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ARTS AND INDUSTRY

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SHORT STEEL STRIKE WON'T HIT TV-RADIO: Unless steel strike lasts month or more, the TV-radio industry should feel no distress.

With a 2-3-week strike expected by Washington, receiving set manufacturers generally find themselves with enough steel in inventory to last 45-60 days at the current and planned production rates.

TV-radio receivers and other electronic items aren't heavy users of steel in sense that refrigerators and autos are. While NPA has banned shipments of steel to manufacturers of consumer goods, many TV-radio makers are believed to have the full "normal 45-day inventory" permitted them by NPA regulations.

"Normal 45-day inventory" can easily be stretched to cover 60 days' production at today's subnormal output rate (see p. 8). If strike continues well into July, it will overlap industry's traditional vacation period, when output is insignificant anyway. NPA sources say some manufacturers bought the maximum permitted amounts of steel in last few weeks, anticipating possible stoppage.

Warehouses have been bulging with most types of steel in recent months. And warehousemen reported no rush by their customers to stock up when CIO steelworkers walked out following June 2 Supreme Court decision returning steel mills to private owners. Strike came when steel production was rolling at near-record levels, and consumer goods slump had slashed demand. Iron Age, national metalworking weekly, this week estimated steel-using industries' inventories at 30-60-day supply.

In field of transmitting gear, cameras, etc., picture is much the same as in receiving sets -- except that some manufacturers predict they may feel shortages of some types of steel after about 30 days of strike. As for military equipment, there could be stoppages within few weeks in production of some electronic weapons which require specialized types of steel.

Starting of new TV-radio station construction and alteration projects could be delayed if strike should last 3 weeks or more. But most projects now under way have enough steel in reserve to last 45-60 days. NPA hasn't yet banned delivery of steel for construction projects, but such a step is expected if strike continues.

Mobilizers still plan steel decontrol, meanwhile, in hopes of short walkout. NPA boss Henry Fowler signed order relaxing steel controls as of July 1. If strike lasts no longer than 2 weeks, order is expected to go into effect as scheduled.

NETWORKS NOW IN NEARLY ALL TV AREAS: With Phoenix also slated for network service by time of the July 7 & 21 political conventions -- via coaxial from Los Angeles -- only TV city whose date of interconnection remains "indefinite" as far as AT&T is concerned is Albuquerque. In July, 10 more cities are to be hooked up (Vol. 8:20).

Fact that AT&T has been careful not to commit itself to added cities, as it announced each new connection in last few months, leads to natural suspicion that it also may have Albuquerque up its sleeve -- perhaps even Brownsville, Tex., which is served by XELD-TV, across the border in Matamoros, Mex.

But connecting Phoenix is simple, compared with task of hooking up either

Albuquerque or Brownsville. AT&T's great southern coaxial cable extends from Los Angeles right through Phoenix, has long been used for telephone. It need only be modified for TV. But Albuquerque is more than 300 miles from Phoenix or Denver, so would presumably require "impossible" job of erecting many-hop microwave from either in short time remaining. Brownsville is some 250 miles from San Antonio.

It would be ironic if Albuquerque remains out in cold during conventions, since KOB-TV's new owners are Time Magazine, which plans to give the conventions tremendous news coverage, and Wayne Coy, ex-chairman of FCC (Vol. 8:22). Coy has been trying to promote hookup, but hasn't received much encouragement from AT&T.

With 62 of the 64 TV markets and 107 of the 109 stations interconnected, mere 25,000 or so of nation's approximately 18,000,000 sets-in-use by convention time will be forced to get coverage on delayed basis.

Extremely important fact, overlooked because new interconnections have been publicized mostly in relation to convention coverage, is that all these new cities will be getting permanent regular network service after the conventions are over. Though equipment in a few "temporary" microwave links will be replaced later, network service will continue uninterrupted.

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Plans to bring conventions to non-TV cities -- "tapping" cable or microwave as it goes through town and feeding programs to auditoriums, etc. -- are being concluded in Denver, Portland, Fresno (Vol. 8:21-22). Groups in 2 more Oregon cities, Salem and Eugene, have been dickering with AT&T, but there's no firm decision yet.

In Chattanooga, TV applicant Mountain City TV Inc., which has interlocking ownership with WAPO, asked FCC for special permission to erect station to rebroadcast signals of WSB-TV, Atlanta, during conventions. Commission turned it down, restating policy held throughout freeze, viz., that an applicant who gets on air in such fashion has undue advantage over others when it comes to comparative hearings on regular commercial applications.

Note: In Denver, Eugene O'Fallon's KFEL, which ran off first "tap" of transcontinental TV circuits to bring World Series to local fans last fall (Vol. 7:40), has set up his camera and film chains in Denver's Brown Palace Hotel, next door to Eisenhower headquarters, and has offered to feed programs to networks.

FCC CONSIDERS GRIPES ABOUT ALLOCATIONS: More requests for changes in allocation plan are being filed with FCC -- but Commission has yet to take action on any of consequence. Since Final Allocation Report became legally effective June 2, and processing of applications is due to start July 1, action on petitions should come soon. This week's filings show a lot of variety:

(1) Westinghouse made frontal attack on priorities for city-by-city processing applications (Supplements 81 & 81-A). It has no quarrel with Groups A-1 and A-2, affecting the 30 stations shifting channels and all cities 40 or more miles from existing stations. But it doesn't like Group B setup.

In lieu of FCC's priorities, Westinghouse proposes formula based on a "TV service factor." This factor is derived by dividing number of people in each metropolitan area by number of TV signals now received. With this system, Pittsburgh would be first city in Group B rather than 180th.

Also attacking priorities are KCMC, Texarkana, Tex., and KARK, Little Rock, Ark. Both feel that population of metropolitan area, rather than principal city, should be basis for priorities.

(2) Zenith asked FCC to rule that WBKB, Chicago, which Commission intends to shift from Channel 4 to No. 2, has no more rights to Channel 2 than any applicant -- including Zenith. Clear implication is that Zenith proposes to put up fight to capture channel, on which it has conducted Phonevision experiments, and that it seeks to put kibosh on proposed \$6,000,000 sale of WBKB to CBS.

(3) Novel method of putting Channel 4 into Pittsburgh area was proposed by WLOA, Braddock, Pittsburgh suburb. It asks FCC to shift Columbus' WBNS-TV from Channel 10 to 4 and WLWC from Channel 3 to 10, instead of shifting WLWC to 4. Parlay would permit Channel 4 to go into Braddock (which for all practical purposes would

mean much-wanted third commercial vhf for Pittsburgh) because the WBNS-TV transmitter is 170 miles from Braddock postoffice whereas WLWC transmitter is 169.39 miles.

Neither Columbus station is likely to take kindly to idea, since FCC never proposed to shift WBNS-TV at all and WLWC would probably prefer low-band Channel 4 to high-band Channel 10. But the ingenious and complex parlay proposed reveals to what desperate lengths some metropolitan areas must go to get more vhf.

(4) First request for a new channel assignment which doesn't conflict with FCC's new allocation plan came from Dr. Forbes Farms Inc., Palm Springs, Cal. Company asks Channel 14 be assigned to city. Request conforms with FCC rules, since Palm Springs was assigned no channel and it's over 15 miles from city with channel.

* * * *

FCC's chances for more funds for processing TV applications still look good. Senate authorized \$600,000 for the job this week, and favorable sentiment is developing in House. Rep. Crosser (D-O.), chairman of Interstate & Foreign Commerce Committee, became aware of situation this week, said he would lend support. Measure will be taken up next week by House appropriations subcommittee, under Rep. Thomas (D-Tex.). After that, following Senate-House conferees meet to thrash out differences: Senators Maybank (D-S.C.), O'Mahoney (D-Wyo.), McKellar (D-Tenn.), Hill (D-Ala.), McMahon (D-Conn.), Saltonstall (R-Mass.), Bridges (R-N.H.), Ferguson (R-Mich.); Representatives Thomas, Gore (D-Tenn.), Andrews (D-Ala.), Yates (D-Ill.), Phillips (R-Cal.), Coudert (R-N.Y.), Cotton (R-N.H.).

HOW MANY EDUCATORS WILL BUILD STATIONS? Real proof of the educational TV pudding-- firm applications backed by real money to build and program -- is yet to come. A few educators mean business; there's good chance 20-30 will file within next few months. But vast majority of institutions, with channels to be had for the asking, are still sitting on their hands, and are likely to continue in that position.

Unfortunately for commercial applicants, most educational drum-beating comes from cities where channels are most valuable. An index of activity is number of local and regional meetings being held: U of North Carolina, June 3-4, featuring another hortatory address by FCC Chairman Walker; Milwaukee, June 3; Tampa, June 10; Baltimore, June 19. More are on tap.

Many commercial applicants aren't as worried as they once were, feeling that most reserved channels are bound to revert to commercial status after a year -- when FCC will consider requests to take channels off ice if they're unused.

Sharing of channels by educational & commercial interests is another angle under consideration. Commission may well regard idea with favor when it finds that many channels will otherwise lie fallow or revert to full commercial status.

Broadcasters are getting a chuckle out of ill-concealed friction between educators and Comr. Hennock. Educators acknowledge her help in getting channels, but they're satisfied with final decision -- whereas Miss Hennock feels they got mere pittance. What really irks them is her efforts to "run things," as one puts it.

With new \$145,000 Ford Foundation grant under its belt, Joint Committee on Educational TV sends emissaries into field, lends hand at conferences, has boosted its promotional output considerably in last few weeks.

A small minority of schools can afford the experiment. There's little question of that. Some Texas universities own oil-producing properties gushing millions in revenues. At Ohio State, state-supported, which was also recent recipient of multi-million dollar endowment from private source, president Dr. Howard L. Bevis makes this restrained statement: "All I can say at this time is that we feel the costs will be within the resources of the university."

But such well-heeled institutions are striking exceptions. Take Portland, Me. There, teachers are lobbying desperately for pay raise, even threatening to strike unless it's granted. An appropriation for such a "luxury" as TV would arouse them still further, says a competent observer.

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Schools and educational groups most likely to apply "soon" are listed by JCET executive director Ralph Steetle as follows; he says some already have money

appropriated: Ohio State U, Columbus; UCLA, Los Angeles; U of Illinois, Champaign; Southern Illinois U, Carbondale; State U of Iowa, Iowa City; U of Kansas, Lawrence; Kansas State, Manhattan; Wichita U, Wichita; Michigan State College, East Lansing; U of Missouri, Columbia; Houston U, Houston; U of Wisconsin, Madison.

Also preparing to plunge into TV are New York Board of Regents & New Jersey Dept. of Education. Various school groups are also reported to be forming plans in Detroit, Milwaukee, Pittsburgh, San Francisco. Comr. Walker, in his North Carolina talk, added U of Michigan, Ann Arbor; U of Connecticut, Storrs (presumably planning for Hartford) -- plus groups in Chicago and St. Louis.

COLLEGE FOOTBALL—PUBLIC LOSES AGAIN: National Collegiate Athletic Assn.'s 1952 football TV plan makes a gesture toward appeasing the overwhelming public sentiment against restrictions on televised sports -- but its effects are likely to satisfy neither viewers, telecasters nor the colleges themselves.

There will be no "blackout Saturdays" this fall. Each TV area will get 12 games on 11 Saturdays plus Thanksgiving, compared to 7 last year. This year's plan is simpler than 1951's complex schedule (Vol. 7:36). All 12 games will be televised nationally, and additional small college games may be picked up on local basis.

But public will suffer, because --

Viewers again will have no choice. They won't be able to switch to another nationally telecast game nor follow a favorite team, for no school will be permitted to appear twice. Sponsor must stick to 12-game series arranged before start of the season. If mid-season game loses lustre because of poor record of teams, the public must watch game in which it has little interest, or do without football TV.

* * * *

Stations, networks and potential sponsors will suffer, because --

Official sponsor will be selected again by NCAA. Then he must present 12 national games -- plus any regional ones -- guaranteeing to use outlets in all the interconnected TV markets via facilities of one network. But he must bid for this privilege without knowing how much it will cost him or even what colleges he will be able to present -- since he is required to negotiate directly with colleges for TV rights after he has been selected as NCAA's sponsor. In effect, the colleges have him over the proverbial barrel.

NCAA rules require sponsor to "make any one or more of the games available without charge to any other networks and independent stations which may wish to carry such games on sustaining basis simultaneously with network presenting series."

This incredible rule was unofficially explained as meaning network and stations carrying telecasts must permit competitors to rebroadcast them, but official sponsor's commercials can't be cut out by rebroadcasting station. It's not unlikely that some stations will take advantage of rebroadcasting privilege -- especially those normally off the air Saturday afternoons -- to profit from sale of station-break spots and adjacencies.

Colleges will suffer, too, because --

Only the selected few will receive fees for TV rights. And NCAA's own poll by National Opinion Research Center (Vol. 8:19) showed gate receipts continued to drop last year despite severe TV restrictions. But worst of all, America's colleges -- come next fall -- again will harvest the bitter fruits of poor public relations.

* * * *

Soft-pedaled in report of NCAA's TV committee, which proposed the new curbs, was last year's cry of "protect the gate receipts." Purpose of plan this year, we are told, is to "prevent monopoly of TV by the larger and more popular teams, [to] help eliminate TV as a vast money-making device for the favored few [and] make it possible for a greater number of colleges, especially the smaller ones, to get TV attention and to share in whatever TV income may be available."

NCAA may have changed its tack because its own survey -- purporting to prove that "TV damages college football attendance" -- was inconclusive. Figures from

selfsame NCAA survey, in fact, were used by the NARTB and Jerry Jordan to prove the exact opposite (Vol. 8:20).

TV control program -- as recommended by NCAA's TV committee -- is now being voted on by member colleges, who are expected to approve it, despite threat of govt. anti-trust suit if Justice Dept. wins pending case against pro football (Vol. 8:20).

'PURITY' PROBE HEARS DRYs, REFORMERS: A Bible Belt Congressman demonstrated his version of the hootchy-kootchy, a WCTU lady sobbed that TV commercials make babies cry for beer, a Chicago newscaster blamed wicked New York for TV's "lewdness" -- and the Great Congressional TV-Radio Investigation of 1952 was on.

The words and music were familiar, and the press corps was out in full force for first week's hearings by House Interstate & Foreign Commerce subcommittee headed by Rep. Harris (D-Ark.). Newspapers gave plenty of space to stories bristling with such phrases as "low necklines," "girdle gags" and "burlesque show."

There was confusion in the subcommittee as to exact course investigation should take. Probers spent nearly all of first day's session June 3 trying to find out from Rep. Gathings (D-Ark.) what he had in mind when he introduced resolution calling for inquiry (Vol. 8:20). Rep. Gathings, as first witness, did a modified shimmy in describing "lewd and obscene" TV program he had witnessed.

Overabundance of crime programs was Rep. Gathings' principal complaint, in prepared statement before subcommittee. Under questioning, he expressed satisfaction with general upward movement of necklines since TV code (he called them "waistlines," but everyone knew what he meant). As to censorship, he's against it, but:

"There is such a thing as leaning too heavily upon the Constitutional free speech provision should the airwaves, which belong to the people, be used to incite lawlessness and a disregard for constituted authority" (from prepared statement).

"Should there be legislation to control TV and radio?" asked Rep. O'Hara (D-Minn.). "No," Gathings replied quickly.

Censorship legislation isn't answer to TV-radio programming shortcomings -- this feeling was manifest in questions asked by majority of subcommittee members. Twice during hearing, Rep. Klein (D-N.Y.) suggested this one sure-fire solution to witnesses' complaints about TV programs:

"Turn the damn thing off," he said.

More concern over TV-radio advertising techniques than over programming was expressed by Reps. O'Hara, Klein and Denny (R-Pa.) -- but chairman Harris made it clear at first day's hearing that probe would stick to programming.

Then followed 2 days devoted almost exclusively to testimony by drys, who don't like beer advertising. The monotony was broken by Chicago ABC radio commentator Paul Harvey, who took stand to blame Manhattan comedians for most of TV's off-color material -- especially jokes dealing with "ladies' undergarments."

NARTB Code Review Board held closed-door session with Rep. Gathings and the subcommittee June 6, and chairman John E. Fetzer announced he will testify June 25.

During 2-day session in Washington, Review Board studied some 20 complaints about TV programming -- dealing principally with crime and mystery shows, over-commercialization, religious telecasts and film productions. Decisions and findings "will be addressed to the program sources involved," board announced.

Harris subcommittee hasn't yet mapped out future program, but a Committee spokesman said hearings may "run through the summer." On basis of queries by probers during first 3 days, it's good guess that extent of group's action may be to warn FCC to keep sharp eye on public's complaints when time comes for license renewals.

* * * *

Complaint in opposite direction came this week from American Civil Liberties Union. It attacked NARTB's code as "stultifying and illegal censorship" and asked FCC for hearing to determine whether the code contravenes Communications Act. It charges that by adhering to code telecasters abandon their own responsibility to bar "obscene and other illegal matter." If code is not "abrogated in its entirety," said ACLU, it will "create conformity and reduce TV to dull mediocrity."

EQUAL TIME on the air is becoming a shibboleth, almost to point of ludicrousness, as politicians scramble for free pre-convention TV-radio time. They're even looking to FCC to help them as TV-radio people balk. Return of Gen. Eisenhower and the telecasting of his Pentagon press conference, his Abilene speech and his Abilene press conference brought matters to a head this week.

Senators Taft and Kefauver have asked FCC to force networks to grant them equal TV-radio time with Ike—and former's campaign headquarters made no bones about being irked with extreme lengths to which NBC-TV & CBS-TV went to get the special Abilene-to-Kansas City microwave relay installed (at cost of \$30,000 or more, which they shared).

FCC has taken usual course of asking networks to explain, but obviously doesn't want to put itself in position of deciding what's political. Foolishness of the "equality" rule is indicated (1) by fact that Taft, Kefauver and the other candidates have been getting more than their share of free time for months, while Eisenhower was abroad; and (2) fact that Commission has in effect ruled that one Wm. R. Schneider, a Republican "presidential candidate," who polled some 600 votes in New Hampshire and Oregon primaries combined, is entitled to as much time as his "rivals".

At Taft's first demand, the networks all stood up on hind legs and refused him a half-hour simulcast on a 6 p.m. hookup such as Eisenhower had from Abilene. Nor would CBS give Kefauver the half-hour immediately after

Ike, on grounds the General's homecoming was "news event" and not primarily a political speech.

At Abilene, after big speech, question arose whether Ike's first "political" press conference would be telecast. Faced with flat ban on live pickup by Ike's campaign managers and bitter opposition of newsmen, who claimed "off-the-record" problem was insurmountable, CBS-TV crew (working with Omaha affiliate KMTV's cameras) nevertheless set up in conference room and got green light from Ike himself. They're still debating merits of such gigantic "Meet the Press" programs.

Opinion generally was that Eisenhower handled himself well before cameras, especially at Pentagon press conference. Said *New York Times'* Jack Gould: "Where the General appears to have the major edge over his rivals for the Presidency is in the quality of his delivery. Yesterday [at the Pentagon] there was an intuitive variation in the inflection of his voice as he moved from moments of light banter to moments of great earnestness. The timbre of his speaking voice is aurally pleasing and wears well."

That TV scored solid beat over radio and press at Pentagon conference, was noted by *Variety*. All 4 TV networks were there with pool of 3 cameras. Radio did not carry it, but did do good job of repeating recordings later (and to bigger night audiences). *Variety* described Eisenhower as "a forceful, quick-thinking speaker with conviction." Consensus among observers, even those opposed to the Eisenhower candidacy, is that he's very tele-genic, will do well on TV provided he doesn't "overstay his welcome" by too-frequent appearances (Vol. 8:21).

PLEADING FOR SPEED, desperately needed, ABC and United Paramount Theatres on June 6 petitioned FCC to sever question of their merger from interminable Paramount hearing and to render final decision on it as soon as possible. Stating that all testimony affecting the two companies has been completed, ABC and UPT urged haste for these reasons:

(1) Completion of whole Paramount hearing will take "many weeks, or even months." Hearing is now in 6th month, has consumed 78 days and occupies 11,000-plus pages of testimony.

(2) ABC continues in need of capital—to keep going and to expand. Terms of agreement with UPT prevent ABC from getting capital elsewhere.

(3) Retention of ABC personnel is becoming increasingly difficult during period of uncertainty.

(4) Delay of merger decision beyond August will handicap ABC not only in present operations but in obtaining crucial fall sponsorships—seriously harming ABC's AM and TV affiliates as well as ABC itself.

ABC and UPT claim that merger question was combined with Paramount hearing "not because of legal necessity or requirements but as matter of [FCC] convenience."

Dr. Allen B. DuMont returned to stand during this week's hearing to state that he had no opinion on whether ABC-UPT merger would be good or bad. "It's up to the Commission to decide," he said. He was also cross-examined in connection with patents owned by old Scophony Corp., stated that he had no knowledge of Paramount's alleged attempts to suppress Scophony's TV patents. He also testified he still believes that TV system of Siatron Corp., Scophony's successor, lacks commercial utility.

FCC's last 2 witnesses were also heard—David G. Edwards, Salt Lake City theatre owner, and Judge George W. Latimer of U. S. Court of Military Appeals, who was counsel for Salt Lake City's Joe Lawrence Theatres in 1941. Both testified that UPT president Leonard Golden-son, when with old Paramount Pictures Inc., threatened to withhold first-run pictures and to use "all the power" of Paramount—in unsuccessful effort to regain theatres owned by Lawrence.

Personal Notes: Wm. S. Paley, CBS chairman, completes his job late this month as chairman of Materials Policy Commission, special board set up by President Truman to evaluate metals resources; Wm. Ackerman, director of CBS reference dept. on leave as secretary of Commission in Washington, is expected to return to CBS within month afterwards . . . Niles Trammell, NBC chairman, named head of TV-radio committee of the Advertising Council; Edgar Kobak heads promotion committee . . . Edward D. Madden, NBC-TV operations v.p., addresses American Marketing Assn. convention in Cincinnati June 17 on "TV—a Revolution in Marketing" . . . Frank B. Hand, ex-FCC attorney, and Daryl A. Myse, attorney-engineer formerly with Federal Power Commission, have formed law partnership to specialize in TV-radio practice, with headquarters in Transportation Bldg., Washington . . . Walt Dennis, ex-TV-radio director of Allied Stores, now commercial mgr., WJLS, Lansing, Mich. . . . Peter Storer, son of George B. Storer, heads new promotion-merchandising dept., WJBK & WJBK-TV, Detroit . . . Sydney Eiges, NBC press-information v.p., elected president of N. Y. professional chapter, Sigma Delta Chi . . . Robert M. Banker, unit mgr. of *Studio One*, named CBS-TV casting director, succeeding Robert Fryer, resigned to join NBC-TV . . . Wells (Ted) Church, acting director, named CBS Radio director of news & public affairs . . . Melvin A. Goldberg, DuMont research chief, on leave of absence to join State Dept. information office . . . Tom McManus named head of newly-established station relations dept., Telenews . . . Stanley C. Florsheim, eastern sales mgr., promoted to sales mgr., Frederic W. Ziv Co., headquartering in Cincinnati . . . Nicholas E. Keesely is TV-radio v.p., Peter V. Keveson TV-radio copy chief & v.p., of newly formed Lennen & Newell Inc. . . . John E. Mosman, ex-Biow, named TV-radio v.p., Harry B. Cohen Adv. . . . Wilfred S. Roberts, ex-Pedlar & Ryan, joins TV dept., Benton & Bowles . . . Florence Warner, ex-CBS, joins Hutchins Adv. as public relations director, will work on promotion of Philco convention sponsorship . . . Norman Cash named sales mgr., WLW, Cincinnati, in separation of AM-TV sales; David Partridge is WLWT sales mgr.

Telecasting Notes: Top-level CBS executives and sizable group of radio affiliates will confer on radio rate situation (Vol. 8:22) at meetings in New York's Ambassador Hotel, July 1-2. NBC affiliates at Boca Raton convention last winter thwarted projected lowered rate structure, pegged on TV impact, and CBS stations think they may also be able to forestall their network from taking initiative on drastic rate cuts . . . Observations by one of prime movers in calling CBS affiliates meeting, Victor Sholis, WHAS & WHAS-TV, Louisville: "I'm not too sure what we can accomplish, but we are going to try. It's significant that some of the poor business practices, which now threaten to pull the roof down on network radio, have also crept into TV at a time when TV supposedly is riding high. Unless we stop it now in radio, what do you think will happen in TV when honest-to-goodness competition is possible?" . . . Radio got unexpected assist from TV at conclusion of June 5 Walcott-Charles fight from Philadelphia on NBC-TV (for which TV rights cost \$175,000 vs. gate receipts of \$210,000); viewers scampered for radio dials (ABC) when picture-&-sound blacked out due to mobile unit's power failure just before decision for Walcott was announced . . . Plans for blackout of fight telecast within 75-mile radius of Philadelphia were modified to permit Lancaster's WGAL-TV (53 miles) to carry bout; Philadelphia and Wilmington were blacked out . . . When WTCN-TV, Minneapolis, transfers to new corporation, Midwest Radio-Television Inc., under terms of deal whereby CBS turns in its 50-kw WCCO to that corporation and acquires 47% of its stock (Vol. 8:10), call letters will be changed to WCCO-TV; but CBS will allow Wm. J. McNally and Victor Ridder to vote its stock under trust agreement . . . WTCN-TV transfer awaits FCC action on sale of WTCN (AM) for \$300,000 to company headed by Robert Butler, former Ambassador to Cuba and Australia, which also is seeking Channel 11 in St. Paul (*TV Ad-denda 14-E*) . . . Daytime TV habit study of New York area, made by Advertest Research, shows 38% of TV homes use sets before 5 p.m.; percentage is down from 39.5% in May 1951 and 44% in June 1950, but total of sets is larger . . . New daytime show on WJZ-TV, New York, is *Good Looks & Good Living*, with Elizabeth Rae-Lamont answering personal problems of housewives, Wed. 1-1:30 p.m., planned for participating sponsorships . . . Hedy Lamarr reported to have signed to do series of 36 half-hour films for TV titled *The Great Lovers* and based on great romances of history, to be filmed in Mexico City . . . New Henry I. Christal Co. rep firm grabs off 3 Petry radio affiliates: WTMJ, Milwaukee; WJR, Detroit; WGAR, Cleveland . . . Modernistic new WTVN Television Center in Columbus officially opens June 11, with Sen. Kefauver due to fly out from Washington for special telecast . . . WTOP-TV, Washington, raises Class A hour rate June 15 from \$550 to \$700, one-min. from \$120 to \$140, adds Class D time from sign-on to 4 p.m. with base of \$250.

New common standard for 10-second shared identification breaks has been put into effect on the 8 TV stations represented by NBC-TV spot sales (5 NBC-owned). Station identification appears on top right quarter of screen, other three-quarters being available for advertising, permitting agencies to use one film or piece of art for all stations. Advertiser receives minimum of 6 seconds for commercial audio message. NBC-TV spot sales dir. Thomas B. McFadden said new standard, first in the industry, permits advertiser reasonable flexibility while saving on production costs.

Reason for snafu of sight-&-sound on NBC-TV telecast just as Walcott-Charles fight ended June 5 (see Telecasting Notes) was that a 12-year-old boy climbed stadium fence, stepped on transformer and touched switch just as bout ended. Network radio announcer in New York had to relay fight results to TV audience on audio.

Network Accounts: Texas Co. will put *Texaco Star Theatre*, with Milton Berle, on 3-a-month basis when it resumes Sept. 16 after summer layoff, with Buick putting on once-monthly show in same Tue. 8-9 period, possibly with Ken Murray; Kudner is agency for both. During summer, period is being occupied by *Youth Wants to Know* 8-8:30, and *Juvenile Jury* 8:30-9 . . . NBC-TV's 7-9 a.m. *Today* has these new sponsors: Standard Brands Inc. (Chase & Sanborn coffee), twice weekly, thru Compton Adv.; Mutual of Omaha (insurance), daily segment during Republican & Democratic conventions, thru Bozell & Jacobs; RCA Victor, 3 times weekly on Wed.-Thu.-Fri. for 6 weeks from June 20, thru J. Walter Thompson . . . Beacon Wax Co. June 6 bought season's remaining 5 Fri. *The Goldbergs* on NBC-TV, Mon.-Wed.-Fri. 7:15-7:30, thru Allied Adv., Boston . . . Minute Maid Corp. (concentrated fruit juices) starting June 11 sponsors Wed. segment of *Gabby Hayes Show* on NBC-TV, Mon.-thru-Fri. 5:15-5:30, thru Ted Bates . . . Fleers Inc. (Double Bubble gum) starts sponsorship June 21 of *Pud's Prize Party* on ABC-TV, Sat. 11:30-11:45 a.m., thru Lewis & Gillman, Philadelphia . . . Frigidaire Div. of General Motors bought 10-10:15 a.m. Tue. & Thu. segments of *Arthur Godfrey Time* simulcast on CBS-TV starting June 10, thru Foote, Cone & Belding, Chicago . . . Sealy Inc. (mattresses) starts *Balance Your Budget* Oct. 14 on CBS-TV, alt. Tue. 10:30-11 p.m., thru Olian Adv., Chicago . . . Westinghouse starts *Westinghouse Summer Theatre* June 23, taking place of *Studio One* during summer on CBS-TV, Mon. 10-11; July 7 & 21 time will be used for coverage of opening sessions of Republican & Democratic conventions . . . Philip Morris using *My Little Margie* as summer replacement for *I Love Lucy* starting June 16 on CBS-TV, Mon. 9-9:30, thru Biow Co.; *Lucy* returns Sept. 8 . . . Procter & Gamble (Tide) moves *Red Skelton Show* in fall from Sun. 10-10:30 to 7-7:30 on NBC-TV . . . American Cigarette & Cigar Co. (Pall Mall cigarettes) replacing *Big Story* for 8 weeks starting July 4 with *Doorway to Danger* on NBC-TV, Fri. 9-9:30, thru Sullivan, Stauffer, Colwell & Bayles.

Station Accounts: Henry Koltys Co., Detroit advertising agency, has bought Sun. 1-1:30 p.m. on WJBK-TV, Detroit, for *Business Forum*, designed to do "public relations job"; program features public issues, with leading businessmen participating in panel discussions . . . All-Negro shows on WLTV, Atlanta, starting with half-hour *Golden Bells*, gospel-singing by guest choirs, Sat. 10-10:30 p.m., then going into *TV Cabaret*, variety 10:30-11:15, have proved big hit, with sponsors for each 15-min. segment, including Colgate-Palmolive-Peet (Octagon soap), Ballard & Ballard (flour), Borden Co., Raleigh Cigarettes, Luzianne Coffee . . . Pepsi-Cola plans summer campaign, including TV spots, thru Biow Co.; it has also purchased from MCA *Short Story Theater*, 15-min. film series, for fall placement . . . NBC's WNBQ, Chicago, has sold all local inserts on 7-9 a.m. network show *Today*, accounting for weekly revenue of \$6480 . . . Walt Disney making available to local theatres 15-min. TV trailer titled *The Riddle of Robin Hood* as promotion for next feature, *The Story of Robin Hood* . . . Among other advertisers reported using or preparing to use TV: Bonat & Bonat (beauty products), thru Emerson-Rogers Inc., N. Y.; Redfern Sausage Co., thru Richardson & Sanders Adv. Agency, Atlanta; Reddi Distributors Inc. (Welch's grapeade and Sunkist orangeade & lemonade), thru Duane Jones Co., N. Y.; Re-Dau Packing Co. (Cadet dog food), thru Mann-Ellis, N. Y.; White Laboratories Inc. (Feen-A-Mint chewing gum laxative), thru Dougherty, Clifford & Shenfield, N. Y.; Jelsert Co. (JelSert dessert), thru Ruthrauff & Ryan, Chicago; Helene Pessl Inc. (Little Lady toiletries), thru Posner-Zabin Co., N. Y.; Co-Operative G. L. F. Marketing Service Inc. (Big Red dog food), thru Fellows Adv., Syracuse.

RCA ALSO SAMPLES 27-in. KINESCOPIES: Biggest tubemaker RCA added more impetus to the up-&-coming 27-in. picture tube (Vol. 8:22) by beginning this week to sample its own metal-coned version to other TV receiver manufacturers.

But it isn't likely to offer 27-in. sets of its own this summer or fall, inasmuch as it's concentrating on 17 & 21-in. sizes. In releasing data on 27-in., RCA tube dept. sales chief L.S. Thees stated it "will be made available to TV manufacturers in time for them to incorporate it into their plans for 1953 design."

Plans for production are being made at Lancaster plant. Big selling point, as against the all-glass bulb now being pushed by Corning Glass (Vol. 8:22), is that the metal-shell kinescope weighs about 29 lbs. vs. 41 lb. of equivalent glass bulb.

Tube is slightly shorter than the 21-in. metal-coned kinescope. RCA describes it as a "high quality product designed for top-priced deluxe models."

TRADE TRENDING UPWARD AFTER APRIL LOW: Retail TV sales hit bottom in April -- only 316,000 sets -- and after a desultory month of May now seem to be on way up. They're even talking of 5,000,000 production this year, a prediction repeated by Philco v.p. Courtney Pitt before group of Philadelphia financial analysts the other day. Even RCA president Frank Folsom now says: "It looks like a pretty good year for TV," predicts 5,500,000 sets; and Philco president Wm. Balderston told stockholders meeting June 6 that TV sales are up "substantially" and looked to good year.

Month-old Dun & Bradstreet retail sales figures, covering April and made known this week, showed 150,000 table models, 166,000 other units sold that month. This 316,000 total is lowest since D&B began gathering the figures last August; it's 22% down from 5-week March's 505,000, compares with 417,000 in Feb., 377,000 in Jan.

April TV sales, incidentally, also compare with 322,878 production in that month -- indicating much closer equilibrium than usual.

Dealer inventories of TV sets, D&B also reported, totaled 609,000 at end of April, down 29,000 from preceding month; there were 264,000 table models, 345,000 other sets on hand as against 267,000 & 371,000 respectively one month earlier.

As for radios, dealers sold 368,000 home sets and 68,000 battery portables during April, down from 506,000 & 95,000 respectively in March, according to D&B. Dealer inventories of radios at end of April were 919,000 home and 223,000 battery portables compared with 913,000 & 211,000 at end of March.

More optimistic note is evident in the industry generally, with heightening interest in the political campaigns as manifested by excitement over the Eisenhower telecasts from the Pentagon and from Abilene this week -- to say nothing of network extensions due in time for July political conventions (see p. 1).

General atmosphere of encouragement is also based on the FCC's now-manifest determination to make up for nearly 4 years of wasted time by getting new stations authorized and on the air as soon as possible after July processing begins.

Production rate is being held down, meanwhile, in hopes that inventories will adjust to safer levels. With end-of-April dealer inventories at 609,000, with distributor inventories then 447,519 (Vol. 8:22), with factory inventories 294,266 as of April 25, we arrive at total in all pipelines then of 1,350,785. That compares with 1,338,369 at end of March (Vol. 8:18), 1,333,742 at end of February (Vol. 8:14) and 1,340,000-1,500,000 at end of January (Vol. 8:10).

These figures are 5 weeks old, it must be remembered -- and in the meantime there has been consistent rise in factory inventories (see below). We won't know end-of-May figures until latter June or early July.

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Latest RTMA weekly report, for week ended May 30, again reveals mounting factory inventories and declining production. Inventories rose some 44,000 in week

to 454,151 from week preceding. It was highest figure for year -- highest, in fact, since last Sept. 26. Total has increased steadily since Jan. 1 low of 176,857.

