes gen. comptroller of both Aerovox and Electrical Reactance, Carl Gulbranson succeeding him at Aerovox.

Veteran Wireless Operators Assn., comprising oldtime "brass pounders" or ship-shore operators, have reelected Wm. J. McGonigle, N. Y. Telephone Co., president; Wm. C. Simon, Tropical Radio, secretary; reelected FCC Comr. George E. Sterling to board; elected these other officers: A. J. Costigan, RCA, 1st v.p.; H. L. Cornell, Esso Shipping Co., 2nd v.p.; R. H. Pheysey, United Fruit, treas.; R. J. Iverson, *New York Times*, asst. secy. Elected to board: C. D. Guthrie, U. S. Maritime Commission retired; George H. Clark, RCA retired; Capt. Fred Muller, USNR retired; Jack Poppele, WOR.

New tri-color tube, patented (No. 2,529,485) by Thornton Chew, engineering v.p. of KFMB-TV, San Diego, is described by him as "a device employing a magnetic field in combination with a screen divided into discrete color emitting areas in such manner as to sequentially reproduce images in each of the component primary colors. Being a single-gun, single-raster tube with multiple color screen, it avoids difficulties with coincident scanning, keystoneing, optical superposition and color wheels." He reports making arrangements with unnamed tube manufacturer to produce experimental models, gives "educated guess" tube might retail for 1½ times comparable black-and-white unit.

"Universal Color Scanner" is being advertised by DuMont. It reads, in part: "Operating on the principle of the flying spot scanner, [it provides] tri-color signals from any 35mm 2x2-in. color transparency. Available as outputs are an FCC-approved field sequential video color signal and 3 simultaneous video color signals which may be fed to any external sampling equipment for experimental work with line or dot sequential systems."

"Televised microscopy" is new technique developed by RCA Labs for observation of objects difficult or impossible to examine through ordinary means. Industrial TV camera, employing Vidicons sensitive to either red or violet light, is focused through microscope on living organisms which might otherwise require killing and staining. Other advantages: TV camera works in weak light, permits magnifications of 15-20 times.

Jan. 1 sets-in-use reported since NBC Research's "census" of Dec. 1 (Vol. 6:51): St. Louis, 239,000, up 17,000; Washington, 219,760, up 13,760; Pittsburgh, 212,000, up 22,000; Kansas City, 93,170, up 9670; Greensboro, 41,968, up 6068; Ames (Des Moines), 33,724 as of Dec. 15, up 3562 since Dec. 1.

Mobilization Notes: To keep clear of anti-trust charges, NPA this week announced formal regulations governing industry advisory committees (Vol. 6:30, 49, 51). Attorney General is quoted as outlining these requirements: (1) Agendas are formulated by Govt. (2) Meetings are led by full-time govt. officials. (3) Minutes are kept on each meeting. (4) Committees are restricted to purely advisory functions.

NPA's regulations make it clear that industry advisory committees are "the recognized, official instruments for maintaining contact between the NPA and industry on all matters relating to the defense program." The order says, however, that individuals or groups may seek discussions with NPA officials whether members of advisory committees or not. NPA said it tries to give representation on committees "to large, medium and small businesses, geographical distribution, members and non-members of trade associations, and various segments of a given industry." It assured industry that, wherever possible, "representatives of industries are consulted in preparation of NPA actions affecting them."

Munitions Board meets Jan. 15 with Electronics Equipment Industry Committee, first full-scale meeting since last August (Vol. 6:33). Major subject is setting up of industry list showing electronics companies and products they make—to determine how product of each manufacturer fits into list of military equipments. Also to be discussed will be procurement and production policies, with subcontracting a major item. Western Electric's Fred Lack and Munitions Board's electronics division chief Marvin Hobbs are co-chairmen of committee.

Munitions Board was reorganized this week into 5 offices, each to be headed by vice chairman serving without compensation under Chairman John D. Small. The offices and vice-chairmen: Stockpile Management, Roscoe Seybold, Westinghouse v.p.; Staff Management, William T. Van Atten, Dun & Bradstreet v.p. (temporary). Not yet appointed are vice-chairmen for Production, Requirements and Supply Management offices. Electronics Division is under Production Management.

"Shortage census" will be undertaken by RTMA's Electronic Parts Mobilization Committee to provide comprehensive evaluation of supply and demand for critical materials used in civilian electronics. Meeting in Washington this week, committee laid plans for survey, visited new NPA Administrator Manly Fleischmann. Committee's membership: A. D. Plamondon (Indiana Steel Products) and R. E. Laux (General Instrument), co-chairmen; Raymond G. Zender (Lenz Electric); Matt Little (Quam-Nichols); Harry A. Ehle (IRC); RTMA president Robert C. Sprague (Sprague Electric), ex-officio.

Severity of copper shortage was underscored this week by Defense Minerals Administrator James Boyd who said all known copper deposits available to U. S. would not meet American defense and civilian requirements. Zinc producers say Govt. will interrupt its stockpiling of that metal for 6 months, easing shortage situation. Zinc stockpile is believed largest of any non-ferrous metal.

Tubes and resistors won't come under govt. distribution or allocation orders in foreseeable future, NPA men indicate. Despite shortage of these items, they feel manufacturers are being scrupulously fair in distributing their output equitably among civilian users and coming to aid of users with emergency shortage problems.

President Truman's reference to cost of \$3,250,000 for each B-36 airplane in his "State of the Union" address to Congress Jan. 3 can be translated into \$525,000 in electronics for each B-36. That's based on general estimate that 15% of cost of plane goes for electronics gear. President Truman called for 50,000 planes a year.

Among unclassified military contracts for electronics and related equipment (more than \$100,000) announced by Commerce Dept. for 2 weeks ending Jan. 10: Through Signal Corps, Philadelphia—Federal Telephone & Radio, \$11,485,239, radio receiver components; Johnson Service Co., Milwaukee, \$3,041,250, radiosondes (75,000 units); ARF Products, \$2,276,090, radio sets (516); Lewyt, \$1,732,291, radio sets (1634); Mallory, \$454,219, batteries (19,426). Through Navy Electronic Supply Office, Great Lakes, Ill.—Litten Industries, San Carlos, Cal., \$2,000,000, magnetron tubes (5000); GE, \$653,400, tubes (150,000). Through Navy Bureau of Ships, Washington—Hoffman, \$600,000, radio sets (591); Air Associates Inc., Teterboro, N. J., \$405,600, receiving sets (381). Sylvania received \$1,496,300 in contracts for 69,500 tubes, Raytheon \$1,375,790 for 58,000 tubes, through Signal Corps and Navy.

Completion of Congressional assignments to Interstate & Foreign Commerce committees, responsible for TV-radio, brings this lineup: Senate Democrats—Johnson (Colo.), chairman; McFarland (Ariz.), Magnuson (Wash.), McMahon (Conn.), O'Connor (Md.), Johnson (Tex.), Hunt (Wyo.). Senate Republicans—Tobey (N. H.), Brewster (Me.), Capehart (Ind.), Bricker (O.), Williams (Del.), Kem (Mo.). House Democrats—Crosser (O.), chairman; Beckworth (Tex.), Priest (Tenn.), Harris (Ark.), Rogers (Fla.), Klein (N. Y.), Stanley (Va.), Sullivan (Mo.), Granahan (Pa.), McGuire (Conn.), Underwood (Ky.), Carlyle (N. C.), Williams (Miss.), Mack (Ill.), Thornberry (Tex.), Heller (N. Y.), Roberts (Ala.). House Republicans—Wolverton (N. J.), Hinshaw (Cal.), Hall (N. Y.), O'Hara (Minn.), Gillette (Pa.), Hale (Me.), Dolliver (Iowa), Heselton (Mass.), Hugh D. Scott (Pa.), Bennett (Mich.), Hoffman (Ill.), Chenoweth (Colo.), Beamer (Ind.). Worth noting is that Sen. McFarland now also has powerful job of majority leader, continues as chairman of communications subcommittee; that Texas' Sen. Johnson, who owns KTBC, Austin, is majority whip.

CBS and RCA plugged color—their respective brands—before convention of National Retail Dry Goods Assn. in New York Jan. 11. CBS president Frank Stanton, in addition to emphasizing color's sales appeal, stressed "no cost premium" for sponsoring color, saying the "electron-handling cost" is no greater than for black-and-white. RCA distribution v.p. Robert Seidel plugged for dual standards (Vol. 6:46, et seq), insisting that public should have right to determine system it wants "by its ballot in the marketplace." He emphasized RCA's willingness to telecast color during good commercial hours—"ready to stake its resources, its dollars, and its reputation," confident public "will make the right choice, as they always have."

Newark's WATV is seeking to join five other TV stations atop ideal Empire State Bldg. antenna (Vol. 6:48). Technically, it can be done, since structure was designed to take all 7 area TV stations, including WOR-TV. Design contemplates multiplexing WATV with WPIX. FCC approval was sought this week, but few objections are seen, since station would maintain main studio in Newark and cover city with better signal than it does now. WOR-TV would also be delighted to join up, but is deterred by investment (reportedly near \$1,000,000) in present plant.

Chronological record of facts, dates and people in TV-radio history is presented in *Dunlap's Radio & TV Almanac*, published last week (Harper, 211 pp., \$4) as 12th book by prolific RCA v.p. Orrin E. Dunlap Jr. Almanac's first entry concerns discovery of static electricity in 640 B.C.; last one—Nov. 1, 1950—notes there were "107 TV stations, 2160 radio broadcasting stations, 677 FM stations, 8,900,000 TV receivers and 86,000,000 radio sets." Volume features over 60 nostalgic "then and now" photos, illustrating TV-radio progress.

Financial & Trade Notes: TV may help return prosperity to movie industry, according to financial analysis of 6 "most favorably situated" concerns (Columbia, Loew's, Paramount, 20th Century, United Paramount, Warner Bros.) prepared by Gerstley, Sunstein & Co., Philadelphia, investments. Report makes these points:

(1) "Prospective use by TV industry of past film productions of motion pictures, cost of which has long since been recovered by amortization," will be "found money" for film industry. (2) "As and when film production is divorced from the operation of theatres, the latter will undoubtedly be used for telecast of live programs, special events and for educational purposes." (3) "The trend towards production of films for TV by experienced motion picture producers will probably be accelerated by the very rapid increase in cost of televising live programs." (4) "The prospective curtailment, if not elimination, of set manufacture for the duration . . . should lessen the competition from TV."

* * * *

Raytheon showed net profit of \$1,278,079, or 67¢ per share of common stock, on sales of \$41,050,627 for 6 months ended Nov. 30, 1950, president Charles Francis Adams Jr. reported Jan. 12. This compared with loss of \$621,701 on sales of \$22,088,129 in same 1949 period. Operations for full 1950 fiscal year resulted in profit after taxes of \$935,000. Volume of sales to military has not yet increased, Mr. Adams reported, but research and development has expanded and current orders have been accelerated; increase in inventories in last 6 months from \$15,700,000 to \$21,300,000 was attributed to expansion for govt. production.

Wilcox-Gay Corp. offered 500,000 new shares of common at \$1.625 a share this week, making 1,605,700 shares of \$1 par value outstanding, 1,600,000 shares without par value, \$247,500 in 5% convertible debentures due Dec. 31, 1965, and \$749,330 of unsecured debt. New offering was through Gearhart, Kinnard & Otis Inc. and White & Co., and will be used for working capital.

Tung-Sol reports its outstanding cumulative convertible preference stock had been reduced to 53,494 by Dec. 30, resulting from conversion of 3815 shares into common on a share-for-share basis.

* * * *

Plant expansions: Kollsman Instrument Corp., wholly owned subsidiary of Standard Coil Products Inc., has acquired 2 factory buildings, each about 100,000 sq. ft., with large lot, on 47th Ave. in Elmhurst section of New York borough of Queens . . . Teletronics Laboratories Corp. in February will occupy new \$200,000 factory in Los Angeles Airport industrial tract, tripling capacity.

Flareup against rising TV costs (Vol. 7:1) comes from Kudner Agency president James H. S. Ellis, addressing Detroit Adcraft Club Jan. 12. He charged networks, through control of TV packages, have bid up talent prices to point where "TV is getting too rich for the average advertiser's purse, no matter how good it is."

Three years ago, said Ellis, top weekly hour-long TV show cost \$10,000 (\$2000 for time, \$800 talent); today same show costs \$100,000 (\$36,000 time, more than \$60,000 talent). That means a \$4,000,000 ad budget for TV alone, he declared.

Competition between networks has reached point of outright "audience stealing," he said, "with networks bidding fabulous prices which few sponsors can justifiably pay. With individual stars getting as much as \$40,000 for a single performance, a lot of harm has been done."

Warning of "monopolistic control of the editorial content of the air," through network control of shows (CBS

Second week's Phonevision tests in Chicago (Vol. 7:1) have led proponent E. F. McDonald, Zenith president, to claim that it's movie industry's way of recapturing "lost audience". He said 180 of the 300 test families reported they had never seen first film shown, *April Showers*, with Bing Crosby, reported he's even considering showing *Hunchback of Notre Dame*, 1939 RKO horror hit starring Lon Chaney, to enable oldsters and youngsters to see top show they've missed. Movies' vital interest in tests was indicated this week in Paramount's hiring A. E. Sindlinger (Radox) to check public reaction. Second week's pictures were: MGM's *Song of Love*, with Katherine Hepburn, Paul Henreid, Robert Walker; Warner's *Voice of the Turtle*, with Ronald Reagan, Eleanor Parker; KRO's *Enchanted Cottage*, with Dorothy McGuire, Robert Young; MGM's *Tenth Avenue Angel*, with Margaret O'Brien; RKO's *Murder My Sweet*, with Dick Powell, Claire Trevor, Anne Shirley; Paramount's *Golden Earrings*, with Marlene Dietrich, Ray Milland; MGM's *Song of the Thin Man*, with Myrna Loy, William Powell.

Theatre-TV interests claimed discrimination in statement to FCC this week, saying they weren't getting look-in on AT&T intercity TV circuits because networks had preempted all choice times. Statement cites inability of United Paramount Theatres to interconnect Detroit and Chicago theatres Nov. 4 & 11 for U of Michigan football games, asks that AT&T be forced to consider theatre-TV claimants when allocating circuits. New factor might throw monkey wrench into network's carefully worked out "stagger" system, which obviated need for FCC hearing on ABC and DuMont complaints (Vol. 6:49, 50). There are now reported to be 15 theatres in 10 cities with TV installations, latest being Pittsburgh's Fulton Theatre (using General Precision Laboratory equipment, Vol. 6:47) and Los Angeles' Orpheum Theatre (RCA). Paramount Theatres, reporting this week on its theatre-TV experiments, told FCC: (1) Company confirmed belief 525-line, 6-mc monochrome is inadequate for theatre-TV. (2) It plans experimentation with 525-line, 18-mc color. (3) It surveyed all 100 New York theatres with 2000 or more seats, found 70 of them within line-of-sight of central transmission point, plans to test transmissions from several such points.

If NAB chooses new general manager from own staff, mantle may fall on Robert K. Richards, Richard P. Doherty or Ralph W. Hardy. Richards is public affairs director; Doherty, employe-employer relations; Hardy, government relations. Decision on successor to William B. Ryan, named BAB president last week (Vol. 7:1) is expected at NAB board meeting Feb. 1-2 at Belleview-Biltmore Hotel, Clearwater, Fla.

owns 70% of all its commercial shows, NBC 50%, he said), Ellis continued: "It is time for the people responsible for the destiny of TV to stop, look and listen . . . At least we can call a halt and give the independent sources a chance to find if there isn't some way to keep talent costs from going out of the reach of everyone—and thereby hurting TV, talent, TV owners and the industry as a whole."

* * * *

TV talent cost \$84,229,600 for 1950 sponsored evening network programs, according to figures compiled by George M. Burbach Jr., New York advertising man, son of director of St. Louis Post-Dispatch's KSD & KSD-TV. Added to \$45,000,000 TV network time cost estimate for 1950 (Vol. 6:52), this would make total of around \$129,000,000 spent for network time and talent. Mr. Burbach notes his compilation "does not include special features such as World Series, football games and summer replacements."

