

Television Digest

WITH AM FM REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 7, NO. 40

October 6, 1951

In this Issue:

Broadcasters Have New Cause Celebre, page 2.
 Imperative Need of Self-Policing Code, page 3.
 Fever Mounts in 'Paper' Freeze Hearing, page 3.
 More UHF Answers—By Sarkes Tarzian, page 4.
 Few TV-Radio Construction Turndowns, page 5.

Status of Hearing on Comr. Hennock, page 5.
 For 1952—NPA Conservation Orders, page 8.
 Statistics Point Up Favorable Trends, page 8.
 Cutbacks Biting Now—Trouble Ahead, page 9.
 Another Turning Point in Color, page 12.

URGENCY OF TV DEMAND—CASE HISTORIES: So tremendous is the pent-up demand for TV in non-TV areas that when a small leak occurs in FCC's 3-year-old "dam" -- as it did in Denver this week -- the impact and reaction are truly staggering.

Same pressure of demand, eagerness to get local TV service, is germinating some ingenious techniques -- via the "community antenna" method -- as exemplified in unique application filed with FCC this week.

Police estimated 50,000 Denverites saw World Series during first day alone, on 92 receivers fed closed-circuit signals tapped from transcontinental microwave by promotion-wise Eugene O'Fallon, operator of TV applicant KFEL (MBS). Project got FCC blessing in advance, approval also of network, sponsor and baseball folk.

"TV Comes To Denver," shouted 8-column front-page headline in Denver Post, which ran 4-column pictures and column after column of description. Receivers were in Brown Palace and Cosmopolitan Hotels -- lobbies, dining rooms, balconies, suites. Police blocked off Broadway, were hard put to control crowds which included about 6000 people at a time.

Hallicrafters sets dominated show, with 75 of them supplied by its distributor McCollum-Law Corp., all 17 & 20-in. Four other makes were represented with a few -- Emerson 5, DuMont 3 (two 30-in.), Stromberg-Carlson 5, Motorola 4, no others.

Cost to KFEL was \$1350 to NBC, \$3000 for phone company contract charge plus \$100-per-game hookup charge, and 18¢ a foot for about 7000 ft. of cable. In return, station got \$500 from each hotel, plus \$30 for each set, and 25¢ per foot of cable. Signals were received atop Brown Palace, piped to all locations.

"We're not making any money on this," said Mr. O'Fallon. "We're promoting the station and TV while getting some TV experience." Station has own camera chain which fed programs before and after games. No commercials were sold. So elated is Mr. O'Fallon that he plans other closed-circuit features in future.

Wolfberg theatre failed to get approval from baseball commissioner Frick, on grounds exception couldn't be made to general ban on theatre TV for Series.

* * * *

Community antennas are another symptom of the long-frustrated TV demand (Vol. 7:2 et seq), and this week's mail brought FCC the most ambitious such project yet proposed. J.E. Belknap & Associates, 317 S. Main St., Poplar Bluff, Mo., partnership of 5 businessmen, asked permission to install common carrier microwave network to feed signals of St. Louis and Memphis stations to 15-20 towns. Local companies would distribute signals to individual homes by wire.

Proposal is first of its kind, definitely requires FCC approval, inasmuch as radio transmissions are involved. Other existing community antenna installations simply pick TV station signals out of air, send them to homes by wire.

Company would set up receiving-transmitting stations 30-40 miles northeast of Memphis and 30-40 miles west of St. Louis. First would kick signals along to

Kennett, Mo., where they'd be relayed to Poplar Bluff, thence eventually to many other towns. Second would send signals to Mt. Vernon, Ill. for further relay.

Initial service would be provided Poplar Bluff and Kennett. Company would operate its own local distribution system in former. Total population to be served eventually would be 265,000 in these additional towns: Malden, Dexter, Cape Girardeau, Jackson, Sikeston, Caruthersville, all Missouri; Paducah, Ky.; Cairo, Carbondale, Marion, Johnston City, W. Frankfort, DuQuoin, Benton, all Illinois.

Frequencies requested are 890-940 mc & 5925-6425 mc, using RCA TTR-1A and BTL-1A equipment, with estimated cost of \$25,005 per link. Classification of station asked is Class II experimental.

Cost of service to local entrepreneurs is proposed as follows: \$25 per home installation up to 500, \$10 each for next 500, nothing additional over 1000. Monthly rate would be \$1.75 per installation up to 500, \$1 each for next 500, 75¢ each for all over 1000. Finally, \$5000 is to be paid when 100 sets are in operation.

Company comprises 29-year-old Belknap, who owns drug store; C.B. Bidewell, hardware store; Wm. L. Cohen, general store; Ernest C. Dunn, hotel; John S. Davis, insurance. Mr. Dunn has principal resources -- worth \$100,000 or more.

Group appears confident of system's future, regardless of advent of TV stations. They believe towns too small to support more than one or 2 stations, whereas system can provide multiple services. They've retained McIntosh & Inglis as Washington consultants, conferred with FCC staff which welcomes test case. Construction would start 90 days after CP, be completed in 90 more, according to application.

Materials may prove tough nut to crack, if FCC does give approval. Just this week, for example, NPA announced turndown of request for 12 tons of steel, 1800 lbs. of copper, by Pennwire TV Co. (C.F. Gardner), which proposed to set up community systems in Lewistown, Burnham and Derry township, Pa., at cost of \$85,000.

BROADCASTERS HAVE NEW CAUSE CELEBRE: If NBC can make its formulas stick, there will be brand new alignments of radio networks -- to say nothing of an entirely new economic modus operandi -- forced by impact of TV on radio as an advertising medium.

If plan sticks, it could even be pattern for future TV station-network relationships and sales operations, though that isn't suggested in project announced by executive v.p. Charles R. Denny Oct. 5 in 13-page statement. Basic proposals:

(1) Addition of 100 or more station affiliates for "more massive coverage" -- these to be "premium" outlets paying and receiving no pay for carrying sponsored network programs as audience and prestige builders.

(2) More programs to be piped to affiliates for local sponsorships on "pay as you sell" basis -- some 10 hours (40 quarter hours) per week of non-option time.

(3) Network advertisers to select any stations they wish, instead of contracting for minimum groups, as now required -- buying such tailor-made networks on one-time, alternate-week or non-consecutive basis as desired.

(4) Downward revision of sponsor rates charged for and paid to about half the present 171 NBC affiliates, upward revision of others -- not necessarily depending on TV competition (though that seems implicit in idea). This is subject to negotiation with individual stations. Over-all network rates would remain about same.

(5) Changes in network option time to free more evening hours to stations for local sponsorships, but to give network more morning-afternoon time to sell -- also a tacit admission of TV inroads on night audience.

Overtones of TV's impact are manifest throughout whole plan, which NBC stated was endorsed by SPAC, its stations planning & advisory committee at meetings this week under chairman Jack Harris (KPRC & KPRC-TV, Houston). SPAC's "basic economic study committee" is also headed by Mr. Harris and includes: Harold Essex, WSJS, Winston-Salem; Harry Bannister, WWJ & WWJ-TV, Detroit; C. Robert Thompson, WBEN & WBEN-TV, Buffalo.

While NBC indicates it's proceeding with some facets of plan at once, whole project is bound to take time, inevitably will react on other networks and particularly on present system of station sales representation -- and probably will highlight NBC's affiliates convention at Boca Raton, Fla., Nov. 28-Dec. 1.

IMPERATIVE NEED OF SELF-POLICING CODE: By all means read FCC Comr. Paul A. Walker's summary of complaints being received by Commission against certain TV-radio program practices. Salient excerpts from his Oct. 2 speech before churchmen's board are published as a Special Report herewith.

Comr. Walker both praises and damns -- but the crescendo of complaints is something the telecasting fraternity simply cannot afford to ignore.

Visual program content & timing is regarded so delicate a matter, in fact, that station manager we know won't carry any dramatizations, network or otherwise, unless he's supplied with synopsis in advance. He congratulated himself this week because he escaped a lulu -- about an unfaithful wife and a pregnant servant girl, with several shots of latter handled with extreme indelicacy. (Show was "Grace" -- on Tintair's Somerset Maugham Theatre on NBC-TV, Mon., Oct. 1, 9:30-10:30.)

Same manager limits commercials, naturally won't accept the 30-minute-long kind (Vol. 7:38), won't allow crime and horror stuff during children's waking hours.

The home isn't a theatre or a night club, and self-policing of TV demands considerably more severe restrictions than stage or movies -- of that there can be no doubt. Hence, no more serious problem faces TV today than the proposed new code of self-regulation on which NARTB-TV standards committee (Vol. 7:25,31,36) reached unanimous accord at Washington meetings Oct. 2-3.

Text of proposed code isn't being made public until full TV membership (68 of the 108 stations, 2 of the 4 networks) acts on it at Oct. 19 meeting in Chicago's Stevens Hotel. All 12 committeemen were present at Washington sessions, at which drafts by 4 subcommittees -- education & culture; news, public events, religion, controversial issues; advertising practices; standards observance -- were gone over and consolidated into one document expected to win at least informal FCC approval.

NARTB-TV gets off to good start with high-minded project like this, merits support of everybody in telecasting. While NBC-TV has published code of own, and CBS-TV is reported preparing one, whole industry may be expected to adhere to all-industry standards, once they have been adopted by station rank and file.

FEVER MOUNTS IN 'PAPER' FREEZE HEARING: Filing of statements in FCC's "paper allocations hearing" reached total of 736 this week -- indicating they'll number well into 4 figures by Nov. 26 deadline (Vol. 7:30). Nevertheless, feeling is universal that procedure is saving many months, if not years, of time in ending freeze.

Perhaps most significant of this week's filings was one from Sen. Johnson, who strongly reiterates his contentions that:

(1) Educational institutions, in his own Colorado at least, and probably in most other States, can't get funds to build and operate stations.

(2) Commercial stations should be required to set aside time for education.

"There has been some intense drum-beating throughout the country," he said, "designed to stampede the Commission into reserving channels for non-commercial educational purposes. In theory, and at first blush, this proposal shines with great lustre. As a practical matter, after close scrutiny, one observes that the brightness covers little ground and the glitter is only skin deep.

"TV is far too valuable as a national resource and much too intricate and delicate a process to be allowed to waste away through idleness, lack of funds and inexperience. I want this medium to be available to the people of Colorado now. I am positive that neither the University of Denver nor any other educational group will be ready during the next 10 years to apply for a license and state that they are 'fit, willing and able' to operate a TV station. What I want to avoid is creating a 'dog in the manger' situation."

So intent is the Senator on realigning FCC's proposed channel allocations to get more vhf into Denver, that he had consultant Grant Wrathall (who owns radio stations out West) present engineering affidavit & maps showing how it can be done.

With Sen. Johnson's powerful opposition, with prime advocate Comr. Hennock presumably leaving FCC, with educational counsel Telford Taylor going to new govt. post (Vol. 7:39) -- Commission may ease up somewhat on its reservation proposal,

perhaps in direction indicated by Chairman Coy: set time limit to reservation.

Educators are putting up stronger showing than many expected, some of their filings indicating intense study, a few actually claiming financial resources now on hand. Thus, it's considered unlikely FCC will drop reservation in toto.

* * * *

Lawyers and engineers are now exploring ways and means of smoothing post-freeze hearings to cut delays to bone. Communications Bar Assn. committees have been meeting, making suggestions. Final recommendations won't emerge for some time, but these are among topics considered:

(1) Cutoff date, with applications "frozen" for specific period.

(2) Length of time during which applications will be accepted after final freeze decision. Many lawyers and engineers are disturbed by FCC talk that one month may be enough (Vol. 7:36). In addition to flood of new applications to prepare, they expect 50% or more of existing 445 applications will have to be amended as to financial and legal data, virtually all of them as to technical data.

(3) Disposition of cases heard pre-freeze. There's nothing clear on this yet, but applicants who have been heard feel they have priority over others.

At FCC, there are really no decisions on any of these. FCC has yet to decide just how to go about making final decision. Though there's some talk of doing it piecemeal, one area at a time, such procedure is unlikely. "One big package," when it's all over, looks like the ticket.

As for oral presentations, these will be mighty rare, if not non-existent. Only possibility of these is where FCC is sure it will find itself over legal barrel. "Show cause" orders, where Commission proposes to switch channels of existing stations, may precipitate a very few oral hearings. But FCC may choose to avoid these by accepting alternative proposals offered by stations.

But true end of freeze -- stations on air -- is still in mists of future... 1953-54 (Vol. 7:36). One savvy Washington attorney soberly predicts hearings in every one of first 160 markets -- all cities down to 60,000 population -- with final FCC decisions taking up to 18-24 months.

MORE UHF ANSWERS—BY SARKES TARZIAN: That uhf reception problems are well in hand -- amply proved by many manufacturers -- was again emphasized this week when tuner-maker Sarkes Tarzian showed his wares in Bridgeport. And Mr. Tarzian, ever full of enthusiasm for TV, indicated willingness to go into station equipment manufacture in modest way to assist small-town station entrepreneurs like himself.

Builder-operator of WTTV in nation's smallest TV city, Bloomington, Ind. (pop. 28,000), Tarzian is also biggest maker of switch-tuners -- though his output is nowhere near that of giant in field Standard Coil (turret type).

Tarzian showed some 60 engineers from 20-odd companies his answers to uhf and described his approach to problem. To us, after our fifth Bridgeport trip, it appears that his uhf tuners shape up about as well as his successful vhf units and the uhf devices of other manufacturers (Vol. 7:14-23).

Mild-mannered, highly respected Sarkes Tarzian's first pitch is a new vhf tuner, TT16, so designed that uhf tuner can be added by simple plug-in. He urged that set designers build future receivers around tuner in such fashion, with uhf dial and all, that uhf tuner may be added by mere layman.

He decries removing vhf strip and replacing it with uhf -- a la Zenith, Standard Coil, et al -- deploring loss of any vhf channel. Both an all-channel continuous tuner and a single-channel unit are offered. Though principal aim is to get new vhf tuner into sets, company now has uhf tuners for existing sets. For these, vhf & uhf antennas are hooked into the tuner and tuner feeds into sets's antenna terminals. Uhf is tuned on Channel 2 or 3.

If it's self-powered, all-channel unit should retail at \$39, single-channel at \$22.50, Tarzian said. If set's power is used, price is about \$10 less for each.

Engineers seemed satisfied with performance, as demonstrated at Hotel Barnum -- though Giants-Dodgers final playoff game certainly took minds off technicalities

for awhile. As usual, engineers won't rest until they can get their hands on tuners and test them under adverse conditions. But Tarzian isn't sending samples yet, says uhf stations must be more imminent before he'll give others chance to copy.

* * * *

As for uhf's potential, he's quite enthusiastic, saying: "I see no reason why it won't give as good service as vhf. We still don't have the right receiving tubes, but we will. Eventually, we'll have vhf & uhf on the same tuner."

Oscillator radiation problem, once a cause celebre at FCC, with overtones of govt. regulation (Vol. 6:23), has been licked with much less fanfare than feat war-rants. For example, Tarzian says his present vhf tuners radiate no more than 25 uv/m at 100 ft. on Channels 2-6 or 50 uv/m on Channels 7-13. This compares with RTMA-recommended 50 & 150 uv/m for respective channel groups. His uhf tuners, says Tarzian, radiate well within RTMA limits. He believes that achievement of uhf via strips may prove serious in this respect.

Roundup on uhf tuners and sets has been written for November Radio-Electronics Magazine by Rudy Frank, promotion manager of WELI, in nearby New Haven, whose home has served as unique testing ground for most units announced to date (Vol. 7:15). December issue will contain his description of uhf antennas.

So successful is his WTTV, Bloomington, which has turned the profit corner, that Tarzian says he's willing to show other small-town aspirants "how to do it." "In fact," he says, "though we aren't looking for business, if someone wants us to, we'll equip such stations completely, at about \$150,000, instead of the \$250,000-\$300,000 it would otherwise cost." He means "the works", he says, including 2-kw transmitter about like WTTV's (Channel 10).

FEW TV-RADIO CONSTRUCTION TURNDOWNS: Surprisingly few TV-radio building projects have been rejected by NPA for fourth quarter -- only 6 (3 TV, 3 radio) out of total of 2195 turndowns handed out by Govt. to all industries.

Fifteen broadcast construction projects, on other hand, have been listed to date as approved by NPA (Vol. 7:37-39) -- out of mere 180 approved construction projects of all types announced so far. More approvals are yet to be announced.

And CBS got govt. OK and allocation of fourth quarter materials for its big \$5,330,000 "Television City" studios on Gilmore Stadium site in Los Angeles -- to become 16th broadcast construction approval for this quarter. (NPA erroneously listed CBS project as rejected in tabulation released this weekend.)

Three TV studio projects were turned down for fourth quarter -- no reasons given -- but these may reapply for first quarter 1952. They were DuMont and CBS in New York, scheduled to be built at cost of \$1,150,000 and \$230,000, respectively, and WJBK-TV, Detroit, \$169,200.

The 3 radio station construction bids rejected were: KSOO, Sioux Falls, S.D., \$19,000; WJAM, Marion, Ala., \$12,000; KABR, Aberdeen, S.D., \$4564. KSOO has CP for power boost; neither of latter two is on air, both have CPs.

COMR. FRIEDA HENNOCK'S chances for New York Federal judgeship (Vol. 7:39) didn't seem bright this week—but bulk of her support is yet to come. This week, Comrs. Coy, Walker, Jones and Communications Bar Assn. president Wm. Porter appeared in her behalf before closed sessions of Senate Judiciary Committee. Chairman Pat McCarran (D-Nev.) says it's unlikely that hearings, which adjourned Oct. 3 after 2 days' sessions, will resume before Oct. 15. Miss Hennock became ill, didn't attend Oct. 3 session.

Hearings continued closed, will resume same. Sen. McCarran says he doesn't know whether Miss Hennock will testify in her own behalf. "She hasn't conferred with me about it," he said.

Hearings continue to range entire gamut of Miss Hennock's qualifications. One Senator wondered why commissioners and industry representatives "seemed so eager to get her off the Commission." Another, when told of

her single-minded advocacy of educational TV reservation, asked: "Do you think that's a judicial temperament?" There were other even rougher charges.

Opposing Miss Hennock this week were Judges John Mullen and James G. Wallace, of New York City Court of General Sessions. Reportedly due to testify for her are: Justice Agnes Craig, New York City Municipal Court; Jacob Holtzman, New York State Board of Regents; many representatives of women's attorneys' associations; spokesman for Joint Committee on Educational Television. There was speculation that Judiciary Committee wouldn't act this session, due to adjourn by end of month, leaving way for recess appointment, but that possibility didn't appear strong at week's end.

Walter I. Griffith, 73, onetime director of Iowa State College's WOI and ex-president of National Assn. of Educational Broadcasters, died Sept. 29 at home in Ames, Ia.





FOR 1952—NPA CONSERVATION ORDERS: Conservation...simplification...standardization -- these words are heard more and more around govt. production control agencies.

Constantly discussed are regulations that would tell practically all industries what they can and cannot do with materials doled out to them.

For maximum production from minimum materials by civilian and defense-supporting industries, best information is that NPA is planning series of orders and programs to enforce conservation. Most of these orders won't come until next year -- probably until second quarter. And industry committees will be asked for advice before they are prepared.

Here are examples of restrictions which may be imposed on TV-radio industry -- some are already being considered; others merely have been suggested within NPA:

- (1) Ban on metal cabinets and brass, aluminum and stainless steel trim on TV-radio sets and other electronic equipment.
- (2) Standardization and elimination of many receiving & picture tube types.
- (3) Limitation of number of models each manufacturer may produce. For instance, NPA could standardize on 14, 17 & 20-in. TV sets and limit manufacturers' lines to one console and one table model of each.
- (4) Limitation of amount of aluminum in TV and auto radio antennas.

STATISTICS POINT UP FAVORABLE TRENDS: "Still going good," is word from all levels of the TV trade -- well supported by industry statistics.

Final September week, ending Sept. 28, saw production continue to inch up, while factory inventories took another dive of nearly 50,000. It was ninth straight week of declining inventories.

Week's production was 81,946 TV sets (1681 private label), up from 78,548 the week before (Vol. 7:39), bringing September's 5 statistical weeks' total to 331,379 (subject to later revision by RTMA statisticians).

September output figure compares with August's 146,705, July's 152,306. Thus, third quarter total is 630,390, as against second quarter's 1,134,836, first quarter's 2,199,669 -- for 9-month total of just under 4,000,000.

Will year's output go much beyond 5,000,000 with 3 months to go? Prospects are good -- but it all depends on continued demand for sets and availability of materials to set makers. Right now, inventories are being consumed, and nearly everybody feels confident these will be in reasonable balance to output by end of year.

* * * *

Factory inventory of 462,896 as of Sept. 28 compares with peak of 768,766 last Aug. 3 (Vol. 7:32), and is down from 510,100 end of preceding week (Vol. 7:39). It puts factories at about position they were at beginning of last May, when figure was 474,541. But picture isn't nearly so bleak as then, for distributor inventories then were about 650,000 and dealer inventories were unknown quantity but piling up.

Distributor inventory count by RTMA is always month behind factory figures. It stood at about 680,000 at end of August. New Dun & Bradstreet dealer count, also month behind, was estimated at 800-900,000 as of Sept. 1 compared with the 900,000-1,150,000 estimate of month earlier (Vol. 7:35).

Radio production was 222,257 units (98,045 private) for Sept. 28 week, with inventories 381,556. Week before, the figures were 240,494 & 388,919, respectively. Month's radio production thus was 1,091,042, which, added to August's 563,407 and July's 548,495, brings third quarter total to just under 2,203,000. First quarter radios were 4,135,111, second 3,730,219 -- so 9-month total is just over 10,000,000.

Sept. 28 week's radios were 125,373 home, 20,901 portables, 75,983 auto.

It's apparent TV-radio trade is enjoying same upswing as most other appliances still in supply, judging from optimistic reports in business press. "The lift is off the bottom," said report of business survey committee of National Assn. of Purchasing Agents, but it cautions that's "not indicative of a boom in general business the balance of the year."

Near-term outlook is for higher prices for TV sets, once old stock is gone. New lines are generally priced higher, production is subject to ever-tightening materials controls, probable lower output rate, increasing labor costs. If demand continues high, prices have "nowhere to go but up."

Long-term, there's scant doubt about enormous future prospects for TV -- once freeze is lifted, new stations built, new markets opened up. That's assuming that, by then, civilian and defense economies are brought into promised equilibrium.

* * * *

In that connection, it's worth contemplating what GE's Dr. W.R.G. Baker recently listed as 4 principal factors affecting growth of TV after freeze thaws:

(1) Economic: "We will still be in the middle of an expanding economy, with our national gross product reaching a new high of some \$310 billion or more a year, due in part to the heavy Federal military expenditures, to the Govt.'s deficit spending and to a dropping, but still fairly adequate, supply of consumer products, and a high level of disposable income."

(2) Political: "We are, and barring an all-out war, will be in 1952 living in a garrison state, a controlled economy, with definite limitations on the amount of civilian production and with controls on profits, wages and prices."

(3) Production: "If the present pattern of mobilization is followed, there will not be available for manufacture of TV sufficient critical materials for industry to produce more than 5,000,000 sets in 1952. It may even be 4,000,000 or less, if proposed restrictions on critical materials are adhered to rigidly. It might even be fewer sets if nickel is unavailable for receiving tubes."

"It takes a long time for many of the military contracts to build up to any volume, and that is particularly true for complicated military electronic equipment requiring a large amount of engineering. The major drain on the supply of critical basic materials will fall most heavily in 1952 and early 1953."

(4) Scientific: "Improved black-and-white receivers for uhf as well as vhf will be available. Picture tube sizes are still increasing. No compatible color receiver of an all-electronic type will have been developed to the point that it will be in quantity production by the time the freeze is unfrozen."

CUTBACKS BITING NOW—TROUBLE AHEAD: Let's not kid ourselves -- there'll be tough times ahead. TV-radio-appliance production is bound to dip further as inventories of materials are used up, metal rations get tighter and component shortages develop.

Some of the optimistic statements by high govt. officials recently do not appear to be borne out by the facts. It's known that these same men -- in off-the-record remarks -- see plenty trouble ahead in production situation.

While NPA was telling industry groups this week that consumer durable goods may get 10% less copper and aluminum during first-quarter 1952, for example, Defense Mobilizer Charles E. Wilson reported to the President and the public that civilian manufacturers may get enough materials during first quarter to allow them to operate "substantially at fourth-quarter levels" (see Mobilization Notes, p. 11). This is a view we haven't heard from any other production control official.

To satisfy total military and civilian demand for metal in first quarter would require: 205% of total available supply of structural steel; 160% of alloy steel; 170% of stainless steel; 166% of copper wire; 177% of aluminum.

Already these shortages have bitten heavily into appliance output. GE and Westinghouse are eliminating from their lines some small appliances such as waffle irons and sandwich grills, and GE is cutting refrigerator output to 50% of first-quarter level. Shortages of nickel, steel, copper and zinc were blamed for shutdown this week of GE's Hotpoint plant in Milwaukee, which idled 600 workers.

That material shortages are going to hurt this quarter, is indicated already

by widespread claims of brand-name TV manufacturers that distributors are demanding all the sets they can now supply. Bendix, for instance, says some of its models are on allocation to distributors "despite the fact that production lines...are moving on regular schedules based on copper allotments."

"Our own CMP allocations would restrict our fourth-quarter production to a fraction of the 1950 period," declared Magnavox president Frank Freimann this week. "Inventories generally are not large enough to compensate for production curtailments in the offing," he said. "The apparent uncertainty that still prevails in relation to the industry is inconsistent with the govt.-enforced production cutbacks that will prevail in the coming months."

* * * *

Another cut in fourth-quarter steel-copper-aluminum was announced Oct. 1 by NPA -- in form of ruling that any unfilled order calling for third-quarter delivery which is not shipped by Oct. 7 must be charged against fourth-quarter CMP allotment. Move was necessary to break log-jam of undelivered orders backed up on mill order boards -- but no matter how you slice it, it's a cut in metals for this quarter.

Fourth-quarter copper crisis has been relieved somewhat by withdrawal of 30,000 tons from govt. stockpile, but there's still strong possibility some users won't get their full fourth-quarter allotments. And stockpile withdrawals must be paid back within year.

Aluminum is now most serious item in fourth-quarter picture -- due to the drought-induced power shortage in Pacific Northwest. Although dry spell apparently is over, much production was lost, and aluminum stockpile is too low to draw on.

Acute aluminum-copper shortage in first and second quarters of 1952 was predicted this week by DPA-NPA chief Manly Fleischmann -- because of rising military "take" of these metals. While govt.-sponsored expansion program should blot out the aluminum shortage by end of next year, he said, "the shortage of copper, like death and taxes, will always be with us."

There's less copper available this year than last, in face of far greater demand, says Frank Hayes, NPA's top copper expert; "and in 1952, and running into 1953, we will be very fortunate if we can maintain our present [copper] production."

Trade Personals: Michael D. Kelly, promoted from asst. to TV sales mgr., Hallicrafters, succeeding Paul H. Eckstein, resigned to form own electronics sales rep firm with offices in Pure Oil Bldg., Chicago . . . John Mahoney, Hallicrafters sales promotion mgr., succeeds Charles J. Nesbitt as adv.-public relations mgr., Mr. Nesbitt joining Critchfield & Co., Chicago ad agency headed by his father . . . Other Hallicrafters executive appointments, mainly promotions, announced this week by Wm. J. Halligan, president: Wm. J. Halligan Jr., communications radio sales mgr., named radio sales mgr.; Wm. S. Wright, works mgr., to operations mgr.; Fred T. Page, ex-Ford, controller; J. C. Matthews, asst., to purchasing director; Rudolph W. Westerfield, director of procurement, to executive staff . . . James C. P. Long, head chief of Navy Dept. material coordination section, joins Washington engineering staff of Sprague Electric Co. as asst. to John P. Sheridan . . . James R. Hill, ex-Herbert H. Horn Co., joins Hoffman Radio in charge of TV parts warranty program, succeeded as gen. service mgr. at Horn by Clarke Latimer . . . Marshall C. Wells named sales promotion mgr., Hoffman Sales Corp., Los Angeles . . . James B. Ferguson named chief engineer, Link Radio, with F. A. Schaner in charge of govt. accounts; Harold Heimark, commercial; J. W. Campbell, engineering coordination . . . Ignatius Volpe, ex-Air King and Jewel Radio, named chief engineer, Steelman Phonograph & Radio . . . George M. Johnson, South-South-east regional sales mgr., named mgr. of Chicago sales branch, Stewart-Warner TV-radio div. . . Paul P. Pierson named mgr. of new Crosley Distributing Corp. branch in Omaha; Crosley now operates own branches in New York, St. Louis, Atlanta, Albany, Portland, Ore.

SELF-FOCUSING PICTURE TUBES now comprise DuMont's entire output, and similar tubes are in production or planned by other major manufacturers. DuMont, having discontinued manufacture of conventional magnetic focusing types, is producing new zero-voltage "automatic" electrostatic focus tube (Vol. 7:20-21, 33-34) in 17, 20 & 21-in. sizes, and will put it into new receiver line.

GE is manufacturing its own version of the zero-voltage tube, also in 17, 20 & 21-in., but is still turning out magnetic focusing tubes, too. RCA this week announced new low-voltage electrostatic focus 17-in. similar to DuMont's, but with provision for adjusting focus voltage, although "focus is automatically maintained." Sylvania is known to have similar tube in the works, and Rauland has been making low-voltage tubes for some time (Vol. 7:12).

Although new tube is more difficult to manufacture than old types, it makes possible savings in cost of set manufacture, and—more important—in such strategic materials as cobalt, copper and steel. Tube manufacturers variously estimate use of new tubes will save set makers from 75¢ to \$4 per set by eliminating or simplifying focus circuits.

"Ham" radio operators were granted priorities to buy parts and equipment Oct. 4 in NPA Order M-85. Order provides that members of 9 major military and emergency networks can each purchase \$200 worth of priority orders on self-certifying basis. Other amateurs will be limited to \$100 in rated orders. Regulation permits amateurs to pool their quotas "to meet unusual needs." The "ham" priority action was requested by defense agencies, Amateur Radio Relay League and electronic parts, components distributors.

Urgent Need for TV Code

Commissioner Walker Sounds a Warning

On Program Excesses by Telecasters and Broadcasters

Excerpts from Address before Board of National Council of Churches of Christ in U. S.; New York, Oct. 2, 1951

Editor's Note: At the very moment an NARTB committee was completing draft of a TV code (see Television Digest, Vol. 7:40), FCC Comr. Paul A. Walker was addressing these severe—and in some instances quite deserved—strictures upon certain telecasting-broadcasting practices. These excerpts are published because we sense a growing undercurrent of reaction against dubious programming, often off-color, more often badly timed; because they reflect the sort of complaints being received by the FCC; and because the venerable Mr. Walker, oldest member of the Commission on which he has sat for 18 years, an elder in the Presbyterian Church, and an ardent TV fan, doesn't often speak out so sharply—but this time felt he had to do so. His remarks emphasize the pressing necessity for standards of self-regulation and for the entire industry's wholehearted cooperation in the NARTB code effort.

“YE shall know the truth, and the truth shall make you free.”

These words of St. John might very well serve as a guide to broadcasters and all those who are interested in the improvement of radio and television service. Unfortunately, there are those who seem to disregard this principle and are more concerned with the financial aspect of broadcasting than they are its cultural and spiritual value.

A recent issue of the *Chicago Daily News* carried an article about a television program over a station in Chicago which featured a game of Russian Roulette. As you know, in this game one bullet is put in a revolver, the chamber is spun, the gun is put to the head and the trigger is pulled. The chances are one to six that the one pulling the trigger will be killed. This particular program was broadcast about 9 o'clock in the evening and among its many viewers were five teen age boys who had a spirit of adventure. One of them shot himself after the third try and died. A writer for the *Chicago Daily News* commented regarding this tragedy:

This is not an isolated incident. It was merely more dramatic and more immediate in its results. It would be good if American youngsters could take care of themselves. Unfortunately, they can't. They need leading. Leading them to Russian Roulette, to crime, to passion, to horror, as shown on so many television shows is the height of irresponsibility.

This unfortunate incident and the comments of the newspaper man about it deserve our most serious thought. It illustrates most dramatically the impact that this new electronic marvel of television can have upon the thinking and behavior of our people, especially our children. Its use for good or evil will to a large extent, I believe, depend upon the character and sense of public responsibility of those who are licensed to operate stations and the constructive efforts and helpful assistance of individuals and groups such as your own.

Radio and TV Do a Good Job

By and large, I think it may be said that radio and television stations do a good job in this country. We have developed a system of broadcasting in the United States which on the whole far surpasses any other in the world. For example, we were recently thrilled by the first nationwide network telecasts which brought the sessions of the Japanese Peace Treaty Conference into the homes of millions of people throughout the land. The construction and splendid performance of this network are a tribute to the genius of American enterprise. The video transmission of

the sessions and the commentaries of experts coming from the meeting rooms constitute a superb achievement in mass communication and education. Many radio stations have demonstrated a high sense of public responsibility and have contributed richly to the well-being of the communities in which they operate. A splendid example of this is the First Radio Parish Church of America, which has been carried by Station WCSH in Portland, Maine, for more than 25 years. Commissioner Sterling recently attended its 25th anniversary and paid high tribute to the station and to Pastor Howard O. Hough who started the church and has faithfully carried it on through the years.

Despite such excellent performances, however, we must honestly recognize that much of what we see and hear on American radio and television has little cultural, educational or spiritual value and some of it is positively harmful.

The correspondence which regularly comes to the Federal Communications Commission is striking evidence of the public reaction against some of this degrading programming. Almost daily we receive substantial quantities of mail from irate citizens who protest the advertising of alcoholic beverages, indecent or profane programs, false or misleading advertising, crime and horror stories, and other types of inferior programs. The other day I received a letter from a distressed woman in Wisconsin pleading for some restraint on TV programs which border on the vulgar and do violence to generally accepted moral standards.

What They Complain About

As I pointed out recently in a speech to the National Education Association, we have many fine radio and television programs but we are still plagued with some that border on cheap burlesque; that dramatize tales of horror that make children scream in their sleep; that contain prolonged disc-jockey shows with repetitious chatter; that dramatize anti-social behavior and make it appear harmless and even respectable.

I think you may be interested in excerpts from some of the letters which have recently been received by the FCC in which complaints have been made regarding radio and television programs. A gentleman from Milwaukee writes: “As a frequent radio listener, it is my conviction that it has become incumbent on your Department to revise that book of 20 years ago ‘Twenty Million Guinea Pigs’ upward to ‘50 million’.

“It seems to me there should be a time limit on commer-

cials. Yet, here today we have reducing compounds, hair oils and . . . baby diapers being sold on 15-minute commercials.

"You don't know who makes the stuff, you have nothing but the come on of a 'money back guarantee' wholly without reputation or integrity to go on."

A lady in New York complains of a "phony selling scheme" which has been carried by a station for weeks in which "high pressure sales talks" are used.

A protest comes from a lady in Arkansas. She raises the question, "Has radio reached the point where filth and foul smelling programs can be presented under the name of entertainment?" If so, she says, "then kill the whole radio system. . . ."

Crime Programs and Juvenile Delinquency

An irate gentleman from Louisiana writes: "Why isn't something done to control the number of crime and horror programs broadcast over all but one of the major networks. Some nights on one network we get as much as three and a half hours straight of crime and horror.

"Everyone talks their heads off telling about the constant increase in juvenile delinquency while some networks are permitted to broadcast three to four straight hours of crime and horror at one time.

"Why doesn't someone in authority do something? Or do the ones who could do something care what happens?"

Another distressed woman writes that "My little 5-year-old granddaughter sits in utter absorption oblivious to everything else around her," listening to all the "gruesome murder stories, people shooting and being shot, beating each other up, screaming and dying, etc., etc. These things cannot help but have a bad effect upon the kids."

A woman in Los Angeles writes: "May I as a conscientious citizen appeal to you in regard to the appalling amount of crime-detective programs presented on the radio. Fortunately, I can control the listening habits of my own impressionable-aged children but I shudder to think of the many, many younger boys and girls, teen-agers and even adults who listen and are unfavorably influenced by these dreadful, immoral, overdone, over-emphasized crime stories. If just half such programs were removed and replaced by a higher type of presentation, one to cultivate and strengthen rather than break down the public thinking, there would still be an abundance for the ardent detective story listener." She concludes her letter by saying: "Please give the children something to build on instead of a picture of crime and insanity after which to pattern their lives."

Not long ago a doctor in a large city wrote regarding the program service of two of the three television stations in that city saying they spent the whole afternoon from 3 to 6 o'clock advertising beer and giving race results.

'Vulgarity and Obscenity'

Recently the Commission received a copy of a resolution adopted by a ministers' association in a large city deploring the vulgarity and obscenity which characterize many of the programs broadcast by radio and television stations. This resolution reads in part:

Through the medium of radio and television, a deluge of burlesque show humor, liquor advertising and barroom vulgarity is forced upon us. Our boys and girls are urged to drink. This is repeated again and again and programs glorify drinking liquor. To us it seems that radio and television are more concerned with revenue and with catering to a minority of people with a love for smut than they are the principle of service.

We believe that the service motive is a sound business principle and that all forms of recreation, including radio and television, should re-create; that is, should be constructive and promote development and growth.

. . . We urge an emphasis upon programs which promote a respect and love for truth, beauty, goodness and the God given sense of humor.

The attitude of some leading citizens with respect to the general quality of radio and television programs is well expressed, I think, by a prominent writer* in these words:

Radio remains, and increasingly becomes, a technical triumph. But it would not be an exaggeration to say that nine out of ten of the voices that the listener summons when he turns the dial are the voices of mediocrity—and of immaturity: mediocre actors speaking mediocre lines—or actors who deserve better lines trying to inject meaning into the meaningless; mediocre singers singing mediocre songs; mediocre comedians laboring to make old jokes sound new; mediocre commentators sharing the air with their more penetrating and responsible fellows; mediocre quiz masters asking questions and handing out prizes; mediocre advice-givers responding to deep human perplexities with pat mediocre advice. If, from the point of view of man's maturing, the test we must put to radio is that of its average influence or its most frequently exerted influence, the answer is not reassuring.

Opposes Government Censorship

Now there are some who have become sufficiently aroused to urge governmental intervention. They honestly believe that the only way to secure the highest quality program service is through government censorship. I, for one, however, do not subscribe to this school of thought. I do not believe that a few officials in Washington should have the power to tell 150,000,000 people what they may hear and see on radio and television. Congress wisely prohibited censorship and limited the authority of the FCC with respect to program service when it passed the Communications Act of 1934 and established the agency.

While the Commission does exercise authority insofar as the law permits, the improvement of broadcast program service must come primarily as a result of effective leadership by responsible citizens and organizations in the community and nation and broadcast licensees who are responsive to that leadership and influence.

Churches and their leaders have contributed immeasurably to the well-being of this country. The words, "In God We Trust," have a real and profound meaning for most Americans. According to a recent survey more than 80,000,000 of our people are affiliated with one church or another and of this number more than 50,000,000 belong to Christian churches, a substantial portion of which are represented by your organization. I understand that the total membership of your group is about 32,000,000. Religion, therefore, is a vitally important aspect of the American way of life. For this reason, the FCC has consistently looked with favor upon the broadcasting of religious programs and has always considered them as an important element of the public interest. In fact, when stations apply for renewal of their licenses, they are required to state what time they have devoted to religious and cultural programs and how much they propose to devote in the future.

Most Stations Generous with Time

By and large, stations have been generous in providing time for such broadcasts and the files of the Commission show that there has been an over-all increase in the granting of time to churches and other religious groups in the past few years. However, there have been some disturbing examples of stations that have discontinued all religious programs to make way for those which are commercially profitable. Your organization and others similar to it can help to improve this situation. Through surveys and studies of your national and local groups you can continue to keep the general public, the government and broadcast licensees informed of the religious and moral needs of the nation and the radio work that is being done to meet these needs . . .

A Nobel prize winner has recently said that science and religion are the answer to the world's problems. The advances in science are giving us new devices and techniques but we know full well that science alone cannot give us a healthy and happy world. The philosophy and faith which motivate the use of these new scientific tools are crucially important. As Jeremiah has said: "Thus saith the Lord: Let not the wise man glory in his wisdom, neither let the mighty man glory in his might, let not the rich man glory in his riches: but let him that glorieth in this, that he understandeth and knoweth me, that I am the Lord which exercises loving kindness, judgment and righteousness, in the earth: for in these things I delight, saith the Lord."

* H. A. Overstreet, in *The Mature Mind*.

Topics & Trends of TV Trade: A \$2,000,000 promotion—including what is probably biggest giveaway contest in history—is planned by Crosley to push its new line of TVs, radios and appliances. “American Way of Life” essay contest, announced Oct. 3, will feature 5000-6000 merchandise and cash prizes, including national first prize of \$10,000. In addition, Crosley will present \$500,000 to churches and charities selected by contest winners. Primary purpose of huge promotion, said v.p. William A. Blees, is to counteract the “demoralizing” effect of TV-appliance price cutting. Further production cutbacks were predicted by v.p.-gen. mgr. John W. Craig, but he said this will be offset partially by technological advances.

DuMont’s industrial color equipment (Vol. 6:9-10)—field sequential, 18 mc, 180 fields, 12½-in. monitors—will be used to view ramjet engine tests Oct. 9-12 for National Advisory Committee for Aeronautics, Lewis Laboratory, Cleveland. Some 1200 military and aircraft industry visitors are expected to observe demonstrations, to be conducted by DuMont engineer Patrick Gallagher.

RCA Victor’s entry into air-conditioner field, selling units under own brand and made to its specifications by Fedders-Quigan Corp., Buffalo (Vol. 7:39), will come under jurisdiction of distribution v.p. Robert Seidel; RCA distributors will handle, for most part. RCA arrangement with Fedders-Quigan, it’s said, is much same as that of Philco with York Corp.

RTMA reports only fraction of govt. orders, unknown percentage of total, but that fraction is illustrative of overall increase. Second quarter orders totaled \$324,493,087, compared with first quarter’s \$184,216,795. Radar is biggest single group, amounting to \$187,598,079, “communications apparatus” second with \$115,500,969.

Picture tube sales by RTMA members in August totaled 210,043, worth \$4,327,234, up nicely from July’s 89,144, valued at \$1,858,930. Figure for first 8 months is 2,851,222, worth \$72,714,437. Of August sales, 98% were 16-in. and up, 93% rectangular.

Hoffman Radio ups prices of 7 new models, including \$10 more on 17-in. consoles (now \$350 & \$360), \$30 on 17-in. tables (now \$260 & \$270), \$40 on 24-in. consoles (now \$635 & \$650).

* * * *

Trade Miscellany: New York dept. store sales in Sept., running 8.5% lower than same month of 1950, showed consistent TV-radio declines, according to monthly *Herald Tribune* survey revealing 11 stores with percentage declines ranging from 13 to 83 . . . Kansas City Electric Assn. sponsoring \$12,000 campaign of 608 spots on 5 local radio stations to promote TV set sales, theme being “The Richest Man Cannot Buy All the Entertainment Your Family Can Have Free—on TV”; dozen distributors and Kansas City Power & Light Co. have pooled to underwrite campaign . . . August TV set sales in Washington area, according to Electric Institute, totaled 3550 vs. 10,216 in August 1950; cumulative for Jan.-thru-Aug. was 28,829 vs. 47,848 . . . Gimbels N. Y. advertising own-brand TVs (reported made by Regal) at \$128 for 17-in. table, \$158 console; \$148 for 20-in. table, \$188 console . . . Zenith shipments during Sept. totaled some \$12,000,000, double August’s, according to trade reports . . . Crosley reported planning to add room air conditioner and a dishwasher to appliance line . . . Magnavox price guarantee, made June 15 to last to Nov. 1, extended to Dec. 15.

GE reached agreement with IUE-CIO Oct. 4 on pact providing 2½% pay boost for 70,000 workers in 55 plants, with minimum increase of 3½¢ an hour, as well as escalator cost-of-living wage adjustment providing 1% wage increase for each 1% rise in living cost index, adjustments to be made March 15 and Sept. 15.

Mobilization Notes: Good level of civilian production can be maintained in first-quarter 1952, said Defense Mobilizer Charles E. Wilson this week in report to the President. He predicted no cutbacks heavy enough to “force many plants to close completely at a time when the military program does not require the plants nor the manpower.” He pledged effort to keep civilian plants operating above “break-even point,” and said “actual production levels [in fourth quarter] will probably be higher than the allotment percentages indicate, and close to levels that prevailed prior to 1950 [because of] inventories of materials on hand, substitution of less critical materials, and many ingenious conservation techniques.”

As for shortages of consumer goods, Wilson said they may be avoided in 1952 if demand stays low. “In the radio and TV market, for example, consumer demand has not been high enough to eliminate some unemployment in the industry. An inventory of 2,000,000 TV sets and 3,000,000 radios is available to help offset the temporary production decreases that will be necessary as military demands upon the electronics industry increase.”

TV-radio production chart, illustrating report, shows estimated future output, using 1949 as base. Production in 1950 (7,400,000 TVs, 14,500,000 radios) was 222% higher than 1949, and 1951 production is shown as about 180% of 1949 (or 6,000,000 TVs, 12,200,000 radios). Chart also forecast 1952 production at 5,000,000 TVs, 9,700,000 radios.

Mobilization program is passing out of “tooling-up” stage into actual production, said report. Third quarter military deliveries were more than \$5 billion, and “by a year from now, the rate should have doubled, reaching \$10-\$11 billion in deliveries per quarter . . .” The defense mobilizer went on:

“In the field of electronics a relatively small number of high-cost complex radar systems account for 60% of the production dollar. Deliveries to date have been relatively low, while the industry expanded its plant and completed its tooling. The delivery rate will triple by next summer. Some of the newly-developed items are already in use. Long-range radar equipment is included in the ‘radar fence’ now protecting our borders; new electronic-controlled weapons are in use by ground, sea and air forces; lighter and more reliable field radio and telephone sets have proved their value in Korea.”

* * * *

Personnel changes this week in mobilization and related establishments: W. W. Watts, deputy DPA administrator, has relinquished part-time duties in Washington to return to his job as engineering products v.p., RCA Victor; he will continue as a consultant to DPA . . . J. A. Milling, chief, end equipment branch, NPA Electronics Div., to head DPA Electronics Production Board while chairman Edmund T. Morris Jr. is in Europe . . . Robert E. Williams, on leave from Automatic Electric Co., named director, NPA Communications Equipment Div., succeeding Luther W. Hill who resumes duties as president of Carolina Telephone & Telegraph Co., Tarboro, N. C. . . . Walter C. Skuce, NPA asst. administrator for production controls, who directed CMP program in World War II and developed present CMP machinery, returns to post with Owens-Corning-Fiberglas, his deputy William C. Truppner taking the NPA job on acting basis . . . Gabriel J. Ticoulat, Crown Zellerbach Paper Co. v.p., named DPA deputy administrator for international problems . . . Ex-newsman Jack O. Gorrie, acting NSRB chairman since April, nominated by President Truman for permanent appointment . . . Dr. Robert M. Page, superintendent of radio division III at Naval Research Laboratory, Washington, has returned from 3-month survey of electronics developments in Germany for State Dept.

ANOTHER TURNING POINT IN COLOR struggle may well come next 2 weeks—Oct. 9-13 and Oct. 15-19—when Washington officialdom, including FCC and Congress, inspects RCA color piped from New York. All commissioners were invited to attend any time they choose, and FCC staff is expected second week.

Sen. Johnson, prime color goad on Capitol Hill, is due at 2:15 p.m. showings Oct. 11. Other Senators and Congressmen are scheduled Oct. 11-12.

In New York, thrice daily shows will be thrown open to public for first time. They were heralded by full-page ads in *New York Times* and *Herald-Tribune*, headlined "Now You Can See RCA Color Television." Demonstrations will be in Center Theater only.

Request to transmit color over RCA-NBC Bridgeport uhf station was filed this week, reason being that WNBT plans shortly to begin commercial programming 7 a.m., leaving no time for on-the-air field tests during working day. Pickups in Bridgeport area are also planned.

* * * *

From Zurich, Switzerland, came excited report from newsmen, as well as from 20th Century-Fox's president Spyros Skouras. They'd just seen CBS system projected on 9x12-ft. screen with Eidophor system (Vol. 7:29, 38). Cabled *New York Times'* correspondent: "Under laboratory conditions . . . pictures were very vivid, all color perfectly natural, all shadings delicate and of exquisite reality." UP reported: "Newsmen and spectators . . . termed the quality of the pictures excellent and many believed they outdid the best color films so far shown in movie theaters."

"A new era of prosperity" for film industry was predicted by Mr. Skouras, who said 150 U. S. theatres should be color-equipped by April 1952. Thereafter, he said, expansion will be at clip of 150 at a time, mounting to total of 2000 or so.

Transmission was by cable from adjoining room, featured an actress, fruit, flowers. Though picture was 9x12 ft., Eidophor engineers say light output of system allows pictures with area 8 times as great.

* * * *

CBS's first football colorcast of California-Pennsylvania game Sept. 29 (Vol. 7:39) apparently didn't create much stir. Stations complained about paucity of color sets, hope to gain public interest as CBS-Columbia pro-

vides more receivers later in season. Complaints from viewers, who couldn't figure out incompatible jumble on their screens, was kept at minimum by slides—transmitted at approximately 5-minute intervals via standard black-&-white—informing public what was going on.

Reactions to colorcast football varied enormously. Wrote *New York Times'* Jack Gould: "Colors were very erratic in quality and far from true . . . Different camera angles or different conditions of lighting saw the same color vary badly . . . Toward the end of the game there was an element of fatigue in continued watching, a situation that was not relieved by the patches of red, blue and green that a viewer could still see, every time he looked away from the screen . . . There may be a big difference in watching color TV for 20 minutes and watching it for 160 minutes."

Elmore Bacon, *Cleveland News*: "While color TV is a reality it is still in the novelty class. So don't start throwing away your black-&-white TV sets . . . The green grass background was somewhat too vividly green. The red in the uniforms a violent red. And the green background occasionally took on a red haze. However, in the distant shots the colors identified the two teams more distinctly than black-&-white . . . When bigger and better color broadcasting comes about, it will be fine for many programs. For others the black-&-white will be just as interesting."

Others disagreed. Wrote *Variety's* Joe Cohen: "Color is far superior to black-&-white for football." Harold Brown, *New York Herald Tribune*: "More of the atmosphere . . . made me feel I was right at the game." Mickey Greenman, *Quick*: "The best thing I've seen yet on color TV. The colors were so life-like, I felt I was part of the crowd at the game."

* * * *

Repercussions of Lawrence tube demonstrations (Vol. 7:38-39) continue, stirring up lots of queries. Consensus of those who've seen it, including engineers, continues to be: "Not too good yet, but give them some time. They may have something." Paramount Pictures v.p. Paul Raibourn, speaking this week to New York Society of Security Analysts, said company doesn't intend to go into mass production of tube, will leave that up to tube manufacturers it hopes to license. Present intention is to make enough tubes for public demonstration.

Telecasting Notes: First on TV, then movies—that's plan of actress Rosalind Russell for story she owns, *Never Wave at a Wac*, in which she'll appear on CBS-TV *Schlitz Playhouse* Oct. 18 as sort of test. If it clicks, it will be shot by her producer-husband Frederick Brisson as feature film on location at Fort Lee, Va., budgeted at \$750,000, to be released by United Artists . . . Song plugs via TV are very effective, says Charles Sanford, director of *Show of Shows*. Despite music publishers' squawks that TV doesn't allow for a concentrated song drive, he told *Variety*, "a good visual presentation of a new tune can spark enough interest to hypo sheet music and disk sales [and] doesn't require the saturation previously needed in radio" . . . AFM's Jimmy Petrillo, after conferring with Hollywood Local 47 last week, predicted 70% of TV shows will originate in Hollywood within 2-3 years . . . KNXT will be call letters of CBS-Hollywood's KTSL when new Channel 2 transmitter starts operating atop Mt. Wilson about end of this month . . . Henry Christal, ex-Petry partner, forming own rep firm, radio only, is reported to have commitments from WDAF, WTMJ, WBEN, WHAS, KFH . . . New WLTV, Atlanta (Vol. 7:39), names Harrington, Righter & Parsons as national rep . . . Top educational and civic leaders comprise TV Community Council formed by

KING-TV, Seattle, headed by Mrs. Raymond B. Allen, wife of U of Washington president, to advise on daily 11:30-noon weekday educational-informational programs aimed primarily at housewives . . . Fort Worth's WBAP-TV celebrated 3 years on air Sept. 28 by holding staff party for 153 employes on 1 p.m. *What's Cooking?* show . . . Miami News (WIOD) editors meet before cameras of WTVJ weekdays 6-6:10 p.m. to discuss day's news in program titled *Meet the News* . . . Successful "how" feature on KTTV, Los Angeles, sponsored by 4 local plant and fertilizer firms, is *Garden Chats with Joe Littlefield* . . . WAGA-TV, Atlanta, raised base hour rate as of Oct. 1 from \$500 to \$650, one-min. from \$80 to \$104 . . . WXEL, Cleveland, raised hour rate Oct. 1 from \$725 to \$800, one-min. from \$125 to \$160.

Thirteenth application for uhf to be filed with FCC was that of WGBI, Scranton, Pa., CBS outlet owned by Megargee family, seeking Channel 22. Two more vhf applications filed this week brought grand total pending to 445—cowboy actor Gene Autry's KOOL, Phoenix, asking for Channel 10, and KIFI, Idaho Falls, Ida., asking for Channel 3. [For further details about these applications, see *TV Addenda 13-M* herewith; for list of all applications pending, see *TV Factbook No. 13* and Addenda to date.]

Television Digest

WITH AM FM REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 7, NO. 41

October 13, 1951

In this Issue:

New TV Stations Won't Lack Financing, page 1.	FCC Fears 'Censorship' in Benton Bills, page 4.
Back of Macy-O'Neil TV-Radio Merger, page 2.	First Quarter Metal Cuts—Forewarning, page 8.
Govt. Acts Against TV Sports Blackouts, page 3.	Trade Brisk—Sales Outrunning Output, page 9.
COLOR REPORTS: RCA Scores in New York-Washington Tests—Shows Next on Theatre-TV Screen— Trade Reactions to CBS Receivers—Eidophor Theatre-TV & Paramount Plans, pp. 6-7.	

NEW TV STATIONS WON'T LACK FINANCING: Plentiful flow of capital into new TV station construction and operation is assured, once FCC lifts freeze and starts granting CPs -- possibly sometime next spring (Vol. 7:36-37).

Eager entrepreneurs, now balked by the freeze and frustrated by unavailing efforts to buy existing stations, are literally straining at the leash to get into the field. Here are some of the current trends:

(1) Just about every existing station has had offers to buy -- even those owned by some of the longest-established and best-heeled interests in radio, like the Chicago Tribune (WGN-TV), Kansas City Star (WDAF-TV), Detroit News (WWJ-TV) and Milwaukee Journal (WTMJ-TV).

Purchase offers for all or part interest have sometimes mounted to fabulous figures, but it's apparent few if any of the 108 stations can now be had that way.

(2) Theatre owners, spurred by recent TOA convention report (Vol. 7:39), will be among the most ardent seekers after channels, once these are available, competing against or joining with other local interests in corporate applications. You can expect scores of such applications from now on, possibly as many from theatre people as from the radio and newspaper interests who comprise the bulk of the 446 applications already on file with FCC.

Only 4 stations, as of now, are owned outright by theatrical interests, as listed on page 31 of our TV Factbook No. 13. Same volume, incidentally, plus weekly Addenda to date, provides complete listing of all applications filed thus far.

(3) Even the slick magazine people are showing intense interest in station ownership -- in possibility of getting hands on a medium that not only threatens advertising competition but is also a "natural" for self-promotion and at same time looks like a profitable business per se.

Time-Life-Fortune, Saturday Evening Post, Collier's, et al, have done considerable research into TV's "impact" -- Time-Life also buying network time now and then, besides producing films for TV, while Post is regular network program sponsor. But though Henry Luce offices admit "multiple applications for franchise may be in the cards," only one such publisher has as yet actually moved into station field: Meredith Publishing Co. (Better Homes & Gardens, Successful Farming), which founded WHEN in Syracuse 3 years ago and recently purchased WOW-TV, Omaha (Vol. 7:32,39).

(4) Several Washington radio attorneys have been instructed by clients to "get stations where you can, vhf or uhf, either through application or purchase."

Most such instructions are from radio station owners who missed the boat only a few years ago, when FCC was literally begging for TV franchisers. Eagerness to get into swim now is epitomized by CBS's proposed purchase of WBKB, Chicago, for \$6,000,000 and its v.p. Joseph Ream's recent candid statement to FCC on reasons why networks must own and operate key TV outlets (Vol. 7:36).

(5) Present TV station owners and others hope to expand holdings, evident by their multiple applications and by astute George B. Storer's \$1,050,000 purchase of

San Antonio's KEYL (Vol. 7:30) -- approved this week by FCC, making 4 he now owns. In last few weeks, we've also reported how Taft interests (WKRC, WKRC-TV & Cincinnati Star-Times) bought into WBIR, Knoxville, and how owners of WTCN & WTCN-TV, Minneapolis (Ridder newspapers) bought into WEMP, Milwaukee -- both minority stock purchase deals with frankly avowed idea of bolstering future quests for TV (Vol. 7:38-39).

There will be many more such "junctions of interest", possibly conducing to fewer competitive applications and speedier local grants.

(6) Financing won't be hard to swing for well-positioned local interests who win grants. Aside from its intriguing nature, the earnings potential of TV makes it an attractive investment through usual channels (local bankers).

When Variety reports, as it did recently, that New York's big Chemical Bank & Trust Co. is making production loans for TV films, although that syndication field is mere 108 stations, the much-more-profitable prospect of station operation would seem to be bankable indeed. At this moment, a New York financial group is known to be perfecting plans to finance new stations by way of equipment loans -- a project which, if approved by FCC, may help many small operators pay their way in.

* * * *

Foregoing picture could change -- but as of now it's safe to say that many millions in new capital would flow into telecasting readily if FCC would but open the floodgates. And just as certain is fact that "bargain buys" in existing stations aren't available any more.

There have been only a dozen TV station sales to date -- listed on p. 12.

BACK OF MACY-O'NEIL TV-RADIO MERGER: There's much more than meets the eye in vague statement released Oct. 10 that R.H. Macy & Co. (WOR & WOR-TV) and General Tire & Rubber Co. (Thomas S. Lee Enterprises) will merge their radio and TV interests in one operating company in which General Tire will hold "substantial majority."

Details weren't divulged, and it may take 60 days to file requisite applications with FCC. But these are some of the discernible factors:

(1) Merger will give virtual control of Mutual Broadcasting System to new firm, to be headed by Thomas F. O'Neil, who is also chairman of MBS. Only 35, that astute president of big General Tire's TV-radio subsidiary has long envisioned MBS changed from a mutual operation to a corporate entity operating for a corporate profit, like its competitors. At present, his Thomas S. Lee Enterprises Inc. owns 38% of MBS stock, with Macy's owning 19%, Chicago Tribune (WGN & WGN-TV) 19%, and some 7½% each owned by Gimbels of Philadelphia (WIP), Cleveland Plain Dealer (WHK & WHKC) & CKLW of Windsor-Detroit.

Though MBS bylaws preclude one company from voting more than 49%, there's scant doubt about who's in the driver's seat. O'Neil's group owns WNAC-TV, Boston, and KHJ-TV, Los Angeles; and in radio the Yankee Network of New England (owning WNAC, Boston; WEAN, Providence; WONS, Hartford); and Don Lee Network (owning KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego).

(2) With 3 TV outlets thus so strategically placed, plus Chicago's WGN-TV, young Mr. O'Neil may have ideas of another TV network after freeze lifts and new outlets come into being. But as one company, merged firms (name not yet indicated) can apply for or buy only 2 more stations of own in view of FCC's 5 limit, whereas separately they could seek 5 each. Macy's once owned what's now WTOP-TV, Washington, sold it at nice profit. O'Neil sold KTSN, Los Angeles, to CBS for \$3,600,000 when he bought Don Lee group, then bought KFI-TV there (now KHJ-TV) for \$2,500,000.

(3) Merger is designed to bolster MBS against inroads of TV and of rival networks, particularly in light of NBC's revolutionary new plan for revising station affiliation and network advertiser relationships (Vol. 7:40) -- albeit merger was cooking for quite awhile before NBC revealed plan last week. One facet of NBC plan is to add some 100 more radio station affiliates on "no pay" basis for sponsored programs that's not unlike present arrangement MBS has with most of its affiliates. This may presage intensified network rivalry in wooing affiliates.

(4) New company may even venture into TV-radio manufacturing, a la CBS, for it's known that O'Neil has been exploring possibilities -- probably encouraged by

big parent manufacturing company, which is headed by his father. It's reasonable guess Macy's and associated stores might like own manufacturing source for private-label TV sets. And that General Tire dealers could become retail outlets for TVs.

(5) Stockholdings of Macy's in new corporation aren't known yet, but they are likely to be much less than half General Tire's by reason of fact latter puts more into pot and WOR-TV has been running deficits since it was founded 2 years ago.

While WOR has always been one of radio's most profitable stations, late-starter WOR-TV (est. Oct. 5, 1949 as last of New York's 7) has only lately been pulling out of the red. Latest Macy's annual report, for fiscal year ending July 28, shows TV-radio and other "non-store" profit of \$585,994. But whereas Moody's Manual shows 1950 fiscal year's deficit in this category was \$283,509, Macy's report says deficit actually was only \$120,989. TV obviously accounts for slide, for profits for pre-TV's fiscal 1949 were \$728,905; 1948, \$968,526; 1947, \$1,045,605; 1946, \$1,132,691; 1945, \$1,323,449 -- nearly all attributable to WOR.

GOVT. ACTS AGAINST TV SPORTS BLACKOUTS: Restrictive agreements limiting telecasting and broadcasting of sports events will be cracked wide open if Justice Dept. wins its "test case" against National Football League.

Legality of National Collegiate Athletic Assn.'s college football TV "experiment" and International Boxing Club's theatre-TV hookup will be in serious doubt if courts uphold govt.'s "monopoly" contention against NFL.

Baseball's major leagues, apparently seeing handwriting on the wall, this week purged themselves by repealing all restrictions on telecasting and broadcasting of member clubs' games.

Prodded by complaints of TV set owners, Govt.'s anti-trust division Oct. 9 filed suit in Philadelphia against NFL and its 12 member clubs, seeking injunction against league rules restricting telecasts and broadcasts.

This means the long talking and investigating phase of Justice Dept.'s probe of sports-TV is over -- a clear-cut decision is now up to the courts. Said govt.'s ace trust-buster asst. attorney general H. Graham Morison:

"We are filing now what we consider our best case. If this is successful, it is likely that action will be taken in the cases of all other sporting events, including college football, professional baseball and boxing, in which telecasts and broadcasts are restricted."

Obviously anticipating Justice Dept. action, baseball's major leagues met in New York day before Govt. filed football suit, wiped from their books rule governing telecasting and broadcasting. With repeal of rule 1-D, major leagues relinquished all authority over telecasts and broadcasts of member clubs' games -- so that such arrangements now are entirely up to the clubs themselves.

Repealed rule provided that no club could permit telecasts or broadcasts of its home games from any station located within the home territory of another major or minor league club while that club is playing a home game -- almost exactly the same as the NFL rule which prompted govt. suit.

Anti-trust probers have also been looking into NCAA's "controlled TV experiment" -- under which assn. has doled out certain of its member colleges' football games to home TV, kept others off TV screens and encouraged exclusive theatre TV and CBS color telecasts.

Federal grand jury probe of alleged monopoly in professional boxing began this week in New York. Probers will probably delve into International Boxing Club's theatre-TV exclusives and home TV-radio blackouts before they're dismissed.

* * * *

Ticket to sports event is a commodity, said Justice Dept. in action against NFL. This is basic premise of monopoly suit: "If any sport sells a ticket, it is offering a commodity on the market. The public should be able to buy what it wants free of any monopoly and free of any restraint. This is not so now." Said Morison:

"We feel that the American people are entitled to have, free of monopoly, the right to see or hear what they want."

Govt. isn't fighting to guarantee telecasters rights to all sports -- it's

hitting only at what it calls "monopolistic restraint." Justice Dept. feels that authority to sell TV-radio rights should belong to each individual team -- not the leagues and associations. Morison's statement shows govt.'s attitude:

"It is hoped that this action will make broadcasts and telecasts of professional football games more readily available to the public by removing restrictions on the right of each football club to determine for itself whether and on what terms it will sell its broadcast and telecast rights. We consider all restrictions of this type, wherever imposed, to be in violation of the anti-trust laws."

NFL has 20 days to file answer in Philadelphia U.S. District Court. Purpose of suit, said Attorney General J. Howard McGrath, is "to clarify the position of broadcasting and telecasting in relation to the sports world; it involves some of the most often complained of and aggravated restrictions on the dissemination of athletic events to the public."

FCC FEARS 'CENSORSHIP' IN BENTON BILLS: Sen. Benton's bills on TV are neither necessary nor desirable, FCC majority told Senate Interstate & Foreign Commerce Committee in letter released by Committee this week.

Commission turned thumbs down on all facets of bills (S.J. Res. 76 and S. 1579) which would: (a) set up 11-member program advisory board to report to Congress and Commission; (b) require FCC to grant 1-year TV licenses; (c) force FCC to "encourage" subscription TV. With Comrs. Coy and Walker dissenting on advisory-board facet of bills, Commission said:

(1) TV licenses are now for one year only and FCC's discretion in setting license period shouldn't be taken away.

(2) Tests of subscription TV have been authorized. It's unnecessary to tell Commission to encourage it, since Communications Act requires FCC to "encourage the larger and more effective use of radio in the public interest."

(3) Advisory board, as contemplated in the Connecticut Senator's bills, involves "dangers of censorship". Amplifying, Commission warned that while FCC is "expressly precluded from exercising any powers of censorship," new board wouldn't be. FCC was also worried lest board encroach upon Commission's functions, despite fact bill calls it "advisory".

Comrs. Coy and Walker were minority on board idea, believing "worthwhile results may flow from the type of study proposed in the bill." But they didn't go all the way with Sen. Benton, since they said:

"Such a group, if completely separated from the Commission...and having no authority with respect to licenses, could conduct such studies more effectively without arousing fears among broadcast licensees that any recommendations they might make constituted compulsion of any kind...It is not believed that the [board's proposed functions] in any way involve censorship." They suggested that board report only to Congress, and that it should have power to hold hearings.

EXEMPTION of many TV-radio station construction projects from NPA building curbs (Vol. 7:31-33, 35-40) may result from current discussions at high govt. levels. NARTB is pushing hard to have broadcast stations reclassified as "industrial facilities"—which would permit broadcasters to write their own priority orders for controlled materials up to 25 tons of steel, 2000 lb. copper and 1000 lb. aluminum quarterly without applying to NPA for construction go-ahead. Broadcast building presently is classified as "commercial" construction, requiring application to NPA for all materials in excess of 2 tons of steel, 200 lb. copper, any aluminum at all, on quarterly basis.

NPA this week reclassified newspaper and other publishing establishments from "commercial" to "industrial" categories—and NARTB now sees good possibility of similar reclassification of TV-radio stations, since top govt. officials gave assurances months ago that broadcasting stations and newspapers would receive equal treatment under NPA construction regulations.

NARTB says it's satisfied that NPA officials have

"leaned over backwards" to give broadcasters a fair break in allocation of building materials for fourth quarter. Score so far is 16 TV-radio projects approved, 6 denied, more approvals to come (Vol. 7:37-40). NARTB says it hasn't received single complaint from broadcasters of unfair treatment by NPA.

Denver's accolades, well-merited, are heaping on KFEL owner Gene O'Fallon, veteran broadcaster who once was strongly anti-TV but who brought World Series to that city via special hookups of receivers into transcontinental relay (Vol. 7:40). "We would like to pin some Colorado columbines [on] O'Fallon and general manager Frank Bishop for the very swell 'production' job they gave Denver in our town's first viewing of TV," wrote *Denver Post's* Jack Carberry Oct. 8. "It was a swell show and it will be nice indeed when Denver and the Rocky Mountain area get TV in the home in 1953 [which] is as soon as anyone can expect it." Newspapers devoted dozens of columns of news and pictures to TV over period of week.

Station Accounts: First early-morning sponsorship of TV news program is claimed by WPTZ, Philadelphia, with sale of 8 a.m. live news-sports strip to Tom Thumb Donut Corp., thru Abner J. Gelula & Associates, Philadelphia; WPTZ says Sept. Telepulse survey gave 8 a.m. news a rating of 2.5 or average of some 22,000 homes . . . New *Kathi Norris Show* on WABD, New York, 11-noon Mon.-thru-Fri., now has these participations: Philadelphia Dairy Products Co. (Dolly Madison ice cream), thru Sheck Adv.; Eastern Div., A & P Tea Co. (Jane Parker bakery products), thru Paris & Peart; Seabrook Farms (frozen foods) & John G. Paton Co. (Golden Blossom Honey), thru Hilton & Riggio; Personal Products Corp. (Co-Ets), thru Young & Rubicam; Louis L. Libby (pre-cooked chicken & onion rings), thru Hicks & Greist; Ulman & Co. (Princess Place Mats), thru Posner-Zabin . . . CBS-TV Spot Sales reports placing these syndicated film features: *Hollywood on the Line*, on WDAF-TV, Kansas City, for Katz Drug Co.; *Strange Adventure*, on KING-TV, Seattle, for Standard Service Tire Co., and on WOW-TV, Omaha, for Max I. Walker Cleaners; *Cases of Eddie Drake*, on KTSL-TV, Los Angeles, for Thrifty Drug Co. (27th station) . . . Pacific Olive Co., Visalia, Cal., plans TV-radio spots Oct.-thru-Feb. to promote California olives, thru Abbott-Kimball Co., Los Angeles . . . Vitamin Corp. of America (Rybutol) now placing its *Lorraine Cugat Show*, kinescoped from live performance on KECA-TV, Los Angeles, on ABC-TV's other 4 stations, thru Milton Weinberg Adv., Los Angeles, and Harry B. Cohen Adv., N. Y. . . Borden Dairy sponsoring *Ransom Sherman* in weekly Mon. afternoon show on WBKB, Chicago, thru Young & Rubicam . . . Zenith Radio, now buying spot TV-radio, sponsoring *Latin Carnival* on WJZ-TV, New York, Sun. 11-11:30 p.m., cooperatively with Winston Stores, thru Albert Blake Associates . . . Florida Citrus Commission has upped TV-radio ad budget to \$407,000 for TV, \$253,000 for radio, placed through J. Walter Thompson, N. Y. . . Among other advertisers reported using or preparing to use TV: American Buslines Inc., thru Hanson & Hanson Inc., Chicago; Old Dutch Coffee Co., thru Elliott Nonas Adv., N. Y.; Dennison's Foods (food products), thru Biow, San Francisco; Jenny Inc. (women's apparel), thru Associated Adv. Agency, Cincinnati; Seal Rite Caulking Co. (caulking compounds), thru Davis-Daniels, Detroit; Industrial Tape Corp. (Texcel cellophane tape), thru Kenyon & Eckhardt, N. Y.; Shell Oil Co., thru J. Walter Thompson, San Francisco (KTLA & KRON-TV); Denver & Rio Grande Western Railroad Co., thru Axelsen Adv., Denver (KSL-TV).

Network Accounts: Chevrolet sponsors *Dinah Shore* from Hollywood starting Nov. 27 on NBC-TV, Tue. & Thu. 7:30-7:45, thru Campbell-Ewald Co., Detroit; time is being vacated by Van Camp's *Little Show* . . . Emerson Drug Co. (Bromo-Seltzer) will present special football roundup show between transcontinentals for Gillette-sponsored *Army-Navy* and Westinghouse-sponsored *Notre Dame-USC* games on NBC-TV, Sat., Dec. 1 (Vol. 7:40) . . . National Carbon Co. (Prestone anti-freeze) Oct. 14 starts sponsorship of 12:30-1 portion of *Take Another Look*, filmed football show, on CBS-TV, Sun. 12:30-1:30, thru William Esty . . . Longines-Wittnauer Watch Co. Nov. 22 sponsors *Thanksgiving Day Festival* on CBS-TV, Thu. 5-6, thru Victor A. Bennet . . . Waring Products Corp., subsidiary of Claude Neon Inc. (Waring blenders & steam irons) starting Oct. 19 buys participation in Fri. segment of *Homemakers Exchange* on CBS-TV, Mon.-Fri. 4-4:30, thru Hicks & Greist Inc., N. Y. . . Hollywood Candy Co. begins weekly sponsorship Oct. 27 of *Hollywood Junior Circus* on ABC-TV, Sat. 10:30-11, thru Ruthrauff & Ryan, Chicago . . . Chesterfield reported readying sponsorship of *Dragnet* on NBC-TV, time & date unknown.