Output went to new low for year -- only 60,854 sets (8128 private label) as against 73,936 the preceding week. Year's previous low was 69,198 for week ended Jan. 4. During April-May, weekly average has been running about 72,000.

Radio inventories went up, too, as output went down. New inventory high for year was 432,373 as of May 30, up from 394,590 on May 23. Week's production was 175,161 (76,770 private label), down from 205,090 week before. Week's radios were 54,590 home sets, 37,057 portables, 22,516 clock, 60,998 auto.

Topics & Trends of TV Trade: Top TV and radio sales executives draw salaries comparable to their counterparts in basic, far older U. S. industries. In fact, combined salary-bonus of some TV sales executives exceeds those of sales chiefs of such big firms as Lockheed, Boeing, Packard, according to survey of leading corporations published in June *Sales Management Magazine*.

Survey is based on stockholders' reports and proxy notices filed with SEC, covers salaries before taxes for 1950 corporate fiscal year (TV's best); in some instances, parts of 1949 & 1951 are included. In long list covering many industries, but not all-inclusive, these examples are cited from TV-radio and related fields:

John M. Otter, Philco sales v.p., \$40,000 salary & \$57,000 bonus; Henry C. Bonfig, Zenith sales v.p., \$26,666 & \$56,826; Joe Friedman, Trav-Ler president and then gen. sales mgr., \$68,750 salary; H. Myron Owen, Aerovox president & gen. sales mgr., \$67,799 & \$7,000; W. C. Johnson, Admiral sales v.p., \$30,576 & \$30,000; Walter H. Stellner, ex-merchandising v.p., Motorola, \$50,600 & \$881; Charles Robbins, Emerson sales v.p., \$42,528 & \$2157; Harry Ehle, International Resistance Co. sales v.p., \$24,192 & \$12,419; John Q. Adams, Hytron sales v.p., \$13,442 & \$15,000.

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RTMA annual convention in Chicago's Palmer House, June 23-26, will comprise several dozen separate business sessions—set, parts, tube and equipment manufacturers all holding separate meetings. June 25 dinner will honor past directors of RTMA, and annual dinner next night will be marked by presentation of Medal of Honor to RCA's Gen. Sarnoff. Seventeen directors are due for election, plus chairmen of 5 divisions and executive committees, with election of five vice presidents, treasurer and other officers on June 26.

Only 3450 electrical engineers will be graduated from 112 engineering colleges (about 80% of total) surveyed by *Electronics Magazine*. June issue reports that only 81% of the 3450 will be available for employment—10% being committed to armed forces, 8% going on to graduate work, 1% "otherwise unavailable." Industry needs are estimated at 5000. Long-term outlook is also poor, magazine says, estimating that 1955 graduates will number only 2900. Nearly one-third of graduates come from schools in middle-Atlantic area—New York, New Jersey, Pennsylvania, Delaware.

GE shutting down tube dept. in Syracuse for extra week, in addition to regular July 3-21 plant vacation, "to adjust inventories more in line with a general softening of the demand for many lines of electrical appliances, including TV, on an industry-wide basis."

Cited in bankruptcy petition filed by 3 creditors last week (Vol. 8:22), Monarch Radio & Television Corp., Brooklyn, has filed Chapter X reorganization petition in Federal court, listing assets of \$277,392, liabilities \$222,162.

Armour Research Foundation, Chicago, has filed \$1,500,000 triple damage suit in Chicago Federal district court against Wilcox-Gay Corp., alleging patent infringement on a recorder.

Merchandising Notes: One annual basic TV and appliance line from each manufacturer will be one of objectives of NARDA's midyear meeting in Chicago's Hotel Sherman, June 22-24 . . . Dept. store sales in New York City were off 2% in May, reports *Herald Tribune* survey, but 4 stores reported TV-radio sales increases of 2, 19, 28 & 35%; five reported decreases of 7, 14, 24, 34 & 49% . . . Admiral, during political convention sponsorships on ABC & ABC-TV, to offer automatic 3-speed record player listing at \$50 for \$20 to purchasers of its sets with built-in radios . . . Auto dealer in San Antonio this week offered 20-in. Motorola with purchase of new Nash car . . . Motorola to sponsor *True Detective Mysteries* alternate Sun. 5:30-6 p.m. EDT, on Mutual network, starting July 13 . . . Muntz TV since January has opened branches in Miami, New Orleans, Houston; has new stores about to open in Memphis, Dallas, Ft. Worth; has discontinued 17-in.; is now concentrating on 21 & 24-in. models; delivered more than 10,000 sets during May—according to president Earl W. Muntz . . . American Television Inc. (U. S. Sanabria) opens own stores in Oklahoma City & Tulsa, says it plans others, promises 27-in. set at \$200 plus tax . . . RCA Victor soon to offer its first clock radios . . . GE adds 3 new 21-in. sets: mahogany blonde tables, \$330 & \$340; mahogany console \$400, all eastern lists and including tax & warranty . . . Emerson adds 17-in. mahogany console at \$260.

Capehart-Farnsworth sets up own N. Y. distributorship at 24 W. 61st St. under James D. Walker, regional mgr., and Chet Graven, field service mgr., and appoints as distributors: Bigelow & Dowse Co., 652 Beacon St., Boston; Myers Hardware Co., 1027 Virginia Ave., Joplin, Mo.; Graybar, 434 W. Madison Ave., Phoenix; Saviers Electrical Products Corp., 640 Sierra St., Reno, Nev. . . . Belmont (Raytheon) now has Walter J. Epstein Inc., 390 Ninth St., San Francisco, as northern California distributor; new firm formed by Mr. Epstein and R. J. McNeely, ex-Hoffman, and J. H. Clippinger, ex-Admiral . . . Bruno-New York, RCA & Bendix distributor, named exclusive N. Y. distributor for Wilcox-Gay recording, disc and allied apparatus.

Tieup and buildup for Westinghouse-sponsored coverage of political conventions on CBS & CBS-TV includes "Convention Caravan," carnival-type merchandising showings of new TV-radios to distributors and dealers, for which these "rallies" have been scheduled: Chicago, June 9, IBEW Hall; New York, June 13, 212th AA Group Armory; Philadelphia, June 16, First Infantry Armory; Atlanta, June 19, Fox Theatre Ballroom; Dallas, June 23, General Exhibits Bldg.; Los Angeles, June 27, Shrine Convention Hall; San Francisco, July 1, Armory.

Ads saying "licensed by FCC," placed in newspapers by TV-radio servicing organizations, have become so prevalent that Commission was moved to issue public notice this week, stating that law doesn't permit it to license servicemen.

Philadelphia Electrical Assn. reports 45,721 TVs sold in area first quarter for \$13,390,555 (average \$292 per set, not counting installation)—43% fewer than the 79,907 sold for \$27,992,605 (av. \$350) same 1951 quarter.

CUBA IMPORTED 4774 TV sets at manufacturers' price of \$833,590—all U. S.-made—during first quarter of this year, compared with 7499 at \$1,519,214 in first-quarter 1951, U. S. Commerce Dept. reports. Decline is attributed to ban on televising Cuban professional baseball games—but Cuban dealers are quoted as saying sales have picked up substantially in second quarter with resumption of telecasts of semi-pro games and other sports.

With 6 TV stations in operation, one more under construction and CPs authorized for 12 others, demand for sets is now reported heavy, and one importer says he's selling sets even before they arrive in Cuba. Of the 4774 sets imported in first quarter, 22.1% were RCA, 20.8% Admiral, 10.4% Philco, and the remaining 46.7% divided among 15 other U. S. manufacturers.

As reported by *Foreign Commerce Weekly*, 24,972 radios valued at \$431,866 were imported into Cuba during first quarter, vs. 20,368 at \$482,185 same period last year. Of first-quarter 1952 imports, 30.3% were made by Regal, 20.5% by RCA, 9.7% by GE, 39.5% by 24 other U. S. and foreign manufacturers.

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Gates Radio's TV transmitter schedule should be announced within week or two. Following is expected lineup: vhf 500-watt and 5-kw, 120-day delivery; uhf 500-watt, 2.5-kw and 5-kw, first half 1953. Uhf will employ Eimac klystron tube. Prices won't be set until "regular" production is reached. However, Gates achieved much of its reputation in AM by bringing out units priced well below others and is expected to attempt similar pattern in TV. It is in process of arranging to get full line of studio equipment from other manufacturers. DuMont reports its 5-kw uhf going well, announcing sale of units to 4 applicants this week.

Fifteen new British TV receivers were shown at recent Manchester Radio & TV Exhibition—with 12-in. sets completely dominating the show and average price of table model about \$200. Shown in London was 3x4-ft. home projection set made by British Decca Record Co. U. S. Commerce Dept. reports that TV receivers of British design are now being built by Italy's Societa Anonima Fini under license from Murphy Radio Ltd. In 1951, reports *Foreign Commerce Weekly*, Britain exported more than \$30,000,000 worth of electronic components.

New officers of Joint Technical Advisory Committee (JTAC) of IRE & RTMA: Ralph Bown, Bell Labs research director, chairman; A. V. Loughren, Hazeltine v.p., vice chairman. New members are Lloyd V. Berkner, Associated Universities Inc.; D. D. Israel, Emerson Radio v.p.



Locating postoffice coordinates is proving headache to applicants and their engineers, but FCC can't do much to help them. Postoffice Dept. doesn't have the figures, nor does anyone else. Commission engineers say many coordinates can be calculated through use of a reliable city map, in conjunction with topographical quadrangle maps, latter obtainable from director, Geological Survey, Dept. of Interior, Washington. Since Geological Survey doesn't have maps for entire country, applicants may be forced to scan old state, county maps and records—or even hire engineers to make on-the-spot survey.

Boredom of pickets at 3 steel plants in Warren, O. is being relieved by local appliance store, Van Enterprises Inc., which has supplied TV sets gratis, running them on power supplied by steel companies. *Wall St. Journal* reports reasoning of store-owner Ray Van Devender: "There's a good relationship between the companies and the men here. They can't help that they're on strike; they just take their orders. But they're our customers, and we do business with them; they'll bring it back to us some day."

Electronics Reports: Richards W. Cotton, v.p. of Philco International and asst. to Philco president Wm. Balderston, becomes director of NPA Electronics Div. June 16, succeeding J. A. (Shine) Milling, who returns to RCA Victor after 16 months with NPA. Mr. Cotton will also become chairman of DPA's inter-agency Electronics Production Board. He will be on leave from Philco, having had home office in Washington. He was formerly managing director and chairman of British Rola Ltd., and during war was British Air Commission's controller of signal equipment—only American to hold such high position in British war organization. Since Korean outbreak, he has been consultant to Munitions Board.

Mr. Milling, RCA Service Co. v.p., returns to Camden for new assignment, turning over his EPB reins to Mr. Cotton June 23. He continues with NPA in consultant capacity.

Electronics Div. is also setting up new military production staff to handle all priority, allocation & directive aid to military electronics program. Its chief is Justin R. (Ted) Sypher, ex-chief of end equipment branch and military equipment section. He becomes asst. to director for military production and asst. to EPB chairman.

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Govt.-aided expansion of electronics industry—through rapid tax amortization—has totaled about \$263,000,000 since Korean outbreak. This represents about 60% of industry's total plant expansion, according to DPA sources—indicating that nation's electronics industry has expanded to tune of about \$440,000,000 since Korea. Breakdown of tax aid certificates issued by DPA to electronics manufacturers to May 1: End equipment, 192 projects valued at \$146,000,000 tubes; 108 projects, \$73,000,000; components, 151 projects, \$26,000,000; miscellaneous items, 41 projects, \$18,000,000.

Certificates for accelerated tax amortization issued by DPA May 16-22 include: Raytheon, Waltham, Newton, Bedford & Quincy, Mass., 3 certificates totaling \$1,945,932 (65% amortization); I-T-E Circuit Breaker Co., Philadelphia, \$565,025 (40%), mechanical rectifiers; Western Electric, Winston-Salem, N. C., \$188,614 (70%); Tung-Sol, Washington, N. J., \$125,450, & Newark, \$29,225 (65%); Sylvania, Middlesex County, Mass., \$154,772 (65%), magnetron tubes; Sonotone Corp., Elmsford, N. Y., \$57,388 (70%), tubes; John Gombos Inc., Irvington, N. J., \$51,810 (80%); G. H. Leland Inc., Dayton, Ohio, \$12,240 (70%); Benson-Lehner Corp., Los Angeles, \$8894 (75%); Tele-metal Products Inc., Brooklyn, \$3490 (65%).

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Important step by Army to integrate and coordinate all of its basic research programs was taken this week with formation of new Army Research Committee, headed by Dr. Lloyd E. Swearingen, director of Army Basic Sciences Research. Such a move—but on a more extensive, Govt.-wide basis—has long been urged by leading electronics industry engineers such as GE's Dr. W. R. G. Baker (Vol. 8:14). Representing Signal Corps on committee is Dr. Harold A. Zahl, research director for Signal Corps Engineering Laboratories. His deputy is chief engineer Oliver I. Lewis of Signal Corps Engineering & Technical Div.

Among military contracts announced by Signal Corps: Transmitter Equipment Mfg. Co., 345 Hudson St., N. Y., \$1,123,939, radio terminal set AN/TRC-3 (307 units); Sentinel Radio, Evanston, Ill., \$1,012,092, radio set AN/PRC-6 (5233 units).

Condenser Products Co., Chicago, sold to New Haven Clock & Watch Co., which thus enters electronics field and continues it as a division under present president S. M. Levenberg.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for April 11-May 10: C. Coburn Darling sold 4000 Avco, holds 6000; A. C. Wedemeyer bought 500 Avco, holds 500; Edgar M. Batchelder gave 59 CBS "A," 59 "B" to Dartmouth College as gift (Nov. & Jan.), gave 3750 "A," 3750 "B" to trusts, holds 11,450 "A," 11,450 "B"; Paul McKnight Deeley bought 50 Cornell-Dubilier, holds 50; William Dubilier received 18 Cornell-Dubilier as dividend, bought 7, redeemed 68 pfd., holds 200 common, 315 pfd.; Mary F. Keating received 61 Cornell-Dubilier as dividend, holds 670; John H. Briggs bought 5700 Gabriel, holds 30,688 common, 2750 pfd.; R. B. LaRue bought 100 General Precision, holds 500; Kenneth C. Meinken bought 4700 National Union, sold 3500, holds 37,100; James M. Kemper sold 500 Owens-Corning, holds 6000; Thomas A. Kennally gave 5 Philco as gift, holds 18,997; Jeffrey S. Granger sold 1000 Sentinel, holds 3100; W. B. Harrison bought 107 Sylvania, holds 107; Paul J. Hemschoot bought 50 Tung-Sol pfd., holds 300 common, 50 pfd.; LCM Corp. bought 1000 Tung-Sol pfd., holds 74,604 common, 1000 pfd.; A. H. Blank sold 1000 United Paramount Theatres through trusts, holds 7195 personally and through trusts; John G. Eidell gave 200 Universal as gift, holds 5275; Ludovic L. Lawrence gave 1700 Universal pfd. as gift, holds 8300 pfd.

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Admiral plans to increase its control over Canadian Admiral Corp. Ltd. by offering 41,669 shares of its \$1 par capital stock for the 83,339 shares of Canadian Admiral not owned by Admiral Corp., on a 1-for-2 basis. According to statement filed with Securities & Exchange Commission, any Canadian Admiral stock tendered for exchange up to Aug. 1 will be entitled to 25¢ cash payment. There are 204,427 shares of Canadian Admiral outstanding. Dempsey & Co. will manage the offer.

Muntz TV Inc. and its manufacturing subsidiary, Tele-Vogue Inc., in fiscal year ended March 31 earned net income of \$898,004 (80½¢ a share on 1,115,360 shares) compared with \$749,853 (74¢ on 1,013,944 shares) in preceding year. Earnings before taxes were \$2,197,004 vs. \$1,781,353. Gross revenues increased to \$32,923,661 from \$27,147,846. Firm is now reported manufacturing in Evanston, Ill. as well as Chicago plant (formerly Howard Radio).

Dividends: Admiral, 25¢ payable June 30 to stockholders of record June 16; Muter Co., 15¢ June 30 to holders June 16; Arvin Industries, 50¢ June 30 to holders June 16; Erie Resistor, 20¢ June 18 to holders June 6; Corning Glass, 25¢ June 30 to holders June 16; Capitol Records, 12½¢ June 25 to holders June 14; Standard Radio Ltd. "A," 10¢ July 10 to holders June 20; Davega Stores, 10¢ July 1 to holders June 16 (reduced from 15¢ in March and 25¢ three preceding quarters).

Cornell-Dubilier reports, for 6 months ended March 31, net profit of \$736,127 (\$1.65 a share) on sales of \$18,311,007, compared with \$940,217 (\$2.13) on \$17,221,493 sales during same 1950-51 period.

Graybar Electric Co. filed report with SEC showing 1951 net income of \$7,359,005 (\$14.93 on 475,505 shares) on net sales of \$389,915,528, compared with 1950 net of \$7,944,121 (\$18 on 426,204 shares), sales of \$335,380,036.

Warner Bros. had net profit of \$3,750,000 (66¢ on 5,619,785 shares) in 6 months ended March 1 on revenues of \$57,528,000. For same period last year, profit was \$3,827,000 (56¢ on 6,772,000 shares), revenues \$57,143,000.

National Theatres reports 1951 net income of \$2,195,830 (79¢ a share) on operating revenues of \$66,519,897, vs. \$5,250,147 (\$1.90) on \$68,165,324 in 1950.

Tung-Sol Electric Inc. will be listed on N. Y. Stock Exchange after June 9.

Technograph Printed Electronics Inc., 191 Main St., Tarrytown, N. Y., is offering 1,200,000 shares of 4¢ par common stock at 25¢ a share in recapitalization project under which 1,200,000 shares (out of 4,500,000 authorized) would also continue to be held by Polytron Corp., 600,000 by Technograph Printed Circuits Ltd., of England. New funds would be used to enlarge facilities and for working capital. Firm was organized in May 1951 under name Technograph Printed Circuits Inc. with \$70,000 private capital, licensed under patents of the British firm, formerly Henderson & Spalding, developed by Dr. Paul Eisler. Officers are Hubert Shortt, president, also president of Polytron, ex-president of Transformer Corp. of America and ex-v.p. of Airadio Inc.; William Carduner, v.p., director of British Radio Industries Corp., N. Y.; Harry Spinrad, treas., president of Madisonit Co., N. Y.

General Precision Equipment Corp. acquires Kearfott Co. Inc. (navigation devices), with plants in Little Falls, N. Y. and Kearney, N. J., which in fiscal year ended Nov. 30, 1951 reported sales of \$8,795,879 and net income of \$385,183 and in quarter ended Feb. 29, 1952 showed sales of \$3,932,149 and profit of \$142,590. General Precision issued 45,000 common shares and 10,000 shares of \$5 cumulative preferred for all of Kearfott's outstanding stock except 55,020 shares of \$1 par junior preferred retained by Kearfott management.

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Virtually all technicians can benefit from excellent reference volume, 108-page second edition of *Television Interference*, offered free by Remington Rand's Laboratory of Advanced Research, Wilson Ave., South Norwalk, Conn. Booklet embraces reprints of numerous magazine articles on subject, many of them by Remington Rand's Philip S. Rand, who compiled volume. Company gave away 20,000 copies of first edition.

Trade Personals: George W. Henyan, recently resigned chief, components branch, NPA Electronics Div. (Vol. 8:21), named asst. to GE tube dept. gen. mgr. J. Milton Lang; Robert O. Bullard, manufacturing mgr. for industrial & transmitting tubes, promoted to mgr. of industrial & transmitting tubes, post held by Mr. Henyan prior to his Washington appointment . . . Arthur V. Loughren, Hazeltine research v.p., named a vice chairman of National TV System Committee, replacing Donald G. Fink, former editor of *Electronics Magazine*, now Philco co-director of research . . . Jay M. Allen promoted to mgr. of manufacturing, Westinghouse TV-radio div., Sunbury, Pa.; Ricardo Muniz, ex-Trad & DuMont, named supt. of manufacturing . . . G. C. Isham named eastern regional mgr., Sylvania tube sales dept.; J. H. Hauser, midwest mgr.; W. G. Patterson, Pacific mgr. . . . James Tait Jr., ex-DuMont, now Hoffman eastern div. mgr.; Hoffman also appoints E. A. Tischler as publicity director, Donald E. Larson adv. director (succeeding Phillip Beach, resigned), Roy D. Soderlind sales promotion mgr. . . . W. J. Bressert, ex-Marshall Field, named Chicago district sales mgr., Magnavox . . . Norman B. Neely, Los Angeles manufacturers rep, elected president of The Representatives of Radio Parts Manufacturers Inc. . . . Jack Abel joins Insuline Corp. of America as head of mechanical engineering dept. . . . Albert J. Rosebraugh named Philco sales mgr., refrigeration . . . Bert Cole resigns as Philco district mgr. for N. Y. & N. J. to run own string of gas stations on Long Island.

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Irving Herriott Jr., 40, Zenith district mgr. in east, died suddenly in Washington May 29; he was son of Zenith's general counsel Irving Herriott.

Charles B. Aiken, 50, executive v.p. of Electro-Mechanical Research Inc., Norwalk, Conn., died June 1.

REVISED NPA color order M-90 was finally approved this week by NPA chief Henry Fowler, and it's due for release next week—but nobody is expected to get excited about it. Even CBS isn't interested in making home color sets unless others do or it can get enough extra materials "to make a dent in the market" (Vol. 8:17). Both contingencies are extremely remote. Only other company which has talked up CBS system for home receivers—Paramount's Chromatic TV Labs, proposing to build Lawrence tri-color tube—has scarcely enough production facilities or materials to make anything more than a publicity splash.

Revised M-90 order is expected to take restrictions off production of color theatre-TV equipment, but this won't mean much either. Last year, 20th Century-Fox said it was champing at the bit, eager to get into production, and GE agreed to make equipment. It was claimed that 73-100 theatres would be equipped within a year. Even Sen. Johnson was worked up about it, saying he intended to find out "why production can't go ahead" on 20th Century's Eidophor equipment (Vol. 7:49, 52).

But now, latest word from 20th Century is that equipment will be available to theatres in 18 months (Vol. 8:21). Eidophor was demonstrated to stockholders May 21, will be shown to press in New York June 25.

National TV System Committee (NTSC) meanwhile continues work on compatible system, against day when it or one of its members—RCA most likely—requests FCC to authorize compatible system in lieu of CBS system which is still "officially approved."

Though NTSC's numerous panels are constantly holding meetings, and more and more companies are making and testing own color equipment, policy is to keep publicity to minimum until time is "ripe"—presumably when FCC is reapproached. That time is probably good many months off, largely because Commission is so preoccupied with aftermath of freeze that color has low priority.

Despite fact color experimenters aren't making big publicity splurge about their work, occasional report of progress seeps out. For example, we learn from authoritative source that RCA Victor's commercial design and production engineers, to whom laboratory receivers were turned over for simplification, have reduced number of tubes from 54 to 36 since last October. Despite 18 fewer tubes, latest receiver is reported to be not only simpler than laboratory model but superior in performance. Best black-&-white sets use up to 27 tubes.

Expansion of Weldon & Carr, consulting engineers, adds following to Washington staff: John D. Gilbert, ex-CBS mgr. of technical operations, chief engineer of WCBS and director of network's international plant facilities, appointed associate director; David F. Bowman, ex-Hazeltine, recently with Airborne Instruments Labs, named chief engineer, lab. div.; John H. McMahon, ex-chief engineer, KSTP & KSTP-TV, St. Paul, named head of TV facilities group; Homer A. Ray, ex-Crosley and KIRO, Seattle, recently partner in Gautney & Ray, Washington, named senior engineer, broadcast div. Firm is also enlarging its antenna lab at Leesburg, Va. Washington office is directed by partner Lester H. Carr, Dallas office by James O. Weldon. Maj. Gen. Frank W. Stoner, USA ret., head of Seattle office, has taken leave of absence to become special consultant to Dr. Wilson M. Compton, new director of Voice of America.

Latest aids to applicants offered by transmitting equipment manufacturers: GE's *Television Station Planning* and RCA's *Application Data and Filing Information for TV Stations*. Both volumes are full of data on equipment specifications, costs, FCC requirements, etc.

TV applications began coming in at faster clip this week, with 7 new ones and 13 amendments filed at FCC—bringing total now pending to 546, of which 53 are for uhf. At same time, Thomas S. Lee Enterprises asked Commission to dismiss its long-standing Yankee Network applications for Bridgeport, Conn. and Springfield, Mass. Only one uhf was included in this week's batch of new applications, which were from: WBRD, Fort Lauderdale, Fla., seeking Channel No. 17; KCJB, Fargo, N. D., No. 13; WDXI, Jackson, Tenn., No. 9; KSPO, Spokane, No. 2; Royaltel, Honolulu (Herman B. Rosen, et al.), No. 2; KGU, Honolulu, No. 4; Empire Coil Co. (owner of WXEL, Cleveland), San Juan, Puerto Rico, No. 2. Old applications amended: WINK, Ft. Myers, Fla., now seeking No. 11; Zenith Radio Corp., Chicago, No. 2; WKLO, Louisville, No. 21; WGAN, Portland, Me., No. 13; Minnesota Television Public Service Corp., St. Paul (Robert Butler, president), No. 11; KGBX, Springfield, Mo., No. 3; WONE, Dayton, O., No. 22; WCHA, Chambersburg, Pa., No. 46; WSBA, York, Pa., No. 43; KOMO, Seattle, No. 4; KHQ, Spokane, No. 6; WVWV, Fairmont, W. Va., No. 35; WOSH, Oshkosh, No. 48. [For further details, see *TV Addenda 14-U* herewith; for complete list of applications, see *TV Factbook No. 14* with Addenda to date.]

Coin-box system of subscription TV was demonstrated in New York this week by International Telemeter Corp., 50% owned by Paramount Pictures. Paramount stockholders saw it June 2, FCC group June 6. Carl Leserman, Telemeter v.p., reported on plans to test system on public in October via community antenna system in Palm Springs, Cal. (Vol. 7:52). All 7 Los Angeles stations will be picked up at nearby peak, fed into town via cable. An 8th signal, comprising first-run movies originating in Palm Springs theatre owned by Earl Strebe, will also be fed to subscribers' homes—but in scrambled form. Deposit of proper amount in box next to receiver will unscramble picture. Telemeter engineers contend average set owner will find it too difficult and costly to attempt to "break" signal to get it free.

More TV in San Diego area soon seems assured, with George Rivera's XEAC, Tijuana, scheduled to complete its Channel 6 outlet by Sept. 1; it's backed by Romulo O'Farrell, Mexico City industrialist, who owns XHTV there and XELD-TV, Matamoros. In San Diego, Leon N. Papernow, who was pre-freeze applicant and went to hearing against KFSD and KCBQ, has organized T. B. C. Television Inc. to apply for Channel 10. Also, Keith Kiggins, ex-ABC executive, has organized Community Broadcasting Corp. to file for uhf Channel 21.

Unusual aerial survey service, for plotting best microwave routes, is now offered by RCA. Brochure describing service says combination of barometric and radar readings, from plane flying less than 400 ft. above ground, not only provides speed and accuracy but keeps surveys secret—thus suppressing land-owners' natural tendency to inflate values of microwave sites. RCA also offers excellent brochure for laymen, *An Introduction to Microwave*.

Westinghouse will shortly file amended applications for uhf Channels 17 in Philadelphia, 21 in Ft. Wayne, and for Channels 11 in Pittsburgh, 8 in Portland, Ore. And 4 other "uhf intentions" were disclosed this week with Dumont's report that it had sold 5-kw uhf transmitters to WSOY & WDW, Deatur, Ill.; WHIZ, Zanesville, O.; KCOK, Tulare, Cal.

House action on McFarland Bill to amend Communications Act, already passed by Senate, is definitely scheduled for June 12. Rash of current political broadcasting problems will probably provoke most debate.

Sir William Haley, BBC director-general, resigned this week to become editor of *London Times*.

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

Television Digest

with **ELECTRONICS REPORTS**

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FREEZE-PLAN DEFENDED, FACES COURT TESTS: First formal defense of FCC allocation plan by a commissioner came this week -- from George Sterling, addressing Maryland and District of Columbia broadcasters in Ocean City, Md., June 13.

Week also brought first attacks on plan in courts -- complaints about allocations in Pittsburgh area; Madison, Wis.; Lancaster, Pa.; Lafayette, La.

But no delays in "unfreezing" process are in sight. Commission firmly intends to start processing applications for new stations July 1 per schedule, won't stop unless courts order halt -- and none of the appeals asked that FCC be stopped from processing altogether. Appeals are all "petitions for review," asking that the courts force Commission to reexamine allocations to cities concerned and come up with the "right" decisions.

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Engineer-Comr. Sterling's speech was in obvious response to Comr. Jones, whose scathing criticisms of FCC plan have made news ever since it was promulgated (Vol. 8:19,21). Sterling titled speech "From Andalusia to Worland" -- after names of the little towns standing first-&-last on allocation table (see pp. 164-169 of Final Allocation Report). He did so to set whole tone of address, viz., that the allocation assures service to small cities and rural areas because:

(1) Table of allocations, which can't be changed for a year, assures that small communities have channels "reserved" until they can afford to build, thus keeps big cities from "gobbling up" all choice channels.

(2) High powers, tall antennas and wide co-channel separations assure the sparsely populated areas good service from big cities even if small communities can never afford to support their own stations.

"Many a prospective applicant is being staggered," he said, "by estimated costs of construction and operation of a TV station. Most smaller cities and rural areas are not in a position to support local TV service at this time...But when the time comes, you want a channel to be available for you. And you do not want that channel to be the equivalent of an AM daytime only..."

"When all the smoke clears away, the obvious reason why our critics are urging narrower separations is to get that additional vhf channel into the larger cities...What you do not hear is how Grade B service, the service upon which the sparsely settled rural areas depend, would be destroyed in order to give that giant metropolitan center that additional Grade A service."

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Among other reasons Sterling gave for adoption of plan by FCC majority:

(1) Safety factor. If co-channel separations were reduced very much, Sterling said, there would be danger of eliminating much rural service. "We would be right back in the ice age," he said, "flirting with another 'freeze'. The memory of some men is indeed short."

(2) Educational reservations. Channels could not have been set aside for schools, he said, unless there were a table of allocations -- and he insisted that

educators made such strong case during hearing that FCC had to give them channels.

"If you were to believe some of the critics," Sterling said, "you may get the impression that our decision was a conglomeration of master gimmicks dreamed up by a bunch of diabolical bureaucrats whose main purpose in life was to do damage to the TV broadcasters and viewers."

Sterling also spoke up for uhf, saying: "I sincerely believe that uhf will be a success. Despite all the criticisms, and what almost might be termed a campaign of terror to scare people away from the uhf, some of our most prominent and experienced AM broadcasters are reportedly ready to seek uhf assignments."

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Four of the court appeals, those filed in District of Columbia court by attorney Arthur Scharfeld -- for WISC, Madison; WLAN, Lancaster; KVOL, Lafayette; WLOA, Braddock, Pa. -- are essentially reiteration of "petitions for reconsideration" previously filed with FCC (Vol. 8:18-23). Fifth was filed by attorney Paul M. Segal -- for WWSW, Pittsburgh -- who didn't choose to petition Commission first. WWSW's appeal, in Philadelphia Court of Appeals, was a derisive attack on FCC for failure to put Channel 4 into Pittsburgh area because "some part of the postoffice at Braddock, Pa. is 633.6-ft. too close to a point that happens to be the site of the tower of WLWC at Columbus."

None of appeals seeks to hold up whole allocation plan or asks for injunction to delay process of unfreezing. Attorneys undoubtedly figure there's no need to ask for injunction yet, inasmuch as Commission could conceivably give appellants what they want, rendering court action unnecessary.

Next moves are up to FCC, Justice Dept. and any parties who might be hurt if appeals are successful. In KVOL case, for example, it's likely KALB, Alexandria, La., will seek to intervene -- since it opposed KVOL's petition to FCC. In WISC case, other Madison broadcasters are expected to get hot. WISC may get assist from State of Wisconsin, whose Gov. Kohler this week backed up WISC before FCC, serving notice he intends to ask for vhf educational reservations -- in lieu of present uhf -- in Eau Claire, Green Bay, LaCrosse, Wausau, as well as in Madison.

FILMS AND STILL MORE FILMS FOR TV: Except for on-the-spot news and special events -- like politics and sports -- what can the TV networks carry "live" that cannot be done just as well or even better via film?

What's so topical or urgent about a dramatic or musical or variety program that it cannot be telecast days or even weeks later? Even forums and debates -- why can't they serve their purposes just as well by "delayed transcriptions"?

Frederic Ziv posed those questions to us a few years ago, when he first contemplated expanding into the TV syndication field. Even with expansion of the networks to all but one of the 108 American TV stations, they're still pretty hard to answer today -- considering the cold facts of network "line" costs.

Ziv's success in both radio and TV "transcription" fields is already a legend, and today there's many a hard-headed tycoon of TV, advertising & show business who shares his conviction that the future of TV programming rests primarily on film -- though it's an anomaly, perhaps, that for such huge filmed-program successes as "I Love Lucy" and Groucho Marx (network-controlled), the sponsors use networks.

* * * *

As if the current eagerness of NBC & CBS to gain stronger footholds in the filmcasting field weren't enough proof of a trend, this week brought the significant news that Ford Motor Co. has contracted, direct with big Columbia Pictures' TV subsidiary Screen Gems Inc. for 39 half-hour films to be produced in Hollywood -- and presented over 51 NBC-TV outlets starting next Oct. 2 (see also p. 6).

This isn't to be a serial, nor even episodic like smash-hit "I Love Lucy". Each story will be self-contained; e.g., an adaptation of Hawthorne's "Snow Image", or Rachel Maddux's novel "Turnip's Blood" and others such, plus some originals.

Top-ranking TV-radio sponsor Procter & Gamble did the same thing several years ago, first sponsor to invade the sacred purlieus of Hollywood, underwriting

the "Fireside Theatre" series at something like \$12-15,000 per half hour production. This was so highly successful that the sponsor recaptured original investment and much more in re-runs on TV (for other sponsors under other titles) and from theatre rights. It used low-salaried, unknown performers; Ford will use big-name stars.

That few name stars can now be kept off TV, which is developing its own stars as well as some new ones for the movies, is manifest from almost any evening's programs. Live shows, films made for TV, even the "oldies" give you plenty of name performers. The studios are hard put to keep their "properties" off TV. Only this week, even Red Skelton disclosed his TV show next fall will be on film.

Veteran film actress Lucille Ball is spark of "I Love Lucy". Hedy Lamarr is getting ready to make series for TV in Mexico, Paulette Goddard in Europe (title of latter: "Paulette's Perils," written by Anita Loos). Joan Crawford, Ann Sothern and Gloria Swanson are supposed to be due soon in TV films. And to help satisfy the public's unmistakable predilection for heroics via serials, Hollywood has in the works such thrillers as George Raft in "I Am the Law," Dan Duryea in "The Affairs of China Smith" and Sterling Hayden in "Bush Pilot".

COMMUNITY ANTENNAS EXCITE HIGH HOPES: Future of community TV antenna systems is still an intriguing imponderable, but you couldn't help being impressed by the tremendous enthusiasm of the 60-odd entrepreneurs who gathered June 9 in Pottsville, Pa., for first annual meeting of recently-formed National Community TV Assn.