Telecasting Notes: Network radio sales are booming, variously attributed to new excess profits tax and scarcity of TV time . . . Gulf Oil is dropping radio version of *We the People* on NBC, while retaining TV version, taking on new sponsorship of *Counter-Spy* on NBC-AM Sunday p.m. . . . Tintair's CBS-TV hit, *Somerset Maugham Theatre*, will have radio version on CBS starting Jan. 20, Sat. 11:30-12 noon . . . Add New York stations boosting rates: ABC's WJZ-TV, which Feb. 1 raises base Class A hour rate from \$2200 to \$3100, one-minute from \$500 to \$650; 20-second rate will be \$550, 8-second, \$350 (see Vol. 7:1 for other New York rate hikes) . . . *Variety* reports both WLWT & WCPO-TV, Cincinnati, now operating in the black, with WKRC-TV "making rapid strides to get beyond the red line" . . . Showman Billy Rose engaged by NBC under 2-year contract as consultant on TV shows . . . Kine-recordings of top TV shows, which can be screened on standard 16mm projectors, may be circulated abroad, where GIs are stationed, under plan attributed to producer Leland Hayward, RCA president Frank Folsom, RCA v.p. Manny Sacks . . . Now wholly owned by *Los Angeles Times* (Vol. 6:52), KTTV has switched representation to Blair TV Inc.; CBS's KTSL (soon to be KNX-TV) is represented by Radio Sales . . . Donald Cooke Inc., station rep, has formed separate TV dept. . . . CBS has released Robert Q. Lewis from exclusive contract, dropped his Mon. 2:45-3:30 TV sustainer—but he'll continue American Safety Razor Corp.'s *Show Goes On* and will substitute for Arthur Godfrey on Wed. Chesterfield show when Godfrey begins 2-week Navy duty Jan. 18; Godfrey also considering 3 weeks in Europe to study Eisenhower mission for "conversational" material . . . Color TV is subject of evening classes for advertising personnel starting at New York U Feb. 6, conducted by *Tele-Tech's* John Battison with lectures by CBS's Peter Goldmark, Paramount's Richard Hodgson, et al. . . . CBS Radio Sales announces exclusive representation of new TV film series, 26 half hours, titled *The Range Rider*, produced by Flying A Pictures under same direction as CBS-TV's *Gene Autry Show* . . . Decline in attendance has forced suspension Jan. 12 of Crosley-promoted wrestling matches, carried on hookup of WLWT, WLWD, WLWC . . . Current *Pageant Magazine* carries 8-page feature titled "Howdy Doody, Mr. Smith!" and featuring the NBC-TV kid show . . . Gillette sponsored Ezzard Charles-Lee Oma heavyweight title fight Jan. 12 on NBC-TV as a highlight of its Fri. 10 p.m. *Cavalcade of Sports* . . . Pabst will sponsor Jake LaMotta-Ray Robinson middleweight title bout on CBS-TV as a feature of its regular Wed. 10 p.m. boxing series . . . KMTV, Omaha, has prepared concise *Guide to Layout & Reproduction of Art for TV*, listing "do's & don'ts"; available on request.

New TV station in Cedar Rapids, Ia., is sought in application filed with FCC this week by WMT (Wm. B. Dolph). It seeks Channel No. 9. Previously, *Cedar Rapids Gazette* (KCRG) had filed for No. 7. Petition to dismiss Don Lee application for Channel 2 in San Francisco, reserved by FCC for more than 2 years for Don Lee, has been filed by Edwin Pauley's Television California. Pauley claims Don Lee is now owned by new stockholders, therefore not same company FCC favored previously (Vol. 6:50). [For details about WMT application, see *TV Ad-denda 12-A.*]

United Television Programs Inc. has been formed as program distributing concern by Edward Petry & Co., station reps; Standard Radio Transcription Services Inc.; Century Artists. Officers are Jerry King, Standard, president; Richard J. Dorso, Century, executive v.p.; Milton Blink, Standard, secy-treas.

Federal Communications Bar Assn. holds annual luncheon meeting Jan. 26 at Willard Hotel, Washington, annual dinner same evening in Mayflower Hotel.

CBS color piped to Chicago drew highly favorable reaction during demonstrations which began this week. Even Judge Walter LaBuy, who dissented vigorously in decision upholding FCC authority (Vol. 6:51), attended showings, said: "The commercial possibilities of color TV are tremendous. The entertainment value is self-evident." Press was uniformly enthusiastic. Said *Chicago Tribune* radio editor Larry Wolters: "Colors came through in bright, true tones with amazing detail . . . Whatever the final outcome of the color TV battle, [it is] something wonderful to see." Bill Irvin, *Sun-Times*: "Clarity and brilliance of the colors drew enthusiastic comment." Jack Mabley, *Daily News*: "Virtually perfect pictures." William Leonard, *Journal of Commerce*: "Every single picture was so amazingly clear in detail, so thrillingly deep in dimension, so pleasantly devoid of those horizontal TV wriggles and squirms, that standard black-and-white video seemed instantaneously as far behind the times as the crystal set . . . and the crank-up phonograph." Closed-circuit pictures, received from New York via coaxial at studios of WBBM in Wrigley Bldg., were shown on 12-in. (magnified) set with Webster-Chicago converter and 12-in. (magnified) Muntz slave unit, in addition to 12½-in. industrial set and 17-in. color-drum console.

Broadcasters got assurances this week from FCC chairman Coy and Air Force communication chief Maj. Gen. F. L. Ankenbrandt that there's no intention of taking control of radio and TV stations away from owners except in real emergency. Reference was to Defense Dept. request for legislation from Congress giving President control over "electromagnetic" radiation devices (Vol. 6:51). Assurances were given at second meeting of Broadcast Advisory Council Jan. 8 in Washington. Requests for additional membership were tabled until functions of Council are more clearly defined. There have been complaints (even to White House) that BAC doesn't fully represent TV-radio media. They've been made by non-NAB broadcasters, educational and farm groups, labor and other organizations (such as National Assn. of Radio-TV News Directors).

Petrillo will take up question of music on kinescope recordings at later date, personally, a union official said after Jan. 12 meeting of AFM Local 802 and networks on new contracts. Biggest demand was for elimination of all canned music between 8 a.m. and midnight. Other demands: (1) About 50% hike in pay scale. (2) Welfare fund based on 3% of payroll, to be paid by networks. (3) Minimum number of musicians for each program category. (4) Run-of-show contracts for musicians hired for a show. Present union contract with networks (and WOR) expires Jan. 31. Negotiators meet again Jan. 16.

"One-year moratorium" on live telecasts of college football games was voted, 161-7, by National Collegiate Athletic Assn., meeting in Dallas Jan. 12. Resolution, said to be "morally binding," is not outright ban and no provision for enforcement was made. Ruling provides for live TV only on "controlled experimental basis," permits delayed telecasts, and instantaneous theatre and Phone-vision telecasts. Officials of pro-TV Notre Dame said they regard moratorium as moral obligation.

Ban on network telecasts of baseball games, but not local telecasts, was voted by National League, which also decided to set up supervising agency to govern National League broadcasts outside major league areas. Action was taken as result of plea by minor leagues for relief from major league radio competition. American League is expected to follow suit. Meanwhile, Washington Senators cut to 21 number of its games to be televised in Washington. Last summer all home games were televised. National Basketball Assn. banned telecasting in Minneapolis, leaving New York only city televising pro cagers.

Television Digest

WITH AM FM REPORTS

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(For Special Reports on Week's Electronics Mobilization Activities, see pages 6-9)

NEW YARDSTICK FOR TV COVERAGE: What is a TV station's coverage area?

This simplest, basic question of the telecasting business, curiously enough, seems to have most complex answers of all -- with many time-buyers still mistakenly obsessed with "wattage" as a principal criterion, a hangover from AM.

Issuance of revised sets-in-use and "family" figures by NBC Research this week (p. 12) is very good illustration of how concepts change.

Network is launching new coverage concept next week -- with elaborate presentation, including maps, retail sales, effective buying income, etc. (Vol. 6:48),

New criterion is .1 millivolt-per-meter contour, replacing .5 Mv/m used heretofore. Recognizing that these figures are almost meaningless to laymen, NBC Research translates them -- with reservations -- into rough, rule-of-thumb mileage radii. In effect, average station's coverage radius has been widened from 40 to 60 miles, though areas are by no means perfect circles.

Overlap in family figures has been eliminated. Through a "strongest signal" formula, overlap areas are generally split equally among stations involved.

Some stations are bound to be unhappy about this, of course. Families credited to Providence, for example, are cut by over 50%. In addition, family count is brought up-to-date through use of Sales Management's 1950 survey of buying power.

* * * *

Considerable sweating went into new yardstick. It was arrived at after consultation among networks and between networks and manufacturers. CBS will use same figure, and its overall computations are within about 1% of NBC's. ABC and DuMont are understood to have agreed to revision. Preponderance of industry considers new coverage realistic. In fact, NBC says many sponsors urged networks into it, reporting their retail outlets, in the .1 Mv/m sticks, demanding to join in on participation shows in order to reach local viewers.

Individual stations have far greater claims, frequently, and some even urged that contour be moved out to .025 Mv/m (25 microvolts).

Here's how new factor was arrived at:

(1) Performance of receivers and antennas -- how they function in the "back country" -- was calculated by manufacturers, service companies.

(2) Actual measured .5 Mv/m contours were supplied by about half of NBC affiliates, extrapolated out to .1 Mv/m.

(3) Mail from viewer owners was analyzed, found to correspond very closely to actual distribution of population -- 4-5% beyond .1 Mv/m, 17-20% between .1 & .5 Mv/m, balance within .5 Mv/m.

(4) "Holes" in coverage within .1 Mv/m were weighed against reception beyond, determined to be about equal.

New coverage appears optimistic, when compared with FCC's existing or pro-

posed engineering standards. But network engineers insist that new figure is based on actual reception experience; that FCC is necessarily conservative in drawing up standards; that offset carrier (Vol. 6:42-48) is a powerful "bonus" factor; that people do go to great trouble to get a picture; that viewers do accept considerably less than optimum quality when nothing else is available.

But technical men readily admit that more stations post-freeze, meaning crowded channels, will undoubtedly change situation, as it did in AM.

Time-buyers who still interpret "power" to mean "coverage" are gradually learning that many other factors have greater importance -- height, terrain, co-channel interference, etc. Also to be remembered is that FCC has endeavored to give all stations in same city equal potential coverage. Joint use of Empire State Bldg. in New York (Vol. 7:2) is perfect example.

What do FCC engineers say, when asked how far a station reaches? They used to answer "roughly .5 Mv/m." Their current answer sounds facetious, but it's really quite apt: "As far as it can be received."

STATIONS EXEMPT FROM BUILDING BAN: There's no ban on construction or alteration of TV-radio stations -- yet.

Despite some headlines in trade press, new restrictions on commercial construction (NPA Order M-4 amended) will have no effect on building of studio or transmitter installations -- but it's good bet that station construction will eventually be controlled.

Most commercial construction is banned until Feb. 15 by NPA order. After that time, building will be authorized only if it furthers defense effort, is essential to health, welfare or safety, or relieves community hardship.

TV-radio station construction is exempt from order, NPA attorneys say. They hasten to point out, however, that broadcasters can't build office buildings without NPA authorization.

"We're going slow in restricting anything that involves communications," an NPA official told us, "but undoubtedly the time will come when building of broadcasting facilities will have to be restricted."

So anyone can build a station now -- if he can get the materials.

TV INTO NAB AS AUTONOMOUS ENTITY: Willing and eager to join -- but demanding absolute autonomy on all matters TV. That epitomizes attitude and decision of the 138 registrants representing top-level ownership-management of some 80 of nation's 107 telecasting stations who met in Chicago Jan. 19 to consider whether to ally with NAB, abandon TBA. Oft-broached one-big-tent idea stuck, and this is what conferees did:

(1) Agreed to join in separate TV division within NAB, with own management, own staff, responsible only to own board of directors.

(2) Elected 9 members of projected 13-man board, agreed 4 others should be designated one each by the networks; 57 of the 80 stations cast ballots.

(3) Decided 2 board members must always represent TV-only interests.

(4) Signed up members tentatively, leaving formalization of organization, membership fees, etc. to board whose elected members are: Eugene Thomas, WOR-TV, chairman; Robert Swezey, WDSU-TV, vice chairman; Clair McCollough, WGAL-TV & WDEL-TV; George Storer, WJBK-TV, WSPD-TV & WAGA-TV; Harold Hough, WBAP-TV; Campbell Arnoux, WTAR-TV; Harry Bannister, WWJ-TV; Paul Raibourn, KTLA (Paramount); W. D. Rogers, KEYL, San Antonio.

Messrs. Raibourn and Rogers are the non-AM members. Former has long been a prime mover in TBA, exerts great influence in that organization.

Need for organization, importance of autonomy, were stressed in discussions of such current problems as educational demands for channels, ASCAP fees, sports bans, excess profits tax -- in none of which has TV been adequately represented.

Presence of so many non-members of NAB & TBA, general recognition of need for stronger TV industry leadership, enthusiasm of many, augurs well for proposed setup -- NBC president Joe McConnell arising to give it his blessing, ABC's Joe

McDonald and DuMont's Chris Witting approving, CBS's Larry Lowman indicating his company may go along. Neither ABC nor CBS is member of NAB, though all networks belong to TBA.

Board steering committee meets to work out details sometime before NAB's next board meeting in Clearwater, Fla., Jan. 31, Feb. 1 & 2. Steering committee comprises Messrs. Thomas, Swezey, Storer. NAB board must, of course, approve -- and there's some sentiment in that dominantly AM organization to avoid any "support" to TV. It's noteworthy, though, that Thomas and Swezey are members of NAB board.

COY'S HOPES FOR FREEZE-END & COLOR: Though it's no longer winning headlines, argument-as-usual continues over color TV issue -- with FCC and CBS still flailing in a virtual vacuum, mainly mobilization-created. This week, FCC Chairman Wayne Coy made another speech, talking mostly about color, while CBS continued color demonstrations on receivers not only in its Chicago Wrigley Bldg. studios but in United Paramount's Chicago Theatre and in big Carson Pirie Scott dept. store.

More significant than what he said about color, Coy took another look at his dog-eared end-of-freeze timetable, speaking before New York State Publishers Assn.

Carefully hedging this time (his last guess was between April 1 & July 1), he again pushed his prediction into the defense-shrouded future -- this time to "third anniversary of the freeze," namely, next Sept. 30. Admitting he had made many wrong predictions in past, he told Buffalo convention:

"I do hope and expect and predict that we will be out of the freeze and granting applications before the third anniversary of the freeze...unless the mobilization program is so large by late summer it will not be possible to utilize raw materials in the building equipment and construction necessary to get TV stations on the air."

Just what end-of-freeze will mean, when and if it does come, is still good question (Vol. 6:52). TV-radio stations are exempt from this week's NPA ban on new construction (see p. 2) -- but it's no secret they're under consideration, too.

And except for the few transmitters still in crates or on assembly lines, it's idle to assume equipment-as-usual will be available this fall or next winter. Not, at least, in quantities sufficient to accommodate or even make good start toward Mr. Coy's prediction that: "It is not unreasonable to expect that a matured competitive TV service for this country will have more than 1000 stations and that the annual volume of business done by these stations will exceed \$1 billion."

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Reviewing TV's phenomenal growth, Coy warned the publishers of its impact on their medium, inferentially at least urged them to get into the TV swim, recounted reasons behind the freeze, progress of hearing, etc.

But attempt to "sell" FCC's color decision occupied most of his talk. As he did in recent Variety article (Vol. 7:1), he opined: "Any progress we can make in color will greatly magnify effectiveness of TV's contribution [to defense effort]."

Coy again expressed confidence courts will sustain FCC decision, seemed to think that court order is all that keeps CBS system from being put across -- despite mobilization uncertainties, compatible system progress, probable post-litigation request to reopen hearing, antipathy of virtually entire industry toward FCC decree.

He lit into RCA for attacking decision, called attention to recent NRDGA speech of RCA v.p. Robert Seidel (Vol. 7:2) suggesting dual standards and public choice of systems "by its ballot in the market place." Flatly rejecting RCA's present demands for dual standards, Coy added:

"This same fellow says that the Commission is now placing a ceiling on scientific development. Of all the balderdash! Even since the Commission approved the standards, the proponents of the field-sequential system [CBS] have announced the development of a 17-in. tube, thus meeting the criticism that their picture size was limited to 12½-in. The speaker conveniently ignores this development."

But Coy made no mention of developments in dot-sequential system [RCA] which have met most, if not all, basic criticisms -- even those of FCC. Incidentally,

NTSC "Ad Hoc" committee (Vol. 7:1), weighing contributions of all companies to compatible system, met in Washington Jan. 11 to view and discuss RCA system.