Personal Notes: William R. McAndrew, gen. mgr. of NBC's WRC & WNBW, Washington, promoted to director of NBC-TV news & special events, moving to New York Nov. 1; his successor is Gene Juster, program director, with Charles deLozier moving up to asst. gen. mgr. . . . Mark Woods, ex-president of ABC, joins with J. R. Warwick, ex-v.p., Warwick & Legler, to found new ad agency, Woods & Warwick, Chrysler Bldg., N. Y. . . Noran E. Kersta, ex-NBC-TV operations chief, recently with Wm. H. Weintraub Adv., has established Noran E. Kersta Co., TV consulting-advisory service at 143 Meadow St., Garden City, N. Y., telephone 3-1075 . . . Peter Storer named public service director of WJBK & WJBK-TV, Detroit, controlled by his father George B. Storer . . . Norman H. Sloan, ex-KECA-TV, named coordinator of TV production, ABC Hollywood . . . Don Foley, ex-NBC, joins WCBS as director of advertising-sales promotion, succeeding Robert Patt, now holding similar job with CBS-TV . . . J. A. Hicks, ex-KEOP, El Paso, named film director, KEYL, San Antonio, replacing Robert Dalchau, joining Army . . . Frank Mayer, from RKO-Pathé, named production mgr., Princeton Film Center . . . Albert A. Chesnes named mgr. of Paramount's theatre-TV dept., Jack Hammer named supervisor of theatre-TV film processing . . . Dick Pitts, ex-Council of Motion Picture Organizations, joins Theatre Owners of America as public relations chief . . . Hal Hackett, chief of MCA's TV dept. shifted to TV dept., which has also added Alex March, ex-Wm. Morris.

Telecasting Notes: Big turnout of both members and non-members of NARTB-TV is assured at final code-formulating meeting in Chicago's Hotel Stevens, Fri., Oct. 19. Intensity of interest in problem of self-control, before either officialdom or the bluenoses step in (Vol. 7:40), is indicated by huge demand for extra reprints of FCC Comr. Walker's recent speech before Federal Council of Churches of Christ in U. S.—a temperate, though critical, appraisal of current faults of telecasters-broadcasters (see Special Report, Oct. 6). Both Comr. Walker and *Television Digest* have had requests for extra copies running into the hundreds . . . Ironically enough, NARTB-TV has thus far been able to persuade only 68 of the 108 stations, only 2 of the 4 networks, to join association—this despite admirable work it has done both on program standards and on excess profits tax relief . . . Another AM joining NBC as result of relationship knitted by TV: WNHC, New Haven, operated by same interests as WNHC-TV; on Oct. 8 New Orleans' WDSU (WDSU-TV) shifted from ABC to NBC . . . WOOD-TV are new call letters of former WLAV-TV, Grand Rapids, effective Oct. 19, in conformity with recently approved purchase of station by Bitner interests (Vol. 7:37); new rep is Katz . . . Dixie Drive-In Theatres president, Harrison Robinson, one of stockholders in new WLTV, Atlanta; holds 12½% . . . Balaban & Katz's WBKB, Chicago, will shortly take over Garrick Theatre, owned by B&K . . . WKY-TV, Oklahoma City, now begins telecast day, weekdays, at 9:30 a.m., moving forward from 1 p.m. as of Oct. 1; Saturday opening is 8:45 a.m. . . . WOR-TV, New York, now signing on at 10 a.m. weekdays with test pattern, followed by *Telefax News*, "newspaper of TV," 10:30 a.m.-12:30 p.m. . . . Educational world watching closely results of televised credit courses for shut-in students of high school age titled *The Living Blackboard* and starting Oct. 15 under auspices of N. Y. Board of Education on WPIX, Mon.-Wed.-Fri. 10:45-11 a.m. . . . Successful contribution to education via TV on Newark's WATV is *Junior Town Meeting*, debates between New Jersey High School students, Wed. 8-9 p.m. . . . WTVN, Columbus, has acquired 3 acres at Harmon & Griggs Sts., will ask NPA for authority to construct TV Center, including one 3000-ft. studio.

AFTER GLEANING KUDOS on all quarters this week, RCA color was set for another week of thrice-daily New York-Washington showings—including Oct. 16-19 demonstrations of theatre TV in color (on 9x12-ft. screen) in New York's Colonial Theatre.

Those who have seen test projections of RCA's theatre TV in color, picking up same shows being demonstrated via radio and via coaxial, claim it's just as exciting an advance as the home variety. It's called "compatible with existing equipment," uses 3 kinescopes.

RCA's next move toward getting its color system adopted isn't being revealed. But it's apparent the company is so confident now that it's willing to re-approach FCC alone without necessarily waiting for rest of industry (through National Television System Committee).

When RCA and/or NTSC will again petition FCC is unknown, as is time FCC will wait, after petition, before holding new hearing. Only thing certain is that Commission has cleared deck for freeze—and freeze only—for next few months, and has theatre-TV hearing scheduled to start Feb. 25.

* * * *

SENATOR JOHNSON and FCC Comrs. Coy and Walker were among capital VIPs who watched showings this week. Coy couldn't be reached for comment. Walker simply said he saw "an improvement." Sen. Johnson was a little more expansive, saying:

"I've seen many of these demonstrations, and there's been a gradual improvement—all headed toward perfection. It was very good—beyond my expectations." He congratulated and shook hands with RCA chairman Sarnoff, asking several questions about transmissions via closed circuits, microwave and coaxial. Though 10 a.m. showings were switched from time to time between microwave-coaxial, being broadcast, afternoon shows must be closed-circuit under FCC rulings.

Most significant was fact that Sen. Johnson showed up at all, for Congress was in thick of critical legislation and he was leaving next day for South America.

No other members of Senate or House Interstate & Foreign Commerce committees could get to demonstrations this week, though many are expected next week. All other FCC commissioners are also expected next week. FCC staff was urged to attend in memo circulated by chairman Coy early in week, with result they came by dozens. Several contacted indicated they were most favorably impressed.

Even solicitor general Philip Perlman, who lambasted RCA mercilessly during Supreme Court argument (Vol. 7:13), expressed astonishment at quality of pictures.

* * * *

REACTION OF PRESS and laymen was almost universally enthusiastic. Even those reporters who've championed CBS conceded RCA has good pictures, though they still talk of tri-color tube sets being too costly and mass production too far off. Several newsmen who have covered various phases of the Washington controversy, and have seen comparative demonstrations, were outspoken in their convictions that the system cannot be held back.

"They've got it now—no doubt about it," one of these was heard to remark.

First purpose of demonstration was to show network transmissions, over both wide-band microwave and narrow-

band coaxial. Both worked perfectly, one just about as good as other. For microwave, signal is simply fed from New York to Washington just as if it were ordinary black-&-white. For coaxial, signal is heterodyned down to 2.4 mc, to fit into 2.7-mc cable, then heterodyned back up in Washington. RCA showed equipment needed for processes; it occupies one rack.

Average man finds it difficult to distinguish between results of the two transmissions, in closeups at least. Slight difference in resolution was sometimes noticed, no change in colors. Though RCA went to great pains to show coaxial transmission, spokesmen pointed out that much of AT&T's facilities is wide-band, most will be.

* * * *

LIVELIEST SHOWING was that for press, 10 a.m., Oct. 9. Dr. Elmer Engstrom, RCA Princeton Labs chief, was kept on his toes answering questions. His responses:

(1) More field-testing will go on before FCC is petitioned to reopen color issue. RCA is continuing work with NTSC. System meets all technical criteria laid down by FCC, but there's "subjective" factor—what one likes another may not. Colors can be reduced or intensified by turn of knob on receiver, according to viewer's taste.

(2) It would take 1-2 years to get into mass production of tri-color tubes. "We don't expect to have it in commercial production until we know what is going to happen to color," said Dr. Engstrom—inference being clear that FCC edict is first awaited.

(3) Principal improvements since showings in Washington last December were: better tube, more stable circuits, more flexible equipment (cameras with turrets, etc.), and equipment now in "pre-production stage" at RCA Victor plant instead of in lab.

(4) "Universal set" to get both compatible and CBS color is possible. "It costs more, but it can be done." He reiterated RCA's pitch for dual standards.

(5) "The tri-color tube will perform well with the CBS system." This refutes interview to contrary quoting CBS's Dr. Goldmark, published recently in *Broadcasting Magazine*. But Dr. Engstrom left no doubt about his opinion of CBS system.

(6) Sampling frequency is still 3.58 mc, but will be 3.89 mc (per NTSC recommendations) shortly.

* * * *

SHOW ITSELF is very much same as recent New York series (Vol. 7:37), most acts repeated, including Nanette Fabray and troupe in vari-colored costumes; also famed "Operation Lovebird," the trained bird act that provides unusually critical test of fringing, blurring, etc. Added was light opera costume scene that gave further opportunity to show off colors.

Engineers' worst moment came, ironically, at 2:15 p.m. Oct. 11 demonstration for Sen. Johnson. One camera went bad, holding up start 20 minutes. It still didn't work too well during show, causing yellowish cast in some scenes. And, capping this, rain washed out plaid-clad bagpipers marching for remote pickup at Palisades, N. J., carried in other demonstrations. But camera quite effectively showed park, wet greensward, color-clad announcer.

Next week's Washington guests include NPA, FTC, engineers, attorneys, RCA dealers and distributors, advertisers, military—along with other govt. folk, plus FCC and members of Congress.

NEW YORK SHOWINGS in Center Theatre were open to public, invited via full-page coupon ads, and they also elicited excited responses. *Herald Tribune's* Joseph Kaselow interviewed number of spectators, found those who had seen CBS color considered RCA's as good if not slightly better. He also wrote:

"There was virtually unanimous agreement that the direct-view RCA system had one advantage over the CBS revolving-disk color method . . . With the direct-view method a viewer could be far to the side and see the picture without distortion, in contrast to receivers using a magnifier."

Kaselow spotted 2 CBS engineers in crowd, saw questionnaires they filled out. He reported they had nothing good to say about RCA color. They refused to sign questionnaires, walked out. RCA had asked that only lay public attend showings, retaining Opinion Research Corp. to survey reactions.

New York Times reporter also gathered enthusiastic quotes. Housewife: "Wonderful, at least 500% better than I had expected." California visitor: "Give me this, I'd like to have one." Diamond merchant, who said he'd seen all color systems: "Give me this kind, it's great."

Long an advocate of compatibility, *Washington Star* (WMAL-TV) joined those who think time is ripe for comparing systems. Said Oct. 10 editorial:

"There has been no side-by-side test of the two systems as yet—but there should be. The FCC has said that it has not closed the door on color TV development. The door should definitely be kept open, for progress plainly is being made in the general field of electronic, compatible color broadcasting."

* * * *

CBS-COLUMBIA COLOR SALES are off to slow start, according to some key dealers, though distributors report more orders than they can fill. In Washington, Philip Keller, manager of George's chain, said: "They came. They looked. They went away. No sales. But I must say we did sell a few CBS black-&-white. Everyone says 'screen's too small.' With that price [\$500] and so few programs, you can't expect much."

"They want a big screen," said Charles Hoge, manager of Campbell Music Co., Washington, "We'd be very much surprised if we sell one. You've got to have programs. People just don't come down to the store and buy sets at 10 in the morning, the only time color is on. Now, a football game might sell one."

Jules Smith, bluntly outspoken manager of big Davega chain in New York, made no bones about his feelings. A few weeks ago (Vol. 7:37), he said: "CBS is out of step." Last week, he heralded CBS-Columbia color sets with full-page ads and said: "You can't stop progress." This week, after displaying sets in 6 of firm's 40-odd stores, he said:

"They're staying away by the thousands. Haven't sold any. Oh, we sold a couple, but that's nothing. With tax, warranty, financing, you're over \$600. The ads didn't pull. People are used to big screens. The price is too high. The color isn't very good. They don't work half the time. The whole thing is premature. RCA has the right idea about color."

But color gave CBS-Columbia an entree to many stores, such as the above, could help it become major black-&-white producer and seller—if it can get enough materials. NPA has refused its request for more metals for color, but company has appealed, will be heard Oct. 23.

CBS-Columbia contended color TV is new industry, thus rates more materials. NPA thought otherwise, suggested company sub-contract color sets among other companies with more materials, if necessary.

CBS COLOR FOOTBALL schedule, on the handful of stations carrying it (Vol. 7:39-40), still hasn't cut much ice. Headline in *Variety* pretty well sums up reaction: "CBS Tint Grid Comes to Chi; But Strictly a Rumor to Public."

Chicago situation was typical. WBKB reports 861 calls during game, mostly asking where color may be seen, where sets may be bought, how home sets can get color in black-&-white. Station carried 5 aural announcements during game, informing public why home screens merely had lines on them. Color sets were displayed by Sears Roebuck, Lyon & Healy, Muntz and servicing firm called Chicago Engineers for TV.

CBS's expanded color schedule will feature color film for first time, 5-5:30 Mon.-Fri. beginning Oct. 15. CBS also announced first commercial—one-shot General Foods promotion of new pie filling, on WCBS-TV only, 4-4:15, Oct. 16. That station's switchboard was said to be swamped with calls during first gridcast, people wanting to know why their sets went into blur during incompatible colorcasts. Color schedule is up to 12 1/4 hours weekly.

* * * *

EIDOPHOR-CBS color theatre-TV equipment will be set up in New York about Dec. 1, says 20th Century-Fox TV chief Earl Sponable. Just back from Zurich (Vol. 7:40), he reports: "The results were very good, in fact I might say exceeded my expectations." His company expects 150 color installations by April.

Unusual experiment in color seems to be going on in Phoenix. *Retailing Daily's* Lester Gilbert reports Oct. 11 that KPHO-TV has been conducting closed-circuit tests with system developed by Color TV Associates Inc., Newport Beach, Cal. He reports it has 1800-rpm disc at camera, 900-rpm disc at receiver, uses 30 frames instead of 48, and pictures can be received on unadapted black-&-white sets. He writes: "Except for the inherent flicker, [it] looked good." Engineers here say outfit "appears to be 15-20 years behind the times," using field-sequential system at low field rate, producing "intolerable" flicker or very dim pictures, or both.

* * * *

PARAMOUNT PICTURES issued question-answer release this week on its Lawrence tri-color tube (Vol. 7:38-40), making following claims:

- (1) Tube is good for any color system, as well as for black-&-white.
- (2) It may be inserted in any existing set, receive CBS color with minor circuit changes and adapter.
- (3) New color sets with tube should cost about 15% more than monochrome.
- (4) Quantity production of tube can be expected by first of year, same for color-monochrome sets with tube.
- (5) Present performance of tube is substantially superior to other color tubes in a similar stage of laboratory development.

•

XELD-TV's request for 140-mc transmitter, to synchronize Matamoros, Mexico, transmitter with Brownsville, Tex., power system (Vol. 7:38), was turned down by FCC on grounds Commission hasn't authority to make grant to alien-owned station. But Commission pointed out that common carrier may be able to provide needed service.

FCC this week denied Crosley's request to transmit NTSC color signals over WLWT, Cincinnati, during regular programming hours, same as it did RCA-NBC and Philco requests (Vol. 7:38).

Telecasters' excess profits tax relief (Vol. 7:37-38) was written into Senate-House compromise tax bill, is scheduled to pass both houses and go to White House by Oct. 17.

FIRST QUARTER METAL CUTS—FOREWARNING: Biggest cutback yet in metals for TV-radio and other household consumer durables is virtually certain for first-quarter 1952.

These figures are tentative -- and they're rounded-out averages for all types of household "hard goods" -- but, on basis of DPA's announced first-quarter program determinations, it appears now that manufacturers of TV-radio and other home appliances will receive:

Copper -- 29% less than they receive in fourth-quarter 1951.

Steel -- 11.6% less than they receive in fourth-quarter 1951.

Aluminum -- 16% less than they receive in fourth-quarter 1951.

It's practically impossible to predict first-quarter TV-radio production on basis of these average figures, because of these imponderables:

Conservation: how much scarce materials will it save? Components: how readily will they be available? Inventories: how much materials and subassemblies will manufacturers carry over from the fourth quarter? Supplemental allotments and other changes could alter this picture considerably, move percentages up or down.

Copper will be controlling factor in TV-radio production -- as you can see from foregoing figures. Already in fourth quarter, it's most critical material.

All electronics manufacturers will have rough time getting enough metals for first and second-quarter production -- even producers of the components that go into military and "defense-supporting" equipment.

Aluminum is big bottleneck, too -- and in electronics line this will hit hard at manufacturers of capacitors and TV antennas, as well as assemblers of TV and radio sets. Conservation and substitution is now vital necessity in all lines. For example -- it won't be long before virtually all TV antenna makers switch from aluminum to steel or wood for masts. Said DPA-NPA administrator Manly Fleischmann:

"To the extent possible, steel has been provided for the manufacture of consumer durable goods in first-quarter 1952 to compensate, in part, for the reduced amounts of copper and aluminum that are available to these manufacturers."

To meet fourth-quarter aluminum allotments, Govt. is now diverting aluminum that would normally go to stockpile to help make up deficit resulting from power shortage in Pacific Northwest. And NPA Oct. 12 reduced by 15 days -- from 60 to 45 -- permitted inventories on that metal (CMP Reg. 2, as amended).

* * * *

TV-radio set shortages in first quarter? Despite cuts, Govt. doesn't think so. Fleischmann told Congressional committee Oct. 12: "The outlook is that production of such civilian items as refrigerators, radios, TV sets and home appliances of all kinds will be reduced, but because generally ample supplies are now on dealers' shelves, the supply should be sufficient to meet normal consumer needs."

NPA Electronics Div. was allotted 75,385 tons of steel, 33,760,000 lbs. of copper, 18,000,000 lbs. of aluminum to dole out for all "Class B" (standard) electronic products and components in first quarter. In addition to civilian items, this allotment must cover the tremendously accelerated production of components and end products for military use.

The so-called "non-controlled" materials -- meaning everything except steel, copper, aluminum -- will also cause plenty of headaches to electronics manufacturers in coming months. Nickel situation (Vol. 7:36-37), for example, is still critical, but DPA authorities are cognizant of problem, and presumably will order spot aid to manufacturers in extreme emergencies.

In making over-all industry allotments, Fleischmann gave this warning: "I want to emphasize that in the case of all 3 materials with which we are dealing -- steel, copper products and aluminum -- there are some uncertainties that will affect

first-quarter supply, and that estimates generally are on the optimistic side. We will have to have a lot of good fortune to realize the estimated supply on the basis of the allotments that have been made."

TRADE BRISK—SALES OUTRUNNING OUTPUT: Sets selling nicely at all levels...another 48,000 TV units knocked off factory inventories during first week of year's final quarter...production continuing to crawl upward -- there you have essence of TV business picture as it's now unfolding.

RTMA statistical week ended Oct. 5 was week of pre-series and first World Series baseball games, also first week of regular transcontinental network service. That conduced to good demand, particularly in new network cities -- Salt Lake City, San Francisco, Los Angeles, San Diego, where sales are reported very brisk.

Generally satisfactory business, is report from just about all other TV areas, too. It could be that the trade has leveled off to "normalcy", though the industry isn't old enough yet really to fix on norms.

Oct. 5 week's production report showed 87,919 TVs made (2918 private label) as against 81,946 preceding week, highest 5-day output since mid-May. And factory inventory dropped to 414,625 from preceding week's 462,896, lowest since April.

Radio output for week was 230,385 (102,226 private), not much change from week before. Radio inventory figure of 388,463 compared with 381,566 week preceding. Week's radios were 132,900 home receivers, 21,426 portables, 76,059 auto.

* * * *

Having produced some 4,000,000 TVs first 3 quarters (Vol. 7:40), industry won't make more than 1,000,000-1,250,000 this fourth quarter in view of materials shortages and govt. controls. That was opinion of RTMA president Glen McDaniel, who spoke Oct. 12 before New Orleans meeting of Assn. of Electrical Leagues.

"Material shortages," said he, "are becoming more acute as deliveries of defense orders increase. Govt. allocations of several critical metals have been sharply reduced for the fourth quarter and may be cut again for the first quarter of 1952. Thus, it would appear that the radio-TV manufacturers will be unable to increase their civilian production greatly during the next few months regardless of the extent of consumer demands."

With industry now back at 80,000-a-week rate of production, against low of 8200 this summer, and with retail sales reported running 2½-3 times factory output, Mr. McDaniel said "a rather sudden change from an oversupply to a shortage of the more popular models of both TV & radio sets could occur in the near future, possibly even before the end of the year." He went on:

"From the long-range point of view, there is every reason for the industry to be optimistic. We are on the threshold of a tremendous expansion of TV broadcasting which obviously will be accompanied by a proportionate increase in set sales...

"No one in the industry should have any apprehensions about the adverse effects of uhf and color on present sales of monochrome sets. Technical progress always has been a characteristic of our industry, and the ability of radio-TV manufacturers to adapt themselves quickly to changing circumstances has been responsible not only for their survival but for their success.

"Neither uhf nor color telecasting will be so widespread in the immediate future as to threaten obsolescence of any black-&-white receivers. The integration of these new services into the present system no doubt will be gradual and orderly, with little or no dislocation to the present audience of nearly 14,000,000 sets."

* * * *

Note: We queried heads of top 20-odd TV manufacturing concerns, asking their opinions about shortages and market prospects generally for rest of this year and early next. Most have answered, and with only one exception thus far all seem to agree that demand will continue high and shortages will hit by mid-winter at least. We'll recapitulate their replies later, meanwhile culling from one this confident statement that pretty well epitomizes what several others wrote, too:

"We have no fears at all about next year's demand...If it were not for material shortages, I would expect that next year would be one of the largest..."

Topics & Trends of TV Trade: Biggest picture tube maker RCA admitted this week it was accelerating production of all-glass TV kinescopes, but denied unequivocally trade rumor that it was abandoning the metal-coned variety. Rumor apparently grew out of growing shortages of the particular type of stainless steel RCA uses.

Tube dept. v.p. Richard T. Orth said company "will continue in the foreseeable future its policy of producing both metal and glass types." He added: In view of the uncertainty surrounding the availability of steel, we are contemplating an appreciable acceleration in the production of all-glass kinescopes to insure sufficient supply of tubes for TV receiver manufacturers. We will continue to produce metal tubes in ample quantities to meet the requirements of the replacement market."

RCA recently turned to production, for own sets, of 17 & 21-in. rectangulars exclusively, but still makes the 10, 12, 16 & 19-in. required for replacements.

* * * * *

Trade Miscellany: Wage increase of 7¢ an hour, retroactive to June 18, granted to UEW-CIO workers in Philco's Philadelphia and Sandusky TV-radio plants—this in addition to previously granted 2¢ an hour . . . GE now shipping radio apparatus from new plant in Utica, N. Y. . . Hallicrafters, major "ham" equipment producer, offering equipment and cash awards to novice-class radio amateurs making contact with all States and earning regular licenses between Sept. 8, 1951 & Sept. 7, 1952 . . . Motorola to distribute henceforth through own wholly-owned subsidiary in New York area . . . Primer on trademark "do's and dont's", by RCA attorney Abraham S. Greenberg, is carried in October *Electronics* . . . Admirable TV Supply Corp., New York, ordered in consent judgment to change name as of Nov. 1, Supreme Court Judge Koch upholding complaint of Admiral Corp. . . . Sylvania leases 23,000-sq. ft. plant in Waldoboro, Mass., will employ 200.

RTMA's new full-time service manager is E. W. Merriam, ex-DuMont service chief and ex-chairman of RTMA service committee. He reports Oct. 15, having agreed to take position on temporary basis. Among his projects will be promotion of training courses for service technicians in trade and vocational schools, coordination of industry activities to improve servicing and eliminate servicing abuses. He faces touchy task of spreading oil on troubled waters—following vitriolic attacks on RTMA policy this week by several servicemen's organizations for alleged failure to answer their complaints on such subjects as chassis design, corrective servicing notes, service data, warranties, shortage of servicing personnel.

FCC action against CBS—for labeling its TV sets CBS-Columbia—is unwarranted, Commission advised American TV Inc. (U. A. Sanabria) in letter this week. Sanabria had complained to FCC, as he had to Federal Trade Commission (Vol. 7:39), that CBS gives itself free advertising with every network identification. Commission said such allegations of unfair competition should be thrashed out in private litigation or before FTC.

Canadian RTMA reports 964 TVs sold for \$503,098 during August, up from July low of 323 (Vol. 7:37), bringing 8-month cumulative sales to 21,357 valued at \$11,678,062 and over-all cumulative (from start of count) as of Aug. 31 to 59,180 valued at \$27,954,645. Factory inventories at month's end totaled 16,205.

Degree of B.S. in Television will be offered by U of Southern California, courses to start with spring semester Feb. 7. New Dept. of Telecommunications is being set up, TV studio built with \$100,000 gift from oilman Allan Hancock, chairman of university's trustees.

Trade Personals: Frank M. Folsom, RCA president, returned Oct. 10 from flying trip to Italy, where he had an audience with the Pope; Spain, where he conferred with Generalissimo Franco; and Israel, where he surveyed prospects for recording plant . . . Paul H. Leslie, Detroit mgr., named TV sales mgr., GE receiver dept., Syracuse, succeeding David Davis, promoted to New York district mgr., with Joseph A. Kerr named New Jersey district mgr. headquartering in Newark . . . R. S. Holmes now director of RCA Laboratories Div. contract research lab, with George M. K. Baker transferred to his office as asst. . . Morton M. Schwartz, ex-Tele-tone, joins Olympic Radio as asst. to Al Friedman, gen. sales mgr. . . Myron Blackman, ex-Kaye-Halbert, appointed gen. sales mgr., National Electronics Mfg. Co., Los Angeles, maker of Natalie Kalmus and Cinema TV sets, succeeding Jack Richmond, who continues with National and other firms as consultant designer . . . Richard Bambery transferred from advertising to asst. to Paul Dye, in charge of Admiral distribution . . . S. S. Schneider promoted to mgr., engineering dept., Canadian Westinghouse electronics div. . . James Valladares resigns as plant mgr., Philharmonic Radio, New Brunswick, N. J. . . Philip S. Beach, ex-Pacific Outdoor Adv., named to newly created post of adv. director, Hoffman Radio . . . Samuel Gross, president, and Sol Gross, secretary, have resigned from Emerson-New Jersey Inc., Newark; Irving Sarlin, sales mgr., becomes gen. mgr. . . Trevor H. Clark, ex-Federal and RCA Labs, named director of military research & development div., Southwest Research Institute, San Antonio . . . Frank B. Rogers Jr., ex-Ampro, named sales v.p., Reeves Soundcraft Corp. . . Maj. Gen. Douglas A. L. Wade, Royal Corps of Signals, has arrived in Washington to be telecommunications attaché at British Embassy . . . Louis Selsor, ex-DuMont, named jobber sales mgr., National Video Corp. . . L. E. Septer named sales mgr. for tuner and tube divisions, Sarkes Tarzian Inc. . . Otto H. Schade, RCA tube dept., gets SMPTE David Sarnoff Gold Medal Award for developing method of rating film and TV systems in objective mathematical terms . . . Henry F. Argento, Raytheon sales mgr., named asst. v.p. and appointed asst. mgr., power tube div.

* * * * *

With William Boss shifted from Rochester to Camden to be assistant to RCA consumer products v.p. Joseph B. Elliott in handling of field contacts, RCA Victor home instrument dept. sales v.p. A. B. Mills announced these new field salesmen and territories: Donald E. Roark, Albany & Hartford; Jack K. Sauter, Buffalo, Rochester, Syracuse & Binghamton; Philip E. Cunningham, Nashville, Chattanooga, Knoxville & Birmingham; Robert F. Cage, Detroit, Saginaw, Lansing & Grand Rapids; Daniel Gentile Jr., Kansas City, Des Moines, Sioux Falls & Denver; Bruce S. Durant, Indianapolis, Milwaukee & Peoria.

Dr. Allen V. Astin, govt. career scientist associated with development of proximity fuses in World War II, has been appointed acting director, Bureau of Standards, succeeding Dr. Edward Condon, resigned to becoming research director, Corning Glass. Dr. Astin as associate director of Bureau was responsible for electronics along with other developments.

A. D. Plamondon Jr., president of Indiana Steel Products Co., and chairman of RTMA small business survey committee, was elected chairman of Air Force Small Business Survey Committee, RTMA president Glen McDaniel named secretary, at Oct. 9 meeting at Wright-Patterson Air Base, Dayton.

Dr. Anton Frederik Philips, 77, founder of Europe's big Philips radio and lamp concern at Eindhoven, Holland, died there Oct. 7.

Financial & Trade Notes: Third quarter reports will soon start issuing, are expected to show considerable declines in TV-radio companies' sales and earnings because of (1) sharply reduced TV output and sales during that period, (2) defense orders not yet rolling. But contrary to expectations, major set manufacturers will report they were in the black that quarter, thus should show respectable profits for year as whole.

"I think," said one very competent Wall Street observer, "they will have at least as good, if not better, year in 1952 when govt. work will start contributing to shipments. The big boom, however, is still 2 to 3 years off." He was thinking, primarily, of anticipated opening of new markets when freeze ends and more stations get on the air (Vol. 7:36-37). Even now, though, as United Business Service reported Oct. 8, "the appeal of TV shares lies chiefly in the prospect of expanding present ownership of sets more than twofold."

* * * *

Among officers' and directors' stock transactions reported by SEC for August: Dee S. Lenfesty sold 1200 Arvin, holds 1500; Victor Mucher bought 500 Clarostat (July), holds 13,100, wife holds 2200; Frank L. Driver bought 400 Driver Harris, holds 38,080; Richard E. Laux sold 1500 General Instrument, holds 100; Philip F. LaFollette bought 50 Hazeltine, holds 800; Adolphe A. Juviler sold 2800 Olympic, holds 85,640; Percy L. Schoenen sold 700 Olympic, holds 23,306; Barney Balaban sold options for 10,000 shares of Paramount, holds 30,000; R. L. Heberling gave 155 Philco as gift, holds 23,832 common, 300 pfd.; John S. Timmons sold 3000 Philco, holds 10,000; William Gammell Jr. sold 1100 Raytheon, holds 14,470; Robert H. Bishop sold 209 Sylvania, holds 450; Don G. Mitchell sold 100 Sylvania, holds 3074.

These sales of stock by Philco officials were reported to N. Y. Stock Exchange this week: Fred W. Rombach, v.p., and James T. Buckley, chairman, sold 2162 & 2000 shares, respectively.

* * * *

Dr. Allen B. DuMont predicted his firm's sales for 1952, including defense orders as well as TV receiver, tube and transmitter equipment, will run at least 25% ahead of best previous year in firm's history (1950 gross sales were \$76,362,665, up from \$45,362,089 in 1949). He spoke Oct. 9 before Robert Morris Associates, an association of bank credit men meeting in New York. He also said industry's biggest problem is still the FCC freeze on new station construction, reiterated his oft-expressed conviction that all-electronic and not "mechanical" color will prevail, forecast TV output this year will be about 5,000,000.

Sylvania stockholders vote Nov. 19 on issuance of 200,000 shares of new convertible preferred stock and an increase in the authorized common stock to satisfy conversion rights. Also planned, when market conditions are favorable, is sale of about \$25,000,000 of 20-year sinking fund debentures. Company will use \$17,200,000 of proceeds from preferred stock sale to retire all outstanding 3¼% debentures, its entire funded debt now outstanding, and other new money will be used for expansion program, including \$18,000,000 in plant.

General Instrument Corp. reports net loss of \$625,603 for 6 months ended Aug. 31, compared with net income of \$487,167 for corresponding 1950 period—attributed to lack of demand for end product, govt. materials controls, transition to defense production, vacation shutdowns.

Trav-Ler reports net profit of \$318,486 on sales of \$11,389,744 for year ended June 30. Company reported net of \$2,309,275 on sales of \$13,892,485 for calendar 1950, first full year its stock was publicly held (Vol. 7:12).

Mobilization Notes: More than 300 out of about 1000 manufacturers of electronic "Class B" (standard) products and components have failed to file CMP applications for first quarter 1952 allotments of steel, copper and aluminum. Deadline date for filing was Oct. 1, and NPA Electronics Div. this week sent telegrams to all who haven't filed. It's probable that applications arriving after Oct. 17 will be held up until all earlier applications have been processed and allotments issued, some NPA staffers say.

DPA-NPA chief Manly Fleischmann warned this week that manufacturers will face serious difficulties in obtaining steel, copper and aluminum if they fail to file applications immediately. "Mills are not required to accept authorized controlled materials orders unless they are placed within the prescribed lead times," he said. "In the case of steel, these vary from 45-120 days, according to type of project. A would-be purchaser, who files his application for an allotment too late to receive his authorization in time to meet these deadlines, is just out of luck."

Electronics Div. officials say CMP-4B applications for first quarter are worst yet with regard to errors and omissions. Average application, they say, takes from one to 2½ hours to interpret and tabulate, because of lack of sufficient information.

Nippon Television National Network Corp. has been formed in Japan, capitalized at 2 billion yen and backed by leading banking, newspaper, movie and industrial interests, to set up system of stations that Japanese Radio Regulatory Commission this week agreed should operate on American 525-line standards. Tokyo transmitter, first of proposed chain of 22, is expected to be ready by spring of 1952, initial TV receivers of U. S. standard make to be imported tariff-free as "educational media." Project is culmination of survey just completed in Japan by Maj. Henry F. Holthusen, New York attorney; William S. Halstead, Crosby Laboratories engineer; and Dr. Walter Duschinsky, studio planner—operating as Communications Consultants, 25 Vanderbilt Ave., New York. U. S. equipment for the TV and a system of telecommunications stations will be ordered. Project will be first private broadcasting for Japan, permitted under law passed during MacArthur regime in 1950; formerly, govt. operated broadcasting as private monopoly.

Denver got World Series on theatre TV after all. Baseball commissioner Ford Frick Oct. 6 reversed earlier decision (Vol. 7:40), wired John Wolfberg permission to pick up series on his Broadway Theatre big-screen equipment from same closed circuit serving some 90 receivers at Brown Palace and Cosmopolitan Hotels. Hookup was made in time to catch third inning of third game Oct. 6, and theatre filled up rapidly as news spread. No admission was charged for Oct. 6 game or remaining 3 games, also carried by Wolfberg on same super-exclusive theatre basis. World Series ate heavily into audiences of TV-equipped theatres in 5 cities presenting big-screen showings of Navy-Princeton football game Oct. 6 under arrangement with National Collegiate Athletic Assn. None of theatres reported better than fair business, managers blaming poor attendance on availability of series free on home TV sets.

Didn't the Russians invent TV, as blandly claimed by a Soviet diplomat as he departed these shores several years ago carrying "sample" of an American-made receiver? Now comes claim they've "discovered" art of mass production of TV sets, reported in AP dispatch from Budapest. It quotes newspaper *Szabad Nep* as stating Russian-made sets are far superior to those of the West, giving "clear, sharp and perfect picture." But Hungarians, AP adds, have to be content with "promise" that TV will reach their Sovietized paradise "in the near future."

FCC APPROVAL of \$1,050,000 sale of KEYL, San Antonio, to Geo. B. Storer's Fort Industry Co. (Vol. 7:30) was last of an even dozen sale deals effected since early 1949—all authorized by FCC—and leaves only Chicago's WBKB still now pending. Storer interests now have 4 TV outlets, having founded WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta. Limit is 5, so it's presumed Storer will drop all but one of his still pending applications for new TV outlets—in Cincinnati, Wheeling, Miami, where he has radio stations.

Other TV station deals to now, exclusive of projected ABC merger with United Paramount Theatres Inc., as part of which deal CBS proposes to acquire latter's WBKB, Chicago, for \$6,000,000 (Vol. 7:21):

WLTW, Atlanta (formerly WSB-TV), sold to Broadcasting Inc., local group, for \$525,000 in swap of channels with CP holder WCON-TV (Vol. 7:32-34, 38-39).

WOW-TV, Omaha, sold with WOW to Meredith Publishing Co. interests for \$2,525,000, purchaser acquiring surplus account of \$720,000 (Vol. 7:32, 39).

KHJ-TV, Los Angeles (formerly KFI-TV), sold to General Tire (O'Neil) for \$2,500,000 (Vol. 7:23, 32, 36).

WOOD-TV, Grand Rapids (changing from WLAV-TV as of Oct. 19), sold for \$1,382,086 to Harry Bitner interests (Vol. 7:19, 38).

KTSL, Los Angeles (to be changed to KNXT), sold to CBS for considerations totaling \$3,600,000 (Vol. 6:52).

KFMB-TV, San Diego, sold with KFMB to John A. Kennedy interests for \$925,000 plus other considerations (Vol. 6:46 & 7:17).

WTOP-TV, Washington (formerly WOIC), sold 55% to *Washington Post*, 45% CBS for \$1,400,000 (Vol. 6:25).

KPRC-TV, Houston (formerly KLEE-TV), sold to *Houston Post* for \$740,000 (Vol. 6:13, 21).

WFAA-TV, Dallas (formerly KBTV), sold to *Dallas News* for \$575,000 (Vol. 6:4, 11).

KING-TV, Seattle (formerly KRSC-TV), sold to Mrs. A. Scott Bullitt for \$375,000 (Vol. 5:20); 25% interest sold to Hearst Radio for \$375,000 (Vol. 7:26).

KPHO-TV, Phoenix, went into hands of present owners in several stock transfer deals after three 25% stockholders in grantee corporation (Texas oilmen W. L. Pickens, R. L. Wheelock & H. H. Coffield) decided not to purchase stock (Vol. 5:26 & 6:6, 20). New stockholders provided funds for construction.

Power increase from .5 kw to 5 kw was granted New Haven's WNHC-TV this week when FCC waived its "Fifth Report" (Vol. 7:30-33). Commission had previously said it wouldn't permit community stations, such as WNHC-TV, to go to 5 kw—considering such move a violation of freeze policy. Station convinced Commission that no one would lose by grant, since it already had 5-kw transmitter installed and no other station would suffer interference. Grant leaves only 2 community stations: WDEL-TV, Wilmington, and WGAL-TV, Lancaster. If they say "me too," presumably they'll have to show similar set of circumstances. On other hand, they may prefer to retain present powers, go all the way—100-200 kw ERP—after end of freeze. Commission also finally granted DuMont's WABD, New York, permission to use 5-kw transmitter on Empire State Bldg., radiate 16.7-kw ERP.

Among least expensive TV station proposals to date is that of KIFI, Idaho Falls, Ida. In application filed last week (Vol. 7:40), station said total construction cost would be \$83,061, with much equipment to be built under direction of engineering consultant Grant Wrathall, part-owner. Breakdown: transmitter (1-kw output, 3-kw ERP) \$11,500, antenna system \$10,000, studio equipment \$55,761, modulation monitors \$2300, legal and engineering fees, \$3500.

Everyone is "experting" Comr. Frieda Hennock's chances of getting Senate confirmation to New York Federal bench (Vol. 7:40), but little of the speculation appears authoritative. Four witnesses testified for her Oct. 11, more on Oct. 13. After Oct. 13 closed session of Judiciary Committee, hearings hadn't officially concluded, presumably could resume later. However, there were some doubts about any action at all before Congress session ends, judging from attitude of some members. Recess appointment is possible but not certain. Drew Pearson Oct. 4 column reported some charges he said were leveled at Miss Hennock during hearings. Column was published in New York, not by *Washington Post* which did, however, carry his Oct. 9 column reporting that former Secretary of War Robert Patterson had withdrawn his support after hearing nature of testimony. Witnesses for her during Oct. 11 session included Justice Agnes Craig, Bronx Municipal Court; Jacob L. Holtzmann, attorney and member of New York Board of Regents; Justice Doris I. Byrne, New York Court of Special Sessions; David Schenker, New York attorney.

Date for hearing on Paramount Pictures (anti-trust violations, etc.) and ABC-United Paramount merger (Vol. 7:32, 35) has finally been set for Jan. 15, to be held before FCC examiner yet unnamed. Comment around Commission is that FCC could spend "years" on case if it chose. Says one attorney: "It would take 12 lawyers and 20 accountants a year to study Justice Dept.'s files alone." ABC is particularly anxious to get final decision quickly, needing added expansion capital and fearing it will soon have to go "house-hunting" without infusion of UPT capital. Its leases with NBC—in New York, San Francisco, Los Angeles—expire March 31, 1952. Permission to intervene in case, filed by Fanchon & Marco theatre chain (Los Angeles, St. Louis), was denied by motions commissioner George Sterling—but chain isn't foreclosed from testifying. This week, F&M petitioned FCC to override Sterling.

FCC granted 90-day test of Telemeter, coin-operated subscription TV system proposed by Paramount Pictures (Vol. 7:34, 37), gave company strict orders not to create impression Commission has approved system—same as it did for tests of Zenith's Phonevision, Skiatron's Subscriber-Vision (Vol. 6:6, 47). Tests will be as Paramount proposed: over Los Angeles' KTLA, midnight-9 a.m., using 6 receivers, no public participation. Skiatron is stepping up activity lately, sending director Rear Adm. Timothy O'Brien to Hollywood, presumably to seek films for home tests. He says that Subscriber-Vision, currently punch-card operated, can also use coinbox.

TV station owner Edward Lamb (WTVN, Columbus, and WICU, Erie) this week bought WHOO and WHOO-FM, Orlando, Fla., from Martin Anderson, publisher of *Orlando Sentinel-Star*. Price was \$200,000. It's Mr. Lamb's second AM outlet, other being WTOD, Toledo. ABC outlet operates with 5-kw night and 10-kw day on 990 kc. Lamb takes over WHOO's TV application. This week, also, Grant Ashbacher sold his WKBZ, Muskegon, Mich., for \$179,000 to Arch Shawd, ex-WJR, Detroit, and WTOL, Toledo. It's also an ABC outlet, operates with 1-kw on 850 kc. Both deals were handled by Blackburn & Hamilton.

Total TV applications rose to 446, of which 14 are uhf, with filing this week by Tel-A-Ray Enterprises Inc., Henderson, Ky., for uhf Channel No. 50. Firm is made up of group of local business men. [For further details, see *TV Addenda 13-N herewith*; for listing of all applicants to date, see *TV Factbook No. 13* and Addenda to date.]

Electromagnetic radiation bill (S. 537) was finally passed by Congress this week, Senate concurring in House amendments (Vol. 7:38). Bill gives President control over all radiating devices which enemy could use for navigation.

Television Digest

WITH AM FM REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 7, NO. 42

October 20, 1951

In this Issue:

CBS Color Shelved 'for the Duration', page 1.	Azcarraga Plans Dozen Mexican TV Stations, page 7.
Theatre TV Climaxes RCA Color Series, page 3.	Crystal-Gazing the Near Future of TV, page 10.
Telecasters Adopt Self-Control Code, page 6.	TV Market Up, Inventory Cut in Half, page 10.
Movies Hitching Wagons to New Star, page 6.	What They Say About Demand, Supply & Shortages, p. 11.

CBS COLOR SHELVED 'FOR THE DURATION': Looks like you can forget about color TV -- for an unpredictable period.

CBS system goes into mothballs, that's definite. Compatible system developments may also have to be shelved -- next week will tell.

Shocker came at 3 p.m. Friday, Oct. 19, when CBS president Frank Stanton released statement that, at request of mobilization director Charles E. Wilson, CBS would immediately stop all color set production and programming "in the national interest...for the duration of the emergency."

At about same time, Mr. Wilson's office released letter to Stanton, which asked such suspension "in order to conserve critical materials." Press release from his Washington office also stated he would call all TV manufacturers to meeting sometime next week "for the purpose of discussing the desirability of suspending all further development of color TV in order to free highly skilled electronic engineers for important military projects."

[For texts of Wilson letter and Stanton statement, see p. 5.]

Story broke after N.Y. Stock Exchange had closed, so there was little activity in CBS Friday when "A" closed at 28½, "B" at 28¼, off ¼ & ½ respectively in a generally weak market. They opened at 27½ & 27¼ Saturday, closed at 27½ & 27¼.

* * * *

Questions, speculation, cross-allegations -- erupted all over the country, among manufacturers and telecasters especially, when the news broke. "Who done it?" was the common refrain -- and efforts to plumb the facts met some blank walls.

CBS spokesmen were absolutely mum, and FCC officially said "no comment" until it has "more information". One staunch CBS adherent at FCC said: "I see the fine hand of General Sarnoff in this one." But Sarnoff, fresh from the triumphs of RCA's New York-Washington demonstrations (Vol. 7:41), and its remarkable showings of large-screen theatre TV in color this week, said he was nonplussed -- probably would have nothing to say until manufacturers' meeting with Wilson.

Some industry topkicks, while inclined to gloat over what they said was end of CBS's color campaign, were mad as hornets over idea that all color development, even the compatible kind of NTSC & RCA, might have to be frozen.

Several boiled, off the record, and only the ever-blunt Dr. Allen B. DuMont asserted, "Damn right you can quote me." Said he:

"It's a hell of a note. I think they should make CBS make those sets. They would lose their shirts, as I always said they would."

Other industry men spoke in same vein, indicating intensity of feeling that prevails. Said one of foremost: "How much critical materials could this save? CBS wouldn't make enough color sets to put in your eye. Why? Nobody is buying them or would buy them. Who will buy one of those things for 6 or 7 hundred bucks?" (He was referring to fact that CBS's 10-in. magnified receiver, listed at \$499.95, actually comes to very nearly \$700 with taxes, warranty, installation, service contract.)

"As for saving engineers for military projects," said this spokesman, who is

in no way connected with RCA, but is an enthusiast for NTSC's current color work, "you aren't going to save much by calling them off color. I imagine there are altogether, throughout the industry, 2-300 engineers working on color. If you want to save engineers, take them off new picture tube development, uhf and such stuff.

"But what would you do with them? I don't think there's enough military work to keep them going. But I don't know whether you can tell Wilson that. He says there's a shortage of engineers. The whole thing depends on whether it's materials or engineers that he's worried about. We'll know next week."

* * * *

There you have the thinking of industry leadership -- for from start just about whole electronics and industrial fraternity has been lined up against CBS and FCC in their effort to put over non-compatible color.

Everyone in trade reached, within short time available before going to press, seemed convinced Wilson's request was CBS-inspired -- "a way off the hook" and "a chance to wave the flag" in the process, as one put it.

It's really curious how each camp uses same argument to detect "machinations" of the other. CBS proponents have said CBS sets don't use much materials that couldn't be diverted from black-&-white. Opposition says lack of demand for the CBS sets means they wouldn't use much material anyhow.

Fact is that CBS's request to NPA for extra materials to manufacture color receivers had been rejected -- and CBS had appealed rejection to NPA appeals board and was scheduled for hearing Oct. 23 (Vol. 7:41).

* * * *

Move was really at high level. NPA Electronics Div. was caught flatfooted. DPA administrator Manly Fleischmann had been out of town for last week, got back and lunched with Wilson day of announcement. It's known, definitely, that Fleischmann had a "request" before him for several weeks. No one at DPA will say where request originated, but they'll say they think they know.

Speculation is that pitch may have been from Paley to Symington to Wilson, inasmuch as former 2 are social cronies and Paley spends several days each week in Washington on his job as chairman of President's Materials Policy Commission (Vol. 7:2,4), a post obtained for him by NSRB (now RFC) Chairman Symington.

* * * *

Here are some of the many questions being raised:

(1) Stanton says color is off for "duration of the emergency." And Wilson asked for suspension "until such time as critical materials are in sufficient supply to warrant production." Which comes first? Will CBS resume color if materials noose loosens, though emergency persists?

(2) What will FCC do about it, if anything? Would it consider a petition for compatible standards while DPA-induced color "freeze" is on?

(3) Will CBS be permitted to continue laboratory development, as Stanton says it intends to, if rest of industry's color engineers are "frozen" off color?

(4) Would Wilson extend engineering freeze to uhf, picture tubes, black-&-white redesign and refinement -- or even to station construction, theatre TV, etc.? DPA officials say color action isn't unique, pointing out, for example, that Govt. has limited number of cars with automatic transmissions.

(5) Is Wilson merely "suggesting" or is he "ordering"? If latter, why was same letter not sent to NTSC members, to RCA, to those other firms which, like CBS, have also been advertising availability of color units?

* * * *

Reasons Wilson gave for action -- materials and engineering shortages -- were ignored by FCC when it rendered color decision about year ago in time much more uncertain militarily than the present (Vol. 6:35). Then, the defense agencies were predicting even more dire impact of Korean War demands on electronics industry.

Materials situation was cited by Supreme Court Justice Frankfurter, too (Special Color Report, May 28, 1951), and rejected by CBS when it asked for and got DPA's assurance Govt. didn't intend to interfere with color production (Vol. 7:1).

Whether all color TV development will stop, is probably biggest question pending. Manufacturers who were accused of ganging up against color per se for fear it might hurt their black-&-white business, now are straining to go ahead with RCA and/or NTSC compatible system, and everybody thought it was only a matter of several months before the compatibility proponents would ask FCC to reopen "door ajar".

Some manufacturers also say much color work is "straight down the line" on military projects, closely allied with certain defense plans.

President Richard Hodgson, of Chromatic TV Labs (Paramount Pictures), after hearing news, announced that Lawrence tri-color tube uses no more critical materials than black-&-white tubes, could be put into sets requiring no additional materials. But he admits that it may make little sense to put tube into sets now, inasmuch as there's no more colorcasting and a compatible system may eventually be adopted.

* * * *

Distributors and dealers seem relieved to have color "incubus" off their necks. Now they can tell customers color is out the window for duration -- though lately they've indicated, as one told us, that "color is the least of our troubles so far as sales resistance is concerned."

The few color sets out -- CBS declines to divulge number -- may have served as store traffic builders, but they certainly didn't sell color sets. One big Washington dealer, who displayed color set, was so miffed by Friday's happenings that he asserted: "I'm telling them to take their whole line back. The only reason I took it was because I expected the color set to bring people into the store." He has not sold one color set, he said, nor taken one order.

CBS-Columbia Inc. has been doing good job of building up distribution organization on strength of new name and color promotion. It may wind up with net gain yet -- in developing market for its black-&-white sets. Sales manager Richard Payne said dealer interest in line has increased "hundred-fold" since old Air King days.

Company has straightforward selling job to do now, competing against some 100 other brands. Price-wise, it faces usual handicaps of any small producer facing big and long-entrenched mass producers. It has advantage of CBS name and TV-radio network facilities, can probably still hold onto substantial private-label market in which its precursor Air King once mainly operated (Sears Roebuck, et al).

* * * *

Few think incompatible color will ever be resurrected, not least of these being CBS's own affiliates who have shown conspicuous lack of enthusiasm for system -- and only handful of whom have carried its network colorcasts, now halted.

Whether work on compatible color is stopped or not, every black-&-white set sold becomes so much added weight that an incompatible system would have to lift.

And FCC's greatest hope, new stations in new markets, which some thought might be pressured into color, directly or indirectly, can scarcely be expected now to hop into color when the station freeze is lifted.

THEATRE TV CLIMAXES RCA COLOR SERIES: Before Friday's big color explosion (see p. 1), RCA engineers were elatedly winding up 2 weeks of highly successful color showings, including impressive theatre-TV demonstrations in New York. Next move was to be field-testing of those NTSC-recommended specifications not already in their system -- including 3.89-mc color carrier (in lieu of 3.58), asymmetrical sampling, etc.

Rest of industry has been gearing for Nov. 2 full NTSC meeting in New York to agree on the few remaining system factors to be field tested.

This week's RCA showings were much like last week's, with virtually everyone conceding compatible system is "almost here," if not already "ripe" for standardization. FCC commissioners who attended this week -- Jones, Hyde, Sterling, Webster -- are naturally shy of commitments. But their off-the-record comments make it quite clear they're impressed with what they've seen but are by no means prepared to "buy" the system on basis of one demonstration they've witnessed. Said one:

"They've made progress -- extremely interesting progress. But there are a lot of questions to be answered. One showing like this isn't like a hearing with 10,000 pages of testimony and 200-odd exhibits. This isn't the kind of situation

you can make a judgment on. If they have satisfactory answers to the criteria in our color decision -- that's the thing."

Another remarked: "I was particularly interested in the questions asked when I was there -- cost of sets, convertibility of black-&-white sets, etc. RCA seemed to have a little trouble with them." Others reserved comment, as did chairman Coy last week, or couldn't be reached. All but Hennock have now seen system.

"If you had seen pictures like these during the hearing," we asked one commissioner, "do you think your decision would have been different?" He laughed, said: "Well, the decision would have been less obvious."

Many Washington consulting engineers and radio attorneys attended, left more satisfied than ever that compatibility is basic, and that FCC must eventually accept compatible system. Perhaps best-informed comments were those of engineer Stuart Bailey, who served on famed Condon color committee (Vol. 6:28,30):

"It's a definite improvement. The apparent contrast isn't quite as good as CBS's. But that's probably an interim thing. Registration is better than ever before. It's perfectly satisfactory color."

"Charges of complexity against the RCA system never worried me. Black-&-white is too complex -- but it works. Those things shake down; they always do."

We asked whether Condon Report might have been different had committee seen current RCA pictures. "I don't think so," he said. "If you read it again, and look at the table we prepared, I think you'll find this is the sort of thing we anticipated. But I think CBS has made an important contribution to color. If they hadn't forced the issue, we probably wouldn't be as far along as we are."

* * * *

RCA's theatre-TV showings all week in New York's Colonial Theatre were also tremendous hit with theatre men, press and public. Many said the pictures were even better than those on receivers.

Theatre men appeared truly excited. Typical quotes:

Nathan Halpern, president of Theatre Network TV Inc.: "Very important progress. I think it's acceptable right now. Of course, there's no equipment for sale yet, presumably because there are some problems to work out yet."

Dana Atchley, technical TV chief, United Paramount Theatres: "All of us are extremely enthusiastic. That goes for Mr. Goldenson [president] and Mr. O'Brien [executive v.p.]. We're particularly impressed with compatibility for theatre TV as well as home TV. It's important to be able to install black-&-white now, knowing that you can continue using it when color comes. Certainly, we shouldn't wait until color is available. We'll shortly have 24 [UPT] theatres equipped."

Richard Hodgson, president, Chromatic TV Labs (Paramount Pictures): "Very good. Maybe we should have more bandwidth, but this is acceptable right now."

Bernard Lust, Lust chain (Washington, D.C.): "If they could build one now, I'd take it. Of course, there are a few imperfections, but the average moviegoer wouldn't even see them. It's very much like Technicolor, much better than other color film processes."

* * * *

Most of press reacted much as did theatre men. Variety reported: "Colors... were solid and true, indicating the new tint system can well be that extra fillip needed to get big-screen video over the hump." New York Times: "Theatre men, accustomed to Technicolor and other motion picture color systems, felt that RCA color still had a long way to go before its quality would equal that of existing color systems. All things considered, however, this initial demonstration was judged a marked success." Herald Tribune: "The large-screen color was of high fidelity, but not so sharp as standard motion picture reproduction. However, the colors were softer and easier to look at than movie color."

Our own feeling was that more resolution and brightness would be welcome. Most engineers had same reaction, and RCA v.p. W.W. Watts did remark that "perhaps more bandwidth may prove desirable." Bell Labs' veteran Pierre Mertz suggested that more resolution may make up for less light to some extent -- although RCA's Dr. David Epstein said achievement of greater light output isn't much of a problem.

Equipment uses 3 kinescopes, 7-in., with 60 kv (compared with 80 kv for monochrome). Projector is on floor of theatre, about 30 ft. from screen, giving 9x12-ft. picture.

Basic equipment is very similar to gear RCA used for color theatre TV with simultaneous system in 1947, employs 3 Schmidt optical systems. Projector was developed for RCA labs' auditorium, thus accounting for picture size and length of throw. RCA said equipment would be developed for 18x24-ft. picture, 40-80 ft. throw.

Program was same show, thrice-daily, going to audiences in New York and Washington viewing home-type sets (Vol. 7:41).

Dr. Epstein, who directed the development, was mildly riled because some people considered pictures somewhat under Technicolor quality.

"I'll take on Technicolor any day of the week," said he. "Our system just has more inherent fidelity than Technicolor. And I can prove it." He also pointed out that same studio show was being picked up direct in New York and going over coaxial and microwave to Washington, thus making it difficult to control studio lights, etc. to best advantage for each type of showing.

* * * *

Biggest question in most people's minds is much-publicized Eidophor-CBS theatre TV (Vol. 7:41), due to be demonstrated in New York in month or 2. Most engineers say they're reserving judgment until showings, are particularly concerned about servicing and maintenance of Eidophor.

Pictures should be good, they say, since system employs field-sequential standards superior to those of CBS: 525 lines vs. 405, 180 fields vs. 144, 12 mc vs. 6 mc. These are basically the standards used by DuMont in its industrial color (Vol. 6:10). Trouble, engineers say, is how to get system between cities, since there are no 12-mc networking facilities.

Since no FCC approval is required for closed-circuit theatre TV, way is clear for use of any color system -- assuming Govt. doesn't ask industry to call off projects. But chances are color theatre TV will still be purely experimental when FCC's theatre-TV hearing begins Feb. 25, and there's no knowing whether Commission will permit industry to choose own standards -- as industry would like to do.

STANTON'S PRESS STATEMENT

IN THE national interest, CBS and its manufacturing units will comply immediately with ODM's request to suspend manufacture of color television equipment for the duration of the emergency. CBS television will also suspend its regular schedule of color broadcasts in view of the fact that there will not be a sufficient number of color receivers in the hands of the public to warrant such a broadcast service.

We look forward to the day when we may resume our color production and make this electronic achievement available to the American people. Within the limitations which may be imposed by the Defense Mobilization effort, we intend to continue experimental and developmental work during the period of manufacturing suspension, with particular attention to the development of a tri-color tube in connection with the CBS color television system, which received full commercial authorization by the Federal Communication Commission.

Development of a tri-color tube of CBS design is proceeding rapidly and we expect that such a tube can be demonstrated shortly and will allow simplicity and economy in manufacture.

The CBS laboratories will also concentrate on the development of a simple adapter which may be attached to ordinary black-& white television sets and which will enable those sets to receive color television signals in black and white. Such an adapter made generally available to the public at a reasonable price should remove any significant objection to the CBS color television system on the grounds of incompatibility with present black and white standards.

CBS-Columbia Inc., our manufacturing subsidiary, will continue to manufacture black-& white television sets and electronic equipment for the defense program.

WILSON'S LETTER TO STANTON

AS YOU know the defense mobilization program in which we are now engaged requires the use of vast quantities of scarce materials in the production of military items and essential industrial expansion. In order to meet the production schedules which have been established it is necessary for us to overcome many bottlenecks and to conserve critical materials for those emergency programs.

We are making strenuous efforts to expand our sources of raw materials. Eventually we should be able to carry forward the military program and at the same time maintain our normal civilian production. In the interim, we are calling upon American industry to minimize the use of scarce materials and to stretch supplies through the use of substitutes. Through this program we believe that the civilian economy will be kept reasonably well supplied with essential goods. We must, however, request industry to suspend plans for mass production of new products which are not absolutely essential and which would require the use of critical materials. After careful study, I have reluctantly concluded that the mass production of color television sets presents such a case.

I am, therefore, requesting the Columbia Broadcasting System to suspend its plans for the manufacture of color television receivers in order to conserve critical materials until such time as these materials are in sufficient supply to warrant production. Your cooperation in this matter would be of great benefit to the defense effort.

TELECASTERS ADOPT SELF-CONTROL CODE: Determined to head off govt. action, America's telecasters this week voted themselves a strict self-censorship code.

Representatives of 65 TV stations & 2 networks, meeting in Chicago Oct. 19, approved Program Standards Code substantially as prepared by committee under Robert Swezey, WDSU-TV (Vol. 7:25,31,36). There were no dissenting votes, 3 abstentions. Code must still be ratified by NARTB-TV board at next meeting, scheduled Dec. 3.

Many telecasters found code tougher than they'd anticipated -- only 2 said it wasn't tough enough. Much of it is borrowed from motion picture code and old radio code, runs gamut of most-complained-about programming excesses and shortcomings -- all the way from "indecent exposure" to length of commercials.

Copies are available from NARTB, 1771 N St. N.W., Washington 6, D.C.

"This code obviously was written for the American people and not for people who own and operate TV stations," said NARTB president Harold Fellows at the Chicago meeting. Copies will be circulated this week to FCC and to Sen. Johnson's powerful Interstate & Foreign Commerce Committee, now considering the Benton Bill to set up 11-man TV-radio "program advisory board" (Vol. 7:22,33,36,41).

Code contains many flat prohibitions -- against profanity, obscenity, the glorification of criminals, religious and racial bias, etc. But when it comes to advertising practices, tone becomes decidedly more placatory.

Commercial time standards are merely "suggested [as] a guide to determination of good telecast advertising practice," with notation that they may be revised "from time to time." Sample suggested lengths of advertising messages: 15-minute news programs, 2¼ minutes; other programs (Class A time), 2½ minutes in 15-minute programs, 3 in 30, 6 in 60; all other hours, 3 minutes in 15, 4¼ in 30, 7 in 60. There's no reference to such practices as double-spotting at station breaks, etc.

"NARTB TV Seal of Approval" goes to stations subscribing to code. It will be on slide or film, for display by stations in same way movie producers use MPAA's "Johnston Office" self-censorship seal. It's suggested seal might be used in background of station identification slide.

TV's "Johnston Office" will be 6-man TV Code Review Board, to be named by NARTB-TV board, with NARTB chairman Justin Miller ex-officio member. First board will serve until 1952 convention; thereafter members will serve for year.

Board's duties, as outlined in the code: (1) Review all TV programming. (2) "Receive, screen and clear" complaints about programming. (3) Define & interpret code. (4) Keep FCC, Congress and other govt. agencies informed of code's operation. (5) Inform code subscribers of complaints & commendations. (6) Make recommendations or prefer charges to TV board concerning violations. (7) Recommend amendments.

'HITCHING THEIR WAGONS TO NEW STAR': Whither Hollywood? Will film industry "meet and conquer the threat of TV" -- or is it to be a knock-down-and-drag-out between home and theatre entertainment -- or are the two media destined to merge?

"Movietime U.S.A.," glittering current bootstrap promotion campaign of film industry, is producing results -- no doubt about that. While they aren't exactly tearing down the doors (except on occasional theatre-TV nights), customers are returning to the movie palaces. And film folk like to stress this point:

Despite return of big TV shows, both film rentals and theatre business have continued summer's upswing through September. They give these reasons: (1) "Movies are better than ever." (2) TV's novelty is wearing off.

But can Hollywood continue to battle TV as a competitor -- or will film and telecasting industries eventually discover they're interdependent? Theatre owners already are laying plans to blend with TV through station ownership, theatre TV, etc. (Vol. 7:39). Movie producers, too, know they have important decisions to make.

Old films in studio vaults -- once written off as virtually worthless -- have taken on new luster. Libraries of 5 leading film producers alone are said to be worth some \$280,000,000 for TV use (Vol. 7:18). But the major studios are still withholding them to protect theatre owners.

Public's appetite for the Hollywood product -- on home TV sets -- is unques-

tioned. With hundreds of new stations after freeze, it will increase many fold. A.C. Nielson survey showed every night 1,000,000 TV sets in New York area are tuned to at least one feature film -- with figure rising to 1,500,000 on Friday nights and 1,600,000 Tuesdays. Only films included were those made for theatre release.

Possible forerunner of trend is testimony by Republic Pictures president Herbert J. Yates that his studio has been considering giving up production of films for theatres, devoting entire output to TV features. Statement came out in course of hearing on cowboy star Roy Rogers' precedent-setting suit which succeeded in preventing Republic from selling or leasing his old films to TV (Vol. 7:26-27,30).

Setback to movie companies seeking revenue through release of old films to TV was administered Oct. 18 by Los Angeles Federal court with Judge Hall's grant to Roy Rogers of permanent injunction to keep Republic from offering his films to TV.

Rogers' contract didn't mention TV specifically, but reserved actor's right to control association of his name with sale or advertising of any commercial product. Court ruled this applied to TV programs -- both sponsored and sustaining -- since sustaining programs in effect advertise network or station presenting them.

Decision opens way for other stars with contracts similar to Rogers' to prevent studios from releasing their pictures to TV.

* * * *

Hollywood is at the crossroads, and we think Variety's Oct. 10 sizeup of situation particularly worth reading:

"The next 6 months are expected to be the period of decision for the motion picture industry. Level of the box-office between now and next April is seen as the tell-tale on whether the film biz, as now constituted, can live side-by-side with TV or whether the senior entertainment medium is slated for wholesale merger with its junior competitor.

"In any case, of course, the gap between films and TV is recognized as bound to close somewhat. With video already manufacturing and chewing up miles of film footage every week, with theatres installing large-screen tele as fast as they can get sets, with Paramount and 20th-Fox in heavy TV investments, and United Paramount hankering to merge with American Broadcasting Co., there can be little doubt that the contact between the 2 media is already getting fairly close-knit.

"If the b.o., however, should fail during the coming winter to sustain the gains it has made in recent months, a wholesale realignment of film thinking vis-a-vis tele can be expected. In efforts to bolster profits and/or hedge themselves against further income losses, the majors can be expected to start looking for ways to jump into video with both feet.

"Instead of the tentative eyeing of tele that's now going on, the big producing, distributing and exhibiting firms will undoubtedly be actively on the prowl for quick ways of hitching their wagons to the new star. For the producers that means selling of old -- and not-so-old -- product to TV..."

AZCARRAGA PLANS DOZEN TV STATIONS: Uninhibited by any freeze, content to let U.S. worry about uhf and color and all that, Mexico is proceeding with plans for new TV stations -- and we're now advised that no less an enterpriser than Emilio Azcarraga, country's top TV-radio and movie tycoon has projects for 4 new border stations and 6 others. These would be in addition to the one he already operates in Mexico City (XEW-TV, Channel 2) and second he plans there (XEQ-TV, Channel 9) -- both to function from giant new 25,000,000-peso, 26-studio TV-Radio Center due to be ready Dec. 1.

XEQ-TV still awaits govt. go-ahead for installation at Cortez Pass, some 15,000 ft. above Mexico City. Altitude is so great that DuMont was required to guarantee satisfactory operation of transmitter in such rarified atmosphere. Idea is to throw signal not only over Mexico City but also over vastly wider radius (100 mi. or more) than can normally be attained by TV. (Salt Lake City's KDYL-TV, incidentally, is planning station on Mt. Nelson, 9300 ft. above sea level, 3660 above average terrain, claimed as highest in U.S., expected to give 90-mi. radius with 50-kw ERP.)

Now experimenting on Channel 9 is home-built station operated by Guillermo Gonzales Camarena at XEGC, Saguayo; he was chief engineer for Azcarraga's radio net-

work, and Azcarraga reports: "There is absolutely no difference, so far as quality of image and sound is concerned, between the transmissions of his station and ours."

Azcarraga has applied for border stations at Tijuana, close to San Diego; Jaurez, opposite El Paso; Nuevo Laredo, opposite Laredo, Tex.; Reynosa, about 50 mi. west of Matamoros (opposite Brownsville, Tex.) where Mexico City publisher Romulo O'Farrill's XELD-TV recently went into operation on Channel 7 (Vol. 7:31,36). Senor O'Farrill also owns Mexico City's other existing TV -- XHTV on Channel 4.

Six more outlets are planned at Monterrey, Guadalajara, Tampico, Guanajuato, Veracruz, Torreon. Most of the stations, reports Azcarraga, will be managed by an organization formed by his companies with owners of leading local radio stations. Network plans await Cortez Pass station and, presumably, microwave relays therefrom.

* * * *

Note: Foregoing stations would comprise majority of the "20 or 22" which Mexico's director-general of telecommunications, Miguel Pereyra, while in Washington in early August, told us were in the works, would be built within year. New table of vhf channel allocations to Mexico, considerably revised from one previously set up in FCC table, will be released shortly by State Dept. It gives Mexico more channels, is understood to affect proposed U.S. allocations only in that (a) San Diego loses educational Channel No. 3, which goes to Mexicali, and (b) several changes in channel numbers, though not number or distribution of channels, will be required in proposed U.S. table of allocations (see TV Factbook No. 13).

For news about other Latin American TV station plans, see below.

MORE TV ACTIVITY in Latin America, spurred no doubt by availability of U. S. equipment while freeze persists here:

Dr. Assis Chateaubriand, Brazil's big chain newspaper publisher and radio operator, who already has established TV outlets in Rio de Janiero and Sao Paulo (see *TV Factbook No. 13*), has ordered RCA equipment for another station in Belo Horizonte, to operate on Channel 4 and be ready in early 1952. Plans are also afoot for Porto Alegre.

Sao Paulo's second station, licensed to Radio Televisao Paulista, is nearing completion and due on air on Channel 5 by Jan. 1. It's also reported that Jao Baptista do Armalar, radio station owner and publisher of *Sao Paulo Recorder*, is planning to build both in that city and in Rio.

This week was inaugural time for Argentine's first, LR3-TV, Buenos Aires, operating on Channel 7, said to be forerunner of 2 more in Buenos Aires, 2 in Rosario, one each in Cordoba and Mendoza (Vol. 7:36, 40).

Uruguay's Servicio Oficial de Difusion Radio Electrica (SODRE), official regulatory agency, has asked "immediate" bids for construction of nation's first TV station in Montevideo, reports Dept. of Commerce's *Foreign Commerce Weekly*. No standards were specified, but govt.-appointed committee has recommended U. S. standard 6-mc channels, using No. 2 to 6, with line and field standards to be adopted after tests.

FCC can't censor, chairman Wayne Coy told Knights of Columbus in Oct. 17 letter to its Supreme Council secretary. Latter had forwarded resolution, passed at annual meeting Aug. 21-23, demanding that "proper authorities . . . take the necessary action to see that all TV shows are presented in such a way that they will not offend any person." Said Coy: "The law places the responsibility upon the station licensees . . . They are limited in the exercise of their judgment by requirements of law which prohibit the broadcast of obscene, indecent or profane language and information relating to lotteries." He suggested organization "consult with the station operators."

FCC Commissioner George Sterling speaks Oct. 31 to New York Section of Armed Forces Communications Assn., plans to discuss TV in general—freeze, uhf, color, etc.

Personal Notes: Telford Taylor, onetime FCC gen. counsel, recently in private practice, who as an Army brigadier general prosecuted Nuremberg trials, confirmed by Senate this week as administrator, Small Defense Plants Administration . . . James Miles, ex-director of Purdue U's WBAA, named executive director, National Assn. of Educational Broadcasters, newly-established full-time job, with headquarters at U of Illinois . . . Edward Cheyfitz, aide to Eric Johnston, has resigned from Motion Picture Assn. Washington staff, his TV duties to be handled by Taylor Mills of N. Y. office; he plans to open law office in Washington . . . Clarence L. Doty, ex-mgr., WJZ & WJZ-TV, named gen. mgr., Borics Organization Inc., TV-radio packaging-merchandising firm for grocery-drug trades . . . Robert Dressler transfers from TV research for Paramount Pictures to director of research-development of its 50% subsidiary Chromatic Television Laboratories Inc. . . . George Shupert resigns as v.p., Paramount TV Productions, off to Los Angeles Oct. 20 to make plans . . . George W. Harvey, sales mgr., WGN-TV, Chicago, Nov. 5 becomes mgr. of WFLA, Tampa . . . Charles C. Duncan promoted to operating staff mgr., AT&T Long Lines Dept. . . . David J. Jacobson, ex-Young & Rubicam, named CBS-TV director of public relations . . . George B. Storer Jr. transfers from WAGA-TV, Atlanta, to Fort Industry Co.'s newly acquired KEYL, San Antonio (Vol. 7:41) in early November, manager W. D. (Dub) Rogers Jr. going on semi-active status . . . Roger LaReau named commercial mgr., WTVN, Columbus . . . Maury Baker, ex-ABC, named TV-radio chief of BBDO, San Francisco . . . Sidney Nadler, ex-film director, WOR-TV, joins WXEL, Cleveland, as asst. film director . . . Wm. E. Lane, ex-WWJ-TV, joins Video Films, Detroit, in charge of sales . . . Ed Gruskin, recently in Europe for ECA, joins Official Films Inc., N. Y.

TV service in congested area is analyzed by FCC chief engineer Edward Allen in *A Service Study in the Lake Erie Region*, (TRR Report 5.3.2), available from Technical Research Div., Room 1629, Temporary T Bldg., 14th St. & Constitution Ave., Washington.

Walter W. Carruthers, 38, Don Lee engineering v.p., died Oct. 15 after brief illness; surviving are widow and son.

Network Accounts: Gillette shares Oct. 26 sponsorship of Joe Louis-Rocky Marciano fight on its *Cavalcade of Sports* with Admiral, Crosley, GE, Motorola, Philco, RCA & Sylvania on coast-to-coast NBC-TV, Fri. 10-conclusion . . . Lucky Strike starting Nov. 4 presents *Jack Benny* 6 times from Hollywood on CBS-TV, Sun. 7:30-8 during time regularly occupied by *This Is Show Business*; other dates are Dec. 16, Jan. 27, Mar. 9, Apr. 20, June 1 . . . G. F. Heublein & Bros. Inc. (A-1 Sauce & Mustard) Oct. 3 started sponsoring 12:15-12:30 segment alt. Wed. of *Ruth Lyons' 50 Club* on NBC-TV, Mon.-thru-Fri. noon-12:30, thru Scheidler, Beck & Werner, N. Y. . . General Foods (Swans Down Instant Cake Mix, Minute Rice) starting Jan. 6 will sponsor *Claudia* on NBC-TV, Sun. 6:30-7, thru Young & Rubicam . . . Carter Products Inc. (Nair, Arrid, Rise) starting Nov. 3 sponsors *City Hospital* on ABC-TV, alt. Sat. 12:30-1, thru Ted Bates & Co. and Sullivan, Stauffer, Colwell & Bayles, N. Y. . . Waring Products Corp. (Waring blender) starts Fri. participation in *Homemakers' Exchange* Oct. 19 on CBS-TV, Mon.-thru-Fri., 4-4:30, thru Hicks & Greist, N. Y.