Most of country's 70-80 systems (Vol. 8:19) are only few months old, serving total of perhaps 10-15,000 sets -- a tiny fraction of nation's 17,500,000. Yet, as we sat in on their sessions and listened to their experiences and plans, we felt that these pioneers have their hands on considerably more than a flash-in-the-pan.

[For the best available list of present and prospective projects, see our Supplement No. 79: Directory of Community Television Antenna Systems.]

We were struck by the important economic difference between these systems and TV, AM or FM stations. A broadcasting station must be completely built and staffed before it begins operating -- and income is meager until set circulation and audience are substantial. But a community system begins earning with its first connection. Furthermore, most of its cost is in cable and amplifiers -- not in the master receiving antenna. Thus, operators are in the happy position of gearing their investment, to large degree, to rate of immediate return.

Since substantial installation fee is charged -- generally \$125-\$175 -- some operators have paid off 80-100% of investment in first year.

The kind of money going into systems also lends respect. Though there are some shoddy fly-by-nights in the business, most are serious and substantial business men -- including a sprinkling of millionaires. Jock Whitney, for example, is planning to back an electronics manufacturer in several very ambitious operations.

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Ramifications of these systems -- beyond their original purpose -- are also worth thinking about. Basically, they're set up to intercept signals from distant TV stations, amplify them and feed them to local subscribers via cable. But here are 2 additional proposals being actively pursued:

(1) Local program feeds, i.e., "closed-circuit stations." Temptation to install camera chains, for local-interest programming and to tap local advertising revenues, has been before system operators for some time (Vol. 8:20). To most of them, it's just a question of getting enough "circulation" first.

But an even greater impact looms: Many a small-town AM operator, worried about costs of building regular uhf station, wonders whether he might not do better by tying in with existing community system or building one himself.

Since many communities can support no more than one TV station, some AM operators see little chance of obsoleting community systems, because latter offer choice of many signals. Indeed, there's fear that set owners may prove unwilling to invest in uhf converters, antennas, installation charges, etc.

(2) Subscription TV. Paramount's 50%-owned International Telemeter Corp. is

planning to build community systems in "half dozen" towns in addition to Palm Springs, Cal. (Vol. 8:23), seeing opportunity of killing 2 birds with one stone -- operating profitable community systems and at same time establishing its coinbox subscription-TV system -- all without necessity of FCC approval (see p. 5).

* * * *

Income and excise taxes were main topics of Pottsville sessions. Principal factor in income taxes is depreciation. Edward J. Mallon, of NCTA's accountants, Wm. E. Howe & Co., Philadelphia, told of difficulties in arriving at proper depreciation rates for a new industry with great obsolescence factor. His conclusion: 3-5 years for various portions of systems would be satisfactory to Govt. He also suggested that it may be wise to spread customers' installation fee over long period to ease tax problem. And he pointed out that once system is paid for, tax situation frequently makes it quite inexpensive to pour money back in, expand.

Govt.'s 8% "wire and equipment" excise tax has neither been collected nor paid by operators -- so far. However, guinea-pig court test is in the making. Trans-Video Corp., Pottsville, has been handed bill for the tax, expects to take it to court. Thomas C. Egan, attorney for Assn. and former member of Pennsylvania Public Utilities Commission, suggested 2 arguments against tax:

(1) Congress didn't contemplate tax on such service.

(2) Tax is discriminatory, requiring set owner living in valley to pay tax while one on mountain goes free.

If courts rule against systems, Egan said, only other remedy is Congress.

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Systems are in great flux, which accounts for very high rate of equipment depreciation. Most systems supply maximum of 3 signals to homes. Reason is that line losses are so high for Channels 7-13 that these signals are converted to Channels 2-6 before being fed to homes. However, this shortcoming undoubtedly will be overcome. One new company, Spencer-Kennedy Labs, 186 Massachusetts Ave., Cambridge, Mass., has promising approach. It has designed wide-band amplifiers, cheap enough and small enough to enable direct feeds of all 12 channels.

Possible technique for getting 4 channels, without radically changing systems, was suggested by Washington consulting engineer Dr. Frank Kear, who attended sessions. He's checking with set manufacturers to see whether receiver can be adjusted to get Channel "6½" -- 88-94 mc.

Idea of putting cables underground is getting some consideration. G. B. Henderson, Carmel, Cal., is all for it, has developed machine for digging trenches.

Largest manufacturers in the field are still Jerrold Electronics and RCA. But more and more is being heard from Technical Appliance Corp., Blonder-Tongue, Philco, Brach, and a few others.

* * * *

Operators' optimism over future was enhanced by Dr. Kear's opinion as to what the increases in TV-station powers and the upcoming added stations might mean. He pointed out that while new power ceilings for stations may mean a great deal to people near transmitters, actual radius of good coverage will be increased by only a "few percent". He added that new stations will bring interference to negate some of the increased coverage. At any rate, he said, there will always be areas getting no direct service and many areas getting only one or 2 signals.

Prospect of satellites has operators somewhat concerned, fearful that such stations -- built perhaps by big-city stations to augment coverage -- may render their installations obsolete. Dr. Kear thought satellites are a possibility, though he said they bring with them problem of increased interference -- to each other and to TV stations -- which may prevent their extensive use.

Cooperation from TV stations, from which operators get their signals, seems to be the order of the day. Former are eager to augment service areas, and go out of their way to help. In a few rare instances, station operators have hinted that they might seek a share of systems' income. Community operators hint back that they

can change orientation of their antennas, get signal somewhere else. St. Louis' KSD-TV is only station filing formal warning with FCC -- but community operators don't seem much worried for the long haul.

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Systems are by no means confined to tiny communities, as you'll note by our directory (Supplement No. 79), which we'll soon bring up-to-date. They're already operating in such sizable cities as Harrisburg, Wilkes-Barre, Williamsport, and plans are under way for even larger communities. In fact, some operators look for sizable growth in deep valleys in Los Angeles, San Francisco, Pittsburgh, etc.

Concern over possible govt. regulation -- Federal, State, local -- doesn't seem to damp anyone's spirits. FCC has long studied systems, hasn't yet shown disposition to "do something" about them. Attitude of commissioners has generally been: "Our first job is to get TV stations going. Later on, we may be interested in these 'fill-in' techniques." Furthermore, Commission isn't likely to get excited unless it hears a lot of complaints. So far, it has received exactly one in regard to rates -- a remarkable record.

But FCC does have clearcut jurisdiction over at least one aspect of operations -- radiations interfering with TV or radio reception. Commission has investigated numerous such complaints, is very likely to impose restrictions.

Since Commission is keeping very sharp eye on systems, operators would do well to return the favor and watch every move of FCC. For example, since FCC is considering putting limits on amount of radiation permitted, operators can help keep them reasonable and avoid ruinous costs of subsequent equipment modification. Same benefits could accrue in other phases of operations -- legal, programming, rates, quality of service, etc. -- should FCC interest become more serious.

State govts. are somewhat more inclined to get into act. Utah's attorney general has opined that Public Utilities Commission has jurisdiction (Vol. 8:19), and California legalists are considering similar action.

FEE-TV DOMINANCE SOUGHT BY TELEMETER: Subscription TV isn't on FCC hearing schedule yet, and chances are it won't be for many months -- probably not before late next year. However, controversy over pay-as-you-look concept itself, not to mention inter-system rivalries, are bound to grow in intensity from here on out.

Believing time ripe for New York showings to industry and press, International Telemeter Corp., Los Angeles (50% owned by Paramount, 5% by Lehman Bros.), has been demonstrating its apparatus for last couple weeks.

We took a look at the coin-operated system this week, came away convinced that FCC's hearing, when and if it comes, may well make the late color unpleasantness look like a pink tea party. Each system's proponent feels that stakes are so high, that his system is so good -- that he'll win before FCC and/or public.

Principle of Telemeter's system is simple. A box about size of portable radio is attached to TV set. It contains wheel calibrated from 5 cents to \$2, in 5-cent increments. Scrambled picture is sent by station and supersonic coding signal is imposed on audio. Code makes wheel turn so that price of picture being shown appears in "window" in front of box. Viewer deposits amount indicated, using coins from nickels to half-dollars, and picture unscrambles.

Coinbox also contains tape recorder. Through information transmitted by supersonic "beep", tape makes record of event paid for. Tape also indicates if overpayment is accidentally made. Coinbox and tape are to be collected at specified intervals, probably a month, and coins counted, tape analyzed.

Telemeter has interesting employment of audio. Instead of scrambling it, too, technicians cut it out, substitute voice of "barker" who gives viewers continuous "commercial" on virtues of picture being shown or to be shown.

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Major domo of Telemeter is v.p. Carl Leserman, ex-sales chief of Warners and United Artists, who started company in 1947 with David Loew (ex-MGM). He thinks it achieves goal of "ideal system" for fee-TV: cash payment, variable price, identification of event, convenience. He has few doubts about future of pay-as-you-look

when more stations bring real competition to TV. He thinks Telemeter has distinct advantages over Phonevision & Skiatron systems, doesn't know what RCA has, says he won't be concerned if FCC authorizes several systems.

Interesting byproduct of Telemeter, according to Leserman and research director Dr. Louis Ridenour, is "greatest program-rating service in the world." Tape-recorder could tell when nation's sets are tuned to any program or commercial.

Community antenna project in Palm Springs, Cal. (Vol. 8:23). due to start in October, has Leserman quite excited. Since FCC action on subscription is way off, he sees community systems as immediate proving ground and market for Telemeter.

Antenna system will pick up all 7 Los Angeles stations. On 8th channel, scrambled events, mostly movies, will be fed into homes from local theatre. No FCC approval is needed. Leserman intends to make 8th channel a regular closed-circuit "station", offering some local events without charge, even making time available to schools. If fee-TV pans out well enough, Leserman says he may not charge set owners for community antenna service. Spencer-Kennedy equipment will be used.

Personal Notes: Robert M. Gray, adv. mgr. of Esso, elected chairman of Advertising Federation of America at New York convention this week, succeeding Graham Patterson, *Pathfinder Magazine*; Rita Eastman, director of public relations, Van Sant, Dugdale & Co., Baltimore, named secy., and Ben R. Donaldson, adv. director, Ford Motor Co., reelected treas. . . . Robert K. Richards, NARTB director of public affairs, named asst. to president Harold E. Fellows . . . Brig. Gen. David Sarnoff, RCA chairman, awarded honorary degree by Pennsylvania Military College, where he was commencement speaker June 10 . . . Russ G. Winnie named asst. gen. mgr. of WTMJ & WTMJ-TV, Milwaukee, succeeding L. W. Herzog who becomes research & development coordinator; George Comte succeeds Winnie as station mgr. . . . Robert C. Currie promoted to production mgr., WCAU-TV, Philadelphia . . . Herbert S. Stewart, gen. mgr. of WICU, Erie, elected v.p. of The Dispatch Inc., publisher of Erie Dispatch and owner of WICU & WIKK (AM) . . . Edward S. Eadeh, ex-ABC & MBS, named mgr. of DuMont Network research dept., succeeding Melvin A. Goldberg, on leave with State Dept. . . . W. W. MacDonald, executive editor, *Electronics Magazine*, named member of National TV System Committee . . . Ernest Felix, ex-ABC treasurer and acting gen. mgr. of its western div., has resigned to become gen. mgr., John L. Edwards & Associates, Los Angeles agency . . . Robert Alford appointed chief of Transfer Branch, FCC Renewal & Transfer Div. . . . Ben C. Fisher, 26-year-old son of senior member of Fisher, Wayland, Duvall & Southmayd, Washington law firm, joins the firm, coming from year's duties as law clerk to Judge Learned Hand of New York Court of Appeals; he's 1951 Harvard graduate . . . Capt. Maurice Dallimore, late of Indian Army, ex-account executive with D. J. Keymer & Co., Bombay, oldest ad agency in Far East, has joined NBC-TV adv. & promotion dept. . . . Ralph Cattell, sales v.p., Jerry Fairbanks Inc., has resigned, and Mr. Fairbanks has taken over his functions . . . Ben Grier, ex-Paramount Theatres, heads new film syndication dept. set up by William Morris Agency . . . Edward T. Cheyfitz, ex-Motion Picture Assn. of America labor-TV aide, now a Washington lawyer, serving as advisor on labor in Eisenhower campaign.

William E. Scripps, 70, publisher of the *Detroit News* and founder of Scripps Motor Co., big maker of marine engines, died June 12 at his Detroit home. He is credited with the founding of WWJ & WWJ-TV, having encouraged his son William J., as a "ham" in 1920 to set up what later became WWJ. Station has long disputed claim of KDKA to being oldest regular broadcasting station in U. S. He is survived by 2 sons and a daughter.

FORD DEAL with Columbia Pictures' subsidiary, Screen Gems Inc., for series of 39 half-hour films (see p. 2) "may be the clincher to a wholesale swing of major studio production facilities into the TV film business." That's sizeup by current *Variety*, which notes this was first such pact ever signed directly between a national advertiser and a major studio. Other studios have made "vidpix," it notes, but for syndication. "Screen Gems is thus the first to tap the highly lucrative national advertising coin and, if it earns a profit on the deal, it's expected that other major studios, now scouting ways of improving their finances, may follow suit."

Wall Street Journal's Hollywood correspondent interprets the deal thus: "It opens the prospect of a movieland heaven paved with TV gold [but] it gives a glimpse of video competition with movie theatres even more severe than what's rocked them since World War II." This writer says, despite Barney Balaban's disavowals at stockholders meeting last week that Paramount vaults will soon be opened and Darryl Zanuck's disclaimer this week to same effect on behalf of 20th Century-Fox:

"The big studios here are sitting on a mountain of 5000 old features of all kinds, most carried on their books at \$1 apiece. However, upwards of 2000 are considered too out of date to meet even video's low standards of film fare. One of the outstanding cocktail lounge pastimes here these days is calculating what the remainder are worth on TV.

"Consider a conservative 2000 as the number of old flickers suitable for TV and held by these 7 studios: MGM, Paramount, Warner, Fox, RKO, Columbia and Universal.

"Multiply the 2000 by \$10,000—regarded by studio folk as the rock-bottom average price for each film if they were to be tossed into a mass TV auction.

"Result: \$20,000,000—more than the collective earnings of several big studios last year."

Note: Major studios, except for British, have tacit agreement not to release any of their post-1948 feature films to TV even though their theatre runs may have run out. And they have contract with Jimmy Petrillo's AFM, whereby any post-1946 films with musical sound track must be rescored by union musicians (at \$50 per man) and 5% of proceeds from sale of such films must be paid into AFM treasury. These requirements are being met by some of the smaller producers, like Republic and Monogram, which have released to TV.

"Economic adviser" is new post at CBS, which has appointed Sidney S. Alexander to job. He's ex-asst. professor of economics at Harvard, recently has served with President's Materials Policy Commission in Washington, headed by CBS chairman Wm. S. Paley, which is about to conclude its work (Vol. 8:23).

Telecasting Notes: Most exhaustive collection of data on films and film activity in TV, is the first "TV Film Quarterly" published by *Billboard Magazine* in its June 7 edition. It's jam-packed with byline articles & ads—but much less ephemeral, and perhaps more valuable to the trade at large, are its reference directories of TV station film buyers, major theatrical film distributors, new TV film series in production, most active producers & distributors of films for TV with lists of their products . . . Top-heavy with surveys which purport to reveal "sharp patterns of industry leadership," the *Billboard* compendium undertakes "best" ratings based on its questionnaires to stations, agencies, film people: best network film series, best film packages, best public service, religious & educational films, most cooperative distributors—even TV stations "working best" with film distributors and ad agencies . . . Watered-down, refined and aiming less at picking "winners," editor Joe Csida's prodigious effort in future issues should pay off by making *Billboard* the bible of the increasingly important TV film trade . . . Bing Crosby's first TV appearance will be on joint CBS-TV & NBC-TV "marathon" starting June 21 at 11 p.m. and running until 1:30 p.m. next day, to raise U. S. Olympic team fund of \$850,000; show originates in Hollywood, Bob Hope sharing m.c. chore with Bing . . . Milton Berle's 22½-hour "telethon" on NBC-TV this week raised \$570,000 for Damon Runyon Memorial Fund . . . Red Cross got 27,000 pints of blood as result of 10-day drive on WHAM-TV, Rochester, whose

goal was 3000 for first week; results were so phenomenal that John Cameron Swayze reported them on *Camel Caravan* June 11 . . . Reference book for NBC-TV scenic designers, artists & costume designers, charting 200 gradations of color, has been prepared by Albert W. Protzman, technical production director, and Cliff Stiegelbauer, supervisor of design . . . Keyed from WCAU-TV, Philadelphia, CBS-TV June 30 starts *Summer School* for 9 weeks, with eminent educators lecturing grammar school class of 40 at Penn Valley School, Mon.-Wed.-Fri., 3:30-4 p.m. . . . CBS-TV brings *Al Pearce Show* from Hollywood to N. Y., will showcase it starting June 30, Mon.-thru-Thu. 10:45-11:15 a.m., Fri. 10:30-11 a.m. . . . Ken Murray signs new 6-year contract with CBS-TV, returns with weekly show Sept. 6 . . . Robert Sherwood, the playwright, negotiating with NBC-TV to write one-hour plays . . . All CBS office employes in N. Y. get 7½% cost-of-living salary increase, retroactive to March 31, under ruling this week by Wage Stabilization Board . . . New station-hour discount structure released by CBS-TV gives advertisers using 5-10 station hours per week 2½% off, ranging up to 15% off for 90 or more hours per week . . . WPIX, New York, offering June 15-Sept. 15 special rate of 25 eight-second ann., run-of-station, for \$500, or 60-per-week for \$1000 . . . KPIX, San Francisco, expects new transmitter at KGO site on Mt. Sutro to be operating by July 1 . . . WTAR-TV, Norfolk, raises Class A hour rate July 1 from \$475 to \$525, one-min. from \$90 to \$100.

Network Accounts: First political time purchase on networks for any of the presidential candidates, since Stassen for President Committee bought 3 periods on DuMont in February (Vol. 8:4, 6, 8), was made this week by Michigan for Eisenhower Committee, buying onetime CBS-TV hookup Sat., June 14, 10-10:30 p.m., for speech by Gen. Eisenhower . . . American Chicle Co. (Clorets chewing gum) sponsors *Date with Judy*, returning July 10 to ABC-TV, Thu. 8-8:30 p.m., thru Dancer-Fitzgerald-Sample. N. Y. . . . Simmons Co. (bedding) starts *It's News to Me* Oct. 3 on CBS-TV, alt. Fri. 10:30-11 p.m., thru Young & Rubicam . . . Lever Bros. (Chlorodent tooth paste) starts *Patti Page* July 1 on CBS-TV, Tue. & Thu. 7:45-8, thru J. Walter Thompson . . . Kellogg Co. and Pet Milk, sponsors of *All Star Revue* on NBC-TV, Sat. 8-9, will also share sponsorship of its summer counterpart, *All Star Summer Revue*, when it starts June 28; time is available for third sponsor since Snow Crop dropped out recently . . . Pepsi-Cola reported starting *Short Short Story* Sept. 30 on NBC-TV, Tue. & Thu. 7:15-7:30, thru Biow Co. . . . Reynolds Metals Co. (aluminum) bought 7:30-8 Sun. on NBC-TV for show to start in fall, probably featuring comedian Eddie Mayehoff . . . *Camel News Caravan* goes trans-continental June 30 with KNBH, KRON-TV & KDYL-TV added to make 42 NBC-TV outlets; first 2 will get special edition for 7:45 p.m. PST. Seven Southwestern stations join hookup July 1, and Seattle's KING-TV, July 7 . . . Curtis Publishing Co., sponsoring *Keep Posted* on DuMont, Tue. 8:30-9 p.m. EST, has added 17 stations to bring total to 34, thru BBDO . . . Miller Brewing Co., in addition to its co-sponsorship with Atlantic Refining Co. of 36 pro-football games during coming season (Vol. 8:21), will present Detroit Lions-Green Bay Packers Thanksgiving Day game from Detroit and National Football League playoff game Dec. 21 on DuMont, thru Mathisson & Assoc., Milwaukee . . . Admiral will sponsor annual Chicago Tribune Charities football game between College All-Stars & Los Angeles Rams from Chicago's Soldiers Field on DuMont, Fri. Aug. 15, thru Russell Seeds, Chicago.

Liberty Broadcasting System has gone into involuntary bankruptcy as result of proceedings in Federal Court in Dallas last week by 3 station creditors.

Speedy action on merger of ABC and United Paramount Theatres, requested by the 2 companies in severance petition filed last week (Vol. 8:23), was supported this week by CBS, which is anxious to buy UPT's WBKB, Chicago, and opposed by DuMont. CBS said delay "frustrates" achievement of competitive networking, causes CBS loss of the \$1,500,000 annual profits WBKB is making, prevents CBS from having valuable originating station of its own in Chicago. DuMont called attention to fact it was denied quick action on its phase of Paramount hearing, said: "ABC emphasizes its need for capital to operate its network. The need of ABC does not exceed the requirements of other parties to this proceeding. This record clearly demonstrates the competitive disadvantage under which the DuMont network finds itself because of its inability to own and operate 5 TV stations." DuMont claimed ABC issues in hearing are "inextricably interwoven" with all other issues in Paramount hearing.

Privately-owned TV stations—commercials and all—in competition with BBC, won approval of British House of Commons June 11. By margin of 297-269, House approved govt.'s *White Paper on Future of Broadcasting*, which calls for 10-year extension of BBC charter but would end its monopoly by authorizing commercial TV stations when shortage of transmitting equipment is over. Vote was strictly on party lines, the Laborites massing strength in drive to reject report. During debate, Labor leader Herbert Morrison cited crime programs on American TV as inherent evil of sponsorship system. To which Home Secy. Sir David Maxwell Fyfe replied that this would not happen in Britain, whose people are "much more mature and sophisticated than those of the United States," and can be counted upon not to debase standards of British broadcasting.

"Blacklist" petition by American Civil Liberties Union, asking denial of license renewals to stations of 4 networks and 2 independent stations (Vol. 8:15), was denied June 11 by FCC. ACLU charged that NBC-TV, CBS-TV, DuMont, ABC-Radio, WPIX, New York, and KOWL (AM), Santa Monica, Cal., had bowed to *Red Channels* blacklist. Commission took no action on ACLU's request to investigate and frame regulations to ban blacklisting.

TRADE LOOKING UP FOR SUMMER & FALL: More full lines of new TV sets than first indicated, the emergence of some all-channel vhf-uhf receivers, optimism generally -- these are prevailing trade factors as mid-June finds makers and sellers poised to take advantage of high interest in politics, expanded networks, relaxed credit controls, and the upcoming new markets which will be heralded by FCC's processing of the new-station applications due to begin in July.

First of big new lines to be divulged by major producers are detailed in Topics & Trends column herewith, which significantly reports Crosley's 9 vhf-uhf units ready and more to come in anticipation of expected new uhf stations. Crosley thus is second to bring out an actual all-channel receiver, Arvin having announced the first (Vol. 8:19).

Next week more new sets will be revealed at Chicago Furniture Mart, not to forget Philco's own convention in New York's Waldorf-Astoria, June 20-21. Admiral is readying for Aug. 4 convention in Chicago, and RCA will have new sets in July.

Pointing up prevailing optimism was Admiral sales v.p. Wallace Johnson's statement this week that his TV sales were up 24% in May over same 1951 month, that dealer inventories were lowest in 12 months, that distributors had only about one-third as many sets on hand as year ago. And from big IBEW in Chicago came word that more than 10,000 workers in the area's many TV-radio-electronics plants have been called back to work in recent weeks.

Autos, appliances & other consumer durables are variously reported sharing upturn, though they're worried lest steel strike may lead to shortages soon. GE says major appliance sales were up 24% in May from April and 25% from May 1951. Philco reports refrigerator sales in first June week highest of any week since April 1951.

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Always a fair game in the trade, basis for many friendly wagers, is guessing as to TV set production for the year. At RTMA board meeting last November, poll showed average "guesstimate" of 4,400,000 TVs and 10,900,000 radios would be made and sold in 1952. Individual guesses then ranged from 3,000,000 to 5,000,000 TVs.

We polled 9 top producers this week for mid-year guesstimates -- and came up with average of 4,850,000. Considering that approximately 2,100,000 TV sets were turned out to June 6 (23 weeks) and that second half of year is usually best, their figure could prove conservative; that is, (a) if sales hold up, and (b) if mounting factory inventories aren't as ominous as they now appear.

Several of the guessers have spoken up publicly, revealing their high optimism; viz., RCA's Frank Folsom, who confidently forecast 1952 total of 5,500,000 (Vol. 8:23), higher than anyone else, and Philco's Courtney Pitt, saying 5,000,000, with which latter figure Philco's canny executive v.p. Jimmy Carmine says he agrees. Others give individual estimates of 3,700,000, 4,500,000, 4,750,000, 4,800,000, 5,000,000, "between 5,000,000 & 5,300,000," and 5,300,000.

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Factory inventories jumped once again in week ended June 6, RTMA reports, going to 491,834 from 454,151 preceding week. That's highest this year, highest since last September, in fact (Vol. 7:39) -- and isn't so very far off from same June 1951 week's 593,633 (Vol. 7:23).

Week's output of TVs was 77,850 (7347 private label), up from year's low of 60,854 preceding week.

Radios rose to 207,613 in week ended June 6 (87,544 private) from 175,161 week before, radio inventories to 468,600 from year's previous high of 432,373. The week's radios were: 64,248 home sets, 46,930 portables, 27,376 clock, 69,059 auto.

Topics & Trends of TV Trade: New Crosley line of 25 sets, unveiled to distributors June 13 in Cincinnati, features 9 all-channel continuous tuning vhf-uhf receivers and two 30-in. models. Now in production are 19 of the 17 & 21-in. sets, including some vhf-uhf at high end of line. The 30-in., incorporating 532-sq. in. round tube, vhf-uhf tuning, with 27 tubes & 6 rectifiers, are due for production in September, to be in hands of dealers for early fall market. They're priced at \$1495 in mahogany, \$1545 in blonde.

All-channel receivers in Crosley line are priced \$50 above their vhf-only counterparts, which may be converted to uhf with Crosley's "Ultratuner." Sets are divided into 2 lines, new "deluxe" line of less expensive sets—beginning at \$200—featuring switch tuner for first time on Crosley models. "Custom" line uses continuous tuning, features retrace blanking to eliminate diagonal white lines on screen, automatic brightness control and automatic "local-distance" power control to adjust circuits for best reception from local or distant stations.

Lower-priced "deluxe" line features four 17-in.—table models at \$200, mahogany or blonde; consoles at \$240, mahogany or blonde. The 21-in. "deluxe" sets: table, mahogany or blonde, \$260; open console, mahogany or blonde, \$280. Although no prices are listed for vhf-uhf sets in "deluxe" line, Crosley plans to add 8 such sets.

"Custom" models are: 17-in. table at \$250, blonde \$260, console at \$270. The 21-in., all consoles: Open face \$360, blonde \$380, vhf-uhf \$410, vhf-uhf blonde \$430; full doors \$430, blonde \$450, maple \$470, vhf-uhf \$480, vhf-uhf blonde \$500; uhf-vhf maple \$520; full doors, AM-FM-phono, vhf-uhf \$625, same in blonde \$645.

Also introduced were 3 new table radios, all carrying \$40 list. All Crosley prices are inboard.

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Westinghouse TV-radio div. mgr. F. M. (Tod) Sloan, in unveiling 19 new TV models and 13 new radios at Chicago distributors convention this week, disclosed that Metuchen (N. J.) plant presently turning out defense equipment is now being converted for TV production and eventually will become the company's TV-radio div. headquarters, presumably in lieu of Sunbury, Pa. Anticipating an additional 1,600,000 TV sets to be produced by the industry this year, Mr. Sloan said Westinghouse (sponsoring political conventions on CBS & CBS-TV) is increasing 1952 production about one-third over last year.

All new sets have provision for 2 uhf single-channel tuners, already available at \$14.95 each (vol. 8:19), or all-channel tuner not yet priced. All prices are inboard, including tax & warranty. New models are: 16-in. mahogany plastic table at \$190; 17-in. plastic tables, \$200 & \$230; 17-in. mahogany table \$260, blonde \$270; 17-in. mahogany open consoles \$290 & \$300, blonde \$320; 20-in. cordovan table, \$270; 21-in. mahogany tables, \$300 & \$330, open consoles \$370, \$380 & \$390, blonde \$400; 21-in. mahogany consoles with full doors \$450, blonde \$475, cherry \$475; 21-in. combination consoles with doors, \$595.

Radios are all either table models (\$20-\$70), portables (\$30) or clock (\$35-\$40).

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Hallcrafters appoints Crandall Wholesale Co., Detroit, as distributor in lieu of Appliance Wholesalers Inc.; for Portland, Me. and northern New England, it has appointed Appliance Wholesalers of Portland . . . Hoffman Radio appoints Emmons TV & Appliance Inc., 208 Rockaway Turnpike, Cedarhurst, L. I., as N. Y. & N. J. distributor for its mfg. div. . . Raytheon appoints Graybar Electric Co., Wichita, as TV distributor . . . DuMont appoints Insular Distributors Inc., San Juan, Puerto Rico (M. Murray Orinstein, pres.).

CBS-Columbia Inc. makes big bid for major status in TV trade with introduction this week of 24 new receivers divided into 4 distinct lines and designed to fit all purses. These were shown to distributors at Waldorf-Astoria, with assurances that they will be backed up with \$1,000,000 advertising campaign using newspapers, national magazines, radio spots, billboards. Though company, formerly Air King, is 100% subsidiary of Columbia Broadcasting System, having been acquired in last year's merger with Hytron, no network radio or TV programs were announced—but it was indicated tie-ins are planned with network's own name stars.

Sets are now being produced and by Aug. 15, when lines are running in new Long Island plant, output rate is expected to be 1000 sets per day, according to president David Cogan. Also offered are 6 radios—3 tables at \$20 (ebony) and \$22 (ivory & maroon), 2 clocks at \$35 and 2 portables at \$35. On display was a vhf-uhf receiver with continuous tuner, planned for mass production next January at \$40 or \$50 higher than vhf-only sets.

Low-end line is called "Promotional" and comprises 17-in. metal table, \$170; 20-in. metal, mahogany & ebony finishes, \$200; 20-in. mahogany wood table \$220, open console \$250, French provincial with full doors \$300.

"Studio" series comprises 17-in. metal table at \$220, wood table \$240, open mahogany console \$280; 20-in. metal table at \$270, wood table \$290; 21-in. open mahogany console \$350, with AM-FM-phono & 3/4-doors \$500.

"Masterwork" series comprises 21-in. mahogany wood table \$340, open console \$400, blonde console \$410, with 3/4-door \$430, full door \$450, blonde \$450; with AM-FM-phono \$650. Also 27-in. full-door console \$670.

"Decorator" series is designed for building-in, comprises 20-in. chassis without cabinet but with all other appurtenances, \$240; 20-in. in unfinished cabinet for customers desiring to paint, stain or antique set their own way, \$280; sanded 20-in. table models ready to be painted or stained in any of 7 Sherwin-Williams colors (terra cotta, sandalwood, driftwood, forest, mustard, gunmetal, ivory), \$280. This is only series with inboard prices. "Promotional" prices are outboard, "Studio" and "Masterwork" series have tax inboard and warranty outboard. Year's warranties, optional, run \$7.50 on 17-in., \$9 on 20-in., \$10 on 21-in.

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Merchandising Notes: RTMA has compiled state and county-by-county tabulation of TV set sales to dealers during 17-week (4-month) period ended April 25; similar figures for radio shipments cover first 3 months . . . DuMont to show entirely new line at distributors convention in New York's Waldorf-Astoria, July 24-25; will also display in Hotel New Yorker during NAMM show, July 28 . . . Distributors sold 3414 TV sets to retailers in District of Columbia area during April vs. 2516 in April 1951, reports Electric Assn.; that makes 21,411 for first 4 months of 1952 vs. 17,988 . . . Zenith turns over its TV-radio advertising account to Young & Rubicam, Chicago, replacing MacFarland, Aveyard and Critchfield; hearing aids account continues under BBDO, Chicago . . . New brand: Apex, made by Philharmonic for distribution by Apex Electronics, N. Y., prices ranging from \$190 for 17-in. table to \$400 & \$420 for 24-in. open consoles.

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Dead or dying is best description for House-passed McGuire fair trade bill (Vol. 8:20). Though reported this week by Senate Interstate & Foreign Commerce Committee, bill will run into opposition of influential Sen. McCarran (D-Nev.) when it reaches floor next week. McCarran wants bill referred to his Judiciary Committee for study of anti-trust angles. With session nearing end, bill is thus almost certain to be caught in legislative logjam.

NEW TV "TRADE organization," American Institute of Television Manufacturers, set up shop this week at 703 Kass Bldg., Washington. Formed by inventors and businessmen—many from outside the TV industry—group's principal stated aim is to "bring TV sets out of the luxury category [through] market and industrial research and development in the interest of the TV industry."

As explained by executive secy. William F. Robichaud, who owns Industrial Research Laboratory, Chicago, AITM plans to obtain and develop patents for re-licensing to TV industry, "funneling technical information into one channel that will protect the inventor, and marketing the patents in the best interests of the industry." Other proposed projects include technical and trade reports and publications, development of code of ethics for TV servicing industry, liaison with govt. agencies responsible for TV legislation and regulation, and establishment and implementation of "neutral and acceptable code for [and] enforced by the telecasting industry."

Organization will accept as members "anyone interested in the TV industry," but is aiming primarily at manufacturers. Mr. Robichaud explained that patent royalties, not the \$25-a-year membership dues, will pay operating costs. Incorporated in Illinois in January but not fully activated until this week, AITM now holds 3 patents, development of which was said to cost "close to \$750,000." These are basic patents on "Program Previewer," device which is attached to coin-operated TV sets to provide 4 minutes of free viewing at fixed intervals as incentive to viewer to put coin in set and watch rest of program. These patents are licensed to National Coin TV Systems Inc., Chicago, and its subsidiary Preview TV Corp. Bruce Hanover, National Coin president, said Previewer increases earnings of coin-operated sets as much as eightfold, and some 10,000 Previewer-equipped sets will be installed in 400 trial hotel and motel locations this year. He said AITM gets royalty of 75¢ a month on each Previewer-equipped set.

Mr. Robichaud called AITM "a most neutral organization, not connected with any manufacturer or factor in the industry." It now has "about 25" members, he said. Present officers, all businessmen from outside TV industry: John Ponsaing, Park Ridge, Ill., president; Frank O'Neill, Chicago, v.p. & gen. counsel; B. A. Murell, Memphis, treas. Board members: E. C. MacReady, Chicago, inventor of Previewer; Mr. Hanover, and L. D. Filler, Chicago businessman.

Canadian RTMA reports April TV set sales by factories were 4582 with list value of \$2,172,624. That brought sales for first 4 months of 1952 to 18,433 worth \$9,097,864. Toronto-Hamilton area led month's sales with 49.2%, Windsor area 26.2%, Niagara Peninsula 9.6%, Montreal 7.8%, remaining 7.2% going to other areas. Inventory totaled 16,596 as of April 30.

April excise tax collections on TVs, radios, phonos, etc. dropped to \$10,896,867 from March's \$12,687,375 and April 1951's \$18,224,548. On refrigerators, air conditioners, etc., Govt. collected \$6,546,217 in April, compared with \$5,507,992 in March and \$7,838,528 in April 1951.

RCA Victor Ltd., Montreal, starts construction this summer of 100,000-sq. ft. electronics plant at Prescott, Ont., to begin operating early in 1953 with payroll of 500.