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That "Joe DiMaggio" letter on tri-color tube, sent to FCC by RCA president Frank Folsom (Vol. 6:45), still rankles Coy. He noted that RCA now calls tube the "Joe DiMaggio," said:

"Putting the name of Joe DiMaggio on this tube is somewhat unfortunate because it shows a certain amount of disrespect for DiMaggio's ability. Joe has never refused to play the game, but the tube now bearing his name is side-lined and is as inactive, so far as its potential public is concerned, as a retired ballplayer or as though the tube had suffered an attack of anemia."

While color is now considered academic by virtually entire industry, Coy makes only this concession:

"Of course, all types of broadcasting, including color TV broadcasting, will be affected by the defense effort. The exact extent cannot now be foreseen. The future of our defense mobilization effort may well hold the answer to whether color TV broadcasting makes a small or large beginning within the year in becoming the prevailing TV system of this country."

* * * *

Free competition between color systems was urged Jan. 16 by Illinois' new Republican Senator Everett M. Dirksen in address to NARDA Chicago convention (see Trade Reports). Charging that unlimited govt. restrictions could destroy free enterprise, Sen. Dirksen cited FCC color decision as example. "My inclination is to let them [CBS & RCA] fight it out," said he, "and let the best of the lot win."

CBS reports great success with its Chicago color demonstrations, states they will be extended to other cities shortly. Since equipment and personnel of current New York & Chicago demonstrations will be needed for other cities, Chicago showings will be concluded Jan. 24, New York Jan. 26.

Telecasting Notes: Whereas we "guesstimated," on basis of reported \$45,000,000 worth of network time sold, that over-all 1950 TV time sales soared to around \$100,000,000 (Vol. 6:52), *Broadcasting Magazine* reports its yearbook will estimate \$83,000,000. Whereas NAB estimates radio broadcasting gross revenues for 1950 at \$448,198,000 (Vol. 6:52), yearbook places figure at \$453,000,000, up more than 6% from 1949. NAB's TV figure is estimated at between \$70-\$80,000,000 . . . DuMont Network has purchased old Central Opera House, 205 E. 67th St., New York, will convert it into TV Center, embracing 8 studios, one of them 180x70 ft.; plan is for all New York productions eventually to emanate from center, construction plans depending on NPA restrictions . . . Free & Peters, station reps (including 8 TV outlets; see *TV Factbook No. 12*, p. 38) is out with 7-city survey showing radio preferred over all other media for news, outstripping newspapers by 38%, TV by 268% . . . Horace N. Stovin Co., Toronto, appointed Canadian sales reps for ABC's 5 owned & operated TV stations . . . Radio Correspondents Assn. has cancelled Feb. 3 dinner in honor of President Truman . . . United Television Programs Inc., formed by Petry, Standard, Century Artists (Vol. 7:2) to syndicate TV films, announces it will be sales rep for Bing Crosby Enterprises Inc., including its *Fireside Theater* currently sponsored on NBC-TV by Procter & Gamble . . . American Booksellers Assn., surveying 340 leading booksellers in both TV and non-TV areas, reports effect of TV on book reading and buying "absolutely nil," cites October sales 1% ahead of same 1949 month in TV areas, 4.4% up in non-TV, November 1.8% up in TV, 2.6% up in non-TV . . . University of Miami has begun "Telccourses" via WTVJ, Tue. & Thu. 2:30-3 p.m., enrollment fee \$5, with final tests winning certificates of credit for those who pass; first subjects are public speaking and personal finance.

Personal Notes: CBS chairman Wm. S. Paley, heading new President's Commission on Metals Resources (Vol. 7:2), is taking up residence in Washington for next few months . . . Edgar Kobak, ex-MBS president, now consultant, and J. Harold Ryan, Storer stations, have been added to Secy. of Commerce Sawyer's 21-man Advertising Advisory Committee . . . Paul A. deMars, ex-Washington consultant, now chief engineer of Pickard & Burns, Needham, Mass. . . . Charles C. Bevis Jr., onetime mgr. of WNBK, Cleveland, recently director of NBC-TV stations, named mgr. of KOA, Denver, succeeding Lloyd Yoder, now heading KNBC, San Francisco . . . Lewis Allen Weiss, ex-Don Lee, ex-MBS chairman, on loan from Hughes Aircraft Co., is serving on dollar-a-year basis as special consultant to National Production Authority's Office of Civilian Requirements.

Chapter on color TV in annual report of Senate Small Business Committee created slight stir when Jan. 16 *Radio Daily* report left impression that committee had endorsed FCC decision. Actually, committee directed staff to study situation after it had received many complaints from dealers and distributors. But all staff has done is to digest FCC decision and report on subsequent litigation. As staff member puts it: "It would probably take 7 or 8 engineers to do a real study, so we're waiting for next committee meeting [Feb. 1] to see what they want. This report was supposed to be for background only, not to imply opinion of the committee one way or the other." Speculation about DuMont-CBS tieup on color in Jan. 17 *Variety*, based on recent meetings between Dr. Allen DuMont and CBS president Frank Stanton, is dismissed by Dr. DuMont who says "nothing to it." He says that meetings had nothing to do with color, that "we have some problems in common—labor, etc."

Station Accounts: Baltimore builders A. H. Carrigan & Co., offering \$19,800 stone ranch houses on Jan. 12 *Dream House Time* on WAAM, 6:40-6:55 p.m., reported 20 phone responses, 20 live prospects—leading adman Marx Kaufman, of Kaufman-Strouse, to release this enthusiastic statement: "I'm convinced anything can be sold on TV. It's equal to having 10,000,000 Fuller Brush men putting their feet in the front doors of homes all over America, giving demonstrations" . . . TV, films and radio reported contemplated in \$800,000 New York Stock Exchange's "public education" budget for 1951 . . . Washington Senators have sold rights to telecasts of 21 home games, radio broadcasts of 154 (WTTG & WWDC, respectively), to Christian Heurich Brewing Co. (Old Georgetown beer), thru Henry J. Kaufman & Associates, Washington . . . Parx Products Corp. (plastic finger-nail cover), headed by Herbert L. Pettey, ex-mgr. of New York's WMGM, planning campaign using TV & radio, thru Henry J. Kaufman & Associates . . . Greyhound Bus Lines sponsoring sports roundup on KSTP-TV, St. Paul, Mon. thru Fri. 10:20-10:30 p.m. . . . General Service Publishing Co., in conjunction with Grand Union Co., sponsoring *Fun with Food*, cooking show, on WJZ-TV, New York, Fri. 2-2:30, thru French & Preston, N. Y. . . . New spot business on WCBS-TV, New York, includes: Standard Brands (Blue Bonnet margarine), thru Ted Bates & Co., N. Y.; Purity Bakeries (Grennan Cakes), thru Young & Rubicam, N. Y.; Liebmans Breweries (Rheingold beer), thru Foote, Cone & Belding, N. Y.; Plough Inc. (aspirin), thru Lake, Spiro & Sherman, Memphis . . . New account on WABD, New York, is Cortley Frosted Foods, sponsoring *You're On Your Own*, Sun. 2-2:30, thru Fairfax Adv., new spots on WABD include Ward Baking Co. (Ward's Tip-Top bread), thru J. Walter Thompson; Harry Doehla Co. (greeting cards), thru Schwab & Beatty; California Packing Corp. (Del Monte canned foods), thru McCann-Erickson . . . Among other advertisers currently reported using or preparing to use TV: Richard, S. A. Morges, Switzerland (watches, electric shavers), thru Weiss & Geller, N. Y.; Stardust Inc. (slips & bras), thru Norman D. Watters & Associates, N. Y.; Chunk-E-Nut Products Co. (peanut butter, etc.), thru C. J. LaRoche, N. Y.; American Home Products Corp. (Burnett's pudding), thru Earl Bothwell, N. Y.; Sealy Inc. (mattresses), thru Olian Adv., Chicago; Hygrade Food Products Corp., thru Brooke, Smith, French & Dorrance, N. Y.; Miller Brewing Co. (Miller High Life Beer), thru Mathieson & Associates, Milwaukee; Zippy Products Inc. (Zippy liquid starch), thru W. B. Geissinger & Co., Los Angeles; S. C. Johnson & Sons (Pride liquid furniture polish), thru Needham, Louis & Brorby, Chicago.

Stations Planning & Advisory Committee of NBC radio and TV networks holds first meeting, since new elections, Feb. 14-15 in New York. TV members are: Martin Campbell, WFAA-TV; E. R. Vandeboncoeur, WSYR-TV; John Murphy, Crosley; Dean Fitzner, WDAF-TV. Radio members: Richard O. Dunning, KHQ; B. T. Whitmire, WFBC; Milton L. Greenebaum, WSAM; Howard E. Pill, WSFA; Ralph Evans, WHO; Robert Thompson, WBEN; Jack Harris, KPRC; S. S. Fox, KDYL. Latter 3 also operate TV stations.

TV time and talent charges must be related to effectiveness of medium, have no standing by themselves. That's consensus of TV network and station executives contacted in connection with Kudner Agency president James H. S. Ellis' warnings that TV costs were getting out of hand (Vol. 7:2). None intend any public rebuttal of Ellis' Detroit speech, on grounds that it doesn't matter how much a show costs, if it sells the goods. Even *Variety* Jan. 17 editorial makes that point, adds: ". . . there is perhaps no ceiling on talent's real worth to sponsors for merchandising values."

Network TV-Radio Billings
December 1950 & 12 Months 1950

Network TV time billings of \$6,684,363 in December (exclusive of non-reporting DuMont) brought total for 1950 to \$40,453,878—but DuMont has reported separately that its 1950 billings were \$4,500,000. December figure is up from November's record \$6,524,858 (Vol. 6:51) and from December 1949's \$1,921,166, and 12 months billings are more than thrice 1949's \$12,294,513. Network radio time sales for December were \$15,673,016, down from December 1949's \$16,408,884; for all 1950, the 4 AM networks reported \$183,358,922 as against \$187,800,329 for 1949. The TV-radio figures, as reported by Publishers Information Bureau:

NETWORK TELEVISION				
	December 1950	December 1949	Jan.-Dec. 1950	Jan.-Dec. 1949
NBC	\$ 3,274,877	\$ 1,026,366	\$ 21,185,812	\$ 6,500,104
CBS	2,269,022	568,713	12,797,556	3,446,893
ABC	1,140,464	219,337	6,470,510	1,391,991
DuMont	*	106,750	*	955,525
Total	\$ 6,684,363	\$ 1,921,166	\$ 40,453,878	\$ 12,294,513

NETWORK RADIO				
	December 1950	December 1949	Jan.-Dec. 1950	Jan.-Dec. 1949
CBS	\$ 6,544,490	\$ 5,774,939	\$ 70,744,669	\$ 63,403,583
NBC	5,063,845	5,631,643	61,397,651	64,013,296
ABC	2,752,288	3,656,492	35,124,625	42,342,854
MBS	1,312,393	1,345,810	16,091,977	18,040,596
Total	\$15,673,016	\$16,408,884	\$183,358,922	\$187,800,329

* Not available, but DuMont has officially announced total 1950 network revenues as \$4,500,000.

Network Accounts: United States Shoe Corp. and its Red Cross Shoe dealers March 4 will sponsor one-time *America Applauds, An Evening for Richard Rodgers* on NBC-TV, Sun. 9-10; testimonial show preempts Philco's *Television Playhouse* . . . Hollywood Candy Co. (Milk Shake candy bar) Jan. 27 begins unnamed children's show on CBS-TV, Sat. 11:30-noon . . . Pabst Sales Co. (Pabst Blue Ribbon beer) Jan. 21 will sponsor film condensation of All-Star Professional Bowl football game on CBS-TV, Sun. 4-4:30; game was played in Los Angeles Jan. 14 . . . Sales Builders Inc. (Max Factor cosmetics) Jan. 20 starts *Sheila Graham Program* (kine) on NBC-TV, Sat. 11-11:15 p.m. . . . Next *Jack Benny Show* on CBS-TV will be Jan. 28, sponsored by Lucky Strike, Sun. 7:30-8, in lieu of one of its regular *This Is Show Business* performances . . . Mutual Benefit Health & Accident Assn.'s *On the Line with Bob Considine* on NBC-TV starts Jan. 20, Sat. 5:45-6, not time reported (Vol. 7:1) . . . New Colgate-Palmolive-Peet Co. program on NBC-TV, Mon.-Wed.-Fri. 3-3:15 starting in February will be *Susan Peters Show*, not *Hawkins Falls* as reported (Vol. 7:2) . . . Campbell Soup Co.'s new *Henry Morgan Show* on NBC-TV, Fri. 9-9:30, starts Jan. 26 . . . Gibson Refrigerator Co. has cancelled plans for *Laura Gibson Show* slated to start Jan. 20 on CBS-TV, Sat. 7:30-7:45, due to expected cutbacks.

Edward Cooper, who as Senate Interstate Commerce Committee specialist on communications advised Senator Johnson, chairman, on matters pertaining to TV-radio, particularly FCC relations and the color controversy, is leaving that job Feb. 1 to become aide to new Senate majority leader Ernest W. McFarland (D-Ariz.). He is succeeded by Nicholas Zapple, for last 18 months special counsel on communications and aviation to Johnson's committee. Zapple formerly was an attorney with Civil Aeronautics Board. Cooper, a Montanan, had formerly served with Senator Wheeler, and is an intimate friend of FCC Comr. Robert Jones, with whom he was once associated in an application for a radio station in Mr. Jones' hometown of Lima, O., while Jones was a Congressman. Senator McFarland will continue on Johnson committee.

CIVILIAN PRODUCTION MUST GO ON: No matter how thin military electronics appropriations are sliced, there still won't be enough such business to keep TV-radio industry at necessary healthy economic levels.

It's that plain and simple fact that has turned upside down the idea prevalent in the industry that all it needs is a guarantee of enough materials to keep civilian lines rolling until military orders "take up the slack."

Short of all-out war, that "slack" may be with us indefinitely. Here's why: Even if military services were to let contracts covering all their present monies, substantial civilian production would still be necessary to keep factories going and employes at work against dread possibility of eventual 100% mobilization.

It's that fact that led Munitions Board to report, in press release on its Jan. 15 meeting with V.I.P.-packed Electronics Equipment Industry Advisory Committee (for list of those attending, see p. 8):

"...money available for electronics procurement is not enough to alleviate all of the dislocation which may arise, although some relief should be forthcoming with the money that is now on hand and expected."

It was obviously with that knowledge in mind that Hallicrafters' military-wise Wm. J. Halligan warned of coming depression in TV-radio (Vol. 7:2), and Crosley's John W. Craig referred to unemployment problems (see Mobilization Notes).

What does it mean? It means that civilian production must be continued indefinitely. It makes conservation and substitution programs (Vol. 7:1-2 and p. 8) more than mere stopgap measures. Here's the score:

Electronics-communications share of military budget is expected to total about \$8.5 billion through June 30, 1952 -- the sum of: \$1.8 billion already let; definite \$1.7 billion, plus probable \$1 billion, yet to be let before June 30, 1951; \$4 billion more (roughly 10%) out of President's military budget for fiscal 1952.

Total of \$8.5 billion sounds like a lot of money, and orders will really begin hitting industry next few months -- though it will be 6 months or more before they show up on production lines. But, consider these facts:

(1) All of this money isn't for purely electronic items. Great chunk is for telephone and telegraph wire, batteries, switchboards, power units, etc. There's another big sum for non-electric parts of electronic equipment, such as radar towers, housings, motors, generators, etc.

(2) Military dollar can't be equated alongside the civilian dollar because military equipment is so much more complex, specifications more rigid, that unit cost is much higher (Vol. 6:49).

(3) Military requirements aren't big in numbers of units. Contracts generally run only in the thousands of units -- not the tens of thousands needed to keep TV-radio industry running at present high rate.

(4) Most contracts are still development and design projects -- and probably will continue to be for some time. It's unfortunate -- but a fact -- that until high policy changes (or is changed by international developments) most contracts will be for early pre-production runs. Few major TV-radio manufacturers are staffed with that kind of engineering talent.

* * * *

So, talk of spreading contracts among TV-radio manufacturers to keep manpower, maintain production lines, is unrealistic. These are factors military will face if it spreads everything:

(1) Everyone will get a little bit; none enough to make up for anticipated reduced civilian output.

(2) Many war-experienced manufacturers, who have continued to produce for

military since World War II, have spent large sums to tool up and expand for specialized military production. They'd be penalized if their contracts were reduced.