Station Accounts: Local political time being sold by TV outlets on ever-increasing scale, auguring huge demand about this time 1952—with national headquarters of major parties planning various aids to State and local candidates; in hot Philadelphia mayoralty race, candidates and spokesmen are buying Class A time . . . WNAC-TV, Boston, reports these among accounts participating in daily 1-1:30 p.m. *Shopping Vues*: Abon Mfg. Co. (glove clips, handbag holders), thru J. J. Coppo Co., N. Y.; Grocery Store Products Co. (Cream of Rice cereal), thru Ted Bates & Co., N. Y.; Metropolitan Ice Co. (frozen food delivery), thru Harry M. Frost Co., Boston; New York & New England Apple Institute Inc., thru Charles W. Hoyt Co., N. Y.; Von Schrader Mfg. Co. (Powderene rug cleaner), thru Reincke, Meyer & Finn, Chicago . . . Food firms using Donald Duck brand name, under Walt Disney licenses, are now engaged in TV-radio-newspaper promotions, thru Russell M. Seeds Co.; among licensees are Atlantic Syrup Refining Co., Philadelphia (chocolate syrup), and Cinderella Foods, Dawson, Ga. (peanut butter) . . . A. C. Gilbert Co. (toy trains) buys 8 *Boys Railroad Club* films on WABD, New York, Fri. 6:45-7, thru Charles W. Hoyt Co., N. Y. . . Delta Tool Div., Rockwell Mfg. Co. (power tools) buys Sat. 1:15-1:30 *Delta Tool Show*, film, on WTMJ-TV, Milwaukee, thru Marsteller, Gebhardt & Reed, Chicago; other new WTMJ-TV national accounts: Hills Bros. (coffee), thru N. W. Ayer, N. Y.; Blum's of San Francisco (candy), thru BBDO, Minneapolis; Fearn Labs. Inc. (soup mixes), thru Howard H. Monk, Rockford, Ill.; R. Gerber & Co. (corn popping oil), thru Newby & Peron, Chicago . . . Hotpoint Inc. sponsoring *Today's Teens* on WENR-TV, Chicago, panel of 4 teenagers discussing modern problems, thru Maxon Inc. . . . Crosley planning another TV spot drive Nov. 12-Dec. 7, thru Benton & Bowles, N. Y. . . GE sponsoring films of U of Georgia Sat. grid games Sun. afternoons on WLTV, Georgia Tech games same afternoon on WSB-TV . . . Among other advertisers reported using or preparing to use TV: Sau-Sea Foods (Sau-Sea shrimp cocktail), thru William von Zehle & Co., N. Y.; Top Secret Hosiery Sales Co., thru Pearl Randolph Stanton, San Francisco; Arrestine Sales Agency Inc. (tablets to stop smoking), thru Sparrow Adv., Birmingham, Ala.; Southwestern Bell Telephone Co., thru Gardner Adv., St. Louis (KSD-TV); Caruso Brands Inc. (Caruso foods & macaroni products), thru Birmingham, Castleman & Pierce Inc., N. Y.; Fenton Art Glass Co. (Fenton glassware), thru John Falkner Arndt & Co., Philadelphia; Monogram of California (Add-A-Mite home calculator), thru Sidney Garfield & Associates.

SEVEN TV MANUFACTURERS are joining with Gillette to sponsor Joe Louis-Rocky Marciano heavyweight bout coast-to-coast on NBC-TV, Oct. 26—and together they're paying what may be a record for rights to any prizefight. Gillette, regular TV-radio sponsor of Friday night fights, is paying \$230,000, of which \$50,000 will be for time charges, \$180,000 to International Boxing Club for TV-radio rights. On top of this, set manufacturers will pay \$70,000—or \$10,000 each—making grand total of \$250,000 to IBC and \$300,000 for entire telecast, including time charges.

Set makers sponsoring bout are Admiral, Crosley, GE, Motorola, Philco, RCA, Sylvania—all except GE among the 8 which joined to snag July 18 Joe Walcott-Ezzard Charles title bout away from theatre TV, paying \$100,000 for TV-radio rights (Vol. 7:28-29). Plugs for TV manufacturers Oct. 26 will be institutional in character, as they were on July 18 telecast. Deal is one-shot action, no permanent organization of TV manufacturers having been set up to sponsor sports events.

Same day sponsorship was announced, Oct. 17, RCA consumer products v.p. J. B. Elliott told Philadelphia bankers convention that theatre TV and home TV "can and should" function as complementary media. Added Elliott: "I should like to end, once and for all, the rumor that home TV interests are currently building up a war chest to do battle with theatre TV."

Amplification Dept.: "Your Newsletter of Oct. 6 [Vol. 7:40] gave a good picture of the Denver excitement over the World Series presentation on TV," writes John R. Howland, director of products research, Stewart-Warner Corp., "and yet, according to a New York banker with whom I had supper last night and who was in Denver at the time, your story was an understatement. Not only was the World Series on TV the only topic of conversation in Denver, on the street or anywhere during those days, but the theatre showing was accomplished under the auspices of Max Brooks, executive v.p. of the Central Bank & Trust Co. of Denver, who gave away admission tickets to applicants in the order of their requests so as to avoid Commissioner Frick's ban on the sale of tickets for theatre exhibition. Mr. Bromfield, of the Corn Exchange Bank of New York, quotes Mr. Brooks as saying that after the play on Sunday had been rained out and those who had tickets had the privilege of exchanging them for the following day, the lines formed at 2 a.m. and hundreds of people were sleeping in line when the distribution of tickets was begun Monday morning." Editor's Note: Bank reportedly picked up \$5000 check for cable charges in return for exclusive distribution of tickets.

Cost figures filed by WKY-TV, Oklahoma City, in brief protesting FCC's proposal to shift it from Channel 4 to 7, show: (1) Investment in facilities is \$506,242. (2) Loss in 1949-50 was \$269,647. (3) Total cost of shift would be \$167,480; depreciated book value of present transmitter is \$56,500, presumably partially salvageable; cost of antenna, which has "doubtful" salvage value, was \$28,500. Brief includes statements from 41 dealers and servicemen who say it would cost public hundreds of thousands of dollars to adapt or replace receiving antennas. Station proposes alternative allocation to FCC plan, leaving WKY-TV on Channel 4.

RCA has stepped up power of its 20-kw transmitter and amplifier (TT-20BL & TT-20AL) to 25 kw, redesignating them TT-25BL & TT-25AL—for Channels 2-6. Power remains 20 kw for Channels 7-13.

Army is cancelling all advertising contracts, including TV-radio (thru Grant Adv., Chicago), following Congress' removal of entire \$3,100,000 recruiting ad appropriation.

CRYSTAL-GAZING THE NEAR FUTURE OF TV: RCA consumer products v.p. Joseph B. Elliott sparked the most lively conversation piece in the industry several weeks ago when he flatly predicted shortages of "quality receivers" by mid-December (Vol. 7:39). So we addressed identical letters to a cross section of TV set manufacturers, asking them:

"What's your thinking on this score, and on TV market prospects generally for the rest of this year and early next?"

Thoughts of most seemed to run in same direction: demand will soon outrun foreseeable supply, material shortages inevitably in offing.

Of the 14 responding, all but 3 gave us permission to quote them by name, and we've digested their responses herewith. But the 3 anonymous respondents are particularly worth noting, because each in own way dissents from majority.

One is a private label manufacturer, who opined that the materials situation will ease up during first 1952 quarter "and therefore production may be greater than is anticipated at this time." Another, a highly reputed medium-sized manufacturer who said his firm's inventories were all absorbed by Sept. 15, saw no shortage until fall of 1952; thinks the industry "ought to get sensible" and plan in terms of 4-5,000,000 sets next year "so they will make as much on this volume of business as they would with 50% more and dumping the extra 50% at a loss."

The third, also medium-sized, pooh-pooed shortage problems, asserted he's "a bit allergic on the subject of material shortages." His reply ran so far counter to others that his quotes are worth special note. All replies were written before DPA administrator Manly Fleischmann's lugubrious report last week on metal supplies (Vol. 7:41). For essential quotes from most of the replies, see opposite page.

TV MARKET UP, INVENTORY CUT IN HALF: "Biz better. Table models short. Conservation measures evident in shipments received this a.m. per long-standing plans."

Foregoing verbatim message from major distributor for one of top receiver manufacturers, in good market, just about epitomizes trend of TV trade as a whole. And the trend of business generally would seem to apply to TV-radio particularly, as nicely summed in Oct. 19 United States News:

"Sales volume, in fact, has never been so high except during scare-buying waves...hard goods are selling better than in any year except 1950 and early 1951."

And National Industrial Conference report this week says liquidation of inventory could be basic fact of fourth quarter -- third quarter having been marked by leveling off. Its sizeup of commodity market in general certainly applies to TV.

* * * *

This week's RTMA figures on production and inventory are all to good, too: TV output for week ending Oct. 12 was 99,877 (1990 private label), up some 12,000 from preceding week (Vol. 7:41) -- and best week since 122,489 of last April 20.

Factory inventory same date fell to 389,894, down about 25,000 from week before -- down, too, to just about half peak inventory figure of 768,766 recorded as of last Aug. 3 (Vol. 7:32). In other words, factory inventory has been reduced some 380,000 in 11 weeks to approximately the figure of mid-April (Vol. 7:16).

Oct. 1 distributor and dealer inventory estimates (always month late) won't be known until early November -- former from RTMA, latter from Dun & Bradstreet -- so it's somewhat too early to gauge flow in those pipelines. However, the recently reported figures for end of August were quite gratifying (Vol. 7:40), and reports from wholesalers and retailers have been consistently good the last 6 weeks.

Radio output fell to 205,014 units (73,929 private label) from 230,385 the preceding week, factory inventory also going down slightly to 362,688 from 388,463. Radios were: 147,574 home receivers, 27,238 portables, 30,202 auto.

What They Say About Demand, Supply and Shortages

(See story on opposite page)

ADMIRAL CORP. (Ross D. Siragusa, president)—“The first of the year will see a shortage of TV sets of the better known brands. As far as prospects for next year are concerned, all I can say is that it pretty much depends on what happens in Korea and in Europe. If the Govt. continues to restrict the use of materials, obviously we are going to feel the effects of it in proportion to the amount of restrictions . . .”

BENDIX RADIO, div. of Bendix Aviation Corp. (R. W. Fordyce, gen. sales mgr.)—“My estimate is that there will be a shortage of good quality low-end merchandise before the end of this year. I do not believe there will be an over-all shortage of medium and higher priced merchandise this year, but I feel that inventories will be brought well in balance at year end. The pinch from a material standpoint will very probably be felt the first quarter of 1952, and will no doubt accelerate from that point on. I have the feeling that during the coming year the market will be able to absorb the merchandise which the industry will be able to produce, and that we will not see a repetition of the price-cutting and dumping which occurred this summer.”

CROSLY DIV., Avco Mfg. Corp. (John W. Craig, v.p. & gen. mgr.)—“There is no question but what the wolf is finally at the door on the materials problem . . . Every indication is that the first [1952] quarter cuts, particularly in copper, aluminum and nickel, will be more severe than for the fourth quarter. I feel that steel will also be cut to some degree in the first quarter as compared to the fourth quarter, although not so drastically as has been the case in the reductions in copper and aluminum. All of this spells less materials and less unit production of TV receivers; however, the industry has done a good job to date in the conservation of materials, and I think much more can be accomplished, particularly in the conservation of copper and aluminum.

“I think we must be realistic about the 1952 market for, as you know, for all practical purposes there will be few if any new stations on the air for the calendar year 1952 due to the freeze situation. [Yet] there is still more than ample inventory in the pipe-lines [and] it is our considered opinion that manufacturers will be able substantially to supply the demand for the remainder of this year and into 1952 insofar as we can predict today from the over-all materials available for the succeeding quarters in 1952. It is my further opinion that prices will increase as we progress in the next few months for, as you know, wage rates are ‘tied to the moon’, and also unit volume has been reduced due to material shortages, which means higher burden costs.”

EMERSON RADIO & PHONOGRAPH CORP. (Benjamin Abrams, president)—“It is my opinion that the demand for TV receivers will exceed the supply no later than December . . . It appears that right now, sales at the consumer level are considerably in excess of production. Likewise, I find that in the case of Emerson, it is also true that sales by distributors to dealers are approximately 100% in excess of our factory’s current production. [But] the real shortage can only take place after . . . inventories are disposed of.

“Based upon allocations of material, the manufacturer is not likely to materially increase his production for the

rest of this year over the current production rates. It is also well to note that indicated allocations for the first quarter of 1952 will be smaller than the fourth quarter [and] the real shortage panic [should] be felt and fully appreciated right after the first of the year.”

GENERAL ELECTRIC CO. (A. A. Brandt, gen. sales mgr., receiver dept., Electronics Div.)—“Long anticipated shortages for manufacturers are now a reality at a time when the industry traditionally moves into peak production. [And] there appears to be no reason to expect an early change in the materials and controls situation, certainly not before the second or third quarter of 1952. It is expected, therefore, that curtailed production coupled with increasing demand will result in an actual shortage of TV at the consumer level either late in 1951 or early in 1952.”

MAGNAVOX CO. (Frank Freimann, president)—Though absent when our letter was received, Mr. Freimann was quoted in reports from Dallas to effect that production first quarter 1952 will be “considerably less than half” first quarter 1951 and that there will definitely be shortage of sets by Christmas. He described certain markets as “run-away,” notably San Francisco, and stated: “There’s no question but what prices will have to rise, not only because of supply and demand but because of the continued upward pressure of material and labor costs.”

MOTOROLA INC. (Robert W. Galvin, executive v.p.)—“There is a shortage of Motorola TV receivers now. Although we are manufacturing at the maximum rate permitted by govt. regulations, we are still required to allocate each set. It is anticipated that this condition will continue through the first quarter of 1952. Depending on future govt. regulations and the expanding market for TV, a more serious shortage could develop in the last half of 1952.”

PACKARD-BELL CO. (Robert S. Bell, executive v.p.)—“The NPA [has] allotted materials which, in their estimation, will allow the industry to produce 1,000,000 TV and 2,000,000 radio sets during the fourth quarter, which is, of course, the peak sales period. This should result in the clearing of almost all inventory on the market, plus the sale of current production. The result should be a shortage of at least some lines, if not all, by Dec. 1.

“We are sold out through Dec. 31, which is as far ahead as we take orders. The first quarter of 1952 should see substantial sales [and] I find it hard to believe that the production of less than 1,000,000 TV sets [in first quarter] will satisfy the demand, although it should not create any actual acute shortage. [It appears] that there will be a rather good balance between supply and demand so far as keeping the business profitable for dealers, distributors and manufacturers during the first quarter of 1952 [and] there will be a continuing large demand for TV even without new stations. We just don’t believe in the bogey of saturation any more than the automotive industry has during these past 30 years.”

SENTINEL RADIO CORP. (Ernest Alschuler, president)—“Unless there is a complete change in the present quite apparent pattern of increasing volume of sales and a decreasing ability to manufacture, our thinking here is that the filled pipe-lines will be emptied somewhat after the first of the year. We continue to be confident that the

demand for TV will be more than healthy, but it is unfortunate that a way cannot be found to more moderately gear production with demand."

STROMBERG-CARLSON (S. R. Curtis, v.p. & gen. mgr.)—"It is my thinking [that] by the end of 1951 the overstock of TV sets hanging over the market will have been pretty well disposed of at all levels, the manufacturer, distributor and dealer. [And] I believe that the present CMP regulations [will] continue to hold a ceiling on the amount of production possible, and that by the first of the year, most manufacturers will be pressing production to the ceiling.

"Furthermore, I gather [that] the amount of raw materials to be allocated for the first quarter will be even less [than during fourth quarter]. If these assumptions prove to be correct, then the market after the first of the year should be reasonably firm, and I believe the production will tend again to the use of larger and larger tubes, since the unit output will be restricted, and since the differential in tube prices has become less and less."

SYLVANIA ELECTRIC PRODUCTS INC. (A. L. Chapman, v.p., Radio & TV Div.)—"I believe there will be a shortage of TV receivers in the first quarter of 1952 due to the shortages of materials, and also due to demands for plant capacities for military equipment . . . We have no fears at all about next year's demand, because it is evident that at long last the FCC should be very close to the time when the freeze should be lifted and UHF stations are going to take TV into the byways of the nation. If it were not for material shortages, I would expect that next year would be one of the largest in TV volume."

TELE KING CORP. (Louis I. Pokrass, chairman)—"There definitely will be shortages of materials which will curtail

production of TV receivers during 1952, which shortages will really start the latter part of this year and will steadily increase—becoming worse by the end of 1951."

NAME WITHHELD ON REQUEST—"Like most manufacturers in our industry, we opened the production valves wide during the first quarter of 1951 and built to the limit of our capacity in the belief that we could not receive materials later this year. Of course, we know that there's no evidence of real shortages in our industry at this moment. Our production is now being stepped up again, and we have no difficulty procuring all items needed.

"We are being advised again that there will be severe shortages of materials and some components early in 1952. Just last week two receiving tube manufacturers told me that the real bottleneck would be the shortage of nickel which would definitely limit the quantity of circuit tubes that can be covered in the first quarter. In my files there are letters and memoranda dated just about a year ago which cover the subject of a nickel shortage that was developing in the tube industry and which was going to not only slow us down but probably stop us in 1951 . . .

"Personally, I do not believe that the shortage of materials will be a handicap to manufacturers next year. I think the industry will be able to manufacture as many sets as it can sell. Material shortages will probably develop, but I think that our industry is extremely resourceful and that it will be successful in developing the substitutes and designing changes necessary to get around any 'real' material shortages that develop.

"We are not stocking up any materials in anticipation of shortages . . . We are gambling on the side of enough materials to support our sales program. If we lose this gamble, there will be a severe shortage of our merchandise, which to me is a much 'higher class problem' than having a surplus of merchandise . . ."

Topics & Trends of TV Trade: Not much doubt about parts shortages—in minds of GE electronics executives, at least. Syracuse plant laid off 2000 employes Oct. 18, shut down TV plant for week, blaming shortages of "certain components." Released workers were told to report back Oct. 24, and it was indicated that during shutdown company will begin converting some of its TV plant space to military production. During early phases of recent trade slump, GE workers generally fared better than most other TV-radio plant personnel because company continued relatively high production while others trimmed output.

* * * *

New, lower price ceilings for TV-radio are being explored, OPS officials told representatives of set manufacturing industry at Washington meeting Oct. 18. A special price control order for TV-radio industry was suggested by OPS to put ceilings "at a more realistic price level," since sets currently are selling well below levels established by OPS' general ceiling price regulation (GCPR). Industry spokesmen said set manufacturers currently are operating on small profit margins as result of trade slump. Possible price ceilings on warranties also were discussed. Subcommittee of 5 will be named to look into possibilities of tailored pricing order for TV-radio.

Members of OPS TV-radio manufacturers industry committee: C. P. Baxter, asst. gen. mgr., RCA-Victor home instrument dept.; A. B. Chambers, DuMont; Arthur L. Chapman, TV-radio v.p., Sylvania; Richard A. Graver, v.p., Admiral; W. J. Halligan, president, Hallicrafters; Larry F. Hardy, president, Philco TV-radio div.; Gerald Light, adv. mgr., Emerson; Glenn W. Thompson, president, Arvin; I. W. Wyckoff, secy.-treas., Pilot.

Trade Miscellany: Crosley starts construction of new \$5,500,000 plant for defense production on 73-acre tract on Glendale-Milford Road, Cincinnati, to provide 360,000 sq. ft., employ 1500-2000, be partially ready by June 1952 . . . Because DuMont's W2XCD, in Passaic, N. J. (now WABD), began regularly scheduled telecasts in 1930, and firm's first receiver was turned out there in 1938, that city has adopted slogan "Passaic, Birthplace of Television"—and Chamber of Commerce plans dinner Nov. 14 honoring Dr. Allen B. DuMont . . . Olympic Radio's 3-week jurisdictional strike ended with return of about 450 IBEW (AFL) workers Oct. 15, issue with IUE to be resolved under NLRB election to be set . . . Argentina's new TV station in Buenos Aires (see p. 8), supported if not controlled by Peron regime, signaled order by Ministry of Economy issuing certificates of necessity for 30,000 TV sets, expected mainly from U. S.

Merchandising Notes: Trade-in sales account for 40-60% of current Los Angeles retail TV business, Oct. 19 *Retailing Daily* reports—unnamed executive of "largest volume chain" quoted as saying private and off-brand promotional sets still represent 75% of his total sales . . . RTMA has published county-by-county figures on estimated 2,744,831 TVs shipped to dealers during first 8 months of 1951, available on request . . . **Report on Muntz TV Inc.** by O. B. Motter & Associates, N. Y., notes these TV unit sales: April 11,589, May 7491, June 6890, July 6574, August 11,046, Sept. (estimated) 10,000—total of 53,590 valued at \$14,926,300, as against 41,434 valued at \$10,786,600 for same 6 months of 1950 . . . Muntz reported now turning out 24-in. console to list at \$360 plus tax . . . Arvin 8½-in. table model offered by *Chicago Sun-Times* free to anyone procuring twelve 6-month subscriptions.

Mobilization Notes: Tougher policy on tax amortization benefits for plant expansion was announced by DPA chief Manly Fleischmann Oct. 18 as 60-day "moratorium" ended (Vol. 7:33). Principal changes, designed to cut down number of govt.-aided expansion projects:

(1) After Nov. 1, no company can begin expansion without DPA approval. Formerly, firms could postpone application until 6 months after they had started building.

(2) Ten-band priority system will be set up to govern processing of applications, with machine tools getting top place on list. Most electronic plants would fall under priority No. 5, "military end items and supporting projects urgently needed by the armed services."

During "moratorium," DPA actually handed out more authorizations for fast tax write-off than any comparable period—including certificates of necessity for some \$20,000,000 in expansion of electronic and related companies. In addition to those listed in Vol. 7:33, DPA okayed these projects since moratorium began Aug. 18 (amortization at 75% of project cost except where otherwise noted):

Crosley, Evendale, Ohio, fire control units, \$4,697,500; Corning Glass Works, Danville, Ky., glass bulbs for electronic tubes & lamps, \$3,605,750 (50%), and lead glass tubing & rod for tubes & lamps, \$2,228,450 (50%); Emerson, Jersey City, fuzes, \$1,960,160; Allen-Bradley Co., Milwaukee, resistors, \$1,316,088; Sonotone Corp., Elmsford, N. Y., military items, \$347,553.

Certificates granted in cases where expansion had already begun before Sept. 23, were listed by DPA without dollar value, which will be established later. The following cases came under that heading, and are listed with dollar value applied for, rather than amount granted—which is often considerably less:

Brown & Sharpe Mfg. Co., Greystone, R. I., military items, \$1,442,258; Sylvania, electrical products at Warren, Pa., \$822,610, and tubes at Emporium, Pa., \$314,000; Motorola, Phoenix, research, \$528,840; Raytheon, electronic tubes at Newton, Mass., \$427,428, and magnetron tubes at Waltham, Mass., \$353,581; Jeffers Electronics Inc., DuBois, Pa., capacitors & choke coils, \$371,154; Hycon Mfg. Co., Pasadena, Cal., electronic equipment, \$306,152; RCA, Lancaster, tubes, \$127,000; Raymond Rosen Engr. Products Inc., Philadelphia, electronic equipment, \$76,417; Resistoflex Corp., Belleville, N. J., aircraft electronic equipment, \$69,617 (80%); Federal Enterprises Inc., Chicago, transmitter & receiver assembly cases, \$25,725; Lear Inc., Los Angeles, control systems, \$10,616.

* * * *

Two new defense electronics groups were set up this week by Defense Dept. Research & Development Board under chairman Donald A. Quarles of RDB's electronics committee. Most important move is establishment of clearing house to collect and disseminate information on reliability of electronic equipment, headed by M. Barry Carlton of RDB secretariat and Dr. Albert F. Murray, RDB TV-radio consultant. Represented will be Munitions Board, Joint Chiefs of Staff, the 3 armed services.

Also formed was group on transistors (Vol. 7:39), composed of top men in the field, to assist electronics committee "to establish sound policies for the development and functional application of transistors by the armed services." Transistor group's membership: Dr. J. W. McRae, Bell Labs, chairman; E. Finley Carter, Sylvania; Dr. E. W. Engstrom, RCA; Dr. I. A. Getting, Raytheon; Dr. A. G. Hill, MIT; G. F. Metcalf, GE; Col. Cary J. King, Office of Chief Signal Officer; Col. George F. Moynahan, Office of Army asst. chief of staff; James M. Bridges, Ordnance; Charles L. Stec, Navy Bureau of Ships; H. V. Noble, Wright Air Development Center, Dayton; Dr. E. W. Samson, Air Force Cambridge Research Center.

Financial & Trade Notes: Despite lower income from theatres, Monogram Pictures reports over-all revenue from film rentals went up because of income from TV—and president Steve Broidy said company is organizing unit to produce films expressly for TV. Monogram showed consolidated net profit of \$1,061,648 (\$1.40 a share) on gross of \$9,311,900 for fiscal year ended June 30, compared with loss of \$668,342 on \$9,225,800 in fiscal 1950.

No evidence of "recession" in United Paramount Theatres Inc. report for 9 months ended Sept. 30, showing consolidated net earnings of \$9,537,000 (including \$3,483,000 of capital gains) or equivalent of \$2.93 a share. This compares with \$7,963,000 (including \$1,456,000 capital gains) or \$2.44 a share for same 1950 period. For third quarter, earnings were \$4,688,000 (\$1.44 a share), including \$2,297,000 capital gains, vs. \$2,528,000 (78¢ a share), of which \$414,000 were capital gains, same quarter last year. "Firming of theatre attendance" due to improved product and more spending on recreation and entertainment, was reported by president Leonard Golden-son. He also informed stockholders that FCC has set Jan. 15 date for hearing before examiner on UPT proposal to merge ABC (Vol. 7:32, 35, 41).

Indicative of tax-hit balance sheets of most firms in electronics fields, GE third quarter report shows net earnings of \$15,610,819 compared with \$35,474,467 in third quarter 1950. Provision for Federal taxes, including \$13,000,000 for excess profits tax, was \$59,000,000 compared with \$38,500,000 same 1950 quarter. For 9 months of this year, net earnings were \$85,936,435, compared with \$112,919,454 preceding year—after provision of \$201,000,000 for Federal taxes vs. \$98,000,000. Sales for 9 months were up to \$1,694,084,373 from \$1,354,483,215.

Short interest in TV-radio and related stocks on New York Stock Exchange showed these changes between Sept. 14 & Oct. 15, NYSE reported this week: Admiral, 33,492 shares on Sept. 14 to 26,035 Oct. 15; Avco, 23,280 to 20,480; GE, 11,995 to 9526; Magnavox, 13,190 to 13,213; Motorola, 15,603 to 15,565; Philco, 15,547 to 10,236; RCA, 34,860 to 37,204; United Paramount Theatres, 8815 to 8080; Westinghouse, 4497 to 6417; Zenith, 21,336 to 23,990.

Trade Personals: Leonard F. Cramer, for 16 years with DuMont, until recently executive v.p. of manufacturing operations, Nov. 15 joins Cresley div., Avco, as asst. gen. mgr. under John W. Craig . . . Rear Adm. Stanley F. Patten, USN ret., elected v.p. of Allen B. DuMont Laboratories Inc.; since 1947 he has been asst. to Dr. DuMont, lately was director of mobilization planning . . . Martin L. Scher, ex-Motorola-New York, named national sales mgr., Emerson . . . Arthur Richenthal, N. Y. attorney, named secretary, Standard Coil Products Co. . . . Jonathan A. Brown, ex-Sprague Electric, named director of research & statistics dept., N. Y. Stock Exchange . . . D. S. Beldon, radio sales mgr., named national account sales mgr., GE receiver dept., with D. E. Weston Jr. upped to radio sales mgr. and R. V. Buivid named asst. . . . E. G. Shower, ex-Bell Labs, named chief engineer of new germanium div., Radio Receptor Co., Brooklyn, in charge of development and production of germanium devices . . . Stanley C. Skoog named mgr. of GE's Illinois Cabinet Works, Rockford, Ill., making company's TV-radio cabinets . . . Edwin L. Liberg named supervisor of custom engineering, Audio & Video Products Corp. . . . M. A. Polak, ex-Andrea, Fada & Air King, named sales chief of Tele King Distributors Inc. of New York, succeeding Duke Wellington, now with Tele King . . . RCA tube dept. promotes 4 field salesmen to new posts as district managers: W. H. Garrett, Central district; Victor Williams, Southeastern; C. A. Brokaw, Western; W. H. Allen, Eastern.

Telecasting Notes: Screen Actors Guild warns 69 producers of TV films that it won't permit their products to be shown in theatres, unless the actors receive additional pay; it served notice it will cancel its contract with any producer releasing TV films for theatre exhibition . . . NBC-TV's new 7-9 a.m. show starting sometime this winter will have Dave Garroway as m.c., probably use same format as old *Garroway at Large* show . . . Transmitter of CBS's KTSL, Hollywood, starts from new Mt. Wilson site Oct. 28, with 25-kw ERP on Channel 2 radiated from 2837 ft. above average terrain; call letters change same day to KNXT . . . Mexico City's XEW-TV (Azcaraga) has increased operating schedule from 25 to 35 hours per week, expects as of Dec. 1 to go to 60 hours . . . Major TV advertisers in Cuba, reports *Tide*, are Frigidaire, Canada Dry, Colgate, Phillips Milk of Magnesia and 9 top TV set manufacturers . . . BMI, now licensor of 2800 radio and TV stations, reports net profit of \$135,257 after taxes on gross revenue of \$4,700,000 for fiscal year ended Sept. 30; Carl Haverlin reelected president . . . New York State WCTU resolves this week against beer sponsorship rights to next year's telecasts of major political conventions . . . DuMont's WABD, New York, moves to Empire State Bldg. Oct. 26, having received FCC permission to employ full 5-kw transmitter (16.7-kw ERP) . . . NARTB-TV membership went up to 69 stations this week, Baltimore's WBAL-TV joining up in time to vote on program code (see p. 6); DuMont and NBC are only network members.

GE Advanced Electronics Center at Cornell U, announced this week as joint GE-Cornell project, will be established on Ithaca campus "to carry out advanced study and development in the field of electronics and at the same time provide scientists and engineers with teaching and educational opportunities of a type never previously achieved." During present emergency, projects may include development of control systems for guided missiles, electronics counter-measures, infra-red systems. Four-man management team will be headed by Brig. Gen. Tom C. Rives (ret.) of GE's engineering dept. H. R. Oldfield Jr., GE electronics dept. govt. sales mgr., will be resident manager. Dr. Charles R. Burrows, Cornell electrical engineering school director, will be associate principal scientist, and name of principal scientist will be announced later. Center will employ 80 first year, half of them scientists. Modernized lab is due for completion in February.

RTMA Transmitter Division, at one-day general membership meeting in Washington's Wardman Park Hotel Nov. 1, will hold panel discussion on "What I See for the Electronics Industry in the Year 1952" with these participants: Fred R. Lack, Western Electric, for industry; E. T. Morris Jr., director, NPA Electronics Div.; Col. C. A. Poutre, director, Munitions Board Office of Electronic Programs; Curtis B. Plummer, chief, FCC Broadcast Bureau. Dinner will be addressed by Adm. John R. Redman, director, communications-electronics, Joint Chiefs of Staff.

McFarland Bill to change some FCC procedures (Vol. 7:39) again proved too much for House Interstate & Foreign Commerce Committee to wade through. This week, it gave up its consideration of Senate-passed bill—after whole month's discussion—said it would make bill first order of business when Congress reconvenes.

More Oct. 1 sets-in-use reported since NBC Research's "census" of Sept. 1 (Vol. 7:39): Cleveland 510,922, up 16,922; St. Louis 317,000, up 11,000; Kansas City 143,558, up 10,558; Norfolk 81,556, up 6256; Boston 786,790, up 20,790; Tulsa 89,263, up 11,763; Baltimore 324,993, up 10,993; Johnstown 112,300, up 5300; New Orleans 63,548, up 2348; Milwaukee 266,965, up 8965; Providence 165,000, up 3000.

Whether Comr. Hennock will remain on FCC, now that Senate Judiciary Committee has failed to act on her appointment to New York Federal judgeship, was subject of much conjecture in Washington circles this week. She remained away from office, would make no comment. Though she informed committee Chairman McCarran she has no desire for recess appointment, and President Truman told press conference Oct. 18 that he doesn't intend to withdraw appointment, chances of getting judgeship now look very slim. Reason for Miss Hennock's rejection of recess appointment, presumably, is that she would run risk of winding up with neither position. She would have to resign commissionership, which runs until 1955, then face probability Senate would fail to confirm her when it returns next session. Hence most guessing now is that she will stay at FCC.

Ambitious community antenna proposal of J. E. Belknap & Associates—microwave facilities to feed numerous Illinois and Missouri towns (Vol. 7:40)—brought quick adverse reaction from KSD-TV, St. Louis. Station, one of those whose signals would be used, protested to FCC that Belknap: (1) Could select programs "without regard to the efforts of [KSD-TV] to maintain a balanced program structure." (2) Might "appropriate literary and artistic property without authorization and for profit." (3) Raises questions of "an unauthorized rebroadcast contrary to law." Station wants a hearing "or similar administrative procedure" on subject. It's first station to object to FCC about community antenna idea. Some have even encouraged the service with free plugs.

Actors in motion pictures made by TV networks must be in separate collective bargaining units from live TV actors, NLRB ruled Oct. 16 in dispute between Screen Actors Guild and TV Authority over rights to representation of actors in CBS's filmed *Amos 'n Andy* show. TVA had argued that actors in filmed show should be included in same bargaining unit as actors in live CBS shows, SAG insisting on separate units for films made by networks. NLRB on Oct. 16 also called for representation election within 30 days for all entertainers in live TV programs originating in New York, Chicago and Los Angeles, as well as election among *Amos 'n Andy* cast.

Supreme Court will hear transit FM argument, having decided this week to accept appeal from U. S. Court of Appeals (District of Columbia) ruling that transit FM deprives people of liberty, is therefore unconstitutional (Vol. 7:22). Court of Appeals ruled only on commercials; opponents of transit FM want whole service banned, including music. Proponents say that lower court decision jeopardizes broadcasting commercials in general. Argument should come this fall or winter, decision next spring.

Telecasters won excess profits tax relief Oct. 19 when House reversed its surprising rejection of compromise tax bill, passed slightly revised measure, sent it to White House. Section applying to telecasters is substantially same as original Senate measure (Vol. 7:37-38), permits firms with combined TV-radio station operations to drop TV losses and TV assets in figuring EPT credits.

Two uhf applications filed with FCC this week were from WOKY, Milwaukee, asking for Channel No. 19, and WVVW, Fairmount, W. Va., seeking No. 35. Total on file is now 448, of which 16 are uhf. [For further details, see *TV Addenda 13-0* herewith; for listing of all applicants to date, see *TV Factbook No. 13* and Addenda to date.]

Despite reducing radio time sales (Vol. 7:39), NBC's over-all sales for 1951 are expected to be considerably higher than 1949's \$72,867,000 and 1950's \$92,373,000, which represented 18.3% & 15.8%, respectively, of RCA's consolidated income—the increase due entirely to TV.

Television Digest

with **ELECTRONICS** REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 1755 • VOL. 7, No. 43

October 27, 1951

In this Issue:	{	Network TV Billings Surge Past Radio, page 1.	The Color Denouement—An Editorial, page 6.
		Toward Freeze-End; Border Reallocation, page 1.	Million TVs in First-Quarter 1952? page 9.
		Curbs on Station Alterations Eased, page 2.	Trade Going Good, Happy About Color, page 9.
		Grand Climax of The Color Fiasco, page 3.	Count of TV Sets-in-Use by Cities, page 13.

NETWORK TV BILLINGS SURGE PAST RADIO: Gross time billings of the 4 TV networks went ahead of those of the 4 radio networks for first time in September -- hitting record total of \$11,920,131 as against radio's \$11,860,646.

There you have another eloquent facet of "fabulous upswing in TV billings" reported statistically in these columns each month, last analyzed in our Vol. 7:36.

If you will study the breakdowns supplied by Publishers Information Bureau (see p. 14), particularly in relation to previous months' figures, you'll observe complete substantiation of our predictions that network TV billings would soon overtake network radio.

If this is true of network TV, it's reasonable to assume it will eventually be true of TV spot and local -- what with their ready saleability and TV's vastly higher station time rates -- albeit fact remains there are merely 108 TV stations in operation as against very nearly 2400 authorized AM and 680 FM stations.

Significant in PIB figures, too, is fact NBC's forecast that its September TV revenues would nearly double its radio (Vol. 7:36) very likely came to fruition. Though figures for NBC's 5 prosperous owned-&-managed stations aren't available, its network figures are \$5,380,538 for TV vs. \$3,713,235 for radio -- TV ahead by 45%.

September total network TV ran well over threefold that for September 1950, or \$11,920,131 vs. \$3,502,682. September radio was \$11,860,646 vs. \$13,930,996.

All save DuMont TV billings were up from preceding month, all save Mutual AM billings were down from preceding month.

For first 9 months of this year, network TV totaled \$85,379,619, compared with \$30,930,165 for same period last year. Network radio was \$130,904,666, nearly \$5,000,000 under same 9 months of 1950.

Final tote on all TV -- time billings of the 4 networks and 108 stations -- will stand at \$250,000,000 or more for year when over-all figures are made known by FCC in early 1952. That's still our prediction (Vol. 7:32,36).

TOWARD FREEZE-END; BORDER REALLOCATION: FCC is gradually clearing underbrush with idea of getting directly at heart of end-of-freeze problems the minute the last comment is filed in "paper" hearing on Nov. 26 -- now that it has assurance that defense effort doesn't affect freeze in any way (see p. 3).

Actual final decision before first quarter of next year is still unlikely, and sizeable number of stations actually on air before well into 1953 is still seen as virtual impossibility. Nevertheless, Commission is trying to do everything it can to anticipate Nov. 26 without prejudging filings yet to come. To date, there are 1220 papers in the docket.

Several exploratory FCC sessions have already been held -- no decisions made -- with commissioners beginning to line up their philosophies for "Der Tag".

"Flexibility" is word often heard at Commission, lending support to belief rock-bottom co-channel separation may be reduced from 180 miles to 165 or so -- in

"exceptional" cases. At same time, there's every reason to believe that FCC intends to maintain high average separation.

A common misconception about separations, it's pointed out at FCC, is that proposed 180-mi. minimum is the "norm". If you take FCC's proposal and draw circles based on it you'll find average separation is nearer 220 miles. Commission may try to maintain this average, or close to it, even if minimum is lowered.

That oral presentations will be mighty rare -- as everyone expected and most hoped -- was made clear by FCC this week when it issued first order on first such request. It told Cornell U (Vol. 7:38) that it had no problems that Commission couldn't decide on basis of written comments. Presumption is that most, if not all, such requests will get same treatment.

* * * *

Nettlesome Mexican border allocation has finally been nailed down, to the intense relief of Commission, with State Dept.'s announcement this week that executive agreement has been reached. After literally years of dickering, FCC feels U.S. wound up with best deal it could hope to make.

Allocations to cities affected should now read as follows (vhf only being involved): U.S.: Flagstaff, 9,13; Phoenix, 3,5,8*,10; Tucson, 4,6*,9,13; San Diego, 8,10; El Paso, 4,7*,9,13; Laredo, 8,13. Mexico: Mexicali, 3; Nogales, 2,7,11; Hermosillo, 6,8,10,12; Ciudad Juarez, 2,5,11; Monterrey, 2,6,10; Nuevo Laredo, 3,11; Reynosa, 9,12. [Note: pp. 54-60 of TV Factbook 13 should be corrected accordingly.]

In U.S., San Diego loses one channel, Tucson gains one. In Mexico, Mexicali and Monterrey lose one each, while Hermosillo and Reynosa gain one each. (For plans for additional Mexican border station construction, see Vol. 7:42.)

Agreement on powers stipulates that Mexico will not exceed U.S. proposed maximum: 100 kw for Channels 2-6, 200 kw for Channels 7-13. Also agreed upon was plan to assign stations so as to permit use of offset carrier.

CURBS ON STATION ALTERATIONS EASED: Many more TV-radio station alteration projects and considerable new radio station building will be exempt from govt. construction controls as result of this week's NPA action reclassifying TV-radio broadcasting facilities into the "industrial" category.

Broadcasters may now "self-authorize" orders -- write their own priority tickets -- for controlled materials up to 25 tons of steel, 2000 lbs. of copper and 1000 lbs. of aluminum per quarter, without application to NPA. Broadcasting facilities formerly were classed as "commercial", and as such were entitled only to self-authorization up to 2 tons of steel, 200 lbs. copper per quarter, and no aluminum.

Change will probably be most helpful to broadcasters planning relatively small remodeling and alteration jobs, as well as some builders of modest new radio stations. Some broadcasters whose fourth-quarter applications were turned down by NPA (Vol. 7:31-41) may now go ahead and build -- if their requirements don't exceed the new self-authorization limits.

Even new TV stations can be built under self-authorization procedure, if the construction can be stretched over 12-month period (builder self-authorizing up to his full quota for 4 quarters), using existing structures to provide studio space.

This week's action was victory for NARTB, which for many months had pushed for the move. Similar reclassification of newspaper and publishing industry 2 weeks ago (Vol. 7:41) set precedent for change in status of broadcasting.

Final batch of fourth-quarter construction approvals and denials, released by NPA at week's end, listed no TV-radio station approvals, one denial -- to KVNC, Winslow, Ariz., CP-holder which had applied to build AM station costing \$37,700. (Despite rejection, station can be built during fourth quarter, since it is known to require less material than it is now permitted to self-authorize.)

Also denied was application by Tele Service Co., Wilkes-Barre, Pa., to build community antenna system -- second such project rejected by NPA (Vol. 7:40).

TV-radio broadcasters fared well under construction controls during fourth quarter. Final score: 16 projects approved, 7 denied. First-quarter applications are now being processed.

GRAND CLIMAX OF THE COLOR FIASCO: No "freeze of the freeze" on station construction ...No change in black-&-white receiver production...No stoppage of either uhf, color or theatre-TV developmental work.

But no "mass production" of color sets.

That's the upshot of 1½-hour meeting of defense mobilizer Charles E. Wilson, DPA-NPA administrator Manly Fleischmann, and a representative group of TV manufacturers in Washington Oct. 25. To put whole striking development in simplest terms:

CBS had asked for materials to build 250,000 color sets in 1952. Wilson said: "Can't spare the copper." So CBS decided it couldn't get anywhere using its small quota of black-&-white materials for color. And since no one else was making color sets, there was no sense in trying to make them or to continue colorcasting.

Mr. Wilson freely admitted he was misinformed in his idea that color was tying up too many engineers, interfering with military projects -- and so he readily dropped hasty proposal to curtail all color developmental work (Vol. 7:42).

* * * *

Industry was delighted, of course, and manufacturers emerged from meeting singing Wilson's praises, lauding his "statesmanship". Wilson himself was pleased as punch as he left session early -- "to put out another fire somewhere," as he told group. And CBS president Frank Stanton told us:

"I'll take Charley Wilson at his word anytime. I'm satisfied that the final decision was fairly arrived at."

Most of CBS's competitors still think whole thing was maneuvered by CBS to get it off the hook -- if not through direct approach, then by putting Wilson in position where he could do little else.

"CBS asked for the moon," as one put it, "knowing it would never get materials for 250,000 sets, and used the denial as an excuse to quit." On the other hand, Stanton said: "People in the industry will tell you we couldn't sell 250,000 sets but, by God, I intended to try. I wanted the chance."

Sen. Johnson is plenty suspicious, but won't say whom he suspects. "I don't think the action was warranted at all," he said. "It looks like a phoney to me. I don't know what's back of it, but it looks phoney."

We asked if he plans to take any action. "No", he replied, "you can't do anything when they spring the national defense angle on you. You just have to click your heels and salute -- so I'll just click my heels and salute like the rest."

Role FCC Chairman Coy played in move is unknown. Wilson conferred with him, but Coy will say nothing about it. Rest of commissioners didn't have slightest inkling of what was in the wind.

* * * *

Amplifying reasons for color ban, Fleischmann stated at press conference:

(1) Policy is to discourage production of radically new products which tend to consume more materials. (2) Mass production of a new product consumes engineers at far greater rate than does pre-production development of new products.

Competition has manufacturers constantly improving and refining, Fleischmann said, giving obvious accolade to electronics folk.

Net effect is that CBS color in the home is done for, for the duration at the very least -- probably permanently, in opinion of most of the industry.

* * * *

Meeting was cordiality itself. Reporters should have been permitted, since no one was under wraps and everyone spoke freely afterwards.

Wilson started out by outlining defense aims, said electronics procurement was coming along nicely except for some reports of delays in aircraft gear.

Then Wilson said action was his alone. "If there are any hidden motives involved in this, I want to hear about them." What startled him, he said, was request for "additional" materials for 250,000 sets -- "and motors" -- with all that meant in critical materials, particularly copper. He just couldn't see this additional drain of materials, hence his action of preceding Friday (Vol. 7:42).

But Wilson's thought of stopping color development, to save engineering man-

power, was changed, he said, because "within the last 48 hours I've had entirely new information." What he had learned, and what was reiterated by manufacturers during meeting, was that color was taking very small fraction of engineering talent and that military was benefitting directly and indirectly from color work.

Industry men spoke up, one by one, told Wilson major engineering effort was on defense work -- up to 80-90% in some cases -- that color was taking only 5-7%.

All pledged dropping plans, if any, for mass production of color sets; all stood ready to provide more engineers for defense output as needed -- and if the defense contracts warranted, not now apparent since many plants still have men and capacity to spare. All urged continuance of color development.

Same general tone characterized statements of Philco's William Balderston, Dr. Allen B. DuMont, GE's Dr. W.R.G. Baker, Motorola's Paul Galvin, Emerson's Ben Abrams, RCA's David Sarnoff, Admiral's Richard Graver, Westinghouse's Tod Sloan, Crosley's Louis Clement, Hallicrafters' R.J. Sherwood. [For complete list of those from industry attending, see p. 7.]

Some expected Dr. DuMont to tee off, since he had sent Wilson hot wire of protest last week. But Dr. DuMont simply made these points:

(1) Opposed restrictions on experimentation on general principle. (2) Saw no mass production of color in prospect anyhow; CBS-Columbia plant (Air King) had never made more than 50,000 sets annually, so how could it possibly "leap into" production of 250,000? (3) Color experimentation is related to military work.

Gen. Sarnoff wanted assurances field tests could continue, said RCA would not go into production of color sets "until standards are approved." He added, amid laughter, that RCA wouldn't use "phonograph motors" in its color sets.

Mr. Abrams said he was 100% behind restriction, but suggested "limited production" of color sets "if CBS will promise to continue some color broadcasting."

CBS president Frank Stanton said: "We entered this in greatest good faith, expecting to mass produce -- but from what's been said here by all other members this morning I can see that I may have been going up a blind alley anyway."

Webster-Chicago's purchasing chief H.A. Gumz said action was severe blow to his company, which had spent heavily tooling up for color (making disc assemblies).

Paramount president Barney Balaban was quite satisfied that his company can still make modest number of Lawrence tubes. He said it uses no "quartz and no plastics like other tubes," would give good black-&-white picture. After meeting, both he and subsidiary Chromatic TV Labs president Richard Hodgson declared they expect no interruption at all in their plans to make tubes at plant in Stamford, Conn., since they did not expect to make any "great numbers".

They may even put color on Paramount Pictures' KTLA, Los Angeles, Balaban said, and place a few sets around town -- "all in the spirit of Mr. Wilson's statement" -- and have offered to buy CBS's color cameras, etc. but haven't yet had reply.

The outfit that got lost in color shuffle, Color TV Inc., San Francisco, was represented by president Arthur Matthews, who told Wilson that CTI has no men on color now, and expressed hope small fellows like himself will be helped with govt. orders. People at meeting assumed CTI was counting itself completely out of color.

* * * *

Obviously, CBS's request for materials precipitated action. Many people wonder whether Wilson would have moved if other manufacturers, with sizeable black-&-white allotments, had decided to divert portion to color.

Here's how Wilson put it, as we caught him leaving meeting:

"Nobody's hurt. I couldn't give these materials to color when many small manufacturers are really desperate for materials. This action doesn't affect anything else -- like uhf, theatre TV, etc. It's the first such thing I've uncovered.

"They told me color development doesn't affect their defense work -- and that's all I want to know."

Stanton explained development of color ban as follows, when reached after meeting: He had met with DPA-NPA administrator Manly Fleischmann Oct. 2 to discuss

CBS's request for more materials, then with Wilson Oct. 9, again Oct. 12. "Wilson told me I didn't have a Chinaman's chance of getting the copper." At 12:40 Oct. 19, after a cabinet meeting, Wilson told him final decision. "I then decided what to do, and issued the statement which was released at 3:00 p.m.

"We asked for enough materials to make 250,000 sets in 1952," he continued. "We were going to come out with a \$149 'slave'. I felt there just wasn't any sense to try to continue if we couldn't make a dent in the market. If there were new markets, or no television at all, it would be all right to start gradually. But new markets are still a long way off.

"What happens now? Who knows? Wilson indicated the situation will stand one or 2 years. A compatible system may come before the FCC again before then. I've always preferred a compatible system, if it worked, said so during the hearing. But I wanted to get going before incompatibility beat us to death. I'm completely in the dark about the compatible system's status. There are so many factors that it's impossible to guess what will happen.

"We'll make color tubes, continue development. I've seen color pictures on our tube just as good as those on anybody's tube. We'll show it. We'll continue industrial work, theatre TV, etc."

* * * *

Though CBS's appeal for color materials is out, CBS-Columbia's president David Cogan is still looking for more black-&-white materials from appeal, hearing date of which was postponed from Oct. 23 to Oct. 30. Says Mr. Cogan:

"We didn't even have enough materials for black-&-white. They gave us an allocation good for only 1/3 of what we made last year. The reason our base period was low was because we were changing models at the time and our production was low.

"A color set takes over twice the materials of a black-&-white set. We couldn't produce much of either. We had made about 500 color sets and were just finishing our pilot run, ready for regular production.

"We want to continue experimentation. What would Wilson have us do with our engineers? Fire them? I wish Mr. Wilson would tell us where to get some military contracts. We're trying to get them.

"We got pretty badly shellacked in this. We had many very costly commitments. We had lumber cut to size. We had components on the way. We have lucite discs -- what can you do with lucite discs?"

* * * *

So now industry goes back to the laboratories to perfect compatible system for submission to FCC. The more cautious members still don't count CBS completely out of picture. They conjecture, for example, that CBS might get back in the running with a good tri-color tube. Others consider possibility far-fetched, believing incompatibility has long had the Goldmark system licked.

Attitude at FCC is one of bewilderment. According to New York Times, Commission officials "conceded the possibility that Mr. Wilson's action...might nullify the long, bitter controversy."

There's heightened FCC interest in compatible system, at any rate. People there are trying to learn more about it. They say no one points out that system RCA now uses is different from one it asked Commission to adopt last year. FCC folk say: "Notice how they don't call it 'dot-sequential' any more; it's 'color-subcarrier'."

RCA insists it's same system, with minor changes which have been described. Research v.p. Dr. Elmer Engstrom says it's still dot-sequential, still uses mixed-highs; he asserts first color sets demonstrated would operate on today's signals with slight circuit changes to "recognize" the oscillating color sequence.

Other NSTC members also say system is basically same. One estimates it's 85% RCA, 15% others -- principally Hazeltine. And reason for different terminology, they say, is better understanding of system.

Behind skepticism at the Commission is probably one or both of two reasons: (1) Attempt to show that RCA advocated adoption of a system which is already passe;

(2) Preparation to look at system with new eyes "because it's different". This could be with view to "face saving".

There'll be plenty of color activity in any event. Besides work on compatible system aimed at eventual request for adoption by FCC, there will be activity in industrial, theatre-TV, military color fields.

And competition in tri-color tubes will get fiercer. Even this week, RCA showed off 5 types while CBS and Paramount reported progress. And you can be sure that such companies as GE, Philco, DuMont, Sylvania and Rauland aren't asleep.

Look for the inevitable patent litigation, too. From appearance of monumental October issue of Proceedings of IRE, RCA claims patents on all sorts of tri-color tube approaches -- including what looks like Lawrence tube.

That issue of the Proceedings may prove landmark in color TV. It contains papers by best-informed color TV scientists in the country, prefaced by a truly distinguished piece of work by Electronics editor Donald Fink-- a crystal clear comparison of field-sequential and compatible systems in language laymen can understand.

THE COLOR DENOUEMENT--AN EDITORIAL: We've never made any bones, probably have been more outspoken than most, about our complete lack of faith -- economic and technical -- in the color TV system adopted by the FCC. We felt it was doomed from the start, if only because it was incompatible with millions of sets already in use. It carried within it the seeds of failure, regardless of Mr. Wilson's action.

We were willing to accept, moreover, the judgment -- now confirmed -- of the industry's top scientists and electronic industrialists whose knowledge, experience and vision told them that a superior system was being developed -- one that would get twice as much out of the limited radio spectrum, with none of the defects of the field-sequential system.

Our readers know we've depended not merely on our own predilections but on the best intelligence in the industry -- factory heads, engineers and laboratory scientists, distributors, retailers, telecasters -- for the facts and synthesis of opinions presented in these columns during the long years of the color imbroglio. Many of CBS's own affiliates were among our best sources of news and opinion.

Aside from a few (very few) CBS and FCC sources, our outspoken reports have met with singularly little adverse criticism. We have repeatedly offered our columns to CBS for statements, have bent over backwards to give its color publicity a fair break. And as for FCC, as our subscribers know, we have assiduously reported its proceedings, reasoning, etc., and of course issued any number of Special Reports & Supplements with full texts of orders, court judgments, speeches, etc.

* * * *

Now the denouement of a grand fiasco. The public's mind, and the trade's, may have been set at rest by Mr. Wilson's edict, so far as the confusion over color for the home is concerned. But stripped of all claims & counter-claims, the simple fact is that the public, like the industry, just wouldn't "buy" incompatible color merely because CBS had it "now" and FCC ordered it "in a hurry".

"Excessive conservatism" is the charitable expression editor Donald Fink uses to characterize FCC's action, in his paper in current Proceedings of the IRE. Whether FCC can live down its incredible decision, or becomes just another liability of the harrassed Truman Administration, time will tell. But it's a fact that, from the start, its majority fiat offended the scientific and common sense of the whole electronics fraternity; and the recriminations at both top and staff levels made clear that it evokes fear rather than admiration with its enormous powers.

If any proof were needed, the incredible and abortive "brackets standards" proposal is on the record -- the precious scheme, you'll remember, virtually giving manufacturers (whom it does not regulate) an ultimatum to "make one overcoat that could fit my little daughter as well as myself" in a matter of weeks, in words of Judge Rifkind's Court of Appeals argument. FCC demanded a physical impossibility -- or else; or else it would adopt the CBS system forthwith, which it did.

That was sheer ignorance of the scientific and industrial process. But beyond that, beyond even the compatibility issue, the decision came while Korea was

ablaze, and admittedly without any consultation with the defense authorities. It came in the face of much-publicized warnings from the military of just such demands on industry as Mr. Wilson finally pointed up.

* * * *

The hell-in-a-hack quest for color, in our opinion, was the gravest mistake in the history of the broadcasting business, of electronics and of Federal radio regulation. When color does come, which is inevitable, it must come scientifically, economically and gradually. As for the prospect, we think Mr. Fink's appraisal of the long-and-short of the CBS and the RCA-NTSC systems makes sense:

Mr. Fink sees CBS's principal advantage in its present simpler receivers. For the compatible system, he cites one principal technical question remaining to be answered by field tests, which happily will go on -- the effects of "severe conditions of multipath transmission." He concludes:

"Whatever the future trends in cost, at present the color-subcarrier system is demonstrably more complicated than the field-sequential system. In return for this additional complication, higher quality of transmission is achieved. To this long-term advantage must be added the overwhelming short-term advantage of compatibility. The eventual decision between the color systems, if made on rational grounds, will depend on the relative importance attached to the quality and cost factors. In a few months, sufficient data should be at hand to permit rational conclusions to be reached by engineers, by FCC, and by the master of both, the public."

PRESS PUZZLED over color ban, agreed at least on one fact: CBS color is down, if not out, and field is wide open for compatible system. Beyond that, speculation took all kinds of turns.

Most serious question was raised by *New York Times'* Jack Gould and *Wall Street Journal* editorial. Said Gould: "But where Mr. Wilson's 'request' to CBS transcends purely TV matters is in its apparent assumption that the Govt. shall determine the end product which private industry [can produce] for civilian use." Said *Wall Street Journal*: "To decree what a manufacturer may or may not make with the materials allocated to him seems to us to be carrying govt. control of business pretty far."

Gould saw action as "a decided break" for compatible system. "If the suspension of color TV lasts a year or two, common sense will require an examination of all the latest improvements." And he gives CBS this due: "Without their energy, color TV undoubtedly would have been delayed many more years. Whatever the final outcome . . . they have made a genuine contribution."

Seeking reason for action, *Wall Street Journal* reporter said some officials reasoned this way: Industry hasn't squawked much about cutbacks, because sales were slack. But they thought consumers might grab at color sets. "The manufacturers' business would perk up. The cutbacks would become more onerous." Other comments:

Time Magazine: "Since color sets use the same materials as black-&-white sets, which are not affected by the order, Washington observers found it hard to follow Mobilizer Wilson's reasoning. A later announcement seemed to make it clear that the order was aimed at men rather than metals . . . CBS President Frank Stanton, already plagued by costs, technical problems and the public's standoffish attitude toward color, seemed relieved to get off the hook."

Newsweek: "CBS was able to climb off the expensive limb it had been sitting on while transmitting colorcasts that few people could see and making sets that few people wanted."

Billboard: "Wilson's deep-freeze call for Columbia color sets production is figured to have shaken CBS's last chance to gain a foothold before RCA gets a chance to seek a favorable nod from the FCC . . ."

Variety: "CBS, whether intentionally or not, might

have sounded the death knell for its own color TV system, via its decision last week to abandon all further color activity for the duration of the national emergency. That's the consensus of trade reaction . . . Industryites point out that [CBS] is also shelving the chief advantage it held [over RCA and others]—that of gaining a toehold on the public . . . before other systems are ready."



Color Miscellany: CBS's total investment in its color system said to run well over \$5,000,000 . . . CBS may "convert" to black-&-white the major hour-long shows previously scheduled to start in color Nov. 11, 1:30-2:30. Top showmen on tap included Max Gordon, Leland Hayward, S. Hurok, Richard Kraukeur, Arthur Lesser, Herman Levin, Otto Preminger, John Shubert—even Metropolitan Opera presentations . . . FCC granted RCA-NBC authority this week to experiment with color over Bridgeport uhf station, extended Philco's authorization for colorcasts over WPTZ . . . "The Bright Side of Color's Ban" headlines *Billboard* story telling how Hollywood is relieved to know its vaults of black-&-white film won't deteriorate in value quickly . . . Paramount joins color theatre-TV act by announcing that its delayed system, employing either a special "lenticular" film or an old type of film employing subtractive dye process, will be demonstrated in a few months . . . Mexican broadcaster Guillermo Gonzales Camarena, ex-chief engineer for Emilio Azcaraga, last week demonstrated color at U of Mexico.

Attending color session Oct. 25 with defense mobilizer Charles E. Wilson and DPA-NPA administrator Manly Fleischmann were: Curtis B. Plummer & Edward Allen, FCC; Richard A. Graver, Admiral; Barney Balaban, Richard Hodgson, Louis A. Movins & Paul Porter, Paramount Pictures; Arthur Matthews & C. J. Burnside, Color Television Inc.; Frank Stanton, CBS; Louis Clement, Crosley; Dr. Allen B. DuMont & W. A. Roberts, DuMont; Benjamin Abrams, Emerson; Fred Gluck, Fada; Dr. W. R. G. Baker & Robert M. Estes, GE; W. A. MacDonald, Hazeltine; John A. Rankin, Magnavox; W. L. Viergever, John Meck Industries; Paul Galvin, Motorola; William Balderston, Philco; David Sarnoff & Frank M. Folsom, RCA; J. Friedman, Trav-Ler; H. A. Gumz, Webster-Chicago; Robert S. Alexander, Wells-Gardner; R. J. Sherwood & Ernest Kohler, Hallicrafters; F. M. Sloan, Westinghouse.

Telecasting Notes: Paramount Pictures, whose KTLA, Los Angeles, is leader in use of feature films on TV (but not Paramount's) expanding its subsidiary Paramount Television Productions' activities from merely syndicating kine-recordings to production, distribution & merchandising of films for TV; **Burt Balaban**, son of president Barney Balaban, named program-production mgr., **John Howell** sales mgr., under Paul Raibourn . . . **United World Films**, wholly owned subsidiary of Universal Pictures, also going into TV picture production, will use Universal lot, but not contract players, for low-cost films designed (a) to win its foothold in TV, (b) to help defray overhead, (c) to build new talent . . . **United Press-Movietone News** is name of new collaborative service started by those 2 organizations, providing TV stations daily news films along with news bulletins on events covered; UP managing editor **Phil Newsom** is in charge . . . **Milton Blink**, of United Television Programs Inc., formed last year to syndicate TV films, tells *Billboard* firm grossed \$750,000 first 9 months, will do \$1,000,000 this year, sees film rental prices coming down after freeze is lifted; firm was formed by Mr. Blink & **Gerald King** (Standard Radio), **Edward Petry** and **Richard Dorso** (see *TV Factbook No. 13*) . . . Congress' own recording studio (**Robert Coar**) gets \$100,000 appropriation to buy cameras and equipment, so members can film strips to send to home stations just as they now make recordings . . . **Lutheran Church, Missouri Synod**, which sponsors *Lutheran Hour* on MBS, underwriting 26 film dramas being shot by **Family Films, Hollywood**, at reported \$20,000 each, planning to place them on TV . . . **G. Ralph Branton**, who recently bought into **Monogram Pictures**, assumes charge of its TV film unit (Vol. 7:42) . . . **Reeves Soundcraft** reports quick, inexpensive method of putting magnetic sound tracks on 16mm or 35mm films; method also enables old sound tracks to be erased and new ones substituted . . . **NLRB** this week held against "arbitrary segment" of production employes of Baltimore's **WBAL-TV** seeking to organize as **IBEW-AFL** union, calling unit "inappropriate" . . . **Iowa dairy industry** reported up in arms over 20-second spots for **Jelke's Good Luck Margarine** carried on **Iowa State College's WOI-TV** . . . **Toscanini** and **NBC Symphony Orchestra** will be simulcast, first concert of season, on **NBC-TV**, Sat., Nov. 3, 6:30 . . . **WOI-TV, Ames** (Des Moines), raised base hour rate Oct. 1 from \$300 to \$400, one-min. from \$50 to \$80 . . . **Milwaukee Journal** (WMTJ & WTMJ-TV) has sold its AM local **WSAU, Wausau, Wis.**, for \$160,000 to **John R. Tomak & Charles Lemke, of Wausau.**

Personal Notes: **S. Whitney Landon**, since 1937 gen. atty., AT&T Long Lines Dept., promoted to asst. v.p. & asst. secy., AT&T, succeeded by **Ernest D. North** . . . **Frank Stanton**, CBS president, to be guest of honor Nov. 1, along with **Sen. Ives** (R-N. Y.), at dinner by joint defense appeal of **American Jewish Committee** and **B'nai B'rith Anti-Defamation League** for CBS's "distinguished public service effort" . . . **Wm. McCluskey**, sales mgr. of **WLWT, Cincinnati**, promoted to administrative asst. to **John T. Murphy**, v.p. in charge of **Crosley TV operations**; **George P. Moore Jr.**, ex-Ziv, succeeds him . . . **Joe Herold**, ex-chief engineer, **WOW & WOW-TV, Omaha**, who installed **Union Radio's TV station** in **Havana**, now installing station for **Televisao Paulista, Sao Paulo, Brazil** . . . **Kevin B. Sweeney**, ex-Don Lee sales mgr., joins **BAB** as national promotion director . . . **George T. Laboda**, adv. research chief, promoted to asst. to **Leslie Harris**, recently named TV-radio director, **Colgate-Palmolive-Peet** . . . **Ted Weber** named sales mgr., **WGN-TV, Chicago**, succeeding **George Harvey**, resigned to become mgr. of **WFLA, Tampa** . . . **Robert Simpson**, ex-Geyer, **Newell & Ganger**, joins **Erwin, Wasey & Co.** as director of TV production . . . **Tom Maguire**, ex-

CBS, joins **Maxon Inc.** Nov. 15 as business mgr., TV-radio dept. . . . **Gerald W. Tasker**, handling **Cunningham & Walsh's Videotown** studies (Vol. 7:35), named v.p. of that agency . . . **Joe Donohue** new head of **Famous Artists**, TV-radio packaging firm, succeeding **Tom Greenhow**, now with **Ziv** . . . **Bob Evans** promoted from sports editor and production mgr. to program director of **WSPD & WSPD-TV, Toledo**, under new mgr. **Allen Haid** . . . **Don Buck** named mgr. of **ABC-TV station** clearance, **Stewart Barthelmess** named for radio, in separation of TV-radio depts. under **Alfred R. Beckman**, sales-traffic operations director . . . **Robert M. Purcell**, program director, promoted to operations director, **KTTV, Los Angeles**, with **Dude Martin** heading program dept., **Robert W. Breckner** asst., **Alberta Hackett** mgr. of program operations . . . **Robert S. Salk**, ex-CBS, and **Bernard H. Pelzer Jr.**, ex-NBC, join **Katz Agency**, station reps. . . . **Fred M. Thrower**, **ABC-TV sales v.p.**, resigned Oct. 26.

Station Accounts: Real estate sponsors are "naturals" for TV—evidenced by growing use. New York agencies named this week for such TV campaigns: **C. J. Herrick Co.**, for **Wave Crest Gardens**, apartment development in **Far Rockaway**; **Marfree Adv. Corp.**, for **Plantation Estates**, Florida development . . . **Hutzler Brothers**, big Baltimore dept. store, limits itself to sponsor identification only in buying *Paul's Puppets*, Tue. & Thu. 6-6:15 p.m., now in third year on **WBAL-TV** . . . **Montgomery Coffee Co.** (**Montco Coffee**) sponsoring news strip 7:30-7:35 a.m. each weekday on **WPTZ, Philadelphia**, thru **Aitkin-Kynett Co.**, Philadelphia; it's second such early-morning sponsorship, **Tom Thumb Donut Co.** buying 8-8:05 a.m. news (Vol. 7:41) . . . "Do you remember" motif runs through *Live It Again*, including film clips of bygone days, sponsored by **Red Top Brewing Co.** for half hour weekly on hookup of **Crosley's WLWT, WLWD, WLWC**, thru **Cecil & Presbrey** . . . **Best Foods** (H.O. Quick Oats & Farina, Presto self-rising cake flour) sponsoring Sun. 4-6 p.m. feature films on **WABD, New York**, thru **Benton & Bowles** . . . **DuPont** using 624 TV spots on 35 stations in big drive behind **Zerone & Zerex anti-freezes**, thru **BBDO** . . . **Zippo Mfg. Co.** (lighters) includes TV in new pre-Xmas campaign, thru **Geyer, Newell & Ganger, N. Y.** . . . Among other advertisers reported using or preparing to use TV: **Narragansett Brewing Co.**, thru **Cunningham & Walsh, N. Y.** (formerly handled by **Standish Inc.**); **Remington Rand** ("60" electric shaver), thru **Leeford Agency, N. Y.** (**WOR-TV**); **Coro Inc.** (costume jewelry), thru **Charles Jay & Co., N. Y.** (**WABD**); **Consolidated Cosmetics Inc.** (**Lanolin Plus** cleansing lotion), thru **Van Hecker, Chicago** (**WTMJ-TV**); **Viz-Zan-De Cosmetics** (lipstick), thru **Mervin & Jesse Levine, N. Y.** (**WOR-TV**).

Network Accounts: **Pearson Chemical Co.'s** purchase of 204-station CBS radio network for *My Friend Irma* to advertise **Ennds** tablets means that firm's \$2,000,000 for TV-radio is heaviest of all drug budgets, says *Sponsor*; **Ennds** has dropped all other media, sponsors *Hollywood Opening Night* on **CBS-TV**, **Gabriel Heatter** on 321 MBS stations, plus TV-radio spots, thru **Harry B. Cohen Adv.** . . . **RCA Victor** (TV, radio, records) has bought Fri. 8-8:30 p.m. on **NBC-TV** for unannounced show to begin next month, temporarily is filling in with public service features, first having been *Lifeline*, documentary film on need for blood donors . . . **Johns-Manville Corp.** (building materials) starts sponsorship Nov. 4 of *Fair Meadows, U.S.A.*, family drama serial, on **NBC-TV**, Sun. 3-3:30, thru **J. Walter Thompson** . . . **Aluminum Co. of America** (Alcoa products) sponsorship of *See It Now* (Vol. 7:38) starts Nov. 18 on **CBS-TV**, Sun. 5:30-6 . . . **Procter & Gamble** (**Tide, Camay, Drene**) starting Nov. 26 will sponsor *Those Two* on **NBC-TV**, Mon.-Wed.-Fri. 7:30-7:45.

MILLION TVs IN FIRST-QUARTER 1952? Production of TV receivers in first-quarter 1952 will depend on these 4 basic factors:

- (1) Allocations of controlled materials to TV-radio manufacturers.
- (2) Conservation.
- (3) Manufacturers' "mix" of TV, radio and combinations.
- (4) Availability of tubes and other components.

On basis of material allocation plans for first quarter -- and given optimum conditions with respect to other 3 factors -- production experts see a strong possibility industry can turn out 1,000,000 TVs in first 3 months of 1952, or just about what many hope they'll make during current quarter.

There's confidence in industry and govt. production agencies that if demand continues brisk, nation's TV manufacturers may actually be able to produce more sets next quarter than this -- with considerably less materials.

TV-radio-appliance producers will have to work with about half the steel they chewed up during average quarter of first-half 1950 base period -- and somewhat more than one-third the aluminum and copper. TV-radio's base period for metal allocations saw production at quarterly rate of 1,560,000 TVs, 2,120,000 radios.

If manufacturers maintained same mix as during base period, and continued to turn out "1950 model" TV-radios -- without material conservation -- they'd get about enough steel during first-quarter 1952 to put into 780,000 TVs, 1,000,000 radios, enough copper and aluminum for 545,000 TVs, 740,000 radios.

* * * *

Conservation will be No. 1 production-booster in first quarter. Materials-saving measures, developed and engineered by industry over past year, are now beginning to find their way into production runs. Conservation is still a luxury, but by January it will be a necessity -- when all-out incorporation of new methods and substitutes becomes matter of industrial life or death.

Million-set production depends on another factor -- consumer demand and its implications in manufacturers' assortment of sets and models. If TV market is good, it's likely radio production will dip and TV will be emphasized. There may also be continuance of present lower output of TV combinations in favor of TV-only models -- which sell faster and use less critical materials.

Tubes and other components, such as transformers and coils, may be bottleneck in first quarter -- but there's no sure way of telling now. Tube makers say output of civilian tubes is still high, but lower than last summer. And there's some evidence of more demand now than plants can supply -- but much of this may be due to scare buying by set manufacturers.

Tube manufacturers still face an uncertain future. They say there's enough nickel in pipelines to last 6 weeks to 3-4 months. What happens after that depends on Govt. At govt. levels we learn nickel situation is just as scary as it ever was.

TRADE GOING GOOD, HAPPY ABOUT COLOR: Any retailer will tell you he's as delighted as the manufacturers and distributors that the "color chimera" no longer hovers over his business -- and at the instance of the defense authorities, at that.

Comeback market of recent weeks hasn't been disturbed much by color, for public seems to have wised up to basic factor of compatibility. Moreover, customers weren't beating down doors to buy \$700 installations of 10-in. magnified receivers incapable of getting black-&-white and capable of picking up only occasional color shows from the handful of stations carrying them (Vol. 7:41).

Fact is, the few dealers carrying "traffic-builder" models are now shipping them back -- assured by CBS-Columbia Inc., anxious to maintain retail outlets for

its black-&-white receivers, that they will be rebated. CBS-Columbia says it made only 500 color sts.

Dealers-distributors feel that out of Washington this week came good, in that they now have clear-cut story to tell their customers: That mass production of color apparatus for public is out for duration, that experiments can go on, that compatible color is well on way out of laboratory but several years away from home -- so look what you're missing meanwhile if you don't buy black-&-white now. Even CBS is now expected to join that refrain.

That color some day will offer great new merchandising appeal, goes without saying. But with audience now of 14,000,000 sets (see p. 13), with market still far from saturation, it's also manifest ultimate color will have to be compatible.