Raytheon begins operating new branch plant for assembling subminiature tubes at Brockton, Mass., with 200 workers, week of June 16.

Raytheon has set up new International Div., with v.p. Ray C. Ellis, mgr. of equipment sales divisions, in charge.

Empire Coil Co.'s new plant in San Juan, Puerto Rico, due to be ready in July, in full operation by fall.

Financial & Trade Notes: Collins Radio Co. disclosed sales for 9 months ended April 30 were \$41,500,000 vs. \$9,800,000 for same period year ago, as directors this week declared 50¢ dividend on 310,116 outstanding common shares, payable July 31 to stockholders of record July 15 (same as was paid last Sept. 15) and ordered 25% stock dividend, also payable July 31. Backlog of orders was disclosed as \$165,000,000.

General Instrument Co. reports net loss of \$993,557 on sales of \$18,527,974 in fiscal year ended Feb. 29 vs. profit of \$1,229,099 (\$2.52 per share) on sales of \$25,850,231 in year preceding. First 1952 fiscal quarter ended May 31 will show profit of about \$75,000 or 12¢ a share, and backlog of defense orders "continues steady" at \$8,500,000, reports chairman Abraham Blumenkrantz.

Cornell-Dubilier reports for 6 months ended March 31 net income of \$736,127 (\$1.50 a share) on sales of \$18,311,007, compared to \$940,217 (\$1.93) on \$17,221,493 for same period year ago. Net profit for first quarter was \$381,158 (78¢) vs. \$606,508 (\$1.26) in first quarter 1951.

Indiana Steel Products Co., in letter to stockholders June 10, reports \$78,325 (55¢ a share) net profit on sales, after provision of \$171,000 for income taxes, for 4 months ended April 30. For whole of 1951 (Vol. 8:15) net income was \$586,326 (\$4.12).

IT&T consolidated net income was \$4,735,255 in first 1952 quarter on gross of \$83,862,107 vs. \$4,136,256 on \$70,067,643 same 1951 quarter. Parent company alone earned \$1,548,702 vs. \$1,005,252.

Philco first quarter sales totaled \$84,239,000, net after taxes \$2,341,000 (64¢ per share) vs. \$113,524,000 sales and \$3,521,000 (97¢) earnings same 1951 period.

Monogram Pictures Corp. reports net profit of \$365,058 (47¢ a share) for 39 weeks to March 29 vs. \$258,118 (34¢) in like period year ago.

Fred Thrower, CBS-TV sales v.p., told Advertising Federation of America June 11 that TV expenditures are running 75% ahead of last year, and at that rate, with talent and other costs, may account for \$850,000,000 this year, or 10% of all advertising expenditures. Ned Midgeley, ex-CBS, now media mgr. of Ted Bates Agency, at same meeting, said TV is in danger of "pricing itself out of all consideration" and requires "new rate philosophy". He added: "At the current rate of \$52,000 gross for a night-time hour on 63 stations, what will the cost for a network of 150 stations be?" Thrower refuted contention that TV is pricing itself too high, noting that though time costs are up sixfold from 1949 TV circulation has increased 22 times.

* New Mutual Broadcasting System and WOR & WOR-TV executive functions, result of shifts ordered by new president Thomas F. O'Neil and his right-hand man, Thomas S. Lee Enterprises v.p. J. Glenn Taylor: Wm. Fineshriber, director of combined MBS & WOR operations; James E. Wallen, secy.-treas.; Julius Seebach, MBS & WOR program director; Jack Poppele, MBS & WOR (AM & TV) engineering director; Robert Schmid, MBS & WOR adv., research & press chief; E. M. Johnson, MBS station relations; Adolf Hult, MBS sales chief; Wm. Crawford, WOR (AM) sales mgr.; R. C. Maddux, WOR-TV sales director, with Robert Mayo as asst.; Harvey Marlow, WOR-TV program director. Not announced as yet were ex-WOR president Theodore F. Streibert's duties.

Applying soon for new TV station is Southern Television Inc., seeking Channel 12 in Chattanooga; its stockholders control Independent Theatres Inc. (chain). Another big chain theatre operator, Martin Theatres of Georgia, is about to file for Channel 28 in Columbus, Ga.

Electronics Reports: Steel strike uncertainties have delayed determination of fourth-quarter controlled material rations by DPA-NPA. Outlook at those agencies in recent weeks has taken on new tinge of pessimism, not all of it due to steel situation. For all practical purposes, there will be no improvement in copper supply during fourth quarter, although aluminum is expected to ease somewhat. Demand for nickel, a perennial trouble spot for electronics industry, is still double the supply, with only "bare possibility" of some relief within next year, according to NPA.

On basis of present thinking of govt. controllers, it now appears that manufacturers of TV-radio and other consumer durable goods will receive no increase in copper allotments during fourth quarter. Aluminum rations may be about 10% greater than third quarter—and steel, of course, depends on length of strike. If stoppage is not over this week, third-quarter allotments probably will have to be shaved down.

There have been no reports of strike-induced shut-downs of TV-radio manufacturers (Vol. 8:23). Only consumer goods plant reported shut down for lack of steel is Crosley's Richmond (Ind.) refrigerator plant, closed by shortage of major stamping assembly normally bought from strike-bound Truscon Div. of Republic Steel. If steel settlement, as expected, involves \$6-a-ton increase in price of steel, how will this affect cost of TV-radio sets? *U. S. News & World Report* made some computations this week, came up with conclusion it would increase production costs 7¢ for a \$200 table TV set, 2¢ for a radio.

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Materials allotments for construction and expansion projects at 54 electronics plants at estimated cost of \$96,656,178 have been issued by NPA for third quarter. These are in addition to allocations for 30 electrical equipment projects at \$67,003,402, largest being GE's \$26,000,000 power transformer plant in Rome, Ga.

The larger electronics plant allotment are: GE, tube plants at Utica \$17,374,400, Louisville \$8,500,000, Scranton \$1,330,000, and equipment plant at Dallas \$1,277,000; Western Electric, electronic equipment at Chicago \$8,950,000, Winston-Salem \$2,500,000; RCA, radar equipment at Camden \$4,748,801 & \$2,225,000, tubes at northern New Jersey \$1,798,460; Sylvania, tubes at Altoona, Pa. \$3,280,000, Burlington, Ia. \$3,050,632; Westinghouse, Horseheads, N. Y., tubes, \$5,000,000; Philco, Lansdale, Pa., tubes, \$2,574,342; Zenith, Chicago, electronic equipment, \$2,500,000; Varian Associates, Stanford U, Cal., tubes and flux meters, \$1,520,000; Progress Mfg. Co., Philadelphia, \$1,520,000; Allen-Bradley Co., Milwaukee, resistors, \$1,448,000; Reeves Instrument Corp., Hicksville, L. I., bombsights, \$1,300,000; Gilfillan Bros., Los Angeles, aircraft electronics, \$936,425; CBS-Columbia, Queens, N. Y., \$697,200.

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Certificates of necessity for rapid tax write-off of expanded electronic plant capacity approved by DPA May 23-June 5 (5-year amortization of 65% of project cost except as noted): GE, Scranton, Pa., \$1,542,000; Sylvania, Palo Alto, Cal., \$451,970, and Newton, Mass., \$431,000 (tubes); Raytheon, Waltham, Newton, Watertown & Quincy, Mass., \$742,947 (3 certificates); RCA, Lancaster, \$325,000 (tubes); Westinghouse, Lester, Pa., \$281,139 (aircraft components); Technicraft Laboratories Inc., Thomaston, Conn., \$145,085 (70% amortization); Sprague Electric, North Adams, Mass., \$133,213; Martin-Parry Corp., Toledo, \$106,962 (75%); Continental Can Co., Chicago, \$100,000; David Bogen Co., New York, \$48,934; DuMont, E. Paterson, N. J., \$35,743; Struthers-Dunn Inc., Philadelphia, \$27,776 (75%); Globe Corp., Lockport Twp., Ill., \$18,527 (radio-controlled target drones); Treitel-Gratz Co., New York, \$2523 (80%).

Trade Personals: Walter L. Stickel, DuMont national sales mgr., who left post of TV dept. mgr. for Leo J. Meyberg Co., California RCA distributor, to go east in July 1949, has resigned to become national sales mgr. of Hoffman Radio, Los Angeles, succeeding R. J. McNeely, resigned . . . Thomas A. Kennally, Philco v.p. & chairman of policy distribution committee, awarded honorary Doctor of Laws degree June 11 at LaSalle College commencement . . . Walter E. Benoit transferred from mgr. of Westinghouse Air-Arm Div. to mgr. of its Electronics Div., Baltimore . . . Sidney Jurin named national sales mgr., Majestic TV-radio . . . Warren W. Frebel named TV-radio purchasing agent, Magnavox . . . G. Gilbert Thorne, ex-Sherwin-Williams Co., Cleveland, elected president and S. R. Herkes promoted to sales v.p., Motorola-Chicago . . . Ted Lucas, ex-Philco and Jerrold Electronics, joins International Telemeter Corp., Los Angeles, in promotion post . . . Johnny Walker, ex-Philco, recently with Peaslee-Gaulbert Corp., Cincinnati, named Stewart-Warner regional sales mgr. for TV-radio in lower Ohio, Indiana & Kentucky . . . R. R. Schoenberg, sales v.p., Emerson-Midwest Corp., Chicago, has resigned to move to California . . . M. F. Blakeslee, since June 1, 1951 v.p. & gen. mgr. of Arvin Distributors, New York, has resigned; Wm. E. Skinner, branch operations mgr. in Chicago, is supervising N. Y. office . . . J. Calvin Affleck promoted to adv. mgr., DuMont receiver div., succeeding George Hakim, resigned to join Belmont as adv. director . . . B. N. MacLarty, deputy engineer-in-chief of British Marconi, onetime director of BBC technical services, is in this country on inspection tour, headquartering with B. G. H. Rowley, Marconi's U. S. technical representative, 23 Beaver St., N. Y.



British underwater TV equipment finished its pilot trials last week and Admiralty has ordered several models for use in seabed and dock and harbor surveys, ships' hull inspection and biological research. Developed by Marconi in cooperation with Siebe, Gorman & Co. Ltd., self-propelled apparatus has visual field of 70 degrees, maximum working depth of 1000 ft., and 3000-candlepower illumination. During demonstration, it was dropped onto superstructure of bridge of large submerged cargo vessel lying in Channel off Falmouth. Observers sitting in wardroom of deepsea diving vessel *Reclaim* viewed outline of ship, down to bolts and rivets, on ordinary TV receiver.

Earlier model of undersea TV proved value last year by locating lost submarine *Affray* (Vol. 7:39). During the 5-month search for that vessel, so many mid-Channel wrecks were discovered and examined in detail for first time that Admiralty now has long list of lost ships for future examination by TV. They include hulls of wind-jammers, cargo and passenger ships as well as British and German submarines and destroyers of 2 world wars. Apparatus will be used next month on sunken Spanish treasure galleon *Duque Florencia*, which is supposed to lie in Scottish Bay of Tobermory, as well as to examine *Flying Enterprise* in the Channel.



George F. Hessler, Graybar v.p., elected president of National Assn. of Electrical Distributors at Atlantic City convention this week, succeeding W. G. Pierce Jr., Pierce-Phelps Inc., Philadelphia. L. E. Barrett, president of Barrett Electric Supply Co., St. Louis, named v.p. and chairman of apparatus & supply div.; president Benjamin Gross of Gross Distributors, New York, reelected v.p. and chairman of appliance div. R. M. Johannesen, president of Johannesen Electric Co., Greensboro, N. C., named member of executive committee. Mr. Hessler received distributors' medal of McGraw awards for electrical men for coordinating electrical distribution industry with defense needs.

DECISIVE FACTOR in determining who's nominated at forthcoming political conventions may well be played by TV—and, in recognition of this, Eisenhower forces this week were insisting that sessions of important GOP convention credentials committee, which passes on disputed delegations, should be opened to TV coverage. Taft-controlled convention forces have indicated these will be closed sessions, evoking strong protests from the networks as well as from the Eisenhower camp.

Televising the committee sessions would enable audience to decide for itself whether Eisenhower group's charges that Taft backers are trying to "steal" convention votes from disputed states have any merits. Credentials committee sessions have always been open to press, but demands for TV coverage illustrate important fact which will be proved again and again in coming campaign:

Never before has the public placed so much reliance on a single medium as it now does on the infant TV. Seeing is believing—and the TV camera neither "editorializes" nor "interprets" nor "abridges."

With our recently stated view that the presidential hopefuls, riding high tide of free time, may be "overstaying their welcome" by too-frequent appearances on TV (Vol. 8:21), TV-radio columnist John Crosby took issue June 13. He cited Senator Taft as example, noting that his "prickly personality and low irritability level are a bit of a personality problem" but suggesting that the Ohioan "has humanized himself simply by appearing so often that we got used to his thornier qualities like a wife growing accustomed to her husband's warts." He observed further: "As a rule of thumb, I should say that overexposure of TV will be rougher on the charm candidates who have nothing

really to say than on the plain-spoken but rough-hewn gentlemen like Taft."

CBS and ABC this week asked FCC to dismiss complaints by Sens. Taft and Kefauver to grant them equal TV-radio time to that given Eisenhower for Abilene speech (Vol. 8:23). CBS and NBC agreed to give Taft time for half-hour reply speech June 19, so the Senator withdrew his complaint against them. But complaint against ABC still stands. NBC offered half-hour July 1 to Kefauver, who has complained only against CBS. Democratic aspirant W. Averell Harriman also wired the TV-radio networks asking for same privileges as other candidates.

Progressive Party, which holds its nominating convention in Chicago July 4-6, threatened to bring networks to court on charges of violation of FCC regulations and Corrupt Practices Act. It contends "equal time" rule requires networks to give its convention equal coverage with those of major parties. But networks claim they are covering conventions as straight news, and Progressive convention just isn't as newsworthy as the others. ABC, CBS & NBC have promised only one 15-minute TV-radio broadcast from that convention. Progressive campaign mgr. C. B. Baldwin (who handled 1948 Wallace campaign) cited Corrupt Practices Act provision prohibiting corporations from contributing to political parties, contending commercial sponsors of the convention broadcasts-telecasts—Philco, Westinghouse and Admiral—violate law by paying for convention coverage.

Such tortured legalism isn't expected to halt plans of networks and sponsors, who aren't taking side on candidates or issues.

Pace of TV applications continues to quicken, this week's batch filed with FCC including 8 new ones, 3 of them for uhf, plus 13 amendments. New applicants: Southern Enterprises, Montgomery, Ala. (Dr. John Randolph Penton Jr., pres.), seeking Channel No. 20; KDZA, Pueblo, Colo., No. 3; WHOO, Orlando, Fla. (owned by Edward Lamb, licensee of WICU, Erie, and WTVN, Columbus), No. 9; Empire Coil Co. (licensee of WXEL, Cleveland), No. 38 in St. Petersburg, Fla.; Community Television Corp., New Orleans (Jules J. Paglin, pres.), No. 26; KTSM, El Paso, No. 9; KMO, Tacoma, Wash., No. 13; KTNT-FM, *Tacoma News-Tribune*, No. 11. Amendments of old applications: KARK, Little Rock, Ark., now seeking No. 4; KLZ, Denver, No. 7; WQAM, Miami, No. 7; WMAZ, Macon, Ga., No. 13; WSAV, Savannah, Ga., No. 3; WMBD, Peoria, Ill., No. 8; WLBC, Muncie, Ind., No. 49; KALB, Alexandria, La., No. 5; WWL, New Orleans, No. 4; WWNY, Watertown, N. Y., No. 48; WDAY, Fargo, N. D., No. 6; WNOW, York, Pa., No. 49; WAIM, Anderson, S. C., No. 58. [For further details, see *TV Addenda 14-V* herewith; for complete list of applications, see *TV Factbook No. 14* with Addenda to date.]

Zenith's quest for Channel 2 in Chicago (Vol. 8:23) was opposed this week by CBS and United Paramount Theatres' WBKB; latter is scheduled to shift from Channel 4 to 2 under FCC's allocation plan, and CBS is seeking to buy WBKB for \$6,000,000 when and if Commission approves merger of ABC and UPT. WBKB called Zenith's objections "untimely." CBS said that if Zenith wanted to oppose sale it should have become party to current Paramount hearing.

McFarland Bill, scheduled for June 12 action by House, was displaced by military-public works appropriations bill, is now tentatively set for June 16.

Robert C. Doyle, ABC producer-director, chosen by TV pool committee for July political conventions to be pool's executive producer.

Eleven new TV-radio station construction and alteration projects have been authorized by NPA for third quarter. Administrator Henry Fowler said allotments were made before current steel stoppage and are subject to revision. New go-aheads and materials tickets went to these stations: WHEC, Rochester, AM station, TV applicant, TV-radio studios to cost \$419,023; WBNF-TV, Binghamton, \$300,000; WJBK-TV, Detroit, \$299,504; WTVR, Richmond, \$165,000; WTVJ, Miami, \$50,000; WXEL, Cleveland, \$47,695; NBC-TV, New York, \$8500; KTAR, Phoenix, \$400,000; KTHS, Little Rock, Ark., \$295,313; WFGM, Fitchburg, Mass., \$118,569; WWSW, Pittsburgh, \$60,803. Materials were also allocated to continue construction of NBC-TV and CBS-TV Los Angeles area studio projects, and DuMont's New York studios. One community antenna firm, Vermont TV Inc., Barre, Vt., received allotment to begin construction of \$26,000 project.

Strike of 67 news & continuity writers against NBC, CBS and ABC is threatened July 2 by Radio Writers Guild and Authors League of America; Guild is demanding commercial fee for newswriters working on sponsored programs, and additional literary rights for dramatic writers working on their own time. Strike of Radio & TV Directors Guild (AFL), threatened for June 12, was averted when members voted to accept 18-month contract with NBC, ABC, CBS and DuMont providing 8-hour day, 15-20% pay boost, and outlawing of "kickback" system whereby directors paid networks a percentage of their earnings on commercial jobs not on their own time.

Morals probe of TV-radio by Harris subcommittee of House Interstate & Foreign Commerce Committee (Vol. 8:23) is due to resume June 25 for 2 days of testimony by spokesmen of NARTB and networks. Other industry representatives will be given opportunity to testify later. Code Review Board chairman John E. Fetzer is scheduled to appear June 25. FCC may be invited to present testimony before that date.

MARTIN CODEL'S

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

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600 STATIONS IN 315 MARKETS BY 1955: Canniest folk in telecasting, at least insofar as they've called the TV shots for themselves and affiliates, are the NBC hierarchy and researchers -- bulwarked, of course, by the brain-trusting of parent RCA.

So when NBC-TV's operation-sales v.p. Edward D. Madden ventures predictions on the all-important subject of upcoming new stations before so knowing an audience as the American Marketing Assn., they're worth heeding. Here's how he figured it in talk before this group in Cincinnati June 17:

Less than a dozen new stations during remainder of 1952, in markets not now served by TV. About 80 new markets (one or more stations) added in 1953. And about 600 stations in 315 markets by mid-1955, against today's 109 stations, 64 markets.

These 600 will serve some 32,000,000 homes, nearly twice as many as now. Estimating average of 3 family viewers per set, total potential TV audience within 3 years was placed at 96,000,000 persons, or 3 out of every 5 in nation.

Add 2 more years, think ahead to mid-1957, and RCA chairman David Sarnoff puts figures at 1500 stations & 50,000,000 TV sets in use, as he stated before Life Insurance Assn. of America recently. And only this week, Dr. Allen B. DuMont forecast "upwards of 35,000,000 TV sets and several hundred TV stations" on air by 1956, while Philco's president Wm. Balderston put figure at 40,000,000 in next 4-5 years, served by "500 or 600" stations.

As if this weren't reassuring enough, GE's Dr. W.R.G. Baker this week spoke of an "eventual" 2000 stations and 53,000,000 TV sets in U.S., which recalled that last September (Vol. 7:37) he gave out a GE market research study forecasting minimum of 141 new vhf outlets (or 250 in all) plus 36 uhf in operation 2 years after freeze-lifting, meaning by mid-1954; and minimum of 343 vhf, 166 uhf by mid-1957.

* * * *

All of which are more or less "educated" guesses by experts having access to expert research. They remind us, too, that just one year ago the then FCC chairman Wayne Coy, who held a remarkable record for guessing wrong on when freeze would end, testified before Senate committee that there would be 1500 TV stations by 1956 and 2500 by 1961, with possibly 3000 ultimately (Vol. 7:29).

For its hard-headed market planners, RTMA assigned a task force of 4 headed by Philco's Wm. Chaffee to calculate what the TV set (and station) potential might be after freeze ended. It came up with these estimates (Vol. 8:6): 22 new vhf this year in 21 undetermined markets; 64 new stations of both kinds in 59 new markets by mid-1953; 193 new stations, 64 of them uhf, by end of 1953. (For details, see RTMA report titled "The Impact of TV Expansion." It's due for revised edition soon.)

* * * *

What do we think? Frankly, we and our staff working on pre-freeze & post-freeze data are inclined to be somewhat cynical, aren't disposed to accept anybody's figures until we can see how speedily FCC's "processing line" functions after July 1

starting time. Since quite a few transmitters are already made and delivered, and since some non-competitive grants should be made out of hand quickly in at least a few small and medium-sized towns, we won't be surprised if Mr. Madden's dozen or the RTMA committee's 22 can really get going before end of this year.

After that? Well, we're inclined to side with the more conservative guessers -- though we can't forget that AM stations jumped from 1056 to 1579 first year after the war, to 1961 second year, 2131 third year, 2421 now.

AM history can't be cited as exact precedent, of course, since AM stations cost far less than TV, can be supported in towns far smaller. But tremendous radio expansion occurred despite throes of post-war reconversion, whereas everyone has been gearing for TV for 4 years or more.

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There will be no dearth of applicants -- that's for sure. Many hundreds of entrepreneurs are rarin' to go. Additional hundreds are taking plunge reluctantly, pressured by competition. Plenty of applicants, apparently, can get that "half million to one million dollars it takes to get into TV" -- more than you'd think.

Main delays will be at FCC level, though it's now as eager to act as it was slothful during the 3½-year freeze. Congress is giving Commission extra funds for staff to process TV applications -- fine. But 7 commissioners must make the final determinations, and they do have chores other than TV.

Our guess is that NBC's Madden is pretty close. We'd say that, barring war or emergency, total of 600 stations on the air by Christmas 1955 is a safe bet.

NBC NOW 'INTEGRATING' RADIO WITH TV: Stripped of all ambiguities, what this week's top-echelon changes at NBC mean is that network radio is no longer carrying its own fiscal load and therefore is to be integrated, with common staffs, into NBC's now-dominant TV operations. In other words, like it or not --

The prodigy TV must now help the parent radio support itself -- with all that that implies. Whether other networks and the rest of the industry will move in the same direction, it's too early to tell.

Rather equivocal announcement by NBC president Joseph H. McConnell June 18 placed Sylvester L. (Pat) Weaver, top TV v.p., in post of "v.p. in charge of both the radio and TV networks" with Frank K. White, recently resigned president of the Mutual Broadcasting System, becoming "v.p. & general manager of the two networks." Next day, NBC also announced that Robert W. Sarnoff, v.p. in charge of TV production units, will head newly created film div., job for which White was first hired.

Practical effect is to give McConnell 2 right-hand bowers -- the 44-year-old Weaver as top executive over programs & artists, the 53-year-old White as head man over management, sales and finance (he was once CBS treasurer). Their functions presumably won't interfere. Weaver enjoys seniority and is member of NBC board. New film post is recognition of ever-increasing role of films in TV (Vol. 8:24).

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"Integration" of radio with TV, as planned, means inevitable shuffling of executives, staffs, duties. Manifestly an economy move, it reverses trend of last few years toward separation of TV-radio functions at networks and stations alike. NBC-owned-&-managed stations will be least affected, for they usually have same top management but separate sales-program staffs; moreover, it's common knowledge that all TV & radio stations owned by all the networks are nicely in the black -- in fact, are alleged to "support" deficit network operations.

Evidence of the dominance of "TV thinking" at NBC -- if any more is needed than the PIB monthly network figures (see p. 14) -- was McConnell's statement:

"Placing of the actual operating management of the radio and TV networks under a single, coordinated control will benefit our audience and our customers. NBC radio network listeners will gain access to the outstanding personalities and attractions which have made our NBC-TV network such a success. The NBC-TV audience will have the advantage of a coordinated schedule of entertainment and information programs on both radio and TV.

"We expect this coordinated management to give new excitement to our radio programming by bringing into radio many of our TV stars and attractions...This same coordinated planning will also offer TV homes a more exciting supplementary program schedule on radio. We expect the result to be more use of radio in both radio-only and TV homes."

* * * *

Motivations for the surprise changes ordered, and others in prospect, were explained at top level as impelled not only by a dwindling radio economy but by need to "make the most effective use of the most experienced people." Not stated, but subject of natural conjecture, was this "crystal-gazing" by one affiliate: "Can it be that this paves the way for combination TV-AM network rates soon?"

Executive v.p. Charles R. Denny retains that title, and Joseph Heffernan continues as financial v.p. But in the nature of things they surrender some of their present functions to the Weaver-White team. They're likely to direct their essentially legal talents in new directions in the far-flung RCA organization.

From standpoint of radio station affiliates, it's still a guess whether NBC, now overtly playing up TV, will beat competitor CBS to the gun in cutting network radio rates to offset defection of AM sponsors. Industry talk is that rates may go down as much as 50%, with 25% deals already common (Vol. 8:22). Affiliates are balking -- in fact, NBC's have already licked its 2 efforts last year to "reappraise radio" and CBS's are meeting in New York July 1-2 to forestall such action.

FCC GETS FUNDS TO SPEED TV STATIONS: Congress finally gave FCC extra money needed to process TV applications, hasten construction of new stations -- a frankly remarkable action by the tight-fisted legislators who have been paring budgets of govt. agencies right and left. It's also a striking testimonial to TV's power to capture imagination of the nation. Senate-House conferees this week agreed on \$300,000, half the \$600,000 voted by Senate; bill should pass next week.

It's now up to FCC to put new funds to best use. Sen. Johnson (D-Colo.) had in mind 20 more hearing examiners (in addition to present 7), plus enough engineers and lawyers to accompany them, when he first proposed giving FCC \$800,000. Whatever the final number added, Commission now has to recruit and train personnel. Commissioners have estimated that new positions can be filled in 3 months (Vol. 8:21).

* * * *

That the Commission will need all the help it can get goes without saying. Though only 118 applications have been filed on new forms since freeze-end, many hundreds will arrive by July 1 -- when FCC begins processing. Additional hundreds will come thereafter. Everyone's guessing what total might be. The 1250 we estimated couple months ago (Vol. 8:12) still looks like good guess, though it may take several months to achieve it.

Commission has been trying to clear decks, prepare for deluge -- without too much success. For example, many of the 30 stations required to shift channels have filed their applications, and Commission had hoped to grant some of them this week, didn't get around to it. There will probably be another try next week.

Another problem everyone is anxious to clear up is question whether 2 or more AM stations in a city can join in single TV application. Many prospective applicants are holding off until they know FCC's thinking. There are a lot of merger parleys going on -- to strengthen applications, reduce competition.

When will first grants come? For political effect, Commission will fall all over itself trying to pound out a few CPs in matter of weeks, if not days. But we expect total for first couple months to be disappointingly small to many applicants -- for simple reason that most channels, even uhf, will have 2 or more applicants in first cities considered. All such competitive cases must be set for hearings to be held at some future date.

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Commission still hasn't made much headway in disposing petitions requesting changes in allocation plan. It cleared up one this week by denying request of KXEL, Waterloo, Ia., that processing procedures be changed to give rural areas higher pri-

ority. Then, in letter to Pittsburgh Mayor David Lawrence, Commission made it clear it feels Pittsburgh gets fair shake in processing procedure.

Mayor Lawrence had picked up Comr. Jones' misunderstanding of how priorities will work, saying Pittsburgh was "23rd from the bottom of the list of all of the some 1276 cities." Commission reminded him that Groups A & B will be processed simultaneously (Vol. 8:21), making Pittsburgh 180th on list, and that most other big cities are in about same position.

Jones appended his "separate views" to the letter, claiming that explanation in letter actually constituted "amendment" of priorities. He said Pittsburgh's situation is improved "theoretically," but that it still gets poor break.

Comr. Sterling boiled over at Jones' statements, saying flatly: "Any statement or suggestion that the Commission has today amended the procedure...constitutes a complete misstatement of the facts as set forth in the Sixth Report." Last week, Sterling defended allocation plan from attacks by his fellow Republican -- first commissioner to do so in a public speech (Vol. 8:24).

Comr. Jones' Columbus and Pittsburgh speeches (Vol. 8:18,21) were inserted in June 20 Congressional Record by Rep. Rivers (D-S.C.), who commended him and contended allocation plan will delay expansion of TV.

* * * *

More "aftermath of the freeze," filed with FCC this week:

(1) Prospective Baltimore uhf applicant Chesapeake TV Broadcasting Inc. noted "obvious oversight" of FCC in placing Channel 18 in Baltimore and No. 33 in Harrisburg -- only 68 miles apart, instead of 75 required because of image interference. Company asks that Harrisburg's No. 33 and Reading's No. 55 be swapped to eliminate problem. It also notes that No. 30 in Baltimore is only 72 miles from No. 15 in Lebanon, Pa., says that No. 60 should be substituted for No. 30 in Baltimore and/or that Lebanon & Baltimore applicants be required to pick sites 75 miles apart.

Plans of uhf enthusiast WHUM, Reading, Pa., may run into snag, if Commission makes requested Reading-Harrisburg switch. WHUM this week filed for No. 55, plans to radiate 261 kw from 1050-ft. tower. Station included letter from GE saying it could get station on air by election time, if CP comes quickly. Reading is fourth city in Group B processing line (see Supplement No. 81).

(2) Madison, Wis. hassle got hotter this week. WISC has asked that Channel 3 be turned over to educators. Gov. Kohler has backed it up. This week, WIBA filed opposition, saying State got into act too late. At same time, Gov. Kohler asked FCC to reserve Channel 8 in LaCrosse, No. 2 in Green Bay, No. 7 in Wausau, No. 13 in Eau Claire -- replacing present uhf reservations. Commercial aspirants in those towns may be expected to file indignant opposition.

(3) Efforts of WLOA, Braddock, Pa., to get Channel 4 in town, through channel shifts involving WBNS-TV and WLWC, Columbus, were opposed by latter 2 stations.

(4) Allocation of Channel 59 to Fremont, O., was requested by WFR0. And WKDN, Camden, N.J., asked that it be permitted to apply for a Philadelphia uhf channel, move it to Camden, now prohibited because Channel 80 is assigned to Camden but reserved for educational applicants.

First New Hampshire community TV system will be inaugurated in Laconia June 25 with big fanfare, including address by Gov. Sherman Adams. System employs RCA equipment, is owned by Community T-V Corp., whose directors include Richard F. Cooper, State GOP chairman; Thomas J. McIntyre, former Laconia mayor; Albin Malin, owner of WWNH, Rochester, N. H.; Anna Belinsky, Rochester; Myrtle C. McIntyre, Democratic national committee-woman. Signals come from 40-ft. tower on 2400-ft. Mt. Belknap, are carried into town on 6-mile run of cable. System picks up Boston stations, 120 miles away.

Los Angeles' Statler Center, largest of chains' hotels, due to open in August, has purchased 1300 RCA receivers, all 17-in., will be first new hotel in America with every guest room equipped for TV.

Success comes to Wayne L. Dingleline: 30-year-old Louisville news vendor of that name, moping over failure to achieve tip of WHAS-TV's 600-ft. tower in March 14 climb (Vol. 8:11), conquered the pinnacle June 11. First time, WHAS-TV telecast his rescue by firemen. This time, station decided that Dingleline's "bent for the spectacular would only be encouraged by such attention," merely carried late newsreel devoted to his reluctant co-climbers-- the firemen who helped him down second time.

Big community antenna project for Scranton, planned by Jerrold Electronics Corp., received temporary setback when Mayor Hanlon vetoed franchise granted by city council. Reason for veto was that franchise had no time limit. Jerrold expects no trouble getting franchise covering specified period.

Telecasting Notes: First step in plans of Thomas F. O'Neil, new president of Mutual Broadcasting System, to develop a "network via films," was designation this week of Theodore W. Streibert, who headed WOR & WOR-TV until they were merged into Thomas S. Lee Enterprises (Vol. 8:3), to set up and head new MBS film production and distribution dept. General Tire TV-radio interests, which Mr. O'Neil represents, also own TV stations in Boston (WNAC-TV) and Los Angeles (KHJ-TV), but these are too far-flung and there are too few stations as yet to set up coaxial-microwave interconnections. MBS proposes to gain TV identity via film syndication, with own stations as nucleus of customers; only other MBS station with TV is WGN-TV, Chicago . . . NBC president Joseph H. McConnell, addressing North Carolina Bar Assn. last week, urged lawyers to help block any efforts to exclude TV from public hearings, even advocated televising Supreme Court hearings . . . First TV program for deaf children was presented this week by BBC, showing woman announcer with rouged lips speaking slowly for lip readers, followed by printed captions spelling out her talk . . . William Esty & Co., top-hole agency, apparently convinced future of TV programming is on films (Vol. 8:24), producing own series of 30-min. dramas titled *The Hunter*, with Barry Nelson, at Pathescope Productions, Long Island City, will place it this fall on CBS-TV in Wed. 9:30 p.m. period now occupied by Camel's *Man Against Crime* . . . William Morris Agency closed deal this week whereby Howard Welsch acquired TV rights to 8000 stories & articles by Damon Runyon, proposing to produce some in half-hour films titled *Damon Runyon Playhouse* . . . Fewer appearances, more welcome into home: *Amos 'n' Andy* film show, sponsored by Blatz on CBS-TV, goes bi-weekly June 26, Thu. 8:30-9 p.m., alternate weeks being occupied by *Steve Allen Show* . . . NBC-TV planning Fri. or Sat. night hour-long news show to be titled *This Week*, employing format of its 7-9 a.m. *Today*, now definitely in the black; said to have sponsor on hook . . . Ken Murray signed to exclusive long-term CBS-TV contract . . . KLAC-TV, Los Angeles, July 1 raises Class A hour rate from \$1000 to \$1250, one-min. from \$175 to \$250 . . . WFAA-TV, Dallas, July 1 raises Class A base hour rate from \$400 to \$500, one-min. from \$80 to \$100, adds new Class D time.

Muddled "rebroadcast rule," promulgated by FCC recently (Vol. 8:20), was attacked this week by CBS, NBC and NARTB. They ask that Commission either rescind rule or suspend it while all parties are given full opportunity to argue against it. Rule provides that if an "originating station" refuses to give another station right to rebroadcast its programs, it must file reasons for such refusal with Commission within 10 days. All objectors contend that Commission totally misconstrued Congress' intention, that Commission is "legislating," that rule would produce a mountain of useless work for stations and FCC because originating stations will almost invariably have acceptable reasons for refusing rebroadcasts. As NBC put it: "The rules put the shoe on the wrong foot. It should be incumbent upon any station who wants to use the fruits of someone else's labor to state the reasons why they should be turned over to it and why the 'originating station' is acting unreasonable in refusing permission to rebroadcast its programs."

Standardized station-break commercials have been proposed in letters to all TV stations from National Assn. of Radio & TV Station Representatives. Similar to those put into effect by 8 stations represented by NBC-TV Spot Sales (Vol. 8:23), NARTSR proposals involve use of upper right quarter of screen for station identification, 6 seconds of commercial audio, 2 seconds of station identification audio.