Spreading of contracts, nevertheless, is the avowed policy of Defense Dept. Recent directive from Secy. Marshall (Vol. 6:51), plus President's declaration of national emergency which permits negotiated contracts (Vol. 6:50), have helped military services widen number of contracts. In fact, some recent contracts make it mandatory for prime contractor to subcontract -- up to 50%, in some cases.

One aspect of spreading the contracts has special military merit in this atomic era -- dispersal of plant. It's military maxim to spread production geographically, have more than one or two factories making same items.

HOW GOVT. WILL CONTROL MATERIALS: NPA's piecemeal industrial mobilization program is near end of the road. Unrelated across-the-board materials cuts threaten severe inequities and dislocations in civilian industry. Present system is inadequate even for this semi-war economy. Hence --

Production authorities see answer in CMP -- Controlled Materials Plan -- most successful method developed during last war for holding U.S. industrial economy to maximum military and essential civilian production.

CMP will probably emerge by summer from planning boards of Defense Production Administration and National Production Authority. Mobilization czar Charles E. Wilson said Jan. 19 he hopes to have CMP program ready in June.

More than 20,000 govt. employes were needed to operate CMP in World War II, DPA administrator Wm. H. Harrison told Senate Small Business Committee same day. "Even if such a staff were now in existence," said Harrison, "the uncertainty as to the precise nature and extent of the military program would make it impossible to put any such plan into operation until these issues have been resolved."

* * * *

All U.S. production will be regulated -- under CMP -- through control of basic materials. During World War II, 3 metals -- steel, aluminum, copper -- formed basis for CMP's operation.

How will CMP work? Projected outline, based on World War II operation:

All purchase orders involving strategic materials must be approved by Govt. Then, each manufacturer who has an approved order -- military or "essential" civilian -- receives allotment of materials he and his subcontractors must buy to fill order.

"Claimant agencies" are set up as spokesmen for all segments of industry -- military or civilian. There were 12 in World War II. NPA has already designated 19 such agencies as claimants; they probably will serve under new CMP setup. For example: Defense Dept. is claimant for military needs; Maritime Administration, for shipping; Civil Aeronautics Board & Civil Aeronautics Administration, for civil aircraft and equipment; FCC for civil communications facilities, both Govt. and private, not covered by other agencies; NPA's Industry Operations Bureau, for consumer goods and needs of all industries not covered elsewhere.

Each agency decides how much of each strategic material is needed in the field it covers. Available materials pie is then cut by govt. production agency (probably DPA), and stream of allocations -- based on essentiality -- flows down to claimant agencies as lump-sum allotments of each controlled material.

Each claimant agency then makes sub-allocation to its prime contractor; each prime contractor makes further allocation to his subcontractor; each subcontractor allots to his sub-subcontractor, etc. Thus, allocations -- in form of certificates permitting purchase of given amount of scarce material -- follow same lines as the contracts, and are managed by group which makes the procurement.

Example: TV or radio station applies to FCC for increase in power. FCC rules increase is necessary to properly serve station's area, then takes up application with DPA. If DPA gives OK, transmitter manufacturer is allotted sufficient materials. From his allotment, he in turn doles out to his components makers certificates for required materials. Same system would apply to military orders.

Materials limitation orders in NPA's present "M" series would continue in force for "non-essential" civilian users -- those who can't get allotments under CMP.

NPA HELPING MAINTAIN PRODUCTION: There's little doubt now that National Production Authority has classified TV-radio industry -- or more properly, electronics industry -- "essential" with a capital "E".

Relief from NPA orders limiting use of aluminum, copper and nickel is being granted wherever companies have shown that the limitations would force substantial cutbacks and layoffs.

Aluminum order (M-7, see Vol. 6:46-50) has prompted most appeals by electronic firms, perhaps because it was first order issued. Many of these protests have been from capacitor manufacturers. And in practically every one of these cases, satisfactory adjustments have been made.

RCA, facing prospect of layoffs in tube dept. 2 weeks ago because of limitations on use of nickel and copper, sent emergency appeals to NPA's Electronic Products Division (Vol. 7:1). Both appeals were granted and there were no layoffs. (RCA's component division, which has been on 4-day week for last 2 weeks, is going back to 5-day production, at least temporarily.)

Relief has been granted "in all cases" where conservation measures require purchases of hard-to-get substitute materials, NPA electronics men say. "If they just let us know, we'll help them get the materials they need to substitute for more critical materials."

* * * *

Realizing that survival may depend on savings in critical materials, all manufacturers are working on conservation measures (Vol. 7:1-2).

Independent research is not enough, however. Knowledge gained must be pooled. Important step toward this goal was taken Jan. 18 when engineers from most major electronic tube firms attended conservation meeting at GE's New York office.

Conservation know-how will be shared for benefit of national defense and continued civilian production, and engineers laid groundwork for interchange of information. Companies represented are members of RTMA & NEMA and include Bell Labs, GE, Lansdale Tube (Philco subsidiary which initiated meeting), RCA, Sylvania, Western Electric, Westinghouse.

Invited to meeting was NPA Electronic Products Div. staff member Delmus J. Fagge (ex-Air Force radar man, ex-CAA and Bureau of Standards engineer) who gave pledge of all possible aid from NPA.

Featured in discussion were these critical materials which go into industrial, power and TV-radio tubes: nickel, copper, aluminum, cobalt, chrome, tungsten, barium carbonate, mica, brass, platinum, mercury.

Engineers will circulate questionnaire among all tube manufacturers to determine amount of critical materials used by tube industry. Then second meeting will be held to explore every avenue for joint conservation effort.

Note: One of the fruits of industry's conservation programs, RCA's new electrostatic-focus picture tube -- which saves copper and cobalt -- reportedly will be in full production by end of first quarter.

At Munitions Board meeting of Electronics Equipment Industry Advisory Committee Jan. 15 (see p. 6) were: Fred Lack, Western Electric, chairman; Benjamin Abrams, Emerson; Dr. W. R. G. Baker, GE; Max F. Balcom, Sylvania; A. A. Berard, Ward-Leonard; E. W. Butler, Federal; R. W. Carter, Carter Motor; Monte Cohen, F. W. Sickles; A. Crossley, Electro Products; W. J. Wind, Wilbur B. Driver; Jess Marston, International Resistance; R. C. Ellis, Raytheon; Walter Evans, Westinghouse; Adm. Walter J. Buck, RCA; Paul V. Galvin, Motorola; George M. Gardner, Wells-Gardner; Ross D. Siragusa, Admiral; Wm. J. Halligan, Hallicrafters; R. F. Herr, Philco; E. K. Foster, Bendix; H. L. Hoffman, Hoffman Radio; Al DeLeighter, Standard Transformer; W. A. McDonald, Hazeltine; Thomas Meloy, Melpar; H. L. Olesen, Weston; A. D. Plamondon Jr., Indiana Steel; Robert C. Sprague, Sprague Electric; A. E. Thiessen, General Radio; Dr. P. N. Hamble-

ton, Superior Tube; G. E. Wright, Bliley. Also present, among other high govt. and military officials, were Munitions Board Chairman John D. Small, Under Secy. of Army Archibald S. Alexander, Asst. Secy. of Navy John T. Koehler, Under Secy. of Air Force John A. McCone.

Word is that Fred Lack, Western Electric v.p., wants to resign chairmanship of Munitions Board's Electronics Equipment Industry Advisory Committee. Feeling is that problems of committee now deal with TV-radio and components manufacturers, that committee should be headed by someone representing that segment of electronics-communications industry.

Bendix has subcontracted \$20,000,000 of its military orders—with 40% going to plants employing fewer than 100 persons, radio div. purchase director John L. Winchester revealed Jan. 15. Subcontracts range from small resistor subassemblies to steel towers.

Mobilization Notes: Electronics industry, with doubled capacity since World War II, thanks to high level of TV-radio production, is well able to handle sizable amount of military procurement. Yet for certain specialized military items, it still needs expansion—e.g., subminiature tubes.

That's generally accepted implication of Defense Mobilization Director Wilson's reference to electronics in his Jan. 17 address in Philadelphia. He said:

"Expansion of production facilities in electronics is more difficult. Far greater quantities are needed than in the last war; and they are needed sooner. The devices are more complex. But, in electronics, too, the job will be done; it has to be done."

Two paragraphs after this reference, Wilson spoke of using these inducements to get industries to expand: (1) Accelerated amortization for tax purposes. (2) Loan guarantees. (3) Govt. loans.

* * * *

Electronics manufacturers hope that they can keep their employes working, despite materials shortages. But, warnings of coming unemployment continue. Latest was by Crosley's John W. Craig, who told RTMA industrial relations meeting in New York Jan. 17: "When materials shortages cut heavily into civilian production before defense orders can take up the slack, it can mean mass layoffs with the attendant problems of losing trained and skilled people at the very time they are hardest to obtain on the labor market." Paradox for TV-radio manufacturers is this, said Craig: "When the military orders take up the slack, there will be the still greater problem of getting the full number and kinds of employes needed."

Every distributor a military subcontractor—that's proposition made by Belmont's W. L. Dunn Jan. 18 to his (Raytheon) distributors—in event of "all-out mobilization." He said that in World War II Belmont found that 30% of its military production was in "simple subassemblies." His plan "proposes to shift that 30% of military production . . . from our factory to distributors and dealers' stores throughout the country," with distributors acting as production coordinators, expeditors and inspectors, and retailers acting as producers. Point is that such a plan, which has been broached in one form or another by others recently, would keep distributor-retail organizations intact.

To help small business get fair share of defense orders and scarce materials, Sen. Sparkman (D-Ala.), chairman, and 12 other members of Senate Small Business Committee Jan. 17 introduced bill (S-537) to set up Small Defense Plants Corp. similar to setup of World War II. Agency would be empowered to enter into contracts with Govt., farming out work to small businesses. Bill would set up \$500,000,000 fund to make loans to small businesses for expansion and reconversion.

Signal Corps Procurement Agency has opened New York branch office at 80 Lafayette St. "to expedite defense communication and electronic equipment and supplies." Main office is in Philadelphia. Construction will begin this spring on new Signal Corps depot on 1400-acre tract at Tobyhanna, Pa., near Scranton. Completion of this permanent installation, with 2,000,000 sq. ft. of floor space, is scheduled early in 1953.

Among unclassified military contracts for electronics and related equipment (more than \$100,000) announced by Commerce Dept. for week ending Jan. 17: Through Air Materiel Command, Dayton—Philco, \$1,500,000, microwave systems; Wilcox Electric, Kansas City, \$621,741, receiver-transmitters; Gilfillan Bros., \$394,985, radar components; Rauland-Borg, \$315,997, amplifiers. Through

Navy Electronic Supply Office, Great Lakes, Ill.—Sylvania, \$195,000, electron tubes (100,000 units); GE, \$151,800, tubes (200,000). Through Navy Aviation Supply Office, Philadelphia—Northeastern Engineering Co., Manchester, N. H., \$297,837, radiosonde transmitters (15,792). Through Navy Bureau of Ships, Washington—Air Associates Inc., \$293,912, radio receivers (271). Through Navy Ordnance Bureau, Washington—Hytron, \$196,374, rocket electrical connectors (300,000). In addition, GE Jan. 18 announced receipt of \$2,000,000 Signal Corps contract for improved mine detectors to operate on land and under water.



Formation of national servicemen's organization is called for in invitation to meet Jan. 28 at Washington's Hotel Hamilton. New organization, to be known as National Assn. of Electronic Technicians' Assns., has temporary organizing committee comprising David Krantz, chairman, Federation of Radio Servicemen's Assns. of Philadelphia; Max Leibowitz, president of Assn. of Radio Servicemen of New York & Empire State Federation of Electronic Technicians' Assns.; Norman L. Chalfin, executive secy., ARSNY. Arrangements committee comprises Norman R. Selinger, v.p., TV Associates of Washington; Ted Fishman, ARSNY. Among reasons given for need for new organization are: (1) Bad state of parts distribution. (2) Alleged tie-in practices on excise tax and warranties and on set sales and service contracts. (3) Service charges. Call refers to recent formation of National Alliance of Television & Electronic Service Assns. (Vol. 6:43), but not by name, claims it has failed. There has been friction among some members of NATESA.

Walter H. Stellner, Motorola v.p., is heading its newly formed Military Division. President Paul Galvin's Jan. 12 report to stockholders states military backlog is increasing, and during latter 1951 should be big factor in billings. During first half 1951, he also stated, Motorola expects to produce about same quantity of TVs turned out in first half 1950, when gross over-all billings were \$70,347,399, profit \$6.50 per share (Vol. 6:28). Total 1950 sales exceeded \$175,000,000, profit \$14.25 per share on 880,000 shares outstanding at end of year.

Keynote of IRE convention March 19-22, in New York's Waldorf-Astoria and Grand Central Palace, is "Advance with Radio-Electronics in the National Emergency." Sessions are loaded with TV—vhf-uhf transmission and reception, color papers and panels, station design, etc.

RCA has borrowed \$20,000,000 more from 3 institutional investors on 3% notes maturing May 1, 1974, bringing to \$60,000,000 outstanding notes as of Dec. 31, 1950.

Trade Personals: Admiral Wm. F. Halsey (ret.) elected president of Telecommunications Laboratories Inc. (IT&T) . . . Vice Admiral E. D. Foster, just retired as Navy chief of materiel, appointed RCA Victor director of mobilization . . . Sheldon R. Lewis, ex-Montgomery Ward, named traffic mgr., RCA Victor . . . Roy E. Drew, mgr. of cost analysis & control, appointed Sylvania TV Tube Div. controller at Seneca Falls, N. Y. . . Stephen J. Welch appointed New York district representative for GE Tube Divisions . . . Harry H. Erickson promoted to service mgr. for all Admiral branches, succeeded at Appliance Distributors Inc. by Willis Wood, ex-Harry Alter Co. . . . Harry Kruse, ex-Columbia Records, now executive v.p. of London Gramophone Corp.; Joseph P. Dalaney, v.p. in charge of artists & repertoire; Leon C. Hartstone, v.p., administration . . . W. M. Kron, from Owensboro tube works, named mgr. of GE's Tell City, Ind., tube plant, succeeding J. A. Gerber, now asst. to Tube Div. mgr. L. B. Davis . . . Edward Weingarden succeeds Edward Mayer as president of Atwater Television Corp., Simon Chervin named treas., F. Robert Petrino executive v.p.

'SCARE BUYING' ONLY PART OF STORY: Speeches and headlines about shortages, emanating from Washington, may be main factor in continued high level of TV-radio and appliance sales -- what Wall Street Journal calls "new wave of scare buying." But in TV trade, at least, observers see other potent factors. For example:

DuMont's Walter Stickel told Chicago convention of National Appliance & Radio Dealers Assn. that 90% of the 1,160,000 TVs sold during 1946-47-48 will be replaced this year because most were 7, 10 & 12-in. sets and owners want larger pictures. He also opined that 25-40% of 1951's retail unit volume will be in used sets.

There's much to what the DuMont sales chief says, but biggest potential still is new customers from non-TV homes -- and, happily, they're coming into the stores. Inherent appeal of TV and programs people talk about, as well as expected scarcities, are bringing in otherwise recalcitrant customers. Set sales are high despite increased prices -- and the paucity of distress merchandise and special sales would indicate continuingly good near-future outlook.

As yet, defense orders aren't sufficient to interfere very substantially with production, and manufacturers are still urging retailers to stockpile in anticipation of shortages later. Those who have the credit are doing just that.

January production figures may tell eloquent story of trends -- but only the first week's are as yet available from RTMA auditors. It isn't a typical week, either, for it included New Year's Day, with its usual hangover of absenteeism. Moreover, some factories are curtailing while taking inventory. First production week of 1951 (ending Jan. 5) shows 105,699 TVs (8268 of these for private labels) and 209,792 radios turned out. Of radios, 134,079 were home, 63,188 auto, 12,525 portable units. Both TV and radio output totals are within fraction of final 1950 week, which also was 4 days because of Christmas: 105,968 TVs, 201,482 radios.

* * * *

NARDA convention elected Mort Farr, of Upper Darby, Pa., as new president, succeeding James Lee Pryor, Wilmington, Del. At same time it named new gen. manager -- Albert W. Bernsohn, now on RCA Camden public relations staff. He takes over Feb. 1, succeeding Cliff Simpson, now heading Chicago Electric Assn. He's a former newspaperman, is currently chairman of Philadelphia Television Assn. NARDA next meetings will be June 24-25 in Chicago's Stevens Hotel.