* * * *

Another "nice" output week was reported by RTMA for 5 days ending Oct. 19. TVs totaled 98,620 (2426 private brand), little change from preceding week's 99,877 (Vol. 7:42). Factory inventory went down some 26,000 to 363,551, continuing steady reduction of last 12 weeks.

Week's radios totaled 228,160 (99,908 private), up from 205,014 week before and inventory was 366,866. Radios were 124,972 home, 28,097 portable, 75,091 auto.

RTMA's revised figures for first 9 months are 3,970,857 TVs and 10,077,478 radios. Three weeks thus far reported this first month of new quarter show 87,919 TVs first week, 99,877 second, 98,620 third -- but tightening materials still cast doubt whether final 10 weeks can bring total for year to predicted 5,000,000.

Topics & Trends of TV Trade: Tailored ceiling price regulation for TV-radio industry—setting ceilings for manufacturers, wholesalers and retailers in one package—appeared virtually certain this week as 6-man industry subcommittee (Vol. 7:42) met with OPS officials. Probability is that new order—not expected before January—will fix ceilings at highest prices at which each manufacturer's sets were sold during a "recent base period," with "automatic adjustment factor" to remedy inequities in hardship cases.

Industry group members generally approved this proposal, but some felt dollars-&-cents ceilings wouldn't fit TV-radio industry, and suggested formula method be used by wholesalers and retailers to compute ceilings. OPS officials made it clear they feel TV warranties should be included in regulation, but assured industry they don't want to impose uniform warranty policies. OPS position is that wherever warranty is sold separately—not included in price of set—it must be treated as separate commodity with its own price ceiling.

Meeting was conducted by Lee McCanne, chief of OPS home furnishings branch, and Earl R. Smith, chief of electronics & musical instruments section of that branch. Subcommittee members: Arnold Nelson, Admiral; A. Vogel, Emerson; John R. Grayson, Magnavox; Ernst E. Bareuther, Philco; George Bryant, RCA; Arthur L. Chapman, Sylvania.

* * * *

Price increases may not be very far off, judging from action of Sylvania this week in raising prices \$10 to \$20 on recently announced new line (Vol. 7:29)—only few months after it had cut prices on same sets (Vol. 7:35). Rising costs of labor and materials were given as reason.

Straws in wind also are zeal with which everybody's showing off uhf tuners, some anticipating FCC will "unfreeze" these channels ahead of others, opening brand new territory. Motorola uhf converter was shown to eastern distributors at New Haven's Taft Hotel Oct. 20-21, with Hartford distributor Post & Lester acting as host. Bridgeport uhf signals were compared, quite favorably, with vhf from New Haven and New York.

Trade Miscellany: RTMA hiring Wm. F. E. Long, ex-director of statistics, National Paint, Varnish & Lacquer Assn., to be new director of statistics with offices at Washington headquarters starting Nov. 5—taking over all statistical work now handled by Haskins & Sells, Philadelphia, as of next Jan. 1 . . . No summer slump in exports of radio apparatus: August shipments were valued at \$22,036,653 as against \$8,113,015 in August 1950; practically all categories were up, notably condensers, resistors, receiving tubes . . . Crosley Radio & Television Ltd. formed in Canada for TV-radio manufacture, with Avco's acquisition this week of Brand & Millen Ltd., including plant and personnel at Long Beach, Ont. . . . Tele-tone's new contract with UEW calls for 10¢ general wage increase for about 500 workers, plus other benefits.

* * * *

All sorts of rumor and conjecture grew out of sudden shelving of CBS color, not least interesting of which resulted from apparently well-grounded reports CBS was casting about to buy additional plant to get more materials quotas for its CBS-Columbia Inc. Story was that CBS was contemplating sale of its profitable subsidiary Columbia Records to finance purchase of Hazeltine. CBS president Frank Stanton and Hazeltine president Jack Binns promptly denied report, latter stating only way CBS could get control would be to buy up company's widely held stock. Latest Hazeltine report shows only one class of stock, of which 600,000 shares are authorized, 350,000 issued and outstanding, all directors owning total of about 15,000. Stock is traded on N. Y. Curb Exchange, has enjoyed exceptional rises during last year.

Capehart's new line, featuring unique 20-in. corner cabinet called Cortland, at \$650, includes 7 new, 19 holdovers. Other new sets: Clermont, 17-in. table, \$250; Jamestown, 17-in. mahogany console, \$280; Amherst, 20-in. table, \$300; Shenandoah, 20-in. console, \$390; Cordovan, 20-in. fruitwood console, doors, \$470; Bennington, same in maple, \$470. Most of holdovers are 17-in. ranging from mahogany table at \$300 to AM-FM-3-speed combination at \$750; also included in holdovers are 16-in. blonde table at \$320, 20-in. mahogany table at \$360, 19-in. combination console at \$1000.

Merchandising Notes: Stromberg-Carlson out with 3 new 20-in. consoles: Cavalier, open face, mahogany, \$420; Futura, with doors, mahogany \$460, oak \$480; French Provincial, with doors, cherry wood, \$495 . . . **Big Philco promotion** for TV-radio during "Philco TV Week" starting Nov. 4 will include mailing of 8,000,000 circulars by Reuben H. Donnelly Corp., backed by newspaper and network TV advertising . . . **Philco** also pushing "check-up" promotion campaign for servicemen, offering cards, letters, mailing pieces, ad mats; plan follows pattern of "motor tune up" idea offered by gas stations—like checking, adjusting and lubricating jobs at single price . . . **DuMont** offers trade-in allowance on old TV tuner, towards new Inputuner, promoting addition of FM to TV sets. "Several thousand" are being offered for "limited period only" . . . **Brightman Distributing Co.** (Harry P. Brightman, ex-Mid-Atlantic, Washington, D. C., pres.) replaces **Stanley Distributing Co.** as Admiral distributors in St. Louis area.

* * * *

National Electronics Mfg. Co., 314 W. 58th St., Los Angeles, established about 3 months ago to take over plant and assets of firm formerly making **Natalie Kalmus** TV receivers, is now offering 2 lines of TVs—one under "Natalie Kalmus" brand name with modern designing for sale in higher price brackets, other under "Cinema" brand being table models and open consoles at \$200 to \$300. Firm is headed by **Herman Krissman**, with **Myron Blackman** as sales mgr.

More than 30 research reports presenting possibilities for new products, processes and manufacturing techniques for electronic and electrical industries are listed in October *Bibliography of Technical Reports*, available for 50¢ from Office of Technical Services, Commerce Dept., Washington. Included are reports on characteristics of cesium electron tubes, electrical breakdown in a slot antenna, pulse-length discriminator, magnetized ferrites, metallized paper capacitors, synthetic mica, printed circuits.

Trade Personals: **Reginald H. Brophy**, president of **Rogers Majestic Electronics Ltd.**, onetime executive of **NBC**, named coordinator of production branch, Canadian Dept. of Defense Production, Canadian counterpart of **DPA** . . . **Frederic J. Robinson**, sales mgr. for **Latin America**, named director, **Sylvania international sales div.** . . . **Tom R. Talmadge** promoted to asst. sales mgr., **Packard-Bell**, under gen. sales mgr. **Kenneth R. Johnson** . . . **Joel Axe**, ex-Hoffman Radio, appointed engineer in charge of govt. contracts, **Pacific Mercury Television Corp.** . . . **Herman N. Lubet**, ex-Fada, named adv. & export mgr., **Jewel Radio** . . . **Lawrence O. Paul**, ex-Armour Research Foundation, appointed operating mgr., engineering dept., **Oak Mfg. Co.**

New officers and board members of **Society of Motion Picture & TV Engineers** named at convention Oct. 18 for 2-year terms starting Jan. 1: **Frank E. Cahill Jr.**, **Warner Bros. Theatres**, financial v.p.; **Barton Kreuzer**, **RCA**, treas.; **Fred T. Bowditch**, **National Carbon**, engineering v.p. **New board members:** **Axel G. Jensen**, **Bell Labs**; **Joseph E. Aiken**, **Naval Photographic Center**; **George W. Colburn**, **G. W. Colburn Laboratories**, **Chicago**; **Ellis W. D'Arcy**, **DeVry Corp.**; **John K. Hilliard**, **Altec-Lansing**; **Fred G. Albin**, **ABC, Hollywood**. **Peter Mole** continues as president.

Franklin Lamb, vice chairman of **Tele King**, onetime president of **Reynolds Pen Co.**, resigns from **ODM** chief **Charles E. Wilson's** office as of Nov. 1 after 2 months duty on special liaison with small business.

Allen D. Cardwell, 63, retired electronics inventor and former head of manufacturing company bearing his name, died Oct. 21.

HERE'S HOW ONE newspaper polices its TV-radio-appliance advertising: The *Milwaukee Journal*, which own **WTMJ & WTMJ-TV**, is censoring ads which it believes don't "conform to a single code—clear truth." The *Journal* Sept. 5 announced new ad policy rejecting "copy which in any way stretches the truth and goes beyond the bounds of reasonableness and fair play, or which may mislead or confuse the reader." It says these factors are "carefully considered" in judging advertising:

- (1) "Broad statement headlines, qualified by semi-hidden small-type phrases."
- (2) Misleading or false illustrations of sale items.
- (3) Unwarranted promotion of lightly-stocked merchandise.
- (4) "Sales terms and prices neither clear nor complete."
- (5) "Failure to identify obsolete, discontinued or used models."
- (6) Questionable "contests."
- (7) "Unwarranted display of 'free' or combination offers of only minor importance."
- (8) "General 'borax' appeal of heavy type and reverse plates."
- (9) All reference to color facilities in present TV sets must be accompanied by this standard statement: "Note to readers—no set referred to in this advertisement will receive TV programs in color without the addition of special equipment at extra cost."
- (10) "No down payment" and similar phrases are banned, as are flat trade-in offers.
- (11) "At least temporarily, advertised prices . . . must express in dollars the amount of warranty, service or tax charges to be required."

Milwaukee Better Business Bureau is cooperating by shopping all TV-radio-appliance advertisers and reporting to censor on truth of advertising claims. Advertisers' reaction is reported generally favorable. While code was aimed primarily at local retailers and distributors, some ads reportedly were held up because national advertisers' policy didn't conform with code.

TV commercials are more effective than radio's, according to survey by *Good Housekeeping Magazine* of 1403 subscribers in 22 TV cities. Replies showed 64% of TV viewers pay more attention to commercials on TV than on radio, 28% said there's no difference, 5% pay less attention to TV plugs. Survey also showed 70% of set owners have cut down on moviegoing, 82% on radio listening, 47% "going out", 47% reading books, 35% reading newspapers, 35% reading magazines, 9% home entertaining. Of TV owners who have had sets 1-2 years, 20% now do more entertaining and 65% do the same amount, 75% go to fewer movies, 38% read less magazine fiction, 20% read less magazine advertising than before they had TV.

Biggest get-together of educational TV aspirants to date is due Nov. 2-5 at annual meeting of **National Assn. of Educational Broadcasters** in **Hotel Buena Vista, Biloxi, Miss.** Group hopes to have **FCC chairman Wayne Coy** as speaker, along with **Sen. Sparkman (D-Ala.)**, **NYU's Prof. Charles Siepmann**, **Brig. Gen. Telford Taylor** (former **JCET** counsel). Among participants in TV seminar will be **WOI-TV's Richard Hull**, **Syracuse's Kenneth Bartlett**.

"The TV Revolution" is title of September issue of *Platform*, published by *Newsweek Magazine* for club leaders, educators, etc., which neatly sums up principal viewpoints on TV's impact. Included in volume are sections on TV's impact on movies, radio, books and magazines; pro & con discussions of programming; TV's effect on children, politics, educational potential, etc. Sample copies are available from **Newsweek Club Bureau**, 152 W. 42nd St., N. Y.

Klystron tube, one of uhf's most important developments to date, is described in October *Electronics* by **Varian Associates**, **San Carlos, Cal.** Tube has done much to enhance attractiveness of uhf, since it permits station powers high enough (200 kw) to give satisfactory coverage in many areas (Vol. 7:9, 12, 15, 16, 18, 23).

Mobilization Notes: To guarantee TV-radio replacement parts, NPA this week told electronic parts & components distributors (for advisory committee membership, see Vol. 7:10) it's considering an order which would require manufacturers to set aside a portion of their output to make replacement parts. These parts, said NPA, would be placed on "direct allocation based on historical use and geographic situation." Under proposal, parts distributors and retailers would be permitted to assign themselves priorities (by "self-certification") to purchase these parts for inventory—the amount to be "based on either the dollar value of such material or a percentage of materials used by the retailer in 1950," said NPA.

Distributors asked for time to think over the proposed new regulation. One aspect of the plan they don't like is proposal for limitation of their inventories "based on the historical sales pattern during a basing period." In discussion on parts availability, distributors said their survey showed TV antennas, wire & cable, solder fuses, hand tools and soldering irons in shortest supply. NPA representatives said TV antennas will become more scarce because of tight aluminum supplies, and test equipment will be very short because military and defense-supporting industries will require up to 90% of all produced in 1952. Nearly all types of tubes are available, they said, and tube industry is in "good condition."

* * * *

Electronics must not become roadblock to successful mobilization in fields of military production, training and servicing. GE electronics v.p. Dr. W. R. G. Baker so warned National Electronics Conference in Chicago this week, saying:

"When electronic equipment becomes so complex that we must use trained engineers to do the manufacturing job, highly trained specialists to operate the equipment, and more engineers to service it, we have, to some extent, defeated our original purpose." Manufacturers must increase reliability of electronic equipment, he added, and still satisfy military demands for "miniaturization, ruggedization, standardization and unitization."

Dr. Baker said that of the top 50 companies in electronics contracts "only about half normally are considered electronic manufacturing concerns." Quoting a warning from the military, he said "every electronic company must plan for a certain percentage of military business, if it hopes to survive." Pointing to the \$7 billion backlog of military electronics contracts, and an expected \$4 billion annual military electronic production rate (Vol. 7:34), Dr. Baker said military men feel "electronics is so important to the national defense effort [that] nothing must be allowed to interfere with development and production of electronic military equipment [so that] consumer radio and TV production probably [will] be hard hit."

He called on Govt. to tell "the truth about our weapons, whether atomic or electronic [to the extent] consistent with national security," to prevent giving the public "a false concept of invincibility" through reference to "fantastic new weapons" and predictions of future developments.

* * * *

Obligations of defense manufacturers under Walsh-Healey labor standards act are outlined in new NPA Office of Small Business pamphlet, *How the Walsh-Healey Public Contracts Act Affects Govt. Supply Contractors*, available from Commerce Dept. and field offices.

Orders for steel, copper and aluminum must be adjusted or cancelled by Oct. 31 where they exceed authorized fourth-quarter CMP allotments, according to this week's NPA amendments to Dir. 7 to CMP Reg. 1 and Dir. 3 to CMP Reg. 6.

Years of materials shortages and high prices were predicted this week by gov't's top purchaser of raw materials. Jess Larson, head of new Defense Minerals Procurement Agency, told American Mining Congress in Los Angeles that some shortages may never be licked and "inordinately high prices are going to be with us as long as shortages exist." He said DPMA has found in study of 90 metals and minerals that "well over one-half of these may be in short supply, in the near future at least, if current military and civilian requirements are a gauge." He warned of prolonged shortages of such materials as copper, tungsten, lead, columbite and manganese—shortages which will be critical "even after 3 years of development on the basis of all assistance programs now approved."

New inventory limitations on many metals and chemicals used in TV-radio manufacture have been added to NPA Reg. 1. Included is 60-day limitation on components and parts for electronic tubes and limit of "practicable minimum working inventory" on such materials as converted aluminum foil, selenium, mica, molybdenum, lead, plywood, polyethylene, phenol. Materials such as cobalt, copper, tungsten, steel, aluminum, have been under inventory limitation since September 1950.

List of scarce and plentiful materials has been revised second time by NPA. Issue No. 3 of *List of Basic Materials & Alternates*, which also contains bibliography of up-to-date articles on conservation of metals, is available at Commerce Dept. and field offices.

—■—

TV-radio rights comprise more than 10% of the revenue of major league baseball clubs. This was indicated in figures compiled by staff of N. Y. Rep. Celler's special House subcommittee investigating charges of monopoly in baseball. Statistics showed major leagues took in \$4,462,000 from sale of games to TV-radio in 1951. The 8 National League teams got \$1,598,900 from TV-radio, American League \$1,778,412. In addition, rights to World Series brought in \$1,075,000, All-Star game \$10,000. Total grosses of leagues and clubs for 1951 aren't available yet, but in 1950 American League teams grossed \$16,338,919, of which \$1,656,989 was from sale of TV-radio rights.

Cure for one type of microwave interference—ground reflections—has been developed by H. E. Bussey, Bureau of Standards. He reports that a rectangular structure of hardware cloth on poles 40 ft. high can eliminate most such interference when placed about midway in a 4000-mc path 20-30 mi. long.

Improved Vidicon industrial TV camera tube, as described by RCA's Dr. B. H. Vine at this week's National Electronics Conference in Chicago, has greater life and wider operating-temperature range than earlier model, is more faithful in reproducing tonal values of colored objects.

New uhf receiver test equipment—a "sweep-marker generator"—was described at this week's National Electronics Conference in Chicago's Edgewater Beach Hotel by RCA engineer J. F. Sterner. Gear was designed as factory production instrument.

International GE contract with Emissorias Unidas, Brazil (Jao Baptista do Armamar, president), calls for \$1,800,000 expenditure for 3 TV transmitters in Rio de Janeiro and Sao Paulo.

Dominican Republic's first TV station will be 5-kw RCA unit in Ciudad Trujillo, ordered with associated studio and mobile equipment by Col. J. Arismendi Trujillo Molina, operator of La Voz Dominicana.

Television Authority, big performer union, holds convention in New York Dec. 7-9.

Financial & Trade Notes: Admiral's third quarter report reflects the sharp summer drop that prevailed throughout entire TV business, though it states sales and profits for September were up sharply from combined July-August. For quarter ended Sept. 30, net profit was \$1,306,735, or 68¢ a share, on sales of \$31,331,832, compared with profit of \$5,253,685 (\$2.63) on sales of \$63,629,146 for same 3 months of 1950. In 9 months ended Sept. 30, net profit was \$5,400,156 (\$2.80) on sales of \$134,919,187 vs. \$13,176,417 (\$6.83) on \$166,924,994 in same period 1950. Report calls 1950 "an abnormal year," compares 1951 results with "normal" 1949 to show that sales were up 75%, profit 17% for the 3 quarters.

Merger of John Meck Industries Inc., Plymouth, Ind., with Scott Radio Laboratories Inc., Chicago, into one corporation bearing latter name (Vol. 7:40) has been approved by both Meck and Scott stockholders. Merger agreement contemplates increase of Scott shares from 500,000 to 1,500,000 shares of which 1,006,185 will be outstanding, as against 419,080 now outstanding. Plan calls for exchange of 1.3 shares of Scott for each of the 552,580 shares of Meck currently outstanding, or for surrender of 131,000 shares of Scott held by Meck Industries.

Packard-Bell sales hit new high of more than \$18,000,000 in year ended Sept. 30, 1951 (vs. \$13,894,000 preceding year), executive v.p. Robert S. Bell reported Oct. 15. He estimated profits for fiscal 1951 at more than \$2,800,000 before taxes of about \$1,800,000, leaving more than \$1,000,000, or \$1.70 per share, profit after taxes (vs. \$1,308,510, or \$2.61 per share, after \$860,000 in taxes last year). Mr. Bell said Packard-Bell will produce \$9,000,000 worth of defense orders in fiscal 1952, already has backlog totaling more than \$12,000,000.

Stewart-Warner reports net earnings of \$3,056,754, or \$2.37 a share, on sales of \$63,781,084 for first 9 months of 1951, after provision of \$5,879,859 for taxes. This compares with net profit of \$3,030,694 (\$2.35) on sales of \$53,739,447 same period last year, after \$2,633,459 taxes. Third quarter profit was \$847,501 (66¢) on sales of \$22,370,928, vs. \$1,279,715 (99¢) on \$21,090,408 third quarter 1950. TV-radio is small part of Stewart-Warner's business, and isn't itemized separately in statement.

Muter Co. reports sales of \$9,810,441, net profit of \$523,632 (80¢ a share) after \$613,260 in Federal income taxes, for 9 months ended Sept. 30. This compares with \$9,899,891 sales, \$546,737 taxes, \$774,480 (\$1.19) profit for same 1950 period. Earnings figure is based on 651,200 shares of capital stock outstanding after 100% stock split in May 1950 and 10% stock dividend in December 1950.

IT&T has been authorized by N. Y. Stock Exchange to list an additional 82,645 shares of capital stock, to be issued to Gibson Refrigerator Co., from which IT&T (which also owns Capehart-Farnsworth) purchased all preferred and common stock of Coolerator Co. last July (Vol. 7:29-30). Purchase involved payment of \$2,000,000 in cash and 82,645 shares of stock.

Fedders-Quiggan Corp., which recently made deal to supply RCA Victor brand home air conditioning units (Vol. 7:39), has registered 62,041 shares of \$50 par preferred stock with SEC, offering it to Nov. 8 stockholders in ratio of one for each 20 common held. Allen & Co., underwriter, will buy any unsubscribed shares.

Collins Radio net profit for year to July 31 was \$737,682, equal to \$2.23 a common share, compared to \$553,964 (\$1.63) for preceding fiscal year.

American Phenolic Corp. reports net of \$742,165 (\$1.85 a share) on sales of \$18,045,760 for 9 months to Sept. 30 vs. \$722,710 (\$1.80) on \$8,857,700 same 1950 period.

Count of TV Sets-in-Use by Cities

As of October 1, 1951

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

THAT "109th station" in Matamoros, Mexico, just across the Rio Grande from Brownsville, Tex. (Vol. 7:31 et seq) was accredited 9500 TV receivers on U. S. side of border alone—with result NBC Research's monthly "census" of TV sets-in-use went just over the 14,000,000 mark as of Oct. 1. Reflecting September's heavy unloading of inventory in improved market, 447,500 sets were added to nation's audience during month, as against 284,300 in August (Vol. 7:35), 183,100 in July (Vol. 7:29).

Major market areas showed considerable gains—New York given 60,000 more, Chicago 35,000, Boston 21,000, Philadelphia 20,000, San Francisco 17,000, Los Angeles 13,000, Baltimore 11,000, Kansas City 10,000. Following are the Oct. 1 figures by areas (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	64,000	Omaha	2	88,000
Atlanta	3	130,000	Philadelphia	3	903,000
Baltimore	3	325,000	Pittsburgh	1	320,000
Binghamton	1	43,100	Providence	1	165,000
Birmingham	2	69,700	Richmond	1	89,300
Bloomington, Ind.	1	17,500	Rochester	1	91,000
Boston	2	787,000	Salt Lake City	2	55,300
Buffalo	1	222,000	San Diego	1	106,000
Charlotte	1	89,100	San Francisco	3	250,000
Chicago	4	995,000	Schenectady	1	173,000
Cincinnati	3	278,000	St. Louis	1	317,000
Cleveland	3	511,000	Syracuse	2	136,000
Columbus	3	164,000	Toledo	1	116,000
Davenport-Rock Island	2	67,800	Utica	1	53,000
Dayton	2	142,000	Washington	4	289,000
Detroit	3	542,000	Wilmington	1	80,900
Erie	1	53,100	Total Interconnected	95	13,254,400
Grand Rapids	1	79,700	<i>Non-Interconnected Cities</i>		
Greensboro	1	74,500	Albuquerque	1	10,400
Huntington	1	55,400	Brownsville (Matamoros, Mexico)	1*	9,500
Indianapolis	1	158,000	{Dallas	2	136,000
Jacksonville	1	40,000	{Fort Worth	1	92,900
Johnstown	1	112,000	Houston	1	77,000
Kalamazoo	1	49,500	Miami	1	63,500
Kansas City	1	144,000	New Orleans	1	92,300
Lancaster	1	113,000	Oklahoma City	1	38,700
Lansing	1	65,000	Phoenix	2	52,300
Los Angeles	7	1,025,000	San Antonio	1	99,000
Louisville	2	104,000	Seattle	1	77,500
Memphis	1	98,800	Tulsa	1	77,500
Milwaukee	1	267,000	Total Non-Interconnected	14	749,100
Minneapolis-St. Paul	2	276,000	Total Interconnected and Non-Interconnected	109	14,003,500
Nashville	1	40,100			
New Haven	1	188,000			
New York	7	2,550,000			
Norfolk	1	81,600			

* Preliminary estimate, U. S. sets only.

Note: TV sets sold in Canada totaled 59,180 up to Aug. 31, 1951, according to Canadian RTMA (Vol. 7:41). 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 Aug. 31: Windsor 24,833, Toronto-Hamilton 21,292, Niagara Peninsula 9335, other areas 3170.

The Outlet Co., Providence dept. store which owns and operates WJAR & WJAR-TV, reports net profit of \$248,735 (\$2.50 a share) for 6 months ended July 31, \$727,548 (\$7.32) for 12 months ended July 31. Latter figure compares with \$606,310 (\$6.10) preceding year, \$510,798 (\$5.13) in 1949. Contribution of TV-radio income to balance sheet isn't disclosed, but is believed to be very substantial.

Dividends: Olympic Radio, 3% stock dividend payable Oct. 31 to holders of record Oct. 26; Stewart-Warner, 35¢ payable Dec. 8 to holders Nov. 16; Remington Rand, 5% stock dividend Jan. 29 to holders Dec. 12 and 25¢ payable Dec. 27 to holders Nov. 7; Howard W. Sams Co., special 10¢ payable Oct. 26 to holders Oct. 20; Avco, 15¢ payable Dec. 20 to holders Nov. 28.

Network TV-Radio Billings

September 1951 and January-September 1951
(For August report, see *Television Digest*, Vol. 7:39)

NETWORK TELEVISION				
	September 1951	September 1950	Jan.-Sept. 1951	Jan.-Sept. 1950
NBC	\$ 5,380,538	\$ 2,148,399	\$ 38,957,878	\$ 11,833,154
CBS	4,178,533	892,461	28,417,071	6,232,287
ABC	1,622,482	461,822	12,797,096	2,864,724
DuMont	738,578	**	5,207,574	**
Total	\$11,920,131	\$ 3,502,682	\$ 85,379,619	\$ 20,930,165

NETWORK RADIO				
	September 1951	September 1950	Jan.-Sept. 1951	Jan.-Sept. 1950
CBS	\$ 4,657,379	\$ 5,849,786	\$ 52,763,464	\$ 51,068,664
NBC	3,713,235	4,416,328	41,250,864	46,348,095
ABC*	2,165,971	2,418,419	24,029,153	26,417,432
MBS	1,324,061	1,246,463	12,861,185	11,887,529
Total	\$11,860,646	\$13,930,996	\$130,904,666	\$135,721,720

* Revised Totals: May \$2,991,227, July \$2,267,674.
** Figures for 1950 not available.

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

NETWORK TELEVISION					
1951	ABC	CBS	DuM	NBC	Total
Jan.	\$1,328,719*	\$2,601,165*	\$435,527	\$4,187,222	\$8,552,633
Feb.	1,254,851	2,600,339	406,079	3,949,360	8,210,629
March	1,539,470*	2,993,902	457,811	4,654,063*	9,645,246
April	1,432,319*	2,906,891*	574,025	4,758,309	9,671,544
May	1,385,901	3,066,249	622,646*	4,946,338	10,021,134
June	1,437,593*	2,900,782	564,478	4,244,240	9,147,093
July	1,351,168*	3,434,659	645,359	3,477,952*	8,909,138
Aug.	1,444,593	3,734,551	763,071	3,359,856	9,302,071
Sept.	1,622,482	4,178,533	738,578	5,380,538	11,920,131

NETWORK RADIO					
1951	ABC	CBS	MBS	NBC	Total
Jan.	\$3,099,418*	\$6,849,462*	\$1,542,887	\$5,215,947	\$16,707,714
Feb.	2,702,721*	6,111,346*	1,426,705	4,731,626	14,972,398
March	2,891,339	6,808,938*	1,648,006	5,085,636	16,433,919
April	2,980,183*	6,502,009*	1,539,801	4,897,882	15,919,875
May	2,991,227*	6,760,750*	1,510,818	5,329,752	16,592,547
June	2,720,268	6,216,255*	1,191,691	4,739,193	14,867,407
July	2,267,674*	4,401,797	1,347,841	3,728,687*	11,745,999
Aug.	2,210,352	4,455,528	1,329,375	3,808,906	11,804,161
Sept.	2,165,971	4,657,379	1,324,061	3,713,235	11,860,648

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

FCC Chairman Coy is making point of his interest in station programming and FCC's authority by releasing letters to the press. Last week, he told Knights of Columbus that FCC can't censor, that complaints should be taken to station operators (Vol. 7:42). This week, he released copy of letter he wrote to Rep. Morano (R-Conn.), accompanied by copy of complaint letter had received from Bernard Yudain, managing editor of *Greenwich Time*, and Rep. Morano's forwarding letter. Yudain said that WMCA disc jockey Barry Gray had delivered "vicious attack on me personally," that he had been unable to get from station a recording to find out exactly what was said. Coy reiterated that FCC can't censor, but said that responsibility of the station licensee was involved, that "we will take up further with [WMCA] the subject matter of your complaint."

Add "industrial" uses of TV: Houston police testing TV "eye" which enables them, on receivers at their desks, to keep such close watch on inmates of city jail that, as one dispatch reports, prisoner in cell won't even be able to swat a mosquito without being seen and heard.

NOTE TO SUBSCRIBERS: After putting this issue to bed, we move to expanded quarters in downtown Washington's new Wyatt Bldg., 14th Street & New York Ave., new telephone number STerling 1755. You will also note the change in masthead to embrace the legend "Electronics Reports"—obviously more descriptive of

COWBOY STAR Gene Autry says he'll sue Republic Pictures to ban use of his movies on TV. He'll base action on precedent set by Federal Court's decision last week forbidding televising of Roy Rogers' Republic movies (Vol. 7:42). Republic, with millions in potential profits at stake, says it will appeal Rogers case to Supreme Court if necessary, is expected to file in Appeals Court next month.

Meanwhile, show business and TV attorneys, after scrutinizing Judge Peirson M. Hall's opinion in Rogers case, say more test cases may be necessary to determine whether actors generally can prevent TV release of old films. They point out judge pinned his decision on fact that Rogers' contract specifically reserved to the actor the right to control use of his name in advertising commercial products—aimed originally at royalties from sale of cowboy suits, cap pistols, endorsement of breakfast foods, etc. While Autry's contract is said to be similar, very few film actors' pacts make this type of reservation. Standard Screen Actors Guild contract awards all rights—including TV—to producer.

Defending its uhf experimental application (Vol. 7:33, 38), WHUM, Reading, Pa., this week filed with FCC an opposition to WEEU's petition for hearing or denial, saying: (1) Application is no "foot in the door" to future commercial operation, since FCC policy has been consistently against such efforts. "WHUM fully realizes that it may never receive a commercial uhf grant . . . How can there be a foot-in-the-door advantage unless the Commission recognizes it? . . . WEEU appears unwilling to accept the Commission's statement of policy on the subject." (2) Station would be adequately financed [for \$500,000 project]. (3) WEEU has no right to object, since uhf station would subject it to neither electrical interference nor economic injury. (4) Experimentation is welcomed by industry. (5) WEEU's effort "is a deliberate attempt to prevent anyone from conducting uhf experimentation in Reading which it itself is unable or unwilling to do."

Second East-West microwave route across Midwest is proposed by AT&T in filing plans with FCC for new relay system between Pittsburgh and St. Louis that will utilize present Columbus-Dayton-Indianapolis route as its central section. It will comprise 24 stations, averaging 28 mi. apart, will cost \$9,000,000, should be ready for phone service by mid-1953, could provide several TV channels. One westbound, 3 eastbound TV channels are now in use between Dayton-Columbus and 2 westbound between Dayton-Indianapolis. These are now connected to nation-wide TV networks via coaxial between Toledo-Dayton.

Two applications filed with FCC this week were from KXOB, Stockton, Cal. (Lincoln Dellar), asking for Channel 13, and Capital City Television Co., Austin, Tex., seeking uhf Channel 18. Latter firm is 100% owned by Charles H. Coffield, oilman, son of H. H. Coffield, formerly one-third owner of KEYL, San Antonio, recently sold (Vol. 7:30, 41) to George B. Storer interests. Applications on file now total 450, of which 17 are uhf. [For further details, see *TV Addenda 13-P* herewith; for listing of all applicants, see *TV Factbook No. 13* and Addenda to date.]

Paris-London direct TV exchanges are being planned, to begin in fall of 1952, says London report in Commerce Dept.'s *Foreign Trade Weekly*.

the field we cover. Our AM-FM directories and weekly Addenda will continue to be published as before, as will of course our semi-annual TV Factbook and weekly TV Addenda designed to keep basic data on stations and applications current. We will appreciate changing of your records of our address and telephone number.

Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 1755 • VOL. 7, No. 44

November 3, 1951

In this Issue: { Things Are Quieter Along the Potomac, page 1. Where Does Color Go From Here? page 6.
Marketeters Argue, TV Goes Merrily Up, page 2. Dun & Bradstreet and Other Barometers, page 7.
End-of-Freeze—Some Clearer Glimpses, page 3. NPA Sees 3½-4 Million TV Sets in '52, page 7.

THINGS ARE QUIETER ALONG THE POTOMAC: What the radio fraternity are talking about, mostly, over the Washington teacups these days:

(a) Will FCC really concentrate on ending the freeze speedily, now that the troublesome color mess has been more or less resolved?

Definitely, it will -- how to hasten freeze-end dominates the thinking of most commissioners, pressured from every quarter, particularly Congress. Staff is now intent on concluding "paper" hearings by Nov. 26 deadline, and working hard on revised allocation tables -- palpably eager to "do a job" (see p. 3).

(b) Will there be changes at FCC top-level? Chances are there will, not too far off, certainly by time freeze is really thawed. But Comr. Hennock is staying on (see p. 10), may again be Big Noise on educational TV front.

Commission's big problem, at moment, is how best to deploy curtailed staff in line with reduced budget. That should mean less chances of bogging down in dead-end probes, needless hearings, futile litigation, "made work". Talk of radio patent investigation by FCC may be discounted.

(c) What next in the way of causes celebres? Re color, see story on p. 6. Theatre TV goes to hearing Feb. 26 (Vol. 7:37). Subscription TV will be set for hearing, not just Zenith's Phonevision but all other systems (Vol. 7:38), sometime thereafter -- with Zenith expected to file formal application soon (see p. 10). Then there's question whether Congress and/or FCC will accept telecasters' self-imposed program code or demand stiffer controls a la the Benton Bill (see p. 10).

* * * *

Another big issue will be ABC-Paramount Theatres merger (Vol. 7:41), set for hearing next Jan. 15, which some of Commission's legalists would like to see blown up into big "anti-trust" procedure on ground movie people should be kept out of TV. But chances are practical facts will prevail, for --

(1) Anti-trust aspects were presumably settled by Dept. of Justice when Paramount production and theatre businesses were separated by consent decree.

(2) Only Congress has authority to legislate that a theatremen or a newspaper publisher or a hod-carrier or any other kind of person shall be excluded from holding radio licenses -- and action by Congress along this line is unlikely. FCC could delay and drag out, as it once did newspaper grants under mask of an "investigation" into newspaper ownership of radio stations. But that one fell flat, too.

(3) Everybody stands to gain by merger -- ABC, which badly needs fiscal and managerial shot in arm; ABC employes, who have been deserting it in droves; ABC affiliates, who don't relish poor third-place TV-AM positions (Vol. 7:43).

Then there's public, of course -- promised preservation of ABC's declining AM network, assured better TV-radio program structures by reason of intensified competition via big theatre company's resources, personnel and know-how.

* * * *

Also very much a conversation piece this week was fact Frank E. McKinney, Indianapolis lawyer and substantial stockholder in 4 Indiana radio stations, is new

chairman of Democratic National Committee. Does it mean anything so far as TV-radio regulation is concerned? Probably not, for the FCC in recent years has kept itself singularly free from that kind of partisan politics.

Like Chairman Coy, also an Indianan, Mr. McKinney is a protege of Indiana national committeeman Frank McHale. He's a onetime business associate of ABC v.p. Robert Hinckley, under whom he also served as asst. director of govt.'s big Office of Contract Settlements during war. Only WISH, Indianapolis, among the stations in which he and family own about 24%, is yet TV applicant; others are WANE, Ft. Wayne; WHBU, Anderson; WHOT, South Bend.

It's recalled Secretary of Commerce Sawyer owns 2 radio stations in Ohio (WING, Dayton, and WIZE, Springfield), but he must go to hearing Dec. 7 on application to purchase third (WCOL, Columbus). Sen. Kerr (D-Okla.) controls WEEK, Peoria, owns part of KRMG, Tulsa, & wife of Sen. Lyndon Johnson (D-Tex.) owns KTBC, Austin.

Sen. Robert A. Taft (R-Ohio) has family interest in Cincinnati Times-Star and its TV-radio stations (WKRC & WKRC-TV). And several Congressmen, notably Reps. Ellsworth (R-Ore.) and O'Konski (R-Wis.) own hometown radio stations.

These were business investments, never subjected to charges of political pressures; nor have they ever been charged with abusing their licenses in any way.

MARKETEERS ARGUE, TV GOES MERRILY UP: It's still a field day for the researchers, expanding and expounding on TV's impact on other advertising media -- but not even the most ardent "true believer" in the destiny of TV will join Firestone ad chief A.J. McGinness in his bombshell letter to Sponsor Magazine, stating:

"There is no longer any room for AM radio stations within the metropolitan area of TV stations and this trend will continue...once the freeze is lifted on the erection of new TV outlets...However much you and the networks want to feel that radio and TV are 2 separate media and that there is room for both, it seems apparent that people who own TV sets don't agree with you."

There was immediate outcry, naturally, and even Assn. of National Advertisers, on whose TV-radio steering committee McGinness served, disclaims agreement or responsibility. In fact, Mr. McGinness has resigned from the committee.

* * * *

If any further proof is needed of TV advertising's meteoric rise than fact that network TV billings now outstrip network radio (Vol. 7:43), Rorabaugh Report on third quarter 1951 sponsorships provides cogent clincher:

Total of 5807 different advertisers were using TV's 4 networks and the 101 reporting stations (out of total 107) at end of Sept.: 242 on networks, 1372 spot, 4427 local-retail. This compares with 126 network, 801 spot, 2903 local-retail reported by 100 stations just one year earlier. Note: Rorabaugh monthly reports list all the network and spot accounts and their agencies by names.

* * * *

Where's all that money for TV time coming from? So far as network advertisers are concerned, says report by Magazine Advertising Bureau, it's new money -- not slashed from other media. In study of all advertisers spending \$25,000 or more on network TV during first half of this year, it notes their TV expenditures are up some \$38,000,000 from same period last year. But it concludes:

"The TV advertising of these companies continues to represent additional appropriations; the money has not come from cuts in other media budgets. Of the 3 media for which dollar expenditures are available -- magazines, network radio, Sunday newspaper supplements -- only the last named showed a loss compared with the first 6 months of 1950 [5.3%].

"Up to the present time, therefore, TV has been regarded as an additional medium by most of the advertisers who use it. They have not cut their dollar appropriations in other media; most of them have continued their use of such other media, as shown by the following: Of the 163 companies using network TV in the first 6 months of 1951 -- 136 used magazines (up from 132 users in the first 6 months of 1950); 83 used Sunday newspaper supplements (down from 90 users in 1950); 69 used network radio (down from 71 users in 1950)."

END-OF-FREEZE—SOME CLEARER GLIMPSES: FCC is finally getting some realism into its predictions on the freeze end. Chairman Coy, Comr. Sterling and Broadcast Bureau chief Curtis Plummer all looked into crystal balls this week. All came up with something more nearly down to earth than Coy's previous rosy hopes.

But Coy has gone the other extreme now. He told Southern broadcasters, during Nov. 1 meeting in St. Petersburg: "I doubt if the new TV stations put into operation in 1952 will exceed the fingers on both your hands." What's more, he thought 1953 would bring no more than an additional 10.

Plummer gave no "on the air" estimate, but he opined some 80 grants could be pounded out by July 1, 1952, if no legal snarl develops in allocations hearing. His guesstimate came during Nov. 1 RTMA Transmitter Div. meeting in Washington. At same meeting, NPA Electronics Div. chief Edmund Morris lent hope that most of those 80 could get materials to put them on the air by mid-1953.

A final decision on freeze by Feb.-March is "what we're striving for," said Comr. Sterling. But he warned: "I hope that there will be no illusions...as to the rapidity with which TV service will expand once the freeze is lifted." Shortages of materials and delays inherent in competition for channels are the bugaboos, he said.

Plummer's analysis was best to come out of FCC to date. Here's his guess on timetable from here on out:

(1) After windup of "paper hearing" Nov. 26, about 60 days is "reasonable" time within which FCC can write final decision. This brings situation to Feb. 1.

(2) Then 60 days will be given for filing of new applications, amending of old, before any grants will be made. That means April 1.

(3) CPs may then be authorized -- and Plummer believes that 80 or so in small uncontested markets, "probably 50,000 or less population," could be rolled out by July 1. "As a wild guess," he said, vhf-uhf proportion would be "50-50".

"This is the most optimistic schedule," he said. "Just one petition for reconsideration of the decision would probably take an additional 90 days."

* * * *

But these 80 grants won't expand TV much, and Plummer recognized that when he cited San Luis Obispo, Cal., as typical. Town of 15-20,000 has one applicant, is unlikely to attract another -- thus could qualify for immediate grant.

The real growth of TV -- in Denver, Portland, Ft. Wayne, El Paso, etc. -- is a long way off. Analysis of the first 150 markets, over 50,000 population, said Plummer, shows as of now 1/3 already have more applicants than channels, 1/3 are about even-Stephen, remainder have enough channels to go around. But, he said, flood of perhaps 500 new applications after freeze-end will probably tip second 1/3 into "scarcity" group. Thus, at least 100 hearings are in prospect right off the bat.

What next? Commission manpower is the bottleneck. FCC has merely 7 examiners and is losing engineers left and right. Plummer outlined the sad facts of Commission's financial life. In next year's budget, FCC is asking for \$600,000 to move the TV mass. Among other employes, FCC would add 7 more examiners. History shows, he said, that an examiner can move about 15-20 applications a year. If the \$600,000 isn't authorized, "I would expect no more than 20 grants per quarter." And he ventured that TV will move slower than AM because of fiercer competition.

Mused one industry man after session: "I wonder whether a little industry lobbying might do some good there." Commission obviously feels it can't come out and ask for just that -- but you can be sure it would be overjoyed. It's recalled that ICC's motor carrier division had similar bottleneck at one time, whereupon that industry went to work on Congress, got the needed \$300,000 for ICC.

* * * *

NPA's Morris took over where Plummer left off. He assumed average station would take 10 months to get on air. Therefore, "very few, if any, new stations will be on the air by Jan. 1, 1953. They should begin operating during the first quarter of 1953, with perhaps the first 80 on the air by the middle of 1953."

Assuming 40 stations built per quarter, Morris figured they'd need 2000 tons

of structural steel, 3400 tons of other types of steel, 400,000 lbs. of copper and 85,000 lbs. of aluminum.

Though he said he couldn't commit NPA as to availability of these metals, he pointed out that it's expected that metals for civilian use should be in reasonably good supply by July 1952. What's more, he said, a good deal of station equipment has been produced and is being produced right now.

Morris was supported by his boss, DPA-NPA administrator Manly Fleischmann, who told Nov. 2 press conference.

"The most important parts of the metals expansion program will be out of the way the first half or three-quarters of 1952. Structural steel shortage will continue, but it will be due to deferred demand, as a result of postponement of construction during the military buildup period.

"By the first part of 1953, we can have a more liberal policy toward construction. Perhaps the situation may be such that we can take steel out of CMP by that time. I'm not predicting that. It's unlikely, but it's a possibility."

Asked the direct question about those 80 stations, Fleischmann said he felt sure at least "some" of the 80 stations can be built.

* * * *

Present or imminent availability of transmitters in good numbers was virtually confirmed by RTMA's TV committee chairman Dr. W.R.G. Baker (GE) who says that "many industry representatives believe there are sufficient transmitters now under construction or already completed and held in warehouses to satisfy the demand through 1952."

This is directly in line with our own survey of transmitter makers who estimated that some 60 transmitters may be ready by mid-1952, up to 100 by end of 1952 -- including vhf and uhf (Vol. 7:34).

Setting up of RTMA transmitter task force was the occasion of Dr. Baker's statement. Its job is to determine how many transmitters will be built and impact on industry of lifting or continuing freeze. Members: Wm. Chaffee, Philco, chairman; Keeton Arnett, DuMont; Adm. Edwin Foster, RCA; C.W. Michaels, GE.

* * * *

FCC staff seem quite pleased with way allocations hearing is going. Though total filings have reached 1302, attorneys and engineers feel they're on top of the situation. Paul Dobin, chief of Rules & Standards Div., is convinced paper hearing is taking at least a year off length of freeze.

Commission's tough policy on oral presentations continues. This week, it rejected State of New Jersey's request for an oral hearing on its demand for educational channels, saying issues can be decided on basis of written comments.

Commission also appears adamant in its ruling that current comments must stick to proposals originally made in this proceeding. It refused to accept in evidence new proposal by Connecticut State Board of Education to reserve specific channels. Originally, Board had merely asked that some flexibility channels be made available for educational use.

* * * *

Comr. Sterling's speech was delivered Oct. 31 before New York joint meeting of Armed Forces Communications Assn. and the Institute of Navigation.

Ears perked when he said he thought FCC could give uhf a lift by relaxing its 5-station limit, permitting networks "to acquire 2 or 3 uhf stations widely distributed in top market areas as a means of developing the uhf band." Presumably, relaxation would go for any multiple owner.

Sterling wasn't merely musing. Others at Commission have same idea, but it's anyone's guess whether proposal will muster FCC majority. In any event, FCC isn't likely to face the question until end of freeze.

Commission is considering multiple ownership rules, however. Next week, there's likelihood it will vote to limit station ownership by any single entity to: 5 TV, 7 FM (up from proposed 6), 7 AM.

Also in Sterling's speech was revival of "satellite" idea once broached by former chairman Charles Denny. Said Sterling:

"I have always felt that there should be a way whereby TV programs...should be made available to the homes in the communities which are out of the range of TV service and because of economic reasons could not support a full-fledged commercial station. This could be done by tapping off the coaxial cable and feeding the programs by a closed circuit into the homes of subscribers.

"Also it could be done by small-powered, perhaps unattended, transmitters. In this way, the signal could be picked up for rebroadcasting to another close-by small community having no TV service. Taking into consideration the importance of the program and economy of the community, the need to have local studios and camera chains could be waived in these cases.

"The Commission might find it in the public interest to authorize a licensee of a regular commercial station to operate one or more low-powered secondary stations to serve isolated communities...Other methods of responsible ownership and management of the secondary stations are possible."

There's no indication others at FCC have given as much thought to satellites. But if it eventually approves principle, question resolves itself into one of economics: How small a market justifies construction of satellite?

Judging from the "bootleg" transmitters FCC has been ferreting out lately, dozen or so, chances are answer is: "Pretty small."

Personal Notes: George T. Shupert, ex-Paramount TV Productions, now v.p. of Peerless Television Productions Inc., in charge of New York headquarters at 729 Seventh Ave.; firm formed in Los Angeles by Edward Small and Sol Lesser is initially offering group of 26 feature films . . . Charles R. Denny Jr., NBC executive v.p., ex-chairman FCC, elected to executive committee, Amherst Alumni Council . . . George Adair, Washington consulting engineer, left Nov. 1 with Mrs. Adair on special govt. mission to survey communications needs in French Indo-China . . . Edwin S. Friendly Jr., ABC-TV Eastern sales mgr., promoted to national sales director, succeeding v.p. Fred M. Thrower, resigned . . . Charles B. Crutchfield, v.p. & gen. mgr., WBT & WBTW, Charlotte, back from special mission to Greece for State Dept.'s Voice of America . . . John F. Hardesty resigns as NARTB director of station relations to become BAB director of local promotion Nov. 12 . . . Edward J. McCrossin, ex-DuMont & NBC, joins legal staff of ABC under v.p. & gen. attorney Joseph A. McDonald . . . Freeman W. Cardall, chief accountant, named business mgr. of WBAL & WBAL-TV, Baltimore . . . W. E. Dacosta promoted to WOR-TV technical operations supervisor . . . Robert Hibbard, operations director, WGN-TV, Chicago, recalled to Army duty . . . G. P. Fitzpatrick, ex-Falstaff Brewing Corp., joins Free & Peters as director of radio sales promotion & research, succeeding J. C. Amadio, now with MCA . . . Stanley H. Pulver, ex-Dancer-Fitzgerald-Sample, joins Lever Bros. as TV-radio media mgr. . . . Rush Hughes named TV-radio director, Lynn Baker Inc. . . . D. R. Benkhart, handling Local Chevrolet Dealers account, named business mgr. of TV dept., Campbell-Ewald New York office . . . Bernard I. Paulson, an ABC-TV film editor, promoted to program operations mgr., WJZ-TV . . . Elmore B. Lyford, ex-NBC-TV supervisor of station relations, becomes director of station relations for DuMont Network Nov. 19, succeeding Norman W. Drescher, appointed to other administrative duties.

Judge Ira E. Robinson, 82, chairman of old Federal Radio Commission, on which he served from 1928 to 1932, died Oct. 28 at his home in Philippi, W. Va. He was former justice of W. Va. Supreme Court, was Republican candidate for governor in 1916. He had recently remarried, and had sold his famous mansion Adaland.

Station Accounts: V. La Rosa & Sons, Brooklyn (macaroni & spaghetti) starts first all-Italian program in TV Nov. 24 on WOR-TV, New York, Sat. 2-3:30 p.m., the 2-2:30 portion being live dramatic show titled *Teatro-Televisione La Rosa Rossa* (Red Rose TV Theatre) followed by hour-long *Italian Movie Matinee*; La Rosa also starts Mon.-thru-Fri. *La Rosa Movie Matinee* Nov. 5 on same station from 3:30-4:30. Agency is Kieseewetter Associates, N. Y. . . . Inglewood Park Cemetery Assn., Los Angeles, sponsoring *Great Churches of the Golden West* on KTTV, with Rev. Clifton Moore of Hollywood's First Presbyterian Church as narrator, Sun. 11-noon; program acquaints viewers with different religious denominations each week, provides services for elderly folk and shut-ins . . . John Meck Industries (TV sets) sponsoring *The Red-Head*, with guitarist Wendell Hall, on WBKB, Chicago, Mon.-thru-Fri. 10:45-11 a.m. . . . Hamilton Watch Co. will again place its 5-min. film series titled *To Peg & To Jim* on stations in 52 markets, thru BBDO . . . Zenith Radio plans campaign for new Royal and Super-Royal hearing aids on 60 TV stations . . . Chin & Lee Inc. (Chinese foods) buys 13 weeks participation in *Recipe for Happiness* on WABD, thru Tracy, Kent & Co. . . . Among other advertisers reported using or preparing to use TV: American School (home courses), thru Olian Adv. Co., Chicago; Anatole Robbins Inc. (cosmetics), thru Hutchinson-Hadlock Co., Hollywood; RaBar Plastics Inc., N. Y. (tree ornaments), direct; Alliance Mfg. Co. (TV antennas & boosters), thru Foster & Davies, Cleveland; Haggar Co. (slacks), thru Tracy-Locke Co. Inc., Dallas; Aquashield (shower accessory), thru Kent Goodman Adv., Los Angeles; J. Wiss & Sons (scissors & shears), thru Ellington & Co., N. Y.; J. W. Beardsley & Sons (shredded codfish), thru Tracy, Kent & Co., N. Y.; California Prune & Apricot Growers' Assn. (Sunsweet prunes), thru Long Adv. Service, San Jose, Cal.; By-Chemical Products Co. (Sur-Grip waxes & Thompson's water seal), thru Wyckoff Adv. Agency, San Francisco; Glyco-Mist Inc. (household deodorant), thru Leche & Leche Adv., St. Louis; Northbrook Plastic Card Co., subsidiary of G. S. Carrington Co. (Lifetime playing cards), thru Robertson & Buckley, Chicago; Trion Inc. (Trionized Air electrostatic precipitators), thru Walker & Downing, Pittsburgh.

WHERE DOES COLOR GO from here? With CBS system widely considered "kaput" after mobilization director Charles Wilson's ban on "mass production" (Vol. 7:42-43), compatible system seems to have clear road.

Sigh of relief that went through industry has even brought discreet echoes from many at FCC. There's little question that many Commission folk are happy that Wilson took matter out of their hands.

Next question concerns time element—when will FCC consider compatible color? That matter undoubtedly awaits formal petition by RCA and/or NTSC or other individual manufacturers. But scheduling of hearing, after receipt of petition, is totally up in air.

Freeze must be gotten out of way, possibly by spring. Then, theatre-TV hearing appears next on agenda. If that's concluded before summer it will be surprising. Next, subscription TV may dominate FCC's time. A lot of other subjects could come up.

Commission isn't disposed to rush into color again now, at any rate. There's possibility "paper" hearing for color, like that of current allocations proceedings, could be sandwiched in somewhere. People at FCC have mentioned that possibility, perhaps with idea of feeling out industry. In any event, there's little enthusiasm for getting into color again immediately—probably simple weariness with the whole business.

* * * *

A typical Commission evaluation of color situation was that of Comr. George E. Sterling during Oct. 31 speech at New York meeting of Armed Forces Communications Assn. and Institute of Navigation:

"While the CBS sequential color system may have been rendered a staggering blow at the moment, I do not believe you can count it out. However, it does look like the compatibility factor will be enlarged . . . I believe that, unless CBS throws in the towel, in the final analysis the showdown in color will come when the compatible proponents demonstrate their system side by side with the CBS system on direct-view large-size trichromatic tubes."

* * * *

No relaxation of engineering effort has appeared in industry, despite removal of CBS from scene. Full NTSC met Nov. 2, adopted recommendations of field-testing specifications submitted by Panels 13 & 14. Way is now wide open to full-scale testing.

Though RCA is going along fully with NTSC, chances are it will ask for comparative demonstrations vis-a-vis CBS or any other system early next year. Neither RCA nor NTSC seems likely to insist on single color standard, appearing perfectly willing to take "dual standards" if FCC insists on keeping its choice of CBS system on the books as the law of the land.

* * * *

Talk about Paramount picking up CBS color ball and running with it is largely discounted by industry. Most

speculation revolves around Lawrence tri-color tube, since Paramount claims it's good for both color and black-&-white and uses no more materials than standard monochrome tube. Engineers point out, however, that:

(1) Under best of conditions, there would be long gap between the home-made continuously-pumped tube demonstrated and a production item. Further, "mass production" is out for the duration.

(2) Monochrome reception on tube is yet to be shown.

(3) Compatible color reception on tube presents serious power problems. Eventual adoption of compatible system could mean obsolescence of any sets with tube.

Evaluation of Lawrence tube by John Battison, in November *Tele-Tech*, concludes: "As demonstrated, the tube was not impressive in performance. Only the factors of extreme simplicity of manufacture and the new principles involved gave it promise of being a valuable contribution to the color TV field."

Another analysis, by Donald Fink in November *Electronics*, notes: "It will work on the CBS system readily, on the RCA-plus-industry system only if considerable power is available for color deflection. The results are at the moment not impressive in themselves, but improvement is to be expected."

* * * *

CBS's shutdown of colorcasting appears to have caused few disruptions in operations, was welcomed by the few affiliates carrying its schedule (Vol. 7:41). Only 4 minor employes have been let go; all color shows are being tailored for black-&-white, although proposed *Broadway's Best* extravaganzas (Vol. 7:43) are still uncertain—and CBS is now in position to offer estimated \$1,000,000 worth of new time to clients.

CBS's emphasis on industrial, military and theatre-TV color is bound to increase. Most engineers have no serious quarrel with field-sequential system for uses where bandwidth is unlimited—where number of fields and lines may be increased to any desired number to increase flicker threshold and resolution, though they still don't like spinning disc. Some have reservations about Eidophor system itself, for theatre TV, but are waiting to see it demonstrated at showings promised next month (Vol. 7:41-42).

CBS-Columbia's appeal for more materials, originally scheduled by NPA for Oct. 23 and postponed to Oct. 30, was again postponed "tentatively" for 3 more weeks at request of CBS-Columbia.

* * * *

Our information on status of Color TV Inc. (Vol. 7:43) was erroneous, president Arthur Matthews informs us. He says he told Wilson his company has 20 engineers and technicians solely on color; also that he would reduce the number, per Wilson's request, and that he would like assistance of Wilson's office in obtaining govt. color TV contracts. Further, says Mr. Matthews: "We are still very much in the color picture and never have been out of it."

Trade Personals: Sir Ernest Fisk, managing director of EMI Ltd., London, has resigned effective Dec. 31, expiration date of his 7-year contract . . . Louis Martin, ex-General Instrument Corp., named gen. sales mgr., Standard Coil Products Co. under sales v.p. Robert E. Peterson . . . James L. Brown, ex-GE, named sales mgr., Carl F. Miller named mgr. of tube development and design engineering, of new Westinghouse electronic tube div., Bath, N. Y. . . Dr. David C. Miller, ex-consultant to NSRB, appointed asst. research director, Philips Laboratories Inc., and administrative asst. to president Dr. O. S. Duffendack . . . Bernard J. Chubet, executive v.p., elected president of Air Marshal Corp., succeeding Frederick D. Gearhart, who returns to investment firm he heads . . . Julian Tuteur named mgr. of TV-radio marketing, Canadian Westinghouse Co. . . B. F. Scahill named TV-radio sales mgr.,

Westinghouse Electric Supply Co. . . Keeton Arnett, ex-Fred Eldean Org., named gen. asst. to Allen B. DuMont . . . John Hunt promoted to mgr. of DuMont's new New Jersey factory distributorship . . . Frederic M. Comins promoted to sales v.p., Krich-New Jersey Inc., succeeding William W. Cone, now sales v.p., Motorola-New York . . . Charles Roberts, formerly with GE & Zenith distributors in New York, succeeds Herman Lubet as adv. & sales promotion mgr., Fada . . . Edward Uecke promoted to chief engineer, electronics & recording div., Capitol Records, Hollywood . . . Walter Birdsall Brown, ex-NAM, new sales mgr., Transmitter Equipment Mfg. Co. . . Homer Hosmer Scott, president of firm bearing his name, won John H. Potts Memorial Award of Audio Engineering Society for outstanding achievements, including new method of mass-producing phonograph records.

DUN & BRADSTREET AND OTHER BAROMETERS: "Business is good. Twice as many TV sets are being sold as are being produced. By the first of the year, we'll be wishing we had that inventory back again."

Thus Emerson's astute Benj. Abrams -- reflecting pretty much the sentiment of most other manufacturers. He foresees materials shortages, thinks current rate of production (see below) may be too much to hope to sustain through this quarter.

Another top manufacturer, contemplating latest weekly RTMA output figures, said he thinks there may be a few more 100,000-plus weeks, then an inevitable diminution due to govt. demands, with first quarter prospects "in the lap of the gods."

"There's no problem securing components," said he. "Problem is selling our mix, and selling it evenly. Our 20-in. sales, though higher in proportion, aren't going as fast as we'd like -- and we all know 20-in. will be No. 1 by end of year."

* * * *

Dun & Bradstreet monthly retail survey is now by way of becoming the trade's most important index, though figures are necessarily whole month late. Oct. 1 report released to subscribing manufacturers this week shows that during September 613,000 TVs were sold by dealers -- 236,000 table models, 377,000 others -- and that retail sales for whole of third quarter were 1,100,000.

Thus September accounted for far more than half quarter's sales -- and, it would seem, most of these moved during last 2 weeks in September. October report doubtless will be even better.

Retail inventory at end of September was 300,000-350,000 table models plus 500,000-650,000 other types -- in other words, total of 800,000-1,000,000. This is up somewhat (statisticians calculate about 15,000) from the 800,000-900,000 reported at end of August (Vol. 7:39) but down from the 900,000-1,000,000 at end of July (Vol. 7:35). Latter were first Dun & Bradstreet figures to be reported.

Among distributors, RTMA reports inventory of 652,749 TVs at end of September, down from 680,862 at end of August, comparing with 363,488 at end of last year. Radio inventory was 1,048,666, of which 841,832 were home sets.

* * * *

Production figures are more up-to-date. TV output was 108,257 sets (2536 private label) for week ending Oct. 26, up nearly 10,000 from preceding week and bringing October's grand total to 394,873 (subject to revision). This compares with 838,300 in October 1950. It can be added to previous 9 months' 3,970,857 to make 10-month total of nearly 4,366,000 -- creeping close to year's predicted 5,000,000.

Factory inventory of TVs was 354,456, not much change from preceding week's 363,551 -- but at least continuing downward trend shown 13 straight weeks since Aug. 3 peak of 768,766 (Vol. 7:32).

Radio output was 221,774 (95,753 private), not much change from preceding week (Vol. 7:24). Radio inventory was 335,742, down about 30,000. Total radios for month were 885,333 vs. 1,229,900 same 1950 month, making about 11,300,000 for year to date. Week's radios were 123,659 home sets, 25,282 portables, 72,833 auto.

NPA SEES 3½-4 MILLION TV SETS IN '52: After predicting that just a little fewer than 1,000,000 TV receivers would be produced in fourth quarter (Vol. 7:32), and some 5,000,000 in all 1951, NPA came up this week with highly educated guess for 1952.

DPA-NPA electronics chief Edmund T. Morris told RTMA transmitter div. meeting in Washington Nov. 1 that NPA feels industry will produce 3,500,000-4,000,000 TVs next year. But he hedged forecast with this warning:

"There are many factors which could affect this estimate. For instance, there is still much to be accomplished by material conservation. Conversely, the shortage of one critical tube type or component could curtail production.

"When this figure is coupled with the expanded and increasing military pro-

gram," he added, "the outlook for the electronics industry is bright in comparison with other industries in the consumer durable goods field."

On a quarterly basis, NPA people feel pattern of 1952 production will run something like this: First quarter, up to 1,000,000 sets, depending on extent of materials conservation (Vol. 7:43); second quarter, probably slightly less than the first quarter due to somewhat reduced materials allocations; third and fourth, slow increase in output as availability of steel and aluminum begin to ease.

Admittedly, these are precarious estimates based on a timetable subject to any number of changes. But if materials are governing factor in 1952 production -- and there's every indication they will be -- none are better qualified to go out on the limb than NPA's experts, many of whom are from the ranks of TV-radio industry.

Most TV-radio manufacturers have received their CMP allotment tickets for first-quarter 1952. On the average, TV-radio industry's materials were cut about same as other major consumer durable industries: steel 50%, copper & aluminum 35% of rate of use during first-half 1950 base period. That's the way it averages out; some manufacturers got more than that, some less.

First-quarter levels will be close to rock-bottom; no drastic cuts are now planned for second quarter. There may be slightly less materials available, but the drop won't be steep. DPA-NPA boss Manly Fleischmann said Nov. 2 that first-quarter consumer durables quotas are "pretty close to the minimum"; you can't get much lower and expect manufacturers to keep going." First signs of easing materials supply are expected to appear in third-quarter 1952.

And if TV-radio shortages develop in meantime, as expected (Vol. 7:42), the Govt. will be ready to slap strict limitations on the amount of inventory suppliers and jobbers of TV-radios will be permitted to stock (see below).

Topics & Trends of TV Trade: Anticipating shortages of TV-radio and other consumer goods, mobilization agencies are working on new order to assure normal patterns of wholesale distribution. It's understood regulation won't be applied until definite shortages develop, but DPA and NPA plan to have it ready to clamp down the minute such scarcities become apparent. Tentative drafts provide for limitation of supply of consumer hard goods any supplier or jobber may hold in inventory—possibly to 60-day supply. Order would also allocate products to distributors on basis of dollar value of historical distribution and geographical location.

"Local sports committee," to operate as subcommittee of RTMA's sports broadcasting committee headed by RCA's J. B. Elliott, was named by RTMA this week and scheduled to hold first meeting during Nov. 14-16 RTMA industry conference at Chicago's Stevens Hotel. Idea is to accelerate local distributor sports committee activities. Membership of RTMA sports subcommittee on promotion, all TV sales managers: Dan D. Halpin, RCA, chairman; Stanley M. Abrams, Emerson; A. A. Brandt, GE; Emerson Dikeman, Capehart-Farnsworth; William L. Dunn, Belmont; Clifford J. Hunt, Stromberg-Carlson; W. H. Kelley, Motorola; W. A. Mara, Bendix; E. G. May, Sentinel; J. K. McDonough, Sylvania; R. J. McNeely, Hoffman; John M. Otter, Philco; Stewart Roberts, Magnavox; R. J. Sherwood, Hallicrafters; R. P. Spellman, Arvin; Walker L. Stickel, DuMont; E. L. Taylor, Stewart-Warner; L. C. Truesdell, Zenith; J. F. Walsh, Westinghouse.

First TV-radio casualties of mobilization program have been some "makers" of brand-name receivers whose "manufacturing" consists of putting already-wired chassis into cabinets. Several of these assemblers are known to have discontinued operations in last few months when materials shortages cut off their supplies of wired TV chassis. Since they had neither base period materials quota nor manufacturing facilities, several of these operators have been forced to go out of business.

Merchandising Notes: Commodore Television Corp., 18 Clinton St., Brooklyn, new sales organization set up by Robert I. Erlichman, ex-Commander Television Corp., to market line of 17, 20 & 24-in. sets made by Atlantic Video Corp., same address . . . Emerson has added three 17-in. sets to 1952 line (Vol. 7:38): 2 table models at \$250 in mahogany, \$260 blonde; console at \$300 . . . Crosley, same as RCA Victor (Vol. 7:39), is going into room air-conditioning field, using own distributors; sets will also be made for its brand name by Fedders-Quigan Corp. . . . Transvision announces 3-lb. picture tube "reactivator," at \$14.95, designed to rejuvenate tube in the home, without removal from set . . . Concourse Music Co., major dealer, with headquarters at 134 Center St., Mt. Vernon, N. Y., has filed petition in bankruptcy . . . Gough Industries, Philco distributor in Los Angeles, becomes factory-owned Philco Distributors Inc. in January, with staff unchanged and Phil Gough as president.

Million-dollar jump in excise tax collections from TV-radio industry in September over August's low, gives clue to extent of trade pick-up that month. Industry paid \$6,227,593 in September, \$1,062,562 more than August's \$5,165,031, and \$2,985,383 more than the \$3,242,210 it paid in September 1950, when TV sets weren't subject to tax. Refrigerators, freezers, air conditioners took big seasonal drop, from \$5,664,944 in August to \$3,293,847 in September, down \$2,371,097. September figure is \$4,938,872 below \$8,232,719 for last September. Phonograph records were \$388,443 in Sept. vs. \$518,711 in Aug., \$375,440 in Sept. '50.

Denying govt. charges of false advertising of coin-operated TV sets (Vol. 7:39), Covideo Inc. and its president Sidney I. Horwatt and v.p. Louis Brown filed answer to Federal Trade Commission complaint that they don't own a TV plant as advertised. They say that, while Covideo buys certain parts from contractors, it assembles finished product by attaching coin-receiving devices. Firm also denied claiming it maintains staff of electronic engineers. Hearing has been set for Nov. 5 in New York.

Financial & Trade Notes: Sylvania sales rose 36% to \$144,202,340 during first 9 months of this year, from \$105,778,320 same 1950 period, prompting president Don G. Mitchell to forecast record year of close to \$200,000,000 to compare with 1950 peak of \$162,514,814 (Vol. 7:11,30). Profits rose to \$6,169,504, or \$3.16 per share on 1,856,550 shares outstanding, from \$5,129,080, or \$3.31 per share on 1,456,650 shares. The 1951 nine-month net was after \$13,200,000 reserve for Federal taxes. September quarter sales were \$40,379,761, net \$1,107,834 (54¢) on 1,856,550 shares vs. \$44,692,219 sales, \$2,869,627 (\$1.90) net on 1,456,550 shares same quarter last year.

Sylvania filed registration with SEC this week covering \$25,000,000 of sinking fund debentures and 200,000 shares of no par \$4.25 convertible preferred stocks. Debentures, due in 1971, will be underwritten by Halsey, Stuart & Co. and Paine, Weber, Jackson & Curtis, who will also head underwriting group for stock. Company will use \$17,372,000 of proceeds from preferred stock sales to retire \$17,200,000 of debentures due in 1963—other funds to be used for expansion and working capital.

Zenith Radio's consolidated net profit for 9 months ended Sept. 30 amounted to \$2,689,630 (\$5.46 a common share) after all charges, including estimated Federal taxes of \$3,313,697. For 3 months ended Sept. 30 net profits were \$309,833 (63¢), after providing \$702,094 for taxes. Consolidated sales for 9-month period were \$75,123,518, for quarter \$22,115,879. Since company last year changed fiscal period to end on Dec. 31 instead of April 30, no comparable figures are available. Quarterly report says TV sales turned up sharply in September, since which there has been practically no factory inventory and all sets went on allocation. NOTE: For Zenith's 6-month and 1950 fiscal year reports, see Vol. 7:30.

RCA consolidated sales rose to record high of \$421,281,782 for first 9 months of 1951, but net income after taxes fell to \$18,356,841 (\$1.15 a share), compared with \$395,741,391 sales and \$59,332,637 (\$2.24) net earnings in same 1950 period. In September quarter, sales dropped to \$118,948,849 from \$146,957,033 in third quarter 1950, due largely to reduced TV trade, with net profit going down to \$2,653,480 (13¢) from \$12,422,994 (84¢). Federal taxes in first 9 months of 1951 were \$19,495,000 compared with \$25,948,000 in same 1950 period; in September quarter, they were \$2,887,000 vs. \$11,808,000.

Stromberg-Carlson net sales were \$20,612,381 and profit after \$173,000 taxes was \$158,921 for first 9 months of year, due to slump in TV that was offset by increased sales and earnings of telephone, sound equipment and broadcasting (WHAM & WHAM-TV) departments. Sales were 12% under the \$23,454,575 for same 1950 months, net profit 7% under the \$170,863.

Hoffman Radio shows net loss of \$126,957 on sales of \$12,750,221 for first 9 months of this year, contrasted with net profit of \$1,713,477 (\$3 a share) on sales of \$21,031,765 same period last year.

Magnavox reports net profit of \$20,000 (2¢ a share) on sales of \$5,011,000 for September quarter, compared with \$781,000 (\$1.09) on \$10,214,000 sales same 1950 quarter.

Robert H. Marriott, 72, radio pioneer credited with having been first to put the telephone and detector method of radio reception in use, died at his home in Brooklyn Oct. 31. He was a consultant to original Federal Radio Commission and first president of IRE.

Ernest H. Scott, pioneer in custom-built radio field, who sold E. H. Scott Laboratories Inc. in 1944, died Oct. 27 in Vancouver, B. C., where he had resided for several years.

Mobilization Notes: Electronic components and parts are plentiful in Europe, says Edmund T. Morris, chief of DPA Electronics Production Board and NPA Electronics Div., just returned from European component-hunting expedition. He says his party sought "specific electronic items" hard to get in U. S., "found everything we were looking for without necessity of exchanging materials." Many parts and components whose production in this country is restricted by materials supply are readily available for civilian products in Europe, he said. As specific example, he said Germans and Italians "have resistors coming out of their ears—and good ones."

Morris said he would soon make report on foreign parts situation available to RTMA "and anyone else who is interested"—as guide to manufacturers seeking to supplement their shrinking parts supply. That foreign parts are available won't be news to many electronics manufacturers who have long been importing components, he pointed out (Vol. 6:48).

Govt. has obligated some \$3.7 billion for electronics-communications equipment during first 15 months of Korean war, including about \$780,000,000 during July-Aug.-Sept. 1950. Estimate is according to general pattern of 10% of dollar value of govt. hard goods procurement representing electronics-communications. Defense Dept. announced it let contracts for \$7.8 billion in hard goods first 3 months of current fiscal year, \$37.3 billion for 15-month period following Korean attack. Military electronic production is expected to reach \$4 billion-a-year rate. Col. C. A. Poutre, director of Munitions Board office of electronics programs, told RTMA transmitter div. Nov. 1 that by mid-1952, electronics industry will have expanded "to point where it can simultaneously support the military program and a high level of civilian production." He said some 20% of the military electronics procurement dollar goes for radio and related items, not including radar, which currently accounts for about 60% of military electronics procurement.

DPA modified one of its new rules on tax amortization (Vol. 7:42) this week, announced that companies which began construction of new industrial facilities before Jan. 1, 1952 will be permitted to apply for tax aid without having obtained prior DPA approval of their projects. Pre-certification system was to have taken effect Nov. 1. DPA this week announced these additional certificates of necessity for expansion of electronics and related industrial capacity, granted during 60-day moratorium which ended Oct. 18 (amortized at 75%, except as noted):

Daystrom Inc., Archbald Borough, Pa., gunfire control systems, \$3,974,750; Johnson Service Co., Milwaukee, radio-sonde equipment, \$907,000; Laboratory for Electronics Inc., Natick, Mass., military items, \$828,100; Emerson Radio, Jersey City, fuses, \$626,250; Sigma Instruments Corp., South Braintree, Mass., relays, \$324,506; American Measuring Instrument Corp., Long Island City, aircraft parts, \$227,109 (80%); Graflex Inc., Rochester, N. Y., fire control instruments, \$196,714 (80%); Midland Mfg. Co., Kansas City, Kan., radio control crystals, \$165,000; Empire State Labs, Bellmore, L. I., military items, \$101,216 (80%).