Personal Notes: John W. Runyon, president of KRLD & KRLD-TV, Dallas, elected president of Dallas *Times Herald*, succeeding Tom C. Gooch, who died June 13 at age of 72 . . . Joseph E. Baudino, Westinghouse Radio v.p. & gen. mgr., elected to succeed late Walter C. Evans on BMI board, term to expire in October . . . Roderick A. Mitchell, ex-program mgr., WKRC-TV, Cincinnati, joins TV-radio dept., N. W. Ayer, Chicago . . . Boynton G. Hagaman, ex-chief engineer of KDTH, Dubuque, and KLER, Rochester, Minn., joins Weldon & Carr, Washington consulting engineers, as engineer in charge of labs . . . Allen Parr, CBS-TV program mgr., transferred to Hollywood as business mgr., TV network program dept. . . William F. Miller named gen. sales mgr., WCBS, New York; Henry Flynn now eastern sales mgr. for CBS radio spot sales . . . Lon A. King, from San Francisco office, June 16 took charge of Free & Peters Detroit TV sales, succeeding Keith McKenney, and is replaced at San Francisco by Richard Rothlin, ex-KRON-TV . . . Ray Stone, ex-CBS-TV, and Joseph Miller, ex-RCA film recording, join N. Y. staff of new Weed Television, separate operation set up by Weed & Co., station reps, under Peter R. James . . . Walter E. Brown, DuMont Network sales promotion mgr., joins BAB June 30 . . . Michael McMullen, ex-DuMont & ABC-TV, joins Oregon Television Inc., Portland applicant, as director of technical planning under Walter Stiles, gen. mgr. . . . Joseph R. Cox, DuMont network traffic coordinator, appointed area supervisor, station relations dept. . . Jay Russell, ex-WDTV, Pittsburgh, to Sidney Koretz & Co., Newark agency, as TV-radio chief . . . Charles Christensen appointed NBC-TV director in pool for Chicago political conventions . . . Mark Lansburg, adv.-promotion director, KLAC-TV, Los Angeles, ex-McCann-Erickson, New York, has resigned to start own TV production firm . . . Grant Recksieck, ex-NBC, Chicago, named sales promotion director, KNBH, Los Angeles.

Cuba's 3 brothers Mestre—Goar, Luis Augusto and Abel, who operate 5-station Circuito CMQ-TV out of Havana—are among the principals in new 5-kw TV station on Channel No. 7 in Havana for which DuMont transmitter and 6-bay RCA superturnstile antenna have been ordered. Station will be licensed to Radio Universal, S.A., owner of radio station CMBF, and will be known as CMBF-TV. Transmitter will be located in CMQ-TV's Radio-centro, Havana, will specialize in local events, sports and feature films, and is expected to be in operation by Oct. 1.

CBS-TV forming permanent affiliates advisory board, designating following interim committee: E. K. Jett, WMAR-TV, Baltimore, chairman; Glenn Marshall Jr., WMBR-TV, Jacksonville; James C. Hanrahan, WEWS, Cleveland; Clyde W. Rembert, KRLD-TV, Dallas; Philip G. Lasky, KPIX, San Francisco.

President's Materials Policy Commission, headed by CBS chairman William S. Paley, commissioned in January 1951 to study materials problem of U. S., has completed 5-volume report titled *Resources for Freedom* for June 23 release. It ends work of 5-man board, which with staff is now being disbanded.

General Telradio Inc. is new corporate name of Thomas S. Lee Enterprises Inc., the General Tire & Rubber Co. subsidiary headed by Thomas F. O'Neil, controlling Mutual Broadcasting System, Yankee Network, Don Lee Network and various AM & TV stations (including WNAC-TV, Boston; WOR-TV, New York; KHJ-TV, Los Angeles).

Exhaustive study of newsreels, both theatre and TV, with lists of producers, analyses of content of reels in various countries, rental systems and international exchanges, is UNESCO's *Newsreels Across the World*, distributed in U. S. by Columbia U Press (100 pp., \$2).

Network Accounts: French Sardine Co. (Starkist tuna), in buying Tue. & Thu. 10-10:15 segments of *Arthur Godfrey Time* on CBS-TV, Mon.-thru-Thu. 10-11 a.m., thru Rhoades & Davis, San Francisco, raises total quarter hours sold on that show for fall to 14—with Frigidaire and Owens-Corning sharing 10:15-10:30 Mon.-thru-Thu. on alt. days. Lever Bros. 10:30-10:45 Mon.-thru-Thu., Pillsbury Mills 10:45-11 Mon.-thru-Thu. . . . P. Ballantine & Sons (beer & ale) reported buying 8-8:45 portion of *Songs for Sale* on CBS-TV, Sat. 8-9, thru J. Walter Thompson . . . RCA will sponsor *Kukla, Fran & Ollie* alt. weeks when it starts in fall on NBC-TV on weekly basis, Sun. 6-6:30 . . . Ford Dealers replacing *Ford Festival* July 3 with *Mister Peepers* starring Wally Cox on NBC-TV, Thu. 9:30-10, thru J. Walter Thompson . . . Procter & Gamble (Ivory soap, Crisco) using *Boss Lady* as summer replacement for *Fireside Theatre* on NBC-TV, Tue. 9-9:30, starting July 1 . . . Procter & Gamble will sponsor 3 segments weekly, probably Mon.-Wed.-Fri., of *Welcome Travelers* starting Sept. 8 on NBC-TV, Mon.-thru-Fri. 3:30-4 . . . Colgate-Palmolive-Peet Co. using *Big Payoff* quiz show as summer replacement for *Colgate Comedy Hour* on NBC-TV, Sun. 8-9 . . . Serutan Co. moving *Battle of the Ages* Sept. 6 from DuMont to CBS-TV, Sat. 10:30-11, thru Franklin Bruck Adv., N. Y. . . . Canada Dry continuing sponsorship of ABC-TV's *Super Circus*, alt. Sun. 5-5:30 p.m., leaving every other Sun. open for cooperative sponsorships; Mars Candy Co. on Sept. 14 resumes 5:30-6 p.m. weekly, in meantime that period is available for cooperative . . . Gillette to sponsor *All-Star Baseball Game* from Philadelphia July 8 on nation-wide NBC-TV, plus WOR-TV, WGN-TV, WNAC-TV, KHJ-TV, thru Maxon Inc.

Biggest theatre-TV "network" ever assembled will carry exclusive closed-circuit telecast of June 23 Sugar Ray Robinson-Joey Maxim light-heavyweight championship bout from New York's Yankee Stadium. At week's end Nathan L. Halpern's Theatre Network TV had 39 theatres in 25 cities lined up, with more expected if new theatre-TV installations can be completed in time. Mr. Halpern said that more than 20 additional theatres expressed interest in bout but couldn't be connected because of unavailability of AT&T facilities. Cable-microwave circuits couldn't be cleared west of Omaha. Advance ticket sale—generally at \$2.40 & \$3 a seat—was reported good, and Philadelphia's 3000-seat Stanley Theatre reportedly had sold out 4 hours after tickets were placed on sale June 16. No New York theatres will carry the fight, nor will there be any radio or TV station coverage.

High cost of time and talent prompted decision by Celanese Corp. of America not to renew its award-winning *Celanese Theatre* (ABC-TV, alt. Wed. 10-11 p.m.) after June 25 show. Company statement said: "It's getting so that only fellows like Ford, General Motors, Procter & Gamble and Lever Bros. can afford these shows." Sponsor estimated that presentation of 20 dramas a year cost it considerably more than \$1,000,000, or from \$55-\$60,000 a show. Company spokesman said Celanese advertising budget is more than \$3,000,000.

Canadian Westinghouse one of first sponsors to sign on new CBC-TV, Toronto, and CBS-TV, Montreal, due on air by Sept. 1. It will place kines of its CBS-TV *Studio One*, thru S. W. Caldwell Ltd., Toronto.

Turnabout is fair play—and this week New York's 7 TV stations with New Haven's WNHC-TV threw party and presented plaque to *TV Guide*, program weekly, for its contribution to the industry.

Civil defense theatre-TV presentation, biggest yet, will give disaster instructions to more than 32,000 municipal policemen in theatres in 10 cities June 26 at 10 a.m.

Station Accounts: "Commercials are successful when delivered by *salesmen*, not announcers." Thus Paul Adanti, mgr. of Syracuse's WHEN, before recent BMI-TV Clinic in New York. "Some announcers are excellent salesmen, others are merely good voices. Send your 'voices' back to radio and replace them with people who can sell effectively." Top-hole manager Adanti, with no radio affiliate, takes dim view of radio precedents, suggests this method for TV (call it "heresy" if you like): "Whenever practicable, use the client himself or one of his store people to give the sales message. This accomplishes 2 things—it enables the viewer to get better acquainted with the man with whom he will do business, and it allows the one who knows the most about the product the opportunity to put it across" . . . Pacific Borax Co. has Gene Autry's Flying A TV unit, Hollywood, producing 13 half-hour *Death Valley Days*, to be placed thru McCann-Erickson . . . General Petroleum Corp. (Mobilgas), which sponsored 37-hour coverage of recent Los Angeles floods on KTTV, has signed with that station for all "unscheduled" special events, paying annual base minimum of \$75,000, thru West-Marquis Inc., Los Angeles . . . John B. White Inc., Philadelphia used car dealer, drives his wares into big new WCAU-TV studios to demonstrate them "live" on 15-min. *News with John Facenda* program following weekend baseball, thru J. Cunningham Cox Adv. . . . International Harvester Co. sponsoring INS-Telenews daily newsreel and *This Week in Sports* on WOI-TV, Ames, Ia.; Southwestern Bell Telephone Co. sponsoring weekly newsreel on KSD-TV, KRLD-TV, KRPC-TV, WOAI-TV . . . Bristol-Myers (Vitalis & Bufferin) to sponsor new 15-min. *Sports Parade* in 22 markets, filmed by United Artists TV and placed thru Doherty, Clifford & Shenfield . . . Hoffman Radio has signed 12 Fri. night junior college football games next season on KHJ-TV, Los Angeles . . . Among other advertisers reported using or preparing to use TV: Cocilana Inc. (Cloro-Nips chlorophyll cough drops), thru Al Paul Lefton Co., N. Y.; Stevens & Thompson Paper Co. (Softspun napkins), thru William Warren, Jackson & Delaney, N. Y.; Frank Bownes Co., div. of Unexcelled Chemical Corp. (paint), thru Frederick-Clinton Co., N. Y.; J-A Corp. (Lemon Quick powdered lemon concentrate), thru Buchanan & Co., Chicago; Pervo Paint Co. (paints), thru Hixson & Jorgensen, Los Angeles; National Cranberry Assn. (Ocean Spray cranberry sauce), thru BBD&O, Boston; Zippy Laboratories Inc. (Zippy liquid starch), thru Roberts, MacAvinche & Senne, Chicago; Shell Oil Co. (gas & oil), thru J. Walter Thompson, N. Y.; Singer Sewing Machine Co., thru Young & Rubicam, N. Y.; Jamison Bedding Inc. (Sweet Slumber texlite mattress), thru Noble-Dury & Assoc., Nashville; Pacific Can Co. (tin containers), thru Roy S. Durstine, San Francisco.

Subscription-TV proponents appear to have new convert, O. H. Caldwell, editorial director of *Tele-Tech Magazine*, who writes in July issue: "The whole question of subscription TV, as we see it, is still considerably up in the air. But with our present sponsored TV so frequently discrediting itself in the public mind, as well as outreaching top advertising appropriations (while all the time dependent on a stop-and-go up-and-down advertising economy), the only alternatives left are: (1) Subscriber-selected, subscriber-paid TV programs, bringing outstanding plays, films and sports events, and (2) Educational, discussional, and neighborhood programs of constructive value, financed by public and private endowments, on the uhf channels now provided."

Miller Brewing Co. (Miller's High Life) to bring *March of Time* back to TV next fall as half-hour feature, with Westbrook Van Voorhis again narrating; will place film in about 50 markets.

McFARLAND BILL to amend Communications Act is well on way to becoming law. House passed it this week, and House-Senate conference next week is expected to come to quick agreement on differences.

As passed by House, after considerable debate, bill contains 2 provisions in addition to those in version reported by Interstate & Foreign Commerce Committee (Vol. 8:11):

(1) Horan amendment, exempting stations from liability for defamatory broadcasts by political candidates and their spokesmen. House preferred it to O'Hara amendment, which would have permitted stations to protect themselves by censoring political talks. Rep. O'Hara (R-Minn.) warned House that he considered Horan amendment unconstitutional in that it would clash with states' libel laws.

(2) McCormack amendment, preventing stations from hiking regular commercial rates for political broadcasts.

* * * *

There are 5 principal differences between House and Senate versions:

(1) House would prohibit FCC from discriminating against newspaper applicants. No mention of subject in Senate bill.

(2) House would permit FCC to mete following kinds of punishment to stations: revocation or suspension of licenses, fines, cease-and-desist orders. Senate would permit only revocations and cease-and-desist.

(3) House provides that if FCC deletes a station because it decides station's frequency could be put to better

use elsewhere, operator who loses station must be reimbursed for physical value of station by new licensee on the frequency. This provision, idea of Rep. Crosser (D-O.), is given little chance of survival.

(4) House retains "double jeopardy" provision of present Communications Act, providing that FCC can refuse to grant license to applicant "adjudged guilty of unlawfully monopolizing radio communications." Senate bill eliminates the provision.

(5) House leaves it to Supreme Court's discretion, as in present law, in taking appeals from action of FCC in revoking or failing to renew licenses. Senate bill makes such appeals a matter of right.

Much of House debate centered about provision upon which both versions of bill agree—one which prohibits FCC staff from recommending decisions in hearing cases.

Following are conferees scheduled to meet next week: Senators McFarland (D-Ariz.), Hunt (D-Wyo.), Johnson (D-Col.), Tobey (R-N. H.), Capehart (R-Ind.). Representatives Harris (D-Ark.), Priest (D-Tenn.), Thornberry (D-Tex.), Wolverton (R-N. J.), Hinshaw (R-Cal.).

There's no telling which controversial provisions will be retained in final bill. Sen. Tobey, for example, likes House's "double jeopardy" feature. Senators McFarland and Capehart don't. Sen. Tobey says House's provisions on newspaper ownership and fines are "okay with me." Sen. Capehart sees no need to put newspaper clause in bill, though he isn't against newspaper ownership. And he's dead set against giving FCC authority to levy fines, says "that's prerogative of the courts."

High TV tower policy proposals (Vol. 8:17, 19-20, 22) will be submitted to representatives of TV and aviation industries and Govt. first week in July, if industry-govt. committee adheres to schedule in preparing its report. Committee is in accord on basic principle—that there should be no amendment of FCC rules regarding aeronautical study of high towers—but details remain to be ironed out before plan is submitted to large representative group which convened originally on April 25 to discuss possible new criteria to govern regional airspace subcommittees in study of tower sites. Study of first 92 applications for TV licenses submitted or amended since final TV allocation April 14, incidentally, shows that 47 request towers less than 500 ft. high, 25 propose 500-600 ft. towers, and most of the remaining propose 1000-1500-ft. towers. There are no requests for towers higher than 1500 ft.

Planning to apply for new TV stations, according to principals: U of Southern California will file for Los Angeles' educational uhf channel No. 28, project to be underwritten by Allen Hancock Foundation, headed by oil millionaire who now backs various other campus undertakings. Citizens Broadcasting Co., Toledo, formed by local labor unions, with former Congressman Thomas H. Burke as executive secretary, will apply for undetermined channel there. John L. Booth (WJLB, Detroit; WBBC, Flint; and WSGW, Saginaw) reported preparing applications for uhf channels No. 62 in Detroit, No. 23 in Grand Rapids, No. 54 in Lansing; and vhf channels No. 12 in Flint, No. 5 in Bay City.

TV in the home means more radios in the same home, according to Broadcast Advertising Bureau survey showing average of 2.34 radios in homes with TV vs. 1.87 in radio-only homes. Survey conducted for BAB by Pulse Inc., and published in 16-page booklet titled *Extra Sets*, covered 2539 TV-radio families and 2461 radio-only families in 20 metropolitan markets last Jan. 2-8, revealed (1) each U.S. family would own 2.11 radios if all radios were spread equally, and (2) 66.1% of homes in survey have multiple radio sets, only 33.9% single sets.

To test satellite operation, Sylvania has applied for experimental station to be located in center of Emporium, Pa., operate on Channel 82 (878-884 mc) with 30 watts in conjunction with present experimental station KG2XDU. Company says tests should show how well signals are confined to valley, reducing interference to other potential satellites. Program contemplates erection of satellites in additional towns, such as St. Marys, 15.5 miles away, to make interference studies and test effects of opposite polarization.

New German-made transmission line (Vol. 8:3) is being installed at KPIX, San Francisco, first U. S. station to use it. Manufactured by Felten & Guillaume Carls-werk, Cologne, and distributed by Phelps Dodge Copper Products Corp., cable is said to have these advantages: (1) Flexibility permits elimination of joints. (2) Can be made in any length. (3) Air-filled instead of gas-filled. (4) Light weight. Cable is made of extruded aluminum outer conductor and polystyrene helix wound around central copper core. Germans have used cable in 276 micro-wave installations.

One of few TV amateurs in country, H. Dunbrack, Everett, Mass., got 432-mc 5-watt station on air for less than \$1000—including cost of homemade camera. June 16 *New York Times* reported his whole setup uses only 42 tubes, is non-interlaced, gets out several blocks, has "an audience of one"—a fellow amateur. Mr. Dunbrack believes that small-town stations can get on air for fraction of costs quoted today and that educational institutions can get "the feel" of TV for \$5-\$10,000.

Addition of 540 kc to AM band, first such extension since upper limit was set at 1600 kc years ago, was proposed by FCC this week. Since Canada has priority on use of channel, operating 50-kw station at Watrous, Sask., use in U. S. is limited to Class II stations, and no night-time station on new frequency will be permitted within 650 miles of Canadian border. Comments on proposal may be filed until July 28.

MIDSUMMER PLANT SHUTDOWNS SOON: Annual vacations at the TV-radio factories, running 2 weeks for most part, begin in latter June, will give them chance to make ready for new lines. Most will keep open for defense work. Longest shutdown reported in our survey was CBS-Columbia, moving July 1 to new plant on Long Island, vacationing June 26-July 24. These are dates given by major producers reporting:

Admiral, July 7-21; Bendix Radio, June 23-July 5; Capehart-Farnsworth, July 3-21; Crosley, July 3-21; DuMont, receivers June 27-July 14, tubes July 7-21; Emerson, June 30-July 12; GE, receivers July 3-21, tubes July 3-28; Hallicrafters, June 30-July 14; Hoffman, June 28-July 15; Magnavox, June 27-July 15; Majestic, June 30-July 14; Motorola, June 30-July 14; Olympic, July 4-20; Packard-Bell, June 23-July 7; Philco, July 28-Aug. 11; RCA, July 18-Aug. 4; Sylvania, July 21-Aug. 4; Stromberg-Carlson, June 29-July 14; Wells-Gardner, July 3-21; Zenith, July 3-21; Westinghouse, July 3-21; RCA Victor, Canada, July 21-Aug. 4.

LEADERS EMERGING WITH BIG NEW LINES: TV-radio sales didn't cut much ice at Chicago Furniture Mart, which opened June 16 and continues thru June 26, for reason mainly that the Big Four elected not to show new lines there -- and they're the ones who customarily set the industry's patterns and sales pace.

Philco held own New York convention this week end, strutted its biggest and most ambitious line yet (see p. 10). RCA Victor starts regional meetings next week to display considerably broadened line (see Topics & Trends). Admiral convention is still set for Aug. 4, Motorola's for Aug. 8.

New lines of other manufacturers, revealed to now, are detailed in these pages and in last week's edition; more are expected to be released soon.

"Boldness" is the word for the offerings of the set manufacturers to now -- boldness and confidence. Despite year's rather poor start, upcoming months look very promising. Current sales are spotty, with steel strike unemployment beginning to be felt in the coal & steel areas; but sales generally at wholesale and retail levels, in words of one key observer, "aren't as seasonally bad as they were this time last year." Attitude of the dealers is said to be more optimistic, too.

Philco and RCA, to say nothing of the others who have shown their new wares so far, seem confident enough to have widened their lines considerably. Resumption of combinations by RCA, with its own new 3-speed units, and the considerable number of them in Philco line (including such luxury gimmicks as remote control), provide evidence that these leaders think the public is now ready to buy beyond low-priced items that have been in main demand since Christmas.

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Upward climb of factory inventories, manifest for several months, seems to have halted as of week ended June 13. RTMA reports inventories then were 480,343, which compares with year's peak of 491,834 the week preceding (Vol. 8:24).

TVs produced during June 13 week totaled 77,381 (5053 private label), just about same as preceding week. Radios produced were 193,060 (76,709 private), nearly 15,000 more than preceding week. Radio inventories were 461,881, down about 7000. Week's radios were 73,887 home sets, 43,224 portables, 23,033 clock, 52,916 auto.

PARTIAL DECONTROL OF COPPER, ALUMINUM: All but the very largest manufacturers of TV-radio and other civilian-type electronic items and components will be freed of direct NPA allocation controls over copper and aluminum, beginning July 1.

Increase in self-certification quotas on the 2 metals will relieve as many as 85% of nation's manufacturers from necessity of filing with NPA for their rations of copper and aluminum.

In TV-radio field, it was estimated that probably only the 10 biggest firms

-- certainly no more than the top 15 -- would henceforth be required to file the customary quarterly Form 4-B for copper and aluminum allocations under CMP.

Steel will be subject to similar decontrol action when strike losses have been made up, DPA officials say informally, but for time being manufacturers who need more than 60 tons of carbon steel and 16 tons of alloy must apply to NPA for their allocation tickets, as before.

Action on copper came as surprise to many -- even within NPA. Less than a week ago, responsible NPA officials were predicting "no improvement in copper supply for at least a year." Change is attributed to relaxation of ceiling prices on foreign copper (Vol. 8:21). In aluminum, according to DPA chief Henry Fowler, there's been no great improvement in supply -- merely a sharp drop in demand.

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Here's how new self-certification procedures work:

Small manufacturers may write their own priority tickets -- without applying to NPA -- for 10,000 lbs. of copper products and 20,000 lbs. of aluminum per quarter regardless of amounts they used during base period (for purposes of self-certification, base period is average quarter of 1950). Previous self-certification quota for small users was 500 lbs. of copper, 1000 lbs. of aluminum.

Larger manufacturers may self-certify up to 20,000 lbs. of copper, 40,000 lbs. of aluminum, so long as this is no more than they used during base period. The quotas in this bracket formerly were 3000 lbs. copper, 4000 lbs. aluminum.

Still larger manufacturers get quotas of 40,000 lbs. of copper, 60,000 lbs. of aluminum, so long as these amounts aren't more than 75% of their base period use.

Manufacturers who require more copper and aluminum than they are permitted to self-certify will still have to get their allotments from NPA, but they'll be treated more liberally in third quarter than was originally announced. NPA's third-quarter copper quota for big manufacturers of TV-radios and other consumer goods has been upped to 50% from original 35-40% of base period use.

Although relaxation is effective beginning in third quarter, most manufacturers have already filed their CMP materials applications for both third & fourth quarters. Nevertheless, new regulations should ease paperwork considerably.

BITTER FIGHT over proposed regulations to ban discriminatory prices, discounts & other allowances on all levels of TV-radio merchandising marked third trade practices conference this week before Federal Trade Commission. Controversy centered on proposed Rule 33 on discriminatory practices, crux of Robinson-Patman Act, which was included in draft proposed by FTC for two previous sessions (Vol. 8:19) but eliminated from draft prepared by all-industry committee as basis for this week's conference.

Chief opponents were RTMA president Glen McDaniel & NEDA executive v.p. L. B. Calamaras--former arguing against inclusion of Rule 33 on grounds it might prejudice FTC case involving Sylvania & Philco, both RTMA members, in which Sylvania is charged with under-selling radio tubes to Philco in Dec. 1949 (Vol. 6:2). Calamaras, all-industry committee chairman, said Rule 33 was "more important than any single rule in there." Heated argument was ended when presiding FTC attorney H. Paul Butz suggested including rule as appendix, a compromise which appeased McDaniel & NARDA president Mort Farr, who had argued for its inclusion, but not Calamaras, who shouted, "Let's put 'appendix' across page 1 and call it a day."

Another hassle developed over proposed Rule 12 for re-use of CR tube envelopes. Max C. Powell & J. P. Kearney, both of Kimble Glass, objected to industry practice of advertising such envelopes as new, said their company may file brief urging their advertisement as "used".

Expected argument over measurement of tube failed to materialize, thanks to lucid presentation by Will Osterling, RCA engineer, who said diagonal measurement became standard in industry with development of rectangular tube. Remarkable chorus of agreement followed Osterling's stand that public knew 17-in. set actually meant 17-in. tube.

Mr. Farr proposed rewording Rule 14 to require manufacturers to include Federal & local taxes in total price. Philco counsel Henry Weaver opposed, saying law gives manufacturer option of including tax or adding it.

At hearing's end, Mr. Butz announced summary of transcript would be circulated within FTC which will draw up its set of rules, with public hearing tentatively set for October. Rules could become effective Jan. 1, 1953.

McDaniel & Farr later in week carried fight to Better Business Bureaus' annual conference at Swampscott, Mass. Both agreed FTC had "negative power" in dealing with deceptions. Farr said solution was system of self-policing and "clear franchise agreements that protect distributors' and manufacturers' volume as well as dealers' territories."

In addition to aforementioned, those attending conference included George Wedemeyer & Kendall B. DeBevoise, NEDA; Ray S. Donaldson, RTMA; John A. Harvey, Max F. Balcom & J. H. Hauser, Sylvania; J. H. Hickey, RCA; G. P. Molloy, Kimble Glass Co.; R. H. Knight, Corning Glass; E. Kohler Jr., Hallcrafters; Michael Shore, Muntz; James R. Oberly, Admiral; Robert E. McLaughlin, DuMont; E. K. Wheeler, Zenith.

Topics & Trends of TV Trade: RCA's new line, to be shown to New York & Philadelphia area dealers starting June 23 and at other district meetings up to July 4, is broadened for competitive purposes, featuring lower prices at low end and all sets equipped for optional addition of new 3-speed phono units now being supplied. Line is divided into 2 classes—with 14 standard and 10 deluxe models. Latter include several present models at same prices. All prices are inboard. Names of models are again derived from county names.

Standard line begins with 17-in. Shelley, metal table in ebony finish \$200 (prices all rounded out); Hadley, metal table in maroon \$220; Kentwood, metal table \$230 mahogany, \$240 blonde; Ashton, open console, mahogany or walnut \$270, blonde \$280; Asbury, console with top doors, mahogany or walnut \$300, blonde \$310.

The 21-in. standard models are Lambert, table in mahogany or walnut \$280, blonde \$290; Lambert, with base, \$300 & \$310; Brookfield, open console, mahogany or walnut \$340, blonde \$360; Lansford, open console, mahogany or walnut \$370, blonde \$390; Lindale, Contemporary console with top doors, mahogany or walnut \$390, blonde \$410; Brandon, Colonial console with full doors, mahogany, walnut or maple \$400; Belgrove, Modern console on swivel, with full doors, mahogany, walnut or oak \$400; Westland, combination with radio & 3-speed phono, mahogany \$495, blonde \$515; Penfield, same in other styling \$595.

Deluxe line starts with 17-in. Brett, table, mahogany or walnut \$280, blonde \$290; Ainsworth, open console, mahogany or walnut \$340, blonde \$360.

The 21-in. deluxe models are still the Selfridge, table, mahogany \$360; Meredith, open console, mahogany \$400; Suffolk, console with full doors, mahogany \$450, oak \$470; Donley, Modern console with full doors, mahogany \$475, oak \$495; Rockingham, console with full doors, mahogany or walnut \$495; Clarendon, Colonial console, with top & bottom doors, mahogany or walnut \$525; plus the new Bancroft, Traditional console with top doors, mahogany or walnut \$440, blonde \$460; and new Sunderland, combination, mahogany \$795.

RCA dealers will also offer an ebony stand at \$12.95; mahogany, walnut & blonde bases at \$17.95; and maroon, mahogany & blonde bases at \$18.95.

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Zenith's new line consists of 29 models, beginning with 17-in. pyroxylin (fabric material, not plastic) tables at \$200 to \$230, and including 17-in. wood tables at \$240 to \$250, 17-in. open consoles at \$270 to \$300, 21-in. tables at \$270 to \$330, 21-in. open consoles at \$350 to \$500, one 17-in. combination console at \$450, four 21-in. combinations at \$500 to \$750, and two 27-in. full-door consoles with push-pull twin speakers at \$695 & \$750. Latter two sets, using Rauland's new 27-in. tubes, will not be delivered until August. At that time Zenith expects to be operating full blast with considerably increased capacity from new 453,000-sq. ft. addition to Chicago plant, built at cost of \$5,000,000 and opened this week.

New Bendix line, all 21-in., as shown at Chicago Furniture Mart this week: mahogany table \$320, blonde \$330, open console \$370, oak open console \$380, with ¼-door \$400. Bookcase bases are offered with table models at \$30, with sliding door for record changer \$40. Bendix also will have mahogany wood clock radio at \$40, blonde \$45, for delivery after Oct. 1.

McNeely, Epstein, Clippinger Associates, newly formed, 251 So. Robertson Road, Beverly Hills, will handle consolidated Raytheon (Belmont) TV-radio merchandising in eleven western states & Hawaii. Firm is headed by R. J. McNeely, Walter J. Epstein and J. H. Clippinger, all ex-Hoffman.

PHILCO introduced 52 TV models plus 31 new radios at Waldorf-Astoria distributors convention this week end, June 20-21, and will also show them at Chicago Furniture Mart during June 23 week. Consistent claimant to No. 1 position in TV units sold (and as consistently disputed by Admiral & RCA), Philco launched all-out summer-autumn sales-merchandising drive keyed to July political conventions which it is sponsoring on NBC-TV and radio networks.

Philco's big pitches include new chassis with higher fidelity, directional built-in aerials, germanium diode all-channel uhf tuner that fits handily into any 1953 set, 13 combinations, new and cheaper remote control units—with prices ranging from \$200 to \$825.

It's company's 60th anniversary, and president William Balderston told the distributors that Philco's total sales this year (including defense items) will reach an all-time record, surpassing the \$335,318,054 of 1950. He said more than 10,000,000 small-screen (7-12-in.) sets will soon be obsoleted, and this replacement market will be substantial factor in TV's growth.

For first time, Philco prices all its sets inboard. This is the line, suggested list price including tax & warranty (prices rounded out):

Table Models: 17-in. walnut metal \$200, maroon metal \$230, maroon wood \$240; 20-in. cordovan wood \$260, oak finish wood \$280, mahogany wood \$290 & \$310; 21-in. mahogany \$280, \$300 & \$340, with remote control \$390.

Consoles: 17-in. open face mahogany \$270 & \$330, oak finish \$290 & \$350, with remote control \$400 & \$410; 20-in. open mahogany \$330, blonde oak \$350; 21-in. open mahogany \$350, open fruitwood \$380, half-door mahogany \$380, deluxe open mahogany \$400, deluxe open light oak \$420, with remote control \$470 & \$490, deluxe half-door mahogany \$440.

Full-door Consoles: 21-in. deluxe full-door mahogany \$470, with remote control \$540, all mahogany sides-Honduras mahogany veneers \$500, with remote control \$570, deluxe French Provincial fruitwood \$500, with remote control \$570, mahogany \$400, light oak \$450, Provincial fruitwood \$460, Provincial cherry \$460, latter 2 with remote control \$530.

Combinations: 17-in. mahogany with phono \$370, with AM-phono \$400, mahogany full door with AM-phono \$460, light oak \$490; 20-in. mahogany with AM-phono \$480; 21-in. full door mahogany with RF stage on AM-phono \$600, full door light oak \$630, with remote control \$670 & \$700, full door mahogany with AM-FM-phono \$650, with remote control \$720, all mahogany sides with Honduras veneers with AM-FM-phono \$775, with remote control \$845.

Also offered are 4-tube, 1-rectifier table radios in 18 vari-colored models ranging from \$21.95 to \$49.95, and one 7-tube mahogany wood at \$225; 6 clock models at \$29.95 to \$49.95; 7 portables at \$39.95 to \$59.95, plus one leather-covered at \$99.95. In line, too, is mahogany plastic table phono at \$109.95.

Motorola-Gary Inc., 620 W. Fifth Ave., Gary, Ind. (C. E. Hasler, mgr.) new subsidiary of Motorola-Chicago Co. . . . Arvin appoints Marlin Associates, Dallas (H. W. Johnson, sales mgr.) to handle its TV-radio and appliance lines . . . CBS-Columbia appoints Leff Electric Co., 341 Payne St., and Cleveland distributor, succeeding Ramsey-Bennett Co. . . . Jack H. Moulthrop, president, Radio Television Supply Co., Los Angeles, Stromberg-Carlson distributor, who recently bought one-third of its stock from Sues, Young & Co., has purchased control of firm . . . Bendix Radio appoints Carolina Sales Corp., Greenville, N. C., and Columbia, S. C. (James T. Little, president) . . . Raytheon appoints Contractors Heating & Supply Co., Denver, for TV-radio.

ONE BASIC LINE of TV sets and appliances per year? Dim view of this NARDA proposal, due for discussion at Chicago convention June 22-24, is taken by Emerson's Ben Abrams. His response was first we received after querying several top-level manufacturers for their views. Said he:

"It simply cannot be sustained at the present stage of development in the art. The most important contributing factor in the rapid development of the industry is the ingenuity of manufacturers to move quickly in the direction of new engineering and manufacturing techniques, which has resulted in steady improvement in quality and value.

"We only need look back less than 5 years to find that a 10-in. TV table model sold for \$375 and was housed in a cabinet almost 1½ times the size of a present 17-in. set selling for only \$200. Better performance, bigger pictures and lower prices have been a major contributing factor in the sale of some 18,000,000 TV receivers to date. Engineering progress could not have been nearly as stimulated if the industry followed a policy of one basic line per year. There is still too much in the way of unexplored possibilities in TV to permit the adoption of such a policy, even now. In my opinion, it will be years before such a suggestion can receive serious consideration.

"While changing models may have some harmful effect upon depreciation of values, it is more than offset by greater stimulation in sales. Manufacturers and dealers should continually strive to do what is necessary to create an urge to buy a TV set or to create the desire to exchange an outmoded model for one more up-to-date . . . Perhaps the answer to the dealer's problem can be found in the long-established Emerson policy of getting dealers to have on hand no more than a month's supply of our merchandise, and further, extending to the dealer a guarantee against reduction in price, covering purchases for 30 days prior to such change in price.

"Dealers will also be well advised if they limit the number of lines they handle and will not permit themselves to be loaded up because of some sort of 'commercial bribery' which they may be offered."

Sears Roebuck cut prices \$5-\$20 on 4 Silvertone TV sets featured in its new midsummer catalog. Reduced models are: 21-in. console, cut to \$270 from \$290 (same in blonde now \$280); 20-in. console, \$240 from \$260; 20-in. wood table, \$220 from \$225; 20-in. leatherette table, \$200 from \$210. Also listed is 17-in. leatherette table at \$170, replacing old metal model at same price. Sears sale book also lists 3 console radios at prices reduced \$8-\$30.

Assistance in FM promotion campaigns, of types conducted in North Carolina, Wisconsin, District of Columbia and New York (Vol. 8:2, 7, 9, 14, 18), will be offered by NARTB and RTMA to any broadcaster-distributor-dealer group prepared to put weight into project.