BIG FOUR DID \$1¼ BILLION BUSINESS: Annual reports with specific figures will soon be forthcoming -- but, in meantime, it's interesting to note that TV's Big Four accounted for gross factory sales of \$1¼ billion or more for calendar 1950, as against a little more than \$803,000,000 in 1949. Figure for 1950 is derived thus:

RCA did well over \$500,000,000 (Vol. 6:52). Philco has announced in excess of \$335,000,000 (Vol. 7:1), Admiral in excess of \$230,000,000 (Vol. 6:51). This week, in letter to stockholders, Motorola announced sales in excess of \$175,000,000.

These are over-all sales, not merely TV-radio. Their 1949 reports showed: RCA \$397,259,020, Philco \$214,884,000, Admiral \$112,004,251, Motorola \$79,065,115.

How many TVs each company turned out is closely guarded secret of each -- but good guesses would be: RCA, about 1,000,000; Philco and Admiral, between 900,000 and 950,000 each; Motorola, between 500,000 and 600,000. These could be slightly off, but they ought to be pretty good guesses; in case of Motorola, guess is based on fact that its president has stated that nearly 60% of its business comes from TV, and average factory price per set is roughly \$178 (Vol. 7:2).

Thus, of TV's 7,400,000-plus production in 1950 (Vol. 7:2), top 4 companies probably accounted for well over 3,000,000. Rest of the business is divided among 90-odd other manufacturers (for complete list, see TV Factbook No. 12).

Topics & Trends of TV Trade: Editor O. H. Caldwell, of *Radio & Television Retailing*, who knows the trade better than most, raises our \$3 billion estimate of 1950 TV-radio retail trade (Vol. 7:2) by considerable amount in his January edition. He totes up not merely the year's TV-radio receiver sales plus installation, servicing, warranties, as we did; he adds other concomitant items to make "annual bill of U. S. for Radio-TV" reach grand total of \$4,527,000,000! Here's how he arrives at that staggering figure:

Sales of time by broadcasters (and telecasters), \$496,000,000; talent costs, \$80,000,000; electricity, batteries, etc., to operate radio & TV receivers, \$380,000,000; 14,000,000 radio receivers, retail, \$650,000,000; 7,000,000 TV receivers, retail, \$2,149,000,000; 199,000,000 phonograph records, \$226,000,000; 60,000,000 replacement tubes, \$96,000,000; TV-radio parts, accessories, etc., \$200,000,000; labor, \$250,000,000.

* * * *

Mr. Caldwell estimates 101,000,000 of the 193,000,000 radio-TV receivers used in whole world are in U. S. He figures 45,000,000 U. S. homes with radios, 24,000,000 with secondary radios, 4,000,000 in business places, institutions, etc., 17,000,000 in autos, 11,000,000 TVs. He also reckons 21,915,000 phono turntables in use—78rpm, 15,400,000; 33rpm, 1,065,000; 45rpm, 2,450,000; 78 & 33rpm, 400,000; 3-speed, 2,600,000. "Seems likely," he states, "that 4,500,000 phonographs of all kinds, including those in combinations, will be sold in 1951 if manufacturers can produce that number."

If Caldwell's round figure of 7,000,000 TVs sold during 1950 is accepted, it means at least 400,000 were still in trade pipelines as of Jan. 1, 1951, since 1950 production totaled slightly more than 7,400,000 (Vol. 7:2). Figure seems too low, however, when you consider NBC sets-in-use count has total of 10,549,500 (see p. 12), whereas cumulative production since emergence of TV industry in 1946 was about 11,600,000 (Vol. 7:2).

* * * *

New manufacturer is Air Marshal Corp., 12 E. 44th St., New York. Frederick G. Gearhart, ex-Wilcox-Gay board chairman, is president, W. R. Rich, sales v.p. First set is 17-in. table, \$199.95, with 14 tubes. Service plans envisage removal of chassis for repair, replacing with spare. New York Telecoin Corp., located at same address, is New York distributor.

Stromberg-Carlson has new 24-in. console with phono-jack for \$675. It's companion model to 24-in. console-combination at \$975, introduced last fall (Vol. 6:44).

Much the cheapest 1951 TV set prices are those advertised by Muntz: 17-in. leatherette table for \$189.95, same in wood consolette \$244.95; 20-in. consolette, \$269.95; 19-in. round console, AM-FM-phono, \$399.95.

Sylvania has increased prices of all its sets \$10 to \$30, has new 20-in. table model at \$399.95.

* * * *

Credit procedures and techniques used by credit departments of large and small stores are explained in new edition of *Credit Management Yearbook* just issued by National Retail Dry Goods Assn., 100 W. 31st St., New York. Included are credit sales promotion, collections, expense control, customer relations, smaller store credit problems, retail credit management, credit education, bureau relations, text of Regulation W.

Thompson Products Inc., Cleveland, aircraft and automotive equipment, reported entering electronics field, manufacturing coaxial selector switches and other apparatus for military and civilian TV-radio and telephony. New Electronics Div. is headed by L. W. Reeves, v.p., engineering directed by A. L. Pomeroy.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for November: Kenneth D. Turner sold 72,000 Admiral, holds 1116; George E. Allen bought 300 Avco (Feb.), holds 900; John W. Craig bought 500 Avco, holds 500; William I. Myers bought 200 Avco, holds 200; K. R. Wilson Jr. bought 100 Avco (Oct.), holds 100; Wm. J. Halligan and wife sold 101,000 Hallcrafters, bought 16,200 for trusts (both Oct.), hold 200,600; Laurence B. Dodds bought 100 Hazeltine, holds 100; Henry Reeve bought 100 Hazeltine, holds 5700; Ernst E. Bareuther bought 8 Philco, holds 47; W. H. Chaffee bought 100 Philco, holds 429; Charles F. Adams Jr. bought 1000 Raytheon, holds 6000; John J. Smith bought 700 Sparks-Withington (500 in joint tenancy), holds 2900; Thomas H. Beacom (as trustee) bought 100 Stewart-Warner, holds 300; John F. Fennelly bought 100 Stewart-Warner, holds 200; Chester F. Hockley bought 500 Sylvania, holds 800.

Emerson stock transactions reported by SEC: Benjamin Abrams (plus foundations and trusts) received 26,612 shares as dividends, hold 292,739; Ferdinand Eberstadt received 100, holds 1100; Abraham Rosen received 220, holds 2420; Harvey Tullo received 198, holds 2178; Max Abrams received 7137, bought 1320 (for trusts), holds 93,029; George H. Saylor received 44 plus 220 in stock splitup (June), holds 484; Charles Robbins sold 400 (Oct.), holds 1500. In addition, N. Y. Stock Exchange reports Max Abrams bought 1491 Emerson in December, holds 80,000 in own name.

* * * *

Emerson Radio's consolidated net sales for fiscal year ended last Oct. 31 reached record \$74,188,297, record net income of \$6,514,716, equal to \$3.70 a share on 1,759,610 capital shares. This compared with previous year's sales of \$40,543,925, net income of \$3,035,652 (\$1.73), previous peaks. Earnings before taxes were \$11,969,778 vs. \$4,748,795 year before. Current assets as of Oct. 31 totaled \$25,136,890, current liabilities \$12,077,094, leaving net working capital \$13,059,795 as against \$9,641,617 year earlier.

Emerson directors this week approved additional compensation plan whereby 2½% of consolidated income of corporation and subsidiaries, but not less than \$100,000 or more than \$250,000, will be divided as follows: 50% to president, executive v.p. & secy.-treas.; 23% to 3 vice presidents and asst. treas.; 27% to 15 key employees. Jan. 17 proxy statement for stockholders' meeting Feb. 7 reveals Emerson officer-director stockholdings as follows: Benjamin Abrams, president, 220,000 shares plus 72,739 held beneficially for children, grandchildren, et al.; Max Abrams, secy.-treas., 80,000 plus 14,520 as trustee for children; F. Eberstadt, director, 1100; Richard C. Hunt, director, 704; Dorman D. Israel, executive v.p., 1364; George H. Saylor, director, 484.

* * * *

Hallcrafters earnings for its first fiscal quarter (ended Nov. 30) were \$451,636 on 825,000 shares outstanding, or 55¢ per share on sales of \$11,881,263. This compares with earnings of \$229,766 (34¢) on 675,000 shares and sales of \$5,560,206 for same 1949 period.

Dividends: Avco, 56¼¢ quarterly preferred, payable Feb. 1 to holders of Jan. 16; Tung-Sol, 25¢ common, 20¢ quarterly preferred, payable Feb. 1 to holders Jan. 15; Hallcrafters, 15¢ payable Feb. 15 to holders Jan. 30; American Phenolic, 20¢ payable Jan. 26 to holders Jan. 12.

Radio-TV stock price analysis, tabulating 115 stocks and their 1945-51 records, with dividends paid, percentage yields, is carried in February *Tele-Tech*, published by Caldwell-Clements Inc., 480 Lexington Ave., New York.

Packard-Bell reports gross sales of \$18,329,437 for year ended Dec. 31, 1950, compared to \$6,158,105 for 1949. Profit figures weren't issued. Fiscal year ends Sept. 30.

Count of TV Sets-in-Use by Cities

As of January 1, 1951

As New Year began, there were 10,549,500 TV sets-in-use in 63 areas containing 26,482,100 families, according to new NBC Research "census" released this week. That means just about 40% of the homes in TV areas have receivers. It also indicates increase of 704,200 sets-in-use since Dec. 1 count (Vol. 6:51). New family figures are now used, based on signals to .1 Mv/m line (about 60 miles) and *excluding overlaps*, in accordance with new measurement method adopted by NBC Research (see story, p. 1). The family figures are based on 1950 census and derived from *Sales Management* studies.

Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Ames (Des Moines).....	1	195,200	33,700
Atlanta.....	2	311,300	86,200
Baltimore.....	3	473,900	265,000
Birmingham.....	2	252,400	37,000
Bloomington, Ind.....	1	49,300	13,100
Boston.....	2	1,084,000	642,000
Buffalo.....	1	309,400	171,000
Charlotte.....	1	330,800	50,400
Chicago.....	4	1,668,400	830,000
Cincinnati.....	3	432,600	220,000
Cleveland.....	3	804,800	396,000
Columbus.....	3	327,300	120,000
Davenport-Rock Island.....	2	205,100	38,500
Dayton.....	2	275,500	107,000
Detroit.....	3	907,200	405,000
Erie.....	1	84,800	40,100
Grand Rapids.....	1	194,500	70,000
Greensboro.....	1	162,100	42,000
Huntington.....	1	187,500	32,500
Indianapolis.....	1	390,200	88,900
Jacksonville.....	1	113,800	26,000
Johnstown.....	1	310,100	61,300
Kalamazoo.....	1	153,700	31,100
Kansas City.....	1	471,900	93,200
Lancaster.....	1	215,900	76,500
Lansing.....	1	206,900	40,000
Louisville.....	2	256,400	73,300
Memphis.....	1	269,900	70,100
Milwaukee.....	1	373,600	202,000
Minneapolis-St. Paul.....	2	452,900	217,000
Nashville.....	1	205,700	23,000
New Haven.....	1	515,400	130,000
New York.....	7	3,887,000	2,050,000
Norfolk.....	1	204,200	50,500
Omaha.....	2	217,600	55,800
Philadelphia.....	3	1,360,400	750,000
Pittsburgh.....	1	729,200	212,000
Providence.....	1	406,100	120,000
Richmond.....	1	133,700	57,100
Rochester.....	1	216,700	70,100
Schenectady.....	1	322,500	133,000
St. Louis.....	1	567,700	239,000
Syracuse.....	2	205,200	95,100
Toledo.....	1	300,100	75,000
Utica.....	1	124,100	33,000
Washington.....	4	450,600	220,000
Wilmington.....	1	106,600	53,600
Total Interconnected.....	80	21,424,200	8,946,100

Non-Interconnected Cities

Albuquerque.....	1	36,400	7,000
Binghamton.....	1	84,100	31,300
Dallas.....	2	237,900	56,500
Fort Worth.....	1	131,900	44,100
Houston.....	1	307,500	59,300
Los Angeles.....	7	1,524,200	801,000
Miami.....	1	154,600	50,000
New Orleans.....	1	257,700	47,200
Oklahoma City.....	1	239,000	68,000
Phoenix.....	1	89,600	25,100
Salt Lake City.....	2	83,700	36,400
San Antonio.....	2	157,000	37,200
San Diego.....	1	182,100	76,000
San Francisco.....	3	974,300	143,000
Seattle.....	1	425,400	63,100
Tulsa.....	1	172,500	58,200
Total Non-Interconnected.....	27	5,057,900	1,603,400
Total Interconnected and Non-Interconnected.....	107	26,482,100	10,549,500

Washington's rumor mill kept grinding this week end, as (1) FCC Chairman Coy visited President Truman Friday, and (2) word seeped out of FCC meetings that some sort of inquiry into TV station licenses was in the works. As to first, Mr. Coy himself explained that he merely reported to the President his intention of taking a long vacation—a motor trip starting Jan. 24 which will take him and Mrs. Coy to Arizona and California, returning first week in March. He will definitely return to FCC job, Mr. Coy added. Comr. Walker will be acting chairman. As to second, FCC will announce facts sometime next week about a "constructive approach to important television problems." Best we can learn is that there may be investigation of certain direct-selling methods developing in TV, too little program balance on some stations as between network and local, and that an effort will be made to have TV licenses held by AM interests expire at same time as AM licenses. Timing of inquiry now is due to fact that TV station licenses (one-year) expire next Feb. 1. Meetings Thursday and Friday were marked by divergent views over procedure, with one faction opposed entirely to any "Blue Book" type of probc.

Petrillo warned each of the 107 TV stations not to help violate his contract with major Hollywood producers by showing post-1946 features. Jan. 11 telegram said he'd heard of deals pending, and after verbatim spelling out of applicable sections of AFM-movie contract, Petrillo declared no agreements had been reached with anyone. Best guess is he's getting ready to negotiate for new contract with producers when present one runs out this fall; also, that he's still adamant about 5% royalty from TV stations if feature movies are shown. Networks continued conferences this week on new contract with AFM locals in New York, Chicago and Hollywood (Vol. 7:2), with TV provisions also discussed. Network contract expires Jan. 31. Sure to be major bone of contention is networks' desire to make own TV films.

Mobilization-induced increase in activities of FCC field engineering and monitoring units account for almost all \$225,000 increase President Truman asked for Commission in his fiscal year 1952 budget. President asked for \$6,850,000 for FCC, which compares with \$6,625,000 it got for fiscal 1951 (ending June 30). Activities of FCC's field engineering and monitoring can be gauged by fact that during World War II, it operated 102 monitoring stations, now has 21. For broadcast activities, President asked \$1,062,038 vs. \$1,077,000 last year. Budget estimates 1263 employes for 1952 vs. 1248 in 1951, 1325 in 1950.

Cadena Oriental de Radio, operating CMKW, Santiago, Cuba, is reliably reported to have placed order with GE for TV transmitter to operate there on Channel No. 7 Dec. 8. *Prensa Libre* says planners hope to have transmitter installed atop 12,000-ft. Puerto de Boniato by March and cover entire Province of Oriente. Santiago is about 750 miles from Havana, which has 2 stations (*TV Factbook No. 12*). Bacardi y Cia., rum firm, is reported backing TV project.

If ASCAP's per-program terms are unfair, all-industry committee is prepared to support court action. At TV station meeting Jan. 18 in Chicago, further financial support was voted committee. Although ASCAP announced last month it was sending per-program contracts to stations, thus breaking off negotiations with committee (Vol. 6:50), none has yet received document.

Acute employe shortage will plague AM & FM stations in event of all-out global war, new NAB manpower report indicates. Study shows 37.2% of announcers and 24.6% of engineers are in draft-vulnerable 17-26 age group. More than one-fifth—21.4%—of radio's male employes are in this category. NAB is currently conducting similar survey of telecasting personnel.

Two new applications for TV stations filed with FCC this week: WJJJ, Montgomery, Ala., seeks Channel No. 10, second from that city, other being WSFA for No. 6. *Kingsport* (Tenn.) *Times and News*, operating AM station WKPT, applied for No. 7, first from that city. The applications bring total pending in "freeze file" to 376. [For details about new applicants, see *TV Addenda 12-B* herewith.]