Certificate was also granted to Sylvania, for expansion of tube-producing facilities at Altoona, Pa., with dollar value of amortization undecided. Sylvania had estimated cost of project at \$959,000.

Brig. Gen. Victor A. Conrad, chief, Signal Corps Army communications service div., has been named acting chief, procurement & distribution div., succeeding Brig. Gen. Eugene V. Elder, ill.

Telecasting Notes: More station rep changes in the wind, with up-&-coming Harrington, Righter & Parsons, exclusively TV, taking on Louisville's WHAS-TV as of next March (adding to its WAAM, WBEN-TV, WTMJ-TV, WFMY-TV, WDAF-TV, WTTG, WLTV) and ex-Petry partner Henry I. Christal forming firm for exclusive radio representation, which will have WHAS, WTMJ & WDAF on list . . . Edward Petry has wired his list to deny reports he has lost radio representation of WBEN, KFI, KFH . . . Sarkes Tarzian says his WTTV, Bloomington, Ind., now operating with 12.5 kw ERP from new tower 707 ft. above average terrain, 1520 ft. above sea level, is "probably the highest structure in the Middle West," reports reception at 75-mi. radius, with line-of-sight path into Indianapolis . . . Technicians' strike at KSTP-TV, St. Paul, now in second year, prevented Oct. 20 U of Minnesota-Nebraska grid telecast pickup for NCAA-Westinghouse on NBC-TV, so instead network carried Indiana-Ohio State; under network contract with NCAA, game couldn't be handled by rival WTCN-TV, though latter carries films of Minnesota games every Monday night . . . Industrial films are subject of roundup article in Oct. 30 *Wall Street Journal*, which says rent-free movies, plugging sponsors' products, will amount to \$60,000,000 business this year, notes that General Motors' 56 subjects made up 269 different TV programs last year . . . Odyssey Pictures Corp., formed recently by Sol Lesser and Douglas Fairbanks Jr., reports plans to make 26 TV films based on Milton Caniff's *Terry & the Pirates* . . . RKO has made 15-min. trailer for TV to plug new film *The Big Sky*, titling it *Making a Picture on Location* . . . CBS-TV signs *Quiz Kids* to exclusive contract . . . Ford Foundation's first TV series (Vol. 7:32) will be weekly film report of U.N. General Assembly in Paris, narrated by Harvard historian Arthur M. Schlesinger, over NBC-TV, 7-7:30 p.m., beginning Nov. 10 . . . U of Miami and WTVJ begin second series of semi-weekly "Telecourses," opening with 12-week course in conversational Spanish and 6-week session on Civil Defense, to be followed by 11-week music appreciation course . . . WHAS-TV to televise classroom sessions from Louisville area schools morning and afternoon daily during National Education Week, Nov. 11-17 .

White House made public letter Nov. 1 from Comr. Frieda Henneck, whose nomination for Federal district judgeship was pigeonholed by Senate Judiciary Committee, asking President not to consider her for recess appointment and stating she prefers to remain on FCC in order "to follow to a conclusion the pending issues which so vitally concern the national interest in the coming years." President Truman picked another candidate for the New York judicial post, wrote Miss Henneck that he considered her "highly qualified" to be a Federal judge and expressing regrets the Senate had not acted on her confirmation.

Continued gearing for theatre-TV hearing Feb. 26 goes on in movie industry. Motion Picture Assn. of America this week announced appointment of former FCC chairman James Lawrence Fly (New York) and Vincent B. Welch (Washington) as counsel. MPAA will carry main burden of film producers' case, while Theatre Owners of America (Marcus Cohn, counsel) will make prime pitch for exhibitors. It's expected hearing will run into months.

Zenith still hasn't filed petition asking FCC to commercialize Phonevision (Vol. 7:38), but stockholders' report issued this week says: "The company will shortly file its petition . . . It expects that the matter will be set for hearing in the near future." Few people at FCC, however, see how Commission can get around to subject soon. After end of freeze, expected during first quarter 1952, theatre-TV appears to be next.

Gene Autry filed suit in Federal Court in Los Angeles this week to restrain Republic Pictures from releasing any of his 65 features to TV—but no trial is expected until Appeals Court rules on Republic's appeal of Roy Rogers case (Vol. 7:42-43). Autry's suit is similar to Rogers'—both reportedly have similar advertising clauses in their contracts—but Autry is also charging Republic with violation of anti-trust laws, Lanham Act prohibiting sale of old merchandise disguised as new, and California State Labor Code. Meanwhile, Screen Actors Guild agreed to postpone for 90 days action on threatened cancellation of its contract with producer Robert L. Lippert for alleged unauthorized release of theatrical pictures made after Aug. 1, 1948 (Vol. 7:36). Postponement followed SAG's agreement with Independent Film Producers Assn., of which Lippert is a member, that no members would release to TV within next 90 days any films made by members since that date.

To keep its shows from going stale, NBC is "going into the vaudeville business, opening a 2-a-day house on Broadway this fall," reports Oct. 31 *Variety*, which gives these details: Theatre will be used as testing ground for TV personalities, materials, sets and properties. Low admission scale will attract all economic brackets—representative of potential TV viewers. "Network's complete stable of stars will play the house in readying their TV material, but basically it's designed [to test] potentially promising talent . . . Joe Bigelow, who has been supervising the scripting on the *Jackie Gleason* show on DuMont, has bowed out and has moved into NBC as coordinator of the entire comedy development project. Meanwhile, negotiations are now on to acquire a suitable theatre."

National Football League, through its attorney, ex-Senator Francis J. Myers, this week petitioned Federal Court to quash govt.'s anti-trust case against it for restricting TV-radio rights to games (Vol. 7:41). Petition contends NFL has never denied the public opportunity to see and hear games on TV-radio, called govt. charges "so vague and ambiguous that it is impossible" for NFL to prepare a defense. Court scheduled hearing on petition Dec. 17 in Philadelphia.

DuMont should have best-seller in new TV booklet *Station Planning*, shortly to be issued. Company says it's "a complete step-by-step outline for management and station engineers . . . fully explains the facilities and function of all equipment [with] complete breakdown for each equipment complement explaining the actual equipment pieces and approximate costs of the various units incorporated in that group." Theme: "Start Small, Grow Big." Heavy ad campaign is being built around booklet.

March of Time's next will be filmed ballet, sports and story-behind-the-news shows, each half-hour series to be syndicated for local sponsorship same as current *Crusade in the Pacific* series (Vol. 7:34). Ballet, now in production, will be out first. Sports series will feature histories of U. S. games, designed to precede seasonal sports events like football, baseball, basketball, etc. News series will be documentaries.

Only application filed with FCC this week was from WLBC, Muncie, Ind. (Donald A. Burton) seeking uhf Channel No. 49. Total on file is now 451, of which 18 are uhf. [For further details, see *TV Addenda 13-Q* herewith; for listing of all applicants, see *TV Factbook No. 13* and *Addenda* to date.]

TV-radio programming improprieties still very much on his mind, FCC Chairman Coy told NARTB Nov. 1 district meeting in St. Petersburg, Fla.: "I'm going to support the Benton bill until this industry does something itself." Unless industry cleans up improper programs, he said, expect something to be done "in a legislative way."

Television Digest

with **ELECTRONICS** REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 1755 • VOL. 7, No. 45

November 10, 1951

In this Issue: { Television 'Wins' Some Elections, *page 1.*
No 'Ersatz' TVs Now or in Near Future, *page 2.*
Fee-TV Forces Talk It Up & Mark Time, *page 3.*
NTSC Efforts and Other Color Reports, *page 6.*
Price Hikes Next? Trade Holding Firm, *page 7.*
New Rules Permit Price Ceiling Boosts, *page 7.*
Conservation—Some Long-Range Factors, *page 7.*
Decca Buys Into Universal; TV Ambitions Seen, *page 9.*

TELEVISION 'WINS' SOME ELECTIONS: "The real winner in this week's elections was TV," to quote radio commentator Elmer Davis.

Not much doubt now that TV's role in 1952 national campaign will be very, very big indeed -- vastly bigger than in 1948, if only because: (1) there are more stations covering more cities; (2) there are far wider networks -- all the way across the continent now; (3) there are considerably more TV homes.

Presidential candidates may not have to take to the "whistle stops," as did Mr. Truman in 1948, for now there are 108 stations covering 63 areas embracing some 60% of populace (as against mere 42 stations in Nov. 1948). And by this time next year there should be at least 17,500,000 TV homes (against about 1,000,000 then).

Rudolph Halley's political star, said New York Times, was "jet-propelled by TV and his service as chief counsel of the Kefauver crime committee." Elected to New York City's No. 2 job, president of city council, after using TV liberally in campaign, the 38-year-old "owlish-looking, adept attorney and prosecutor was little known until he was projected into millions of homes by TV during the open hearings conducted by the Senate committee in New York," Times related.

Columnist Thomas L. Stokes observed: "A new invention, far removed from the squirrel rifle and coonskin cap -- television -- let millions of people see just who the hoodlums and racketeers were who were exploiting their civic inertia and how these elements were operating with the acquiescence, if not actual connivance, of their own elected officials. Incidentally, this new-fangled picture show made a national character out of the Tennessee Senator."

TV figured in the electioneering in Philadelphia, too, where newly elected Mayor Joseph F. Clark Jr., handsome and telegenic, won on "throw the rascals out" issue, albeit faced by Republican reform candidate Dr. Daniel A. Poling, noted Baptist minister. City's 3 TV stations were much used, leading the Inquirer's WFIL-TV manager Roger Clipp to remark: "Clark's personality appealed to a lot of people who had never seen him. I think the next presidential elections will be won via TV."

It's estimated about \$85-\$90,000 was spent on TV-radio time (60% for TV) in Philadelphia. Expenditures in New York were doubtless higher, and Halley has been featured regularly as commentator on Schick's "Crime Syndicated" on CBS-TV. There are no figures for other TV election areas like Detroit, Boston, Indianapolis, Columbus, Louisville, Erie.

* * * *

Political pundit Arthur Krock, dilating on New York-Philadelphia elections, put it this way in his New York Times column: "Undoubtedly the issue [crime] was emphasized to the voters by the dramatic agency of TV, with penetrating effects that could not be attained before the arrival of this scientific miracle. But TV is here; it will be employed in political campaigns and investigations from now on..."

What the national politicians seem to overlook, though, are some simple but basic facts, namely: (a) Even in the 63 TV areas, up to half the homes are still

without TV sets. (b) Some 40% of the voters aren't within range of TV pictures yet.
(c) In 39 of the 63 TV areas there are only single stations.

But the importance that members of Congress attach to potentialities of TV campaigning is manifest from fact that Senate & House office building "sound rooms", where they make recordings to be sent their home radio stations, are being expanded into "sight-&-sound" studios.

Director Robert J. Coar's self-supporting operation, in fact, has just been authorized by Congress to purchase more cameras and otherwise enlarge facilities to produce "film strips" that can be sent to home stations. Members and their parties' national committee headquarters here pay approximately \$25 per 5 minutes of filming.

Senators and Congressmen with constituencies outside TV areas, like so many dealers & distributors shut out of lucrative TV trade by reason of freeze, are sure to have their appetites whetted by seeing what their colleagues can do via TV. This may translate itself, during 1952 session, into intensified interest in hastening end of freeze, now in 38th month and unlikely to thaw in time to bring forth many (if any) new stations or TV areas in time for November 1952 elections (Vol. 7:44).

NO 'ERSATZ' TVs NOW OR IN NEAR FUTURE: You can buy a TV receiver today with full confidence that in your standard-brand "1952 model" you're getting undiminished quality in product, performance and durability.

But what of next year? Will conservation and substitution -- dictated by necessities of the mobilization program -- take their toll in degradation of quality of the TV-radio industry's product?

Looking ahead 6 months, it now seems virtually certain that there will be no significant changes -- no new "conservation circuits" -- in TV sets displayed by dealers during first-half 1952.

Choice of models and brands may be more limited, for there definitely will be fewer receivers available. Conservation will be very much in evidence, but it shouldn't affect picture quality, since the actual circuitry will be virtually unchanged from today's. Nor are conservation measures likely to affect sets' durability, in opinion of industry engineers.

"I wouldn't hesitate to buy a new TV set anytime in the next 6 months," says E.W. Glacy, chief of conservation section of NPA's Electronics Div. And he's one man who ought to know.

One reason why there'll be no skimping on quality in next half year: The TV industry has trimmed its sales; it's thinking now in terms of 4,000,000 sets in 1952 -- 5,000,000 at most. It's not even trying to stretch available materials into more -- but poorer quality -- sets. Materials shortages, of course, get full blame for lowered sights. But TV industry, having burned its fingers once on over-production, would probably be equally cautious were materials plentiful.

* * * *

Materials rations haven't yet conflicted with production goals to noticeable extent; inventories are still high, though they're being sliced steadily by a re-awakened buying public (see p. 7).

This doesn't mean TV industry is ignoring conservation. Far from it; from top to bottom, every conceivable materials-saving step is being explored, tested in laboratories. Some of it has been incorporated into current production. But the industry's conservation efforts for present and near-future sets have this aim:

Cutting down on use of strategic materials in non-functional applications that require no major changes in circuitry. Healthy progress has been made.

Immediate aim of component manufacturers is to reduce the scarce materials in their products -- and yet leave them interchangeable with their predecessors. Research toward high-quality mica substitutes exemplifies component conservation progress which degrades neither component nor the set in which it's used. New-type capacitors eventually will save vast quantities of that precious mica, require no changes in wiring or circuitry of TV sets.

Conservation in receiving tubes has perhaps been most outstanding. Aluminum and steel substitutes for nickel are now standard. From all reports, they work just

as well -- and tube industry probably will never go back to pure nickel in applications where these other metals have proven so satisfactory.

Thanks to conservation, it's now unlikely that there'll be any shortage of receiving tubes in first-half 1952, in opinion of industry and govt. executives who should know. There may be spot shortages of one tube type or another, but there are many who think even this could largely be avoided by standardizing tube types.

Industry is leary of doing its own standardizing -- because of the possible anti-trust angles -- but Govt. has no such hesitancy, and its experts are now gathering data for such a project. Govt. would consult electronics industry before it ordered compulsory standardization.

Picture tubes may be due for standardization treatment, too. But first-half 1952 should see continued trend toward larger sizes. And they'll be plentiful.

* * * *

Go to any TV dealer today, and you can see evidence of conservation in new-model TVs, without even removing back from set. Composition board and plastic have replaced rear steel plate and picture tube cup. Knobs are plastic. Metal cabinets are disappearing. Stainless steel is no longer widely used for trim.

Look inside the sets and you'll see very few aluminum or copper-plated chassis. Picture tubes are held in place by cloth webbing. There are fewer metal-coned CR tubes. Hook-up wire is finer gauge, resistor and capacitor leads are shorter.

There are some changes that may not come without govt. orders (Vol. 7:40). Sets still have plenty of metal trim. This is a competitive situation; no set maker wants to take the lead by making his set less attractive -- but it's doubtful if any would be loathe to go along if his competitors untrimmed their sets at same time.

Standardization of lines presents similar problem. There's some sentiment in NPA for limiting number of models any manufacturer may make. For example, Govt. may hold each manufacturer to one table model and one console in 14, 17 & 20-in. sizes only, perhaps coupled with outright ban on TV-phono combinations. NPA assures that no such move is imminent, and that it will get the industry's ideas before it decides on any standardization orders.

* * * *

So-called "new model ban" announced this week by NPA won't bar changeovers in TV industry, despite generalizations to contrary in daily press. Order actually reserves new machine tools almost solely for military and defense-supporting production, doesn't ban use of new dies in existing machines (see Mobilization Notes).

Some materials-saving changes are actually improvements over old designs. Many industry engineers -- and, of course, manufacturers -- hail the new low-voltage electrostatically-focusing picture tubes (Vol. 7:20-21,33-34,40) as such a step. They save copper, cobalt, steel, aluminum, cut manufacturers' costs and are said to produce picture that stays in focus without adjustment.

Some current models use new picture tube, and most TV set manufacturers are expected to come out with it before mid-1952.

Concept of a "utility model" TV with simplified conservation circuits has not been thrown out the window. For discussion of long-range conservation planning and details of TV-radio materials-saving measures, see page 7.

FEE-TV FORCES TALK IT UP & MARK TIME: Subscription TV agitation continues -- though prospects of its coming to head at the FCC are still long way off -- with Paramount Pictures' (Telemeter) promotional activity currently outdistancing that of Zenith.

A 9-page brochure issued by International Telemeter Corp. (50% Paramount-owned), dated Sept. 10, really stirred up the cats among exhibitors. It was later reported withdrawn -- "because it doesn't represent Paramount's views."

Brochure was titled "The Story of Telemeter," described system, said that TV's technical progress has been great, whereas "on the economic side the road has been less rosy"; added that it will be good for movie business; that it will help sports; that it won't eliminate free TV; that it will lower cost of entertainment, etc. Also, that it will eliminate many of the secondary costs that now go into the

overall cost of entertainment, such as parking, expensive real estate, etc."

That last reason is what got the exhibitors. Film Daily's Chester Bahn editorialized: "What expensive real estate?" Then he told of one important circuit operator who wondered "if perchance theatre real estate was meant."

"He was extremely serious, too," wrote Bahn.

Same exhibitor mused, according to Bahn: "Must be we're not in the motion picture business; only the producers and Telemeter appear to be."

Brochure also anticipated struggle with other subscription TV systems, said that Telemeter is simpler, has no end-of-the-month billing problems, is "the only pay-as-you-see method of subscription TV."

Theatre TV is also talked down. "It calls for substitute products...fights, ball games, etc. on the theatre screen. Theatre TV must pass on to the public the present high overhead of operation..."

That Telemeter folk are working hard is evidenced by fact it has appointed Dr. Louis H. Ridenour, ex-chief scientist of the Air Force, director of engineering. Its Washington counsel is firm of Arnold, Fortas & Porter.

* * * *

Zenith's Phonevision appears to face tough technical hurdles -- perhaps tougher than those of other systems, since it requires phone line to subscriber's home. Illinois Bell System officials have never been too happy about getting mixed up with system -- fearing interference with phone service, worrying about jammed switchboards, wondering about billing and collecting, etc.

Zenith may also expect competitors to claim that Phonevision discriminates against people without phones.

* * * *

Skiatron hasn't yet asked FCC for permission to test its punchcard-operated system in homes, though officials have been to Hollywood recently, presumably seeking top films. In meantime, it has an FCC authorization to conduct technical tests over WOR-TV, New York, for 60-day period started Oct. 16.

RCA remains complete dark horse. Some time back, it announced it had a system -- then said no more about it. Whatever RCA's plans, you can be sure it will seek inside track on anything which could conceivably become important to TV.

* * * *

Others interested in subscription TV include such disparate individuals as retired ad tycoon Raymond Rubicam and James L. Wick, co-publisher of the Niles (O.) Times, Roanoke Rapids (N.C.) Herald, Bogulusa (La.) News, New Iberia (La.) Iberian.

Former supports Sen. Benton, another ex-advertising mogul, by writing in Nov. 3 Saturday Review of Literature: "Radio...has come nowhere near serving the American people as well as it ought to have served them. I am convinced that a large part of the reason lies in the domination of radio by the advertisers." The cure, he says, lies in subscription TV and channels reserved for education.

Publisher Wick isn't concerned with sociology -- just competition. He warned Oct. 16 meeting of Inland Daily Press Assn. in Chicago that "today, there is little local TV advertising," but when proper techniques are worked out, "you can imagine the volume of local advertising that will develop." He urged newspapers to lobby for subscription and theatre TV to forestall "the horrible punishment inflicted by TV upon some motion picture theatres in TV cities."

* * * *

When FCC begins theatre hearing, scheduled for Feb. 26, subscription TV could possibly be consolidated with it. One commissioner thinks theatre TV "might be cleaned up in a week." Others say "months -- it's another color TV hearing."

First Sylvania Awards in TV fields (bronze and crystal plaques designed by Norman Bel Geddes) omitted "grand award" because judges found no program measuring up to its concept of "truly outstanding entertainment" --but other grants went to: WPIX, New York, for coordinating pool carrying Kefauver hearing telecasts; WDSU-TV, New Orleans, first to carry Kefauver telecasts; *Meet*

the Press, best public service program; *Zoo Parade,* best program suitable for children; *Your Show of Shows,* best revue, along with Max Liebman as best director, and Sid Caesar & Imogene Coca as best actor and actress; John Daly, for excellence as moderator; *Fireside Theatre,* best use of film on TV, along with its director Frank Wisbar and writer Arnold Belgard.

Personal Notes: William Phillipson, who went from ABC legal staff to asst. director of TV programming and operations, named director of ABC-TV Western Div., succeeding Frank Samuels, in shakeup announced by president Robert Kintner this week; Gayle Grubb, KGO & KGO-TV gen. mgr., upped to v.p.; Amos Baron named mgr. of KECA; Philip G. Hoffman, ex-KOB & KOB-TV, named mgr. of KECA-TV . . . Charles G. Mortimer III, ex-CBS-TV, joins ABC-TV as asst. to Charles Underhill, TV program director . . . Mary Alice Connell, ex-DuMont, succeeds Emily Clark, resigned, as mgr. of ABC-TV spot sales service dept. . . Sylvester (Pat) Weaver, NBC-TV v.p., elected to board of directors . . . Ludwig Simmel, ex-ABC, joins NBC to head new dept. handling cooperative programs . . . Norman E. Cash resigns as NBC station relations director to join Crosley Broadcasting Corp. Nov. 19 . . . Hugh Higgins, ex-BAB, joins CBS radio as marketing counsel, replacing Ed Shurick, who moves into TV sales . . . William Dozier, Hollywood film man who joined CBS-TV last month, named head of new dept. to search for new talent and program ideas . . . John Bradley promoted to sales mgr., KHJ-TV, Los Angeles, succeeding Kevin Sweeney, now with BAB . . . Fay Day promoted to research mgr., CBS-TV spot sales . . . Hal James, TV-radio director, Ellington & Co., named v.p. . . Norman S. Livingston, ex-Roy Durstine Inc., joins Serutan Co. as TV-radio director . . . Mrs. Fannee N. Litvin, FCC examiner, who recently lost her husband, Dr. Philip Litvin, in a Montana drowning accident (Vol. 7:34), taking 2-month leave of absence starting in December . . . Wm. T. Stubblefield, ex-Associated Program Service, appointed NARTB station relations dept. director, taking over Dec. 1 . . . Douglas MacLachie promoted to Eastern sales mgr., TV div., Petry, which has also added to N. Y. sales staff Herbert C. Watson, ex-ABC; James C. Richdale Jr., ex-WNAC-TV; LeGrand S. Redfield; to Chicago staff, Charles Pratt, ex-WOR-TV; St. Louis, Richard W. Hughes, ex-WHAS-TV.

Station Accounts: Best of kind for TV commercial staffs are capsule case histories under heading "TV Results" in *Sponsor Magazine*, whose current issue relates success stories for these accounts: Circus Foods Inc. (peanuts), *Food for Thought* on KNBH, Hollywood, thru BBDO; Bosco Co. (milk amplifier), *Uncle Jake's House* on WEWS, Cleveland, thru Robert W. Orr; Prior Tire Co., *Hopalong Cassidy* films Sat. afternoons on WSB-TV, Atlanta, direct; Dolly Adams Syrup Punch, partic. in *Cooks' Corner* on KFI-TV, Los Angeles, thru Barton A. Stebbins; Royal Crest Sales Co. (dinnerware), films when ball games rained out, on WPIX, thru Product Services Inc.; Olin's Inc. (used cars), boxing on WTVJ, Miami, direct; Ready-to-Paint Furniture Store (unpainted furniture), partic. on *Fix It Shop* on WFMY-TV, Greensboro, direct . . . Among accounts reported by WFIL-TV, Philadelphia: Bonne Bell Inc. (cosmetics), thru John Yezbak & Co., Cleveland; Golden Guernsey Inc. (dairy products), thru Badger & Browning & Parcher, Boston; Helbros Watch Co., thru Ray-Hirsch Co., N. Y.; Medusa Portland Cement Co. (cement paint), thru Will Inc., Cleveland; National Selected Products Inc. (7-Minit pie mix), thru Duane Jones, N. Y.; Pennsylvania Greyhound Lines, thru Beaumont & Hohman, Cleveland; Tasty Baking Co. (Tastykake & TastyPie), thru Parkside Adv., Philadelphia . . . WCAU-TV, Philadelphia, reports following accounts: Joanna-Western Mills Co. (window shades), thru George H. Hartman Co., Chicago; Maltex Co. (cereals), thru Samuel Croot Co., N. Y.; Mrs. Schlorer's Inc. (mayonnaise), thru Lavenson Bureau of Adv., Philadelphia; Mrs. Smith's Pie Co., thru Everling Associates, Philadelphia; Soil-Off Co. (paint cleaner), thru McCann-Erickson, San Francisco . . . Singer Sewing Machine Co., using TV for first time on NBC-TV *Kate Smith*

Show Tue. 5:45-6, likes on-the-air advertising so well it's also going into radio heavily in non-TV areas, thru Young & Rubicam . . . Chicago's WBKB has Ernie Simon, who has handled man-on-the-street telecasts, readying 10-10:30 a.m. participating show, a la Tom Breneman's famed radio show, from Isbell's Restaurant, on North Side, to be extended to 9:30 a.m. if sponsorships warrant . . . Atlas Brewing Co. sponsoring *Michigan Outdoors*, sports newsreel, on State stations, thru McCann-Erickson, Detroit . . . Among other advertisers reported using or preparing to use TV: Tidy House Products Co. (Perfex cleaners, starches, bleaches), thru Buchanan-Thomas, Omaha; Liquinet Corp. (Liquid hair net), thru A. Martin Rothbardt Inc., Chicago; I. J. Grass Noodle Co. (noodles, soup mix), thru Charles Silver & Co., Chicago (WPTZ); Seeck & Kade Inc. (Pertussin cough remedy), thru Erwin, Wasey & Co., N. Y. (WPTZ); Mystik Adhesive Products (Mystik tape), thru George H. Hartman Co., Chicago; Cedergreen Frozen Pack Corp. (Cedergreen frozen foods), thru Bozell & Jacobs, Seattle; Arnold Schwinn & Co. (bicycles), thru J. Walter Thompson, Chicago; Christmas Club, A Corporation, thru Brooke, Smith, French & Dorrance, N. Y. (WTVJ); Schneider-Lorscheider Co. (Big Stinky outdoor fly trap), thru Barnes Adv. Agency, Milwaukee.

Network Accounts: Only network "repeat" for West Coast yet is Oldsmobile's *Douglas Edwards & The News* on CBS-TV, Mon.-thru-Fri. 7:15-7:30 p.m., done again live for Pacific audience at 11-11:15 EST so it can be carried in West 8-8:15 PST; extra cost said to run \$5000 a week, mainly talent, added to regular budget of \$10,000 . . . M & M Ltd. (candy) reported readying sponsorship Jan. 6 of *Candy Carnival* on CBS-TV, Sun. 12:30-1 p.m., thru Wm. Esty . . . Kaiser-Frazer Nov. 4 moved from DuMont to ABC-TV, Sun. 7:30-8; show titled *Adventures in Mystery* will fill-in until *Ellery Queen* starts again Dec. 9, thru Wm. H. Weintraub, N. Y. . . Rosefield Packing Co. (Skippy peanut butter) Dec. 10 starts sponsorship of West Coast show *You Asked for It* on ABC-TV, Mon. 9-9:30 EST, thru Guild, Bascom & Bonfigli, San Francisco . . . Holeproof Hosiery Co. sponsors finals of *Miss U. S. Television* contest Dec. 5 on DuMont, Wed. 10-11 p.m., thru Weiss & Geller, Chicago . . . Larus & Brother Co. (Holiday cigarettes) sponsors Thanksgiving Day *Detroit Lions-Green Bay Packers* football game on DuMont, Thu. Nov. 22, beginning at noon . . . Motorola sponsors *Shrine East-West* football game from San Francisco Dec. 29 on DuMont, Sat. 4:30 p.m. EST, thru Ruthrauff & Ryan . . . Industrial Tape Corp. (Texcel cellophane tape) shares sponsorship of *Rocky King, Detective*, with American Chicle Co. starting Nov. 18 on DuMont, Sun. 9-9:30, thru Kenyon & Eckhardt . . . Frigidaire reported readying sponsorship of *Pulitzer Prize Playhouse* on ABC-TV, alt. Wed. 9-10, starting Dec. 19; dramatic show will alternate with *Clanese Theatre*.

Return of concept of specialized broadcasting stations is indicated by formation of new joint sales organization to be known as "Good Music Broadcasters" sparked by Norman S. McGee, sales v.p., WQXR, New York, and Raymond D. Green, WFLN, Philadelphia. Other stations in group: WXHR, Boston; WWIN, Baltimore; WGMS, Washington; WEAW, Chicago; WEW, St. Louis; KIXL, Dallas; KFAC, Los Angeles; KSMO, San Francisco. New firm will also represent Rural Radio Network, mainly New York and Pennsylvania FM stations, plus WFMZ, Allentown, Pa.; WBIB, New Haven, Conn.; WSNJ, Bridgeton, N. J.

FCC engineering personnel losses in recent months include quite a few from Safety & Special Radio Services Bureau: Wm. Dulin & George Ikelman, to NPA; George Boardman, Frank Cook, A. Albert Mantwill & Edward McDermott, to military services; Robert Crain, to Lear Radio; Frank W. Cook, to Civil Defense Administration.

ENORMOUS EFFORT being expended by NTSC on compatible color standards is very well known among those doing the work, but group has yet to make industry and public in general fully understand its activities.

Perhaps it's preoccupation with research; perhaps it's supercaution with regard to FCC; perhaps it's simple lack of time.

For the technician, October *Proceedings of the IRE* (Vol. 7:43) was a monumental, probably adequate effort. For the layman, an excellent start has been made with 7-page description of compatible system prepared by NTSC Panel 12 (system analysis).

[Note: Copies of former are available from IRE, 1 E. 79th St., New York, latter from Dr. W. R. G. Baker, chairman, NTSC, c/o General Electric Co., Electronics Park, Syracuse, N. Y.]

But some unheralded work going on is truly remarkable. For example:

(1) One manufacturer has shown color set, "with excellent pictures," using less than 40 tubes, compared with 54 in sets shown by RCA.

(2) Under severe interference conditions, with very weak signals, color pictures have held sync even better than black-&-white sets alongside.

(3) Myth of the "1/11,000,000 second," which worried FCC so much when it turned down RCA system, has been completely blasted—largely by color phase alternation, formerly called oscillating color sequence or flip-flop.

RCA, incidentally, is now colorcasting with NTSC standards, including 3.89-mc color carrier. Company points out that switchover took only matter of hours.

* * * *

Dual standards were again suggested by RCA's chairman David Sarnoff in interview in Nov. 9 *U. S. News &*

World Report. "While we don't think that having dual standards is the ideal solution," he said, "we do think that letting the public choose which is the best standard is the ideal solution."

"Universal receiver," which could receive both CBS and compatible systems, has been made experimentally, he said, "and I am confident it can be made commercially." Gen. Sarnoff thought it might cost 15% more than single-standard set.

"This additional cost . . . would not be justified normally. But, in this situation, you have a condition where there's controversy and doubt—let me assume sincere doubt—so why not let the public see both and decide?"

* * * *

FCC Chairman Coy hasn't changed his mind much about the industry, apparently. In Nov. 4 talk to National Assn. of Educational Broadcasters in Biloxi, Miss., he said:

"The growth of color has been delayed by the request of the director of the ODM to CBS to suspend its plan for the mass production of TV receivers in order to conserve critical materials.

"Significantly, Mr. Wilson did not need to address his letters to other manufacturers inasmuch as they, by a common pattern of ridicule and lack of selling efforts and promotion of color in television, had decided that the American public should not have opportunity to enjoy color TV except on a basis and at a time to be determined by the industry. It is now clear that we will have color in TV.

"Color can no longer be kept underground as it has been for many years by the recalcitrance of those who put their private interests ahead of public interests. The director told an industry conference that his request was in no way designed to discourage research and development of color TV."

Telecasting Notes: Higher daytime radio rates, to offset losses in revenues caused by TV inroads and by recent network rate cuts, are reported as "definite national trend" by Nov. 10 *Billboard*, which says trend "is beginning to snowball, particularly in areas where TV has hurt nighttime business" and lists dozen AM stations which in recent weeks have hiked morning or afternoon time charges, or both . . . NBC radio affiliates have received complete prospectus of Economic Study proposals (Vol. 7:40), is understood to be conferring now with individual stations regarding network rate adjustments, time clearances, etc.—with nobody very happy about radical departures, to be main topic of NBC affiliates convention at Boca Raton, Fla., Nov. 23-Dec. 1 . . . Proof that AM isn't losing ground, at least among rural audience, is cited by Crosley v.p. Robert Dunville in survey showing farmers in WLW area have increased listening 8% over 1950 and 10% over 1949 . . . Salt Lake City's KSL-TV, owned by Mormon Church, which has rule against beer advertising, reported to have been persuaded by CBS to clear time for Pabst's *Amos 'n' Andy*, Schlitz's *Playhouse of the Stars*, Budweiser's *Ken Murray Show* . . . KING-TV, Seattle, sending news editor Charles Herring, with cameraman Wallace Hamilton, on month's tour of European Military Air Transport Service bases, his *Overseas Report*, sponsored by National Bank of Commerce, to be shown every Tue. 7:45-8 p.m. . . . NBC-TV signs Ralph Edwards, creator-owner of *Truth or Consequences*, to new 5-year contract, said to total \$6,500,000, for new *Ralph Edwards Show* starting Mon.-thru-Fri. 12:30-1 p.m. . . . Good reading for those who remember Paul Porter as one of the superior chairman of FCC: Article titled "Arnold, Fortas, Porter and Prosperity" in November *Harper's* . . . WMAR-TV, Baltimore, Dec. 1 raises base hour rate from \$700 to \$800, one-min. \$125 to \$150.

IN JARGON of show business, which it chronicles so well, *Variety* Oct. 31 carries this characteristic but significant observation: "Thousands of Hollywoodites are rapidly recovering from pernicious economic anemia as a result of a steady dose of televitamins over the last year. The cure has benefited the patients to the tune of a \$10,000,000 payroll and has been so effective that the ailment's chief symptoms — large-scale unemployment — have largely disappeared."

In other words, TV is taking up the slack in movie payrolls, providing lots of jobs, according to *Variety*. And the \$10,000,000 payroll is just a starter, for more big producers (it names Monogram, Universal, Republic) are going into films-for-TV. Meanwhile, guild-union employment rolls are up 15-60% from last year, and there's even a shortage of cameramen and cameras.

Then, in leading article in Nov. 7 *Variety*, this novel bit of reasoning on movies vs. TV argument: "Hollywood will have nothing to fear from TV 'for easily 4 or 5 years,' says Metro [M-G-M] production veepee Dore Schary. 'That's how far away large-screen TV is for home consumption.'" Mr. Schary says majority of sets in hands of public are 10 & 12-in., therefore: "As long as there's such a preponderance of small screens in the home, TV will never be able to approach the scope of Hollywood." He expects it will take 5 years for 16-in. or larger sets to outnumber smaller screens.

What seems amazing is not so much that Mr. Schary's information on screen sizes is completely wrong in the first place, but that he hinges so much on picture size. He also puts comparison on basis of money spent, saying a TV network is putting out \$1,000,000 weekly, whereas Hollywood spends \$6,000,000 weekly—and a TV show may run \$100,000, compared with \$5,500,000 movie "blockbuster."

PRICE HIKES NEXT? TRADE HOLDING FIRM: Lots of talk about TV set price increases in the air -- now that inventories are moving nicely and current production is limited by materials restrictions. But only Sylvania has formally posted price hikes as yet, very slight (Vol. 7:43), which it says haven't slowed retail sales a bit.

"Level of normalcy" apparently has come to the TV trade, though it isn't an old enough business yet to know what's really normal -- and certainly comparisons with last year's "feast" or the recent spring & summer "famine" aren't fair.

What's happening is aptly put by RCA Victor's home instrument dept. v.p.-general manager Henry P. Baker: "Business is conservatively strong," said he, "just where it should be to be most effective -- at the consumer level. As far as we're concerned, it's exceedingly strong. We're shipping all we can make."

That's about what the other major producers will tell you, too. The recent cries of distress among wholesaler-retailers have all but subsided.

Trade statistics continue favorable. Week ending Nov. 2 saw 107,361 TVs produced (only 427 private label), about same number as preceding week (Vol. 7:44). That brings total for first 5 weeks of fourth quarter to just over 500,000. Factory inventories fell about 17,000 units to 337,499, nice drop from Aug. peak of 768,766.

Week's radio output was 203,777 (8628 private), about 18,000 down from the preceding week, with factory inventories totaling 331,688, only 4000 down. Radios were 117,574 home receivers, 19,687 portables, 66,516 auto.

NEW RULES PERMIT PRICE CEILING BOOSTS: TV-radio and other electronic equipment and parts manufacturers can get higher price ceilings -- along with manufacturers in many other industries -- as result of this week's revision of 2 OPS regulations.

Don't expect big price hikes soon stemming from new price rule. But it does clear way for substantial increases when materials pinch forces costs up, slashes profit margin per set (see story above). Many TV-radio manufacturers' list prices, incidentally, are still below the old price ceiling levels.

Manufacturers may now adjust ceiling prices to reflect cost increases from pre-Korea to July 26, 1951, as voted by Congress when it approved Capehart Amendment to Defense Production Act. TV-radio and most components manufacturers are covered by CPR 22; transmitters, industrial electronics, etc. come under CPR 30.

All manufacturers who haven't yet computed ceilings under CPR 22 or 30 must do so by Dec. 19 under new rules. Those who already have filed under those orders may calculate their ceiling price adjustments now or at any time in future, and use the new ceilings as soon as OPS has received their applications.

Any price increases resulting from new ceilings will be passed along to the public, since Herlong Amendment to Defense Production Act guarantees wholesalers and retailers their customary percentage markups.

Capehart and Herlong ceiling hikes will also be reflected in the tailored ceiling regulations for TV-radio industry (Vol. 7:43), now in the mill, to replace CPR 22. Special regulations permitting ceiling price boosts for such services as TV-radio repair shops are now in preparation.

CONSERVATION--SOME LONG-RANGE FACTORS: No "ersatz" TVs now or in near future -- as we note in article on page 2 -- but beyond mid-1952, what? Prospects are that:

If materials squeeze stiffens -- and there's no convincing reason to believe it won't -- and if demand for TV sets is high, mobilization factors may dictate real changes in concept of TV design.

Some stern voices in govt. production agencies warn the TV-radio industry: Prepare for the worst, or you may get stuck.

"They'd better start planning on making radical changes," one of them told

us this week. He conceded that many big manufacturers have new super-conservation circuits and designs on the testing bench, and added:

"Planning, designing and testing major changes takes 6 months to a year or more. The day may come when an 'ultra-conservation' model may be a life-or-death matter. Now's the time to begin working on those 'impossible' jobs. It's better to have one ready and not have to use it than face the choice of shutdown or putting an untested hurry-up model on the market."

Obviously, major companies are constantly readying standby models as a sort of "insurance"; a real TV set shortage could spur these into production. Looming large in their designing plans are these facts about critical metals:

Aluminum and steel will be seriously short for at least another year. But copper will remain desperately tight for 2-5 years, and will pose tough shortage problem as far ahead as anyone can now foresee.

* * * *

Industry's big challenge is to lessen substantially its heavy dependence on copper -- permanently. No magically interchangeable material has been discovered, but aluminum holds most promise of relieving some drain on nation's copper supply. Said DPA-NPA boss Manly Fleischmann:

"If I were a manufacturer using great amounts of copper, I'd have my design people looking into aluminum."

And that's what electronics design people are doing. Transformer engineers are working with success to improve wartime German technique of using square aluminum wire for windings. Aluminum hook-up wire is being tested. Biggest obstacles: aluminum wire has 50% more resistance than copper, is more brittle in some forms, is hard to solder. But these problems are all being overcome.

A few other measures now being used or planned by electronics industry to save copper and other strategic materials:

Power transformers can practically be eliminated by use of selenium rectifiers in voltage-doubler circuits. Unfortunately, selenium is scarce, too, but NPA is planning to put it under 100% allocation, reserving some for TV-radio industry.

Every pound of selenium used in TV manufacture saves average of 185 lbs. of silicon steel (transformer core), 35 lbs. of copper (winding).

Power transformers that operate at higher temperatures are being developed. They're smaller, use less copper, less steel.

Power cords made from copper-clad steel are in the works, would save up to two-thirds the copper formerly used for this purpose. One problem here, as in some other copper-saving plans, is getting Underwriters Laboratory to approve changes.

* * * *

Conservation clearing house for electronics industry is the NPA Electronics Division's conservation section, headed by E.W. Glacy. Section wants to hear manufacturers' materials problems. Aside from supplying a shoulder to cry on, Glacy's section gives advice on conservation, substitutes, design problems.

These NPA experts are equipped to supply answer to this chicken-or-the-egg question about substitution: If I switch to a substitute material, is the substitute likely to become short in a few months and leave me worse off than before?

Section wants information from manufacturers on their conservation measures. It will be kept confidential if requested, but NPA would rather pass it on to others who may benefit from it.

NPA keeps track of major conservation moves by checking manufacturers' controlled materials requirements as stated in their quarterly CMP applications.

If a manufacturer's stated requirements for a certain material take sudden unexplained drop from one quarter to next, Electronics Div. engineer hops on phone, asks him: "How did you do it?" Manufacturer is usually glad to reveal technique, and NPA people pass the good word along to others.

Likewise, if a manufacturer's requirements for any material are way out of line with rest of industry, NPA suggests substitutes or conservation techniques with this clincher: "We know it can be done, because XYZ Corp. does it."

Financial & Trade Notes: Despite lowered radio time rates and its costly color campaign, CBS consolidated income statement released Nov. 7 shows that gross income for the 39 weeks ended Sept. 29 rose to \$119,731,379 from \$85,946,982 for same 1950 period. Net earnings were \$3,532,666 (\$1.81 per share) vs. \$2,670,783 (\$1.56) in same 1950 period. Provision for Federal income taxes was \$5,250,000 vs. \$3,630,000.

Good business of subsidiary Columbia Records Inc., plus growing TV revenues, account in part for improved CBS showing. Figures for the 39 weeks of 1951 include operations of Hytron group (tube and receiving set subsidiaries) since acquired June 15. Thus earnings per share of 1950 period were calculated on the 1,717,352 shares outstanding of Sept. 30, 1950, while for the 1951 period they were calculated on 1,956,003 shares, being average number outstanding for the 39 weeks ended Sept. 29, 1951. Actual number outstanding on such date was 2,337,844, which includes 620,492 issued on acquiring Hytron.

Financial Miscellany: Arvin Industries net profit was \$2,262,941 (\$2.54) for first 9 months of this year vs. \$2,587,417 (\$2.90) same period last year; September quarter profit was \$549,466 (62¢) vs. \$932,564 (\$1.05) . . . Decca Records reports \$401,793 profit (52¢) for 9 months vs. \$553,814 (71¢) . . . Gabriel Co. profit for 9 months was \$353,625 (63¢) vs. \$611,513 (\$1.79); September quarter was \$62,155 (11¢) vs. \$248,384 (73¢) . . . Belden Mfg. Co. 9-month profit was \$891,298 (\$2.78) vs. \$1,121,043 (\$3.49) . . . Globe-Union 9-month net profit was \$1,105,967 (\$1.65 a share) on sales of \$29,438,070 vs. \$1,984,747 (\$3.10) on \$27,184,041 year ago . . . Corning Glass net income was \$7,899,163 (\$2.88 a share) on sales of \$88,165,104 for 3 quarters to Oct. 7 vs. \$12,298,352 profit (\$4.58) on \$80,334,313 sales for corresponding 1950 period . . . Capitol Records net was \$477,737 (88¢ a share) on sales of \$13,243,844 for 12 months ended Sept. 30 vs. \$280,023 (42¢) on \$12,660,372 for preceding year . . . General Precision Equipment Corp. net was \$124,048 (21¢ a share) on sales of \$6,950,481 during Sept. quarter vs. \$299,438 (50¢) on sales of \$7,408,149 same period last year.

Motorola's net sales for 9 months ended Sept. 29 fell to \$100,194,572 from \$124,707,267 for same 1950 period, due to decreased TV demand and third quarter's "sizable liquidation of excessive inventories in dealers' hands [now] practically accomplished," according to president Paul V. Galvin's report to stockholders. Profit was \$5,327,442, or \$6.06 per share on 879,605 shares outstanding, compared to \$8,063,093 (\$9.17) same period last year. Taxes were \$5,499,087 for 1951 period, \$8,021,274 for 1950 period. Third quarter sales were \$26,744,728, down from \$54,142,879 same 1950 quarter; profit before taxes was \$1,808,592, compared to \$7,587,989.

Dividends: Magnavox, 37½¢ payable Dec. 15 to stockholders of record Nov. 24, 25¢ quarterly pfd. payable Dec. 1 to holders Nov. 15; Standard Coil Products Co., 25¢ payable Nov. 15 to holders of Nov. 5; Westinghouse, 50¢ payable Dec. 1 to holders Nov. 9; Aircraft Radio Corp., 10¢ payable Nov. 19 to holders Nov. 8; Belden Mfg. Co., 40¢ payable Dec. 1 to holders Dec. 17; Tung-Sol, quarterly 25¢ and extra 25¢ payable Dec. 1 to holders Nov. 19; CBS "A" & "B," 40¢ payable Dec. 7 to holders Nov. 23; International Resistance, 10¢ payable Dec. 1 to holders Nov. 15; Television Electronics Fund Inc., 15¢ payable from income, 45¢ from capital gains, payable Nov. 27 to holders Nov. 16.

The \$150,000 sale of WCOP (AM & FM), Boston, to T. D. Baker Jr. & A. G. Beaman, partners who own WKDA, Nashville, was announced by Cowles Broadcasting Co. this week. Station is on 1150 kc, 5000 watts. Deal was handled for Cowles by New York broker Howard E. Stark.

UNLIKE VICTOR and Columbia Records, which enjoy intimate corporate ties with NBC and CBS, big rival Decca has no "in" on fast-moving TV, nor even on the transcription side of radio—which may have been one of impelling reasons why it bought into Universal Pictures Co. this week. Purchase of 271,900 out of 960,048 outstanding shares of Universal, about 28%, makes it largest stockholder in film firm.

Trade ties up Decca's TV ambitions with Universal's recent announcement that it was going into film production for TV in big way through its United World Films.

Whatever the virtual "merger" may betoken in way of trends, fact is that Decca-Universal tieup is bound to be important in recording and entertainment worlds. Second largest Universal stockholder is J. Arthur Rank, who has never had any qualms about releasing films to TV. Decca people are said to be seeking to buy his 134,375 shares, also hold 32,500 warrants for added stock purchases.

Decca's subsidiaries are Brunswick Radio Corp., Coral Records Inc., Compo Co., and Decca Distributing Corp. (48 branches). Its capitalization consists of 1,500,000 shares of common, of which 776,650 are outstanding, and its president is Milton R. Rackmil. Last year it grossed about \$21,500,000, showed net profit of slightly over \$1,000,000; first 9 months of this year its net was \$401,793 after \$414,030 taxes.

Universal's 1950 fiscal year showed net profit of \$1,300,000 on gross of \$55,590,000; for the 39 weeks ended July 28, net was \$1,127,182 after taxes of \$1,675,000 on \$44,033,789 sales. Nate Blumberg is Universal president.

Note: Columbia Pictures, reporting net of \$1,497,814 for fiscal year ended last June 30 vs. \$1,981,488 preceding year, tells trade press TV represents "a challenge which can only result in a more dynamic film industry that should produce more than ever the kind of pictures that will enhance the moviegoing habit." Columbia is in TV via its Screen Gems Div. (Vol. 7:35).

Monogram this week announced new TV subsidiary will be known as Interstate Television Corp., headed by Ralph Branton, formerly with A. H. Blank's big Tri-State theatre chain, promised first TV series starring George Brent in *Raffles*. Republic, remodeling Hollywood studios for TV production, has earmarked budget of \$1,000,000 for more stage space and to finance first TV films, including series *Commando Cody, Sky Marshal of the Universe*.

"Unless the majors suddenly open their vaults," states *Variety*, "there are few more old features in prospect for TV. It has pretty much chewed up the independent U. S. and British product. Result is that the time now filled by films dredged out of the vaults will gradually be taken over by pix specially made for video. They will almost all be of half-hour length, however, rather than full features. Latter are still much too expensive to make for tele." Top average income for a feature released to TV is said to be \$50,000 gross, a few reaching \$75,000 (though new stations "post-freeze" may make future rentals all velvet). "There are very few additional [feature] pictures of any merit left—even on TV standards," says *Variety*.

Nationwide theatre-TV network is reported aim of new Theatre TV Authority, incorporated in Sacramento, Cal., with capitalization of \$100,000. Managing director Kenneth E. Wright says his firm hopes to start local theatre-TV network, eventually expand to regional and national service. He says company wants to help theatres get TV equipment, even if it means direct financing.

Biggest hotel TV installation job yet is Waldorf-Astoria's 2500-receiver setup just completed by Master Video Systems Inc. Equipment is RCA's Antennaplex, may also be used for closed-circuit programs within hotel.

Topics & Trends of TV Trade: A "small business" in TV-radio industry is one employing 750 or less. That's govt.'s new definition for official use in its small business programs, military procurement policy, etc., as outlined in new definitive listing of 452 industries. The 750-employee limit is same one applied to industry by RTMA small business committee (Vol. 7:38).

Until Commerce Dept. released list this week, Govt. had arbitrarily classed all firms with 500 workers or less as small business. In new listing, definition of small business ranges from 100 to 2500, depending on pattern within each industry. These small business classifications are among those listed in "electrical machinery" category: Electrical appliances, 500; communication equipment, 400; electrical measuring instruments, 750; phonograph records, 300; telephone & telegraph equipment, 2500; transformers, 1000; electronic tubes, 750.

Note: Small Business Conference at 10 a.m., Wednesday, Nov. 14, will be one of highlights of RTMA's 3-day industry conference in Chicago's Hotel Stevens, Nov. 14-16. RTMA president Glen McDaniel and small business committee chairman A. D. Plamondon Jr. (Indiana Steel Products) will report on program to increase subcontracting of large military orders. Meanwhile, in Washington, new Small Defense Plants Administration is shaping up under direction of Telford Taylor who this week appointed John E. Horne deputy administrator and James M. McHaney general counsel. Horne has been assistant to Sen. Sparkman (D-Ala.), chairman of Senate Small Business Committee; McHaney is Little Rock, Ark. attorney who served under Gen. Taylor during Nuremberg war crimes trials.

* * * *

Motorola adds 14-in. "portable" at \$199.95 to line, in wood cabinet covered with tan simulated leather and equipped with dipole antenna. Other new sets: 20-in. mahogany table \$279.95, blonde \$299.95; 20-in. mahogany console \$339.95, blonde \$359.95; 17-in. mahogany combination \$399.95. All prices include excise tax, all sets available with built-in uhf tuner unit at \$40 added, or uhf channel adapter can be purchased as accessory for \$49.95.

TV "\$1 sales" came under Federal Trade Commission scrutiny this week. FTC charges newspaper ads of Electrical Center, Washington retailer, falsely state that any purchase of TV, radio or appliance at regular price entitles customer to buy another article "of same kind and value" for an additional dollar. FTC says the \$1 articles were of "much less value and price than the ones purchased at regular price." Hearing is scheduled Dec. 18 in Washington.

Philadelphia Electrical Assn. reports that, in area covered by Philadelphia TV stations, 141,200 TVs (18 major brands) were sold at \$46,817,270 retail value (not including installation) during first 9 months of 1951 vs. 265,885 valued at \$73,858,067 same 1950 period, down 37%. Average 1950 price was \$347 per set, 1951 price \$331. Improvement in sales was indicated by fact they were down 47% in September from same month last year, whereas they were down 78% in August, 82% in July.

Canadian RTMA reports 24,643 TVs sold for \$13,035,118 during first 9 months of 1951, inventories totaling 17,936 units as of Sept. 30. Toronto-Hamilton area took 38% of nine months sales, Windsor 37%. September sales jumped sharply, with 3286 units sold for \$1,726,977, compared with 964 in August (Vol. 7:41); Toronto-Hamilton area took 51% of Sept. sales, Niagara Peninsula 22%. Over-all cumulative total (from start of count) came to 62,466 valued at \$29,311,701.

Mallory offers all-channel uhf converter, built around continuous "Inductuner," in ads playing up fact that it "can be connected to any TV receiver—by the owner, easily, in a matter of minutes."

Trade Personals: Lt. Gen. Harold L. George, ex-chief of Air Transport Command, now v.p. & gen. mgr., Hughes Aircraft Co., major electronics contractor which recently joined RTMA, has been invited to sit in with RTMA board at meeting Nov. 16, windup of Nov. 14-16 industry conference at Hotel Stevens, Chicago . . . L. E. Osborne, Westinghouse v.p. in charge of manufacturing, named to new post of executive v.p. in charge of defense products; Tom Turner, labor relations v.p., adds Mr. Osborne's former manufacturing duties . . . Robert T. Pennoyer, mgr. of GE's Buffalo tube works, named mgr. of new tube dept. advanced manufacturing section in Schenectady, succeeded at Buffalo by Harry R. Hemmings, CR purchasing supervisor at Syracuse . . . Samuel Olchak, onetime Tele-tone sales v.p., joins Tele King as asst. sales mgr., quitting similar post at CBS-Columbia Inc. . . Herbert F. Koether, ex-Chicago regional and zone mgr. for Crosley, named to newly created post of mgr., radio sales section, Cincinnati, succeeded by R. L. Baker; Harry E. McCullough continues as mgr., TV sales section . . . Lawrence O. Paul, ex-Armour Research Foundation, named to newly created post of operating mgr., engineering dept., Oak Mfg. Co. . . T. R. Meyer, from Vineland (N. J.) plant, promoted to director of quality control dept., Kimble Glass Div., Owens-Illinois, Toledo . . . David Gnessin, Ohio field man, promoted to sales mgr., Transvision Inc. . . C. J. Luten named editor of *Sylvania News*, succeeding Robert A. Penfield, promoted to adv. & sales promotion supervisor . . . Robert Hertzberg, prominent in technical magazine field, has opened public relations offices at 2512 Eighty-fourth St., Jackson Heights, N. Y., initial clients being Insuline Corp., Hudson Radio, Transmitter Equipment Mfg. Co. . . Milton Klein named mgr. of operations dept., KLAC-TV, Los Angeles, handling all commercial traffic, Jack Miller becoming promotion-merchandising director.

IRE 1951-52 election results: Dr. Donald B. Sinclair, chief engineer of General Radio Co. and guided missiles expert, president; Harold L. Kirke, BBC asst. chief engineer, v.p.; and directors John D. Raymond, head of electrical engineering dept., U of Illinois; Ernst Weber, head of electrical engineering dept., Brooklyn Polytechnic Institute; Glenn L. Browning, president, Browning Laboratories; Irving G. Wolff, RCA Laboratories; Karl Spangenberg, Stanford U; Alois W. Graf, Chicago patent attorney. The 1952 Zworykin TV prize goes to B. D. Loughlin, Hazeltine, and Morris Liebmann Memorial Award to Dr. William Shockley, Bell Labs, to be presented at annual dinner March 5 in New York's Waldorf-Astoria.

NEDA president George Wedemeyer names following committee chairmen: W. D. Jenkins, Radio Supply Co., Richmond, tube div.; L. W. Hatry, Hatry & Co., Hartford, capacitors, resistors, vibrators, volume controls; V. N. Zachariah, Zach Radio Supply Co., San Francisco, transformers, reactors & coils; Anthony Dybowski, Dymac Inc., Buffalo, replacement speakers, microphones, sound equipment accessories; Al Steinberg, Albert Steinberg & Co., Philadelphia, wire, antennas & accessories; Byron C. Deadman, Northern Radio & Television Co., Green Bay, Wis., tools, metals, chemicals & plastics; Floyd Reason, Electric Product Sales Co., Lansing, Mich., batteries.

CBS-Columbia Inc. announces these new distributors: Callander-Lane Co., Columbus; Lack's Wholesale Distributors, Houston; Maletio Electric Supply Co., Dallas; General Radio & Electronics Co., Wilkes-Barre; Appliance Distributors, Denver; Montana Electric Supply, Billings, Mont.; Electric Supply Co., Albuquerque.

Budelman Radio Corp. formed by Frederic T. Budelman and William Fingerle Jr., ex-Link Radio, to manufacture radio & electronic equipment in association with French-VanBreems, 375 Fairfield Ave., Stamford, Conn.

Mobilization Notes: If you think TV-radio was hit hard by first-quarter materials allocations, consider plight of "less essential" members of civilian electronics industry. Five of the 7 manufacturers of jukeboxes, meeting with NPA, were told Nov. 8 they'll get copper at about 14% of their base period rate, aluminum at 20%, steel at 50%. This compares with about 35%, 35% & 50% for TV-radio. NPA has placed jukebox makers in an essentiality category about equal to manufacturers of advertising signs, pin-ball machine and venetian blinds.

Jukebox makers said their military orders are few and far between, and they now employ some 2500 workers. Conservation, they maintained, has resulted in "satisfactory rate of production" during fourth quarter, though demand outstrips sales. They estimated 1951 production at 45,000 units vs. 99,000 in 1947 (when there were 13 manufacturers) and 30,000 during 1948's post-war slump. Biggest part of industry's business, they explained, is replacement—there are 400,000 units operating today, requiring replacement at rate of 60,000 a year. Average jukebox lasts 7 years.

Attending meeting with NPA were: Rex Shriver, H. C. Evans & Co.; David C. Rockola, Rockola Mfg. Co.; C. T. McKelvey, J. P. Seeburg Co.; Morris C. Bristol, Rudolph Wurlitzer Co., all of Chicago, and John W. Haddock, AMI Inc., Grand Rapids.

* * * *

"Industry assistance clinics," aimed at lessening impact of material cuts on small manufacturers during first-quarter 1952, will be held soon in "a score of cities" under auspices of Munitions Board and DPA. Govt. announcement says these clinics will bring together "small business specialists of the military services, purchasing officials of other govt. procurement agencies, holders of govt. prime contracts and large civilian producers [with] producers of less essential goods whose first-quarter 1952 allotments of copper and aluminum are 20% or less of their base period consumption or whose rate of production will be 50% or less of their former rate."

First mobilization-induced shortage to show definite signs of easing is in plastics. Nov. 7 *Wall Street Journal* survey reveals current oversupply of some types that were once very tight. Easing is attributed to "huge increase in supplies of most types [and] some demand drops, brought on in part by the slowdown in consumer goods sales." Polystyrene, most seriously short plastic just after Korean war broke out, is now in relatively plentiful supply. It's used in TV sets and cabinets, refrigerators, other appliances hit by market doldrums. American Phenolic Corp. v.p. C. V. Wisner is quoted that "he's now getting deliveries in 3 weeks of recently precious polystyrene. He opines that much of the easing is due to the TV set sales slump. TV sets use important amounts of styrenes."

Dutch electronics industry is ready to handle allied defense orders, says New York *Journal of Commerce* in Nov. 7 Hague-dated story. Article states Netherlands in 1952 will have capacity to produce more than \$500,000,000 worth of military goods for western defense, sizes up electronics picture thus: "The Dutch electronics industry, concentrated in 2 of the world's most modern firms, is already producing for defense. What proportion of its output potential is being used cannot be reported. However, it was said, Holland could even now take orders for 'tens of millions of guilders' [guilder equals about 26¢] worth of electronic equipment and deliver very quickly."

Scores of materials and products were added this week to list of items covered by anti-hoarding legislation (Vol. 6:52). NPA Notice 1 was amended to include electronic tube components, selenium, silicon, shipping containers and many chemicals and other items.

Electronics Miscellany: Sylvania's president Don G. Mitchell reported unfilled orders of about \$80,000,000 in address this week before Boston Ad Club, saying October billings on govt. orders ran 25% of total and rate is likely to go up to 50% by year's end . . . Collins Radio, of Cedar Rapids, Ia., now producing electronics gear in new 25,000 sq. ft. plant in Dallas, has another 50,000 sq. ft. plant there due to be ready in about 6 months . . . Sierra Electronics Mfg. Co. completes construction Dec. 15 on \$70,000 addition (9600 sq. ft.) to plant at San Carlos, Cal., handling \$2,000,000 govt. contract . . . Air Research Mfg. Co., making electronics controls for military aircraft, planning \$700,000 addition to plant at Phoenix, Ariz. . . Allis-Chalmers sets up new power dept. to include electronics production, puts R. M. Casper, ex-head of its electrical dept., in charge . . . GE electronics div. announces it will use 2 buildings and part of third at Bridgeport (150,000 sq. ft.) for military electronics work, employment at 3 locations to reach 1000 by next fall.

Gist of NPA's new machine tool orders (M-41 & M-41A) as they apply to TV-radio industry: No manufacturer who has lower rate of production than he had in first-quarter 1951 may buy new machine tools, except to replace worn-out units. Companies operating at govt.-authorized production rate higher than first-quarter 1951 are eligible for priority ratings to buy machine tools.

Dr. Gaylord P. Harnwell, chairman, U of Pennsylvania physics dept. and World War II director of U of California division of war research, Navy radio & sound laboratory, named chairman of committee on ordnance of Defense Dept.'s Research & Development Board.

Material shortages plague British TV-radio industry, too. Commerce Dept's *Foreign Commerce Weekly* reports potential TV shortage there as "material shortages make it unlikely that [1951] production will exceed last year's 600,000," far short of British manufacturers' goal of 900,000. Article notes that "many dealers have waiting lists for the most popular brands despite the 66% purchase tax." Same publication says BBC collected £1,527,884 in £2 TV licenses, £11,546,925 in £1 radio licenses year ending March 31. There were 897,000 TV sets in use in Britain as of June 30 (Vol. 7:39).

Four leading Chicago TV-radio parts makers—Matt Little, Quam-Nichols; Asher Cole, National Video; Robert O'Reilly, Oak Mfg.; Seymour Rothschild, Edwin I. Guthman Co.—are quoted in Nov. 8 *Retailing Daily* interviews as indicating that materials shortages have not depressed their production and that shortages will not be greatly felt until after the first quarter of 1952, if then.

Picture and receiving tube sales continued up in September, RTMA reports. Former totaled 294,951, virtually all rectangular 16-in. or larger, valued at \$6,138,517—compared with 210,043 in August. Year's total to Oct. 1 was 3,146,173, worth \$78,852,954. Receiving tubes numbered 27,946,193 in September, compared with 23,761,253 in August, bringing year's total to 280,795,338. Of September sales, 16,176,604 were for new sets, 7,363,721 replacement, 2,836,988 export, 1,568,880 govt.

Gates Radio's plans for TV transmitters includes what company believes to be "hot" uhf developments, apparently involving klystron or similar tube. Both vhf & uhf transmitters, plus associated equipment (cameras to come from other manufacturers), will be offered, no orders being taken yet.

Another community antenna in works is one for Laconia, N. H., 100 miles from Boston. Newly-formed New Hampshire TV Corp. is backed by local businessmen, including Arthur H. Rogow, former Eversharp president now operating local appliance and bottled gas business.

NO DELAY IN freeze-end, despite this week's extension of "paper" allocation hearing from Nov. 26 to Dec. 17 as result of Mexican border agreement (Vol. 7:43). That's what FCC members insist. Commission issued notice (FCC 51-1109) which gives parties opportunity to comment on Nov. 21, counter-comment Dec. 5, file briefs Dec. 17.

Reason no hold-up is expected, commissioners say, is that: (1) Relatively few comments are expected. (2) FCC will take up other parts of country first in its deliberations on final freeze decision.

Parties aren't precluded from recommending changes in allocation, fixed as result of executive agreement between U. S. and Mexico, but commissioners shudder at thought of trying to renegotiate second agreement, fearing another months-long talkfest. Border allocation is final, but it isn't expected Mexico would object to intra-U. S. changes which would clearly not affect Mexican stations.

Only place U. S. is hurt, though it gains elsewhere, is in loss of Channel 3 from San Diego. And there, it affects educators primarily, since they lose vhf channel FCC proposed to reserve for them.

Some attorneys are irate, however, asserting agreement doesn't take into account "paper" hearing comments laboriously and expensively prepared. Further, they say, FCC invites more comments now all right, but gives almost no assurance comments will mean anything—since agreement is "final."

FCC's notice includes table of allocations for cities 250 miles each side of border, repeating State Dept's list. Note: All cities undergoing changes were listed in Vol. 7:43. Pages 54-60 of *TV Factbook No. 13* should be corrected accordingly, bringing entire table up to date.

Objection to ABC-United Paramount merger and petition to intervene in hearing starting Jan. 15 (Vol. 7:21, 44) was filed this week by Gordon Brown, owner of WSAY, Rochester, and perennial gadfly of the networks. "To allow the consolidation of the Paramount Pictures Inc. [sic] with the American Broadcasting Co.," he says, "would seriously affect the ability of WSAY and hundreds of other stations to compete with such a combination in the field of television much less the field of radio broadcasting . . . The petitioner has documentary evidence to prove the above statements . . ." Brown says ABC has restrained WSAY from doing business with national advertisers, depriving station of "several millions of dollars in revenue and has caused WSAY well over \$100,000 in out of pocket losses." He says he has spent some \$30,000 in prosecuting ABC for violations of anti-trust statutes. Brown's station was onetime affiliate of ABC and MBS, now is independent. Whether FCC will permit him to intervene is problematical. Last week it assigned veteran examiner Leo Resnick to conduct Paramount hearing, and Hearing Div. chief Fred Ford will probably be FCC counsel.

Battle over uhf between Humboldt Greig's WHUM & Eagle-Times' WEEU, Reading, Pa., continues (Vol. 7:33, 38, 43). Latter this week filed supplement to its petition asking that WHUM's application for experimental uhf station be denied or set for hearing. Latest brief says: (1) WHUM is still either negligent or deceitful regarding ownership and financing. (2) Since WHUM's uhf transmitter wouldn't be delivered until second quarter 1952, freeze will probably be over by then and commercial uhf stations could supply data WHUM proposes to gather.

Total TV applications rose to 453, of which 20 are uhf, with filing this week by Tarrant County TV Co., Ft. Worth, Tex., for uhf Channel No. 20; WOSH, Oshkosh, Wis., for uhf Channel No. 48; Booth Radio for Lansing, Mich., seeking Channel No. 10. [For further details, see *TV Addenda 13-R* herewith; for listing of all applicants to date, see *TV Factbook No. 13* and Addenda to date.]

College football attendance increased 5% during first half of 1951 season, Associated Press reported Nov. 6 on basis of 89-school survey, crediting NCAA's controlled TV experiment and good weather. AP said same schools surveyed showed 2% decline at same time last season, "with TV catching the blame." Survey showed Eastern schools registering 14% increase, South and Far West 6% each, Midwest same as last year, Southwest down 3%. NCAA yielded to public pressure this week, permitted big Nov. 10 Notre Dame-Michigan State game to be televised in 2 cities not scheduled to receive it—Detroit and Washington. Washington was to have been blacked out Nov. 10, but since no games were being played that date in Capital area, NCAA heeded howls of fans, moved blackout date up to Nov. 17. Washington protest campaign, incidentally, was led by *Washington Post*, which with CBS owns WTOP-TV. Success of this drive resulted in game's being shown on NBC's WNBW. Rebellious U of Pennsylvania coach Francis Murray, who went along with NCAA plan reluctantly and under pressure (Vol. 7:23, 29), let loose blast Nov. 9, called whole program "a ban," said that Detroit incident proves it's doomed, that NCAA had no authority to do it and "even if it were legal it's unwise."

Judge Justin Miller, NARTB chairman and general counsel, was appointed chairman of the Salary Stabilization Board Nov. 8, sworn in next day, succeeding Dr. Raymond B. Allen, who returns to presidency of U of Washington. Judge Miller was "drafted" on part-time basis by economic stabilizer Eric Johnston, continues his NARTB duties. He presides over 5-member board with jurisdiction over pay of executive, administrative, professional and outside sales employes under stabilization program.

Baptist FCC chairman Wayne Coy addresses Radio Commission of Southern Baptist Convention during conference on TV's possibilities for religious programming scheduled for Nov. 27 at Washington Baptist headquarters, 1628 Sixteenth St. NW. Also on tap for all-day session: CBS's Dr. George B. Crothers, NBC's Davidson Taylor, DuMont's James Caddigan, AT&T's W. H. Harrington, RCA's Julius Renhard, Dr. Percy Crawford, director of ABC-TV's *Youth on the March*.

W. L. Gleeson's Broadcasting Corp. of America, operator of KPRO, Riverside, Cal., and 3 other California AMs, subject of petition in bankruptcy filed in Los Angeles Federal court last week as result of foreclosures forced by noteholders. Financial troubles were said to be due to costs incurred by Gleeson in prosecuting application for TV, its Channel 1 grant having been deleted when that channel was taken away from TV. Gleeson is still applicant in Riverside (Channel 6) and San Jose (Channel 13).

Buffalo-Toronto microwave link will go into service in 1952, "to coincide with the opening of Toronto's first TV station," according to AT&T, which this week received FCC authority to add Canada-beamed antennas to its Buffalo station. Canadian Bell is now building microwave station at Fonthill, Ont., 23 miles from Buffalo, 41 miles from Toronto, plans 12 more eastward from Toronto to link Montreal in 1953.

Easing of TV-FM-AM station operating requirements regarding indicating instruments was proposed by FCC this week in Public Notice 51-1100. Proposal would amend FCC standards to permit stations to operate up to 60 days without monitoring or indicating equipment, without obtaining prior permission from Commission. Extensions may be obtained by informal request of FCC engineer in charge of district. Comments may be filed until Dec. 3, counter-comments and briefs until Dec. 18.

Canada's govt.-owned CBC ran deficit of \$1,271,874 for 1950-51 fiscal year just reported. Preceding year's deficit was \$243,746.

MARTIN CODEL'S

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

Television Digest

with **ELECTRONICS** REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 1755 • VOL. 7, No. 46

November 17, 1951

In this Issue: { The TV Fledgling Is Growing Up Fast, page 1.
WOR-O'Neil Station Deal Biggest Ever, page 1.
TV Tape Recording Dream Materializing? page 2.
Freeze-End—'If We Don't Get Fouled Up', page 3.
Eidophor Color Theatre TV Is Hit in Zurich, page 5.
Industry Contemplates 1952 Outlook, page 6.
Electrical Age Into Electronic Age, page 7.
Banker's Dim View of Feature Films for TV, page 11.

THE TV FLEDGLING IS GROWING UP FAST: Multi-million dollar stature of infant tele-casting industry, which with TV manufacturing really didn't begin to bloom until several years after VJ-Day, is pointed up by deal closed this week for merger of Stations WOR & WOR-TV into General Tire's expanding TV-radio empire (see below).

Also indicative of growing value of TV, we can now report on best authority that network TV will turn the profit corner this year; that, as if in celebration of NBC's 25th birthday which came this week, it can be revealed NBC-TV as a network will show slight profit margin for 1951 -- this despite belief prevailing in many quarters that network TV, per se, can't be made to pay off. NBC-TV network profit will be entirely apart from its own 5-station operation, very profitable (Vol.7:36).

It's clear now that TV is moving inevitably to No. 1 place among American advertising media; in fact, as Variety spells it out this week (with cautionary note on high cost of time & talent) NBC-TV alone will account for more than \$125,000,000 in time-plus-program expenditures by advertisers this year -- thus putting it well ahead of Life Magazine's acknowledged media leadership with nearly \$95,000,000.

And CBS-TV can't be far behind, evidenced to a degree in latest financial report (Vol. 7:45) which reflects sizeable TV revenues, if not profits yet.

All that's to the good -- but there's also "the larger picture," the really more vital importance of TV industry as a whole in the economy, the defense & the social-political future of America. For observations of 2 of the industry's great pioneers and industrial leaders, Dr. DuMont and Gen. Sarnoff, we commend your attention to stores on pages 3 & 7, respectively. Truly, "we ain't seen nothing yet."

WOR-O'NEIL STATION DEAL BIGGEST EVER: R.H. Macy's WOR & WOR-TV will be merged into General Tire's expanding TV-radio subsidiary, Thomas S. Lee Enterprises Inc., in the biggest station deal on record.

Actually, the big dept. store firm is disposing of its pioneer New York TV and radio stations for \$4,500,000 in cash or other assets -- plus 25-year lease on their studio-transmitter properties at \$315,000 a year -- plus 10% stock interest in Thomas S. Lee Enterprises Inc.

Details were being worked out by principals this week, preparatory to filing with FCC next week for transfer authority. These are the basic facts:

(1) The \$4,500,000 price includes estimated \$650,000 in net quick assets, along with WOR Program Service Inc. (recordings, talent, etc.) valued at \$1,200,000. Lease of physical properties embraces 2 transmitter sites (including WOR-TV's tall "Eiffel Tower" transmitter overlooking New York area from Hudson Palisades and built at cost of about \$250,000) -- plus new studio building between Broadway & Columbus and 66th & 67th Sts., recently completed and costing about \$2,500,000. In lease are purchase options starting at \$4,600,000, reducing progressively over 25 years.