More than 3500 TV receivers, made by 100-odd manufacturers, are covered in new third edition of Sylvania's 120-page *TV Receiver Tube Complement Book* (75¢), available from company at Emporium, Pa.

DuMont has called all regional men to E. Patterson meetings, July 21-23, preliminary to distributor convention in Waldorf-Astoria, July 24-25, where new line will be shown.

End of price controls after June 30 on long list of civilian goods, including TV & radio sets, was voted tentatively by House this week; action is subject to final review on roll-call vote June 25, may be reversed inasmuch as 217 members of House were absent when vote was taken.

Caldwell-Clements Inc., with July edition, is changing name of its monthly *Radio & Television Retailing to Television Retailing*.

Trade Personals: J. A. (Shine) Milling, RCA Service Co. v.p., who June 16 completed tour of govt. duty as director of NPA Electronics Div. and chairman of DPA Electronics Production Board, July 15 becomes executive v.p. & gen. mgr., Howard W. Sams & Co., Indianapolis, technical manual publisher, in charge of new expansion program. Milling served 22 years with RCA, was elected to Sams board and gets undisclosed amount of Sams stock . . . William Balderston, president of Philco, elected to board of trustees of Committee for Economic Development, comprising 143 leading business men and educators and devoted to impartial study of national economic problems . . . Patrick J. McGann promoted to v.p., International Standard Electric Corp., IT&T export subsidiary . . . Warren W. Frebel appointed TV-radio purchasing agent, Magnavox, with Paul Lovegren handling military and other than TV-radio, W. C. Lahrman continuing in charge of military estimating and expediting . . . James J. Tynan, since 1948 mgr. of Raytheon commercial sales, promoted to mgr. of equipment sales divisions, replacing Ray C. Ellis, now heading Raytheon International Div. (Vol. 8:24) . . . Clifton R. Potter named mgr. of commercial engineering, Westinghouse electronic tube div. . . Robert A. Penfield promoted to adv. mgr., Sylvania TV-radio tube, electronics, parts, tungsten & chemical divisions . . . L. C. Hanson Jr., ex-LaSalle National Bank, named mgr. of Hallcrafters' new customers' floor plan service dept. . . Paul E. Condon named mgr. of adv. dept., Collins Radio . . . Fred A. Lyman has resigned as merchandise mgr., DuMont receiver div., plans to return to Los Angeles where he formerly was with Leo J. Meyberg Co., RCA distributor . . . Fred H. O'Kelley Jr., Cincinnati district rep for GE, appointed product mgr., GE receiving tubes . . . Carl V. Haecker, RCA Victor display director, named chairman of trade relations committee, Point-of-Purchase Adv. Institute . . . Jack Friedman named merchandising rep for housewares, major appliances, TVs and radios in Chicago office, Associated Merchandising Corp. . . W. E. Medinger, ex-Westinghouse, appointed Magnavox district sales mgr. for Virginia, Carolinas, etc. . . G. Worthington Hipple, ex-Ampro sales mgr., joins Greber Bros., Washington Motorola distributor, as adv.-sales promotion mgr. . . Lester McRoberts, ex-Jenkins, Kansas City, named Hoffman Kansas City factory district mgr. . . James W. Farrow transferred from eastern zone sales mgr., Stromberg-Carlson TV-radio div., to merchandise mgr., sound equipment div.

A. Brewer Hunt, mgr. of communications equipment div., Northern Electric Co., elected president of Radio-TV Manufacturers Assn. of Canada, succeeding Stromberg-Carlson's Ralph Hackbusch. C. A. Pollock, Dominion Electrohome Industries Ltd., elected v.p. and chairman of receiver div.; J. R. Longstaffe, International Resistance Co., v.p. and chairman of parts & accessories div.; S. G. Patterson, Canadian Radio Mfg. Corp., v.p. and chairman of technical products div. (formerly transmitter div. but renamed in line with RTMA); E. Olsen, Canadian Westinghouse Co., chairman of engineering committee; G. B. Elliott, Canadian GE, chairman of service committee.

National Electronics Distributors Assn. will feature session on uhf at Atlantic City convention, Sept. 22-25, executive v.p. Louis B. Calamaras estimating uhf will bring "\$800,000,000 new windfall business" to service men and parts distributors.

TV-radio manufacturers will meet with NPA July 1 in Washington. On agenda will be discussion of relaxation of materials controls, and revised color TV Order M-90.

Joseph T. Dempsey, Philco personnel & labor relations director at TV-radio plants in Sandusky, O., died suddenly June 10 at age of 46.

Financial & Trade Notes: Decca Records this week acquired complete control of Universal Pictures Co., including its TV film subsidiary, United World Films—and Decca president Milton Rackmil indicated the firm will make pitch to become big factor in TV film production and distribution. Record company acquired 134,375 shares of Universal common from J. Arthur Rank's General Cinema Finance Corp., increasing its interest in film company to 406,175 common shares plus warrants for 32,500 more, or 42% of Universal's outstanding stock.

Mr. Rackmil said his company believes "the changing patterns of the entertainment world, as well as of the recording industry, suggest the desirability of diversifying and expanding the activities of Decca." He added that "joint operations, such as the production and distribution of films for TV may provide opportunities which neither company alone is in a wholly favorable position to grasp."

Decca's directors have approved offering of 275,000 shares to its stockholders at rate of one new share for each 2.85 held. Offer will be underwritten by group headed by Reynolds & Co. and Laurence M. Marks & Co.

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Sears, Roebuck & Co., seeking expanded and handier sources of supply for its own Silvertone brand TV and radio receivers—especially now that CBS-Columbia Inc. (ex-Air King) is producing mainly for own brand (Vol. 8:24)—proposes to purchase 200,000 shares of a new 50¢ par Class B common stock to be issued by Pacific Mercury Television Corp., Los Angeles. Shareholders will be asked, at June 26 annual meeting, to approve also a 5-year 4% unsecured loan from Sears, new 5-year merchandise contract whereby Sears would buy minimum of 75% of its TV, radio and radio-phono requirements in 8 western states. Whereas Pacific Mercury formerly got 4% profit margin, new deal would give it 6.3829%. Stockholders are asked to redesignate firm's present 500,000 shares of common as Class A, authorize creation of the 200,000 new Class B.

Dividends: Motorola, 62½¢ payable July 15 to stockholders of record June 30; Sentinel Radio, 10¢ July 25 to holders July 14; Packard-Bell, 25¢ July 25 to holders July 10; Collins Radio, 50¢ (plus 25% stock) July 31 to holders July 15; Canadian Westinghouse, 50¢ July 2 to holders June 13; Canadian GE, \$2 July 1 to holders June 18; Technicolor, 50¢ July 11 to holders July 22; Audio Devices Inc., 3¢ June 30 to holders June 20; American Phenolic Co., 25¢ July 25 to holders July 11; Aircraft Radio, 10¢ Aug. 15 to holders July 25; Emerson Radio, 10¢ July 15 to holders July 3 (reduced from previous quarterly 25¢).

Short interest in TV-radio and related stocks on N. Y. Stock Exchange showed these changes between May 15 & June 13: Admiral, 14,843 May 15 to 11,583 June 13; Avco, 8448 to 8280; GE, 11,312 to 12,570; General Precision, 1700 to 5400; Magnavox, 9435 to 8235; Motorola, 11,911 to 11,161; Owens-Corning, 3435 to 6680; Philco, 6546 to 6411; RCA, 30,755 to 30,079; Standard Coil, 11,405 to 8125.

Columbia Pictures Corp. reports net income of \$280,000 (11¢ a share on 670,670 shares), after \$80,000 taxes, for 9 months ended March 29. In comparable 1950-51 period, net income was \$967,000 (\$1.12 on 654,311 shares) after \$690,000 taxes.

Olympic Radio has arranged \$2,500,000 V-loan for more working capital for defense production, reporting it currently has backlog of \$15,000,000 of electronic orders.

Reeves-Ely Laboratories Inc. reports consolidated net income of \$873,361 (\$1.21 a share) in 1951 on sales of \$20,218,691 vs. \$761,133 (\$1.02) on \$14,402,454 for 1950.

Oak Mfg. Co. reports first quarter sales ahead of same 1951 period, profit after taxes 55¢ per share vs. 56¢ in 1951 period, April-May sales "well ahead" of same 1951 months.

SAGGING GROSSES and profits of the moviemakers aren't the only symptoms of film industry's TV-induced metamorphosis. Despite bravado of theatre owners, recent developments show impact of the electronic "home theatre" is continuing to rock foundations of film exhibition business, too. Witness these items which received public attention this week:

There'll be no movie theatre in "the city of the future"—Levittown, Pa. (near Morrisville), first all-planned community since Washington was laid out in 1791. June 16 *Wall Street Journal* said that this community, due to achieve 70,000 population in 1955, "will be complete with almost everything from a bank to a daily newspaper"—but no film palace, despite fact that nation averages one theatre for every 8000 population. Said *Journal*: "Bill Levitt of the building firm realizes that almost every family in town will own a TV set, so there won't be enough moviegoers to support a theatre."

Dispatch from Minneapolis says theatre owner W. R. Frank has put all 21 houses of his Frank & Woempler chain up for sale because of TV competition's effect on grosses. Once out of theatre business, what will he do? He's going to Hollywood to produce TV films ("Congressional Medal of Honor" series at General Service Studios). And reports from Cedar Rapids blame TV for closing of 5 theatres in eastern Iowa in recent months.

Motion Picture Assn. of America president Eric Johnston, in ABC-TV interview, predicted frankly that TV will drive more theatres out of business, but he also forecast film grosses running 3-4 times those of today in the movie houses which remain in business.

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Exhibitors' reaction to recent deal between Ford Motor Co. and Columbia Pictures for 39 half-hour films to be produced especially for TV (Vol. 8:24) is reported in June 18 *Variety* as "mixed," if not completely confused. Theatre chain owner Walter Reade (35 houses) is quoted as seeing "no cause for alarm"; he feels it's better for big studio like Columbia to make TV films than for fly-by-nights, because TV films may develop some new faces which will help exhibitors.

Opposite view is expressed by David Weinstock (17-theatre chain), who feels that quickly-produced TV films will degrade boxoffice value of top stars. New York Interboro circuit president Sol Strausberg (36 theatres) evidently summed up reaction of many exhibitors with: "Just another thing to keep people home."

In Britain, too, exhibitors are restive about effects of the upstart on their business. Latest move in 2-year war between theatre owners and BBC is decision by Cinematograph Exhibitors Assn. to ask its members to boycott products of all film distributors who make pictures available to TV. Similar move has been discussed informally in this country, but exhibitors and their associations have avoided any open action because it apparently would be clear violation of anti-trust laws.

"TV is giving motion picture producers something to think about," said Walt Disney June 19 in announcing production program involving outlay of more than \$20,000,000 through 1955. "TV is finding its level as entertainment, and like radio can be made a valuable adjunct for the promotion of motion pictures," said the film maker. "If and when we decide to enter the TV field," he declared, "we will take full advantage of its potential to create a new motion picture theatre audience and to encourage to the fullest boxoffice patronage for our forthcoming pictures." Mr. Disney added: "Video has done at least one thing which will ultimately redound to the benefit of the motion picture business—it is shortening the day of the so-called 'B' picture."

Electronics Reports: Substantial savings of critical materials without reduction of "quality, life or reliability of the product." This sums up results of TV-radio industry's conservation efforts, detailed in final report of RTMA's Material Bureau advisory council headed by Crosley's Lewis M. Clement (Vol. 7:12). Report predicts that even greater savings will be made this year when many long-range conservation design changes are incorporated into production. Among conservation accomplishments mentioned in report: (1) Receiving tubes now generally use less than half as much nickel as their pre-1950 counterparts. (2) Electrostatically focused picture tube "has found quite general use and will undoubtedly replace the electromagnetically focused tube in the near future." (3) Copperweld (copper-coated steel) wire has replaced copper wire for hook-up purposes in many receivers. (4) Less steel is being used in chassis, transformers, brackets, etc. (5) Transformerless sets are in more general use, now that supply of selenium for rectifiers has increased.

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"Raydist" and "radent"—2 new marine electronic devices—were made public recently. Raydist, developed by Hastings Instrument Co. of Virginia, makes possible for first time accurate measurement of speed of vessels. It was used June 11 in trial run of new superliner *United States* off Newport News. It employs small buoy containing electronic equipment which is lowered into sea before test. Indicators aboard ship tell exact distance to buoy at any given time. Heretofore, speed tests were inaccurate, had to be made by sighting shore-based markers. FCC has allotted temporary frequencies for experimental use of raydist. Sperry Corp.'s radent is new-type marine radar system which enables harbor radar operator to locate any given ship at any time by radioing ship to aim special microwave reflection apparatus toward harbor. FCC has not yet received application for special frequencies for radent. Military is known to be interested in both devices.

Scarcity of high-quality mica continues to be mobilization headache. "Gratifying progress is being made in production of substitutes," according to William A. White Sr., director of NPA's Miscellaneous Metals & Minerals Div., "but unfortunately they can be used only in place of low-quality mica. Radar, jet engines, guided missiles, directional devices require the high-quality mica." Foreign mines, chiefly in India and Brazil, are still chief sources of high-quality mica, and supply available to U. S. is decreasing as defense needs increase. Govt. has launched long-range mica purchasing program with goal of 25,000 short tons by mid-1955. Principal defense uses of mica are in electronic tubes and capacitors.

Tax amortization certificates for electronics industry expansion will continue to flow, despite DPA announcement June 19 that many of the expansion goals are filled or applications sufficient to fill them are in hands of Govt. Expansion goal for electronics industry has not been reached, however, and NPA Electronics Div. is still accepting and processing applications.

Cures for TV interference of most common types, offered to clinic of TV servicemen in Washington June 11-12 by Remington Rand's Philip S. Rand: (1) Ignition—use sparkplug suppressors and reorientation of antenna. (2) Electric shaver—install filter in shaver. (3) Diathermy—use high-pass filter on TV set. (4) Industrial heating equipment—change frequency, shield equipment. (5) Garage door openers—raise frequency. Other points: Every type of interference has own pattern and time cycle; power company equipment causes very little trouble; new 21-mc amateur band (Vol. 8:17, 20) affects audio much more than video.

DEPT. OF JUSTICE'S "dragnet" demands upon RTMA and some 18 TV-radio-electronics firms subpoenaed last March to produce vast quantities of documents relating to color TV, FM and patents (Vol. 8:9 & Supplement No. 77) may be deferred still further as result of new Attorney General James McGranery's acceptance this week of resignation of anti-trust division chief H. Graham Morison. He's generally believed to be sparkplug of all-inclusive probe (Vol. 8:11-12, 14-15). Question now is whether his staff of experts will follow him out of the Justice Dept. after June 30, and whether his successor will be quite as zealous in pursuing the inquiry.

Stipulations with various respondents have either postponed appearances and deliveries of documents or cut down on volume of data, as first ordered for May 12 New York grand jury, and in some cases no particular zeal has been shown in pursuing what the industry generally regards as a will-o-the-wisp inquiry into alleged "conspiracies" to keep color TV and FM away from the public.

Main target of govt. attorneys seems to be RCA color and patent activities; that company got postponement first to June 12 (Vol. 8:16) in move to vacate or modify the grand jury summons, on contention that subpoena is unreasonable, oppressive and burdensome and that subpoena demands data previously covered in proceedings before Federal Trade Commission in 1923-28 and on Delaware consent decree of 1932. By stipulation, arguments on these contentions have been postponed to Sept. 2, when New York Federal district court will hear them.

Columnist Drew Pearson, meanwhile, has been intimating that Morison got the ax because of RCA and AT&T-Western Electric influences, linking RCA's Sarnoff to White House because of NBC's contract with Margaret Truman and AT&T influence with the Govt. because its former chairman is now Ambassador to Great Britain. At RCA, this charge was characterized as "utter nonsense" and "obvious balderdash."

Speculation on Morison's successor seems to center around James McInnis Henderson, now general counsel of Economic Stabilization Agency, former alien property administrator for the Philippines and wartime chief of anti-trust cartel division, SCAP.

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TV competition to theatres has stiffened in the past 6 months, in opinion of 44% of exhibitors on *Motion Picture Herald's* "Institute of Industry Opinion Panel." As reported in recent issue of that publication, another 39% said competition is about the same as last year, while 16% said it has slackened. Hollywood production officials, polled on same question, however, felt differently. Some 60% said competition is less acute than it was 6 months ago, 20% said it was greater, 20% said it was unchanged. TV competition is stiffest on Sunday nights, exhibitor panelists said, and weakest on Thursdays.

Paramount's Barney Balaban, commenting on TV at recent stockholders meeting: "We have always felt that TV, in the long run, represented an opportunity rather than a threat . . . We feel that we have much to give TV. The showmanship know-how of the motion picture industry, accumulated over a period of years, is something that TV needs desperately today." But he added that "until the right time" Paramount won't release to TV its 1000 or more film features, now in vaults.

Justice Dept. served subpoena June 20 on *Kansas City Star*, requiring records in all categories of last 25 years, including its WDAF & WDAF-TV, for presentation to Federal grand jury in connection with possible anti-trust suit relating to advertising rates.

Philco has established 3 scholarships valued at \$1500 each annually for next 4 years for engineering student at Lehigh U.

Network TV-Radio Billings

May 1952 and January-May 1952

(For April report, see *Television Digest*, Vol. 8:21)

NETWORK TV time billings slipped some \$325,000 in May under April, though running well over \$4,500,000 ahead of May 1951, according to monthly Publishers Information Bureau Report. For Jan.-May, cumulative billings of \$75,403,383 compare with \$46,101,186 same 5 months of 1951. On basis of these figures, it's good guess total TV figures for this year will reach \$200,000,000 since best sales months (to say nothing of higher rates and wider networks) are due in latter part of year.

Network radio held its own in May at \$13,994,919, compared with \$13,948,063 in April. But 5-month total of \$70,543,780 compares with \$80,552,092 for same 1951 period. CBS radio billings continue to lead, holding firm at average of about \$5,000,000 for each month so far this year, for total of \$25,036,805. NBC, leading consistently in TV, is poor second in radio at \$20,475,920, with ABC \$16,402,402 and MBS \$8,628,653. The detailed PIB tabulations follow:

NETWORK TELEVISION

	May 1952	May 1951	Jan.-May 1952	Jan.-May 1951
NBC	\$ 6,822,982	\$ 4,946,338	\$35,162,947	\$22,495,292
CBS	5,602,634	3,066,249	27,065,274	14,168,546
ABC	1,501,148	1,385,901	9,434,888	6,941,260
DuMont	775,063	622,646	3,740,274	2,496,088
Total	\$14,701,827	\$10,021,134	\$75,403,383	\$46,101,186

NETWORK RADIO

CBS	\$ 4,989,424	\$ 6,745,098	\$25,036,805	\$32,958,144
NBC	3,861,882	5,329,752	20,475,920	25,260,843
ABC	3,323,092	2,991,227	16,402,402	14,664,888
MBS	1,820,521	1,510,818	8,628,653	7,668,217
Total	\$13,994,919	\$16,576,895	\$70,543,780	\$80,552,092

NETWORK TELEVISION—January-May, 1952

1952	ABC	CBS	DuMont	NBC	Total
Jan.	\$2,020,461	\$ 5,074,643	\$ 717,148	\$ 7,259,307	\$15,071,559
Feb.	2,148,467	5,103,043	748,544	6,813,549	14,813,603
March	2,065,052	5,643,123	760,593*	7,320,358	15,789,126*
April	1,699,760*	5,641,831	738,926	6,946,751	15,027,268*
May	1,501,148	5,602,634	775,063	6,822,982	14,701,827
Total	\$9,434,888	\$27,065,274	\$3,740,274	\$35,162,947	\$75,403,383

NETWORK RADIO—January-May, 1952

1952	ABC	CBS	MBS	NBC	Total
Jan.	\$ 3,301,479	\$ 5,161,397	\$1,699,282	\$ 4,357,353	\$14,519,511
Feb.	3,177,970	4,788,507	1,600,399	3,994,018	13,560,894
March	3,355,715	5,154,077	1,826,527	4,184,074	14,520,393
April	3,244,146	4,943,400	1,681,924*	4,078,593	13,948,063*
May	3,323,092	4,989,424	1,820,521	3,861,882	13,994,919
Total	\$16,402,402	\$25,036,805	\$8,628,653	\$20,475,920	\$70,543,780

* Revised as of June 19, 1952.

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

Blasting football TV curbs as illegal and unfair, Notre Dame president Rev. John J. Cavanaugh registered decided vote against 1952 TV plan of National Collegiate Athletic Assn. (Vol. 8:23). He termed NCAA TV committee's proposal that future TV proceeds be shared by member colleges "socialistic in nature" and said the plan (1) "seems to put a premium on mediocrity" and (2) "seems to be . . . based on false premises." Notre Dame's dissenting views are minority, however, as more than 90% of NCAA members are expected to approve program when current balloting ends. Estimates on cost of sponsoring 12 games range from \$1,750,000 for games alone to \$4,000,000 for overall costs of advertising, time charges, etc., far more than last year's total of almost \$2,000,000 which Westinghouse paid for rights and facilities. TV committee's steering group is now working on new fee formula, based on increased TV time rates.

APPPLICATIONS for TV facilities increased their pace again this week, as 12 new ones, 8 of them for uhf, plus 24 amendments were filed with FCC. One application, by Television Fresno, Fresno, Cal., for Channel No. 2, was dismissed and one by WOSH, Oshkosh, Wis., for uhf Channel No. 48, was returned for resubmission on new form. New applicants:

Empire Coil Co. (licensee of WXEL, Cleveland), seeking Channel No. 9 in Denver and No. 27 in Portland (already applicant also for Tampa-St. Petersburg and San Juan, Puerto Rico); WONN-TV, Lakeland, Fla., No. 16; James S. Rivers, tr/as Southeastern Broadcasting System, Albany, Ga., No. 10; South Bend Telecasting Co., South Bend, Ind., No. 46; KGLO, Mason City, Ia., No. 3; WLEX, Lexington, Ky., No. 33; WFTM, Maysville, Ky., No. 24; KLFY, Lafayette, La., No. 38; WARK, Hagerstown, Md., No. 52; WCOS, Columbia, S. C., No. 25; Southern Television Inc. (theatre interests), Chattanooga, Tenn., No. 12.

Amendments of old applications: WSFA, *Montgomery Advertiser & Alabama Journal*, Montgomery, Ala., No. 12; WKAT, Miami Beach, Fla., No. 10; KIDO, Boise, Ida., No. 7; WTAX, Springfield, Ill., No. 2; WIKY, Evansville, Ind., No. 7; WISH, Indianapolis, Ind., No. 8; R. L. Wheelock, W. L. Pickens, H. H. Coffield (Texas oilmen), seeking No. 20 in New Orleans, No. 10 in Corpus Christi, No. 23 in Dallas, No. 23 in Houston; KTBS, Shreveport, La., No. 3; WHYN, Holyoke, Mass., No. 55; KAUS, Austin, Minn., No. 6; KCMO, Kansas City, Mo., No. 5; WIP, Philadelphia, No. 29; WHUM, Reading, Pa., No. 55; WIS, Columbia, S. C., No. 10; WDOD, Chattanooga, No. 3; WJHL, Johnson City, Tenn., No. 11; KTBC, Austin, Tex., No. 7; KROD, El Paso, Tex., No. 4; KFDX, Wichita Falls, Tex., No. 3; WCYB, Bristol, Va., No. 5; WSAU, Wausau, Wis., No. 7. [For further details, see *TV Addenda 14-W* herewith; for complete list of applications, see *TV Factbook No. 14* with Addenda to date.]

TV-less Portland, Ore., on path of special San Francisco-Seattle circuit being set up to feed CBS-TV's Westinghouse sponsorships of Chicago political conventions to KING-TV, Seattle (Vol. 8:21-22), is likely to get 3 separate closed-circuit offerings of convention telecasts. First to plan to "tap" the relay, Seattle's KING-TV has engaged Portland's civic auditorium for both events, will have 84 receivers in hall so that 3000 persons can watch at a time, admission free, and has lined up distributors representing Admiral, Bendix, DuMont, CBS-Columbia, Hallicrafters, Hoffman, Motorola, Packard-Bell, RCA, Westinghouse, Sylvania, Zenith. KING-TV has extended invitation to the 4 local network radio outlets—KOIN, KGW, KEX, KPOJ—to join with it in the promotional project, but they have indicated they will go it separately and have hired the Armory. And big Meier & Frank dept. store is planning to rig up receivers, fed from community antenna, on big parking lot near store, so that public may come and look. AT&T ran first tests of relay from San Francisco to Portland June 19, plans extension to Seattle next week. Meanwhile, set sales are reported booming in Seattle, with some demand manifested also in Portland.

More aluminum for TV-radio station construction and alteration projects was promised this week by NPA. In a general relaxation of metals controls (see p. 8), that agency doubled amount of aluminum which builders of industrial projects may obtain without applying for allotment. Effective in third quarter, builders may write their own priority tickets for 2000 lbs. of aluminum, 25 tons of steel, 2000 lbs. of copper.

GE offers TV stations a conversion kit permitting replacement of 9C-24 tube in its transmitters with new GL-6039 thoriated tungsten tube, claims it will save more than twice its cost in a year.

MARTIN CODEL'S

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

Television Digest

with **ELECTRONICS REPORTS**

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With This Issue: Full Text of NPA's Amended Order M-90 Modifying Ban on Color-TV Production

NEW-STATION APPLICATIONS POURING IN: With true end of freeze finally here, and as FCC gears itself to begin studying applications for new stations July 1, applicants are fidgeting and fussing and wondering what comes next.

First off, don't expect Commission to "sneak" any CPs through while no one is looking. Everyone at FCC insists all legitimate applications will get "careful consideration" but that obvious dawdlers or mere promoters will get little sympathy.

Actually, the commissioners will have no idea of precisely how they will proceed until they've had chance to see how the mass of applications shapes up.

There are exactly 248 applications before the Commission today, 130 of them filed this week (see TV Addenda 14-X, which we've printed this week on usual blue sheets). These do not include still-unamended applications filed during freeze period, which are really in limbo and dismissible.

There's no telling how great the total will be by 5 p.m. Monday, June 30. Nor is there any way of knowing whether any applications can be granted without hearings in first cities to be taken up in priority groups A & B, leading off with Denver and Bridgeport. [For lineup of cities, see Supplements No. 81 & 81-A.]

Commission intends to publish list of cities for which applications have been filed, but hasn't decided when it will be issued or exactly what data will be included. There's no present intention to issue list immediately after July 1.

* * * *

FCC made some headway in acting on various petitions for changes in allocation plan, making decisions very much as predicted:

(1) Can 2 AMs in same city join in single TV application? Request for declaratory ruling on that question, by KFBI, Wichita, was answered with statement that problem "can only be answered in the light of the circumstances presented by a specific application." In other words, each case will be decided on individual merits.

(2) Westinghouse's suggested method of priorities for processing applications, to put such cities as Pittsburgh at top of list (Vol. 8:23), was turned down -- primarily on basis that Westinghouse's formula wouldn't give uhf top billing.

Commission also got off a couple noteworthy "firsts" -- grant of channel shift and power increase (to 316 kw) to WXEL, Cleveland, and start of rule-making proceedings to add Channel 14 to Palm Springs, Cal. (Vol. 8:23). Commission has about 20 applications for channel shifts of existing stations, out of 30 to be filed, hopes to grant more next week.

Another flock of petitions for changes in plan arrived at Commission this week, bringing total to 30-odd. Commission still has a lot of tough ones to decide, may take considerable time clearing them up.

* * * *

Week was one of jubilation for Comr. Hennock. President Truman suddenly called in all commissioners June 24. Baffled and apprehensive group of 6 (Webster

is in England) hurried over to learn, to their complete surprise, that Mr. Truman simply wanted to assure them he is 100% for educational channel reservations. Miss Hennock relayed his comments as follows:

"He said that he wanted those channels reserved forever; that the FCC should resist the selfish few who would take them away; that when he steps down from the presidency, he'd like to go on TV an hour a day to promote educational TV."

Another development that thrilled Miss Hennock was announcement by Emerson president Benjamin Abrams that he would give \$10,000 to each of first 10 educational stations on air and would work to persuade rest of industry to contribute to fund with goal of \$5,000,000. Miss Hennock says Mr. Abrams plans to give more.

It's presumed Miss Hennock promoted both of week's moves. She won't say.

* * * *

Another commissioner spoke up in defense of the allocation plan this week. Comr. Rosel Hyde, speaking to Virginia Assn. of Broadcasters in Ft. Monroe June 26, devoted most of his talk to reasons behind fixed allocation table.

"Do you want to see the TV freeze thawed in your generation?" he asked. Joining Comr. Sterling in sticking up for plan (Vol. 8:24), Hyde countered attacks by Comr. Jones and other critics who would do away with fixed allocation table and permit applicants to file for whatever channels they choose. He illustrated what could happen with such procedure, assuming application for Channel 9 in Pittsburgh:

"You would have thrown into one hearing virtually every applicant for Channels 7 to 13 in a section of the U.S. bounded roughly on the south by South Carolina and on the west by Nebraska.

"Envision the possibility of having scores of applicants in this one hearing involving Channels 7 to 13. Envision cross-examination by an applicant for a channel in Bangor, Me., of an applicant 3 channels removed in Newport News, Va. Envision this cross-examination being necessary because, by this chain reaction, a grant to one of these 2 widely-separated and divergent applicants would preclude a grant to the second. What a fine hearing that would be!"

And after final decision on such a hearing, he said, "any one of the applicants could throw the whole collection into litigation which could last years."

Aside from avoiding "this administrative morass," Hyde gave 4 other reasons for table of allocations: channel efficiency, protection of small communities, reservation of educational channels, "orderly settlement" of international problems.

Virginia group also heard criticism of plan, offered by consulting engineer George Davis. He cited AM history to show that FCC once set up a "recommended separation," violated it many times. He ventured that history will repeat itself, that Commission won't insist on separations when presented with "reasonable" case. But he warned that even if station separations are reduced some day, as FCC said they may be, cost of shifting channels is so expensive that "any substantial reshuffling of vhf is probably just not in the cards."

Shifting to questions of station construction, Davis said that TV antennas may be mounted satisfactorily on AM towers in many cases; that ground system is recommended for lightning protection; that antenna gains of 12 or more will give good coverage with heights of 1000 ft. or less.

* * * *

Davis also called attention to new antenna problem, discovered by RCA engineers making new measurements of "gain" factor. They've found that superturnstile antennas actually produce 10-30% less ERP than previously supposed. This means that transmitter-antenna combinations being proposed by many applicants will actually produce less ERP than application specifies.

RCA is asking other antenna makers to check, see if they come up with same findings. If they agree, applicants will have to select higher-powered transmitters or higher-gain antennas to get ERPs they've specified. This isn't too important to applicants proposing less than maximum power, but it is to those seeking the limit.

Commission is aware of situation, but doesn't intend to let it interrupt processing of applications. If manufacturers agree on new figures, FCC will have to consider requiring revisions in applications, modifications of CPs.

EIDOPHOR THEATRE TV OFF TO GOOD START: First showings of Eidophor color theatre TV to press and VIPs, June 25 & 27 in 20th Century-Fox's Little Theatre in New York, left extremely favorable impressions. Since Fox officials emphasize system is still in laboratory stage, won't be commercially available for 18 months or so, observers were generally enthusiastic over system's virtues, tolerant of its defects. As we looked at both shows, we tried to separate our own reactions thus:

(1) System itself: Picture on 18x24-ft. screen had good brightness, derived from use of arc light. More resolution would be welcome, despite fact 8-mc video bandwidth -- twice that of home TV -- was employed. All-live talent show originated in Movietone Bldg., 2 blocks away, was fed via phone lines, wasn't broadcast.

Questions bothering technical observers -- complexity of system, cost, maintenance problems -- aren't all answered. But Fox president Spyros Skouras says the price will be "competitive," revealed at the June 27 showing for Washington VIPs that 500 projectors are contemplated for delivery from GE about end of 1953.

Swiss developer Dr. Hugo Thiemann said maintenance should prove no problem when commercial stage is reached.

We looked over equipment in projection room, found it about same size and shape as film projectors. Heart of system, concave mirror covered with film of special liquid which is "modulated" by electron gun, is housed in heavy metal chamber about size of bushel basket.

(2) Color: Since CBS system is used, fidelity is reasonably good. Objects sometimes had light outlines, but that may be minor circuit problem. We discerned no objectionable flicker. There shouldn't be any, inasmuch as wide bandwidth permits use of 525 lines, 150 fields -- allowing greater brightness than is safe with CBS's home-TV standards of 405 lines, 144 fields.

But really serious problem with CBS system, even worse than with home receivers using CBS color, is breakup and fringing -- fast-moving objects sometimes resolving themselves into flashes of red, blue, green. System at its best probably would be highly acceptable to laymen, very likely would pack them into movie palaces -- especially for such events as musicals, variety and prizefights.

CBS system was chosen because it is "simple and straightforward," but it was emphasized that any color system can be employed.

Skouras repeatedly disavowed any intention of going into the home TV field; system is designed and planned for theatres only, he told June 27 audience. After his engineering chief, Earl Sponable, had revealed that scanner for color film is being developed, Skouras envisaged, within 5 or 6 years, need for only 25 or 30 prints of any film, elimination of much of today's film distribution "in tin cans."

* * * *

The few newsmen who ventured critiques didn't get overly excited at June 25 showing, but enthusiasm was manifest on all hands -- including FCC folk -- after June 27 show. The explosive Senator Tobey (R-N.H.), who becomes chairman of powerful Interstate & Foreign Commerce Committee if GOP returns to power, got up to say reporters who criticized earlier showing "ought to have their heads examined."

Newsmen plainly expected something far superior to movies. Actually, the later demonstration was said to be much superior to the one newsmen saw -- evidence, Mr. Sponable said, of system's still-fluid developmental stage.

Said Wall St. Journal: "A candy-stripe curtain used throughout the showing tended to blur on the left side of the screen. A ballroom dance...was marred by green streaks across the white shirt-front and cuffs of the male member of the team. While the presentation emphasized the drabness of black-and-white TV, vivid colors were a strain to the eye. For the most part, however, reproduction was good."

N.Y. Herald Tribune's Gordon Allison: "The fidelity of color...was not up to the standards seen in previous color TV showing put on by CBS and its competitor, RCA. Performers' faces were sometimes blurry, and depth and camera mobility were lacking. Quick motions by performers left blurs and rainbow effects."

* * * *

Comparison with RCA's color theatre-TV showings of last year (Vol. 7:42) is inevitable -- and difficult, because of time elapsed since we saw RCA demonstration,

which used 9x12-ft. screen, 4-mc video bandwidth. Eidophor is undoubtedly brighter. RCA had distinct advantage in that its pictures had no breakup or fringing. During last year's showings, RCA conceded that greater brightness and bandwidth were desirable, said there would be little problem achieving either. It was pointed out then, however, that greater bandwidth would be meaningless for inter-city theatre-TV networking unless sufficient demand developed to warrant AT&T's widening capacity of its coaxial and microwave facilities.

AT&T Long Lines' Frank Cowan asserted, at June 27 showing, that present microwaves could carry greater bandwidth for intercity theatre-TV networking, said tests would soon begin, experimenting with 6 mc and perhaps even as little as 4 mc.

But argument over superiority of either color system -- or any future system, for that matter -- isn't too important. First, there's no certainty that FCC could or would fix on single system. Second, public doesn't have to invest in equipment. If both systems are acceptable, "universal" equipment good for both may prove practical. Therefore, competition over theatre-TV systems needn't necessarily provoke same fierce acrimony which characterized the home-TV struggle.