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MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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January 27, 1951

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 - Output Rate Pointing Downward, page 8.
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NEW SETS-IN-USE & FAMILY FIGURES: Because a new yardstick of TV station coverage has been devised and generally agreed upon, and new family figures are now available, we send you herewith a new sets-in-use "census" table with breakdowns by areas as of Jan. 1, 1951. We suggest this sheet, which is gummed, be pasted over Dec. 1, 1950 table published on p. 68 of our TV Factbook No. 12. The new figures show estimated families and sets within 60-mi. radius (.1 Mv/m), displacing those previously based on 40-mi. (.5 Mv/m). Article explaining basis for new and more realistic concept of coverage appeared in this space last week (Vol. 7:3).

STRIPPED-DOWN RECEIVERS IN PROSPECT: Call it what you will -- "austerity model" or "utility" model -- the TV set of near future (radios, too) will be stripped down to bare essentials and will be replete with ingenious materials-saving developments.

Philco will unveil its answer to materials shortages to NPA officials at private Washington showing in Hotel Hay-Adams, Feb. 14. Presumably this will be the set president Wm. Balderston told Chicago distributor convention (Vol. 7:1) could save substantial quantities of cobalt, nickel, copper, aluminum and steel.

The industry is understandably shy about announcing new developments which short-cut materials bottlenecks for fear public will get impression new sets will be inferior. But there's no doubt "stripped down", materials-saving set will be vogue as year progresses -- enabling civilian production to continue and bridging gap between sparse military orders and sparse materials.

Meanwhile, distributors-dealers are quite properly urging customers to buy now and assure themselves of "pre-war merchandise."

No set manufacturer has told us he plans to make set using much-discussed electrostatically-deflected picture tube (Vol. 7:1-3). They all say they can do it, have the know-how. However, practically all CR tube makers are rushing to get this cobalt-copper-nickel-saving tube into production -- so they must have orders for it.

National Union, for instance, says it has been developing this type tube in 14, 17 & 20-in. rectangular sizes for 6 months, expects to be in full production by end of February. It says its new line of tubes "can be used in place of same sizes employing electromagnetic focusing," are "mechanically interchangeable" and have same electrical ratings as magnetic-focusing tubes they're designed to replace.

Electrostatic tube they're all talking about is new development, reported comparable in quality to present picture tube, will not degrade pictures.

Like new autos, new TVs will lose glitter. Brass, nickel, chrome will vanish from front panels. As case in point, NPA's Jan. 24 end-use regulation of nickel (M-14, as amended) provides that nickel plating cannot be used on TV-radio escutcheon plates, knobs, nameplates, decorative trim or speaker grilles.

Functional parts in TV-radio, however, continue to get good break in nickel order, being specifically exempt from end-use bans. Use of nickel-bearing stainless steel is not permitted in radio towers and radio antennas, but industry sources say little or no stainless steel is normally used in such equipment anyway.

JAN 27, 1951

TV ALREADY AMONG TOP-RANKING MEDIA: If you haven't already noted the PIB Network TV-Radio Billings table for 1950 published on page 5 of last week's Newsletter (Vol. 7:3), we commend it to your attention -- not only for its amazing revelation of some \$45,000,000 in TV network billings (more than 365% ahead of 1949) but in light of these significant facts:

Among first 20 advertising media in the land, as listed in full-page New York newspaper ads placed by Life Magazine this week, two of the 4 TV networks are included -- NBC-TV ranking 8th, CBS-TV 16th. Network radio, of course, has 4 positions -- CBS 2nd, NBC 4th, ABC 5th, MBS 15th -- but remember that network radio is about 25 years old whereas network TV (on limited scale) dates back only few years.

Remember, too, that there are only 107 stations, only 80 interconnected for network service, not enough circuits for even these 80 to get full network services. Indeed, projecting 1950 final network figures, we reiterate our own rule-of-thumb estimate, based on fact local and spot always mean more dollar billings than network, that the 107 stations and 4 networks during 1950 accounted for at least \$100,000,000 worth of time sales (Vol. 6:52).

As landmarks toward the inevitable day when TV networks will rank highest among all media in advertiser volume, the 1950 rankings are worth reprinting from Life Magazine's ad (figures also based on PIB):

- | | | |
|--|--|--|
| 1. Life, \$80,365,507 | 7. Ladies' Home Journal, \$22,485,163 | 13. American Weekly, \$17,133,298 |
| 2. CBS-Radio, \$70,744,669 | 8. NBC-TV, \$21,185,812 | 14. MBS-Radio, \$16,091,977 |
| 3. Saturday Evening Post, \$63,180,611 | 9. This Week, \$20,328,167 | 15. Good Housekeeping, \$15,373,242 |
| 4. NBC-Radio, \$61,397,651 | 10. Better Homes & Gardens, \$19,631,228 | 16. CBS-TV, \$12,797,556 |
| 5. ABC-Radio, \$35,124,625 | 11. Look, \$17,765,110 | 17. Woman's Home Companion, \$11,775,230 |
| 6. Time, \$23,793,870 | 12. Collier's, \$17,397,066 | 18. Newsweek, \$10,184,717 |
| | 19. McCall's, \$9,940,858 | 20. Country Gentleman, \$8,785,551 |

Note: ABC-TV's 1950 volume was \$6,470,510, DuMont's \$4,500,000 (Vol. 7:3).

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"No matter what happens to set production, TV is going to spellbind a lot of advertisers," said ANPA advertising bureau director Howard S. Barnes to Newspaper Advertising Executives Assn. Chicago meeting this week. "It's going to sop up a lot of dollars that used to go to other media."

Mr. Barnes' main thesis was that newspapers are facing "the roughest, toughest competition this business has ever seen" and that magazines and radio, as well as TV, will force them to work hard merely to keep present advertisers. He called radio "the medium that refused to be buried."

Media Records, meanwhile, this week reported newspapers had their biggest year ever in 1950, total lineage being 2,440,149,576, or 6% ahead of 1949. Automotive gained 14.3%, financial 11.6%, general 9.8%, total display 6.1%, classified 5.5%, dept. stores 4.5%, retail 4.4%.

And Printers' Ink reports \$5,684,000,000 total invested in national and local advertising in 1950, up 9.3% from 1949 -- national up 10.3% to \$3,281,000,000, local up 7.9% to \$2,403,700,000. Newspapers accounted for 36.2% of total, direct mail 14.7%, radio 11.6%, magazines 9.1%, TV 2.8%, outdoor 2.5%.

TO PROBE 'ANATOMY' OF TV PROGRAMS: FCC action on TV programming, much talked-about (Vol. 7:3), apparently will first take form of call for conference of telecasters to "explore" problem, develop breakdown of programs by categories similar to those required in aural radio. FCC is supposed to make known plans after Jan. 29 meeting.

Certain Commission elements wanted crackdown a la Blue Book -- perhaps the citing of an egregious offender. But some commissioners want no part of another Blue Book flurry, oppose any semblance of direct program controls. Hence "round table discussion" may precede any action.

It's no secret some TV stations are over-commercialized, have been expecting some sort of FCC check-rein. Inclination has been to give them their head during lean income years, but lately the number of direct-selling, non-entertainment programs has increased, creating demand for curbs.

FCC license renewal Form 303 requires breakdowns as between commercial &

sustaining, network & local, live & kine programs, etc. Licensees must file that form in applying for renewals of current one-year licenses, all expiring Feb. 1.

* * * *

A sort of preliminary hearing on TV renewals took place before FCC at Jan. 23-24 hearings on educators' demand for TV channels, a demand partly predicated on alleged failure of commercial stations to fulfill educational functions. Into hearing record went study of program content of New York's 7 stations (Vol. 7:2).

Educational protagonists spent \$3100 on study, using 8 receivers and 24 monitors in Waldorf-Astoria suite, clocking programs under direction of U of Illinois communications professor Dr. Dallas Smythe, former FCC economist, and U of Chicago sociology researcher Dr. Donald Horton. "Typical week" of Jan. 4-10 was period of study.

Already called "TV's Blue Book," because of blue cover, study purports to put commercial telecasters in equivocal light by showing:

(1) Choice of programs is limited during many hours.

(2) Crime and western drama, variety shows, sports, quizzes-stunts-contests, comprised 49% of week's 564 hours of telecast time -- while informational, science, public service, institutional, news programs accounted for only 9%.

(3) Advertising messages occupied 10% of time, with average length of 73 seconds. There were 20 "continuous commercial" programs (allegedly selling goods solely) for total of 29 hours. Categorical breakdowns were:

Drama, 25% (of which 10% was crime); variety, 14%; children's programs, 12%; sports, 10%; homemaking, 10%; quizzes-stunts-contests, 7%; personalities, 5%; news, 5% (of which 2% was moving-tape news); music, 4%; information, 3%; public issues, 2%; religion, 1%; public events, 1% (President Truman's State of Union address).

Criteria for such classifications, naturally, came under immediate fire of attorneys representing TBA, NAB, CBS. Questioning elicited that:

(1) Program was classified by "predominant theme". Thus, if it contained 51% vaudeville, with operatic arias or classical music dominating other 49%, it was classified as variety, with no weight given other portions.

(2) What's called "continuous commercial" show might be considered a service program, not merely one long commercial -- depending on predilection of the monitor.

(3) Many commercials are "untimeable" -- so interwoven into show that their length cannot really be determined.

EDUCATORS' PROPOSALS CALLED WASTEFUL: Telecasters spoke up before FCC this week for first time on educators' proposal to reserve channels for non-commercial educational stations (Vol. 6:48-49, 7:2).

And from the titles and pedigrees of the witnesses, it was apparent commercial TV also had its own considerable quota of highly qualified educators.

Testifying against educators' proposals were: CBS president Frank Stanton, ex-Ohio State psychology prof; NAB president Justin Miller, ex-dean of Duke University Law School, ex-prof at Stanford, California, USC and Minnesota; NAB research director Kenneth H. Baker, ex-psychology prof at Northwestern, Minnesota and Ohio State; Charles F. Church Jr., education & research director of KMBC, Kansas City, ex-music instructor at Bowling Green College.

Waste of valuable channels -- that phrase sums up telecasters' reactions to educators' demand that at least one vhf channel in each major city and educational center be reserved for educational telecasting for as long as 30 years.

Most of the channels would never be used if they were reserved, telecasters indicated. They glossed over educators' request for approximately 25% of all uhf channels, gave these arguments to back contention that any vhf channels reserved would be wasted:

(1) Educational institutions have been slow and reluctant to use AM & FM, and in many cases where they had licenses they dropped them.

(2) Educational groups will find it difficult to raise money for this ex-

pensive medium, lack programming and talent resources and know-how.

(3) Appeal of "straight education" programs is too limited, can't hold any significant audience.

As alternative to channel reservation plea, telecasters suggested:

(1) Educational groups compete with commercial interests for new-station licenses before FCC.

(2) Where all available channels are filled, educational groups buy time on commercial stations -- which would be far cheaper than operating their own; and that they apply for expiring licenses of existing commercial stations.

Commr. Frieda Henneck, outspoken champion of the educators, bore down hard on the telecasters. Her cross-examination of Mr. Stanton was particularly nettling, and he felt called upon to remind her he was attending hearing at his own request.

TBA president Jack Poppele is sole witness still to testify when hearings resume Jan. 30. Cross-examination of Mr. Stanton will be completed Jan. 31 when this phase of allocation hearing is scheduled to wind up.

A tentative allocation plan drawn up by Dr. Francis J. Brown of the American Council of Education provides for 56 educational stations in 50 locations in northeastern United States, without regard to vhf or uhf. It visualizes 3 educational channels in New York plus one in Newark, 2 in Boston, 3 in Philadelphia, etc.

In event there is only one vhf channel allotted to a city, the educators proposed that the facilities be shared by commercial and educational licensees on "double license" basis.

In so-called "closed" cities (such as New York and Los Angeles), where all channels are now occupied, Dr. Brown suggested: (1) Revision of present allocation plan to assign more vhf stations to the closed city. (2) Educators share station facilities or time with all commercial stations in the area. (3) "Changing the status of one of the existing stations through transfer of license or removal."

National Assn. of Educational Broadcasters served notice it will conduct extensive campaign for TV allocations with formation of "Public Interest Committee" headed by public relations counsel Edward L. Bernays and consisting of such top-drawer names as Harold L. Stassen, author Fannie Hurst, Dean Millicent McIntosh of Barnard College, Actors' Equity president Clarence Derwent, commentator Quincy Howe.

Outside FCC and CBS, very few folk in the industry take continued talk about color TV very seriously— for every day makes it more apparent both RCA-CBS controversy and FCC decision have been rendered academic "for the duration." Nevertheless, the protagonists continue to make news:

(1) RCA and intervenors this week appealed Chicago court's 2-1 decision of Dec. 22 upholding FCC's authority to approve CBS system (Vol. 6:51)—filing necessary papers, immediately approved by court, which now take case to U. S. Supreme Court. Next step is "statement as to jurisdiction" to be printed by court for its members, docketing of case, oral arguments. It looks very much like case will be decided this term—i. e., before June—because court's calendar is rather light. Arguments may come in March or April.

Appellants actually had until Feb. 20 to appeal, so moved faster than expected. They contend that adoption of incompatible color TV system and refusal to adopt compatible system were contrary to public interest and "an unreasonable suppression of competition and beyond the Commission's jurisdiction."

(2) CBS filed suit against DuMont in New York Federal Court Jan. 23, charging patent infringement in manufacture and sale of industrial color TV apparatus, asking injunction and accounting, alleging DuMont hired G. R. Tingley away from CBS labs in 1949 and he "leaked" color secrets. Complaint states CBS offered but DuMont refused non-exclusive license (such as it has with Reming-

ton Rand), and alleges DuMont sales of industrial color apparatus diminishes value of Remington Rand license.

DuMont replied its research and development is along well known engineering principles, stated with respect to complaint about Tingley: "Nonsense . . . How could it be confidential if it's patented . . ." DuMont statement adds damages would be inconsequential since there isn't much activity in color TV anyhow. DuMont color system uses 18 mc, CBS 6 mc (Vol. 6:9-10). Suit indicates probable reasons for mysterious recent meeting of Dr. DuMont and CBS president Stanton (Vol. 7:3).

(3) CBS inventor Dr. Peter Goldmark spoke Jan. 26 before American Institute of Electrical Engineers, next day talked to Cleveland Technical Societies Council. He told AIEE that CBS system permits manufacture of either moderate cost or expensive receivers, allows for "wider or narrower color gamut, higher or lower light efficiency." CBS engineer John Christensen Jan. 25 addressed engineering alumni of New York City College following color demonstration. Next meeting of New York IRE Feb. 3 will feature CBS's A. A. Goldberg on field sequential color, Hazeltine's B. D. Loughlin on dot sequential systems.

(4) Lack of interest in color issue was manifest when relatively few from heavily-attended Chicago NAB-TV meeting last week (Vol. 7:3) accepted invitation to attend CBS Wrigley Bldg. demonstration. Apparatus from Chicago and New York demonstrations, now concluded, definitely will be demonstrated in other cities later, according to CBS v.p. Adrian Murphy.

Station Accounts: Unusual local sponsorships reported this week by stations: *High C, U.S.A.*, 3 barbershop quartets with barber and tobacco shops and appliance store background, Tue. 7:30-8 on KFI-TV, Los Angeles, sponsored by Crosley Appliances and the 3 largest Crosley dealers in area; *This Is Your Zoo*, Baltimore zoo director with "Babette the Baboon" visiting children's hospital wards, Sun. 6-6:30 on WAAM, sponsored by Hauswald Bakery; *Occupation: Housewife*, playlets on homemaking, Mon.-Wed.-Fri. 1-1:10 on KTTV, Los Angeles, sponsored by Waring Products Corp. (Waring blenders) . . . New account on WABD, New York, is Lydia O'Leary Inc. (cosmetics), sponsoring *Bess Myerson Show*, Sun. 11-11:15 p.m., thru Huber Hoge & Sons, N. Y.; new spots on WABD include A. S. Harrison Co. (Preen floor wax), thru J. M. Mathes Inc., N. Y., and Atlantic City Hotel Group Advertising, thru Dorland Adv., Atlantic City . . . Benson & Hedges (Parliament Cigarettes) buys *Televiews of the News* nightly 7-7:15 on WPIX, New York, thru Kudner Agency . . . RKO Theatres and NBC stations WNBT & WNBC have signed for TV-radio campaign sloganized "Let's Go Out to the Movies" . . . American Gas Assn. has appropriated \$1,700,000 for 1951 promotion, advertising and research, stressing advantages of home appliances, advertising thru McCann-Erickson . . . Kaiser-Frazer Corp. has budget of \$1,500,000 for first quarter's advertising, with TV & radio included in plans . . . Continental Oil Co. (Conoco) starting extensive winter campaign, including TV, thru Geyer, Newell & Ganger . . . Among other advertisers currently reported using or planning to use TV: Fedders-Quignan Corp. (heating, refrigeration, automotive equipment), thru BBDO, Buffalo; Harrison Products Inc. (No Doz Awakeners), thru Sidney Garfield Associates, San Francisco; Mail Pouch Tobacco Co., thru Charles W. Hoyt Co., N. Y.; Doughnut Corp. of America, thru C. L. Miller, N. Y.; Grid'L Rich Inc., div. of Home Foods Inc. (Grid'L Redi pancake mix), thru J. D. Tarcher & Co., N. Y.; LeBlanc Corp., Lafayette, La. (Hadacol dietary supplement), direct; DeJur-Amsco (movie cameras, photographic accessories), thru Grey Adv., N. Y.; Five Star Mfg. Co. (Freeman Headbolt engine heater), thru Lavin Adv. Agency, Fargo, N. D.; Steuer Laboratories Inc. (Ammonia-ammoniated dentifrice & mouthwash), thru Sussman & Adler Adv., Pittsburgh.