(2) Sparkplug and boss of burgeoning new TV network project -- and of likely concomitant revamp of Mutual Broadcasting System -- is 36-year-old Tom O'Neil, son of

president of General Tire and head of Thomas S. Lee Enterprises Inc. Its operating divisions now are Yankee Network (operating a regional radio network in New England and owning Boston's WNAC-TV and 4 radio stations) and Don Lee Division (operating Pacific Coast network and owning Los Angeles' KHJ-TV & 3 California radio stations). WOR & WOR-TV will probably comprise new New York Division, headed by present president Theodore F. Streibert and retaining present personnel.

(3) Upon Tom O'Neil also rests the destiny of Mutual Broadcasting System, of which he's board chairman and for which he has long envisioned change to "less mutual" type of corporate setup (see Vol. 7:41). In still-unresolved O'Neil TV network plans, he might want to make it adjunct of MBS; he starts out with nucleus of 3 well-placed outlets plus reasonably certain affiliation of Chicago Tribune's WGN-TV.

* * * *

Though Macy's president Jack I. Straus told stockholders this week that capital gain, after taxes, amounts to more than \$1.50 per share of Macy's stock (of which 265,600 shares of preferred & 1,719,354 shares of common were outstanding as of fiscal year ending last July 28), it's plain that 10% partnership with General Tire is the most valuable asset acquired.

Value of the 10% is impossible to calculate as yet, hinging on destiny of TV and radio, but all of General Tire's radio stations are money makers, its Boston WNAC-TV is profitable, its Los Angeles KHJ-TV is reducing its losses steadily, and WOR-TV is supposed to be emerging from the red. WOR-AM has always been good earner. Certainly, total deal involves far more than record \$6,000,000 CBS purchase price for Chicago's WBKB involved in pending ABC-United Paramount merger (Vol. 7:21).

Mr. Straus and Macy v.p.-treasurer Edwin F. Chinlund go on board of Thomas S. Lee Enterprises Inc., whose name probably will be changed.

It's second TV station Macy's radio subsidiary founded and sold, the first having been Washington's WOIC (now WTOP-TV), which Washington Post with 55% and CBS with 45% of stock bought for \$1,400,000 cash (Vol. 6:25). Reputed profit was somewhere between \$400,000 & \$500,000.

General Tire bought Yankee Network from John Shepard interests, then bought Don Lee Network from estate but sold Don Lee's TV station KTSL (now KNXT) to CBS for total considerations of \$3,600,000 (Vol. 6:52). Early this year it bought KFI-TV (now KHJ-TV) for \$2,500,000 (Vol. 7:23,32,36).

Since O'Neil group already owns 7 AM stations, limit permitted by FCC, it will dispose of one of them in order to be able to take over big WOR. To be sold is WICC, Bridgeport, which operates with 1000 watts day, 500 night on choice 600-kc channel. Purchaser is Philip Merryman, now operating Bridgeport daytimer WLIZ, who will pay \$200,000 for the Yankee outlet.

TV TAPE RECORDING DREAM MATERIALIZING? A TV program on tape -- long-sought goal of entire TV industry -- apparently took long step toward reality this week. Engineers of Bing Crosby Enterprises actually showed such pictures, albeit of very low definition, to press in Hollywood Nov. 11.

Industry engineers voiced usual caution, but everyone's hoping day may not be far off when today's clumsy, low-quality, expensive kinescopes will be thing of the past, and tape does for TV what recordings did for radio -- enhancing program quality and giving networks much-needed flexibility.

Indicative of importance of such development is fact that RCA's chairman David Sarnoff, only a few weeks back (Vol. 7:39), made it one of 3 major projects he wanted his labs to perfect in next 5 years.

* * * *

Feat was accomplished by chief engineer John T. Mullin and assistant Wayne Johnson, got big play on the news wires. Reached by phone, Mr. Mullin said he wasn't free to release many technical details, but he did say this much:

(1) Definition is 1/2-mc, compared with the standard 4-mc TV picture. This would mean only about 40 lines of horizontal definition, compared with normal 320 or so. United Press reporter wrote that images were "blurred and indistinct." But

some 6 months' development should bring picture up to acceptable quality, certainly surpassing kinescopes, Mr. Mullin said.

(2) Ordinary ¼-in. audio tape is used, running at 100-in. per second instead of normal 15-in. per second for sound only. For greater definition, approximately 1-in. tape will be employed.

(3) "Multiplexing" is key to technique. Mr. Mullin wouldn't elaborate, added that patents have been filed.

(4) Transient and linearity characteristics are already superior to those of kinescopes. "Gradations between black and white are better," says Mr. Mullin.

(5) Recording and playback equipment will be cheaper, simpler, more flexible than film and kinescope gear.

(6) All electronic equipment is housed in single 6-ft. panel that "sorts, weighs and classifies" the TV signal.

(7) Showings in East aren't planned until greater quality is achieved.

* * * *

Potential of tape in improving pictures was put this way by Gen. Sarnoff:

"Today when a TV program is recorded, the pictures pass from the camera through a major portion of the TV system and first reproduce the picture on the face of a kinescope. Another and special camera placed in front of the kinescope photographs the program on motion picture film. But that technique is costly, time-consuming and limited. The pictures pass through all the possible hazards of the TV system, then through all the photographic process with its possible degradations."

Whether Mr. Mullin's 6 months estimate is accurate or not, everyone says "more power to him." RCA's research v.p. Dr. Elmer Engstrom said: "This is news to me. I have no idea what they have there. This has been the sort of development that I've felt might be expected in 2 or 3 years."

Perhaps those first 40 lines of resolution will look like a snap when compared with next 280. But even if the resolution produced is no greater than that of kinescopes, tape will have tremendous advantages over kines.

Tape recording isn't first non-film TV recording, historically. England's famed TV pioneer, J.L. Baird, put pictures on phonograph records in late 1920's, was followed by many American TV engineers, including GE's Ray Kell (now RCA), Jenkins' Albert Murray. Pictures were little more than outlines, of course, being made from images composed of 30-50 vertical lines.

Mr. Mullin is 1936 graduate of U of Santa Clara, worked for Pacific Telephone & Telegraph Co. in San Francisco 1937-41, served as Signal Corps major, became chief engineer of W.A. Palmer Co., San Francisco (industrial & training films) -- before joining Bing Crosby's outfit.

FREEZE-END--IF WE DON'T GET FOULED UP': The one man in the TV manufacturing and telecasting industry who has never feared to speak out plainly and sometimes sharply -- Allen B. DuMont -- let loose a few more broadsides this week at community dinner celebrating 20th birthday of his company and adoption of slogan "Passaic, Birthplace of Television" because of Dr. DeForest's and Dr. DuMont's pioneering work there.

Hater of sham, impatient with govt. bureaucracy, fearless of reprisal from Washington, Dr. DuMont began by pointing out that the "fledgling TV" as yet has only 108 stations in 63 cities serving less than half the nation's area; in 40 cities, he pointed out, there's no freedom of program choice because only one station exists.

"This limitation of TV's opportunity to grow, expand and serve the whole country and all its people," said Dr. DuMont, "is the product of a 'freeze' imposed by the FCC. There is no longer any justification for continuation of the freeze. There has been more than ample time for establishment of engineering standards and proper station spacings." Then, having in mind no doubt the specious color issue that's responsible for good 2 years of the now 38-month-old freeze:

"There are indications now that, if we don't get fouled up in more bureaucratic red tape and delays, the freeze may be lifted within a few months.

"When the thaw comes, TV will be started in earnest on its road of destiny;

within the next 20 years, we shall see hundreds of TV stations spread all over the country with millions more receivers in a large percentage of the homes of every community, large and small."

* * * *

Then Dr. DuMont ventured on some political observations, expressing publicly what good part of TV industry says and thinks privately. He thinks potential of TV as "great force to serve America and mankind" must yet be realized. Already, he noted, in crime hearings and political campaigns, it has displayed "an unerring ability to sift insincerity and demagoguery."

"Already the politicians -- high and low, at the local level and at national level -- are wondering and planning. They are planning to avoid or make use of its unerring ability to distinguish the demagogue from the statesman.

"During the past 20 years we have witnessed a rapid encroachment by our Federal government on the rights of the individual, the community, the state. We have seen controls piled on controls as bureaus were piled on bureaus.

"Phony economic theories have been projected for the sake of political expediency to lead people to beliefs that the world owes them a living and they can collect it from the Govt., or that we can have more by producing less...

"We hear much about a manpower shortage these days, and of measures to conserve. But in Washington the needless bureaus are still employing people by the hundreds of thousands to twiddle thumbs or perform unnecessary duties. Back here on the industrial front, we are forced to consume an unnecessarily high percentage of our time, efforts and manpower on red tape and paper work for the Govt., which Govt. in turn uses as justification for employment of more manpower.

"I cannot help but wonder how much longer TV would have been getting here if those of us who worked on its development had been compelled in those early days to pay as much paper work tribute to bureaucracy as we do now...[I] wonder whether TV would not have weeded out for the voters those who have imposed this creeping socialism on us [and I] wonder what's in store for us next year and in succeeding years when the honesty of TV is put to work in earnest in the cause of good, clean, honest govt. and a return to the fundamentals of the American enterprise system.

"TV at its efficient best could fill our halls of Congress with statesmen, and our state & local offices with men whose greatest desire is to serve the public interest and welfare...The real big role that TV is to play in our lives is in the making...Do not make the mistake of putting it in a fixed category of entertainment. I do not mean to disparage it as an entertainment medium. Entertainment is important and necessary [but] just a part of TV's function and place in our lives."

Personal Notes: Michael R. Hanna, mgr. of Cornell U's commercial radio stations WHCU & WHCU-FM, Ithaca, N. Y., elected FM member of NARTB board of directors, succeeding Frank U. Fletcher, who resigned when he sold his WARL & WARL-FM, Arlington, Va. . . . Hal Hough, ex-program director, WJBK, Detroit, named program director, WJZ-TV, New York, succeeding James Pollak, now ABC-TV Midwest program director . . . Neale V. Bakke promoted to sales mgr., WTMJ & WTMJ-TV, Milwaukee . . . Bert Lown resigns as v.p. of Muzak Corp. and gen. mgr. of its Associated Program Service, to join CBS-TV station relations . . . Charlotte F. Stern resigns as DuMont Network adv.-promotion director . . . James C. McDowell, recent Harvard graduate, former Florida radio announcer, joins Washington law firm of Arthur W. Scharfeld . . . Elaine H. Samuels named TV-radio director, C. J. Herrick Associates . . . Charles R. Abry promoted to Eastern sales mgr., ABC-TV network; Rupert Lucas to mgr. of ABC-TV program sales . . . Samuel F. Jackson, ex-WPIX, joins Avery-Knodel Inc. TV dept. . . . James A. Ward, v.p. & gen. mgr., Crossley Inc., research, has established own research firm, J. A. Ward Inc., 8 W. 40th St., N. Y. . . . Howard H. Ball, ex-WMAL & WMAL-TV, named executive asst. to Thad H. Brown Jr., TV director, NARTB.

FCC Chairman Wayne Coy as successor to Eric Johnston, resigning head of Economic Stabilization Agency, was rumor that had many Washington newsmen buzzing at week's end. Story was first published in Scripps-Howard newspapers Nov. 17. Coy's comment to us: "If there's a rumor of that kind, identify the source of it and print it and do whatever you want with it—that's my comment." At defense mobilizer Charles E. Wilson's office, under which ESA functions, it was stated Coy's name had not come up, and that at least one nationally known business man was still considering taking job which Johnston quits Dec. 1 to return to presidency of Motion Picture Assn. Appointment must be made by the President, confirmed by Senate. Recurring rumors of Coy's departure from FCC are predicated mostly on his known desire to go into private business, though he has turned down several offers—among them one to handle TV-radio for Ford Foundation under Paul G. Hoffman. That came last spring while he was being considered for reappointment as FCC chairman, which he chose to accept because (he told friends) it meant "vindication" of his policies, particularly during heat of color imbroglio. Of course, if Democrats go out of power in national elections next year, new FCC chairman will be named—though Coy's 7-year term would permit him to stay on Commission as member.

EIDOPHOR-CBS color theatre TV, sponsored by 20th Century-Fox, underwent another inspection in Zurich Nov. 12 (Vol. 7:41). This time, 20th's president Spyros Skouras took along group of VIPs, including his theatre-operating brothers Charles and George, GE's Dr. W. R. G. Baker, CBS's Dr. Peter Goldmark, Paramount TV executives and operators of U. S. and foreign theatre chains.

Thus, color-TV competition shifts from home-TV to theatre-TV front for the moment—with RCA's color theatre TV having been favorably received (Vol. 7:41) and Paramount announcing it has color version of its delayed-film theatre-TV system in the works (Vol. 7:43).

"A real technical advancement," was Dr. Baker's comment, according to AP. "Probably the most outstanding theatre-TV system in the world [because] there is no limit on the light that can be pumped through the unit." GE is scheduled to make studio equipment, perhaps all equipment, for the system.

Charles Skouras reacted by rushing out and sending following wire to all Theatre Owners of America members:

"With inspired enthusiasm and a profound pride in our industry I want you to know that the 20th Century Eidophor with CBS color which I saw tonight surpassed in definition and life-like portrayal anything that I have ever seen before on the screen. Tonight's presentation was an epic in my life and I know it was an historic moment in our

industry. Eidophor can be projected on any size screen with any length of throw. The color is real, actual with all the delicate shadings of life and sparkles with animation. Its magnetic radiance and dimensional depth will recapture the patrons we have lost and bring millions of new theatre-goers to our showhouses.

"An audience of scientists, press and industry members stood triumphant to shower what seemed endless applause when demonstration concluded. Am certain 20th Century Eidophor with CBS color opens new vistas in entertainment as vast as the advent of the first talking picture."

First U. S. demonstration is still scheduled in New York sometime in December, said Spyros Skouras, but his hopes for 150 color-equipped theatres by April (Vol. 7:41) appear to be fading. He says that material shortages make previously-planned Feb.-March production dates doubtful.

Some TV engineers have fingers crossed on Eidophor, believing it too complex for day-to-day operations out of the laboratory. They also point out that pictures shown in Zurich are wide-band, will lose considerable definition in network transmission. One engineer says he has experimented with system, and goes so far as to predict: "I'll bet they don't make another unit." Others, like Dr. Baker, are greatly impressed by system's potential for almost unlimited amounts of light, since its light source is an arc rather than phosphors.

Network Accounts: Major one-shot sponsorships reported by NBC-TV: Reynolds Metals Co. (aluminum), simulcast of *Arturo Toscanini & NBC Symphony* Dec. 29, Sat. 6:30-7:30; Allis Chalmers Mfg. Co. (farm equipment), annual *International Livestock Exposition* from Chicago Nov. 27, Tue. 3-4; F. W. Woolworth Co. (5-&-10 chain), using TV first time, *Tournament of Roses Parade* from Pasadena Jan. 1, just preceding Rose Bowl game sponsored by Gillette . . . Johnson & Johnson (surgical products), planning one-hour Christmas Day show, on TV network to be announced, featuring Walt Disney films . . . Burlington Mills (Cameo hosiery) after Jan. 1 to sponsor twice weekly 15-min. *The Continentals*, featuring Renzo Cesana, on network to be selected, thru Morey, Humm & Johnstone . . . Goodyear Tire & Rubber Co., on Dec. 2 & 23, will present *The Greatest Story Ever Told* on ABC-TV, Sun. 7-7:30; stories will be on film and will be sponsored as public service, with identification of sponsor only . . . General Tire & Rubber Co., pleased with results during last World Series, has signed to sponsor *Dizzy Dean* interviewing series stars 15-min. before each game during 1952 & 1953 World Series on NBC-TV; agency is D'Arcy Adv., St. Louis . . . Lever Bros. (Rinso) starts simulcast on CBS-TV Jan. 7 of 10:15-10:30 segment of *Arthur Godfrey's* morning radio show on CBS radio network, Mon.-thru-Fri., 10-11:30 a.m. . . Reynolds Metals Co. (aluminum products) now sponsors half-hour weekly of *Kate Smith Evening Hour* on NBC-TV, Wed. 8-9, buying time dropped by Congoleum-Nairn after initial 13-week sponsorship . . . Bendix Home Appliances, Div. of Avco Mfg. Corp., starting Dec. 5 will share alt. week sponsorship with C. A. Swanson & Sons (frozen poultry) of *The Name's the Thing* on ABC-TV, Wed. 7:30-8, both thru Tatham-Laird Inc., Chicago . . . R. J. Reynolds Tobacco Co. (Cavalier cigarettes) reported readying sponsorship of *My Friend Irma* to start Dec. 15 on CBS-TV, Sat. 9:30-10, during time being vacated Dec. 8 by American Safety Razor Co.'s *The Show Goes On*; agency for Cavalier is Wm. Esty Co. . . RCA Victor will present *Ezio Pinza* on its yet unnamed new show (Vol. 7:43) on NBC-TV, Fri. 8-8:30 starting Nov. 23; after New Year, *Dennis Day* will alternate weekly with Pinza in his own show from Hollywood.

Station Accounts: Kroehler Mfg. Co., world's largest furniture maker, ventures into TV for first time with *Clifton Utley & the News* on WNBQ, Chicago—its adv. mgr. Larry Keller announcing that "if this test comes up to our expectations we will extend TV advertising to other important markets." First product plugged is "Sleep-or-Lounge" sofa bed. Agency: Henri, Hurst & McDonald, Chicago . . . Remington Rand buys *John Wingate* news program Mon. 9-9:05 p.m. and Wed. preceding boxing bouts on WOR-TV, New York, thru Leeford Agency . . . Spiegel Inc., large Chicago mail-order house, makes TV debut with *Test Lab* on WGN-TV, Chicago; show simulates testing lab and offers advice on judging and buying of products . . . General Baking Corp. has bought *Hopalong Cassidy* films from NBC-TV for spot placement in 18 markets, starting in January when General Foods drops its NBC-TV network sponsorship, Sun. 6-7, and moves Roy Rogers into that spot . . . Packard Motor Car Co. planning to use TV again in early 1952, thru Maxon Inc., which takes over account Dec. 15; meanwhile, new 1952 models being introduced in big space campaign that started Nov. 14, plus CBS Radio *Red Skelton Show* . . . Utica Club Beer buys weekly *Old American Barn Dance* films from United Television Programs for placement on all upstate New York stations . . . Gillette will sponsor Orange Bowl game on WTVJ, Miami, non-interconnected . . . Among other advertisers reported using or preparing to use TV: E. R. Wagner Mfg. Co. (Wagner Komb-Kleaned carpet sweeper), thru Klauvan Pietersom-Dunlap Associates, Milwaukee; Colgate-Palmolive-Peet Co. (Lustre-Color hair coloring), thru Lennen & Mitchell, N. Y.; Freihofer Baking Co. (Sonny Boy bread), thru Tri-State Adv., Philadelphia; Interstate Bakeries Corp. (Butternut & Webers bread), thru R. J. Potts-Calkins & Holden, Kansas City, and Dan B. Miner Co., Los Angeles, respectively; Cleveland Welding Co. (Roadmaster bicycles), thru Will Inc., Cleveland (WTMJ-TV); Caryl Richards (Rocket Wave permanent), thru Emerson-Rodgers Inc., N. Y. (WTMJ-TV); Roman Meal Co. (Roman Meal pie crust), thru Guild, Bascom & Bonfigli, San Francisco (KSL-TV); Fratex Fashions, division of Plastic Film Products Corp., thru Buehl & Associates, Akron; Dusorb Sales Corp., Shenandoah, Ia. ("Dusorb" & "For" Cleaner), thru Allen & Reynolds, Omaha.

INDUSTRY CONTEMPLATES 1952 OUTLOOK: Caution is today's byword in the battle-scarred TV trade. Certainly that was prevailing mood among TV and parts manufacturing top-kicks gathered in Chicago this week for RTMA November meetings.

Supplanting last winter's reckless production spree -- and the spring-summer hangover -- is sober realization that, despite fall trade pickup and steady inventory reduction, real prosperity probably isn't just around the corner.

There's still undercurrent of worriment lest current sales stimulation turn out to be purely seasonal and nothing more. If so, what will the traditionally slow first quarter bring?

There certainly aren't enough military orders to fill the gap. Nor are there prospects that, without all-out war, defense production will ever take over any sizeable portion of TV-radio industry's total productive facilities.

As for materials shortages -- that's next year's worry. By and large, the industry hasn't felt them yet. Of course, there are some exceptions -- notably tube and antenna makers, who are feeling various degrees of pinch -- but set makers and most component manufacturers aren't terribly concerned about materials as of now.

* * * *

Consensus of TV-radio manufacturers on RTMA board of directors, informally polled Nov. 16, was that industry will produce 4,440,000 TVs, 10,900,000 radios in 1952. Individual "guesstimates" ranged from 3-5,000,000 TVs, some 25% predicting 5,000,000 sets. For radio, range was 7,500,000 to 12,500,000.

Most of these estimates ran considerably higher than NPA's semi-official prognostication of 3,500,000-4,000,000 TVs next year (Vol. 7:44). Queried about this divergence, one NPA electronics official replied: "Maybe we know something they don't know," taking dimmer view of materials outlook than industry does.

But many rank-and-file TV manufacturers in Chicago had feeling that materials won't be limiting factor until well into first, or even second quarter. "Later than that, maybe, if buying lets down after Christmas," was wry comment of one.

Scarcity of materials isn't "clear and present danger" to most set and parts makers because they're still carrying good-sized inventories of materials (as well as finished parts) from third quarter. During first quarter 1952, many expect to have some of their fourth quarter quota left over.

* * * *

Certainly allocations of materials to TV-radio-phono manufacturers for first quarter -- as announced this week by NPA -- gave nobody cause to jump for joy. They're substantially as we reported exclusively several weeks ago (Vol. 7:43-44).

Nearly all manufacturers have now received their allotments, and here's how they average out: All types of steel, 50% of base period use; copper brass mill products, 35%; copper wire mill products, 40%; copper foundry products, 20%; and aluminum, 35%. (For comparison with base period and fourth quarter, see p. 11.)

Base period use was only criterion used in making allotments for TV-radio and other consumer durables. Manufacturers' stated requirements weren't considered.

For component manufacturers, there are no exact percentage figures. Amount of materials they'll get depends on amount of military production. They'll receive 100% of requirements for military items, plus allocation for civilian components commensurate with that received by TV-radio makers.

But most component people, like the set makers, have yet to face the hard facts of real materials shortages. Even more than the TV manufacturers, many of them are more concerned about costly inventories of materials and finished parts, as well as scarcity of orders. This comment we heard in Chicago from a small manufacturer was typical:

"They tell us there'll be materials shortages next quarter. Of course we've heard that story before, and it gets harder to believe each time, but I guess we can't go on living off our fat forever."

* * * *

Outlook for large-scale military production is gloomy. Most electronics manufacturers have found the pattern of defense orders vastly different from that of World War II. Generally, there's been little heavy mass production -- and probably won't be under stand-by mobilization program.

One parts maker told RTMA's Small Business Conference that items the Signal corps bought from him in "tens of thousands" during World War II, now are purchased in "drips and drabs." Another said he's turning out a small electronic component at rate of 500 a day for the military. During last war he produced 25,000 a day.

Military electronic production should level off by July, said RTMA chairman Robert C. Sprague, but level won't be high. He said orders for electronic equipment, except fuses and guided missiles -- and not counting related non-electronic items such as wire, radar trucks, etc. -- are now being delivered at rate of \$400,000,000 a quarter. By July, they're expected to reach quarterly rate of \$600,000,000.

Increase will be about 50% -- no great upsurge from today's level. As one component manufacturer put it: "No matter how you figure it, 150% of nothing is still nothing."

* * * *

Another well-over-100,000 output week was recorded by RTMA statisticians for week ending Nov. 9. Total of 113,264 TVs (2988 privatelabel) was highest since April 20 week (Vol. 7:18), compares with 107,361 week preceding, brings total for first 6 weeks of fourth quarter to slightly over 615,000 -- augurs easy 1,000,000 quarter to add to approximately 4,000,000 first 3 quarters.

Factory inventory was 335,439, down mere 2000 from preceding week.

Radio output fell to 186,996 (79,775 private label) from preceding week's 203,777. Factory inventory was 338,832, up about 7000 units. Week's radios were 110,755 home receivers, 22,067 portables, 54,174 auto.

ELECTRICAL AGE INTO ELECTRONIC AGE: Editors of David Lawrence's U.S. News & World Report got RCA chairman David Sarnoff off on his favorite subjects in one of their famed "staff interviews" published Nov. 9 under caption "What's Next in Television?" Gen. Sarnoff got in some licks on color TV and programs, of course, but real meat of interview came when he was asked, What do you see ahead as the possibility of invention in the line of electronics?

The man who called the turn on the "music box" that became radio and on the TV that is the electronic industry's prodigy, really liked that one. Quoth he:

"I think there's no limit to the possibility of electronics for the future. I think that just as we had a Steam Age, followed by an Electrical Age, we are now on the threshold of an Electronic Age. I think we've crossed the threshold, and many things that are electrified can be electronized."

He went on to suggest electronic household appliances -- that electronic air conditioner, for example, which would eliminate pumps and fans and noise and be cheaper and simpler to operate (Vol. 7:39). He spoke of RCA's Ultrafax, capable of transmitting, via TV-facsimile methods, a whole book in matter of minutes. But most significant, currently, in view of electronics' basic role in defense and industry, were his answers to, What do you see for TV as a military aid?

"I see a great deal...Already the experiments and the tests which have been made indicate that you can see what is going on on the battlefield and what is going on at sea, and you can increase your control of your combat units. And I think that the combination of atomic energy, radar, TV and electronics will revolutionize warfare -- has already done so -- because aviation itself has much use for TV. Electronics represents now a large part of our military machine. In fact, I don't know any part of a military machine that hasn't got some electronics. Even a tank..."

"I think electronics opens up a new field applicable to all industry, and there is another important development on the horizon in that field. We have always

thought of electronics in terms of a vacuum tube. It started out first as a detector, then as an amplifier, and finally as an oscillator or generator. Everything that we have done in radio has been built around the vacuum tube. That has been the greatest single invention of the electronic age.

"Lately scientists have discovered that you can get electronics to work in solids as well as in a vacuum tube. We always thought we had to heat a filament and create heat inside a vacuum in order to put the electrons to work. In other words, we had to boil these electrons out of the things that existed inside the vacuum tube before they would do their job.

"Now what the scientists call electronics in solids -- that is, electrons in solid materials -- can also do the job. A crystal called germanium, which you may have read about [see Transistor's Potential for TV-Radio? Vol. 7:39], is able to do what the vacuum tube does as a detector or as an amplifier -- it doesn't yet do it as well -- it's still in the experimental stage but it is being steadily improved.

"Well, now, when you have these electrons working in solids, you don't have to boil them out -- they remain there, and a piece of metal or crystal the size of a shoe button will be able to do what vacuum tubes are doing. Here you have the possibility, despite all the things that we know about tubes and electrons, of even obsoleting the tube itself for some of its present uses.

"You add this discovery...to the possibility of atomic energy in getting radiation from certain materials, and then you open up a field to the imagination which we could never cover in this interview."

Trade Personals: Dr. Vladimir K. Zworykin, RCA Labs v.p. and noted TV inventor, was married in Burlington, N. J., Nov. 15 to Dr. Katherine A. Polevitzky, also Russian-born; she's a bacteriologist with Thomas W. Evans Institute . . . Wm. J. Morlock, ex-OSRD, appointed gen. mgr. of GE's commercial & govt. equipment dept., including TV-radio transmitters and station equipment, etc., headquartering at Syracuse . . . Patrick E. Sullivan promoted to asst. mgr., GE Buffalo tube works . . . Wm. H. Kelley promoted from sales mgr. to president of Motorola Inc., New York, Allan G. Williams being named operations v.p.; Mr. Williams is the son of onetime RMA president, the late Fred D. Williams . . . R. M. Brown named Detroit district sales mgr., GE receiver sales, David Goodhart being assigned to Minneapolis, Francis Hanlon to Syracuse . . . Ernest A. Marx, gen. mgr., DuMont receiver sales div., left Nov. 15 for South America to set up distributorships and survey TV situation . . . Wm. Carlin promoted to manufacturing mgr., DuMont CR tube div., succeeding Frank Beldowski . . . Emanuel Weintraub, ex-Garod (Majestic), named commercial service mgr., CBS-Columbia Inc., and aide to sales mgr. R. D. Payne . . . Leo J. Sands, ex-Bendix Radio, named gen. sales mgr., Bogue Electric Mfg. Co., Paterson, N. J. . . . William H. Jarvis named sales mgr. of new N. J. DuMont factory distributorship under mgr. John Hunt . . . O. S. Gerstman, ex-Kaye-Halbert, has formed Gerstman Distributing Co., 414 S. Western Ave., Los Angeles, handling Natalie Kalmus, Cinema and Jackson TVs . . . Ray J. Yeranko, Magnavox TV-radio service mgr., named chairman of RTMA service committee, succeeding DuMont's E. W. Merriam, now on temporary duty as RTMA service mgr. . . . Leigh A. Brite, ex-chief electronics engineer, U. S. Air Force Security Service, named director of research & development, Transmitter Equipment Mfg. Co. . . . Richard H. Schneberger named general service mgr., Crosley, succeeding H. A. Newell, resigned . . . Adolph Ullman, president of Northeastern Distributors, Boston (Zenith) elected a trustee of Brandeis University.

Symposium on "Improved Quality Components" has been scheduled by RTMA-IRE-AIEE May 6-8, 1952, in Washington.

RCA-NBC is showing off uhf Nov. 28-Dec. 1, during NBC affiliates' convention in Boca Raton, Fla., under authorization granted by FCC this week. RCA is installing 100-watt transmitter, 524-530 mc, using tilted directional antenna giving about 6-kw ERP. RCA's Dr. George Brown feels tilted antenna (Vol. 7:19,37) may prove valuable in providing coverage with small transmitters until high power is available. He says that transmitter with few hundred watts and tilted directional antenna can provide equivalent of several hundred kilowatts over city itself, but that rural coverage naturally suffers. Long-distance tropospheric interference is markedly reduced, he says.

To combat interference problems, notably those involving amateurs and TV, George Turner, chief of FCC's field engineering division, instructed all regional managers to encourage formation of local groups. He cited "The Dallas Plan for TVI" in June *QST*, showing how local group investigated amateurs' interference to TV sets, found RCA receivers among most severely troubled, got quick action by going directly to RCA chairman David Sarnoff. In Dallas, RCA Service Co. engineers promised to correct every RCA set gratis, carried out commitment.

Nov. 1 sets-in-use reported since NBC Research's "census" of Oct. 1 (Vol. 7:43): Greensboro 84,049, up 9549; Memphis 104,129, up 5329; Dallas-Ft. Worth 140,808, up 4808; Utica 56,200, up 3200; Miami 89,300, up 2300; Norfolk 85,742, up 4142; New Orleans 67,817, up 4317; Washington 301,000, up 12,000; St. Louis 327,000, up 10,000; Baltimore 337,687, up 12,687; Cleveland 529,548, up 18,548; Kansas City 157,251, up 13,251; Johnstown 120,000, up 8000; Houston 98,092, up 5192; Syracuse 143,494, up 7494; Boston 803,989, up 16,989.

Use of higher-gain antenna to take advantage of FCC's rule permitting temporary power increases (Vol. 7:30 et seq) is quite rare, most stations electing to wait for end of freeze before making changes. WJAR-TV, Providence, and WBZ-TV, Boston, are first to hike power via new-antenna route. Former is moving from 30 to 50-kw ERP by replacing 6-bay unit with 12; latter is jumping from 15.6 to 25 kw by substituting 6-bay antenna for 3-bay.

Topics & Trends of TV Trade: Belmont has upped prices of 12 of its Raytheon TV models \$5 to \$32.50, cut prices on 3 others \$2.50 to \$45—but these are announced as “adjustments designed to eliminate the industry’s current practice of marking up parts warranty charges in order to compensate for extremely close or loss prices on receivers.” Sales & engineering v.p. W. L. Dunn stated:

“Belmont became the first company in the industry to include the Federal excise tax and parts warranty charge in the suggested retail price of its Raytheon TV line. In the third quarter of this year, many manufacturers instituted the practice of artificially marking up the parts warranty charges to several times its actual cost . . . The practice penalized many dealers because their advertised retail prices could then include only a partial markup.

“Belmont now feels that the public has not been fooled by the industry’s current pricing system, which has resulted in confusion and drawn criticism from the OPS.” Raytheon distributors have option of advertising suggested retail price either with or without the Federal excise tax and parts warranty included.

* * * *

TV servicemen’s licensing bill (Vol. 7:39) was passed by 19-4 vote of New York city council Nov. 13. Measure requires licensing of all technicians, service dealers and contractors at fees ranging from \$5 to \$25, establishes 8-member commission to administer bill and regulate licensing qualifications. Bill’s proclaimed aim is to curb abuses in TV servicing “which have victimized the public.” Meanwhile, RTMA announced it has engaged RCA Institutes Inc. to write 3-year vocational high school course on TV-radio and 10-12 month syllabus for adult educational institutions, to increase number of qualified servicemen. Courses are being edited by Gilbert Weaver, training director of New York State Board of Education.

Big trade upturn at wholesale level, very little at retail, are registered in Census Bureau’s statistics for September. Its *Monthly Wholesale Trade Report* shows TV-radio-appliance distributors’ sales increased 41% over August, while their inventories declined 3%. September’s wholesale sales, however, were 27% below September 1950, inventories 61% greater than year before. *Monthly Retail Trade Report* indicates TV-radio stores’ sales in September were 7% above August, but 23% below September 1950. Appliance retailers’ sales inched up 2% from August to September, but were 29% less than same month last year.

TV set dealers and manufacturers during September placed equivalent of 3105 pages of daily and Sunday newspaper advertising of TV sets, reports Advertising Checking Bureau Inc., which adds that since such advertising was checked in only 49 of the TV cities total for U. S. should be “considerably higher” than this average of 2 pages per day per city. For first 9 months of this year, ACB reports 52,741,806 lines, equal to 23,973 pages, devoted to TV set advertising; radio set advertising in same cities ran about 10% of the TV.

* * * *

RTMA reports 626,793 TV sets shipped to dealers during September, as against 156,015 in August. Total shipments for first 9 months of year were 3,371,624. Figures are for industry as whole, including non-members; complete report showing 9-month shipments by counties is available from RTMA on request.

Asked to take stand on subscription TV, RTMA board responded to request of its TV committee Nov. 16, named subcommittee headed by president Glen McDaniel to study situation and make recommendation to next RTMA meeting in New York Feb. 5-7.

Gen. Lawrence H. Whiting, president of American Furniture Mart, sees 1952 Winter Mart (Jan. 7-18) more nearly “normal” than any other similar showing since end of World War II; last winter’s was “runaway” and last summer’s “abnormal,” he says. Now, the typical retail store buyer will purchase his actual needs—“and he’s going to need goods” because “inventory has been worked down.” Now, too, he won’t do any “scare buying.” Even so, in Gen. Whiting’s opinion, “1951 will wind up close to 1950 in dollar sales in furniture and bedding manufacturing, retail and wholesale fields [though] profits for 1951 will be lower . . . occasioned mainly by sacrifices made to get out from under an over-inventoried position, the constantly rising cost of doing business, and higher tax burdens.”

A 16rpm record is about to go on market, Nov. 15 *Retailing Daily* reports. Manufacturer is Wagner Research Corp., 150 W. 56th St., New York. First offering is a reading of the Bible by actor Alexander Scourby. President Robert Wagner says company is producing attachment to fit any 33½rpm player to sell for \$12—including two \$1 records. Mr. Wagner says he originally intended to make 14rpm records, but Zenith persuaded him to use 16rpm, since its record players are continuously variable from 16 to 85rpm. He added that Zenith offered aid in exploiting records, but *Retailing’s* check with Zenith got only a denial. Mr. Wagner plans to sell 16rpm recorder at \$275, with Audio & Video Corp., New York, exclusive sales agents. Note: Ever since Zenith put 16rpm into its player, there has been talk about its going into record manufacturing business itself—talk recurrently heard during this week’s RTMA conference in Chicago.

* * * *

Trade Miscellany: Erie Resistor Corp.’s month-old strike of 1300 employes ended this week, with granting of 7½¢-an-hour across-the-board wage increase and IUE union shop . . . Argos Products Co., Genoa, Ill., announces new line of leatherette table TV cabinets being ready-cut for Radio Craftsmen, Tech-Master, Philmore and Mattison 16 & 17-in. chassis, also Radio Craftsmen 20 & 21-in.; blank model for other 16 to 21-in. . . RCA has added “Covington,” Model 17T-172, to line—console with half doors, 17-in. rectangular tube, listing at \$379.50 in mahogany or walnut, \$389.50 in limed oak . . . Muntz TV indicates intention of distributing “closer to the manufacturing center” (Chicago) due to production limitations, so is reported to have halted sales in New York, northern New Jersey and Boston.

Description of transistor, promising vacuum tube substitute (Vol. 7:39), is accompanied by this evaluation in November *Electronics*: “For the first time in half a century the electron tube has a real competitor, with sharp spurs and a disposition to take over. It promises to establish whole new areas of electronic engineering, from computers to telephone switching systems, and it will probably make real inroads in many existing applications, particularly military ones.”

Dick Hooper, RCA’s peripatetic “ambassador of TV,” who has conducted closed circuit demonstrations in Rome, the Vatican, Berlin, Madrid and other foreign points, suggests U. S. leadership in TV gives it one propaganda weapon our enemies don’t have. “If we ever occupy another country,” he told Philadelphia meeting of American Public Relations Assn. Nov. 14, “the tubes of the TV receivers should be warmed up before the guns cool down.”

FM promotion campaign will be conducted in 3 test areas—North Carolina, Wisconsin, Washington, D. C., maybe others—as decided by RTMA advertising committee, set div., at Chicago meeting. Program is joint venture with NARTB and local FM stations, will place heavy emphasis on sports broadcasts available only on FM.

Financial & Trade Notes: DuMont showed loss of \$2,-062,547, reduced to net loss of \$319,547 as result of Federal income tax credit of \$1,743,000, for 40-week period ended Oct. 7. Sales fell to \$37,537,000 from \$52,273,000 for corresponding 1950 period, for which net earnings were \$5,018,000 (\$2.08 a share). Poor showing for this year was due to decline in TV market, involving heavy losses on sales of excess inventory; losses were practically all in receiver and tube divisions, inasmuch as instrument, transmitter and broadcasting sales were all substantially up.

"At this stage," stated Dr. DuMont in Nov. 9 message to stockholders, "we appear to have the dark picture behind us. Insofar as receiver and tube sales are concerned, they are definitely on the upgrade. Credit restrictions have been eased; the public did not accept the approved color system and the Office of Defense Mobilization halted mass production of color receivers 'for the duration,' thereby dispelling confusion; a thaw of the 'freeze' appears imminent, and we are ready for uhf reception.

"Government contracts on which we are already at work, plus others on which 'letters of intent,' 'notices of award' and 'assignments' have been issued, amount to more than \$60,000,000, and negotiations for other products are well advanced . . . We are contemplating substantial improvement in the closing weeks of the year, and expecting a 1952 business volume at least 25% in excess of our high year, 1950. This increase in volume, however, will be at a lower percentage of net profit to sales than in 1950 because of the large proportion of govt. orders."

* * * *

Philco sales for first 9 months of 1951 totaled \$228,-431,000 compared with \$229,205,000 for same 1950 period. Net profit after provision of \$7,835,000 for Federal and State income taxes was \$7,963,000 (\$2.18 per share after preferred requirements), vs. \$9,877,000 (\$2.72) for corresponding period last year when taxes were \$9,692,000. Third quarter sales were \$57,408,000, net \$2,222,000 (60¢), compared with \$82,193,000 and net of \$4,068,000 (\$1.13) for same 1950 quarter. Summer's high factory-distributor inventories have now been depleted, states president Wm. Balderston, and demand for 1952 models is so great that production now is on an allocation basis.

Admiral sales fell to \$134,919,187 for 9 months ended Sept. 30 from \$166,924,994 for same 1950 period. Net profit was \$5,400,158 (\$2.80 a share) vs. \$13,176,417 (\$6.83). Third quarter sales were \$31,331,832, net earnings \$1,306,735 (68¢). Fourth quarter prospects, said report, appear favorable and satisfactory earnings are anticipated for balance of year.

Muntz TV Inc. reports net earnings of \$185,034 on sales of \$14,803,243 for 6 months ended Sept. 30. This compares with profit of \$446,445 on sales of \$10,786,600 in same 1950 period. Quarter ended June 30 showed loss of \$7282, so that whole profit came in September quarter. Prospects for second half of fiscal year, said report, "are considerably brighter as a result of a general firming of the TV market."

Davega Stores report sales for 6 months ended Sept. 30 were \$13,074,000, compared with \$13,095,463 same period last year. Net profit fell to \$12,713 from \$241,254 in 1950 period. Liquidation of excessive inventories was given as main reason for decline by president H. M. Stein, who added that inventory was reduced by \$3,250,000 during the period, loans from banks reduced currently to \$650,000 from \$2,500,000 on March 31.

Webster-Chicago reports net profit of \$368,739 (82¢ a share) on net sales of \$13,439,247 for 9 months ended Sept. 30, compared with \$1,019,983 (\$2.27) profit on \$12,980,230 sales in same 1950 period.

Among officers' and directors' stock transactions reported by SEC for September: Dec S. Lenfesty sold 500 Arvin, holds 1000; M. P. Ferguson bought 200 Bendix (August), holds 900; Samuel Paley received 200 CBS "A" as gift, holds 6800 "A," 15,000 "B"; I. James Youngblood sold 800 Clarostat, holds 300; Leo J. Doyle sold 1024 Hallcrafters in September, 600 in August, received 1624 in distribution in May, holds 1463; John S. Timmons sold 4500 Philco, holds 5500; Fred W. Rombach sold 2162 Philco, holds 3166; James T. Buckley sold 2000 Philco, holds 19,987; R. L. Heberling gave 32 Philco as gift, holds 23,800 common, 300 pfd.; Robert H. I. Goddard sold 1100 Raytheon, holds 10,500; Percy I. Spender sold 1000 Raytheon, holds 3; William Gammell Jr. sold 412 Raytheon, holds 14,058. Stanley P. Lovell bought 100 Raytheon (June), holds 500; John J. Smith bought 1000 Sparks-Withington (Aug.), holds 3900; I. M. Olsen bought 300 Sparks-Withington (Oct. 1950), holds 400.

Paramount Pictures Corp. and consolidated subsidiaries report net earnings of \$4,205,000, or \$1.83 on 2,302,-125 shares outstanding, for 9 months ended Sept. 29, vs. \$4,571,000 (\$1.75 on 2,615,619 shares) same period last year. Third quarter earnings are estimated at \$1,373,000 (60¢ per share) vs. \$1,745,000 (67¢) for third quarter 1950. Figures include earnings of Paramount's KTLA, Los Angeles. Paramount's revenues from its interest in DuMont and other investments are included in separate statement of net undistributed earnings of partially-owned non-consolidated subsidiaries. This amounts to \$170,000 for first 9 months of 1951 vs. \$1,127,000 last year, \$183,000 for third quarter 1951 vs. \$298,000 third quarter 1950.

Westinghouse sales hit record \$901,042,000 first 9 months of 1951, increase of 23% over \$731,054,000 in same 1950 period, but profits fell to \$42,757,000 (\$2.67 a share) from \$49,079,000 (\$3.37). Increased taxes were largely responsible for decline, 9-month tax bill totaling \$76,822,-000, more than double last year's \$37,885,000. During third quarter, sales were \$310,480,000, profits \$11,193,000 (69¢) after taxes of \$31,858,000 vs. third-quarter 1950's \$269,323,000 & \$21,873,000 (\$1.52), taxes of \$19,554,000.

Merger of John Meck Industries Inc. into Scott Radio Laboratories Inc. (Vol. 7:40, 43) became effective Nov. 16, each Meck stockholder to receive 1.3 shares of Scott for each share of Meck and Scott's capitalization to be increased to 1,500,000 shares, of which 1,006,185 will be outstanding after completion of exchange.

Standard Coil Products Co., pursuant to underwriting agreement of last July 21 relating to 367,500 shares of common stock, released statement Nov. 15 showing that net sales were \$38,324,991 for 12 months ended Sept. 30, net profit \$3,388,025 after providing estimated \$3,332,127 for Federal income taxes.

Dividends: Hazeltine, year end of \$1, payable Dec. 15 to stockholders of record Dec. 1; Indiana Steel Products Co., year-end of 40¢, quarterly 25¢, payable Dec. 12 to holders Nov. 10; Webster-Chicago, 25¢ payable Dec. 20 to holders Dec. 10; GE, 75¢ payable Jan. 25 to holders Dec. 21; Gabriel Co., passed dividend at Nov. 8 meeting (though paid 15¢ each of 3 previous quarters this year).

General Precision Instrument Corp. elects to directorships Howard K. Halligan, partner in Cyrus J. Lawrence & Sons, and Norbert A. McKenna, partner in Reynolds & Co.

Pre-doctoral fellowship in electrical engineering, valued at \$2700 annually, has been established at New York U by RCA to be known as "David Sarnoff Fellowship." This is in addition to resident fellowships it has also made available to graduate students at Princeton, California Tech, Illinois, Columbia, Cornell.

ONE BANKER who takes dim view of prospect of making money out of renting feature films to TV—even when there are many more stations—is George T. Yousling, v.p. of Los Angeles' Security-First National Bank. It's "telepix" or "vidpix", as the theatrical trade press calls those pictures made specially for TV, that will eventually pay off, he thinks. At least, so far as banks are concerned which have underwritten costly feature picture productions.

In foreclosing on 8 independent films, banker Yousling looked deeply into TV potential, found he could realize only about \$20-25,000 out of rentals, decided there was more money in them from theatrical runs, even on reissue basis. He came to belief, too, that old pictures aren't good TV entertainment, therefore stress should be on films made expressly for TV. He said:

"Today there are only 14 or 15 video markets where you can get pretty good money for motion pictures. Pittsburgh, for example, is on the [coaxial] cable, and the station there isn't apt to pay high prices for pictures . . . buying [only] for filler programs and consequently they won't pay much. What do you think [a film distributor] could get out of Albuquerque? Probably \$50.

"If the major studios should reverse themselves and decide to dump their old pictures into TV, the market will be surfeited, and prices will go way down.

"Telepix are the real answer, the way it looks today. Until now the motion pictures have been the biggest segment in Hollywood, overshadowing radio and TV. I think that with the growth of TV [it] will be a terrific factor, but it will be a healthy change, one which will increase the prosperity of Hollywood and of everyone in the entertainment industry. Look at your TV programs today—it's poverty row. But as time goes on, and with more and more able producers entering the telepix field, it's inevitable that TV will give new life to the entire industry."

The "join 'em" attitude is well demonstrated down Long Beach way, where Pacific Drive-In Theatres chain's open air Lakewood Theatre played one Tuesday night to 900 autos instead of usual 350. Reason: Personal appearance of TV star Harry Babbitt on "TV Star Night" during which there was also a drawing for a TV set, orchids for ladies, cigars for men. Star is going to play the circuit, while theatre firm tells public:

"We realize it is nice to sit in a comfortable home 4 or 5 nights a week and watch TV programs. But on that one or 2 nights a week when you have the urge to get out of the house with the family and see a fine, big-screen picture in a festive surrounding, we want your patronage at a Pacific Drive-In."

Hollywood's independent TV outlets, with exception of Dorothy Schiff's KLAC-TV, are "in the red or close to it," says *Hollywood Daily Variety*, citing Paramount's KTLA, *Times'* KTTV and General Tire's KHJ-TV (formerly KFI-TV) as "staggering under a heavy burden of high budgeted programs and overhead, hard put to find angels who will pick up the tab on local shows selling for as high as from \$5000 to \$6000". Network-owned KNBH (NBC), KNXT (CBS) and KECA-TV (ABC) are reputed to be comfortably in the black.

DuMont had unusually clever publicity release accompanying move of WABD to Empire State Bldg. It comprises copy of memo from allocations engineer Robert Wakeman to research v.p. Dr. Thomas Goldsmith. Wakeman reports that "4 chronic troubles" will be alleviated by move: "Westchester Ghost (known in Manhattan as the Park Avenue Ghost), Irvington Shadow, Hackensack Ghost, Inadequate Fringe Area Signal." Hackensack Ghost and Irvington Shadow, incidentally, were due to shadows and reflections caused by RCA Bldg.

Mobilization Notes: RTMA small business committee reports further success in increasing subcontracting of military orders. Chairman A. D. Plamondon Jr. (Indiana Steel Products) told Small Business Conference in Chicago Nov. 14 that some 54 potential subcontractors have registered with RTMA headquarters—about 23% of RTMA's 236 small business members. Of this number, 17 have been requested to submit brochures to prime contractors, and 11 are in line to receive subcontracts. Plamondon said 8-10 additional subcontractors should receive order through the program within next 3-6 months. Small business members of RTMA (750 employes or less) can get information on program by writing Ralph Haarlander, RTMA.

CBS-Columbia's appeal for more materials to make black-&-white TV sets (Vol. 7:43-44), twice postponed, has been set for Nov. 20 before NPA Appeals Board, Dr. T. Munford Boyd, chairman. Since original turndown was appealed, NPA issued new Regulation 6 which spells out conditions under which a company's priority ratings and materials quotas may be transferred when it is sold. In a nutshell, order provides: (1) When purchaser of going concern continues to operate it as "substantially the same business" at same location, he acquires all privileges and limitations granted by NPA to former owner. (2) If new owner discontinues operation, or operates business "for a substantially different purpose," or in different location, he can't continue to use its ratings and quotas without special NPA permission. CBS is seeking higher metals quotas than Air King, which it acquired.

Uncle Sam is being more conservative in his program to aid industrial expansion. That's indicated by DPA's latest list of certificates of necessity for rapid tax write-offs. On previous lists, most electronic industry expansion was granted 5-year amortization on 75% of construction costs. This week's list shows 65% is now the rule. Listed were certificates for these electronic and related projects (at 65%, except as noted): Victor Adding Machine Co., Chicago, fire control systems, \$1,258,183; Machlett Labs Inc., Springdale, Conn., tubes, \$247,400; Packard-Bell, Los Angeles, ordnance, \$239,609; Standard Electrical Products Co., Dayton, aircraft equipment, \$80,999. Kenyon Gyro Electronics Corp., Halesite, L. I., \$52,191 (70%).

First-quarter allotment of materials for production of TV-radio-phonos, as released by NPA (see story, p. 6): Carbon steel, 19,775 tons (vs. 22,299 in fourth-quarter 1951 & 39,550 in average base period quarter); alloy steel, 18 tons (vs. 52 & 36); stainless steel, 31,004 lbs. (vs. 29,036 & 62,003); copper brass mill products, 506,297 lbs. (vs. 515,301 & 1,477,490); copper wire mill products, 1,577,904 lbs. (vs. 1,696,533 & 3,976,780); copper foundry products, 6380 lbs. (vs. 18,772 & 31,900); aluminum, 756,703 lbs. (vs. 1,200,632 & 2,367,795).

TV-radar combination is to be tried at London airport in effort to speed traffic, particularly since jets are scheduled for regular operations next year. Idea is to transmit maps, radar displays, etc., to TV screens in strategic spots around airport.

Telecasts of Paris UN meetings over CBS-TV just one day late are made possible through use of Paramount's theatre-TV equipment which puts sessions on film in matter of seconds; film is flown to U. S. immediately. Paramount flew 10 tons of equipment to Paris at request of State Dept.

Reynold R. Kraft, 56, Midwest sales mgr. for Fort Industry Co. (Storer), died suddenly last week in his Chicago office. He joined Storer group in July, after serving as Raymer v.p. and before that for 20 years with NBC radio sales. He was a 1917 graduate of U of Illinois, captain of its football team that year, and is survived by wife and son.

Telecasting Notes: Revolt of network affiliates against NBC's Economic Study proposals (Vol. 7:40), or any similar plan by other radio networks, seems to be growing—emphasized by edict of all-industry affiliates' committee, formed during recent fight against network radio rate cuts, that it will vigorously oppose "any arbitrary formula which bases radio rates on the growth of TV circulation rather than on radio's own efficiency" . . . NBC proposals, says committee headed by Paul Morency, WTIC, Hartford (non-TV area), would lead to "destruction of radio" and "radio rates should be based on actual circulation values delivered by radio . . . we resoundingly reject the theory that the installation of a TV set in a radio home eliminates the use of radio in that home" . . . Hats off to CBS for its Nov. 15 round-the-clock blood donor appeals, with so many lively and original plugs in each and every program—very effective for Red Cross and very effective proof of efficacy of "saturation" radio . . . *Saturday Evening Post* shortly to release series of 3 articles on TV by Milton Mackaye, with particular emphasis on its impact on movies . . . *Chicago Tribune* has reduced radio program listings to make way for radio editor Larry Wolters' daily TV column . . . Ontario Motion Picture Theatre Assn. study shows that, though Canada has no TV stations as yet, boxoffice has declined average 6% in Windsor area, opposite Detroit, where every other home has TV set . . . Albert Zugsmith, onetime partner of newspaper-radio broker Smith Davis, now president of American Pictures Corp., Hollywood, reported heading up "Lincoln Network," formed to apply for TV stations in smaller communities in Western states . . . Construction of 1017-ft. tower for Milwaukee's WTMJ-TV has been started, with completion expected mid-1952; job is being handled by International Derrick, which built 1057-ft. tower for Atlanta's WSB-TV and is erecting 1000-ft. structure for WBEN-TV, Buffalo . . . NBC commentator Dick Harkness only network newsman on junket of writers leaving Washington by plane Nov. 16 for London, Paris, Rome and Army installations in Germany, Yugoslavia, Turkey, Greece . . . WBKB, Chicago, Oct. 15 raised base hour rate from \$1100 to \$1300, dropped old \$200 Class A one-min. announcement, set 20-sec. rate at \$325 . . . Two-year rights to All-Star Pro Bowl Game in Los Angeles Memorial Stadium, between grid teams of National and American conferences, have been signed by NBC-TV; first is next Jan. 12 at 4:30 p.m. PST (1:30 EST), Los Angeles telecasts excluded, sponsored by L. A. Newspaper Publishers Assn. in behalf of local charities . . . Ethel Barrymore signed by Monogram's new TV subsidiary, Interstate Television Corp., for series of half-hour films dramas titled *Ethel Barrymore Theater of the Air*.

Chances for NPA approval of large TV-radio construction and alteration projects during first quarter are about same as they were for fourth quarter (Vol. 7:31-41). DPA announced this week that allotments of structural steel next quarter "will be substantially the same" as they have been this quarter, and that demand is about the same. Broadcasters may write their own priority tickets for up to 25 tons of steel, 2000 lbs. of copper and 1000 lbs. of aluminum per quarter (Vol. 7:43). If their projects require more than that amount, they must apply to NPA.

Elliott Roosevelt revealed in Atlanta this week that he's joining E. D. Rivers Jr., son of former governor of Georgia, in a company seeking TV outlets in Atlanta, Savannah and Valdosta; young Rivers owns radio stations in latter cities (WJIV & WGOV), as well as in Decatur, Ga., and E. Memphis, Ark. (WEAS & KWEM), and his father owns radio stations WLBS, Birmingham, and WOBS, Jackson, Miss. Roosevelt also said young Rivers will be partner in firm syndicating programs to small TV stations.

NCAA's restrictive football rules appeared to be disintegrating this week following relaxation of regulations Nov. 10 to permit Michigan State-Notre-Dame game to be televised in Detroit, Lansing and Washington (Vol. 7:45). First wilful violation was by WKZO-TV, Kalamazoo, which "pirated" game after NCAA denied station's request to show game. WKZO-TV president John Fetzer said his action was dictated by "compelling public interest," and indicated he's prepared to put up stiff legal fight against any action NCAA may aim at him. "At the proper time," he declared, "we'll be ready to say plenty." Notre Dame athletic director Edward Krause announced this week he'll fight renewal of the policy at NCAA convention next January. "We want to televise our football games and intend to fight for the right," he said, adding his voice to last week's blast by U of Pennsylvania's Francis Murray (Vol. 7:45). University of Southern California athletic director Willis Hunter, a member of NCAA's 4-man TV committee, this week reportedly was trying to sell TV rights to Nov. 24 USC-UCLA game in apparent violation of rules his own committee is supposed to enforce.

Sponsorship of presidential nominating conventions in Chicago next summer still requires assent of Democratic and Republican national committees—decision awaiting agreement with all networks on "code" for handling of broadcasts and telecasts, expected within week or so. It's definite, though, that political parties cannot share sponsor revenues under Corrupt Practices Act, and spokesman says they don't intend to charge networks any rental fees, etc. TV-radio industry estimates conventions, sustaining, would run at least \$5,000,000 in cancelled time and talent, network facilities, etc. Shift in conventions' locale from Chicago Stadium to International Amphitheatre has been interpreted as dictated primarily by better TV facilities at latter, but spokesmen say "economy" was deciding factor—Amphitheatre was cheaper. However, it's estimated shift saves industry from constructing up to \$250,000 in facilities.

Sidelight on educational TV: In Nashville, board of education president Dan May and school supt. W. A. Bass told Mayor Ben West they didn't see how schools could afford to build and operate TV station—therefore rejected reservation of channel. Bass also instructed Joint Committee on Educational TV to withdraw his recommendation that channel be reserved. JCET executive director Ralph Steetle then contacted heads of Vanderbilt U, Peabody College, Scarritt College, found them still strong for reservation—so he informed FCC that JCET would continue to support setting aside channel in Nashville.

Suit for \$15,000 against WXEL, Cleveland, by couple owning house 265 ft. from tower, was decided in station's favor by Common Pleas Judge Joseph A. Artl Nov. 9. Couple had brought suit March 1950, charging that house had depreciated \$15,000 because of tower's presence, that house became smeared during tower-painting, that falling ice endangered and disturbed them. Insurance company took care of paint and ice damages, but station chose to have "depreciation" claim adjudicated to set precedent for itself and other stations.

Paramount hearing, including ABC-United Paramount merger issue (Vol. 7:21, 44-45), is subject of pre-trial conference to be held at FCC Nov. 21 for purpose of "simplification, clarification, amplification, limitation," etc. Idea is to try to eliminate rehashing things already completely settled by Supreme Court decisions, etc. Hearing itself is scheduled for Jan. 15, with Leo Resnick as examiner, Fred Ford, Max Paglin and James Juntilla as FCC counsel.

No weekly Addenda to *TV Factbook No. 13* accompanies this issue of *Television Digest*, for reason that there were no applications, grants or changes to report this week.

Television Digest

with **ELECTRONICS** REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 1755 • VOL. 7, No. 47

November 24, 1951

In this Issue:

- | | |
|--|--|
| Reasoning Behind AM Station Sales, page 1. | Trade Evolving to 'Normal' Levels, page 8. |
| Speed of Freeze-End Now Up to FCC, page 2. | Picture Tubes With a 'New Face', page 8. |
| NCAA Fumbles Ball, Public May Recover, page 3. | More Materials for Small Businesses, page 9. |
| Color Ban Is Extended to Theatre TV, page 4. | Topics & Trends-Financial-Mobilization Notes, pp. 10-11. |
| Fiscal Report on a TV Station, page 5. | Nov. 1 'Census' of Sets-in-Use by Cities, page 12. |

REASONING BEHIND AM STATION SALES: Why are so many radio stations being sold lately?

Multi-million-dollar magnitude of WOR & WOR-TV "merger" into General Tire TV-radio combine (Tom O'Neil), proposed last week (Vol. 7:46), led us to ask that question of the leading radio station brokers.

Their consensus: TV...taxes...age. To which several radio station people added: Too many AM outlets for future economic comfort. Here's the reasoning:

(1) "Threat of TV" is worrying some AM operators -- first lest radio face an uncertain economic future, second lest they be frozen out when inevitable scramble for the scarce TV channels begins. They fear there may not be enough such channels to go around; they also fear competition from "the big money" for such channels.

When an AM property is appraised these days, said broker Howard Stark, the first consideration of buyer is "TV potential". There's a good market for good radio properties, he said, but "good" now means how good is possibility of getting TV?

(2) Taxes now take such big bites out of both corporate and personal incomes that there's little incentive among some radio owners to expand, to go into TV, if making money is the prime aim. Hence, says James Blackburn, of Blackburn-Hamilton, there's incentive for owners to sell and take capital gains, and for buyers to buy and secure new depreciation bases.

(3) Age of owners is a definite factor. Some want to retire, taking capital gains out of projects they founded in the '20s & '30s. If they're well on in years, especially if they have no heirs or successors properly intrigued by the challenge of TV and radio's future, their impulse is to quit. Their reasoning is: Why start out all over again in a new and costly risk enterprise?

(4) Number of radio stations continues to mount. Most are doing middling-to-well, despite TV, especially if they enjoy good facilities in good markets and have favorable network affiliations. But conviction is growing that today's 2392 AM stations (to say nothing of 676 FM) cannot possibly survive the changing times.

Actually, FCC has licensed 2289 AM stations to date, issued CPs for 103 more -- or more than twice number before VJ-Day. There are 550 FM licenses, 126 CPs.

* * * *

Whereas there were exactly dozen deals involving changes of TV ownerships (Vol. 7:41) up to time of WOR project, hardly a day goes by without applications to FCC for transfers of control or assignments of licenses of radio stations. FCC says there were 401 such during its fiscal year ended last July 1 and 127 between July 1 and Sept. 1. Not all of these were sales, of course -- but they do point a trend.

Current big AM deal is proposed purchase of Crosley's WINS, New York, with 50-kw daytime and 10-kw night on 1010 kc, by group headed by Elliott Roosevelt and reputed to include Henry Morgenthau III. Price is around \$600,000, but Crosley's James Shouse said deal wasn't closed at week's end. It's supposed to be separate

from Roosevelt's reported TV projects in association with Georgia station owner E.D. Rivers Jr., son of the former governor (Vol. 7:46).

Roosevelt's TV plans embrace (1) applying for stations in Southern towns; (2) helping to finance new TV grantees by way of leasing them studio & transmitting equipment; (3) producing low-cost TV programs, including films "in color" because, he's quoted as saying, that's the way TV will be in 2 or 3 years.

SPEED OF FREEZE-END NOW UP TO FCC: Industry's part of "bargain" with FCC to hasten end of freeze -- namely, to confine its comments on allocation plan to paper, in lieu of oral hearings -- is about fulfilled.

It will be up to FCC, shortly, to come forth with final freeze decision with all possible speed -- based on comments which reached total of 1446 as 16 more were filed this week. It's believed just about all comments are now in, and Commission personnel has been "digesting" them as fast as received.

Official deadline in "paper" hearing is now Dec. 17, but everyone had been thinking in terms of original Nov. 26 until 3 weeks ago, when FCC gave more time for comments on U.S.-Mexican border channel changes (Vol. 7:45). Commissioners maintain that extension to Dec. 17 won't lengthen freeze beyond any previous estimates.

Commission isn't actually free to evolve final decision until it has ruled on all petitions filed during paper hearing, particularly those requesting oral presentation. So far, it has denied several such petitions, leaving little doubt balance of requests will get turndown.

But...no matter how fast Commission acts, real end of freeze -- numerous stations on the air -- won't come until well into 1953; in fact, you can expect no heavy flow of new stations until 1954 (Vol. 7:36 et seq).

* * * *

With deliberations on final decision about to begin -- though its issuance still isn't expected before spring -- these questions appear uppermost:

- (1) Will educational reservations stick?
- (2) Will station spacing be reduced?
- (3) Will vhf and uhf applicants be segregated in vhf-uhf cities?
- (4) What happens to applicants who went through hearings pre-freeze?
- (5) What will be general post-freeze hearing and granting procedure?

* * * *

No pat answers are available on any of these, and Commission hasn't even given much thought to some. But following is "good" speculation, based on current FCC attitudes, past actions:

(1) Educational reservations will stick, in large part -- probably for next year or two. Synthesis of FCC thinking is this:

Reservations were put there for everyone to shoot at, and everyone has had a crack at them. Let's see what the record shows.

Educators' showings have ranged from weak to strong; but same goes for industry. For "strong" showing, an educator doesn't have to prove financial ability to build "tomorrow". Many uhf educational reservations are unopposed; therefore, there's no reason for deleting these -- even if they're poorly supported.

Strong cases have been made by educators in some places where FCC proposed no reservation, e.g., State of New Jersey. State is likely to get educational channels, even if they have to come from FCC's uhf "flexibility" stockpile.

Here's how one commissioner puts it: "We'll make this decision on the record. We did it in color. We'll do it here. We can do nothing else."

Educators' chances are improved, too, by fact Comr. Hennock is remaining on Commission. Presumably, she may be counted as one guaranteed vote for every reservation -- plus. Nor will educators' prospects be hurt by fact Joint Committee on Educational TV chose another "big name", James M. Landis, as legal counsel in absence of Gen. Telford Taylor, now chief of Small Defense Plants Administration.

Mr. Landis has been, among other things, dean of Harvard Law School, member of Federal Trade and Securities & Exchange commissions, chairman of Civil Aeronautics Board -- one of the paladins of President Roosevelt's New Deal.

(2) Station spacing is very likely to be reduced. Great preponderance of comments favor that. Reduction from 180-mile minimum to 165-170 is probable, though Gulf and West Coast spacings are almost certain to be greater -- perhaps 190-200 miles or more -- because of more severe tropospheric interference.

(3) Segregation of vhf and uhf applications is real stickler. On the one hand, FCC is straining every nerve to promote uhf. On other, it fears that if it handles vhf and uhf separately in each city, poorly-qualified applicants may snap up uhf while higher-grade entrepreneurs are locked in battle for vhf. Losers in vhf hearings would then be foreclosed from TV -- even though FCC might like to see them on uhf. Today, the "one pot" philosophy seems to have edge -- all applicants to be thrown into one hearing in each vhf-uhf city, best-qualified to get vhf.

(4) Applicants who sweated out hearings before freeze, some of them long and costly, can't get slightest inkling about their status. Do they have legal rights FCC can't afford to ignore? Can Commission keep them happy, yet satisfy post-freeze applicants? No one has yet riddled that one out.

(5) After final decision, applicants have been virtually guaranteed 60 days in which to file new applications, amend the old. Then, FCC is free to grant uncontested applications and schedule hearings. There will be very few uncontested grants, none in any sizable city -- no vhf at all, one industry attorney thinks.

Hearings will be the bottleneck. Commission hopes to augment its 7 examiners and hearing staff with \$600,000 appropriation it's requesting from Congress -- on top of regular budget for year starting July 1952.

* * * *

Though FCC hasn't expected much delay to arise from U.S.-Mexican border allocation, comments on it may give Commission cause for pause. DuMont, for one, proposes changes in 22 border cities, only one of them Mexican. DuMont manages, among other things, to add a channel to both Mexicali and San Diego. But FCC dreads starting another time-consuming round of horse-trading with the Mexicans. For list of proposed changes, see page 12.

NCAA FUMBLES BALL, PUBLIC MAY RECOVER: NCAA's battered college grid TV "experiment" of 1951 ended this week in a sour climax. And the Justice Dept., State officials, Congressmen and the TV broadcasting & manufacturing fraternity -- all supported by the sports-loving public -- were closing in to prevent a recurrence in 1952.

There seemed little doubt that the public, which usually gets what it goes after, would be the winner -- next season. It's unlikely now that the "experiment" -- with its blackouts, bans and surveys -- will be renewed for a second year's run.

"NCAA some time ago was warned that its so-called TV research experiment violated anti-trust laws. They were warned again later and will be informed again today." So Justice Dept.'s litigation chief Victor Kramer told Neville Miller, attorney for Louisville's WHAS-TV Nov. 23 -- thereby resolving all speculation as to whether Govt. was also pointing its finger at NCAA when it filed anti-trust suit against National Football League Oct. 9 (Vol. 7:41).

This week's furore started with request by WHAS-TV and Nashville's WSM-TV for permission to telecast Nov. 24 Kentucky-Tennessee classic at Lexington. Game had been sold out in advance, and NCAA's relaxation of ban on the Nov. 10 Michigan State-Notre Dame clash (Vol. 7:45-46) was cited as precedent.

NCAA rejected request, and fireworks began in earnest. Kentucky's Gov. Wetherby wired Attorney General McGrath to break up NCAA's "illegal conspiracy". Sen. Clements (D-Ky.) followed suit. Then came Justice's "third warning" to NCAA.

Thereupon NCAA re-pollled its 9-man TV committee, and -- as if in answer to the Justice Dept., the politicians and the public -- gave its final "no".

Question of renewing TV restrictions will be decided at NCAA convention next January and at regional collegiate athletic association meetings before then. It's no secret that many colleges -- led by Notre Dame and U of Pennsylvania -- are

strongly opposed to renewal, and their ranks are being swelled by others suffering from the unpleasant aftertaste of poor public relations.

Blasting "fallacy of NCAA policy," RTMA sport broadcasting committee chairman J.B. Elliott, RCA v.p. and onetime Georgia Tech grid star, promised nation's TV manufacturers and distributors will work to promote attendance at college football games next fall -- but only "if colleges agree to unrestricted TV in 1952."

"College football has enjoyed phenomenal progress with the development of TV," said Elliott. He also pointed to increased gate at boxing and other sporting events, said TV deserves some of the credit. He cited Walcott-Charles and Louis-Marciano bouts sponsored by TV manufacturers (Vol. 7:28,42) as creating "widespread goodwill [toward manufacturers] among set owners."

COLOR BAN IS EXTENDED TO THEATRE TV: Commercial production of color theatre-TV equipment is now banned -- along with home color sets, converters, adapters, special color parts & subassemblies and closed-circuit "department store" color systems.

NPA order M-90 issued Nov. 20 appears at first glance to be simple "formalization" of TV manufacturers' Oct. 25 no-color-production agreement with defense mobilizer Charles Wilson (Vol. 7:42-43). Actually, it goes further than set makers' pledge to Mr. Wilson as interpreted by industry members who attended that meeting.

Whereas general belief was that the "Wilson agreement" applied only to mass production of home color sets, the formal order, unless changed, puts the kibosh on 20th Century-Fox's plans to make and sell Eidophor with CBS color (Vol. 7:42,45,46). It also puts quietus on any color theatre-TV production by Paramount, RCA, et al.

Order M-90 does not ban commercial production of black-&-white equipment, however -- either for theatre TV or home receivers.

There's always possibility of successful appeal to NPA on grounds theatre color doesn't use much more materials than black-&-white, since it's not a mass production operation like home TV set manufacture. And there's also angle that theatre TV manufacturers weren't consulted before order was issued. When we talked to CBS and 20th Century officials this week they said they hadn't studied order yet, had made no decision on future action.

"The only thing to do is get the order changed," said a 20th Century attorney, "and that's what we're going to try to do as soon as we get figures showing the small amount of materials required to make color theatre equipment as opposed to black-&-white." Film company has been negotiating with GE for manufacture of Eidophor equipment. Another theatre-TV proponent is known to have visited NPA seeking clarification of color order.

* * * *

Inclusion of theatre equipment in order was no accident. NPA officials, technicians and lawyers who drafted M-90 say intention is to ban all types of "commercial" color TV -- and that includes theatre and "non-industrial" closed-circuit color gear. While not specifically mentioned in order, they say both theatre and department store equipment were discussed during the drafting, and it's the "meaning and intent" of order that production of both items be outlawed.

NPA said purpose of order is to avoid any anti-trust implications in manufacturers' agreement with Mr. Wilson. It spells out what can and can't be done in the field of color TV.

Prohibited is commercial manufacture or assembly of "any TV set designed to receive or capable of receiving color TV" -- as well as "any product, attachment or part designed solely to permit or facilitate, or capable only of permitting or facilitating, the reception of color TV."

Specifically exempted from ban is "color TV equipment for use on a closed circuit for industrial [factory] purposes, or by hospitals or educational institutions for instructional purposes."

There's no ban on color-TV research and development, or on color production for defense agencies. Manufacturers and laboratories, in fact, may apply for special allocations of controlled materials (steel, copper, aluminum) and priorities on other materials for this research -- under NPA's long-standing laboratory order M-71 (Vol. 7:27,34). But M-71 puts this brake on "commercialization" of research:

"No person may use any of the materials or products obtained under...this order for the manufacture of experimental models which are to be distributed for the purpose of promoting sales or creating a consumer demand for the article. However, provisions of this order may be used to get materials or products for the production of experimental models which are intended to be used only for scientific or technological investigation, testing, development or experimentation.

"Such experimental models may be made only in the minimum number and the minimum size required to determine the suitability of the article for commercial production and use."

* * * *

Excitement about color Eidophor remains high among 20th Century-Fox, CBS and GE people. Earl Sponable, 20th Century's technical TV chief, arriving from Zurich Nov. 20, pooh-poohed fears of engineers who think system may be difficult to make, ticklish to maintain. "We've had 2-3 months' experience with it and think it's very reliable. We wouldn't have bought into it if we had such fears," he said.