* * * *

Program material was Hollywood style, 10 short fast-paced acts in half hour, with TV's blonde Kyle MacDonnell as m.c., featuring chorus girls, adagio dancers, comedian, dramatic skit, boxing, operatic singers, etc.

Promotional program is also Hollywood style, including special railroad cars to bring Washington VIPs -- FCC members and staff, MPA people, etc. -- for June 27 demonstration. Shows for movie and TV bigwigs are being conducted daily.

KOA BUYERS SEE SMOOTHER PATH INTO TV: On the theory that radio station ownership & know-how can help pave way into TV, several big AM sale deals are said by Washington counsel to be on the fire -- and first came to light officially this week. NBC-owned KOA, Denver, is being sold to Hollywood group headed by comedian Bob Hope and local group including Mayor Quigg Newton, other leading townsmen & local RCA distributor.

Price for the 50-kw AM station is \$2,225,000, highest paid for any radio station since 1946. New corporation will file next week for TV Channel No. 4.

NBC is selling because (a) price is good one for AM, though said to be well justified by earnings; (b) policy is now to "integrate" TV-AM operations (Vol. 8:25) and, having already acquired allowable limit of 5 TV stations, it knows it stands no chance of getting own TV in Denver; (c) it's considering buying an AM in Hollywood, where its TV station KNBH has no AM adjunct -- oft-mentioned prospective purchasers being either G.A. Richards estate's KMPC or Earle Anthony's KFI.

Bob Hope's associates are going into AM, and they hope TV, as good investment; so is the Denver group. Fact that one of local group was the powerful Sen. Johnson's campaign manager may also lead them to feel they may get inside track on TV channel. [For list of principals, and details of deal, see p. 14.]

Trend in AM lately has been for more and more stations to go on block. Some owners are worried about impact of TV, about chances of getting into TV, about taxes -- so there's increasing willingness to take capital gains and call it quits (Vol. 7:47 & 8:16). Yet prices of better-situated radio stations have held up remarkably well, with earnings, network affiliation, coverage the main criteria.

None since 1946 has fetched as high price as KOA, an NBC affiliate with big intermountain coverage, which presumably gets NBC-TV franchise if it wins channel.

ABC bought Detroit's 5-kw WXYZ with Grand Rapids' WOOD for \$3,600,000 (WXYZ valuation, \$2,750,000) some 6 years ago, then got CP for TV when it wasn't regarded as worth much. In 1946 too, David Stern (old Philadelphia Record) bought 50-kw WCAU from the Levy and Paley families for an estimated \$2,900,000 net -- only to sell it 1½ years later (with CP for TV thrown in) to Philadelphia Bulletin for about same amount. Since then, though TV station sales, sometimes with AMs included but not separately evaluated, have fetched 7-figure sums as matter of course (see p. 7, TV Factbook No. 14 & Vol. 8:18, 19), there has only been one AM station sold for as high as \$1,000,000. That was the 50-kw WLAC, Nashville, whose purchase for that price (Vol. 8:16) was approved last week by FCC.

THEATRE-TV hearings will probably begin this fall instead of Jan. 12, 1953—the date now officially set by FCC—as result of petition filed June 23 by Motion Picture Assn. of America and National Exhibitors Theatre-TV Committee. Petition pointed out there have been 5 postponements since Commission originally scheduled matter for hearing more than 2 years ago, and asked for 8 hearing days this fall, beginning on Oct. 13 or Oct. 20, to present engineering and accounting testimony. At FCC it was indicated request has good chance of being granted.

Theatre-TV proponents have been irked by repeated postponements, as well as by reports that their request for frequencies hasn't been taken very seriously at FCC and even shrugged off as publicity grab. Another factor making for greater sense of urgency on part of theatre-TV people to bring their case before Commission: difficulty in getting AT&T lines for currently planned theatre-TV shows. June 25 Joey Maxim-Sugar Ray Robinson light heavyweight championship bout was carried in only 38 of some 75 TV-equipped theatres. Although about 10 of the 75 are in New York, which was blacked out, some 20 theatres west of Omaha couldn't be reached because AT&T circuits were unavailable.

AT&T complains it's difficult to clear circuits for theatre TV, because requests are made on too short notice and theatre shows are one-shot affairs, whereas its regular customers—the TV networks—have full-time long-term contracts.

June 25 theatre-TV bout—despite one postponement and fact that it had top-notch competition on free home TV (Chuck Davey-Chico Vejar fight on CBS-TV)—filled 90% of seating capacity of 38 theatres in 24 cities at admission scales of \$2.40-\$3.60, according to Theatre Network TV's Nathan L. Halpern. Fight "network" included theatres of 25 different circuits—United Paramount, Loew's, Warners, RKO and independents. Royalties from theatre TV, based on attendance, may add up to \$100,000 to promoters' gate.

Meanwhile, a fight promoter of the old school, Herman Taylor, expressed belief that theatre TV as well as home TV injures gate receipts and announced he had turned down \$100,000 offer for TV-radio rights to July 7 Kid Gavilan-Gil Turner welterweight championship bout in Philadelphia. There will be no TV or radio, Mr. Taylor announced—not even theatre TV. Perhaps it's symptomatic of a trend; for the first time theatre TV finds itself in same predicament as home TV—frozen out.

TV film gold rush is on in Hollywood, with 30 producers budgeting \$20,000,000 for rest of year, reports June 25 *Variety*. Its survey didn't include many firms planning pilot films or some larger outfits which didn't reveal budget estimates. Noting "1952 has brought a new stability to the industry," with fly-by-night operators now a small minority, *Variety* suggests "solid possibility of hefty major studio entry into the telepicture this year" (Vol. 8:24). It adds: "UI, Columbia and Republic are already turning out telepix via subsids but it's generally felt that several more of the motion picture studios will be in TV before long, and this belief was given firm foundation last week with disclosure that the majors—most of them—are already talking TV contracts with Screen Actors Guild and American Federation of Musicians."

More apropos impact of TV on film and theatres (Vol. 8:22, 24): Samuel Goldwyn quoted in *Variety* dispatch from Honolulu as stating movies and TV are "heading toward a marriage" and that "up to half the nation's theatres are destined to shutter because of TV." The veteran producer, however, sees brighter future than ever for Hollywood has always argued that TV will take up its "quantitative" output while the theatres go in for the "qualitative."

SEVERANCE OF ABC-UPT merger issue from Paramount hearing, requested of FCC by the 2 parties in effect to get quick decision that will extricate ABC from its precarious financial position, has gained support in many quarters. Some commissioners are definitely sympathetic, possibly enough so to grant request, despite opposition of its counsel in the hearing, Fred Ford and Max Paglin.

In 20-page argument filed this week, Ford and Paglin conceded that ABC and UPT may have one argument in favor of severance—if ABC and its affiliates are suffering as badly as ABC claims. But they insist that issues of whole hearing are so intertwined that Commission can't separate them. Moreover, they claim that little time will be saved by severance; that it's impossible to get final decision by August, as ABC and UPT desire; that time necessary for decision on whole hearing will be little longer than that required for merger issue alone. They estimate that entire hearing will be over in 3 weeks, but that final decision can't come before next year.

This week's testimony comprised cross-examination of Arthur Levey, formerly president of old Scophony Corp., part-owned by Paramount Pictures. Paramount counsel Paul Porter worked to counter Levey's testimony to effect that Paramount suppressed development of Scophony's TV patents. Levey claimed that former FCC Comr. E. K. Jett, now TV chief of Baltimore *Sunpapers*, was so enthusiastic over Scophony developments that he assured Levey he would work to get Commission to adopt standards based on them. Porter asked that Jett be subpoenaed to present his side of story. Subpoena was granted, but date for Jett's appearance hasn't been set.

ABC and UPT have gained editorial support of *New York Times*' Jack Gould, *Variety*, *Wall St. Journal*, among others. As Gould put it:

"The FCC's concern over monopolistic practices is thoroughly proper and it hardly falls within the ken of laymen to say what their decision should be. But there is a vital matter of public interest at stake when the FCC takes so much time to perform its operation that the survival of the patient is jeopardized. That is the specific plight of ABC at the moment."

Leonard Reinsch, on leave as gen. mgr. of Cox TV-radio stations to act as TV-radio advisor to Democratic National Committee, with James Sauter, radio program producer, named this week as co-chairmen of Democratic Party's entertainment industry committee working on showmanship phases of July 21 political convention and subsequent campaign.

Roger Putnam, U. S. economic stabilizer, owner of big packing firm in Springfield, Mass., applies next week for uhf Channel No. 61 there. And George Allen, ex-chief of Voice of America, now Ambassador to Yugoslavia, will apply for unspecified channel in Durham, N. C.

Extra Copies of TV Factbook No. 15

Our semi-annual *TV Factbook No. 15* will be off the presses shortly after July 15, 1952—containing directories and basic reference data about stations & networks (including rates), list of applications for new stations, TV-radio manufacturers, program suppliers, FCC, engineering, legal & other consultants, and others concerned with TV. One copy goes to each *full-service* subscriber. For extra copies, if you place pre-print order for 20 or more copies on or before July 7, we'll supply them at \$1 per copy. Single copies to subscribers will cost \$2.50, to non-subscribers \$5.

Telecasting Notes: Strong trend to film (Vol. 8:24) is viewed by *Ross Reports on TV* as most important development of 1951-52 programming year. June 22-28 report calls film "the most significant programming force yet developed," points up these effects of film on TV programming: (1) "The increase of programming of film produced especially for TV has helped swing the packaging pendulum back in the direction of the independent producers and away from the networks." Analysis of last 13-week program cycle shows that CBS-TV controlled only 45% of its commercially-sponsored shows, NBC-TV 42%, DuMont 20%, ABC 4%. (2) "Decrease in number of program casualties during 1951-52 year (149 failures for 6 New York stations vs. 225 in 1950-51) can be partly credited to advantages that prescreening film affords." (3) "Increasingly heavy reliance of even New York City outlets on feature films, whereby some 609 quarter-hours per week were being telecast by 6 New York stations at the beginning of May (vs. 458 quarter-hours per week in 1951 and 249 in 1950) has been instrumental in pushing up total telecasting time in New York to new peak of 2250 quarter-hours a week" . . . "Tops for TV" was unanimous verdict on Bing Crosby, who made his TV debut on 14½-hour telethon June 21-22 on CBS-TV & NBC-TV networks to raise funds for U. S. Olympic team; goal of all-star show which he and Bob Hope sparked was \$500,000, but they actually got pledges of \$1,000,020 when show ended at 1:30 p.m. Sun. . . . Does TV affect boxoffice? Hollywood theatre operators said business was off 10-15% when Bob

Hope & Bing Crosby began their telethon for Olympic Fund Sat. 8 p.m. PST, usually peak hour for theatre traffic. *Hollywood Reporter* estimated that on nation-wide basis boxoffices suffered loss of \$2,500,000, business going off 25-40% at some theatres . . . Richard de Rochemont, ex-*March of Time*, has joined Transfilm Inc., taking with him his commercial film accounts . . . Edgar Bergen—no great shakes on TV during his infrequent appearances (his lips move much more perceptibly than other ventriloquists)—is making own full-length film titled *That's the Way It Goes*, which his press agent says will go to theatres for first-run then be released as 3 half-hour shows to TV . . . Wayne Coy's KOB-TV, Albuquerque, unable to get interconnection for Chicago conventions (Vol. 8:23), will carry Philco-sponsored kine-recordings for 2 hours daily, shipped by NBC from Los Angeles for showing same nights; plans for interconnection later this year or early next expected to be announced soon . . . For the deaf and hard-of-hearing, Philadelphia's WFIL-TV is starting series titled *High Sign*, with Mrs. Fannie High, official interpreter for Pa. Society for Advancement of the Deaf, translating Howard Jones' weekly news digest and interviews, plus home-making and fashion items . . . Montreal's new CBC-TV (Channel 2) testing from Mt. Royal preparatory to Sept. 1 official opening . . . WBTV, Charlotte, Aug. 1 raises base Class A hour rate from \$500 to \$625, one-min. from \$110 to \$135 . . . WOAI-TV, San Antonio, raises base Class A rate July 15 from \$400 to \$500, one-min. from \$70 to \$90.

BRROADCASTERS OPENED case against censorship June 26 before subcommittee of House Interstate & Foreign Commerce Committee investigating TV-radio programming (Vol. 8:20, 23). NARTB president Harold Fellows and TV Code Review Board chairman John E. Fetzer presented testimony, but there wasn't time to hear other NARTB witnesses—TV director Thad H. Brown Jr. and govt. relations director Ralph W. Hardy. They will be heard, along with network and station representatives, when hearings resume, probably in August or September.

Mr. Fetzer reviewed principles of TV code, urged legislators to give it a chance to work. Mr. Fellows expressed opinion that many protests about so-called "programming excesses" are inspired by pressure groups, and cited as example postcards received by NBC-TV protesting "violations of good taste in matters of proper dress" on *Kukla, Fran & Ollie* puppet show.

Congressmen on committee obviously had received deluge of mail protesting TV programming and advertising. Rep. O'Hara (R-Minn.) told Mr. Fellows, bluntly: "Unless there is some improvement in programming and in some of the advertising, there is going to be some attempt to have something done legislative-wise." Rep. Chenoweth (R-Col.), on other hand, said he thought code had done good job so far, suggested Congress wait "6 months or so" before making any decisions.

Check with Committee staff revealed that some 300-400 letters critical of TV programming had been received by subcommittee chairman Harris (D-Ark.) since start of investigation. That many—or indeed most—were "inspired" was indicated by size-up of the mail by Rep. Harris' staff. Majority of it was critical of beer and cigarette advertising, and most came from Ohio, Wyoming, Idaho, Massachusetts and Indiana. There are, of course, infinitesimal number of TV sets in Wyoming or Idaho, neither of which has stations.

Rep. Klein (D-N. Y.) said he had received avalanche of anti-TV mail, "the majority of it vicious, filthy or from crackpots." Some of these, he said, were of "the anti-semitic type you get when they've got a campaign on," and these he turned over to FBI. Hearings may resume in

New York, where, in Rep. Klein's words, "it will be more convenient to the studios and offices of the networks." Some industry officials, however, viewed any such move as attempt to make political capital of hearings just before elections.

Mexican newspapers have been publishing reports that telecasting-broadcasting interests of Emilio Azcarraga and Romulo O'Farrill may be merged, at least for the licensing and operation of additional TV stations. Both are major industrialists of the country, which does not have same anti-trust prohibitions that prevail in U. S. Country's top theatremen Azcarraga owns XEW-TV, Mexico City, and various AM interests, holds CPs for new stations in Paso de Cortes, Channel No. 9; Monterrey, No. 6; Guadalajara, No. 10; Tampico, No. 6; Veracruz, No. 10; Guanajuato, No. 3; Reynosa, No. 10; Torreon, No. 6. Big auto dealer O'Farrill, also publisher of *Mexico City Novedades* (Spanish) and *News* (English), owns XHTV, Mexico City, and XELD-TV, Matamoros, opposite Brownsville, Tex., and holds CPs for Paso de Cortes, Channel No. 7; Tijuana, No. 12; Mexicali, No. 3; Monterrey, No. 2; Reynosa, No. 9; Torreon, No. 3; Guadalajara, No. 3; Tampico, No. 3; Veracruz, No. 12; Juarez, No. 2; Laredo, No. 3; Nogales, No. 2; Guanajuato, No. 12; Hermosillo, No. 6; Piedras Negras, No. 6; Acapulco, No. 6; Merida, No. 4. Purpose of merger, according to reports, would be to obviate uneconomic duplication, permit common use of Azcarraga's huge new Televiscentro in Mexico City, effect other economies—but the two industrialists have been so bitterly competitive in the past that many a slip is seen before consummation of any deal.

Steel strikers must sell TV sets before they can go on relief, Pennsylvania Public Assistance Dept. ruled June 23. But it was also decreed that they can keep radios which "are no longer considered a luxury item." Expensive cars must also be sold. Dept. said applicants for relief may keep TV sets only in those exceptional cases where "the TV set is used by an invalid or someone else confined by age or infirmity to the house."

Personal Notes: FCC Comr. E. M. Webster flew to London June 20 for month of informal conferences on possible revision of the Bermuda Agreement (telegraph) and on British use of AM vs. American use of FM in marine services . . . Dwight D. Martin, Crosley Broadcasting Co. v.p. & asst. gen. mgr., joins General Teleradio Inc. (formerly Thomas S. Lee Enterprises Inc.) as v.p. in New York . . . Dick Woollen, ex-ABC Chicago, new director of program development, KTTV, Los Angeles; Dale Sheets promoted to film director, succeeding Tom Corradine . . . Keith McKenney, ex-Free & Peters Detroit TV sales chief, joins WJBK-TV, Detroit . . . Walter E. Brown, DuMont Network sales promotion mgr., resigns to join BAB . . . Fran Harris, women's editor & publicity director of WWJ & WWJ-TV, Detroit, one of 3 women honored last week with "headliners" award of Theta Sigma Phi, national women's journalism fraternity . . . Frank G. Silvernail, BBDO, named chairman of AAAA TV-Radio committee; Harlow P. Roberts, Goodkind, Joice & Morgan, Chicago, vice chairman. Walter Craig, Benton & Bowles, new chairman of TV-radio production committee; C. Burt Oliver, Foote, Cone & Belding, Hollywood, vice chairman . . . Dean Linger, new sales promotion-publicity director, KNXT, Hollywood, names as asst. Michael Dougherty, ex-Milton Weinberg Adv. . . . Lou Snader, president of Snader Telescriptions, reelected president of National Society of TV Producers, David Chudnow v.p. . . . Mary Andrews Ayres, account executive with Sullivan, Stauffer, Colwell & Bayles, and wife of ABC radio v.p. Charles T. Ayres, elected v.p. of the agency.

Station Accounts: Metropolitan Oakland Area (Alameda County, Cal.) has been placing series of 5-min. industrial films extolling its advantages for industry, showing them thus far in New York, Cleveland, Chicago, thru Ryder & Ingram, Oakland . . . Lucky Strike buys 26 half-hour films, *Biff Coulter, USA*, to be produced by MCA subsidiary, Revue Productions, and placed thru BBDO . . . Van Camp Sea Food Co. buys new NBC-TV half-hour *Hopalong Cassidy* film series for 12 markets, thru Brisacher, Wheeler & Staff, San Francisco . . . Electrolux vacuum cleaner places account with BBDO, plans fall campaign including TV & radio . . . Canadian Breweries Ltd. sponsoring 15-min. weekly on WBEN-TV, Buffalo—evidence of eagerness of Canadian sponsors to utilize TV; show is said to be aimed mainly at Toronto audience, last reports indicating more than 35,000 sets-in-use there (see p. 14) . . . Imperial Oil Co. Ltd. will sponsor Montreal Canadiens hockey team's home games on new CBC-TV, opening about Sept. 1 in Montreal . . . Among other advertisers reported using or preparing to use TV: Balm Barr Inc. (Balm Barr lotion), thru H. W. Kastor & Sons, Chicago; Keelor Steel Inc. (Nu-Wrinkl lawn edging), thru Graves & Associates, Minneapolis; Willson Products Co. (sun glasses), thru Beaumont, Heller & Sperling, Reading, Pa.; Rum & Maple Tobacco Corp., thru Rand Adv. Agency, N. Y.; Ferd Muhlen's Inc. ("4711" oil of cologne), thru Milton Weinberg Agency, Los Angeles; Ree-Seal Corp., thru Rockett-Lauritzen Adv., Los Angeles (KNXT); Cudahy Packing Co., thru Grant Adv., Chicago (WOR-TV).

ABC chairman Ed Noble's Life Savers Corp., Royal Typewriter Co. and Philip Morris buy special spot announcement campaigns on ABC-TV owned-&-managed stations during July 7 & 21 political convention weeks. Life Savers & Royal, thru Young & Rubicam, are using special convention spots on WJZ-TV, WENR-TV, KECA-TV, KGO-TV; Philip Morris using them on WENR-TV & KGO-TV, thru Blaw Co.

Wm. F. Suchmann, ABC-TV asst. graphic arts director, awarded first \$6000 fellowship for graduate study at Johns Hopkins U, awarded by WAAM, Baltimore.

Financial & Trade Notes: Looking toward commercial TV in Britain in 3-4 years (Vol. 8:24), group of electronics and financial leaders has joined with film magnate Sir Alexander Korda to form company to produce films for TV, mainly for U. S. outlets until sponsored TV begins in Britain. Founders of new company, besides Korda: Sir Alexander Aikman, chairman of EMI Electronics group; C. O. Stanley, head of Pye Radio Ltd.; Sir Robert Ewnwick, head of Associated Electrical Industries Ltd.; Norman Collins, ex-chief of BBC-TV, now head of High Definition Films Ltd.; financier Viscount Dundannon.

Meanwhile, Laborites continued to attack Parliament's decision to permit private commercial TV stations alongside govt.-owned BBC, and Conservatives, on the defensive despite their 302-267 Commons victory, continue to defend it. Britain's newspapers, including those endorsing the Conservatives, have been almost unanimous against principle of sponsored telecasts. And former Foreign Minister Herbert Morrison has renewed his attacks, calling sponsored TV "silly and wicked." Other Laborite legislators attacked commercial TV as "threat to our homes" and "glamorizer of violence." To which Conservatives reply, somewhat apologetically, that "there will be far too many safeguards which will prevent [commercial TV] from being harmful and if it is bad the people will simply turn it back to BBC."

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Muntz TV's president Earl W. Muntz told annual meeting of stockholders this week that firm will double production to 20,000 sets per month from Sept. 1, has sold 285,000 up to March 31 (118,653 during fiscal year ended that date), now has retail outlets in 32 cities and new ones projected. In May 1952, he reported, Muntz produced 10,260 sets vs. 7800 in May 1951 and 4300 in May 1950.

Pacific Mercury Television Corp.'s proposal to issue 200,000 shares of 50¢ par Class B common stock, to be purchased by Sears Roebuck & Co. (Vol. 8:25), was approved by stockholders June 27. Plan includes arrangement whereby Sears will buy minimum of 75% of its TV-radios for 8 western states from Pacific Mercury.

* * * *

Universal Pictures Corp., now owned 42% by Decca Records (Vol. 8:25), reports consolidated net earnings of \$1,220,440 (\$1.14 a share on 960,498 shares) on sales of \$30,377,422 for 26 weeks ended May 3. This represents increase over same period last year when net earnings were \$608,565 (50¢) on sales of \$28,500,656.

Monogram Pictures Corp. shows improved profit position for 39 weeks ended March 29, with net of \$365,058 (47¢ a share) compared with \$258,118 (34¢) for same 1951 period. Gross was \$6,680,956 vs. \$6,351,882.

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Carrying torch for network radio affiliates, fearful that CBS & NBC are about to cut rates again in effort to hypo lagging radio sales, editor Joe Csida in June 28 *Billboard* takes *Broadcasting Magazine* strenuously to task, criticizes network hierarchies, for "downgrading the business"—hits radio journal particularly for "parroting the webs." Strongly-worded editorial argues case for "underpriced" radio on eve of July 1 meeting of CBS affiliates with that network's top executives in effort to stave off rate cuts expected to be "as deep as 40-50%." Speaking before American Marketing Assn. last week, Crosley's Robert E. Dunville said cutting radio rates is "both unsound and unwarranted." His thesis was that radio has managed to survive despite "greatest watering-down period any industry had to take"—referring to increase in number of radio stations from 814 to 2234 between 1940-45 [about 2425 now].

RTMA & NARDA SHARE GENERAL OPTIMISM: Color talk reared its unwelcome head again this week -- just when things are looking up nicely for TV sales.

NPA's amended color order (see story, pp. 9-11, and full text herewith) got catch-phrase headlines that gave the industry a momentary fit of worry lest public be misled once again to begin staying away from its doors.

But when the news stories were read, the clearly-phrased order explained, even CBS's unenthusiastic reaction assayed, it was manifest that people aren't going to be persuaded to "wait for color" as against today's splendid black-&-white telecasts, today's excellent values in receiving sets -- and the virtual certainty that, when color really is ready, it will be compatible with today's receivers.

At Chicago RTMA and NARDA conventions this week, they talked much of return to normalcy in the TV trade -- indeed, enthused over better-than-normal outlook for rest of summer, with particular thanks to TV's coverage of politics.

RTMA set division chairman John W. Craig, Crosley, observed that production of TV-radio sets during the last fiscal year maintained "a reasonably stable level" except for normal fluctuations; noted that unhealthy scare-buying pressures and excessive inventories were now lacking; acclaimed relaxation of credit controls.

Resigning president Glen McDaniel spoke in much the same vein, saying: "The industry has every reason to be optimistic as to the immediate future, but it should not expect any sudden upsurge in set sales. Instead, a gradual rise can be expected in 1952 and for several years thereafter."

Statistics chairman Frank W. Mansfield, Sylvania, observed that end-of-May factory inventory of 410,000 was 391,000 less than the 801,000 at end of July 1951; that distributor inventories went down in same period by 119,000 units; and that retailers had 186,000 fewer sets. (For latest factory inventory, see below.)

At NARDA convention, Motorola's Paul Galvin predicted 5,000,000 TVs will be sold this year, hailed "normal competitive period in business." He said:

"The manufacturer has a responsibility to immediately start normalizing his flow of set production to the normal seasonal rhythm...about 40% of the sales volume in the first 2 quarters and 60% in the last 2 quarters. We cannot expect a high selling period throughout the year such as we had throughout much of the first 4 years of TV. [We must] plan our production to the appetite of our consumer public."

The veteran Galvin had some pertinent observations on president Mort Farr's idea of one basic line per year (see below), was most positive about rampant price-cutting. "Although price-cutting is considered the second oldest profession in history," said he, "in my opinion it is being indulged in entirely too freely in this new infant industry of TV. [We] must do everything possible to stamp it out. This should be as much the manufacturers' concern as the dealers'."

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Factories inventories of TV dropped nicely during week ended June 20, RTMA reports, going down to 445,447 from 480,343 week before and year's peak of 491,834 week ended June 6 (Vol. 8:24). Production during week ended June 20 went to 80,731 (7855 private label) from 77,381 week before. Soon, factory vacations (Vol. 8:25) will cut output to usual mid-summer lows, permit better inventory adjustment.

Radio output was 179,280 units week ended June 20, down from 193,060 preceding week. Radio inventories were 479,718, down from 461,881. Week's radios were 60,502 home sets, 41,330 portables, 27,698 clock, 46,670 auto.

ONE BASIC LINE FROM SET MAKERS YEARLY? Most everybody likes idea -- yet, like Mark Twain's weather, everybody talks about it but nobody does anything about it. That's NARDA president Mort Farr's thesis, as expounded at Chicago convention this week, that there should be one basic TV line per year from each manufacturer (Vol. 8:25).

His keynote speech made point that this would enable dealer to buy with assurance that his lines wouldn't be outmoded in 4-6 months.

For the manufacturer, Farr said such planning held out prospect of longer, uninterrupted production runs, longer-range advertising & promotion campaigns, and greater profits. But it isn't all beer-&-skittles, as Emerson's Ben Abrams noted in these columns last week. For one thing, there's question of new gimmicks and intense competition; for another, there's doubt about legality of any such "agreement".

Motorola president Paul V. Galvin expressed reaction of many manufacturers when he told NARDA convention: "The idea is a good one. I'm sure there is not one manufacturer of TV who would not welcome the opportunity of only having to prepare one set of models per year. I believe some day this condition will come to pass, but it is my personal opinion it won't come next year...It has to be evolutionary, but I believe it will come to pass in time."

Said Hallicrafters v.p. R.J. Sherwood: "One basic line a year is a good idea and I believe it will have sound benefits for both manufacturers and dealers once it's generally adopted. However, we'll have to go slowly. Remember, we have to have 2 lines a year before we can have one line. Right now I'd favor a main line in the fall for January and a supportive line in the spring for summer."

Admiral's Ross Siragusa, responding to our query: "It seems logical...In the appliance field, refrigerator and range lines are changed on an annual basis. If 4 or 5 large manufacturers would agree to stick to only one basic line of TV receivers a year, Admiral would be happy to join them."

GE receiver dept. sales mgr. Arthur A. Brandt also endorsed the idea. "This is a simple question for us to answer because our policy has been one basic line of TV sets and one basic line of radio receivers a year. In view of all the obvious advantages to all concerned -- the dealer, the distributor, the manufacturer and, of course, the public -- we are sold on such a policy which we consider very sound."

COLOR STATUS UNCHANGED BY NEW NPA ORDER: Hubbub over the NPA's new color order, finally issued this week, probably produced as little industry dislocation as could be hoped for. Though some headline writers proclaimed that new order "eased" ban on manufacture of color home-TV sets, NPA made it crystal clear, and newspaper articles echoed fact, that prospects for production of such sets are virtually nil.

Attracting far less attention, but equally important, was FCC's release of letter to RCA reflecting new receptive mood towards compatible system.

Text of NPA's amended color-TV Order M-90 is included herewith as Special Report to all subscribers. Formerly a flat ban, the order was changed June 24 to "regulatory order" setting up conditions which manufacturers must meet before they can get permission to make home color sets. It's obvious that conditions are so rigid that no existing TV manufacturer can meet them -- even if he wanted to. And no set manufacturer -- least of all CBS-Columbia, which once started such production -- apparently has slightest intention of bucking these conditions.

FCC's June 25 letter to RCA was response to latter's June 11 request that Commission relax its rigid restrictions on experimental telecasts of compatible color. RCA pointed out that its WNBT, New York, programs regularly from 7 or 9 a.m. to after midnight. FCC has limited colorcasts to periods outside those hours. Now, said RCA, work has reached a point "where extensive field testing and on-the-air work under regular broadcast conditions is a required next step if an application to set standards for a compatible color system is not to be delayed." Company said it intends to come to Commission for approval of system when testing is completed.

Commission didn't bend over backwards in relaxing its restrictions, but it did say: "The Commission will consider on a case to case basis applications for experimental authorization during regular broadcast hours upon a showing that such experimentation is necessary in light of the individual field tests contemplated."

What is "necessary" experimentation? Actually, RCA shouldn't find it hard to submit acceptable projects. Commission contends it's merely fulfilling its "open door" policy on new color systems, enunciated with adoption of CBS system -- but there's little question Commission has learned CBS system can't be put across and

there's no sense now in hampering development of compatible color. Not too many months ago, RCA's request would have received simple cold shoulder.

* * * *

New NPA order lifts ban on all color-TV equipment except home-type sets. Thus there are no restrictions of any kind on manufacture of color theatre-TV gear or any "color-TV equipment for use on a closed circuit, or color-TV equipment of a type not used in or designed for use in home-type receivers."

Trade-wise NPA executives who worked on amended order -- many of them from electronics industry -- were careful to word both the order and accompanying press release so as to discourage press headlines and stories which might depress TV market by implying NPA had given color go-ahead. Sample quotes from release:

"NPA administrator Henry H. Fowler [said] it is expected that few producers of household radio & TV equipment will be able to qualify [for] permission to make color TV sets...If any applications are filed, [approval] will be given only in the exceptional case. [The] shortage of electronic engineers and technicians has become more acute [and] this condition is expected to continue for at least 2 years."

* * * *

Nub of amended order -- as we forecast 2 months ago (Vol. 8:16) -- is the section which provides that manufacturer may get permission to make home color sets, converters or adapters for limited period of time if he can prove:

- (1) He has made substantial investment in color research and development.
- (2) His production of color sets will require hiring of no additional technicians, engineers, draftsmen, physicists or tool and die makers.
- (3) His govt. electronic contracts are on schedule, or if behind schedule delay isn't due to shortage of technicians or engineers.
- (4) He will refuse no govt. contract because of manufacture of color TV.
- (5) He will need no additional allotments of steel, copper or aluminum.

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The new regulation, which was nearly 5 months aborning, was designed to pull NPA out of an embarrassing situation which wasn't of its own making. When the then Defense Mobilizer Charles E. Wilson got CBS off the hook last October by banning color-TV set production (Vol. 7:42), he took NPA completely by surprise. But to NPA was left job of formalizing the ban, first ever imposed on an end-product. Result was original Order M-90, issued last November (Vol. 7:47).

Nobody objected except Chromatic TV Labs (50% owned by Paramount), developer of Lawrence color tube, and some of the theatre-TV backers. When Sen. Edwin Johnson (D-Col.), chairman of Interstate & Foreign Commerce Committee, intervened on behalf of Chromatic (Vol. 8:4-7), he got action. NPA called industry meeting, then set to work on well-nigh impossible task of drafting order which would permit Chromatic and other color-only companies (if any) to make color sets -- but nobody else.

This week's order pleased neither Sen. Johnson nor Chromatic. The Senator assailed it as "inexcusably restrictive," said it will stop color TV development and "result in a severe loss to TV set purchasers."

Reactions of Chromatic president Richard Hodgson and Paramount v.p. Paul Raibourn were equally sour. Both felt that Chromatic could get NPA approval to make color sets under amended order -- but, in Mr. Hodgson's words:

"The order is very disappointing as far as getting color going on any scale is concerned. It provides no incentive to do anything, and it has 5 holes for manufacturers to crawl in and hide. It apparently was designed to get NPA off the hook. We're going to ask for clarification of the order before we do anything."

But new field is opened to Chromatic with lifting of all restrictions on the manufacture of closed-circuit color equipment. Mr. Hodgson said consideration is being given to the possibility of equipping proposed Palm Springs (Cal.) community antenna (Vol. 8:24) with Chromatic color sets. Project, designed to test Telemeter subscription-TV system (also 50% Paramount-owned), involves closed-circuit telecasts to coinbox-equipped receivers. Telemeter says it plans half dozen such projects. "Of course," said Mr. Hodgson, "it would be up to the Telemeter people."

Amended color order changes nothing so far as CBS is concerned. CBS press release, issued same day as order, kissed off possibility of renewed color telecasting or application by network's manufacturing subsidiary for permission to make home color sets -- and took another swipe at rest of TV manufacturing industry.

"CBS-Columbia is now engaged in defense work and has plans for increased participation which will occupy fully all available technical and engineering personnel," release said. "No single manufacturer or broadcaster, or even a small group, can make color TV a living reality in the homes of the nation in the face of resistance or lack of cooperation from the majority of the industry. [We] are not justified in expending at this time further manufacturing and broadcasting resources in this effort unless it appears that other substantial segments in the industry are prepared to go forward."

Great bulk of manufacturers likewise feel new order makes no difference. GE pointed out that more than 75% of its electronics engineers were on defense work, and "commercial production of color-TV equipment would require diversion of 15-20% of these engineers." Others quoted by press -- Admiral's Ross Siragusa, Motorola's Robert W. Galvin, Hallicrafters' William J. Halligan, Dr. Allen B. DuMont -- reiterated their belief that color TV isn't in marketable stage yet and again expressed support for a compatible system. RCA had no comment on NPA order.