Telecasters remained mum, but agency men are voluble on subject of TV time and talent charges raised by Kudner Agency's James H. S. Ellis in recent Detroit speech (Vol. 7:2-3). Queried by *Advertising Age*, most were quoted in Jan. 22 issue as laying blame on unwillingness or inability of agencies to do the talent job themselves. It was also revealed that complaint was first made publicly by Harry Trenner, TV v.p. of Wm. Weintraub Agency before Jan. 12 meeting of Philadelphia TV Assn. Trenner said high rates and talent costs would drive all but very largest advertisers from TV, open way for govt. control to combat monopoly. Jan. 22 *Broadcasting Magazine* editorially warned that advertisers might go to other media "unless some equilibrium is restored." *Advertising Age* editorial concluded with these words: ". . . it is even more important for advertisers and their agencies to develop somewhat stiffer backbones which enable them to resist such practices [higher costs] not only in public addresses but in the privacy of contract-signing sessions where their influence is far more effectively felt."

Advertising from Federal tax standpoint, with particular reference to current Treasury Dept. policy, is subject of 18-p. booklet by Assn. of National Advertisers, issued Jan. 24. Booklet discusses types of advertising approved for excess profits tax purposes, also refers to labor-management advertising. Copies may be had from ANA, 285 Madison Ave., New York.

Network Accounts: Procter & Gamble will sponsor Tue. 7-7:30 edition of *Kukla, Fran & Ollie* on NBC-TV, Time Inc. (Life magazine) Thu. 7-7:30 version after Sealtest drops these periods in about month; Mon. & Fri. periods continue under RCA Victor sponsorship, Wed. under Ford Dealers . . . Kaufmann Bros. & Bondy Inc. (Kaywoodie pipes) reported considering sponsorship of second half of *Frank Sinatra Show* on CBS-TV, Sat. 9-10; Bulova Watch Co. sponsors 9-9:30 portion . . . Assn. of American Banks reported under contract with Time Inc. for *The March of Time Through the Years*, possibly to be placed as cooperative on ABC-TV, with member banks sponsoring films locally.

Personal Notes: ABC elects 4 new vice presidents: Alexander Stronach Jr., TV programs; Otto Brandt, TV station relations; Leonard Regg, radio programs; James H. Connolly, radio station relations . . . Walter Bonwit, ex-merchandising v.p. of Bonwit-Teller, son of that store's founder, joins WJZ-TV, New York, to promote dept. store use of TV . . . Mort Weinbach, attorney formerly with CBS & MCA, joins ABC as business mgr. of program dept. . . . Robert W. Sarnoff, ex-mgr. of program sales, appointed director of NBC-TV unit productions, reporting to v.p. Frederic Wm. Wile Jr. . . . Al Constant named program mgr. of KRON-TV, San Francisco, succeeding P. H. Crafton, resigned to join Richard Meltzer ad agency; E. W. Malone promoted to promotion mgr. . . . Ralph E. McKinnie, ex-CBS-TV & DuMont, named New York sales mgr., Paul H. Raymer Co. . . . J. S. Stolzoff, ex-TV-radio v.p. of Cramer-Krasselt, Milwaukee agency, resigns to join Chicago office of Foote, Cone & Belding . . . Gene Fromherz succeeds late John H. North as media director of Aubrey, Moore & Wallace, supervising TV-radio programs . . . Edgar Kobak, ex-MBS president, owner with his son of WTWA, Thomson, Ga., has purchased half-interest in *The McDuffie Progress*, local weekly . . . NBC-TV promotes Robert E. Button, Lance Ballou, George L. Ogle to Eastern network TV sales dept.

Tom Revere, 48, veteran radio adman, since 1947 TV-radio mgr. of Biow, died Jan. 24 in New York. He is survived by his wife, Mrs. Althea Lepper Revere, professor of microscopy at Stevens Tech, a son and daughter. He was a 1925 engineering graduate of Ohio State.

First analysis of Phonevision audience indicates second week's 21 screenings pulled 569 "paid admissions"—or 27% of total possible in 300-family Chicago experiment. Submitted by Zenith to Hollywood producers whose pictures are being used, report shows low of 44 families called for service Jan. 12, high of 122 Jan. 14. Average was 81 families per day. Other interesting deductions from report, in Jan. 24 *Variety*: (1) Only 44 people asked for 4 p.m. showings—causing Zenith to change matinee to 2 p.m. on grounds later showings ran into dinner preparations. (2) Saturday night audience totaled 85 for both 7 & 9 p.m. screenings. Sunday night showings for both times totaled 95. This is considered significant since those nights are supposed to be theatre's best. (3) Most popular picture was Paramount's *I Walk Alone*, ordered by 100; next was *Voice of the Turtle*, ordered by 93.

States apparently are going to regulate theatre-TV, since closed-circuit telecasts fall into their domain rather than Federal jurisdiction. That's implication of ruling this week by New York State Attorney General Nathan L. Goldstein that theatre-TV programs can be regulated by State, just as it regulates movies shown in theatres. Ruling was at request of New York Education Board. He agreed TV broadcasts for home viewing fell within purview of Federal Govt. only.

AERO PLANTS DEEP IN ELECTRONICS: Scan their help-wanted ads in current technical journals, seeking electronics personnel, and you get hint of how deeply aircraft industry is becoming involved in electronics development and production.

While most TV-radio producers concentrated on civilian goods since last war, airplane and aero instrument manufacturers have delved so deeply into electronics that they're already major elements in procurement programs.

Guided missiles are main items, and brain of the "bird" is electronic -- ground-to-ground, air-to-air, air-to-ground.

Electronic devices guide, track, detonate.

Idea that TV-radio industry has monopoly of know-how and capacity to produce is being dispelled as electronics contracts go to new names -- and plane-making companies like Bell, Boeing, Consolidated Vultee, Douglas, Grumman, Hughes, Lockheed, Martin, North American, Northrop get into the swim. Also, instrument makers like Bendix, Delco, Sperry, Thompson. One is known to have spent \$50,000,000 on electronics facilities alone.

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What does this mean to TV-radio industry?

It means they'll get fewer military contracts than some of them think, albeit an estimated \$8.5 billion will be spent on military electronics during fiscal 1951 & 1952 (Vol. 7:3).

It means the TV-radio manufacturer without research and development engineers will stand way down end of line for war contracts. Air-electronics program is still primarily research and development.

It means large chunks of electronic procurement must be deleted from TV-radio industry's anticipated non-civilian "budget".

It means there will be new names in the electronics industry, and some old ones may be obscured, becoming at best mere subcontractors.

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Aviation industry's rush for electronics engineers was cogently pointed up in article in Jan. 24 New York Times, one of series on aircraft industry. It discusses radar as a new aviation field, states "the electronic engineer or technician is one of the most sought after workers in the U.S." It quotes spokesman for Glenn Martin Co. as saying:

"Thank God for the TV industry. It's trained many men who will wind up in aircraft plants if and when the production of civilian TV sets is curtailed." If TV isn't seriously cut back, or if TV-radio manufacturers find govt. contracts to "take up the slack," this spokesman sees thousands of presently self-employed servicemen "feeding into aircraft plants."

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Why electronics plays such big part in guided missile program was noted recently in Wall Street Journal:

"'Birds' are operated by remote control or radar or by mechanisms within the body of the missile...seek out their target in various ways -- 'beam riders' which follow track of radio or radar waves; by ground operators, who track missile on radar screen and direct it to target; through 'homing' devices which guide missiles automatically to target when they are within a few miles of it. Long range missiles, in addition, need navigational devices..."

Even leaving out of consideration guided missiles program, aircraft industry would be important in electronics. "Piloted planes are already becoming masses of

electronic equipment for finding and tracking targets and shooting guns at them," the Wall Street Journal stated. And New York Times noted:

"Jet-powered aircraft are packed with radar and electronic devices. Indeed, on some of today's war planes, the radar and electronic equipment aboard accounts for half the cost of the entire plane."

Mobilization Notes: President Truman named CBS chairman William S. Paley Jan. 22 as head of Materials Policy Commission to study long-range supply problems in strategic materials (mainly minerals). Five-man board was asked to report in 6-9 months on outlook for requirements and supplies, "consistency and adequacy" of present govt. policies and of private industry practices.

In a letter to Mr. Paley, President Truman wrote: "By wise planning and determined action we can meet our essential needs for military security, civilian welfare and the continued economic growth of the United States." The Commission will be responsible only to the President and reportedly was chosen from persons out of Govt. so as to be divorced from pressures of immediate defense needs. Other members: George Rufus Brown, Houston business man; Eric Hodgins, New Milford, Conn., author and editor; Arthur H. Bunker, New York, partner, Lehman Bros., bankers; Edward S. Mason, Harvard economics professor.

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Use of tin came under strict govt. control Jan. 27 with issuance of 5 distribution orders by NPA. Among restrictions applying to electronics industry: Effective March 1, capacitor foil of dimensions .00035 in. or less may not have more than 50% tin content; foil for all other capacitors is limited to maximum of 15% tin. Solder for use on electric precision instruments is permitted unlimited tin content; solder for other hand-soldering operations is limited to maximum tin content of 40%; other soldering operations may not employ more than 35% tin (Order M-8 as amended). Govt. certification is required for all non-defense use of tinplate and terneplate (M-24). Earlier tin order (M-8), limiting civilian use to 80% of normal consumption, remains in effect.

Deliveries of molybdenum for all non-defense uses except manufacture of steel were banned temporarily by NPA Jan. 27. Small quantities of the critical metal are used in some electronic tubes. Defense priority and civilian orders for the material by high-speed steel producers were slashed by 50%. NPA Order M-33, issued simultaneously, limits molybdenum inventories to 20-day supply. NPA officials said the actions were "necessary to provide some molybdenum for highly essential production not covered by defense rated orders."

Tungsten, formerly imported from China and Korea, was placed under complete allocation Jan. 22 by NPA (Order M-30). As in case of cobalt (Vol. 6:52), all tungsten purchases will have to be cleared by Govt. after March 1 and its use in manufacture of pigments will be banned. Amount used in electron tube filaments is very small compared with quantities used in high-speed steel (including jet engines), and tube makers feel nickel and copper will continue to be far bigger shortage worry.

Gen. Wm. H. Harrison's first action as Defense Production Administrator (DPA Delegation No. 1) Jan. 24: (1) He authorized DPA, rather than National Security Resources Board, to issue tax amortization certificates permitting accelerated "write-off" of cost of new plant facilities, (2) he empowered DPA to issue certificates authorizing RFC loans for plant expansion, with agencies which previously issued the certificates (Interior, Commerce depts., etc.) continuing to make recommendations concerning loans.

Production of plastic TV cabinets and parts may be hit hard by chemical shortages, president Eli F. Jensen of Molded Plastics Co., Cambridge, O., indicated to Senate Small Business Committee Jan. 23. He said an NPA-arranged voluntary 45% cutback in amount of polystyrene available for plastics industry resulted in possibility of heavy cutbacks and layoffs in Crosley and Admiral refrigerator plants. Dr. Lowell B. Kilgore, of NPA's Chemical Division, said he expected situation to improve toward end of this year. Next day, NPA cut back by 40% civilian use of another chemical used by plastics industry, ethyl cellulose (Order M-32).

Radar-Radio Industries of Chicago Inc., 77 W. Washington St., consulting organization for TV-radio manufacturers active in World War II, has been reactivated to act as clearing house for such industry and area problems as materials allocations and priorities, manpower, selective service, pooling of hard-to-get instruments or supplies, etc. Officers are Leslie F. Muter, president; Paul Galvin, Ray W. Durst, Richard F. Dooley, vice presidents; Robert Alexander, treas.; Leonard Shapiro, attorney, secy.

Harry K. Clark, Carborundum Co. president, was appointed vice chairman of Munitions Board. He will be in charge of production management, including all defense military production programs (which includes electronics), chairman J. D. Small announced. During World War II, Clark was an official of Office of Production Management and War Production Board.

Dr. A. V. Astin, Bureau of Standards Electronics & Ordnance Div. chief, was appointed associate director of NBS. He will be responsible for activities of Divisions of Electronics, Ordnance Development, Missile Development, and the Office of Basic Instrumentation.

Price and wage control field offices of Economic Stabilization Agency are being opened in 13 cities next week, with only skeleton staffs at outset. Regional offices will be in Boston, New York, Philadelphia, Richmond, Atlanta, Cleveland, Chicago, Minneapolis, Kansas City, Dallas, Denver, San Francisco, Seattle.

Electronics, including TV, may alter 500-year-old pattern of book writing, makeup and reading, publishers fear. Ten top social scientists, summoned to New York conference last weekend, were asked by publishers to frame questions for future intensive research on this and other problems involving U. S. reading habits. Publishers conceded that book reading suffers when family first gets TV set—but they want to know whether families return to books when novelty wears off. Also under study will be possibility that magic of electronics will change future nature of books—in format, in presentation of subject matter and "in other ways now undreamed of."

Irate state legislators are stepping into dispute climaxed by National Collegiate Athletic Assn.'s one-year ban on college football telecasts (Vol. 7:2). California's state assembly voted 39-6 to ask Pacific Coast Conference schools to reconsider their new rule against televised sports (Vol. 7:1). Pending in Minnesota and Washington legislatures are measures to require state universities to televise football games. Meanwhile, Indianapolis Motor Speedway turned thumbs down on TV for this year's 500-mile Memorial Day classic.

STOP-GAP ORDER FREEZES WAGES-PRICES: It's much too early, as we go to press, to gauge impact on TV-radio industry of Friday night's govt. order of a general freeze on prices and wages -- but these points should be noted pending specific and detailed controls definitely on the way:

(1) There are no rollbacks, since seller can charge up to highest price for any article that was in effect between Dec. 19 and Jan. 25. Since TV-radio's recent cycles of price increases occurred prior to Jan. 25, order simply puts brake on any further hikes unless specifically authorized later.

(2) Wages and salaries are frozen at those prevailing last Thursday, though specific details as to wage controls remain to come from Wage Stabilization Board.

(3) Telecasting, broadcasting and publishing rates are exempt from price freeze, along with certain farm products, professional services (such as legal and engineering), rents, real estate prices, insurance rates, public utility and common carrier rates.

(4) General order is stop-gap, admittedly, designed to halt spiraling cost of living, and it will be followed by specific formulas applicable to individual industries. It also may be followed by other controls such as further Federal Reserve restrictions on installment buying (possibly 40% down, 12 months to pay).

Full text of new order had not been released at press time, but fact that Uncle Sam means business is manifest from penalty provisions of prison up to one year, fines up to \$10,000 for violations.

OUTPUT RATE POINTING DOWNWARD: First full production week of 1951, 5 days ending Jan. 12, resulted in output of 167,859 TV receivers (13,839 of them for private brands) by industry as whole -- plus 338,520 radios. It's too early to say this betokens downward trend. Figures compare with first January week's 105,699 TVs, 209,792 radios, way down due to New Years Day hiatus (Vol. 7:3).

Yet the figures could mean the production heyday of latter 1950 is over, output now gradually diminishing to possible 25% curtailment first quarter, more later. Certainly, few expect approximate 200,000-per-week average maintained through last quarter 1950 can be achieved this year.