"Very convincing show -- better than anyone else's," is way Sponable characterized recent Zurich demonstrations (Vol. 7:46). "Better illusion than movies."

CBS's Dr. Peter Goldmark, also just returned, is likewise confident -- and miffed about criticisms, particularly those we quoted last week (Vol. 7:46).

"Do you think," he demanded, "that 20th Century and we would play around with it if we thought it had such troubles?" System shown was 525 lines, 150 fields, 8-mc video bandwidth.

"We can use 4 mc, 12 mc, any bandwidth we desire," said Dr. Goldmark. "The field rate will probably be 144 when we bring it here." Asked about horizontal resolution, he said: "That's meaningless. I can produce a better picture with 4 mc than others can with 12. Just read my testimony [in the color hearing]." He was referring to "crispening," etc., he said. Equipment will be changed to operate on 60-cycle current, from European 50-cycle.

Then GE's Dr. Baker got back, told us: "I've never seen any color like it. It's brighter than any movie, and the beauty of it is that you can go to any brightness. Of course, if you go too high, you run into flicker -- but there was none with these pictures. I've no qualms at all about its manufacture. There will be problems, sure, but I have no worries at all. The laboratory work is done; now it's a job of production engineering."

* * * *

NTSC remains focal point regarding color TV for the home, now that the CBS system is out of the picture indefinitely, probably permanently. But NTSC appears to be deliberately quiet about its accomplishments, despite fact it has agreed unanimously and enthusiastically on field-testing specifications of compatible system, and major members are gearing to telecast color signals next month.

NTSC's quiescence is attributed primarily to two principal attitudes:

(1) Simple engineering prudence. As one informed engineer puts it: "This is field testing, and field testing is for the purpose of discovering bugs, if any. Should we make a lot of fuss about these specifications now, only to find that some may have to be changed -- giving some people the notion we're backtracking?"

(2) Fear or caution regarding FCC, particularly Chairman Coy. Number of industry men appear to be so anxious to avoid ruffling Coy's feathers -- despite his relentlessly bitter and condemnatory attitude (Vol. 7:45), and despite fact Coy does not control Commission -- that they have just got around to releasing field-testing specifications for publication next week. There seems to be trepidation lest misinterpretation of field-testing purposes by popular press rile the Commission.

FISCAL REPORT ON A TV STATION: Here's another pertinent testimonial to the up-and-coming telecasting prodigy. It comes from Edward Lamb, the Toledo labor lawyer who founded and operates TV stations WICU in Erie and WTVN in Columbus, and who also publishes Erie Dispatch, owns WTOD(AM) & WTRT(FM), Toledo, and awaits FCC approval of his recent purchase of WHOO (AM & FM), Orlando, Fla. (Vol. 7:41).

Never one to hide his fiscal lights under a bushel, an attitude not shared by his TV confreres, Lamb was one of very first to proclaim the profitability of TV

-- asserting back in 1949 (Vol. 5:42) that his Erie station, which began operating on March 15 of that year as the nation's 57th outlet, was already in the black. This much more he told the Erie Ad Club this week about his now 32-month-old project:

WICU represented initial investment of \$350,000, has made money practically from start, had gross billings of \$240,000 in 1949, \$600,000 in 1950 -- and will go above \$1,000,000 this year, very likely some 30% more in 1952.

Revenues derive 30% from the 4 networks (WICU gets programs from all, since Erie, pop. 130,125, is one-station town, thanks to the "freeze"); 28% from local programs; 18% from national spot; 12% from national programs; 12% from local spot. Original staff was 16-18 persons, now is twice that, the average age only 24 years! Original payroll was \$1000 a week, now is \$3000. Hours on air, due largely to upsurge in daytime programming, have risen from average of 50 per week in 1949 to 80 in 1950 to more than 100 now -- may go up another 15% next year.

Original base rate of \$100 an hour is now \$500. Cost of operation now runs more than \$200 an hour -- high technical overhead illustrated by fact one iconoscope tube may last as little as 500 hours yet costs \$1200.

Mr. Lamb didn't reveal his profit figures, though he indicated his Columbus station is also in the black -- albeit it costs more to "vie for a Hooperating" in a competitive town like that (3 stations) than it does in single-station Erie.

"It is not difficult from these figures," he told his Erie audience, "to determine our operating profits or losses. For those persons who may be casting glances in this direction, it is well to remember that TV stations were started at a most unfortunate time tax-wise, and Uncle Sam has taken a very great majority of the profits which accrued.

"The telecaster who begins business under the illusion of making profits from the beginning is in for a shock. Instead, he will see others -- set distributors, servicemen and competing advertising media -- all making the money out of his efforts to furnish a video service."

Note: Mr. Lamb said 95% of TV stations are now operating in the black -- about right. To which we'd add that all but handful are grossing at least \$1,000,000 and some, notably network keys, well over \$5,000,000 -- one of them due to achieve \$8,000,000 this year (Vol. 7:36). Profit figures, of course, aren't being divulged.

Telecasting Notes: Apropos skyrocketing costs of TV talent, caustic *New York Herald Tribune* Syndicate columnist John Crosby sees situation resembling the movie lots back in the old lush days, and observes: "This is just the beginning. With salaries inflating so rapidly, with taxes the way they are, the entertainer can afford to have 2 artist representatives, to have 3 or 4 press agents each with a pretty assistant P.A.; just possibly he can afford to have 2 or 3 mothers. The only fly in this opulent ointment is the National Production Authority, which is getting awfully stingy with its metals. It looks as though there won't be enough Cadillacs to go around" . . . Time costs are mounting, too, evidenced in new rate cards being issued by stations, to be digested in next issue of *TV Factbook* (No. 14) now in preparation for early January publication; whether networks will order another increase next year is problematical, but NBC-TV has rate committee studying idea . . . If you bought one 20-second spot on all the 109 stations now operating (including XELD-TV, Matamoros, Mexico, across from Brownsville, Tex.), it would cost \$15,149, according to analysis based on Nov. 1 Class A time rates for film in study by Weed & Co.'s Peter B. James; rates are up, he finds, 10-20% over 1950 average . . . Ginger Rogers signed by CBS-TV to 5-year contract involving "more than \$1,000,000," described in *Herald Tribune* as "another wedge in the wall of opposition Hollywood has been putting up against the appearance on TV of its top boxoffice names" . . . NBC-TV's 7-9 a.m. "enlightened disc jockey show" is definite now; titled *Today*, it starts Jan. 7, runs every weekday with Dave Garroway

as m.c., news briefs every 20 minutes, day's new recordings--whole show pitched so it can be heard without being watched, though hearers will be urged to "come see this" every now and then; several sponsors in prospect, but rate hasn't been fixed yet . . . NBC-TV daily sign-on is now 10:30 a.m., and for a while it will let 9-10:30 a.m. stay "dark" . . . KNBH, Hollywood, has moved daily sign-on time from 12:30 to 10:30 a.m. . . . Denver's KLZ has no TV yet, but its staff and local agencies and sponsors are being briefed in series of "TV Preparation Clinics"; first speaker Nov. 20 was George L. Moscovics, KNXT, Hollywood, next will be Edward Codel, of Katz rep firm . . . Hal Roach Studios and Official Films Inc. have concluded production-sales tieup, William Morris Agency to handle national sales . . . Bing Crosby will time his TV debut next fall with introduction of his firm's TV tape recording system (Vol. 7:46), according to Nov. 24 *Billboard*; his engineers believe they'll have tape up to adequate quality 6 months from now.

Use of helicopter for field-strength survey of WJZ-TV's new antenna on Empire State Bldg. Nov. 18 appeared to be successful, according to station's consultants Kear & Kennedy. Measurements were taken as craft circled antenna at 2000-foot radius, 1200-1400 feet above ground. First such use of helicopter was with WATV Aug. 1948.

WTTV, Bloomington, this week filed application to replace 2-kw transmitter with 5-kw, increase ERP from 10.8 to 27.1 kw; RCA is supplying Channel 10 transmitter, will rework it for Channel 4 if and when FCC go-ahead is received following final allocations decision.

Personal Notes: Joseph A. McDonald, ABC gen. attorney, has resigned effective Dec. 31 to join NBC administrative staff from which he resigned as asst. gen. counsel in 1945; he's expected to be named treasurer. New acting ABC gen. attorney will be his asst. Mrs. Geraldine B. Zorbaugh . . . Irwin Schneiderman, from New York law offices of Cahill, Gordon, Zachry & Reindel, RCA-NBC counsel, transferred to Washington office, replacing Robert G. Zeller, now stationed in New York . . . Eugene S. Thomas has left staff of WOR-TV, where he has been operations mgr. since Macy's sold WOIC, Washington (now WTOP-TV), which he managed . . . Ward Dorrell, ex-C. E. Hooper v.p., joins John Blair & Co. as research & program consultant Jan. 1 . . . Ralph E. McKinnie, Raymer radio sales mgr., New York, named TV sales mgr. . . . Charles A. Batson, ex-TV director of NAB, named TV director of Broadcasting Co. of the South (G. Richard Shafto), operating radio stations WIS, Columbia, S. C.; WSPA, Spartanburg, S. C.; WIST, Charlotte, with TV applications pending for Columbia & Charlotte . . . Mary Alice Connell named mgr., ABC-TV spot sales service, succeeding Emily Clark, resigned . . . Philip G. Caldwell, engineering director, ABC Western Div., named chairman of broadcast transmission group, auxiliary of IRE, Southern California group being third of kind (others: New York, Boston) . . . Oliver Treyz, ex-ABC, has joined Wm. H. Weintraub agency . . . Richard Fisher, ex-WSAI, Cincinnati, named program director of WJBK & WJBK-TV, Detroit . . . Davis Kees, ex-KPIX, San Francisco, named CBS-TV director of special events, succeeding Robert Bendick, resigned to join Mike Todd Productions . . . Hal Kemp, ex-William Morris Agency, has joined NBC-TV, Hollywood . . . Maurice Morton, ex-William Morris Agency, named asst. to Martin Leeds, CBS-TV director of business affairs, Hollywood . . . Halsey V. Barrett, ex-CBS-TV and DuMont, named Eastern sales mgr., Consolidated Television Sales Inc., program syndicator, setting up offices at 45 W. 56th St., N. Y. . . . Robert O'Brian promoted to western representative, United Artists TV dept., with headquarters in Chicago . . . Jonny Graff, ex-WBKB, Chicago, named sales v.p., Snader Transcriptions . . . Donald Stewart, ex-mgr. WDTV, Pittsburgh, named mgr. of new DuMont Network film dept.

Station Accounts: American Vitamin Associates, which filed bankruptcy petition in Los Angeles Federal Court earlier this month, is being taken over by group of Seattle businessmen, including radio station operators Archie Taft and J. Elroy McCaw; will be recapitalized and renamed Thyavals Inc., confining distribution to Western states, placing ads thru Craig Maudsley Adv., Seattle, including *Dude Ranch* on KLAG-TV, Los Angeles . . . Regens Lighter Corp. (automatic lighters) Nov. 20 started *Solo Drama* on WJZ-TV, New York, Tue. 7:15-7:30 p.m., thru Alfred J. Silberstein-Bert Goldsmith Inc., N. Y. . . . Vim Stores, 42-store New York appliance chain, sponsoring 12 news shows on WPIX, planning for 1952 to double this year's \$500,000 TV ad budget . . . Packard buys 26 half-hour films, with option for 39 more to be shot over 3 years, from Bing Crosby Enterprises; titled *Rebound*, first 13 to be placed in Feb., thru Maxon Inc. . . . Picadilly Tobacco Co. for new Picadilly cigarettes, sponsors filmed *Story Theatre* on WABD, New York, Sun. 11-11:30 p.m. starting Nov. 25, thru Hilton & Riggio, N. Y. . . . Sears, Roebuck & Co., for its Coldspot home freezers, Nov. 15 started *Sears Family Showtime*, film show, on WENR-TV, Chicago, 10-10:30 p.m., thru J. Walter Thompson . . . Chick-N-Rich dog food in new campaign, including TV-radio (WOOD-TV, Grand Rapids), thru Arnold Isaak Adv., Chicago . . . Grand Union Co. (chain stores) Nov. 28 starts *Starring the Editor* on WABD, New York, with editor Erwin D. Canham of *Christian Science Monitor* heading panel of metropolitan

newsmen in discussions of public affairs, Wed. 9:30-10 p.m., thru Badger & Browning & Hersey, N. Y. . . . Among other advertisers reported using or preparing to use TV: Eastco Inc. (Clearasil proprietary), thru Ruthrauff & Ryan, N. Y.; Allen Products Co. (Alpo dog food), thru Weightman Inc., Philadelphia; Meyercord Co. (Fabri-cals, decals for ironing on fabric), thru Buchanan & Co., Chicago; Clorox Chemical Co. (Clorox household bleach), thru Honig-Cooper Co., San Francisco.

Network Accounts: Network TV's new hit is Aluminum Co. of America's *See It Now*, current-news documentary with Edward R. Murrow on CBS-TV, Sun. 3:30-4 EST, which this week won acclaim of critics. Highly telegenic himself, Mr. Murrow is televised as he sits in control room, discusses events, calls in live scenes or persons on monitors, asks for film shots (Churchill, Eden, Taft, Korea), "talks" with CBS foreign correspondents via films shot few days before. Show looks like one of TV's hottest if Nov. 18 starting pace can be maintained . . . Amoco will sponsor Edward Murrow's Jan. 1 CBS-TV news roundup of year, *Year of Crisis: Challenge of the '50's* Tue. 3-4 p.m., thru Joseph Katz Co., N. Y. . . . Owens-Corning Fiberglas Co. (Fiberglas) starting Feb. 5 sponsors Tue. 1:45-2 segments of *Garry Moore Show* on CBS-TV, Mon.-thru-Fri., 1:30-2:30, thru Fuller & Smith & Ross, N. Y. . . . Kaufmann Bros. & Bondy Inc. (Kaywoodie pipes) Dec. 9 sponsors unnamed show one time from Hollywood on CBS-TV, Sun. 5-6, thru Grey Adv., N. Y. . . . Pabst Beer and Brunswick-Balke-Collender Co., bowling equipment manufacturer, join to sponsor finals of *All-Star Bowling Tournament* from Chicago Coliseum on NBC-TV, Dec. 16, Sun. 10-10:30 CST; preliminaries are being carried on WGN-TV, Chicago . . . Emerson Drug Co. (Bromo-Seltzer) will sponsor first half-hour, Shulton Inc. (Old Spice toiletries) second half-hour of Herman Hickman's *All-American Preview* on NBC-TV, Sat. Dec. 1, after telecast of *Army-Navy* game; agencies are BBDO and Wesley Associates, respectively . . . Christmas Day one-shot by Johnson & Johnson (surgical & baby products) will be *Walt Disney Christmas Show* on CBS-TV, Tue. 3-4 p.m. . . . NBC-TV's *Kukla, Fran & Ollie* Nov. 26 cuts to 7-7:15 p.m., Mon.-thru-Fri., dropping 7:15-7:30 period which is being taken by Bob Elliott & Ray Goulding, radio satirists (sustaining); National Biscuit Co. remains as only *Kuka, Fran & Ollie* sponsor, Wed. segment only, with Tue. & Fri. offered cooperatively, Mon. & Thu. sustaining.

Top college basketball games and other events from Madison Square Garden will be available to TV-equipped theatres as result of deal between Nathan Halpern's Theatre Network TV and Garden Corp. Halpern said he expects Garden events will be distributed to theatres "on the basis of local and regional attraction." TNT will wind up winter sports season with National Invitation Tournament and Olympic Games playoffs. Denver saw its first live theatre-TV football game Nov. 17 when John Wolfberg's Broadway theatre showed Colorado-Nebraska NCAA telecast. All 1000 seats were sold out 24 hours in advance at \$2.40.

Transradio Press Service, founded in 1934 primarily to serve radio stations, ceases operations Dec. 1 because, as stated by president Robert E. Moore, of "conviction that the transitions taking place in the whole field of radio and TV no longer encourage the belief that profitable operations are possible for 4 wire news services."

W. Albert Lee, millionaire Houston hotelman, who owns KLEE and sold KLEE-TV (now KPRC-TV) to *Houston Post* last year for \$740,000, was found shot to death in his home Nov. 23.

TRADE EVOLVING TO 'NORMAL' LEVELS: Another 26,500 TV sets were lopped off factory inventories last week (ending Nov. 18). At same time, the industry upped production to 115,722 units, highest since mid-April. Fact that week included Armistice Day, holiday in many cities, though Chicago factories worked as usual, may add some significance to both figures.

"Good business" is what the major producers report, echoed by wholesalers and to lesser extent at retail levels. "Nice steady pre-Christmas trade" is evident generally -- but there are still plenty of sets, and it's hard to believe there will be those predicted shortages, over-all, by end of year.

That a "normal" pattern is coming to the business is indicated by fact some manufacturers are again planning distributor conventions during period of Chicago furniture marts (Jan. 7-18), where quite a few will again show their wares.

Both Admiral and Philco plan Chicago conventions, times and places unstated -- and each will have new TV & radio models, though presumably their accent will be on white goods, as usual mid-winter. Motorola will show "short" new line in early January, holding regional meetings first, then calling distributors to Chicago for big parley after they've seen new merchandise. Hallicrafters is only one to announce definite convention plans -- Jan. 7 at Edgewater Beach Hotel.

"Fill-in" models are all that most manufacturers will admit they're going to introduce this winter, though a few privately say lines will be "all new" if you take into account conservation changes, furniture changes, etc. Prices are still an indeterminate factor; only thing sure is that they're not going down.

* * * *

Nov. 18 week's output of 115,722 TV sets (2995 private label) compares with 113,267 preceding week (Vol. 7:46), brings total for first 7 weeks of fourth quarter to slightly over 730,000. Of the 6 more weeks to go, one can be virtually counted out because of holidays. Official output for first 3 quarters was 3,970,857.

Factory inventories went down to 308,897 as of Nov. 18 from 335,439 at the preceding week's end. That figure is about same as first week in April (Vol. 7:16), or just before the big spring-summer inventory pileup and sales recession began.

Week's radio output was 218,908 sets (89,913 private), up about 30,000 from preceding week. Total radios for the 7 weeks was about 2,462,000; for preceding 3 quarters, 10,077,478. Factory radio inventory as of Nov. 18 was 338,336, unchanged. Week's radios were 133,791 home receivers, 18,570 portables, 66,544 auto.

PICTURE TUBES WITH A 'NEW FACE': Next thing in kinescopes appears to be cylindrical face that minimizes reflections from room lights. Among manufacturers, Philco seems to be prime mover, is now shipping a few sets with such tubes, 21-in. Industry in general is trying to gauge whether all 17 & 21-in., perhaps even larger sizes, will evolve to the cylindrical.

Idea is quite simple, though it provided headaches for glass-blank makers:

New face is portion of gently-curved cylinder -- curved in horizontal plane, straight in vertical -- whereas up to now faces have all been portion of a sphere.

Tube is tipped downward in cabinet about 3 degrees, same for accompanying safety glass. This effects substantial reduction in reflections from ambient light. Some manufacturers have already tipped safety glass, e.g., Motorola, with some success. Tipping tube itself and making face cylindrical hikes improvement markedly.

New faces are in all-glass tubes only. American Structural Products Co. (Owens-Illinois) is shipping both 17 & 21-in. Corning has been shipping 21-in. for few months, has just started sending out 17-in. Neither expects really heavy output before first of year. In fact, design isn't considered completely frozen yet. Changes may yet occur before production becomes routine.

Cylindrical face is thicker than spherical, thus heavier, unfortunately -- has to be, since spherical shape is optimum in strength. Inside of face is spherical, however, though ASPC says it had actually made some cylindrical on both sides. Latter was some 25% better in glare-reduction, says ASPC, but it introduced "pin-cushioning," a distorted picture demanding expensive correction, added components.

How big a boon new face will be provides nice industry argument. Technical men are inclined to think ad-writers will make more of it than warranted. Some say it cuts down viewing angle and makes picture appear somewhat "flatter" than with old face. It provides more square inches than standard 21-in. metal-coned -- 242 total, about 14% increase -- an additional selling point.

* * * *

Only new size in prospect soon is the 27-in. Though Corning displayed all-glass 27-in. rectangular at IRE convention last spring, considerable work on metal-coned rectangular is going on. Its emergence isn't imminent. Engineers say it's a tough one, likely to absorb several months of additional development.

GE is still major maker of 24-in. -- metal-coned, round. But DuMont is now shipping them, too. DuMont is only 30-in. producer. No other major manufacturer has put 30-in. into sets yet, though Hallicrafters plans to show one at Jan. 7 Chicago distributors meeting and number of custom builders intend to make them.

Most work on really big tubes is in metal-coned versions. Yet the glass makers, such as ASPC's Stanley McGiveran, say all present sizes, even larger ones, are "completely do-able" in glass -- and cheaper.

* * * *

Despite these new developments, great bulk of sets, for quite a few months, will be conventional 17 & 21-in. In fact, instead of the traditional rush to bigger tubes, there's something of a re-emphasis on 17-in. currently. This is attributed almost solely to price spread between 17-in. & the 20 & 21-in. sets.

At RTMA Chicago meeting last week, it seemed generally agreed that trend to larger tubes would be accentuated if sales are brisk and if materials shortages pinch during 1952 -- because of greater profit in big-tube sets.

Metal-coned tubes appear to be on wane -- not because steel is so tight but because manufacturers want to be ready if it really gets scarce. Automatic focus and other low-voltage electrostatic types are expected to form large percentage of production during first quarter 1952.

All tube makers report recent upswing in business -- ranging from "it's better, but could be a lot better" to "I wish we could only make more."

MORE MATERIALS FOR SMALL BUSINESSES: New, liberalized CMP ruling should prove boon to hundreds of small electronics manufacturers, beginning in second quarter.

NPA brought some 15,000 additional firms into its "small user" category this week by increasing amounts of materials they may buy without filing CMP applications (Direction 1 to CMP Regulation 1).

This means more small makers of consumer items will receive full amount of their required metals, with no percentage cuts, regardless of the amount they used during the base period.

Small manufacturers may now self-certify orders -- write their own priority tickets -- for materials, if the quarterly requirements for each govt.-classified product they make don't exceed: 30 tons of carbon steel (up from 5); 8 tons alloy steel (up from ½); 3000 lbs. copper (up from 500 lbs.); 1500 lbs. stainless steel (up from none); 2000 lbs. aluminum (up from 500 lbs.).

For example, small TV manufacturer will be able to make about 20,000 sets a year using self-certification system, provided he buys all his parts ready-made. Under old "small user" limits, only TV manufacturers to benefit were those turning out less than about 4000 a year.

NPA set Dec. 22 deadline for other manufacturers to file their second-quarter CMP applications. Many whose applications previously have been processed in Washington will be instructed to file at Commerce Dept. field offices this time.

Topics & Trends of TV Trade: Undaunted by color setback and "making long-range plans," CBS-Columbia Inc. this week announced purchase of new Long Island City plant as part of \$5,000,000 expansion program. Plant is 275,000 sq. ft. factory at 48th Ave. & 34th St., now being vacated by Mack Motor Truck Corp. CBS-Columbia hopes to be producing both civilian and military electronic goods in new plant by spring—in addition to present Brooklyn plant.

New assembly lines will be capable of 2000 TV-radio sets daily on top of present 1500-daily capacity, said president David Cogan.

Presumably, production expansion will have to be primarily military for present, since company's request for color materials was turned down by NPA (Vol. 7:42-43), and hearing on its appeal for more materials in general has been postponed repeatedly—again this week, this time indefinitely.

"We're not thinking in terms of 90 days or so," said Cogan. "We're looking beyond the present situation."

Plant will be completely modern, lines "conveyorized," effecting "great savings in production costs," Cogan said. Integrated into new operation will be cabinet production now handled by subsidiary Royal Wood Products Mfg. Co.

Additional types of electronic equipment, other than TV-radio sets and military, will be made by company, according to Cogan. But he said company isn't yet ready to indicate nature of equipment.

* * * *

Most TV manufacturers are dissatisfied with industry's hodge-podge parts warranty policies, said RTMA service mgr. E. W. Merriam to Chicago convention of National Alliance of TV & Electronic Service Assns. Nov. 19. However, he said RTMA "cannot enter into a uniform TV warranty," and suggested NATESA write to each manufacturer "telling him exactly what you want [and] you will see advantageous changes in service policies in not too long a period."

Merchandising Notes: Muntz TV closing 6 stores in Los Angeles, one in Santa Ana, maintaining sales operations in Hollywood and Long Beach, as follow-up to East Coast "consolidation" last week (Vol. 7:46) . . . Regal introducing new 24-in. console at \$499.95 . . . Muntz planning both 24 & 27-in. sizes shortly . . . "Sylvania Week" celebrated by Oklahoma distributors-dealers Nov. 24-30 as firm formally opens new 35,000-sq. ft. tube plant in Shawnee, with home office brass on hand.

Voluntary code of ethics to eliminate misleading TV receiver advertising is being formulated by committee comprising New York City's Dept. of Markets, Better Business Bureau and executives of 3 biggest chains: Abram Davega, v.p. Davega Stores (chairman); Jack Winer, president, Dynamic Stores; Leo Mesnick, adv. mgr., Vim. Naming of committee has already resulted in dropping of summons against Vim and its president Max Kassover, charging "untrue and misleading advertising."

Employment in TV-radio industry has increased since midsummer, but still falls far short of level of year ago, despite increasing military production. That's nub of report made this week by DPA task group appointed in September to study possibilities of placing additional defense work in TV-radio plants in Chicago and New York-Philadelphia areas (Vol. 7:38). Group estimated as many as 50% of TV-radio workers in those areas were unemployed last summer, and made these reports on present conditions in the industry: Chicago area—36 firms employed 26,493 workers Nov. 1, 1951, vs. 29,112 July 1, 1950, net decrease of 2619; of these, 17 firms had 1687 more employes on Nov. 1 than on July 1, 1950, and the remaining 19 had

4306 fewer. New York-Philadelphia—14 companies employed 5615 Oct. 1, 1951 vs. 9820 Oct. 1, 1950, decrease of 4205; of these, only one reported increase—100 employes—over 1950 employment.

"Grass roots" reaction to recent clampdown on color production is manifested in unique black-bordered postcard notice captioned "Deaths" circulated by Commonwealth Appliance Co., Allston, Mass. "Obituary notice" reads: "Color TV—died suddenly Oct. 20 of natural causes. Premature birth—incompatibility—overprice. Patrons are invited to "memorial services" at store, where "black-&-white TV will carry on for your pleasure . . ."

Regulation to exempt TV-radio manufacturers and some others from new ceiling price regulations (Vol. 7:45) is under consideration by price administrator Michael DiSalle. This would save them trouble of computing ceilings twice—once before Dec. 19, and again shortly after first of year when tailored price regulations for TV-radio industry are scheduled to be announced. Decision whether exemption order will be issued is expected next week.

Possible vacuum tube substitute, like transistor, is barium titanate, according to Signal Corps scientists who found that compound can amplify and has "memory" characteristics. A 36-page report is available at \$2.50 microfilm, \$5 photostat, from Library of Congress Photoduplication Service, Publication Board Project, Washington, D. C.

Trade Personals: J. R. (Russ) Little, RCA Victor eastern regional mgr. in New York, resigning to become president of Golden State Co. Ltd., big California dairy products firm, with headquarters in San Francisco. Successor is Wm. L. Rothenberger, sales mgr., tube dept. . . . Charles Penk, v.p., elected president of Allied Electric Products Inc. (Sheldon tubes), succeeding Nathan Chirelstein, elected chairman . . . Harold S. Stamm promoted to adv. mgr., RCA tube dept., succeeding Lawrence LeKashman, resigned . . . Mervin Marcus named operations mgr., TV-radio dept., Krich-New Jersey Inc. (RCA) . . . Warren W. Frebel promoted to v.p. in charge of purchasing, Majestic Radio . . . Edward Barrett, ex-Craigmore Sales, Crosley distributors before formation of factory-owned Crosley Radio & Television Ltd., Toronto, has been named to head sales and distribution . . . Correction: Wm. H. Kelley is acting president of Motorola-New York Inc., retaining post of general sales mgr., Motorola Inc., Chicago.

Dr. Irving Wolff, uhf & radar specialist, promoted from director of tube research to director of research, RCA Laboratories, in series of appointments announced by Dr. E. W. Engstrom, v.p. in charge. Dr. D. H. Ewing, ex-development director, U. S. Air Navigation Board, appointed director of research services; E. W. Herold promoted to director of radio tube research lab; G. H. Brown, director of systems research lab; R. S. Holmes, director of contract research lab.

Percy M. Stewart, partner of Kuhn, Loeb & Co., elected to DuMont board.

To bolster uhf experimental application, and to counter opposition of WEEU (Vol. 7: 33, 38, 43, 45), WHUM, Reading, Pa., told FCC that check of GE and other transmitter manufacturers showed station would have the only high-power uhf transmitter available in country before late 1952. Station says it would get first 10-kw GE unit in second quarter, thus be able to supply valuable propagation data before any commercial stations could get going.

Uhf enthusiast WELI, New Haven, Conn., offers to demonstrate uhf reception to all comers, upon request, in New Haven's Taft Hotel, 18 miles from RCA-NBC's Bridgeport experimental station, with tuners supplied by Crosley, GE, RCA, Zenith.

Financial & Trade Notes: ABC reports net profit of \$77,000 (4¢ a share) for 9 months ended Sept. 30, comparing with loss of \$877,000 for same 1950 period. Third quarter ran to substantial loss, for ABC had reported net income of \$472,000 (28¢ a share) on first 6 months' operations (Vol. 7:33) and \$221,858 on first quarter (Vol. 7:26). During 1950, ABC earned \$84,605 on sales of nearly \$46,000,000. In 1949, it lost \$519,085 on sales of \$40,000,000, and in 1948 it earned \$468,488 on sales of \$37,000,000.

Sylvania stockholders this week approved issuance of 200,000 shares of new no par \$4.40 cumulative preferred stock, voting also to change no par common to \$7.50 par and to issue 550,000 additional common shares to be held for conversion of the preferred. Plan is in accordance with SEC registration filed recently (Vol. 7:44), part of financing program including issuance of \$25,000,000 of debentures, \$17,200,000 to be used to retire like amount of debentures now outstanding, rest for working capital.

American Phenolic Co.'s sales rose to \$18,045,760 during first 9 months of this year from \$8,857,700 same 1950 period. Profit was \$742,165 (\$1.85 a share) after taxes of \$1,565,000, compared with \$722,710 (\$1.80) profit & \$540,000 taxes. September quarter sales were \$6,936,498, profit \$260,239 (65¢) after \$765,000 taxes.

RKO Pictures Corp. showed net loss of \$1,086,365 for first quarter of this year, net profit of \$351,645 second quarter, net profit of \$588,816 third quarter, making net loss after all charges \$145,903 for first 9 months on total income of \$39,417,393. No comparison is available with last year since firm began operations last Jan. 1 when it acquired picture producing and distributing assets of Radio-Keith-Orpheum Corp. in reorganization separating theatre and production-distribution operations.

Dividends: Philco, 40¢ payable Dec. 12 to stockholders of record Dec. 1; United Paramount Theatres, 50¢ payable Dec. 18 to holders Nov. 30; 20th Century-Fox, 50¢ payable Dec. 21 to holders Dec. 5; Loew's, 37½¢ payable Dec. 21 to holders Dec. 11; Sperry Corp., 50¢ payable Dec. 17 to holders Dec. 3; Cornell-Dubilier, 30¢ payable Dec. 27 to holders Dec. 10; I-T-E Circuit Breaker Co., 45¢ payable Dec. 1 to holders Nov. 23; Globe-Union, 25¢ payable Dec. 10 to holders Dec. 1; Driver-Harris, 50¢ quarterly and 25¢ extra, payable Dec. 12 to holders Nov. 30; P. R. Mallory, 30¢ quarterly plus 30¢ year-end, payable Dec. 10 to holders Nov. 26; Oak Mfg. Co., 35¢ payable Dec. 20 to holders Dec. 5; Sprague Electric Co., 50¢ payable Dec. 14 to holders Nov. 29.

* * * *

Hallicrafters earned \$678,946, or 82¢ per share on 825,000 shares outstanding, on sales of \$35,382,718 for fiscal year ended Aug. 31, 1951. This compares with \$1,127,405 (\$1.67 on 675,000 shares) on sales of \$28,188,220 for corresponding 1950 period. Taxes for this year were \$565,000, for last year \$750,500. Sales of TVs, says annual report issued this week, accounted for \$23,593,317, or 60% of total volume, up 10% from preceding year. Amateur or "ham" equipment totaled \$5,144,502, or 14%, up 40% over 1950. Communications equipment on govt. contract totaled \$6,645,000, or 19%, up 117%. Military orders received during year totaled \$26,137,000.

In proxy statement for shareholders meeting in Chicago Dec. 10, Hallicrafters discloses president Wm. J. Halligan as beneficial holder of 35,900 shares of the 850,000 common outstanding, executive v.p. Raymond W. Durst 34,400 shares, director James R. Cardwell (chairman, Cardwell Westinghouse Co.) 1100 shares, director Leo J. Doyle (Doyle, O'Connor & Co., securities) 1463 shares. Salaries were shown as: Mr. Halligan, \$50,000; Mr. Durst, \$45,000; sales v.p. Roland J. Sherwood, \$35,693.

Mobilization Notes: Conservation will be No. 1 item on agenda Nov. 27 when TV-radio industry has its first industry advisory committee meeting with NPA. Govt. wants to know how manufacturers plan to stretch their slim first-quarter allocations into maximum number of sets. Industry will also be asked to present any ideas on how NPA can improve its allocation service. Other topics to be discussed: interchange of conservation methods among TV-radio manufacturers; importance of properly filling out CMP forms. NPA Electronics Div. chief Edmund T. Morris will discuss outlook for 1952. These executives have been invited: Dorman Israel, Emerson; Jack Marks, Fada; Frank Freimann, Magnavox; John Meek, Scott Radio Labs; Robert Galvin, Motorola; William H. Chaffee, Philco; Robert S. Bell, Packard-Bell; John H. Cashman, Radio Craftsmen; J. Friedman, Trav-Ler; Gordon G. Brittan, Warwick; L. C. Truesdell, Zenith.

Retailers who sell insulated copper wire and other controlled materials to general public may now self-certify controlled material orders to replace depleted inventories. NPA order M-89 sets up formula for orders by retailers dealing directly in controlled materials. In case of copper wire, for example, retailer may order up to \$50 worth or 60% of his quarterly base period purchases each quarter. M-89 doesn't apply to installers of equipment such as TV antennas, appliances, etc., but to those who sell actual controlled materials rather than products.

Deal with Britain for 22,045,000 lbs. of Canadian aluminum in next 5 months "unquestionably means the difference between survival and disaster for thousands of small business firms," said DPA chief Manly Fleischmann Nov. 22. U. S. will swap 25,000 tons of finished steel products, 46,000 tons of premium-price steel ingots and 28,500 tons of iron and steel scrap for the aluminum. Said Fleischmann: "Were it not for this added supply, we would have had to reduce the minimum aluminum allotments for the first quarter from the present 20% to 10% of base period use."



Perfection of underwater TV camera, after 3 years' research, was announced by Navy this week. It comprises remotely controlled unit good for depths of 400 ft. or more. According to Rear Adm. Homer N. Wallin, Bureau of Ships chief, principal advantages are: (1) Great savings in time, e.g., human diver spends much more time descending and ascending than he does on bottom; with camera, operation may be planned in advance. (2) Camera doesn't stir up silt. (3) Various lenses, switchable from ship, give much better view. Gear was developed by Navy scientists J. R. R. Harter and Marvin Lasky. First experiment with underwater TV was during 1946 Bikini atomic bomb tests. This summer, British used such equipment to locate sunken sub *Affray* (Vol. 7:39).

Deception-of-enemy tests with 400 AM stations in 18 northeastern states Nov. 17 were "highly successful," according to first reports received by FCC. TV and FM are not yet being used in setup designed to prevent enemy from using stations' signals as aircraft and guided missile homing beams; during emergency, they'd simply go off air if military deems it necessary. Whole plan is gradually being declassified, virtually everyone to be told how system works before long.

Short interest in TV-radio and related stocks on New York Stock Exchange showed these changes between Oct. 15 & Nov. 15: Admiral, 26,035 shares Oct. 15, to 21,370 Nov. 15; Avco, 20,480 to 20,180; Emerson, 4969 to 5044; GE, 9526 to 10,098; Magnavox, 13,213 to 14,751; Motorola, 15,565 to 14,890; Paramount Pictures, 2755 to 540; RCA, 37,204 to 34,605; United Paramount Theatres, 8080 to 8535; Westinghouse, 6417 to 6332; Zenith, 23,990 to 21,130.

Count of TV Sets-in-Use by Cities

As of November 1, 1951

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

GAIN of 552,300 sets-in-use during October is tallied in NBC Research's monthly "census" for Nov. 1, when total reached 14,555,800—indicating figure will go well over 15,000,000 by end of year. Reflecting improved TV-set sales, this gain compares with 447,500 in September (Vol. 7:43), 284,300 in August (Vol. 7:35), 183,100 in July (Vol. 7:29). All but 29,000 of the October gain were in the 54 network interconnected cities (52 areas). Chicago went up 25,000, now exceeds million mark; New York gained 80,000, Philadelphia 37,000. Again included among the 12 non-interconnected cities (11 areas) is XELD-TV, Mexican-licensed station opposite Brownsville, Tex., with 9900 receivers credited to the U. S. side of the Rio Grande. Following is the Nov. 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
Interconnected Cities			Interconnected Cities—(Cont'd)		
Ames (Des Moines)	1	66,000	Omaha	2	97,000
Atlanta	3	134,000	Philadelphia	3	940,000
Baltimore	3	338,000	Pittsburgh	1	340,000
Binghamton	1	44,800	Providence	1	170,000
Birmingham	2	75,200	Richmond	1	92,300
Bloomington, Ind.	1	17,600	Rochester	1	93,300
Boston	2	809,000	Salt Lake City	2	59,400
Buffalo	1	232,000	San Diego	1	108,000
Charlotte	1	97,300	San Francisco	3	268,000
Chicago	4	1,020,000	Schenectady	1	181,000
Cincinnati	3	290,000	St. Louis	1	327,000
Cleveland	3	530,000	Syracuse	2	143,000
Columbus	3	175,000	Toledo	1	126,000
Davenport-Rock Island ..	2	74,000	Utica	1	56,200
Dayton	2	152,000	Washington	4	301,000
Detroit	3	560,000	Wilmington	1	84,100
Erie	1	55,200	Total Interconnected	95	13,777,700
Grand Rapids	1	79,800	Non-Interconnected Cities		
Greensboro	1	75,000	Albuquerque	1	11,200
Huntington	1	59,400	Brownsville (Matamoros, Mexico)	1*	9,900
Indianapolis	1	170,000	{Dallas	2	141,000
Jacksonville	1	42,000	{Fort Worth	1	98,900
Johnstown	1	120,000	Houston	1	78,000
Kalamazoo	1	55,000	Miami	1	67,800
Kansas City	1	157,000	New Orleans	1	92,300
Lancaster	1	117,000	Oklahoma City	1	38,800
Lansing	1	67,000	Phoenix	2	55,700
Los Angeles	7	1,045,000	San Antonio	1	107,000
Louisville	2	111,000	Seattle	1	77,500
Memphis	1	104,000	Tulsa	1	77,500
Milwaukee	1	280,000	Total Non-Interconnected	14	778,100
Minneapolis-St. Paul	2	280,000	Total Interconnected and Non-Interconnected	109	14,555,800
Nashville	1	43,400			
New Haven	1	200,000			
New York	7	2,630,000			
Norfolk	1	85,700			

* Preliminary estimate, U. S. sets only.

Note: TV sets sold in Canada totaled 62,466 up to Sept. 30, 1951, according to Canadian RTMA (Vol. 7:45). 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 Sept. 30: Windsor 25,447, Toronto-Hamilton 22,993, Niagara Peninsula 10,581, other areas 3445.

Wonderful reading: *Show Biz: From Vaude to Video*, by Abel Green and Joe Laurie Jr., published this week by Henry Holt & Co. (\$5). It's a rewrite, in the Broadway vernacular, of the "disa and data" reported in *Variety* over the last 50 years. The chapter headings of Part VII titled "Video Era (1946-5—)" pretty well indicate that phase of its coverage: Veni, Vidi, Video, Vaudeo; Upheaval in Radio; Disc Jocks and LP Versus 45s; The 'Monster'.

Applicants for NPA construction authorization must file form CMP-4C applications by Dec. 15, NPA announced this week. Broadcasters planning construction or alterations which require more than 25 tons of steel, 2000 lbs. of copper and 1000 lbs. of aluminum per quarter must apply for allotments.

DuMont's plan for U. S.-Mexican border vhf allocations (see p. 3), differs in 22 cities from channels specified in international agreement (Vol. 7:45). To avoid disturbing Mexican side of border, DuMont engineers say, they touched only Mexicali—and then only to add a channel. They've made no co-channel assignment less than 180 miles, no adjacent-channel under 70—same as FCC's proposal for U. S. Also, they believe they've moved no more U. S. channels closer to border than they've moved farther away. These are DuMont's proposals for the 22 cities, with channels specified in recent executive agreement in parentheses: Mexico—Mexicali 2, 5 (3). Arizona—Yuma 9, 11, 13 (11, 13); Winslow 7, 11 (none). California—Bakersfield 12 (10); San Diego 3, 8, 10 (8, 10). Nevada—Boulder City 9 (4); Henderson 4 (2); Las Vegas 2, 5, 7 (8, 10, 13). New Mexico—Alamogordo 10 (none); Albuquerque 2, 4, 5, 7 (4, 5, 7, 13); Carlsbad 12 (6); Clovis 7 (12); Roswell 3, 6, 8 (3, 8, 10); Silver City 8 (12). Texas—Alpine 7 (12); Austin 13 (7); Big Spring 11 (4); Midland 9 (2); Monahans 13 (5); Odessa 5 (7); San Angelo 2, 12 (6, 8); Sweetwater 7 (12).

Quick final decision in Paramount hearing—complex affair involving anti-trust histories, movies vs. TV philosophies, ABC-United Paramount merger etc. (Vol. 7:21, 44-45)—just isn't in cards. That much is clear from Nov. 20 pre-trial conference of attorneys conducted by examiner Leo Resnick, preparatory to Jan. 15 hearing. FCC counsel Fred Ford said he hopes hearing will take no more than 3 weeks. Resnick said he has 4 weeks for it, then 7-10 days for another case, after which he'll again be available; he also said he wants parties to file proposed findings. What with all legal contingencies, final decision can't come much before fall or winter 1952. DuMont counsel William Roberts argued for, and got, permission to present his case first—largely one of bringing up to date hoary issue of whether Paramount Pictures controls DuMont. Ford's main efforts were to save time by having parties submit all non-controversial evidence on paper, to which all agreed. Illustrating importance of case, and FCC's eagerness to conclude it, is fact that it's now fulltime assignment for Ford and his assistants Max Paglin, James Juntilla.

Romulo O'Farrill, owner of XHTV, Mexico's first TV station, now 15 months old, also owner of new XELD-TV, Matamoros, opposite Brownsville, Tex., has announced plans to build new \$1,500,000 radio-newspaper building to house his station and his newspaper *Novedades*. He's quoted in Mexico City dispatches as saying TV "will put radio completely in the shade in 10 years." His optimism is bulwarked by fact TV set sales now run 1000 a month in Mexico City, and his station's sponsor list includes such names as Ford, General Motors, RCA, Packard, Gillette, Westinghouse, Goodrich, Goodyear, Nash. Rival Emilio Azcarraga's big 26-studio new Televiscentro, housing his XEW & XEW-TV, is due to be inaugurated this winter.

"Ground rules" for TV code administration are being prepared by NARTB's TV staffers for submission to TV board when it meets in Washington Dec. 5-7 to act on code itself (Vol. 7:42). Proposed appendix to code will contain additional procedures such as right to representation by counsel at hearings on alleged code violations, swearing of witnesses, right of cross-examination, issue of cease-&-desist orders and other details not included in original draft of code. Many provisions of proposed appendix, suggested by Washington radio attorneys at recent meeting with NARTB TV officials, are designed to answer some lawyers' objections to code draft.

New 1951-52 directory of TV personnel, listing addresses and phone numbers of station, agency and film production personnel, has been issued by *Ross Reports on Television*, 551 Fifth Ave., N. Y. (\$7.50).

Television Digest

with **ELECTRONICS** REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 1755 • VOL. 7, No. 48

December 1, 1951

In this Issue:

The 'Have Nots' Now Willing to Listen, *page 1.*
FCC Settling Down to Freeze Parleys, *page 3.*
Network Extensions Accelerating, *page 4.*
TV Money Luring More 'A' Pictures, *page 4.*
Coy Commends TV Code Efforts, *page 6.*

FCC Proposes Patent-Disclosure Rule, *page 6.*
Puzzling Aspects of TV Trade Pickup, *page 8.*
Facts in Admiral-Norge Negotiations, *page 8.*
Topics & Trends-Financial-Mobilization Notes, *pp. 9-11.*
Baseball Still Little Affected by TV, *page 12.*

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

* * * *

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

* * * *

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

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

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

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

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

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

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

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

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

* * * *

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

(1) Prior notice. "The minute a station operator has any idea when he'll want service, he should come to us. Only then can we plan."

(2) Equipment availability. "There's no limitless stockpile of microwave and coaxial equipment. It has to be built. We have to know how much to build."

(3) Distance and "density". Lonely station, hundreds of miles from existing network facilities, undoubtedly has long wait. On other hand, group of big-city stations within 50-100 miles of each other are bound to get snappy action. But AT&T insists "a 3-hop microwave relay may very well take no longer than a single hop."

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

All-Industry Participation

NTSC Color Field Test Specifications

Technical Details of Signal to Be Tested During Forthcoming Months

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

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

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

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

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

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

The full text of the specifications follows:

TEST SPECIFICATIONS—GROUP I

(Summary of FCC Standards)

- (1) The image is scanned at uniform velocities from left to right and from top to bottom at 525 lines per frame, 60 fields per second, interlaced 2-to-1.
- (2) The aspect ratio of the image is 4 units horizontally and 3 units vertically.
- (3) The black level is fixed at 75% ($\pm 2.5\%$) of the peak amplitude of the carrier envelope. The maximum white (brightness) level is not more than 15% of the peak carrier amplitude.
- (4) The horizontal and vertical synchronizing pulses are those specified in Appendix I of the *FCC Standards of Good Engineering Practice Concerning Television Broadcasting Stations* (for black-and-white transmissions, dated Dec. 19, 1945, as amended Oct. 19, 1950), modified to pro-

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

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

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

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

(8) The radiated signals are horizontally polarized.

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

TEST SPECIFICATIONS—GROUP II (Supplementary)

(10) The color signal has the following composition

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

where

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

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

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

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

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

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

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

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

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

(11) The primary colors referred to by E'_R , E'_G , and E'_B have the following chromaticities in the I. C. I. system of specification:

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

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

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

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

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

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

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

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

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

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

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

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

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

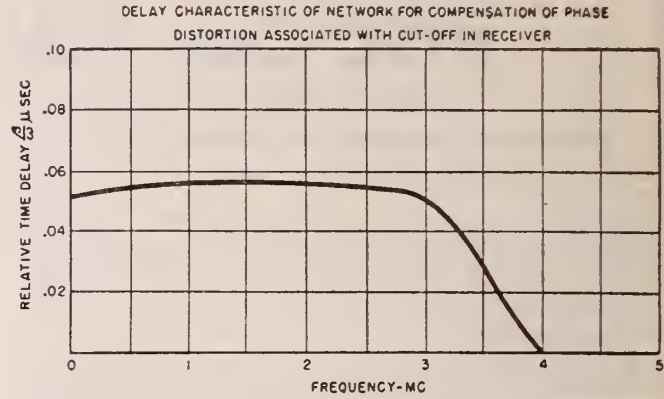


Fig. I

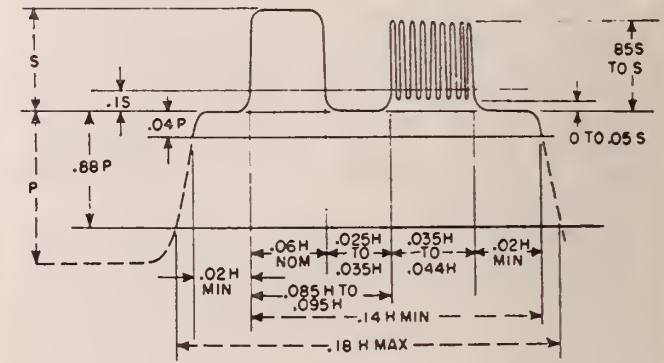


Fig. II

Notes on Figure II:

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

National Television System Committee Membership

Officers

Chairman—Dr. W. R. G. Baker, General Electric Co.
 Vice Chairmen—D. G. Fink, Electronics Magazine; D. B. Smith, Philco Corp.; Dr. E. W. Engstrom, RCA.
 Secretary—Mrs. Martha Kinzie, General Electric Co.

Organizations and Representatives

Admiral Corp.—Rinaldo DeCola.
 Bendix Radio—A. C. Omberg.
 Color Television Inc.—Samuel Smith.
 Crosley Div., Avco—Lewis M. Clement.
 Allen B. DuMont Laboratories—Dr. Allen B. DuMont.
 Electronics Magazine—D. G. Fink.
 Emerson Radio & Phonograph Corp.—D. D. Israel.
 Federal Telecommunications Laboratories—Emile Labin.

General Electric Co.—I. J. Kaar.
 Dr. Alfred N. Goldsmith.
 Hallicrafters Co.—Harold J. Adler.
 Hazeltine Electronics Corp.—A. V. Loughren.
 Hogan Laboratories Inc.—J. V. L. Hogan.
 Magnavox Corp.—John A. Rankin.
 Motorola Inc.—Dr. Daniel E. Noble.
 National Assn. Radio & TV Bcstrs.—Neal McNaughten.
 Philco Corp.—D. B. Smith.
 Radio Corp. of America—Dr. Elmer Engstrom.
 Sentinel Radio Corp.—W. J. Schnell.
 Sylvania Electric Products—Dr. R. M. Bowie.
 Tele-Tech Magazine—Dr. A. F. Murray.
 Tele-tone Radio Corp.—M. L. Levy.
 Westinghouse Electric Corp.—Ralph M. Harmon.
 WMAR-TV, Baltimore, Md.—E. K. Jett.
 Zenith Radio Corp.—Joe Spindler.

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

Network TV-Radio Billings

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

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

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

The Publishers Information Bureau figures:

	NETWORK TELEVISION			
	October 1951	October 1950	Jan.-Oct. 1951	Jan.-Oct. 1950
NBC	\$ 7,165,225	\$ 3,007,771	\$ 46,147,808	\$ 14,840,925
CBS	4,704,775	2,211,898	33,102,526	8,444,185
ABC	1,846,408	1,221,773	14,643,504	4,086,497
DuMont	752,876	*	5,960,450	*
Total	\$14,469,284	\$ 6,441,442	\$ 99,854,288	\$ 27,371,607
	NETWORK RADIO			
	October 1951	October 1950	Jan.-Oct. 1951	Jan.-Oct. 1950
CBS	\$ 5,615,074	\$ 6,676,037	\$ 58,248,614	\$ 57,744,701
NBC	4,411,380	4,945,307	45,662,244	51,293,402
ABC	3,180,514	3,013,938	27,209,667	29,431,370
MBS	1,759,468	1,534,526	14,620,653	13,422,055
Total	\$14,966,436	\$16,169,808	\$145,741,178	\$151,891,523

* Figures for 1950 not available.

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

1951	NETWORK TELEVISION				Total
	ABC	CBS	DuM	NBC	
Jan.	\$1,328,719	\$2,601,165	\$ 435,527	\$4,187,222	\$ 8,552,633
Feb.	1,254,851	2,600,339	406,079	3,949,360	8,210,629
March	1,539,470	2,993,902	457,811	4,654,063	9,645,246
April	1,432,319	2,906,891	574,025	4,758,309	9,671,544
May	1,385,901	3,066,249	622,646	4,946,338	10,021,134
June	1,437,593	2,900,782	564,478	4,244,240	9,147,093
July	1,351,168	3,434,659	645,359	3,477,952	8,909,138
Aug.	1,444,593	3,734,551	763,071	3,359,856	9,302,071
Sept.	1,622,482	4,159,213*	738,578	5,405,243*	11,925,516
Oct.	1,846,408	4,704,775	752,876	7,165,225	14,469,284
1951	NETWORK RADIO				Total
	ABC	CBS	MBS	NBC	
Jan.	\$3,099,418	\$6,833,626*	\$1,542,887	\$5,215,947	\$16,691,878
Feb.	2,702,721	6,097,737*	1,426,705	4,731,626	14,958,789
March	2,891,339	6,793,966*	1,648,006	5,085,636	16,418,947
April	2,980,183	6,487,717*	1,539,801	4,897,882	15,905,583
May	2,991,227	6,744,098*	1,510,818	5,329,752	16,575,895
June	2,720,268	6,201,963*	1,191,691	4,739,193	14,853,115
July	2,267,674	4,387,193*	1,347,841	3,728,687	11,731,395
Aug.	2,210,352	4,440,261*	1,329,375	3,808,906	11,788,894
Sept.	2,165,971	4,645,979*	1,324,061	3,713,235	11,849,246
Oct.	3,180,514	5,615,074	1,759,468	4,411,380	14,966,436

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

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

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

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

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

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

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

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

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

Television Digest

with **ELECTRONICS** REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 1755 • VOL. 7, No. 49

December 8, 1951

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

Full Text of New Television Code Published with This Issue

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

* * * *

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

* * * *

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

Full Text of NARTB-TV

Code of Practices for Television Broadcasters

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

PREAMBLE

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

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

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

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

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

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

ADVANCEMENT OF EDUCATION AND CULTURE

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

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

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

4. In furthering this realization, the television broadcaster:

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

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

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

ACCEPTABILITY OF PROGRAM MATERIAL

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

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

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

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

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

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

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

RESPONSIBILITY TOWARD CHILDREN

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

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

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

DECENCY AND DECORUM IN PRODUCTION

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

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

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

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

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

COMMUNITY RESPONSIBILITY

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

TREATMENT OF NEWS AND PUBLIC EVENTS

News

1. A television station's news schedule should be adequate and well-balanced.
2. News reporting should be factual, fair and without bias.
3. Commentary and analysis should be clearly identified as such.
4. Good taste should prevail in the selection and handling of news:
Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.
5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.
6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content, format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

Public Events

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

CONTROVERSIAL PUBLIC ISSUES

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop, with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a. Requests of individuals, groups or organizations for time to discuss their views on controversial public issues should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b. Programs devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is purely of an entertainment, news, or other character.

POLITICAL TELECASTS

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

RELIGIOUS PROGRAMS

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a. Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

b. Religious programs should be presented respectfully and accurately and without prejudice or ridicule.

c. Religious programs should be presented by responsible individuals, groups, and organizations.

d. Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

(a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

(b) A sponsor's advertising message should be confined within the framework of the sponsor's program structure. A television broadcaster should seek to avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified before the sponsor's advertising material is first used, and should be signed off after the sponsor's advertising material is last used.

(c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

(d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

(e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

(f) Television advertisers should be encouraged to devote portions of their allotted advertising messages

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

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

ACCEPTABILITY OF ADVERTISERS AND PRODUCTS—GENERAL

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

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

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

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

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

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

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

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

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

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

ADVERTISING OF MEDICAL PRODUCTS

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

(a) A television broadcaster should not accept adver-

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

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

CONTESTS

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

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

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

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

PREMIUMS AND OFFERS

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

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

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

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

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

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

TIME STANDARDS FOR ADVERTISING COPY

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

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

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

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

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

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

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

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

DRAMATIZED APPEALS AND ADVERTISING

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

SPONSOR IDENTIFICATION

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

Regulations and Procedures

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

I—NAME

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

II—PURPOSE OF THE CODE

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

III—SUBSCRIBERS

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

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

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

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

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

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

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

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

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

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

IV—RATES

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

V—THE TELEVISION CODE REVIEW BOARD

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

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

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

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

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

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

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

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

Appendix A

ADDITIONAL PROCEDURES RELATING TO ADMINISTRATION, HEARINGS AND DECISIONS*

THE TELEVISION CODE REVIEW BOARD AUTHORITY AND RESPONSIBILITIES

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

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

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

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

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

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

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

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

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

HEARINGS AND DECISIONS—TELEVISION BOARD OF DIRECTORS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



Topics & Trends of TV Trade: General Electric Supply Corp., looking to market for appliances, TVs, radios and supplies that by 1954 will be 50% ahead of 1950's record sales (industry total: 7,500,000 TVs, 14,500,000 radios), is being reorganized by establishing 11 new sales districts, more than 20 new places of business. GE Supply's volume this year will exceed \$500,000,000, or 5½ times that of 1940.

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

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

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

* * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 1755 • VOL. 7, No. 50

December 15, 1951

In this Issue: { Up-to-Date Directory of the FCC, page 1.
UHF—Silver Lining of the TV Freeze, page 1.
TV Construction Costs—NARTB's Tally, page 2.
Will They Look-&-Listen, 7-9 a.m.? page 3.
New Type of TV Booster Station, page 5.
Apparent Trends in Prices and Tubes, page 6.
Metals Supply—Worse Before Better, page 6.
Topics & Trends-Mobilization-Financial Notes, pp. 7-9.

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

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

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

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

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

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

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

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

- (1) RCA-NBC's experimental Bridgeport station has been on air for 2 solid years, rebroadcasting excellent signals (from New York's WNBT) day in and day out with fewer "outages" (breakdowns), if anything, than some vhf stations.
- (2) GE has produced prototype klystron-powered transmitter and helical antenna good for full 200-kw ERP proposed by FCC, and others won't be far behind.
- (3) Virtually all tuner makers and set builders have designed units with good performance, at reasonable cost -- and are champing at the bit for uhf stations.
- (4) FCC has amassed enough uhf propagation and interference information to fashion uhf standards and allocations with which few engineers find serious fault.

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

* * * *

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

- (1) Cities under 50,000 -- \$136,500, \$160,500, \$220,500. If 300-ft. guyed tower is used, add \$15,000; if self-supporting tower, add \$27,500.
- (2) Cities 50,000-250,000 -- \$160,500, \$187,500, \$249,750.
- (3) Cities 250,000-1,000,000 -- \$176,000, \$213,500, \$308,250. Last figure includes remote truck without camera.
- (4) Cities over 1,000,000 -- \$251,000, \$298,500, \$439,750. Last figure includes truck with camera.

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

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

* * * *

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

* * * *

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

* * * *

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

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

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

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

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

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

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

1952 Personnel List

Federal Communications Commission Directory

Major Bureau Heads and Staff

New Post Office Building, Washington 25, D. C. Telephone: EXecutive 3620.
With Membership of Congressional Committees Handling TV-Radio Legislation

Commissioners

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

Broadcast Bureau

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

TELEVISION FACILITIES DIVISION

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

AURAL FACILITIES DIVISION

- JAMES E. BARR, *Chief.* Helena C. Osman, *secretary.*
New and Changes Facilities Branch—David S. Stevens, *Chief.*
AM—H. Gifford Irion, Howard J. Schellenberg Jr., *attorneys;* Harold L. Kassens, Samuel J. Ferraro, Herbert L. Beury, *engineers;* Joseph J. Berezny, *accountant.*
- FM—E. Theodore Mallick, *attorney;* Edward H. Hackman, *engineer.*
- Existing Facilities Branch—Wallace E. Johnson, *Chief.* Tyler Berry, *attorney;* Donald C. Kanode, Daniel K. Child, Edward P. Lynch, *engineers;* Viola B. Slattey, *accountant.*
- Allocations Branch—Bruce S. Longfellow, *Chief.* Cedric G. Morris, *engineering aide.*

HEARING DIVISION

- FREDERICK W. FORD, *Chief.* Emma C. Burke, *secretary.*
Robert J. Rawson, *Asst. Chief;* Max D. Paglin, Thomas H. Donahue, *attorneys;* Robert G. Weston, Elton D. Davis, Daniel Jacobson, Louis Light, Jerome F. Padberg, John A. Roseborough, *engineers.*

RENEWAL AND TRANSFER DIVISION

- DWIGHT D. DOTY, *Chief.* Wanda L. Haag, *secretary.*
Transfer Branch—Walter R. Powell, *Chief.* Thomas B. Fitzpatrick, James O. Juntilla, *attorneys;* Guy E. Douglas, John D. Stephenson, *accountants.*

¹ Reappointed for full 7-year term in 1951.
² First appointment for 5 years; reappointed 1939, 1946.
³ Appointed for remainder of term of late William H. Wills.
⁴ Reappointed for full 7-year term in 1949.
⁵ Reappointed for full 7-year term in 1950.

- Renewal Branch—Sol Schildhause, *Chief.* Max H. Aronson, Forrest McClenning, Agnes T. Martin, Pasquale W. Valicenti, *attorneys;* Jack Damelin, Ernest Herider, *engineers;* Robert F. Braden, John B. Foret, George W. Phillips, *accountants.*
- Compliance Branch—LeRoy Schaaff, *Chief.* David H. Deibler, Leonidas P. B. Emerson, *attorneys;* Robert D. J. Leahy, John W. O'Donnell, *accountants.*
- Control Section—Melba Z. Templeman, *Chief.*

RULES AND STANDARDS DIVISION

- PAUL DOBIN, *Chief.* Mildred Nesterak, *secretary.*
Arthur Scheiner, *Asst. Chief;* Herbert M. Schulkind, *attorney;* John E. Doane, Otis T. Hanson, Louis H. Rein, *engineers;* Joseph J. Berezny, *accountant.*

Common Carrier Bureau

- JACK WERNER, *Chief.*
Secretary: Sylvia Prytulak.
- CURTIS M. BUSHNELL, *Asst. Chief.*
Secretary: Vivian F. Fishman.
- Office of the Chief—Charles R. Makela, *Chief, Office of Field Coordinator;* Gordon J. Kent, *Administrative Asst.;* Betty Ferro, *Chief, License Branch.*

TELEPHONE DIVISION

- ROBERT E. STROMBERG, *Chief.* Annie Belle Bischoff, *secretary.*
Services and Facilities Branch—E. Strafford Smith, *Chief.* James H. Clary, Edward L. Clinkscales, *engineers;* Noah D. Clinard, Henry G. Gothard, *accountants.*
- Domestic Radio Services Branch—Arthur A. Gladstone, *Chief.* J. Russel Smith, *attorney;* Frank Palik, *engineer;* F. Richard Stuart, *accountant.*
- Accounting Compliance Branch—Henry M. Long, *Chief.* Mary S. Henderson, James B. Lowell, Anna Mae Stulgis, William M. White, *accountants.*
- Revenue Requirements Branch—Bernard Strassburg, *Chief.* Martin I. Levy, *attorney;* H. LeRoy Baker, Marie N. Brewer, Joseph A. Giammatteo, Elbert B. West, *accountants.*
- Depreciation Rates Branch—Kosmo J. Affanasiev, *Chief.* G. S. Onory, *engineer;* Robert Depser, Eugene I. Way, *accountants.*
- Tariffs and Rate Classifications Branch—William G. Butts, *Chief.* William M. Leshner, *attorney;* John J. Guerard, *rate examiner;* Josephine A. Kerns, Franklin M. Lane, *tariff clerks.*

TELEGRAPH DIVISION

- JOHN R. LAMBERT, *Chief.* Lou M. Briggs, *secretary.*
Rates and Revenue Requirements Branch—Martin R. Haven, *Chief.* Vilma P. Jacobson, Seymour Werner, *accountants;* John R. Casseen, *rate examiner.*
- Services and Facilities Branch—Ralph D. Jones, *Chief.* Annie N. Hunting, *attorney;* Margaret E. Betts, John W. Griffin, Frances V. Peck, John C. Starns, *public utilities specialists.*

INTERNATIONAL DIVISION

- MARION H. WOODWARD, *Chief.* Lillian M. Conley, *secretary.*
Rates and Revenue Requirements Branch—Asher H. Ende, *Chief;* John D. Sweeney, *attorney;* Douglas S. George, Frank T. McGann, H. Hewlett Smith, *accountants;* Nelson G. Barnhart, Nelson C. Carlisle, *rate examiners;* James A. Talentino, *public utilities specialist.*
- Services and Facilities Branch—John A. Russ, *Chief.* Donald J. Berkemeyer, *attorney;* John F. Corkill, *engineer.*
- Ship Accounts Branch—Charlotte S. Smith, *Chief.*

- STATISTICS DIVISION—Alexander Ueland, *Chief.* PUBLIC REFERENCE ROOM—Mabel R. Langston, *librarian.*

FIELD OFFICES

- New York—90 Church St. Rector 2-9100. Jack E. Buckley, *Chief.*
St. Louis—815 Olive St. Main 8100. Clarence J. Henry, *Acting Chief.*
San Francisco—180 New Montgomery St. Garfield 1-0125.
Paul Summerhays, *Chief.* Atlanta—Hurt Bldg. Main 4067. Sydney L. O'Guin, *Chief.*

Safety and Special Radio Services Bureau

EDWIN L. WHITE, *Chief*.
Secretary: Bernice Hase.

LESTER W. SPILLANE, *Asst. Chief*.
Secretary: Ruth Hartman.

Enforcement Unit—Marshall S. Orr, *Chief*. Anne G. Donnelly, *secretary*; Irving Brownstein, Robert Fenton, *attorneys*.

AVIATION DIVISION

JOHN R. EVANS, *Chief*. Dorothy Bass, *secretary*.
Arthur Blooston, *attorney*; Donald Mitchell, J. J. McCue, W. B. Hawthorne, J. S. Macdonald, *engineers*.

MARINE DIVISION

WILLIAM N. KREBS, *Chief*. Elizabeth Bolton, *secretary*.
John E. Wicker, *attorney*; Harold R. Woodyard, Duncan D. Peters, Alfred G. de la Croix, James T. Kyne, Robert T. Brown, *engineers*.

INDUSTRY AND COMMERCE DIVISION

GLEN E. NIELSEN, *Chief*. Elise Dimmette, *secretary*.
Douglas Anello, *attorney*; William H. Watkins, C. I. Fonger, C. A. Higginbotham, *engineers*.

PUBLIC SAFETY AND AMATEUR DIVISION

G. K. ROLLINS, *Chief*. Mildred Donaldson, *secretary*.
Daniel H. Arnold, *Chief*, *Public Safety Branch*; Ivan H. Loucks, *Chief*, *Amateur Branch*; Violet L. Haley, *attorney*; John C. Currie, Herman Garlan, John D. Fulmer, *engineers*.

AUTHORIZATION ANALYSIS DIVISION

CHARLES R. WEEKS, *Chief*. Marjorie Garber, *secretary*. Robert L. Stark, *Asst. Chief*.

Application Advisory Branch—Robert W. Percy, *Chief*. David Lands, *attorney*; Leo C. Haisman, Lewis Merlwether, Russell E. Sherwood Jr., Kenneth Gillette, Louis Manning, Theodore McCarty, *engineers*.

Procedures Section—Merle E. Floegel, *Chief*. Application Control Section—Edward Giovannetti, *Chief*. Aviation Group—Anne B. Richmond, *Chief*. Land Transportation Group—Myrtle R. McMahan, *Chief*. Industrial Service Group—Byron D. Runyon, *Chief*. Public Safety Group—Marie J. Boggan, *Chief*. Amateur Group—Frank Gentile, *Chief*.

Office of the General Counsel

BENEDICT P. COTTONE, *General Counsel*. Fausta M. Puffenberger, *secretary*. Dee W. Pincock, *Asst. to General Counsel*. Florence I. Stretch, *secretary*. John McAllister, George MacClain, *attorneys*; Joseph Brenner, 1031 S. Broadway, Los Angeles, Cal., *regional attorney*; William H. Bauer, *Chief*, *Technical Section*.

Litigation and Administration Division—Max Goldman, *Asst. General Counsel in Charge*. Elizabeth Kaplan, *secretary*. Richard A. Solomon, *Asst. Chief*. [Vacancy], *Chief*, *Litigation Branch*; Mary Jane Morris, Robert D. Greenburg, Daniel R. Ohlbaum, Stanley S. Neustadt, *attorneys*. A. Harry Becker, *Chief*, *Administrative Branch*; Erich Saxl, Maurice W. Whiton, *attorneys*.

Office of the Chief Engineer

EDWARD W. ALLEN JR., *Chief Engineer*. Ruby Floyd, *secretary*; Olive Cain, *administrative asst.*

JOHN A. WILLOUGHBY, *Asst. Chief Engineer*. Opal Spivey, *secretary*.

GEORGE S. TURNER, *Asst. Chief Engineer and Chief of the Field Division*. Anne Ignatowich, *secretary*.

VIRGIL R. SIMPSON, *Asst. to the Chief Engineer*. Mary E. Nalls, *secretary*.

RALPH J. RENTON, *U. S. Supervisor, Control of Electromagnetic Radiation (CONELRAD)*. Margaret Fox, *secretary*.

Control of Electromagnetic Radiation Group—Kenneth W. Miller, *Asst. U. S. Supervisor*; A. Prose Walker, *Eastern Zone Supervisor*; Ernest C. Thelemann, *Central Zone Supervisor*; Robert E. Linx, *Western Zone Supervisor*; Carl A. Johnson, *Senior Coordinating Engineer*; Joseph Hallock, Kenneth Hedrick, Donald Holladay, Joseph Eichel, Thomas Cave, James Fernane, Vernon Esgar, Frederick Holliday, Roger Carey, *Coordinating Engineers*.

Field Engineering and Monitoring Division

NORTH ATLANTIC REGION—Federal Bldg., New York City. Watkins 4-1000. Charles C. Kolster, *Regional Manager*.

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

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

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

District No. 4—Old Town Bank Bldg., Baltimore, Md. Plaza 2662. Hyman A. Cohen, *Engineer-in-Charge*.

District No. 5—New Post Office Bldg., Norfolk, Va. Norfolk 24963. Edward Bennett, *Engineer-in-Charge*.
Ship Office, Room 106, U. S. Post Office Bldg., Newport News, Va. [Vacancy.]

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

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

Experimental Branch—Everett G. Henry, *Chief*; Emmett J. Carmody, Alvin C. Holmes.

Radio Operator Branch—Howard C. Looney, *Chief*; Leland Quaintance.

Antenna Survey Branch—Noble C. Shumway, *Chief*; Harold Russell.

Technical Research Division—William C. Boese, *Chief*. Agnes Carr, *secretary*.

Jules Deitz, Harry Fine, Arnold Skrivseth, John Taff, George Waldo, George Waters, Glenn West.

Frequency Allocation and Treaty Division—Albert L. McIntosh, *Chief*. Jane Rudy, *secretary*.

Ernest Blankinship, William Bradley, Louis DeLaFleur, William Grenfell, William L. North, George Stelzenmuller, Robert Tosch, Malcolm Moses, Marvin Price, Emile Reniere.

Laboratory Division—Edward W. Chapin, *Chief*. Anne Janco, *secretary*.

Erl Ball, Albert Crag, Ralph Dunn, Joseph Hanyok, L. C. Middlekamp, Milton Mobley, William Roberts, Everett Shinn, Phillip Wessels.

Field Engineering and Monitoring Division (Departmental Personnel)—George S. Turner, *Chief*. Anne Ignatowich, *secretary*.

Allen Anderson, Edward Ansell, Willard Beale, Alfred Brodie, Arthur Caplen, Clayton Hanson, Thomas Heron, Nathan Hallenstein, George Jensen, Alfred Kleist, Frank Kratokvil, Edwin Lovejoy, E. H. Marshall, Robert Morrell, Stacy Norman, Carl Nuhn, B. P. Pemberton, Harold Richman, Warren Stickler, Frank Toth, Irving Weston, F. W. Wickenkamp, Eldridge Willey, Charles Wilson, Rex Wilson.

Office of the Chief Accountant

WILLIAM J. NORFLEET, *Chief Accountant*. Lily M. Marshall, *secretary*.

Hugo Reyer, *Asst. Chief Accountant*. Elizabeth S. Harris, *secretary*.

Accounting Regulation Division—John J. Nordberg, *Chief*. Harland R. Morris, *Asst. Chief*. Lester A. Henderson, Paul O. Reehling, Edward C. Hortung, Waleska Watson, *accountants*.

Economics Division—H. H. Goldin, *Chief*. James B. Sheridan, *Asst. Chief*. Irwin Fine, Peter Gerlando, Alexander Flirfer, *economists*.

Bureau of the Secretary

THOMAS J. SLOWIE, *Secretary*. Ethel M. Richardson, *secretary*; Laura L. Hollingsworth, *administrative asst.*

William P. Massing, *Asst. Secretary and Chief, License Division*; Annette Hutterly, *Chief, Minute Branch*; Helen A. Clark, *Chief, Library Branch*; Clara M. Iehl, *Chief, Broadcast License Branch*; Paul H. Sheehy, *Chief, Service Division*; Walter S. Davis, *Chief, Records Division*; Jessie R. Blaine, *Chief, Dockets Branch*.

Office of Formal Hearings

J. D. Bond, James D. Cunningham, Hugh B. Hutchison, Fanny N. Litvln, Leo Resnick, Elizabeth C. Smith, Basil P. Cooper, *examiners*.