Trade Personals: M. M. Elliott, ex-asst. gen. mgr., Canadian Marconi, appointed gen. mgr. of Motorola-Canada Ltd., newly formed Motorola subsidiary operating in leased space in Stromberg-Carlson Toronto plant . . . Edward Stanko promoted to newly created post of mgr. of engineering, RCA Service Co. technical products div. . . . G. Frank Langford resigns as v.p., Wilcox-Gay, and gen. mgr. of its Charlotte, Mich. plant . . . Macdonald Goodwin, ex-Bendix Radio, named mgr. of govt. & export sales, Bogue Electric Mfg. Co. . . . John R. Fox named sales application engineer, north central territory, Westinghouse electronic tube div. . . . George Norman, ex-Aerovox, named sales mgr., new products div., Corning Glass . . . Stanley Kramer named chief applications engineer, germanium products div., Radio Receptor Co.; Herbert Friedman named sales engineer . . . Henry B. Nelson, GE replacement tubes sales asst., named tube dept. district rep in Cincinnati . . . Saul D. Lewis, ex-Emerson, DuMont & CBS-Columbia, named eastern sales rep, Century Industries Inc. . . . Wm. H. Whitehouse named Magnavox district mgr. for new Houston territory . . . George J. Mucher, Clorostat v.p. & chief engineer, promoted to executive v.p.; Wm. J. Mucher to chief engineer, Walter J. Mucher production mgr. . . . Harry Bittan named Sparton district merchandiser for Rockland & Westchester countries, N. Y., John T. Bluerock for southwestern Ohio & eastern Indiana . . . William Simon named Ohio sales mgr., Guy T. Gunter Jr., Georgia, for Majestic Radio . . . M. D. Schuster is elevated to gen. sales mgr., Walter L. Stickel, ex-DuMont, takes his place as national sales mgr. in new Hoffman lineup as of July 1 . . . Phillip J. Wood appointed mdse. & field sales mgr., Stewart-Warner.

Moscow has some 60,000 TV sets—somewhat less than Binghamton, Erie or Nashville. The figure was published in recent *Moskovskaya Pravda*, which claimed 35,650 of these sets were bought in 1951 and 8000 during first 2 months of this year. Commerce Dept.'s *Foreign Commerce Weekly* quotes American sources in Moscow as seeing no reason to doubt the estimate, "judging by the number of antennas seen on Moscow roofs." Recently, an engineer named Henry Ericson, employed by Philips Radio's plant in Malmoe, Sweden, reported he picked up TV from Moscow; pictures were clear and sharp, he said, insignia was star, hammer & sickle, and programs comprised songs, balalaika music, acrobatics, etc. Other stations are in Leningrad and Kiev.

GLEN McDANIEL, named by RTMA in February 1951 as its first paid president, resigned at Chicago board meeting this week for personal considerations requiring his residence in New York City, where he will join a leading law firm.

Resignation is effective Oct. 1. It came as great surprise and disappointment to his industry colleagues, who esteemed the 40-year-old ex-RCA v.p. & attorney highly for his skillful leadership, fine mind, equable temperament and ability to get things done. Board adopted resolution lauding his services and, with no successor in prospect, committee of past presidents was named to make recommendations at subsequent meeting: Robert C. Sprague, chairman; Max F. Balcom, Sylvania; Paul V. Galvin, Motorola; Leslie F. Muter, Muter Co.

Alfred D. Plamondon Jr., president of Indiana Steel Products Co. (magnets) was elected to succeed Sprague Electric Co.'s Robert C. Sprague as RTMA chairman at Chicago meeting. Mr. Muter was renamed treasurer for 17th term, GE's Dr. W. R. G. Baker renamed director of engineering Dept., James D. Secrest secy.-gen. mgr., John W. Van Allen gen. counsel.

New directors elected: B. W. Cooper, Delco; D. S. W. Kelly, Allen-Bradley; Harry A. Ehle, International Resistance; W. S. Parsons, Centralab; Matt Little, Quam-Nichols; Sam Norris, Amperex; F. W. Godsey, Westinghouse; E. K. Foster, Bendix; Sidney Harman, David Bogen Co.

New division chairmen are Matt Little, Quam-Nichols, parts, and C. W. Miller, Westinghouse, technical products. Reelected were John W. Craig, Crosley, as chairman, set div.; R. E. Carlson, Tung-Sol, tube div.; A. K. Ward, RCA, amplifier & sound equipment. R. G. Zender, Lenz Electric, exports div. chairman, was named RTMA v.p. representing that division. John W. Craig, R. E. Carlson, Machlett's H. J. Hoffman and Talk-A-Phone's Arie Liberman were reelected as vice presidents for set, tube, technical products and amplifier & sound equipment divisions, respectively.

New AT&T chief engineer, effective Aug. 31, is H. I. Romnes, director of operations, Long Lines Dept. He succeeds Dr. Harold S. Osborne, retiring after 42 years service, and is succeeded at Long Lines by A. F. Jacobson, v.p., Illinois Bell.

Topics & Trends of TV Trade: Mounting interest in 27-in. receivers was evident at Chicago Furniture Mart, where Zenith showed models at \$695 & \$750, CBS-Columbia at \$700 and Jackson at \$600—with Bendix, Hallicrafters and Stewart-Warner spokesmen telling us definitely they also plan such sets this year. Previously, Admiral said it would have 27-in., presumably to show at own convention Aug. 4. RCA and DuMont are making the tubes (Vol. 8:22-23), so certainly will offer them eventually, and of course Philco and Motorola can be counted on also to offer them quickly if they catch on.

Requiring little more cabinet space than the 21-in., offering more picture than the 24-in., the new size is obviously winning converts on all hands. Big question is whether newly revived market is ready for such higher-priced products. Big 4 manufacturers are obviously going to let the other fellows find out before they plump for 27-in.

DuMont CR tube chief F. P. Rice, following up RCA announcement that it's sampling metal-coned 27-in. kinescopes (Vol. 8:23), reports completion of engineering models 21¾-in. long, or about 1-in. shorter than 21-in., with 90-degree deflection angle, weight 27 lbs., to be made available in "moderate quantity" late this year. Corning began sampling its all-glass bulb last March, with Rauland & Thomas Electronics beginning almost immediately to make them.

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Failures in the electronics field during last fiscal year totaled 12 manufacturers—3 of them makers of TV & radio receivers, 3 assemblers of commercial & military communications equipment, 6 makers of components or related equipment. Their liabilities totaled \$11,600,000. Nine distributors also failed for total of \$1,722,000. Such was essence of report of RTMA credit committee at Chicago convention this week. Manufacturer failures compared with 14 the preceding year. Though names weren't mentioned, it's common knowledge that Tele-tone (Vol. 8:5, 7, 17), Starrett (Vol. 8:8, 11, 15) and Monarch (Vol. 8:22) went into bankruptcy since last January; that Freed, Vidcraft, Richmond and Commander failed in 1951; none in 1950; Sonora and old Majestic in 1949. Note: This week, United States Television Mfg. Corp. (Hamilton Hoge, president), not very active in TV production for last year or more, filed voluntary petition in bankruptcy in Federal Court in New York, forced mainly by threat of Collector of Internal Revenue to file a lien on assets.

Better set servicing program, including vocational and in-service training of servicemen and public education, was adopted by RTMA service committee at Chicago convention this week. Magnavox service mgr. Ray J. Yeranko, chairman, said uhf will make present shortage of servicemen even more acute, called in-training in uhf a "must" that has so far been neglected by most companies either because they're too busy or simply negligent. Committee reported that complaints of gypping by servicemen have declined sharply in last 9 months due to greater ability, simplified sets, lag in sales, better-educated public. Public education programs will be pushed especially in Denver, Portland and other TV-less areas, said Yeranko.

Planning to exhibit at NAMM show (National Assn. of Music Merchants) in New York's Hotel New Yorker, July 28-31, are these manufacturers of TV & radio receivers: Brunswick Div., Radio-Television Inc.; DuMont, Esquire Radio, Fisher Radio, General Electric, Jewel Radio, Magnavox, Majestic, RCA, Pathe, Regal, Scott, Shaw, Sparton, Symphonic, Tele King, Westinghouse, Zenith.

CBS-Columbia Inc. is shutting down Brooklyn plant for summer vacation June 26-July 14, and not on dates reported in Vol. 8:25.

Merchandising Notes: Why not the "used car lot" idea to stimulate trade-ins and sales of second sets in the home? Suggestion was advanced, got lots of support from sales managers committee at RTMA Chicago meeting, by Hallcrafters v.p. Rollie J. Sherwood, who said: "An auto is sold 3 or 4 times; there's no reason why same practice can't apply to TV" . . . RCA will back up new line (Vol. 8:25) with biggest ad campaign in its history, under home instruments ad mgr. J. M. Williams, beginning with 2-page spread in July 14 *Life Magazine*, including big magazine schedule, 109 newspapers in 101 markets, plus TV-radio promotion . . . Exports went above \$70,000,000 in 1951, of which \$29,000,000 represented TV-radio receivers and components as against \$16,900,000 in 1950, according to RTMA export committee chairman V. S. Mameyeff, Raytheon . . . DuMont's international div. chief, Ernest A. Marx, editing *DuMont International Dispatch*, monthly newsletter for export trade, digesting information on TV-electronics . . . NARDA plans to publish consumer magazine called *Easier Living*, 8 times yearly, to be distributed by dealers and to cost them 8 to 9¢ per copy . . . DuMont plans sales campaign on CR tubes, with theme: "More than a replacement—a definite improvement" . . . Hytron moves sales and executive offices to new plant on Endicott St., Danvers, Mass., just off Route 128 . . . Davega opens 27th store, 2839 Hudson Blvd., Jersey City, N. J.

Admiral distributor for southern California, Herbert H. Horn Inc., has relinquished franchise, and direct factory branch will be organized . . . Stromberg-Carlson appoints Nash Kelvinator Sales Corp., 2000 Baltimore Ave., Kansas City . . . Arvin appoints Kassler & Co., 7636 Santa Monica Blvd., Los Angeles, as southern California distributor . . . E. K. (Ken) Rogers, ex-Packard-Bell distributor in Portland-Seattle, named distributor for downtown Los Angeles area; Jack Booth, ex-Proctor Electric Co., replaces James Madden as distributor for San Pedro-Wilmington-Gardena area.

* * * *

New continuous uhf tuner with straight-line frequency dial calibration is being produced by General Instrument Corp., Elizabeth, N. J. Chairman Abraham Blumenkrantz said major TV manufacturer has placed "substantial order" for new tuner for fall delivery. He said the tuner can be mounted in any position around a vhf tuner.

Reps handle national sales for 68.2% of all electronic equipment and parts makers, according to *Electronics Magazine* survey reported in June issue. Additional 10.1% of manufacturers use field offices exclusively; balance employ both. Average number of reps per company is 13.9; average number of field offices is 6.1.

Survey of boys' entertainment activities by *Boys' Life*, official Boy Scout magazine, shows families of 50% of the boys questioned own TV sets, 80% own record players, nearly all own radios. Some 85% of boys questioned attended movies at least once during a 4-week period, 70% twice, 50% three times or more.

Proceedings of Symposium on Progress in Quality Components May 5-7 (Vol. 8:19) have been compiled by sponsors RTMA, IRE and AIEE, and 218-page illustrated book containing some 45 articles by leading electronics authorities will be available by Aug. 1 from RTMA at \$5.

Burglars made away with \$50,000 worth of radio tubes from Olympic Radio factory in Long Island City last weekend, forcing door after Saturday 2 p.m. closedown and carting off supplies. No watchman was on guard.

May receiving tube shipments totaled 23,636,484 units valued at factory at \$17,037,274, reports RTMA, bringing 5-month total to 135,818,064 worth \$97,890,279.

Amended Order M-90

NPA Modifies Ban on Color TV Production

Full Text of Order Setting Forth

Conditions Under Which Manufacturers May Seek Permission to Produce Home Color Receivers

(For Background Article and Analysis, see *Television Digest*, Vol. 8:26)

TITLE 32A—NATIONAL DEFENSE, APPENDIX

Chapter VI—National Production Authority, Department of Commerce

[NPA Order M-90, as amended June 24, 1952]

M-90—COLOR TELEVISION

This order as amended is found necessary and appropriate to promote the national defense and is issued pursuant to the Defense Production Act of 1950, as amended. In the formulation of this amended order there has been consultation with industry representatives, including trade association representatives, and consideration has been given to their recommendations.

This amended order lifts all the prohibitions previously in effect as to the manufacture of color television equipment except those relating to home-type color television. It provides that persons desiring to manufacture this type of equipment, may, under certain conditions, apply for permission to do so. The usual provision as to records and reports is added as section 6, and the two subsequent sections are renumbered accordingly.

REGULATORY PROVISIONS

- Sec.
1. What this order does.
 2. Definitions.
 3. Permission to manufacture.
 4. Equipment and items exempted.
 5. Request for adjustment or exception.
 6. Records and reports.
 7. Communications.
 8. Violations.

AUTHORITY: Sections 1 to 8 issued under sec. 704, 64 Stat. 816, Pub. Law 96, 82d Cong.; 50 U. S. C. App. Sup. 2154. Interpret or apply sec. 101, 64 Stat. 799, Pub. Law 96, 82d Cong.; 50 U. S. C. App. Sup. 2071; sec. 101, E. O. 10161, Sept. 9, 1950, 15 F. R. 6105; 3 CFR 1950 Supp.; sec. 2, E. O. 10200, Jan. 3, 1951, 16 F. R. 61, 3 CFR 1951 Supp.; secs. 402, 405, E. O. 10281, Aug. 28, 1951, 16 F. R. 8789; 3 CFR 1951 Supp.

SECTION 1. What this order does. This order regulates the manufacture of equipment designed to receive color television of the type used in home reception, and items solely designed to permit or facilitate the reception of color television in such equipment. The manufacture of color television equipment for experimental, defense, industrial, and certain hospital and educational uses, and of other color television equipment not of a type used in home reception, is permitted.

Sec. 2. Definitions. As used in this order:

(a) "Person" means any individual, corporation, partnership, association, or

any other organized group of persons, and includes any agency of the United States Government or of any other government.

(b) "Controlled material" means steel, copper, and aluminum in the forms and shapes indicated in Schedule I of CMP Regulation No. 1, as from time to time amended.

(c) "NPA" means the National Production Authority.

SEC. 3. Permission to manufacture.

(a) The activities to which this section applies are the production and the assembly of home-type television sets designed to receive or capable of receiving color television, and of products, attachments, and parts for home-type television sets if such products, attachments, and parts are designed solely to permit or facilitate, or are capable only of permitting or facilitating, the reception of color television.

(b) Each person desiring to undertake any of these activities shall apply to NPA on Form NPAF-207 for permission to do so, and shall not commence any such activities without such permission. Such applications will be considered in the light of the following criteria as to each applicant:

(1) That he has, prior to the effective date of this order as amended, made a substantial expenditure of funds in research and development regarding home color television products, or in the production of such products, or in preparation therefor;

(2) That the number of persons he will employ in the activities mentioned in paragraph (a) of this section does not exceed, in any of the occupations mentioned in List A of this order, the number employed as of the effective date of this order as amended;

(3) That his Government contracts and subcontracts for the production or development of electronics products are on schedule or, if they are behind schedule, that the delay is not related to his employment of persons described in List A of this order;

(4) That he will refuse no Government contract or subcontract because of the activities proposed in his application; and

(5) That he will be able to produce, without any supplemental allotment of controlled materials (except as may be required to correct imbalances), the products as to which he is making application.

(c) Such application shall be deemed a representation to NPA that the applicant's employment of each type of personnel described in his application who

are engaged in and will be engaged in these activities will not exceed the numbers stated in the application during the time for which permission is granted.

(d) Permission, if granted, will apply only to those periods which may be specified by NPA. The applicant may make renewed application to cover later periods, furnishing the information specified in Form NPAF-207, excluding data already furnished in previous applications.

(e) Permission shall be deemed to be revoked, as to any applicant who has obtained permission, if and when he (1) refuses, because of the permitted activities, to accept any Government contract or subcontract offered to him, or (2) employs, in the activities to which this section applies, a greater number of any of the types of personnel listed in List A of this order than the number of that type stated in his application.

SEC. 4. Equipment and items exempted. (a) Nothing in this order shall be deemed to prohibit the production, assembly, or use of any commodity, equipment, accessory, part, assembly, product, or material, of any kind, in accordance with the provisions of NPA Order M-71 (Priorities Assistance to Technical and Scientific Laboratories), or in accordance with the requirements or specifications of the Department of Defense or the Atomic Energy Commission, as set forth in any contract calling for the delivery of any product for the manufacture of which the Department of Defense or the Atomic Energy Commission shall have allotted controlled material.

(b) Nothing in this order shall be deemed to prohibit the manufacture of color television equipment for use on a closed circuit, or color television equipment of a type not used in or designed for use in home-type receivers.

Sec. 5. Request for adjustment or exception. Any person affected by any provision of this order may file a request for adjustment or exception upon the ground that such provision works an undue or exceptional hardship upon him not suffered generally by others in the same trade or industry, or that its enforcement against him would not be in the interest of the national defense or in the public interest. In examining requests for adjustment or exception claiming that the public interest is prejudiced by the application of any provision of this order, consideration will be given to the requirements of the public health and safety, civilian defense, and dislocation of labor and resulting unemployment that would impair the defense

program. Each request shall be in writing, by letter in triplicate, and shall set forth all pertinent facts, the nature of the relief sought, and the justification therefor.

Sec. 6. Records and reports. (a) Each person participating in any transaction covered by this order shall make and preserve, for at least 3 years thereafter, accurate and complete records of receipts, deliveries, inventories, production and use, in sufficient detail to permit the determination, after audit, whether each transaction complies with the provisions of this order. This order does not specify any particular accounting method and does not require alteration of the system of records customarily used, provided such records supply an adequate basis for audit. Records may be retained in the form of microfilm or other photographic copies instead of the originals by those persons who, at the time such microfilm or other photographic records are made, maintained such copies of records in the regular and usual course of business.

(b) All records required by this order shall be made available for inspection and audit by duly authorized representatives of the National Production Authority, at the usual place of business where maintained.

(c) Persons subject to this order shall make such records and submit such reports to the National Production Authority as it shall require, subject to the terms of the Federal Reports Act of 1942 (5 U. S. C. 139-139F).

Sec. 7. Communications. All communications concerning this order shall be addressed to the National Production Authority, Washington 25, D. C., Ref: NPA Order M-90.

Sec. 8. Violations. Any person who wilfully violates any provision of this order, or any other order or regulation of NPA, or who wilfully furnishes false information or conceals any material fact in the course of operation under this order, is guilty of a crime and upon con-

viction may be punished by fine or imprisonment or both. In addition, administrative action may be taken against any such person to suspend his privilege of making or receiving further deliveries of materials or using facilities under priority or allocation control and to deprive him of further priorities assistance.

NOTE: All reporting and record-keeping requirements of this order have been approved by the Bureau of the Budget in accordance with the Federal Reports Act of 1942.

This order as amended shall take effect June 24, 1952.

NATIONAL PRODUCTION
AUTHORITY,

By JOHN B. OLVERSON,
Recording Secretary.

LIST A OF NPA ORDER M-90

Occupation	Definition
Electronic technician.....	Fabricates, installs, maintains, and repairs electronic apparatus. Constructs and modifies electronic assemblies and components, following engineering drawings, sketches, or verbal instructions and using a comprehensive knowledge of complex and varied test, assembly, and repair procedures to insure proper diagnosis, adjustment, and operation of such equipment. Tests, calibrates, adjusts, and repairs electronic equipment, replacing and interchanging component parts with precision machinists' and electricians' tools and electronic testing and auxiliary equipment. This excludes those concerned with service and repair of radio and television broadcasting equipment and receivers.
Engineer draftsman, design....	Makes design drawings of machines, products, processes, instruments, or structures, to assist in developing experimental ideas evolved by design engineers. Prepares working plans and detail drawings, working from rough or detail sketches and specifications and employing his knowledge of engineering methods and practices to solve fabrication or construction problems. Designs lesser parts and assemblies or limited structures in harmony with overall engineering plans and designs. Verifies dimensions of parts and materials, and relationship of one part to another as well as the various parts to the whole structure, using an extensive knowledge of the various machines, products, or processes peculiar to the specialized activity in which the work occurs.
Engineer, professional.....	Performs functions requiring the application of engineering principles and other scientific knowledge when those functions are of such a level of difficulty as to require the application of a knowledge of the engineering, physical, and mathematical sciences equivalent to that acquired through the completion of at least a 4-year professional engineering curriculum leading to a bachelor's degree in an accredited college or university.
Physicist	Conducts research and applies fundamental principles of the science to industrial problems.
Tool and die maker.....	Constructs, repairs, maintains, and calibrates machine shop tools, jigs, fixtures and instruments and also dies used for metal-forming work.

CANADA'S TV-radio manufacturers—totaling 20, according to list compiled for manufacturers' directory in our upcoming *TV Factbook No. 15*—anticipate sale of as many as 200,000 TVs between now and Christmas, thanks to Sept. 1 opening of country's first stations in Toronto (Channel 9) and Montreal (Channel 2), according to June 24 *Wall Street Journal*.

Actually, Canadian RTMA reports 96,871 TVs sold in the Dominion up to April 30 (see p. 14), which means considerably more in use already if you take into account imports from U. S. Most of the sets now in use are in the Toronto, Windsor (Detroit) and Niagara (Buffalo) areas, enjoying reception from U. S. stations. TV sets sell in Canada for 40-75% more than similar models in U. S., due to heavy tariff on parts, 15% federal sales tax, 10% federal excise tax and provincial taxes up to 5%.

Canadian Broadcasting Corp., govt. owned, which will operate both stations, is also planning outlets in Ottawa, Quebec, Winnipeg and Vancouver—meanwhile is keeping private applications on ice. Resultant slow growth of TV in Canada, while it booms in U. S., has private broadcasters burned up, but they've been helpless in face of CBC's determination to be first despite bureaucratic and fiscal delays. CBC is financing its 2 stations with \$4,500,000 govt. loan at 3%, plans other such loans for expansion.

Private operators, facing govt. monopoly through their Canadian Assn. of Broadcasters, are charging "despotic control" and claiming that CBC, because it holds licensing authority at same time that it operates as a commercial competitor, is making them "serfs." Canada has 136 radio stations, many of whose owners would leap into TV if given opportunity—meanwhile deploring that Canadian audiences (and sponsorships) will be further built up, at their expense, by the U. S. border stations expected to be erected even in such comparably small communities as Burlington, Vt. and Plattsburg, N. Y.

Kudos aplenty were heaped on RCA chairman David Sarnoff in last few weeks. Close on heels of awards of honorary degrees by U of Pennsylvania and Pennsylvania Military Academy, he was recipient at RTMA annual banquet June 26 of industry's first Medal of Honor for "outstanding contributions to the advancement of the radio-television and electronics industry." Awards committee comprised 2 RTMA past presidents, 5 vice presidents and RTMA board's top officers, namely, Leslie F. Muter, chairman; Robert C. Sprague, RTMA chairman; Glen McDaniel, RTMA president; John W. Craig, Crosley; R. E. Carlson, Tung-Sol; A. J. Plamondon Jr., Indiana Steel Products; H. J. Hoffman, Machlett Labs; Arie Liberman, Talk-A-Phone; Max F. Balcom, Sylvania, and Paul V. Galvin, Motorola (latter 2 past presidents).

TV, radio and press representatives at GOP convention, which begins July 7, will outnumber delegates 4 to 1. In Chicago's International Amphitheatre, 1518 seats have been earmarked for TV-radio and press reporters; credentials have been issued for 984 cameramen, technicians, messengers, etc., and an additional 2400 cards will be issued to TV-radio-press for admission to workrooms only—not to main convention hall—making total of 4962, as opposed to 1206 delegates. TV-radio networks are expected to spend total of about \$7,000,000 on coverage of 2 conventions, and since this is more than they'll take in from sponsors, they'll sustain net loss on project.

RCA will offer 19 scholarships and 14 post-graduate fellowships in leading colleges and universities for 1952-53 academic year. Total awards will be \$53,000, substantial increase over previous years, according to v.p. C. B. Joliffe, technical director. Program includes 7 new scholarships, one new fellowship. Annual stipends for the scholarships have been increased from \$600 to \$800.

Electronics Reports: America's fast-growing "growth industry"—electronics—is now producing at annual rate of \$4 billion, greater than its peak output during World War II. Outgoing president Glen McDaniel told 28th annual RTMA convention in Chicago June 26 that going rate of military electronics-communications production is now \$2½ billion on annual basis, and civilian electronics adds another \$1½ billion.

"Production of electronics and communications components to date is 8 times what it was in the 3 months following the outbreak of the Korean conflict," said Mr. McDaniel. "It is more than 3 times what it was a year ago. Moreover, we can expect electronics military production to rise well over 50% between now and the end of 1952, after which it will level off."

Article in June 27 *U. S. News & World Report*, appraising larger new industries, points out electronics industry's output has increased 20 times since 1940, when it produced \$200,000,000 worth of equipment. Other industries treated in article are aluminum, which has expanded 5 times in same 12 years, chemicals 4 times, power 2 times.

"TV's biggest boom lies ahead," says magazine in discussing industry's future. And it adds that another vast field "in which electronics is only starting to expand" is automatic controls or devices for everyday business or home use. The tiny transistor, it concludes, "promises to open a whole new field of demand for electronic products."

* * * *

Certificates of necessity for rapid tax write-off of expanded electronics plant capacity announced by DPA June 6-12 (65% amortization except as noted): Eitel-McCullough Inc., electronic equipment at San Bruno, Cal., \$327,591, and power tubes at Salt Lake City, \$22,442; Electronic Windings Co., Los Angeles, \$78,157; Arma Corp., Brooklyn, \$69,961; RCA, Camden, \$61,334; George W. Borg Corp., Janesville, Wis., \$55,481 (70%); Electra Mfg. Co., Atchison, Kan., \$14,728; Telecomputing Corp., Burbank, Cal., \$8167 (75%); Gaertner Radio Co., Los Angeles, \$3342 (75%); Leach Relay Co., Los Angeles, \$42,985 (70%).

Increased battlefield use of electronics will be observed on 3-week visit to Korea and Japan by industry, college and govt. scientists at invitation of Army. Included in group leaving next week for Far East will be Dr. W. R. G. Baker, GE v.p.; Dr. A. G. Hill, MIT electronics research laboratory director; Dr. A. F. Spilhaus, dean, University of Minn. technology institute; Ralph S. Holmes, RCA contract research laboratory director; C. A. Gunther, RCA engineering dept.; Brig. Gen. Tom C. Rives (Ret.), mgr., GE advanced electronics center, Cornell U; Herman A. Affel, Bell Labs asst. v.p.; J. W. Nelson, Jr., GE electronics div.

Transistors oscillating up to 225 mc have been achieved in its laboratories, RCA reports, pointing out that one of transistor's few drawbacks has been low ceiling on frequency—up to 50 mc at most. Transistor experts of other companies perked up ears, await more details. Bell Labs' scientists say they've made transistors oscillate in 100-200 mc range, but that real trick—which they have yet to achieve—is getting them to serve in amplifiers, etc., at that range as well as they do for 15-20 mc.

Excellent primer of TV is *Television, The Magic Window*, 60-p. book by adman Frank Denman, published by Macmillan Co. (\$2). Book traces development of communications since the caveman and gives side views into control room, stage & mechanics of reception, complete with glossary of TV terms.

"The Candidate and TV" titles new booklet by independent political producer Suzanne Roberts on use of TV in political campaigns. It is published by the program magazine *TV Digest*, 333 S. Broad St., Philadelphia, \$1.50.

Count of TV Sets-in-Use by Cities

As of June 1, 1952

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

SLOW SALES of TVs in May resulted in addition of only 336,500 to country's sets-in-use, bringing total as of June 1 to 17,627,300, reports NBC Research. That means 18,000,000-mark will certainly be reached by July 1, or before Chicago political conventions, because June sales are running considerably higher. The May total compares with 351,700 during April (Vol. 8:22), year's previous low. Best gains during May were registered in New York area, 35,000; Pittsburgh, 20,000; Detroit, 19,000; San Francisco, 18,000; Los Angeles & Indianapolis, 15,000 each; New Haven, 12,000; Philadelphia & Cleveland, 10,000 each. Following is the June 1 count (consult individual stations for their estimates of number of families within respective service ranges):

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
<i>Interconnected Cities</i>			<i>Interconnected Cities—(Cont'd)</i>		
Ames (Des Moines).....	1	86,300	New York.....	7	3,005,000
Atlanta.....	3	172,000	Norfolk.....	1	116,000
Baltimore.....	3	391,000	Omaha.....	2	130,000
Binghamton.....	1	74,000	Philadelphia.....	3	1,052,000
Birmingham.....	2	107,000	Pittsburgh.....	1	448,000
Bloomington (see Indianapolis) 1(a)			Providence.....	1	218,000
Boston.....	2	904,000	Richmond.....	1	127,000
Buffalo.....	1(b)	271,000	Rochester.....	1	149,000
Charlotte.....	1	145,000	Salt Lake City.....	2	74,000
Chicago.....	4	1,160,000	San Diego.....	1	118,000
Cincinnati.....	3	326,000	San Francisco.....	3	395,000
Cleveland.....	3	624,000	Schenectady.....	1	213,000
Columbus.....	3	213,000	St. Louis.....	1	402,000
Davenport-Rock Island.....	2	118,000	Syracuse.....	2	166,000
Dayton.....	2	190,000	Toledo.....	1	186,000
Detroit.....	3(c)	686,000	Utica.....	1	71,000
Erie.....	1	82,700	Washington.....	4	370,000
Grand Rapids.....	1(d)	171,000	Wilmington.....	1	106,000
& Kalamazoo			Total Interconnected.....	95	16,656,500
Greensboro.....	1	87,000	<i>Non-Interconnected Cities</i>		
Huntington.....	1	83,000	Albuquerque.....	1	14,400
Indianapolis.....	1(a)	265,000	Brownsville (Matamoros, Mexico).....	1(e)	10,800
& Bloomington			Dallas.....	2	172,000
Jacksonville.....	1	58,000	Fort Worth.....	1	150,000
Johnstown.....	1	154,000	Houston.....	1	87,000
Kalamazoo.....	1(d)		Miami.....	1	97,900
(see Grand Rapids)			New Orleans.....	1	92,300
Kansas City.....	1	210,000	Oklahoma City.....	1	39,500
Lancaster.....	1	150,000	Phoenix.....	2	80,400
Lansing.....	1	100,000	San Antonio.....	1	149,000
Los Angeles.....	7	1,200,000	Seattle.....	1	77,500
Louisville.....	2	141,000	Tulsa.....	1	
Memphis.....	1	133,000	Total Non-Interconnected.....	14	970,800
Milwaukee.....	1	336,000	Total Interconnected and Non-Interconnected.....	109	17,627,300
Minneapolis-St. Paul.....	2	318,000			
Nashville.....	1	68,500			
New Haven.....	1	286,000			

- (a) Bloomington separately 165,000. Indianapolis separately 235,000.
- (b) Does not include estimated 55,000 sets in Canadian area reached by Buffalo station.
- (c) Does not include estimated 36,000 sets in Canadian area reached by Detroit stations.
- (d) Grand Rapids separately 136,000. Kalamazoo separately 144,000.
- (e) Estimate for Texas area. Estimated 2500 additional sets in Mexican area of Matamoros station.

Set estimates for stations may be added together for network purposes. Where coverage areas overlap, the sets have been divided between the stations involved. Therefore, the estimate for each station is an unduplicated figure. Stations with overlapping coverage have total TV installations higher than the unduplicated network figures shown here. For spot & local purposes, anyone interested in total number of sets reached by an individual station should consult the station or its representative.

Note: TV sets sold in Canada totaled 96,871 up to April 30, 1952, according to Canadian RTMA (Vol. 8:24). Since Canada has no stations of its own and nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The CRTMA area count as of last April 30: Windsor 35,732, Toronto-Hamilton 38,133, Niagara Peninsula 16,931, Montreal 547, other areas 5528.

Polan Industries Inc., whose subsidiary Zenith Optical Co. at Huntington, W. Va. makes TV tube blanks, is filing shortly for Channel No. 10 in Roanoke, Va., and uhf channels No. 33 in Youngstown & No. 59 in Ashland, Ky. John Poole, who operates KBIG, Avalon, Cal., and experimental uhf station KM2XAK atop Mt. Wilson, Los Angeles, is about to file for unspecified uhf channels in Los Angeles, Fresno, Bakersfield, Stockton, Salinas-Monterey.

Buyers of Denver's KOA (see story, p. 4) are Metropolitan Television Corp., comprising 16 Denver residents, possibly augmented by others to be added; Hope Productions, owned by comedian Bob Hope; James Saphier, Hollywood producer & talent agent; Gang, Kopp & Tyre, Los Angeles, attorneys for Hope; and Bob Hope personally. Denver group will own three-eighths of stock, putting up \$875,000 cash. Hope and colleagues will own five-eighths, Hope Productions putting up \$1,250,000 and the others combined \$125,000. Operating firm will be Metropolitan Television Corp., with Denver attorney William Grant as president. Board will comprise 3 directors chosen by Hollywood group, 3 by Denver group, seventh to be chosen by the 6. The Denver stockholders, whose individual holdings will range from \$15,000 to \$260,000, include Mayor Quigg Newton, an attorney; Morrison Shafroth, attorney and former campaign mgr. for Sen. Johnson; Hendrie & Bolthoff Co., RCA distributors; William J. Ahearn, George B. Berger Jr., Hugh R. Catherwood, Thomas P. Campbell, Richard M. Davis, Myron R. Emrich, Arnold B. Curler Jr., Robert S. Kohn, Ralph Radetsky, Walter M. Simon, Henry W. Toll, David S. Touff. Washington counsel for applicants are Pogue & Neal with McKenna & Wilkinson.

TV rights to NCAA college football were awarded this week to "successful bidder" NBC-TV—but even NBC won't know how much the schedule will cost until it completes negotiations with individual colleges. Last season, NBC-TV also televised NCAA games, but sponsor Westinghouse actually held rights. NBC executives were enthusiastic about comparative freedom of this year's NCAA TV rules (Vol. 8:23), whose only restrictions are (1) that no team may be televised more than once, and (2) widest possible geographical selection of televised games. NBC-TV will offer schedule for sponsorship by one or more companies. Also planned are telecasts of local and regional contests, with possibility that some communities will have choice of 2 different games on 2 stations on same Saturday this fall.

Purchase of KPHO-TV with KPHO, Phoenix, by Merdeith Publishing Co., in \$1,500,000 cash deal made in early May (Vol. 8:18), was approved by FCC June 26. Sellers are John P. Mullins, who continues as managing director; J. B. Mills, operator of Westward Ho Hotel; Dr. J. N. Harber, and Erskine Caldwell, the novelist. Des Moines magazine and book publishing firm (*Better Homes & Gardens, Successful Farming*) now owns 3 TV and 2 AM stations, having founded WHEN, Syracuse, and purchased WOW-TV with WOW, Omaha, for around \$2,000,000 in August 1951 (Vol. 7:32, 39).

TV-less Denver originated Gen. Eisenhower's political telecast from his Brown Palace Hotel headquarters for combined CBS-TV & NBC-TV networks night of June 23. Crew of KLZ (AM), long training for TV, worked with crew from Omaha's KMTV, brought in with 2 cameras for job. Four-camera setup was handled by KLZ chief engineer Harvey Wehrman, its TV engineering director Gene Jenkins and TV program director Clayton Brace, with KMTV's chief engineer Ray Schroeder and program director Glenn Harris. They even had 30-kw diesel standby in case of power failure.

TV-less Wichita will get political convention telecasts via closed-circuit feeds—same as Denver, Portland, Fresno (Vol. 8:21-22). Group sparked by O. L. (Ted) Taylor's KANS has hired hall, will get signals via special 2-hop microwave from nearest Bell System network point at Enid, Okla.

Tips for politicians are contained in NARTB's new 18-p. booklet titled *Campaigning on TV*, counterpart of its radio pamphlet *Is Your Hat in the Ring?* Copies are available from NARTB at 10¢ each.