RTMA estimates are quite eloquent, nevertheless, in that they show exceptionally high rate of radio output continuing. The 338,520 radios counted for week ended Jan. 12 run fairly close to top weeks of record fourth quarter 1950. It's possible, though, that this particular week saw substantial amounts of materials deflected from TV to radio receivers. Week's radios, incidentally, included 220,481 home, 94,452 auto, 23,590 portable sets.

If 150,000-per-week TV rate is maintained first quarter -- as some think it can be -- that means close to 2,000,000 sets. That many more for all rest of year would bring 1951 total to fully half 1950's approximate 7,500,000 (Vol. 7:2) -- and 4,000,000 sets this year would satisfy the most hopeful, could readily be marketed.

Most TV-radio manufacturers have notified RTMA they are either already conforming or plan to conform to FCC's proposals restricting oscillator radiation (Vol. 6:34-37). Answers were in response to Dec. 14 letter by RTMA president Robert C. Sprague who wrote manufacturers: "My conversations with members of the FCC and the staff have convinced me that unless the industry as a whole conforms to the new standards and further improves upon these standards as rapidly as the art permits, a solution to the problem may be sought through govt. regulatory action, perhaps even by subjecting our entire industry to some form of certification for the products of receiver

manufacturers." These words were quoted by FCC Comr. Sterling to IRE and Industrial Electronics Organization meeting in Cleveland Jan. 24, in speech devoted almost wholly to industrial-scientific-medical frequencies.

Russians have been telecasting color for nearly 3 years in Moscow, *Los Angeles Mirror* reported Jan. 26 in copyrighted story. But here's the payoff: Muscovites are still waiting for black-and-white sets!

Brig. Gen. Alfred M. Shearer, in charge of Army Signal Corps supply and formerly chief of procurement & distribution, retires Jan. 31.

Topics & Trends of TV Trade: National Credit Office Inc., 2 Park Ave., New York, finds liquid position of TV, radio and electronics industry "excellent," rate of inventory "good," relationship of earnings to sales and net worth "quite satisfactory", in survey released this week. Steadily increased production facilities, despite materials shortages, are justified by defense orders which it says will offset to large extent decline in civilian production.

"The large increase in fixed investment, which occurred during 1949," NCO report states, "was financed without any increase in long-term borrowings. In fact, deferred debt during 1949 actually declined by \$1,600,000. Equity capital was readily available though not used to any great extent. Part of earnings was used to finance asset expansion. Working capital is thoroughly adequate for the needs of the industry, as indicated by the fact that the indebtedness for borrowed money is very small. The relationship of total debt to net worth is sound."

Industry earnings of 4.41¢ per dollar of sales in 1949 and 4.26¢ in 1948 will be surpassed for 1950, NCO predicts, on basis of production of 7,250,000 TV and 14,000,000 radio production—as against 2,700,000 TVs in 1949 and 1,000,000 for all years prior to 1949. [Editor's Note: NCO output figures are much too low; see tables of TV-Radio Set Production: 1946-50, p. 67, *TV Factbook No. 12.*]

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Credit restrictions are blamed for holding down December furniture store business, in Harvey E. Runner's "Buyers and Sellers" column in Jan. 24 *New York Herald Tribune*. Lines particularly affected were TVs, radios, major appliances, upholstered furniture. TV-radio sales were off as much as 36% in furniture stores, 54% in dept. stores. But stores not doing major part of their business on installment basis, Runner states, reported gains in TV-radio up to 267%, in major appliances up to 323%.

Emerson raised prices \$10-\$30 on 5 sets in its 20-set line, effective Jan. 22. Here are new prices (increases in parentheses): 676, 17-in. mahogany table, \$299.95 (\$10); 678, 16-in. mahogany console, \$329.95 (\$10); 681, 17-in. mahogany console, \$379.95 (\$10); 669, 19-in. mahogany console, doors, \$479.95 (\$10); 666, 16-in. mahogany console, AM-FM-phono, \$499.95 (\$30).

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Plant expansions: Raytheon granted govt. certificate of necessity for erection of new \$4,000,000 power tube plant at Waltham, 144,000 sq. ft. structure to be ready by late Oct. or Nov. . . . Hytron planning new \$1,000,000 plant at Danvers, Mass. . . . Sheldon Electric (div. of Allied Electric Products Inc.) erecting 2-story addition to main building at Irvington, N. J., adding 15,000 sq. ft. by March 1 . . . Utility Electronics Corp. has leased 80,000 sq. ft. at 900 Passaic St., E. Newark, N. J. . . . Sherold Crystal Co., subsidiary of Espey Mfg. Co., moving plant within next 60 days from Lawrence, Kan., to Kansas City, Kan., to secure more floor space and greater pool of skilled labor.

Estimated November shipments of 716,000 TV sets to dealers in 36 states and D. C. are detailed in county-by-county table issued this week by RTMA. Parallel table gives similar detail on sets shipped during first 11 months of 1950 (total 6,377,000).

Sylvania Tube Div., to promote TV-radio servicing, has launched \$1,000,000 ad campaign through Cecil & Presbrey, tying in with Sylvania's *Beat the Clock* on CBS-TV, with ads in *Saturday Evening Post*, *Collier's*, *Look*, and point-of-sale kit for distributors.

Packard-Bell unveiled "Silver Anniversary" line of 7 TV sets in 26 models last week, with emphasis on 17 & 20-in. tubes. Sets run from 17-in. mahogany table at \$269.95 to 20-in. mahogany console-combination at \$615.

Washington distributors and dealers opened National Tele-Vet Week by presenting 26 TV receivers to hospitalized Korean veterans, mostly in Walter Reed Hospital. Idea started when George Wasserman, of George's Radio, got request for TV set to help rehabilitate triple amputee, and suggested donations not only in Washington but in other cities . . . Washington-Baltimore distributor James Simon, Simon Distributing Co. (Motorola), was host to Motorola president Paul Galvin, J. Edgar Hoover and other celebrities at cocktail party Jan. 24 to launch his campaign for a song for the capital city, backed by Motorola and *Washington Post*.

Admiral has added to appliance line a dehumidifier selling for \$149.95; unit is only 30-in. high and about 1 ft. square, plugs in like electric fan, is designed mainly for use in basements, home laundries, laboratories, etc.

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TV station tube costs have been figured by WTMJ-TV, Milwaukee, based on tubes used up in period between Dec. 1, 1947 and Dec. 1, 1950. Total cost of 34 camera tubes (excluding film camera iconoscopes) used during 3-year period was \$40,187.40, at cost per hour for each tube of \$2.47. Here are cost estimates by types: Old field camera tube Model 2P23, 10 tubes total cost \$10,789, cost per hour \$1.71; first studio camera tube Model 5655, 8 tubes, \$10,400 & \$4.15; field and studio camera tube Model 5769, 5 tubes, \$6000 & \$2.38; improved field and studio camera tube Model 5820, 11 tubes, \$12,988.40 & \$2.28. In addition, station has figured that 5 Model 1850A iconoscope film camera tubes cost \$2338.20, at 29¢ per hour; 8 Model 8D21 transmitter power tubes cost \$12,222, at 71¢ per hour.

BBC's ban on commercial TV-radio was reaffirmed by Govt.-appointed committee set up in 1949 to study Britain's broadcasting monopoly. Majority (7 members) of 11-man group held that TV-radio advertising would lower public taste, introduce "ulterior motive," shun educational needs and curtail opportunities for writers and artists. Committee also recommended: (1) Allocation to theatre TV of wavelengths not needed for home TV; theatre TV would be outside BBC control and probably commercially sponsored. (2) Increase yearly licensee fee (now about \$5.50 on TV sets) to make TV self-supporting. (3) Extension of TV service; present TV area is confined to 40-mile radius around London and Birmingham.

Trade Personals: Ralph Hackbusch, president of Stromberg-Carlson Co. of Canada, president of Canadian RMA, reelected president of Canadian Radio Technical Planning Board, with Gordon W. Olive, CBC chief engineer, v.p.; Stuart D. Brownlee, RMA of Canada, secy-treas. . . . Theodore A. Smith, sales chief of RCA Engineering Products Dept. last 5 years, appointed asst. gen. mgr. of dept. by technical products v.p. L. W. Teegarden, taking over duties of v.p. W. W. Watts who is now on leave as aide to Maj. Gen. Wm. Henry Harrison, Defense Production Administrator; A. R. Hopkins becomes gen. sales mgr., Barton Kreuzer gen. product mgr. . . . N. J. Peterson named sales mgr. responsible for sale of GE Tube Divisions products to Govt.; Joseph Duffield named Eastern regional sales mgr., New York . . . Dr. E. A. Lederer, ex-RCA, joins Westinghouse to head engineering for company's new electronic tube div. . . . Gil Hafner, ex-Bell Labs & Bendix, named gen. supt. in charge of production and maintenance, Hoffman Radio . . . J. B. Swan, Philco, new chairman of RTMA traffic committee, succeeding Richard C. Colton, RCA . . . Morton P. Rome, attorney, elected Emerson v.p. in charge of contract div., handling all govt. contracts . . . Gilbert C. Knoblock, adv. mgr., promoted to sales mgr. of Standard Transformer Corp. . . . Edwin Weisl named Air King adv.-sales promotion mgr.

Telecasting Notes: Pulse reports all daytime televiewing in New York up 34% in December, with TV sets-in-use daytime averaging 12.2 per quarter hour compared with 9.1 in Nov. Biggest jump was in afternoon viewing—12 noon-6 p.m. ratings up 76% in 1950 over 1949, sets-in-use between Nov.-Dec. alone rising from 12 to 16.2 . . . Total telecast time in New York increased 36% during second half of 1950 over first half, 61% over second half 1949, Pulse survey shows. Greatest increases during last 6 months have been in feature films, women's programs, musical and comedy variety, quiz, audience participation and interview shows . . . It's obvious that an MBS-TV network is remote as ever, but Mutual's new talent and package contracts contain clause prohibiting its performers from appearing on other networks—a precautionary measure to assure first option TV rights "if and when" . . . When janitors' strike closed Minneapolis schools this week, WTCN-TV telecast series of 15-min. schoolroom programs 9-11 a.m. . . . NBC's WNBT expects to be telecasting from new 222-ft. Empire State Bldg. antenna about March 1, work now half-way done; WCBS-TV, WJZ-TV, WABD, WPIX antennas due to be shipped by RCA in early Feb., ready for use from Empire State new tower within 6 weeks, while WATV still awaits FCC approval (Vol. 7:2) . . . Barnard College (Columbia U), collaborating with NBC, will offer 6-weeks non-credit summer courses in TV-radio June 25-Aug. 3, with NBC dept. heads as instructors . . . Lots of kudos, in New York area press, particularly in his native Jersey, on occasion of Allen B. DuMont's 50th birthday Jan. 29; he's also subject of "Profile" sketch in Jan. 27 *New Yorker* . . . Newspaper Guild of New York moving in to organize white collar workers at CBS-New York . . . Kansas City's KMBC has purchased 5 kw DuMont transmitter, even though freeze precludes FCC grant and construction as yet . . . Montreal City Council has authorized use of Mt. Royal for TV station, provided there be no monopoly; CBC has announced it will build station, but private interests want to do so, too . . . Additional Jan. 1 rate raises: WSAZ-TV, Huntington, base hourly rate up from \$300 to \$450, one-minute from \$36 to \$60; WHAM-TV, Rochester, \$480 to \$600 & \$80 to \$100; WICU, Erie, \$350 to \$450 . . . WAVE-TV, Louisville, March 1 raises base hourly rate from \$300 to \$400, 1-min. from \$60 to \$80.

Profitability of TV, or its near profitability, reported chapter-and-verse in these columns over last 2 years (see Index to 1949 & 1950 Newsletters), is borne out in symposium in this week's *Variety*, which seized occasion of NAB-TV Chicago meeting last week (Vol. 7:3) to button-hole station operators. These facts were adduced: KSD-TV, St. Louis, in black since 1949, TV billings nearly double sister AM's . . . WWJ-TV, Detroit, cracked \$1,000,000 in 1950 billings, ended year within fraction of 1% of breaking even, started this year in black . . . WFIL-TV, Philadelphia, TV business now 1½ times AM, in black since Oct. . . . WTAR-TV, Norfolk, expects to hit profit by first anniversary April 1 . . . KRLD-TV, Dallas, only 13 months old, "within a hair" of break-even point, TV rate card still under 50-kw AM card . . . WOC-TV, Davenport, began showing profit in Nov., 13 months after debut, TV gross billings well ahead of AM . . . WATV, Newark, running in black with its 95 hours per week of local shows (no network), passed sister AM (WAAT) in mid-1950 . . . WSB-TV, Atlanta, TV still slightly behind 50-kw AM but moved into profit side of ledger in Nov. . . . WHEN, Syracuse, making money, with 30 hours of live programs out of 100 per week . . . KTTV, Hollywood, now showing \$25,000 monthly profit, joining KLAC-TV (Dorothy Schiff) and KTLA (Paramount) as area's money makers; *Hollywood Variety* adds that KTTV piled up losses of \$1,050,000 in 21 months before pulling out of red in October.

Ideal case for partial ending of freeze was put to FCC this week when KHON, Honolulu, MBS outlet, petitioned for waiver of freeze as it applies to Hawaii and for lifting of ban on building stations there. Petition emphasizes there's plenty of mileage separation, no problems of interference, etc., that new stations in Hawaii would have no effect on final allocation plan, however it comes out. Under FCC's proposed allocation, 20 vhf channels are assigned Hawaiian Islands. KHON said it was preparing own application for station, to be filed soon. Last December, KPOA, Honolulu, filed application, but it was returned as incomplete (Vol. 6:51). FCC this week received one new application for TV—from Knoxville's KBIR, seeking Channel No. 10. Two other applications from city are pending, filed by WNOX for Channel 6 and Charles Cornell for No. 8. [For details about KBIR application, see *TV Addenda 12-C* herewith.]

Bombing and sabotage wouldn't silence U. S. broadcasting, Arthur Van Dyck, of RCA Laboratories, told winter meeting of American Institute of Electrical Engineers in New York this week. He cited these protective measures already in force: (1) Radio stations are widely dispersed. (2) There are so many of them that interchange of facilities will keep important broadcasts on the air. (3) Staffs are fully experienced in emergency operation. (4) Emergency transmitters and antennas are available to many stations. Regarding potential use of stations for "homing" of enemy planes (Vol. 6:51), Mr. Van Dyck expressed doubt that any modern aircraft navigator "would need to use broadcast station emissions to locate any city in the United States."

Value of cross-polarization to permit use of single frequency band to transmit 2 services is indicated in report to FCC by 20th Century-Fox on tests by experimental TV station KE2XKA. Report cites 13-mi. test on 6850-6875 mc between Coty Bldg., 423 W. 55th St., New York, and Rockcliff Apts., Montclair, N. J., as showing that signal suppression of 30db is obtainable, up to 40db noted. Importance of cross-polarization for theatre-TV use would allow simultaneous feed to theatres using same frequencies. Experiments also indicated, report says, that receiving antenna icing is no drawback to reception if waveguide feed and immediate surrounding area are kept free of ice. Report suggests beam of infra-red energy be directed at end of waveguide for this purpose.

Electromagnetic Radiation Control Bill (S. 537) was subject of executive session of Senate Interstate & Foreign Commerce Committee Jan. 25, with Air Force communications director Maj. Gen. Francis L. Ankenbrandt and FCC chief engineer Curtis B. Plummer as witnesses. Bill proposes to revise President's control over TV-radio stations, other electromagnetic devices, during war or emergencies (Vol. 6:51 & 7:2).

Seeking reinstatement of CP for TV, which FCC forced it to forfeit for failure to pursue construction plans diligently enough (Vol. 6:41), City of Jacksonville's WJAX this week asked FCC to consider additional evidence regarding validation of revenue certificates to finance proposed station. Florida Supreme Court has upheld validity of the certificates.

McFarland Bill (S. 658) was approved again by Senate Interstate & Foreign Commerce Committee this week. It contains provision forbidding FCC commissioners and key staffmen from accepting jobs in private industry dealing with Commission for year after leaving govt. service, also changes FCC procedures. Senate passed bill last year, but House never got around to it (Vol. 6:31-33).

Tenant can't be evicted for installing TV antenna on roof of rented house, a St. Paul justice of the peace ruled last week in what is probably first case of its kind in U. S.