Office of Formal Hearing Assistants

[Vacancy], *Chief*. Yolanda Goldenberg, *secretary*; Sylvia D. Kessler, Herbert Sharfman, *attorneys*; Horace E. Slone, Harold C. Anderson, *engineers*; Charles C. Borum, *accountant*.

Office of Information

GEORGE O. GILLINGHAM, *Director*. Salma M. Lindo, *Press Branch*; Mary O'Leson, Eva O. Melton, *Inquiry Branch*.

Office of Administration

W. K. HOLL, *Executive Officer*; Robert W. Cox, *Asst. Executive Officer and Acting Budget Officer*; Richard F. Solan, *Administrative Asst.*; Rita L. Clayton, *Secretary*; Gilbert H. Hatfield, *Personnel Officer*; Eric G. Stewart, *Planning Officer*.

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

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

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

GULF STATES REGION—U. S. Appraisers Bldg., Houston, Tex. Woodcrest 3975. Joe H. McKinney, *Regional Manager*.

District No. 8—Audubon Bldg., New Orleans, La. Canal 1739. Theodore G. Deller, *Engineer-in-Charge*.

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

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

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

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

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

SOUTH PACIFIC REGION—Customhouse, San Francisco, Cal. Yukon 6-4141. Kenneth G. Clark, *Regional Manager*.

District No. 11—Post Office & Courthouse Bldg., Los Angeles, Cal. Madison 7411. Bernard L. Linden, *Engineer-in-Charge*.

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

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

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

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

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

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

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

CENTRAL STATES REGION—U. S. Courthouse, Chicago, Ill. Harrison 4700. William J. McDonnel, *Regional Manager*.

District No. 16—Uptown Post Office & Federal Courts Bldg., St. Paul, Minn. Cedar 8033. Donald A. Murray, *Engineer-in-Charge*.

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

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

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

District No. 19—New Federal Bldg., Detroit, Mich. Cherry 9330. Edwin S. Helser, *Engineer-in-Charge*.

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

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

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

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

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

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

PRIMARY MONITORING STATIONS

Allegan, Mich.—Box 89. Patrick J. Scanlon, *Engineer-in-Charge*.

Grand Island, Neb.—Box 788. Arthur A. Johnson, *Engineer-in-Charge*.

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

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

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

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

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

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

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

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

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

SECONDARY MONITORING STATIONS

Searsport, Me.—Box 44, Belfast, Me. Vernon K. Wilson, *Engineer-in-Charge*.

Spokane, Wash.—Box 191, Station A. Adelbert C. Lawrence, *Engineer-in-Charge*.

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

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

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

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

Bay St. Louis, Miss.—Box 300. H. Frank Rawls, *Engineer-in-Charge*.

Congressional Committees Handling TV-Radio Matters

Senate Interstate & Foreign Commerce Committee

Democrats

Edwin C. Johnson, Col., *chairman*
Ernest W. McFarland, Ariz.
Warren G. Magnuson, Wash.
Brien McMahon, Conn.
Herbert R. O'Connor, Md.
Lyndon B. Johnson, Texas
Lester C. Hunt, Wyo.

Republicans

Charles W. Tobey, N. H.
Owen Brewster, Me.
Homer E. Capehart, Ind.
John W. Bricker, Ohio
John J. Williams, Del.
James P. Kem, Mo.

Staff

Edward Jarrett, *clerk*
Halford Davis
Edward Sweeney
Edward R. Jelsma
Nicholas Zapple (*communications*)

House Interstate & Foreign Commerce Committee

Democrats

Robert Crosser, Ohio, *chairman*
Lindley Beckworth, Texas
J. Percy Priest, Tenn.
Oren Harris, Ark.
Dwight L. Rogers, Fla.
Arthur G. Klein, N. Y.
Thomas B. Stanley, Va.
William T. Granahan, Pa.
John A. McGuire, Conn.
F. Ertel Carlyle, N. C.
John Bell Williams, Miss.
Peter F. Mack Jr., Ill.
Homer Thornberry, Texas
Louis B. Heller, N. Y.
Kenneth A. Roberts, Ala.
Morgan M. Moulder, Mo.
Harley O. Staggers, W. Va.

Republicans

Charles A. Wolverton, N. J.
Carl Hinshaw, Cal.
Leonard W. Hall, N. Y.
Joseph P. O'Hara, Minn.
Robert Hale, Me.
James I. Dolliver, Ia.
John W. Heselton, Mass.
Hugh D. Scott Jr., Pa.
John B. Bennett, Mich.
Richard W. Hoffman, Ill.
J. Edgar Chenoweth, Col.
John V. Beamer, Ind.
Harmar D. Denny Jr., Pa.

Staff

Elton J. Layton, *clerk*
Andrew Stevenson
A. E. Stockburger
Kurt Borchardt
Sam G. Spal



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

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

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

* * * *

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

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

* * * *

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

Bound and Indexed

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Copies of the TV Code

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

Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 1755 • VOL. 7, No. 51

December 22, 1951

In this Issue: { NPA Tough on First-Quarter Building, page 1. Sets-in Use Go Over 15,000,000 as of Dec. 1, page 6.
After the TV Freeze—The Deluge, page 2. 'Merry Christmas' in Trade Figures, page 6.
Forecasting Future Can Be Fatal, page 2. Topics & Trends and Mobilization Notes, pages 8-9.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

ABC, which received fourth-quarter allotment to build

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Count of TV Sets-in-Use by Cities

As of December 1, 1951

Estimates are sets within 1.1 Mv/m contours (60 ml.), excluding overlaps, as established by NBC Research.

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

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

* Preliminary estimate, U. S. sets only.

Note: TV sets sold in Canada totaled 67,648 up to Oct. 31, 1951, according to Canadian RTMA (Vol. 7:48). Since Canada has no stations of its own and nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities.

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

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

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

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

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

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

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

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

Bound and Indexed

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

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

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

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

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

* * * *

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

* * * * *

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

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

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

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

* * * * *

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

ABC, which received fourth-quarter allotment to build

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Count of TV Sets-in-Use by Cities

As of December 1, 1951

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

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

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

* Preliminary estimate, U. S. sets only.

Note: TV sets sold in Canada totaled 67,648 up to Oct. 31, 1951, according to Canadian RTMA (Vol. 7:48). Since Canada has no stations of its own and nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities.

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

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

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

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

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

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

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

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

Bound and Indexed

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

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

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

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

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

* * * *

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

* * * *

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

* * * *

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

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

Nickel, for which defense requirements next year exceed total supply, will probably be most critical electronic material by end of 1952. But Dr. John F. Thompson, chairman of International Nickel Co., forecasts 30% increase in nickel supply by 1954 over pre-Korea level, due to expansion by established producers and opening of new mines. International Materials Conference announced U. S. will get slightly more of the free world's tungsten, a little less molybdenum during first quarter 1952 than current fourth quarter 1951.

At least 7,000,000 lbs. of aluminum will be lost as result of walkout this week at Reynolds' Troutdale, Ore. plant, NPA officials estimate. Cadmium producers, distributors and consumers urged NPA to relax order M-19, which controls use of the metal. Producers said they have 2-month supply on hand and defense demands haven't been as heavy as anticipated.

* * * *

TV servicemen got long-sought materials relief this week when CMP Regulation 7 (maintenance, repair & operating supplies) was amended to give them priority on materials needed for installations. Installers of all "domestic appliances" are included in regulation, which permits them to use their MRO quotas for installation materials (antenna lead-in wire, etc.). At same time, NPA amended CMP Regulation 5 to permit manufacturers to obtain materials for installation of equipment in existing buildings on priority basis. Order establishes separate minimum quarterly quotas of \$1000 each for MRO supplies, minor capital additions and installations.

Bottleneck-breaking regulation issued by NPA Dec. 19 is expected to be big help to defense electronic manufacturers and laboratories. New Direction 4 to Regulation 2 permits manufacturers of tubes and resistors to arrange delivery of small rated (priority) orders without regard to chronological receipt of orders. Only type order that can't be bumped by small order under new regulation is one carrying DX super-priority rating. Size of orders coming under Direction 4 is tightly limited. For example, no manufacturer is permitted to ship more than 50 tubes of any one type to any one customer in a month.

—■—

Dividends: Motorola, quarterly 62½¢ and extra of 37½¢ both payable Jan. 15 to stockholders of record Dec. 28; Allied Electric Products (Sheldon), 11¼¢ payable Dec. 28 to holders Dec. 17; Canadian Admiral, 15¢ payable Dec. 29 to holders Dec. 17; IT&T, 20¢ payable Jan. 23 to holders Dec. 21; Technicolor, 50¢ payable Dec. 27 to holders Dec. 19; Reeves-Ely, 10¢ payable Dec. 28 to holders Dec. 14; Packard-Bell, 25¢ payable Jan. 25 to holders Jan. 10; Emerson, 25¢ payable Jan. 15 to holders Jan. 4.

International Resistance Co. holds stockholders' meeting Jan. 9 to vote on proposed increase in authorized common shares from 1,097,225 to 1,500,000. With 1,067,163 shares now outstanding, company plans to sell 250,000 more through F. Eberstadt & Co. and Zuckerman, Smith & Co., proceeds to be used for additional working capital and product development.

M. H. Cogan, president of Symphonic Radio & Electronic Corp., Boston, has sold controlling interest to New York group headed by Max Zimmer & Al Jacobs, Apex Electronics, and including Sidney Joffee, Pathe.

Electrical & Musical Industrial Ltd., London (EMI) reports net income of £838,122 for fiscal year ended June 30 vs. £456,666 for preceding fiscal year.

Telecasting Notes: NARTB's new TV code seal (Vol. 7:49), to be displayed by member stations conforming with newly promulgated *Code of Practices for Telecasters* (Supplement No. 76), due to be ready for distribution in early January, probably will be flashed on screens regularly by networks and stations as part of their identification signals . . . NBC-TV's 7-9 a.m. show *Today*, starting Jan. 14 (Vol. 7:50), actually will keep m.c. Dave Garroway and staff going 3 hours each weekday morning, for there will be repeat hour for piping to Central Time Zone so that it can hew to same 7-9 a.m. look-or-listen habit patterns contemplated by v.p. Pat Weaver . . . Added promotion gimmick for show is fact it will be staged in so-called "Studio of Tomorrow" in RCA Exhibition Hall, facing on 49th St., so that morning passersby can have a look—though city ordinances prohibit outdoor loud-speakers . . . Pittsburgh's WDTV, DuMont-owned, which as only station in one of top markets in country picks and chooses what it wants from the networks, now carries Milton Berle's *Texaco Star Theatre* alternate Tuesdays only, having cleared every other week for half hour of *Frank Sinatra Show* (Ekco Products, CBS-TV) and for Saturday Evening Post's *Keep Posted* (DuMont) . . . Sam Goldwyn, who has said he thinks film houses of future must compete on "qualitative" basis against "quantitative TV," and who hasn't released any of his oldies to TV yet, did relent to this extent for *Salute to Samuel Goldwyn* carried this week on KNXT, Hollywood: he appeared personally to introduce scenes culled from his films *Dodsworth*, *Pride of the Yankees*, *Best Years of Our Lives*, *Wuthering Heights* and, latest, *I Want You* . . . First unit of NBC's huge new TV housing project, on 50-acre tract adjoining Warner Bros. studios in Burbank, will be 2 studios, each seating 500, covering about 5 acres, costing some \$2,000,000; groundbreaking is due soon after New Year's, occupancy expected by next Oct. 1 . . . ABC fashioning dozen studios for AM out of old warehouse adjoining its TV Center on West 66th St., preparatory to moving out of RCA Bldg. in March when lease expires and NBC takes over all or most of its present space . . . Civil Defense Administration is distributing kinescopes of its 7-installment *Survival* series to all TV stations; series portrays effect of atomic bomb on cities, was shown on NBC-TV last summer . . . Tommy Henrich, another ex-New York Yankee great, joins Joe DiMaggio in TV sports-casting by signing of long-term WJZ-TV contract to share 11:10-11:20 p.m. Mon.-Tues.-Thur.-Fri. show with Russ Hodges, sponsor Sun Oil; DiMaggio will handle pre- and post-game shows for Yankees.

NBC is raising local rates of 3 of its 5 owned-&-managed TV stations as of Jan. 1: KNBH, Los Angeles, from \$1250 to \$1500 per Class A hour, from \$200 to \$300 per 1-minute or 20-seconds; WNBK, Cleveland, from \$750 to \$900 & \$150 to \$175; WNBW, Washington, from \$550 to \$650 & \$120 to \$135. Also planned are local rate increases for WNBK, New York, now \$3750 an hour, and WNBQ, Chicago, now \$1500—but these are as yet undetermined and not due until next Feb. 15.

Extra Copies of TV Factbook No. 14

Our semi-annual *TV Factbook No. 14* will be off the presses shortly after Jan. 15, 1952—containing directories and basic reference data about stations & networks (including rate schedules), manufacturers, program suppliers, FCC and others concerned with TV. One copy goes to each full-service subscriber. Extra copies will be available to subscribers at \$2.50; if you place pre-print orders for quantities of 20 or more (i.e., before Jan. 7, 1952) we'll supply them at \$1 per copy.

THE FCC, Chairman Coy & Comr. Jones particularly, have been eyeing askance the trends in network-station fiscal relations lately—notably NBC's plan to readjust radio rate structure and payments to radio affiliates. Commission has instructed its legal and economic staffs to have a look, apparently suspecting deliberate attempt to depress AM for sake of TV.

However bitter toward one another competitively, it's axiomatic that none of the networks and very few stations want any govt. agency to meddle in their contractual relationship—a field definitely outside FCC's legal scope.

It's good guess that, faced with the prodigiously important job of ending its self-created and self-protracted TV freeze, to say nothing of staff shortage and the heavy pressures of the coming political year, this "probe" will merely create lots of work and annoyance, win some publicity, then simply go the way of FCC's famous "network equalization" plan of latter 1950 (Vol. 6:40 et seq.).

That one proposed changing network rules to limit the number of hours TV stations in certain areas might take from any single network. It died on the vine, favored not even by the networks it was designed to help.

CBS-TV Division joins NARTB-TV this week, bringing with it wholly-owned stations WCBS-TV, New York, and KNXT, Hollywood. Part-owned (45%) station WTOP-TV, Washington, doesn't belong. Total TV membership now includes 76 stations (out of total of 108) and 3 networks. As network member, CBS-TV is entitled to directorship, presumably to be assumed by its president Jack Van Volkenburg. Parent company left old NAB several years ago in disagreement with policies, hasn't yet returned its radio network or stations. NARTB reports increase in radio memberships also—14 new ones this week bringing total to 1324—958 AM, 366 FM.

Nominations for 1951 duPont TV-radio awards for "outstanding public service" were invited this week (closing date Jan. 31) by O. W. Riegel, curator of duPont Foundation, Washington & Lee U, Lexington, Va. Winners in 3 categories—large station, small station, commentator—will get \$1000 each. Awards committee: Dr. Francis P. Gaines, president of Washington & Lee U, chairman; Mrs. Jessie Ball duPont (who established awards in 1942); B. M. McKelway, editor of *Washington Star*; Hadley Cantril, director of Princeton's Office of Public Research; Mrs. Hiram C. Houghton, president of General Federation of Women's Clubs.

Applications filed with FCC this week boosted total to 470. Ohio State U filed for non-commercial station in Columbus on Channel No. 12; KWTX, Waco, Tex., No. 11; WROL, Knoxville, Tenn., No. 6; KFOR, Lincoln, Neb., No. 10; KWVL, Waterloo, Ia., No. 7. Also filed but returned as incomplete, was request from Cache Valley Bestg. Co. for No. 2 in Logan, Utah. [For further details, see *TV Addenda 13-W* herewith; for listing of all applicants to date, see *TV Factbook No. 13* and Addenda to date.]

Grand total of 1497 filings in FCC's famed "paper" TV allocations hearing was received by final deadline date of Dec. 17. Though commissioners have been satisfied with staff's work to date (Vol. 7:49) and though big corps of engineers, attorneys, accountants and economists are doing almost nothing but "freeze" work, target date of Feb. 1 for final decision appears tough one to meet. Much depends on whether Commission continues to accept staff's recommendations with little change.

RCA offers new "special effects amplifier" to accomplish fades, dissolves, superpositions, wipes, insertions, etc., "at microsecond speed," expects it to supersede optical and mechanical techniques.

Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 1755 • VOL. 7, No. 52

December 29, 1951

In this Issue: { 1952 Outlook For TV & Allied Arts, page 1. Network TV Radio Billings: PIB Report, page 5.
TV-AM-FM Stations as of Jan. 1, 1952, page 2. TV Trade Factors at Year's End; Chicago Marts, page 7.
Rates On the Rise—Network & Local, page 3. Westinghouse's \$3,000,000 Sponsorship of Politics, page 10.

1952 OUTLOOK FOR TV & ALLIED ARTS: We didn't do so badly in this space exactly a year ago, when we forecast a "cloudy" New Year that promised:

"(a) Prolonged national emergency, with diminishing TV-radio output as the industry swings over to defense production." In 1952, the industry's main preoccupation will continue to be electronics for defense.

"(b) Prolonged station freeze, with its prolongation of monopolies of the now-unprofitable telecasting facilities." In early 1952, freeze should be lifted -- but that doesn't mean more stations immediately, or even soon. (See below.)

"(c) Prolonged arguments about color TV, now a chimera without even the proverbial Chinaman's chance of emerging commercially during the emergency." That forecast for 1951, obvious then and even more obvious now, stands for 1952, too; everybody would prefer to forget the great color fiasco of 1951.

Looking a bit more closely into what 1952 promises, this is a summary of the best thinking of Television Digest's editorial staff:

* * * *

FREEZE: Final decision by March 1. First grant about June 1, total number of new stations authorized to be 25-50 for year, mostly uhf, because eager competition for scarce and valuable channels means many, many hearings. Very few of these stations to be on the air by year's end.

TELECASTING BUSINESS: To continue "terrific" for the 108 franchise holders, many enjoying freeze-created monopolies. Telecasting time sales of 1951, totaling some \$250,000,000 (about half network), to be exceeded by far in 1952 due to higher rates stemming from increased audience and greater acceptance of medium. Rough guess is that another \$250,000,000 was spent in 1951 on TV talent, production & facilities -- programs -- and it's a cinch that bill won't go down in 1952.

SET OUTPUT & TRADE TRENDS: NPA estimates 3,500,000 TVs. Manufacturers' consensus approaches 4,500,000. Best forecast is probably somewhere between the two -- but considerable new conservation measures will be necessary to achieve 4,000,000. Optimism of set makers isn't unnatural when you consider that they turned out about 5,300,000 TVs in 1951, as against forecasts of around 4,000,000 this time last year. Tube sizes are settling down to 17 & 21-in.; some 24-in. and a few 27 & 30-in. will sell in 1952. Trade should continue good at all levels, the servicing business especially so, with sales about equalling 1951's by reason of inventory carryovers.

MATERIALS SHORTAGES: Copper, aluminum and nickel to continue very scarce through 1952, with tightest pinch on civilian production in third quarter -- despite earlier govt. assurances that materials pinch would ease early in year. Military take of metals will force new second-quarter cut, probably 10%, in copper & aluminum for TV-radio and other "more essential" consumer durables, then another smaller cut in third quarter.

* * * *

That's the larger picture. Getting down to some of the important specifics in the telecasting and related fields, as seen from the Washington vantage:

Theatre TV: FCC hearing to be postponed from Feb. 25 for one or 2 months. Final decision near year's end. Much to-do all year about system vs. system, color vs. monochrome, etc., while number of installations (now about 60) mushroom to point where theatres become consistent factor as bidders against home TV for major events, still mostly sports.

Subscription TV: FCC too preoccupied all year with other more pressing matters, particularly problems flowing from "thaw" of freeze. It's unlikely to go into subject deeply. If there is hearing, decisions on basic principle involved in giving blessing to pay-as-you-look system, and on choice of system, are entirely unlikely by year's end.

Color: No Commission action at all, because of NPA ban on manufacture of color receivers. Lifting of ban unlikely for duration. NTSC to say it's ready with perfected compatible system any time FCC is prepared to consider it.

Network Service: AT&T to extend facilities to 8 more cities, mostly in second half 1952, namely: Oklahoma City, Tulsa, Fort Worth, Dallas, San Antonio, Houston, New Orleans, Miami. Only 4 stations to remain outside networks' scope -- in Albuquerque, Phoenix, Seattle, Matamoros, Mex.-Brownsville, Tex. Most, if not all extensions, to be completed by November elections.

Educational Channels: Few schools will apply for them, even though FCC's final decision will set aside flock of channels much as originally proposed. A few more schools will vie with commercial aspirants for regular channels.

Boosters & Satellite Stations: FCC to authorize only very limited experimentation with this effort to widen coverage of existing TV outlets. Consideration as commercial service unlikely during 1952, perhaps longer.

ABC-United Paramount Theatres Merger: Probably will go through after long hearings (due to start Jan. 15) and lots of legal byplay over charges of "stifled competition" and a rehash of Dept. of Justice's old Paramount anti-trust decree.

Station Construction: Structural steel shortage won't ease noticeably in 1952, as mobilizers originally forecast. Result is NPA will make few if any special materials allotments for construction of new stations, TV or other. Construction will be slowed, but not halted -- builders getting very little materials aid in addition to amounts of metals they're permitted to self-certify each quarter (now 25 tons of steel, 2000 lbs. of copper, 1000 lbs. of aluminum; Vol. 7:51). A few stations may get on air using such very small amounts of metals -- simply through the addition of TV equipment to existing AM tower and buildings.

The FCC: One, 2 or 3 new faces before year is out, probably even more if Democrats lose November elections. Chairman Coy makes no bones about intention of quitting soon, meaning probably as soon as he can after freeze-lift order in spring. Several members can retire with benefits any time they wish, may elect to do so. Only term expiring is that of Comr. Hyde (Republican) next June 30. Comr. Hennock surely won't stick if GOP comes in; her unhappy experience with Senate Judiciary Committee, which wouldn't approve her judgeship appointment, may have repercussions in Congress -- especially with GOP seizing on every chance to discredit Democrats.

* * * *

Political year inevitably means squeezes upon FCC, particularly in light of the largess it can hand out in the way of TV channels now valued in millions; but in light of bad reputation it earned during color imbroglio and Hennock hearings, in light of current Washington scandals, it can be assumed Commission, however constituted, will renew efforts to keep itself aloof from politics and above reproach. At least, that would seem to be better part of simple prudence and plain common sense.

TV-AM-FM STATIONS AS OF JAN. 1, 1952: New Year carries TV freeze into 40th month, and likely to go full 4 years before any more stations are on the air. Old year saw only one new station go into operation -- Atlanta's WLTV (Vol. 7:39), the 108th and last authorized by FCC.

There were a few more among our Latin American neighbors, but only one held meaning for U.S. viewers -- XELD-TV, Matamoros, Mexico, just across Rio Grande from Brownsville, Tex., with audience mostly on our side of border and drawing revenues primarily from American sponsors.

For all practical purposes, therefore, year ends with 109 stations whose signals are within range of some 27,500,000 U.S. families (about 62% of the nation's total) already using some 15,500,000 TV sets. That doesn't include Canada & Mexico.

Detailed data on all these stations, plus list of the 473 applications for new stations pending before FCC, plus present & proposed allocation tables, digests of station rate cards, tabulations of sets-in-use by areas with market data, TV-radio production figures, directories of TV manufacturers, program syndicates, etc. -- all will be included in our TV Factbook No. 14, which goes into mails to all our full TV service subscribers shortly after Jan. 15, 1952. [Extra copies, \$2.50.]

* * * *

Our 1952 AM-FM Directory, ready about same time and made available to full subscribers [extra copies \$7.50], brings to light these facts about growth of radio:

(a) AM station authorizations totaled 2410 at end of 1951 (2306 licensees, 104 CPs), only 59 more than the 2199 licensees, 152 CP holders at end of 1950. This indicates rate of increase in number of radio stations is at long last slowing down. End of 1950 compared with 2246 total at end of 1949; 2131, end of 1948; 1961, end of 1947; 1579, end of 1946; 1056, end of 1945.

(b) Applications for new AM stations were up to 290 at end of 1951 from 259 end of 1950, but applications for new facilities were down to 172 from 224. Dropped during year were 13 licenses, 20 CPs.

(c) AM stations in other major North American countries didn't change much -- Canada now has 173 (vs. 162 last year), Mexico 298 (276), Cuba 104 (104).

(c) FM grantees totaled 654 at year's end, 640 of them on air. At end of 1950, total was 706, of which 672 were on air. There were 38 FM licenses dropped in 1951, and 28 CPs turned in. FM applications virtually ceased coming in, only 7 now pending. Same trend was apparent at this time last year when only 8 were pending.

RATES ON THE RISE—NETWORK & LOCAL: TV network and station rates are going up again -- despite self-expressed fears in the industry that time-&-talent costs are forcing TV advertising so high that it could price itself out of business (Vol. 7:49). Radio rates pale by comparison, actually are trending downward.

NBC-TV's new rate card, effective Jan. 1, 1952, quotes new Class A time on its affiliates (6-11 p.m.; Sat. & Sun. 1-11 p.m.) at \$25 to \$500 per hour more than did its preceding rate card of July 1, 1951 -- for an average increase of 9%.

Reasons cited for hikes: more sets-in-use, lower cost-per-thousand viewers.

A sort of 6-month cycle of rate-raising over last few years has kept pace with TV's meteoric rise to well over 15,000,000 sets-in-use (Vol. 7:51). Whither networks lead, the stations follow -- though local rate cards are at lower levels.

How local rates are climbing, too, is clearly manifest as we digest rate cards of all outlets (109 of them, including Matamoros-Brownsville) for next edition of our semi-annual TV Factbook (No. 14) due off presses around Jan. 15. The station that hasn't hiked local rates during last 6 months or so is exception; for typical current examples, see item about NBC-owned stations' new rate cards (Vol. 7:51).

* * * *

New NBC-TV rate card shows basic hookup of 41 stations -- "available only as a group" -- plus others that can be added if advertiser desires and if time can be cleared. For Class A hour, it costs advertiser \$39,975, whereas the 36 stations on old basic network cost \$31,150. All 52 interconnected stations cost \$44,700.

The new basic stations added are WNHC-TV, New Haven, at base rate of \$900; WOOD-TV, Grand Rapids, \$500; KDYL-TV, Salt Lake City, \$375; KRON-TV, San Francisco, \$1000; KNBH, Los Angeles, \$2050.

Heading basic list is network's own WNBT, New York, whose \$4000 up to \$4500 is highest of all the increases. Philadelphia's WPTZ goes from \$1900 to \$2100 and Chicago's WNBQ from \$2000 to \$2200. Most other hikes are smaller, e.g., St. Louis' KSD-TV from \$1100 to \$1250, Kansas City's WDAF-TV from \$700 to \$800. (For complete listing of all new NBC-TV station rates, see next page).

Closest rival CBS-TV hasn't yet announced increases, but its rate card has been undergoing gradual overhaul and new one probably will be forthcoming soon, too

-- especially since it serves many of same stations as NBC-TV. Its New York WCBS-TV is still listed at \$4000 (as is ABC's WJZ-TV); but Chicago affiliate WBKB is currently quoted at \$2000 as against \$1600 six months ago; WJBK-TV, Detroit, \$1500 vs. \$1000; WCAU-TV, Philadelphia, \$2000 vs. \$1600, etc. ABC-TV is now certain to up rates, too, as will DuMont.

All new network rates are subject to 6-month period of grace. For 5-6 p.m. Mon.-thru-Fri., the networks charge 75% of Class A rates; for all other times, 50%. New NBC rate card introduces new frequency discount formula, designed to encourage year-round use of medium. The 26-week discount is eliminated and there's slight reduction in 39-week (depending on size of period) -- but 52-week contracts get 10% added discount, so that scale now ranges from 15% for once-weekly 15-minute user up to 25% for user of 5 half-hours weekly.

NEW NBC-TV network rates, which go into effect Jan. 1, involve increases in network charges for its 41-station basic hookup to the following base hourly rates (Class A time); for previous rates, see *TV Factbook 13*:

WNBTV, New York, \$4500; WBZ-TV, Boston, \$1750; WNHC-TV, New Haven, \$900; WJAR-TV, Providence, \$800; WRGB, Schenectady, \$825; WKTV, Utica, \$400; WSyr-TV, Syracuse, \$700; WPTZ, Philadelphia, \$2100; WDEL-TV, Wilmington, \$525; WBAL-TV, Baltimore, \$1100; WNBW, Washington, \$975; WTVR, Richmond, \$500; WTAR-TV, Norfolk, \$500; WGAL-TV, Lancaster, \$625; WJAC-TV, Johnstown, \$625; WNBK, Cleveland, \$1425; WBEN-TV, Buffalo, \$1000; WHAM-TV, Rochester, \$650; WSPD-TV, Toledo, \$725; WWJ-TV, Detroit, \$1525; WJIM-TV, Lansing, \$475; WOOD-TV, Grand Rapids, \$500; WLW-TV, Cincinnati, \$975; WLW-D, Dayton, \$675; WLW-C, Columbus, \$725; WSAZ-TV, Huntington, \$425; WNBQ, Chicago, \$2200; WTMJ, Milwaukee, \$1075; KSD-TV, St. Louis, \$1225; WMCT, Memphis, \$625; WSB-TV, Atlanta, \$625; WBRC-TV, Birmingham, \$425; WAVE-TV, Louisville, \$575; WSM-TV, Nashville, \$375; WOC-TV, Davenport, \$450; KSTP-TV, Minneapolis, \$900; WOW-TV, Omaha, \$550; WDAF-TV, Kansas City, \$800; KDYL-TV, Salt Lake City, \$375; KNBH, Los Angeles, \$2050; KRON-TV, San Francisco, \$1000.

For interconnected stations individually available, NBC-TV quotes following base rates: WDTV, Pittsburgh, \$900; WICU, Erie, \$550; WTTV, Bloomington, \$200; WKZO-TV, Kalamazoo, \$500; WFMY-TV, Greensboro, \$450 (effective Feb. 1); WBT, Charlotte, \$500; WMBR-TV, Jacksonville, \$400; WFBM-TV, Indianapolis, \$800; WBNF-TV, Binghamton, \$400 (Jan. 15); WOI-TV, Ames, \$400; KFMB-TV, San Diego, \$550.

For non-interconnected stations available via film or kine-recordings: WTVJ, Miami, \$600; WDSU-TV, New Orleans, \$525; KOTV, Tulsa, \$500; WKY-TV, Oklahoma City, \$600; WFAA-TV, Dallas & WBAP-TV, Fort Worth, \$750 (individually at \$475); KPRC-TV, Houston, \$600; WOAI-TV, San Antonio, \$400; XELD-TV, Matamoros, \$250; KOB-TV, Albuquerque, \$200; KPHO-TV, Phoenix, \$300; KING-TV, Seattle, \$650 (Feb. 1).

Seven women in TV-radio have been given first annual *McCall's* awards for outstanding community service: Elizabeth E. Marshall, Chicago Board of Education (top award for programs on WBEZ, WIND and WJJD); Kit Fox, WLW, Cincinnati; Sister Mary St. Clara, WKBB, Dubuque, Ia.; Edythe J. Meserand, WOR, New York; Bee Baxter, KSOO, Sioux Falls, S. D.; Helen Faith Keane, WABD, New York; Dorothy Gordon, WQXR, New York.

The \$100,000 sale of WCOL (AM & FM), Columbus, to Secretary of Commerce Charles Sawyer and family (owners of WING, Dayton, and WIZE, Springfield) was approved by FCC this week, Comr. Jones dissenting but issuing no opinion.

Personal Notes: Edward Kletter, ex-president of Product Advertising Corp. and v.p. of United Cigar-Whelan Stores Corp., appointed head of DuMont Network's merchandising & business development dept., newly set up to create and administer merchandising and point-of-sales promotion for sponsors . . . A. A. (Abe) Schechter rejoins NBC Jan. 1 as a general executive for TV, resigning as v.p. of Crowell-Collier Publishing Co. He left NBC in 1942 to join Army, was news & special events v.p. of Mutual after return. First NBC-TV chore will be supervision of 7-9 a.m. Dave Garroway show *Today* . . . Robert B. Hanna Jr., of GE's WRGB, WGY & WGFM, promoted to mgr. of GE's newly established broadcasting stations dept. . . . George W. Clark has resigned as Chicago mgr., John E. Pearson Co., to set up own rep firm to be known as George W. Clark Inc., 333 N. Michigan Ave., Chicago . . . Fred Brokaw has returned to Paul H. Raymer Co. as executive v.p. for radio, headquartered at N. Y. office . . . Harold Fellows, NARTB president, named chairman of new Commission on Mass Communications formed by National Conference of Christians & Jews . . . Donald W. Thornburgh, president of WCAU & WCAU-TV, Philadelphia, one of 8 radio-advertising executives cited by Big Brothers of America for public-service awards . . . Rodney Erickson, TV-radio mgr., Young & Rubicam, appointed chairman of national TV committee of 1952 Heart Fund drive headed by Bruce Barton; Thomas M. McDonnell, radio director, Foote, Cone & Belding, heads radio committee . . . Dr. Franklin Dunham, chief of radio & TV for U. S. Office of Education, awarded 1951 Award of the School Broadcast Conference "for meritorious service to educational radio and television" . . . Robert B. Hoag, ex-gen. sales mgr., KXNT, Los Angeles, transferred to CBS-TV Spot Sales, N. Y. . . . Fred Albin, recording engineer of KECA-TV, Los Angeles, elected president of Society of Television Engineers . . . Donald K. deNeuf succeeds Michael R. Hanna as gen. mgr. of Rural Radio Network to enable Mr. Hanna to devote fulltime to managership of WHCU, Ithaca, N. Y. . . . Robert L. Coe, ex-mgr. of KSD-TV & WPIX, appointed mgr., DuMont station relations dept., under direction Elmore B. Lyford . . . Warren Jennings, onetime WLW Eastern sales mgr., promoted to ABC-radio national spot sales mgr. . . . Dwight E. Rorer leaves Washington law firm of Dow, Lohnes & Albertson Jan. 1 to set up practice at 530 Washington Bldg., phone Republic 0727, continuing as member of Grant, Exselsen & Rorer, New York firm dealing primarily in inter-American corporate work . . . Bernard Koteen on Jan. 1 establishes own Washington practice at 536 Wyatt Bldg., phone Metropolitan 5711, leaving Cohn & Marks.

Duplication of magnetic tape at rate of 9 half-hour copies in 11 minutes is claim made for new machine developed by L. S. Toogood Recording Co., 221 N. LaSalle St., Chicago, and Rawdon Smith Associates Inc., 1710 Rhode Island Ave. NW, Washington.

Network TV-Radio Billings

November 1951 and January-November 1951

(For October report, see *Television Digest*, Vol. 7:48)

NETWORK TV BILLINGS will go well over \$125,000,000 for 1951, judging from 11-month total of \$113,834,346 reported by Publishers Information Bureau. November TV billings were slightly under October's, according to monthly tabulation and somewhat under network radio billings for November, though both NBC and CBS now show network TV billings in excess of network radio. NBC-TV & CBS-TV dropped from November peaks, however, ABC-TV and DuMont showing slight increases.

TV's big upsurge, radio's slight downsurge, are indicated by fact \$113,834,346 billings for TV's first 11 months compare with \$33,900,910 for same 1950 period; \$160,099,546 billings for radio's first 11 months compare with \$167,685,906 for same 1950 period. Detailed PIB figures:

NETWORK TELEVISION

	November 1951	November 1950	Jan.-Nov. 1951	Jan.-Nov. 1950
NBC	\$ 6,555,205	\$ 3,070,010	\$ 52,670,473	\$ 17,910,935
CBS	4,605,506	2,215,744	37,734,476	10,659,929
ABC	1,911,243	1,243,549	16,605,766	5,330,046
DuMont	847,373	*	6,823,631	*
Total	\$13,919,327	\$ 6,529,303	\$113,834,346	\$ 33,900,910

NETWORK RADIO

CBS	\$ 5,257,454	\$ 6,455,478	\$ 63,506,265	\$ 64,200,179
NBC	4,315,646	5,040,404	49,980,710	56,333,806
ABC	3,220,760	2,940,967	30,408,627	32,372,337
MBS	1,583,291	1,357,529	16,203,944	14,779,584
Total	\$14,377,151	\$15,794,378	\$160,099,546	\$167,685,906

* Figures for 1950 not available.

* * * *

Following are network TV and radio figures for January thru November, including revisions of previously reported PIB figures:

NETWORK TELEVISION

1951	ABC	CBS	DuM	NBC	Total
Jan.	\$1,328,719	\$2,601,165	\$ 435,527	\$4,187,222	\$ 8,552,633
Feb.	1,254,851	2,600,339	406,079	3,949,360	8,210,629
March	1,539,470	2,993,902	457,811	4,654,063	9,645,245
April	1,432,319	2,906,891	574,025	4,758,309	9,671,544
May	1,385,901	3,066,249	622,646	4,946,338	10,021,134
June	1,437,593	2,900,782	564,478	4,244,240	9,147,093
July	1,351,168	3,434,659	645,359	3,477,952	8,909,138
Aug.	1,444,593	3,734,551	763,071	3,359,856	9,302,071
Sept.	1,622,482	4,159,213	738,578	5,405,243	11,925,516
Oct.	1,897,427	4,731,219	768,684	7,132,685	14,530,015
Nov.	1,911,243	4,605,506	847,373	6,555,205	13,919,327
Total	\$16,605,766	\$37,734,476	\$6,823,631	\$52,670,473	\$113,834,346

NETWORK RADIO

1951	ABC	CBS	MBS	NBC	Total
Jan.	\$3,099,418	\$6,833,626	\$1,542,887	\$5,215,947	\$16,691,878
Feb.	2,702,721	6,097,737	1,426,705	4,731,626	14,958,789
March	2,891,339	6,793,966	1,648,006	5,085,636	16,418,947
April	2,980,183	6,487,717	1,539,801	4,897,882	15,905,583
May	2,991,227	6,745,098	1,510,818	5,329,752	16,576,895
June	2,720,268	6,201,963	1,191,691	4,739,193	14,853,115
July	2,267,674	4,387,193	1,347,841	3,728,687	11,731,395
Aug.	2,210,352	4,440,261	1,329,375	3,808,906	11,788,894
Sept.	2,165,971	4,645,527	1,324,061	3,713,235	11,848,794
Oct.	3,158,714	5,615,723	1,759,468	4,414,200	14,948,105
Nov.	3,220,760	5,257,454	1,583,291	4,315,646	14,377,151
Total	\$30,408,627	\$63,506,265	\$16,203,944	\$49,980,710	\$160,099,546

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by PIB on basis of one-time network rates, or before frequency or cash discounts. Therefore, in terms of dollars actually paid to networks they may be inflated by as much as 40%. Figures are accepted by networks themselves, however, and by the industry generally, as satisfactory index of comparisons and trends.

Canadian Broadcasting Corp. gets grant of \$4,750,000 to cover current deficit, plus appropriation of \$6,250,000 a year for next 4 years, under budget approved by Parliament. This income augments the nearly \$6,000,000 derived annually from \$2.50 radio-set tax and about \$2,000,000 from CBC commercial time sales—presumably will also hasten completion of CBC's now-building Toronto & Montreal TV outlets, now promised by "mid-summer."

Station Accounts: Marshall Field, big Chicago dept. store, dropping its thrice-weekly *Uncle Mistletoe* puppet show for children in favor of *Pace of Chicago*, starting Jan. 10, Thu. 9:30-10 p.m. on WBKB, said to be most elaborate and most expensive TV production yet put on locally. Show will be devoted to Chicago and its people, with "Editor Caleb" tying its segments together, including orchestra, dramatic vignettes, name stars, chorus, etc.; it uses 25-30 people, is budgeted at \$5000-\$10,000 per week, written by Douglas Johnson, author of *Hawkins Falls* and some of *Studs' Place* stories . . . California Machinists Non-Partisan Political League, offshoot of AFL's International Assn. of Machinists, Jan. 11 starts 52-week series titled *Without Fear*, devoted to public affairs and good citizenship, on KTTV, Los Angeles, Fri. 8:30-9 p.m.; kinescopes will then be placed on KFMB-TV, San Diego, Mon. 10-10:30 p.m., and KGO-TV, San Francisco, Tue. 9:30-10 p.m., thru Leonard Shane Agency, L. A. . . . Marlon Confections Corp., thru Zlowe Co., New York, becomes second quarter-hour sponsor of *Roller Derby* on WCBS-TV, New York, starting Jan. 5, Sat. 4-5 p.m.; first sponsor signed was Philip Morris, thru Biow Co. . . . Landers, Frary & Clark, whose Universal appliances line now includes "Jet 99" vacuum cleaner, will introduce that item with \$1,000,000 national ad campaign, plus cooperative advertising, starting in March and including TV-radio, thru Goad & Tierney Inc., N. Y. . . . Insurance Co. of North America sponsored company choir Dec. 24, 9:30-10 a.m. for second year on WPTZ, Philadelphia, thru N. W. Ayer . . . Minneapolis Brewing Co. (Golden Grain Beer) quitting long-standing *Friendly Fred* disc show on WCCO to go on TV . . . National Peanut Council, Washington, furnishing dealer aids for National Peanut Week, Feb. 3-9, with TV-radio included in plans . . . Among other advertisers reported using or preparing to use TV: Pacific Citrus Products Co. (Hawaiian Punch), thru Atherton Adv., Los Angeles (KNXT); Mentholatum Co. (cold remedy), thru J. Walter Thompson Co., N. Y. (KNXT); F. Schumacher & Co. (Glosheen, Etruscan cloth), thru Lawrence Boles Hicks Inc., N. Y.; Regina Cigar Co. Inc. (Hillerest, Sobo cigars), thru Gresh & Kramer Adv., Philadelphia; Swift Homes Inc. (factory-built homes), direct; Marble Institute of America, thru Moore & Beckham Inc., Greenwich, Conn.; James Lees & Sons (carpets & knitting yarns), thru D'Arcy.

Network Accounts: TV's ability to draw new sponsors is indicated in CBS-TV year-end statement pointing out that of 55 companies placing new business with network during year these 39 were newcomers to the network: American Home Products, duPont, General Cigar, Schick, Aluminum Corp., Ekco Products, Johnson & Johnson, Pearson Pharmaceutical, Susquehanna Waist Co., Waring Products, Schlitz, Best Foods, Burkart Mfg. Co., Ronson, Standard Brands, Bonafide Mills, Blatz, Hudson Pulp & Paper, National Dairy Products, Brown Shoe, Quaker Oats, Atlantis Sales, Lehn & Fink, Coro Inc., Consider H. Willett Inc., Hall Brothers, Curtis Circulation Co., Falstaff Brewing Corp., Goodall Fabrics, Grove Laboratories, Kenwill Corp., Landers, Frary & Clark Inc., Marlene's, Newsweek, Norwich Pharmaceutical, Paas Dye Works, Time Inc., Wamsutta Mills, Lambert Pharmaceutical . . . Bristol-Myers Co. (Vitalis, Ipana, Mum, Sal Hepatica) Jan. 13 moves *Break the Bank* from NBC-TV to CBS-TV, Sun. 9:30-10, thru Doherty, Clifford & Shenfield, N. Y.

American Tobacco Co. cancellation of some \$1,000,000 worth of spots on NBC-TV, CBS-TV & ABC-TV (all immediately gobbled up by waiting sponsors) explained as due to (1) Lucky Strike's declining position among the name brands, and (2) company's plans to spend more TV budget on new *Meet the Champ* show, amateur servicemens' boxing bouts, due to start Jan. 3 on ABC-TV, Thu. 9:30.

NO SHORT-TERM predictions from NBC president Joseph H. McConnell in his year-end statement; rather, he prefers to make them for the long range, and this he opines is prospect for 1955:

(a) Enough new TV stations on the air so that "Milton Berle may very well reach Broken Bow, Okla."; (b) 28,000,000 American homes with TV sets, accommodating audience of 84,000,000, or more than half the population; (c) 4100 TV-equipped theatres, serving 4,300,000 viewers; (d) total national advertising budget of \$8 billion, of which \$1 billion will go to TV; (e) compatible color TV, backed by solid support of TV industry.

As if to footnote McConnell statement, NBC-TV sales research mgr. Robert W. McFadyen, speaking this week before Boston meeting of American Marketing Assn., said American advertisers are already spending at rate of \$450,000,000 annually on TV advertising; that 75 of the 100 largest national advertisers are sponsoring network TV, Procter & Gamble alone spending more than \$10,000,000 this year; that TVs are owned by at least 51% of families in 25 top markets and by one out of every 3 homes in U. S.; and that average TV family's income is \$4490 vs. non-TV family's \$3846.

No worrier about impact of TV, *Broadcasting Magazine*, authoritative spokesman of the radio broadcasting industry, says AM stations in both TV and non-TV markets expect their total billings to increase in 1952 and forecasts, on basis of own survey, that average increase for all AM next year will be 12.65%. In non-TV markets, it says, AM stations expect local billings to go up average of 12.79%, national spot up 13.7%, network down 6.82%. In TV markets, AM stations expect local billings to go up average of 15%, national spot up 9.55%, network down 5.6%. *Broadcasting* reports most advertisers will maintain and some will expand 1952 radio budgets, with "only slight evidence of declining spending in radio"; of agencies surveyed, 58% will increase radio spending, 29% stick to 1951 levels, 13% cut back somewhat. "Economy and size" is radio's great competitive pitch, says periodical, which estimates 1951 network TV billings will come to \$129,000,000, or about 185% higher than 1950, and that average TV station will do 50% more business in 1952 than 1951.

Doleful tale of network radio slump is related by radio editor George Rosen in Dec. 26 *Variety*, reporting networks "make no bones over the fact that they're something more than distressed over their inability to lure fresh sponsorship coin." Currently, a renewal of network radio show, says Rosen, "is almost a cause for jubilation" and attempts to peddle new shows or bring in new clients are "adding up to zero" despite many formulas and merchandising schemes. Recalling that NBC is on record as expecting to lose \$1,000,000 on radio in 1952, while it undertakes to revamp radio's economic pattern to meet inroads of TV, editor Rosen relates: "But the fact remains that NBC, like CBS, ABC and the others, is alarmed over the failure of the agencies and the advertisers to respond to their gimmicked-up sales merchandising patterns."

School work is generally unaffected by TV, according to survey conducted by Xavier U, Cincinnati, under grant by Crosley Broadcasting Corp. Study conducted among nearly 1000 Cincinnati children emphasized, however, that bad viewing habits could hurt school achievement. Other conclusions: (1) "poorer TV habits, lower IQs, lower parental control and poorer school achievement tend to be found in the same child"; (2) more time was spent watching TV than in school (30 hours vs. 25 weekly); (3) most popular show was Milton Berle, westerns next; (4) mystery-crime programs were liked best by lower-IQ children.

Telecasting Notes: NBC-TV scored smash hit among viewers who are opera lovers with Christmas Eve presentation, under sponsorship of Hallmark greeting cards, of first opera written expressly for TV—Gian-Carlo Menotti's *Amahl and the Night Visitors* (in English). Carried on 35 stations, kinescoped for others, it won acclaim of music and TV-radio critics, probably will get repeat performance, though next in Samuel Chotzinoff's *NBC Television Opera Theatre* series is Tchaikovsky's *Pique Dame*, Thu., Jan. 3, 11-midnight, which like first 2 in series will be sustaining . . . *New York Times* music critic Olin Downes went overboard for Christmas show, wrote: "It may be said at once that if nothing else had been accomplished by this work, TV, operatically speaking, has come of age. [It] must be considered as a historic event in the rapidly evolving art of TV" . . . Sen. Wm. Benton's Muzak Inc. (Vol. 7:51), through subsidiary Associated Program Service, radio transcription library headed by Maurice B. Mitchell, is contemplating entry into TV-film field, starting with syndication of Encyclopedia Britannica Films, also a division of Muzak and specializing in 16mm educational features . . . TV camera "looked in" on Dec. 22 parley of food handlers' union, employers and State conciliators in what KTTV, Los Angeles, claims is first telecast in which general public could "sit in" on labor negotiations to head off threatened strike; station gave it full Sat. 9-10 p.m. period . . . Schlitz will have *Autobiography of Grandma Moses* as feature of its *Playhouse of Stars* on CBS-TV Feb. 29, or only 2 days after Harpers publishes book; Helen Hayes will star, sponsor paying \$2500 for TV rights . . . U. S. Olympic Committee has obtained exclusive rights for TV films of 1952 Olympics in Helsinki, Finland, is offering them for sale to highest bidder, plans also to sell TV-radio rights to Los Angeles tryouts in June and thereby gain part of \$850,000 budget needed to send them to games . . . CBS gave Xmas bonus of week's pay to staff not covered by union contracts; NBC handed out 5% to all earning \$7500 or less . . . H-R Representatives Inc., already handling WNAC-TV, Boston, appointed national rep for Yankee Network and its radio stations . . . Katz Agency takes over representation of KEYL, San Antonio, now Storer-owned, as of Feb. 1, 1952.

National Association of Amusement Parks, Pools & Beaches considering this plan, attributed to Westinghouse sales promotion manager Fred S. McCarthy, whereby they can draw people out of homes next summer: "TV theaters" to be installed in parks, consisting of 24-in. receiver, 40-50 seats, setup to be installed and serviced at \$2700. Idea is to get people to patronize parks, catch their favorite TV shows or get acquainted with TV if they don't have sets; also, to permit parents to rest-and-look while mop-pets enjoy the other attractions.

To avoid excessive eye fatigue, TV receiver should be placed either at or slightly below eye level and children should be kept at least 6 ft. away, Dr. Abraham S. Walfish, TV committee chairman, told New York State Optometric Assn. recently. He also reported that when children sit too close to TV screen there is tendency to develop near-sightedness, or where defects already exist, "they become more manifest." He repeated assurances of other eye specialists, however, that TV does not cause eye defects.

New "ultra low loss" uhf coaxial transmission line is described in 5-page technical article by O. O. Fiet in RCA's Sept.-Oct. *Broadcast News*. He uses graphs, formulas, etc., to define performance of MI-19089 line (3 3/8-in.), says experiments with 6 1/8-in. line have been encouraging. Earlier this year (Vol. 7:18), FCC was so concerned about losses in long uhf lines (70%-80% for 1200 ft. at 890 mc) that it asked all transmission line manufacturers what can be done about it.

TV TRADE FACTORS AT YEAR'S END: Few believe that the Crosley & Magnavox price cuts this week and lower prices quoted by Motorola on its new line (see Topics & Trends) betoken general trend. Nor are many people in the trade much surprised that predicted end-of-year set shortages didn't materialize.

General industry feeling is that prices have firmed since fall-winter trade pulled down mid-summer inventories from dangerous peaks, and that changes, if any, will be upward in view of rising costs of materials and labor. Some items may be reduced due to engineering refinements and conservation methods -- but general opinion is that these will be exceptions.

As for set shortages, depletion of inventories hasn't been so great as to make it hard to get sets for customers yet, though some manufacturers claim certain models are in consistently short supply and a few big ones say they're selling every set they can turn out.

The 1952 shortage picture, if any, depends on: (a) size of inventory in all pipelines as New Year begins, which can only be guessed at this writing but which, on basis of end-of-October figures (Vol. 7:49), isn't likely to go much below the 1,000,000 mark; (b) production rate permitted by govt. materials controls during the New Year--nobody expecting 1952 can come up to this year's apparent total 5,300,000; (c) continued popular demand for receivers, with outlook good in light of much-improved programs and further extensions of network service in latter 1952.

* * * *

No RTMA weekly production figures were released this week, so output totals of 5,171,437 TVs and 12,337,114 radios for 50 weeks up to Dec. 14 are latest on tap (Vol. 7:51) -- expected to come to near round 5,300,000 & 13,000,000 when count for last 2 weeks is made available. Year-end statements from trade tycoons were notable for their unusual caution this season, very few of them offering much more than reviews and rehashes of 1951 accomplishments.

From Research Institute of America's executive policy letter, we think the following paragraphs are worth quoting because of the unusual care with which this group (Leo Cherne, Leon Henderson, et al) tackles economic questions:

"Consumer buying," it reports after noting that "less gadgets and more guns more quickly" will underlie all govt. policy relating to civilian output, "is likely to run about 4% over last year. Retail sales could easily jump 8-10% if price resistance declines. And that may happen as new shortages become visible this spring ...and as consumer expectation of lower prices shifts to an acceptance of high tags ...'No sense waiting any more...might as well buy now.'

"The firming of many prices in durable lines, including TV, may have this effect even before shortages appear at retail levels.

"An obvious caution for retailers is that comparisons with 1951 will be misleading because of the distorted pattern this year."

MANY OFF FOR CHICAGO MARTS, JAN. 7-18: About usual number of TV-radio manufacturers will display their wares, some of them new, at Chicago's big winter furniture markets, Jan. 7-18. And usual number of concurrent conventions and private hotel and display room showings will be held during and around those dates -- notably Admiral's at the Drake, Jan. 3-5, Philco's at Palmer House, Jan. 4-5.

Big American Furniture Mart on Lake Shore Drive lists 13 TV-radio producers who have reserved space among the scores of housefurnishings manufacturers, namely: Admiral, Arvin, Belmont (Raytheon), Bendix, DuMont, Hallicrafters, Jackson Industries, Motorola, Olympic, Philco, RCA Victor, Sperton, Westinghouse.

At the Merchandise Mart, these will display: General Electric, Magnavox, Crosley, Capehart-Farnsworth, Murphy Radio Ltd., Telequip. Besides other Chicago

showings previously reported, Tele-tone announces display in Blackstone Hotel, starting Jan. 7; Hallicrafters in Drake, Jan. 10-12; National Electronics Mfg. Co., with new 'Natalie Kalmus' line, at 520 No. Dearborn St.; Meck, 1020 No. Rush St.

Western Winter Market in San Francisco has been set for Feb. 4-8, with TV and radio much in evidence among the scores of merchandisers planning to display.

Topics & Trends of TV Trade: Never one to underestimate, or to hide the industry's lights under the proverbial bushel, veteran editor O. H. Caldwell arrives at staggering total of \$4,918,500,000 as "annual bill of U. S. for radio-TV." In January *Tele-Tech*, he figures it this way: 1951 sale of 5,600,000 TV receivers at retail, \$2.1 billion; 13,500,000 radios at retail, \$675,000,000; electricity, batteries, etc., to operate 119,000,000 radio & TV receivers, \$400,000,000; 186,000,000 phonograph records at retail, \$200,000,000; sale of time by broadcasters, \$565,000,000; talent costs, \$150,000,000. To this are added these sums for servicing & installation: 84,000,000 replacement receiving tubes, \$141,000,000; 750,000 replacement TV picture tubes, \$37,500,000; TV-radio component parts, antennas, accessories, \$300,000,000; labor, \$350,000,000.

U. S. homes with radios, according to Dr. Caldwell, total 45,850,000; secondary sets in such homes, 30,400,000; sets in business places, institutions, etc., 6,000,000; auto radios, 21,000,000; TV sets, 15,750,000—total 119,000,000 as compared to 99,000,000 in all rest of world.

During 1951, some 19,000,000 radio batteries were sold for \$50,000,000 retail, according to *Tele-Tech*; 175,000 home recorders (wire, tape, disc) for \$31,500,000; 4,000,000 phonographs, no value stated.

Investment in all the world's 218 million radio & TV sets is calculated at phenomenal total of \$10 billion; in broadcasting stations, \$175,000,000; in commercial communications stations, \$100,000,000. Some 1600 TV, radio and parts manufacturers are said to represent total investment of \$200,000,000, enjoying annual gross revenue of \$3 billion, and employing 275,000 persons on annual payroll of \$550,000,000. Distributors, dealers, etc., were said to have investment of \$500,000,000, do gross of \$3 billion, employ 200,000 on payroll of \$650,000,000.

And Dr. Caldwell sees 1952 output of the industry reaching peak of \$5.5 billion, made up of \$4 billion military, \$1.5 billion civilian products—whereas 1944-45 final war year output was \$4.6 billion, including that of plants not normally engaged in radio manufacture.

* * * *

TV manufacturers can't force customers to pay more for warranties on new sets, even if warranty covers longer period. OBS chief counsel Harold Leventhal issued this interpretation at week's end. Interpretation says that manufacturers who extend the period of compulsory warranties, and then charge more for the warranty than they did during Dec. 19-Jan. 25, 1951 base period, violate General Ceiling Price Regulation. But OPS says manufacturers can offer longer warranties at higher cost if they give customers the choice of buying the longer warranty or doing without it. A manufacturer, said Mr. Leventhal, can't require customers to buy longer warranty at higher price even if he reduces the price of the set by the amount of the increase or more.

Admiral-Norge negotiations have been terminated "because of failure to reach satisfactory agreements," Borg-Warner Corp. announced at week's end (Vol. 7:48, 51). Borg-Warner presumably still is anxious to divest itself of Norge Div. and it's anticipated there'll be talks with other TV manufacturers looking toward sale of the big appliance firm.

RTMA moved Dec. 29 into enlarged quarters in Washington's new Wyatt Bldg., 14th St. & New York Ave. NW; new phone number: National 3902.

Motorola's new 19-set line, introduced during Dec. 29 sponsorship of East-West pro football game on DuMont (Vol. 7:51), runs \$30-\$125 under previous line, features "revolutionary simplified chassis" with fewer tubes and other components, "area selector switch" for fringe reception, provision for addition of uhf. Line starts with 14-in. portable and 17-in. plastic table at \$200 (prices rounded out). Other 17-in. are wood table at \$220, blonde \$240; walnut open-face console \$250, mahogany \$260, blonde \$280; combination \$400, blonde \$430. The 20-in. are two leatherette tables at \$250, wood \$280, blonde \$300; open console \$300, blonde \$320; half-door console \$340, blonde \$360; combination \$575, blonde \$600.

Crosley reduced prices as of Dec. 26 on 10 consoles, cuts ranging from \$20 to \$60 on basis of Sept. 12 prices, actually \$140 to \$190 on basis of originally posted prices. Two 16-in. rounds were cut from \$280 to \$230 & \$300 to \$250, respectively; two 16-in. rectangulars, from \$320 to \$260 & \$340 to \$280; four 17-in. rectangulars, from \$290 to \$270, \$310 to \$290, \$350 to \$320 & \$370 to \$340; three 20-in. rectangulars, 2 models from \$380 to \$350 & one from \$400 to \$370.

Magnavox reduced seven 20-in. consoles by \$24.50 to \$40 on Dec. 26, also extended its June-December guarantee on prices to run to April 1. Cuts were made to meet competition, and included *Chippendale*, *Modern Theatre* & *Berkley* models reduced from \$450 to \$395; *Hepplewhite*, from \$419.50 to \$395; *Shoreham*, from \$395 to \$369.50; *Cosmopolitan* in mahogany, from \$359.50 to \$319.50; *Cosmopolitan* in oak, from \$369.50 to \$329.50.

* * * *

Merchandising Notes: Latest Regulation W amendment provides that maximum loan for purchase of TV set shall be no more than specified percentage (unchanged at 85%) of cash price and never more than that percentage of ceiling price . . . Sylvania district distributors' meetings scheduled as follows: Jan. 4-5, Arlington Hotel, Hot Springs, Ark.; Jan. 8-9, Greenbrier, White Sulphur Springs, W. Va.; Jan. 12-13, Roosevelt Hotel, New Orleans; Jan. 17-18, Shadow Mountain Lodge, Palm Springs, Cal. . . Arvin closed down Columbus, Ind., plant Dec. 21 for Christmas holidays and inventory-taking, resumes production Jan. 7; district sales managers held meeting at plant Dec. 27-28 . . . "Philco TV Film Commercial Clip Service", now being offered to distributors for local advertising on TV, comprises "makeup books" of film openings, closings, animations etc., will be issued regularly at \$60 per issue.

Exclusive-dealer TV-appliance franchise policy, common in radio-appliance industry before war, has been started again by Crosley. Firm will offer special promotional and merchandising aids to dealers, and guarantee against indiscriminate granting of franchises. Lloyd Dopkins, gen. mgr. of Crosley Distributing Corp., says company isn't seeking new dealers but is concentrating on inducing present retailers to drop other lines.

— ■ —

Eight-transmitter mobile communications center for civil defense, housed in 23x8-ft. truck, was delivered to City of Philadelphia this week by RCA. Unit has 10-kw power supply, public address system, connections for phone and power lines, 16 phones, facilities to communicate with police, firemen, amateurs, planes, TV & radio stations.

Trade Personals: Dr. Ralph Bown, Bell Laboratories director of research, ex-IRE president and holder of its Medal of Honor, named v.p. in charge of research of Bell Labs; William H. Doherty named director of research in electrical communications; Dr. H. T. Friis, director of research in high frequency & electronics; Dr. James B. Fisk, director of research in physical sciences . . . Douglas Y. Smith promoted to mgr. of sales operations, RCA tube dept., Earl M. Wood, mgr. of manufacturing, succeeding him as Lancaster plant mgr. . . . William M. Lana, ex-Air Force engineering officer, named head of new office of Sprague Electric Co. at 3 E. Second St., Dayton, O. . . . Walter Ostman, Philco division mgr. at San Francisco, named gen. mgr. of its newly established factory distributor branch in Los Angeles, succeeded in San Francisco by Harper Dowell . . . William F. Carolan, ex-E. B. Lathan Co., New York electrical distributors, named gen. sales mgr. of RCA Victor's newly created air conditioning dept. in Camden . . . William W. Paul, treasurer, elected v.p., Radio Condenser Co. . . . Charles G. Gilman, ex-Allied Screw Machine Co., new controller of Radio Craftsmen Inc., Chicago . . . Lawrence LeKashman now v.p., Electro-Voice Inc., Buchanan, Mich. . . . Ernest Marx, DuMont gen. sales mgr., returned Dec. 28 from 5-week trip to line up distributors in Latin America.

Copper, nickel, cobalt, tin, lead, zinc—these metals are in tighter supply today than they were 2 months ago; level of supply of most other raw materials appears to have stabilized, at least for time being. That's crux of DPA's fourth bi-monthly *List of Basic Materials & Alternates*, issued Dec. 28. Publication comments: "Among the non-ferrous metals, copper continues to be the most critical, with little relief expected . . . Cadmium shortage, however, is easing . . . Steel production has reached new heights. [But] during the next 3 or 4 months steel will face its most serious scrap shortage in history. Only greatly stepped-up scrap collections can prevent a serious loss of steel production." Materials list can be obtained from Commerce Dept. field offices.

Appointment of Clay P. Bedford as military production czar, and naming of William L. Campbell as DPA deputy administrator for production, are steps in small-scale reorganization of mobilization program to meet Congressional criticism (Vol. 7:48). Mr. Bedford, executive v.p. of Kaiser-Frazer, becomes special asst. to the Secy. of Defense with title of Expediter of Military Production. He previously served as deputy DPA administrator. His successor, Mr. Campbell, is v.p. of Food Machinery & Chemical Corp., San Jose, Cal. Mr. Bedford has been prominently mentioned as successor to DPA-NPA chief Manly Fleischmann, who has announced he intends to leave Govt. next spring.

* * * *

One small branch of electronics industry which felt no 1951 trade slump is group of manufacturers making high-fidelity home radio-phono components, reports Dec. 26 *Wall Street Journal*. Dealers in custom sound systems report 1951 sales double those of 1950, which in turn were well above previous years, says article. It lists these high-quality-amplifier manufacturers as enjoying unprecedented demand for their products: Brook Electronics Inc., Elizabeth, N. J.; McIntosh Laboratory Inc., Binghamton, N. Y.; Altec Lansing Corp., Beverly Hills, Cal.; Bell Sound Systems Inc., Columbus, O.; David Bogen Co., New York; Waveforms Inc., New York; Radio Craftsmen Inc., Chicago; Hermon Hosmer Scott Inc., Cambridge, Mass.; Newcomb Audio Products Co., Hollywood, Cal.

Plans for FM promotion (Vol. 7:46, 50) in North Carolina, agreed upon in manufacturer-broadcaster meeting Dec. 27 in Charlotte, include: (1) Manufacturers' preparation of dealer displays, spot announcements, press releases, direct mail campaign. (2) Broadcasters' offer of 10 or more free industry spots daily per station, free mention of local dealers' FM demonstrations, special programming, promotional newspaper ads. Campaign starts Jan. 21; promotion in Wisconsin begins Feb. 4, in District of Columbia March 1. *New York Times* TV-radio editor Jack Gould devoted Dec. 28 column to FM, noted varied FM fare in New York, ventured: "With TV set sales having subsided in recent months, apparently there is at least an even chance of the FM field enjoying more attention."

Some 50,000 color sets with Lawrence tri-color tubes could be made annually by Chromatic TV Labs, says Paul Raibourn, v.p. of Paramount Pictures, which is 50% owner of Chromatic. "What we can't understand," he says, "is why NPA's color order differs so much from what was agreed upon during the conference with Wilson. It looks like they're trying to keep color sets off the market, rather than trying to save materials. We'd like to make some sets and see how they go." He reports that Chromatic has turned out several versions of tube—"none perfect yet"—could get into mass production in 3 months if given NPA go-ahead.

Among 50 American scientists of last half-century, selected by *Popular Mechanics* for its Golden Anniversary January issue, are these contributors to TV-radio: Edwin H. Armstrong, Lee deForest, Vladimir Zworykin. Also included are such contributors to electronic theory and allied fields as Irving Langmuir, Ernest O. Lawrence, Robert A. Millikan, Nicola Tesla. Issue includes article "Dawn of the Electronic Age" by deForest who sketches growth of electronics, ventures transistor may supplement but never supplant vacuum tube, decries such developments as transit radio, castigates FCC for approving field-sequential color, peers into a future of electronic home heating, electronic plant-growth stimulation, etc.

TV transmissions via light waves, instead of electromagnetic, should be ready for point-to-point use in 2 years, home reception in 5—according to Dr. Allen B. DuMont, with whom light-wave idea has been a favorite project for years. In recent interview with AP's Wayne Oliver, he ventured that "Photovision" stations could be built for \$2000-\$5000 and serve 4-5 mile radius, using light beams penetrating clouds and fog. Receivers for light reception would take about half number of parts in present sets, he said. "It's only recently that I've been confident that we'll have Photovision," Dr. DuMont observed.

New director of naval communications is Rear Admiral William B. Ammon, who was deputy director before assuming command of a Pacific destroyer flotilla early this year. Admiral Ammon succeeds acting director Capt. W. B. Goulett who has served in post since Sept. 1, when Rear Admiral John R. Redman left to direct communications-electronics for Joint Chiefs of Staff (Vol. 7:34).

Bound and Indexed

We're planning to index and bind, between embossed book covers, in limited quantity, all 1951 issues of the *Television Digest* Newsletters plus the year's Supplements and TV Factbooks. This volume of 52 Newsletters, Supplements, Factbooks and Index will provide a handy and handsome permanent reference. Orders will be taken only until Jan. 5. Price, \$25 per volume.

SPONSORSHIP of political conventions, election night returns and 13-week pre-election "get-out-the-vote" series—possibly largest single sale ever made by a network to a sponsor—was announced at week's end by Westinghouse and CBS. Entire TV-radio package will cost Westinghouse some \$3,000,000, including promotion, was placed through Ketchum, McLeod & Grove, Pittsburgh.

While both political parties insist they have made no "definite" decisions on sponsorship of their nominating conventions, CBS says both Democratic and GOP National Committees have approved Westinghouse deal, and neither party will receive any fee. Details and time clearances are yet to be worked out, but CBS hopes to clear time on 50 TV stations for the political series.

Other TV networks haven't announced presidential campaign plans yet, but it's assumed all 4 will cover conventions—probably with their own sponsors. Westinghouse-CBS elections plans include:

(1) Coverage of July 7 GOP and July 21 Democratic conventions in Chicago's International Amphitheatre, with convention floor proceedings simulcast, human interest angles and sidelights handled separately for TV & radio. Minimum of 20 hours coverage is planned for each convention, using CBS staff of 200, including such top names as Edward R. Murrow, Lowell Thomas, Robert Trout, Douglas Edwards, Don Hollenbeck, etc. Background programs will be presented over TV & radio Sunday evening preceding conventions.

(2) Non-partisan political series giving equal time to candidates and speakers from both major parties, beginning in August and ending election eve. Programs will probably be weekly half-hour simulcasts.

(3) Election night returns Nov. 4 from 9 p.m. until trend is evident.

One of heaviest users of TV, Westinghouse sponsors high-budgeted *Studio One* on CBS-TV at estimated annual cost of \$2,300,000 (Vol. 7:20) and this fall presented NCAA college football schedule on NBC-TV at about \$2,000,000 (Vol. 7:36)—both figures including promotion.

TV's impact on movie attendance is on wane, will continue to decline during 1952 and as long as materials shortages hamstring receiver production. That's forecast by Paul Raibourn, Paramount Pictures v.p. and head of its KTLA, Los Angeles, in Dec. 26 *Film Daily* interview. He reasons that it's the novelty effect of a new TV in the home that hurts film attendance worst; after novelty wears off, set owners go back to the movies. With drastically curtailed set production, there'll be far fewer new TV homes. At same time, he adds, Hollywood studios will get more revenue from TV as production of films for TV becomes "more and more of a factor."

Three applications filed with FCC this week brought total pending to 473, of which 26 are uhf. Single uhf was from KWCO, Chickasha, Okla., for Channel No. 25 in Oklahoma City, while vhf requests came from KWWL, Waterloo, Ia., No. 7, and KVOL, Lafayette, La., No. 6. KVOL is 50% owned by publisher Morgan Murphy (*Daily Advertiser*), who is already in for several other cities in which he has radio-newspaper interests. [For further details, see *TV Addenda 13-X* herewith; for listing of all applicants to date, see *TV Factbook No. 13* and *Addenda* to date.]

Now "the "walkie-pushie"—a man-propelled mobile camera devised for Rose Bowl game by Jack Burrell, engineer for KNBH, Los Angeles. Camera is mounted on 4x6-ft. 3-wheel platform; power comes from 20 automobile batteries, produces signal receivable up to half mile. Big advantage is fact camera can be moved about field, unhampered by cables.

For "clear cut" test of Telemeter (coin-box) system of subscription TV, Paramount Pictures Corp.'s 50%-owned International Telemeter Corp. has asked Palm Springs, Cal. city council for permission to install \$100,000 community-antenna system to pick up signals of all Los Angeles stations. Paramount v.p. Paul Raibourn says idea is to get an "isolated test without confusion and publicity." He doesn't disclose how experiment would be conducted—whether or where signal would be scrambled, what programs would be used, how much viewers would pay for what programs, etc. Speculation is that signal could be scrambled at Palm Springs receiving site, thus avoiding interruption to programs of Paramount's KTLA, Los Angeles, during regular viewing hours needed for tests. Paramount this week answered competitor Skiatron's request for late-run films to test Subscriber-Vision (Vol. 7:51) by saying Skiatron will get same treatment as Zenith did with its Phonevision tests (Vol. 6:22) as soon as it requests and gets FCC permission for home tests, and as soon as details of proposed experiment are clearly spelled out. Says Raibourn: "We're like FCC was when it authorized the Zenith tests. We don't want any impression given that we're endorsing the system."

Lashing National Football League's restrictions on TV-radio broadcasts of pro grid games as "patently illegal behavior," Justice Dept. attorneys filed brief in Philadelphia Federal Court Dec. 24, asking that NFL's motion to dismiss govt.'s injunction suit be denied (Vol. 7:41, 48-49). NFL's motion contended: (1) Pro football is not trade or commerce within meaning of Sherman Anti-trust Act. (2) TV-radio limitations don't deprive public of anything except seeing game on day of play, since game can be seen later on film and heard on recorded broadcasts. (3) Limited broadcasting isn't unreasonable restraint, since it's imposed only 12 days each year to protect goodwill and franchise of each club. Justice Dept. argued that NFL's TV-radio restrictions are "division of markets or territories" and "illegal per se." Federal Judge Allan K. Grim fixed Jan. 8 as date for argument on briefs.

Theatre-TV proponents are "one happy family" again. Twentieth-Century-Fox Dec. 26 filed reply with FCC endorsing joint comments of Motion Picture Assn., Theatre Owners of America and National Exhibitors Theatre-TV Committee in which they made it clear they want exclusive frequencies for theatre TV, are interested in shared industrial frequencies only as last resort (Vol. 7:50). Joint comments, filed Dec. 17, came in reply to Sept. 11 petition by 20th Century-Fox (Vol. 7:36) which enthusiastically advanced idea of joint use of industrial frequencies for theatre TV.

Paramount hearing will open Jan. 15 (Vol. 7:47) but recess until Feb. 4 after DuMont testimony—FCC and parties agreeing they need more time. Case involves, among other things, ABC-United Paramount Theatres merger and proposed \$6,000,000 sale to CBS of UPT's WBKB, Chicago (Vol. 7:21).

Extra Copies of TV Factbook No. 14

Our semi-annual *TV Factbook No. 14* will be off the presses shortly after Jan. 15, 1952—containing directories and basic reference data about stations & networks (including rate schedules), manufacturers, program suppliers, FCC and others concerned with TV. One copy goes to each full-service subscriber. Extra copies will be available to subscribers at \$2.50; if you place pre-print orders for quantities of 20 or more (i.e., before Jan. 7, 1952) we'll supply them at \$1 per copy.