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FILM TREND TO TV LOOKS TO MORE STATIONS: Could be that the motion picture industry "may yet hail television as its salvation," as suggested editorially in the New York Times the other day. Newspaper was commenting on TV's inroads on boxoffice, its growing need for films as stations multiply and networks expand -- and, in effect, it gave its blessing to projected ABC-United Paramount merger (Vol. 7:21).

Certain straws in the wind are plainly discernible in current trade news:

(1) Not only has Isaac D. Levy resigned from CBS board -- having sold off his stock (Vol. 7:18-19) -- but he has embarked on big movie venture predicated on film use by TV. He's as enthusiastic about this as he was about founding of CBS in late '20s. His family is chief stockholder in Official Films Inc., program library syndicate, which has just taken over Jerry Fairbanks Inc., pioneer Hollywood TV film producer for NBC, et al.

"Ike" Levy is chairman of Official Films Inc.; Aaron Katz, president; Billy Goodheart (a founder of MCA), executive v.p.; Alex Rosenman, ex-WCAU, sales mgr. They're on board, along with CBS's Leon Levy, Ed Murrow and Frank Satenstein, RCA v.p. Mannie Sachs, Mike Nidorf, Henry Jaffe, Lou Stein, Jerry Fairbanks. Among other stockholders are such figures as Kay Kyser, Jack Benny, Dinah Shore, Sammy Kaye, Frank Sinatra, Joe Ross, Ed Wallerstein, Samuel Paley (father of CBS president).

With 2,000,000 shares authorized, company has sold 1,200,000 shares without public offering, paid 175,000 shares for Fairbanks, has \$900,000 paid in capital, will produce and syndicate films to TV stations and networks, will custom-build them for ad agencies and sponsors, already has library of domestic and foreign films, including some 2000 short musicals (3-minute) originally produced for James Roosevelt's movie jukebox project. Fairbanks will be producer, and elaborate plans for takeover or tieups with other companies are under way.

"This isn't a promotion," said Levy. "This is my latest love, and Billy Goodheart is coming out of retirement on his farm to work on it. I'm quitting CBS to devote all my energies to this project."

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(2) This ambitious project would indicate confidence on part of some very shrewd pioneer radio and show business executives in future of film producing for TV -- confidence that "film transcriptions" will become as important a factor in telecasting, and just as competitive, as recorded shows are in radio.

It could also be interpreted as lack of confidence in much more expensive networking of programs -- for there are many competent observers who believe "live" shows aren't really essential in TV except for news and special events.

Fairbanks told Film Daily May 25 that TV film-making will be \$43,000,000 industry this year, by 1952 will amount to \$65,000,000 a year -- basing estimate on cost of \$10,000 per 30-minute show and presumably on expectation that there are

likely to be many more stations soon. He says there are now 27 TV programs on film equalling 988 hours a year, will be 75-80 by end of year equalling 2400 hours.

Present Hollywood production of 450 features, 550 shorts equals 855 hours per year -- so that demand from TV's mere 107 stations already outstrips Hollywood's so far as footage is concerned.

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(3) Foregoing is strongly supported by statistics on TV's requirements for raw film, though comparison isn't altogether apt because that's mostly due to kine-recordings. Motion Picture Herald estimates TV already using up to 300,000,000 ft. annually, broken down thus: NBC, 100,000,000 ft.; CBS, 105-110,000,000; ABC, 46,-000,000; Paramount Productions, 10,000,000; DuMont, stations, ad agencies, etc., 40-50,000,000. Trade journal reports NBC will have shipped 40,000 kine prints to affiliates this year, filming 80 programs off-tube per week, charging sponsor \$525 per hour recording fee plus \$125 per print. CBS ships 1200 reels weekly, 80 shows.

Whole movie industry uses some 2 billion feet a year, leading that trade journal to fear threat to supply. But NPA motion picture div. chief Nathan Golden discounts this, says he thinks there will be enough raw stock for all "provided we don't get into shooting war." Military now takes only 7%, peak wartime use was 38%.

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(4) TV's insatiable demand for old features, most now locked in vaults of big producers (Vol. 7:13,18) -- means obvious and enormous dollar asset to those companies as soon as there are enough TV stations to make their syndication profitable. Motion Picture Herald doesn't like this prospect, warns big distributors they "can't serve 2 masters," takes comfort in belief that "ultimately TV program format will have no place for one or 2-hour feature films, and quite soon...color TV will be in general use and then the TV value of all old black and white will shrink sharply."

Ignored is obvious fact that many more TV stations are assured during next decade at least -- possibly 1000-2000; that they will inevitably mean more competition for the 18,000 movie exhibitors now operating -- if that many survive; that few expect all telecasting to be in color -- certainly not in many years; that present repeat-and-repeat vogue of "oldies" with TV audience provides own obvious answer.

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(5) Willingness to trim sails to wind is reflected not only by United Paramount and others joining the TV trend, but by fact more and more local exhibitors are likely to go in for TV ownership (Vol. 7:20) -- as did newspapers for radio.

On the producers' side, Paramount Pictures' predilection for TV is well known, and of course it has big stake in DuMont. Attitude of other majors isn't so clear -- but here's significant statement in Walt Disney's report to stockholders:

"We are continuing to give serious study to the way in which our large library of completed features and short subjects may be used on TV and to what the company's eventual position and policies should be with respect to that medium..."

"Our experience with our Christmas Day TV show last year, which introduced Walt Disney's Alice in Wonderland to over 2,000,000 people, leads us to believe that TV can be a most powerful selling aid for us, as well as a source of revenue. It will probably be on this premise that we enter TV when we do.

"Meanwhile, we have just recently begun to explore another field of TV activity -- the production of live action films especially designed for TV, including commercials, spot announcements and serialized dramatic and comedy shows..."

SENATORS TURNING EYES TO ALLOCATIONS: Allocations picture took new turn this week when Sen. Johnson joined those questioning legality of FCC's proposal to fix an allocation plan in rules (Vol. 7:17-21).

In fact, Johnson has many doubts about allocation plan, expressed them during May 29 hearing on FCC Chairman Coy's renomination to Commission.

"Does FCC have the legal right," he asked Coy, "to allocate channels in blocks? Or should it grant them to those who apply? Wouldn't it speed up the removal of the freeze if applicants came in and were chosen on their merits? Obviously, there won't be applications from communities with insufficient advertising."

Coy remained silent, and Johnson concluded: "But that is a separate matter. I didn't want to bring it up, but I felt I should protect the record."

Johnson said he'd write FCC a letter outlining his feelings. Presumably, he'd like FCC to clear the legal air, let parties to allocation hearing know whether they're spending time and money fruitlessly, call attention to fact legal question has hung fire since Federal Communications Bar Assn. brought it up 3 years ago.

DuMont is firmly sold on fixed allocation principle, on other hand. In fact, it's writing Sen. Johnson, urging legislation that will leave no question of FCC's authority to fix such plans in its rules.

Johnson also pounded away at proposed Colorado allocation (Vol. 7:19). "The Colorado situation is very unsatisfactory," he said. "It is so obviously a bad allocation that I have no doubt it will be corrected." Coy didn't comment.

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Freeze is beginning to get under skin of the powerful Sen. Johnson. In interview with Denver Post's Barnet Nover, prepared for KOA, Denver, he went into reasons for conspicuous absence of TV in Denver.

He warned of possible delays stemming from legality question, complained that Colorado and Denver were short-changed in vhf channels, wrote off uhf as "experimental" for the present, kissed off educational reservations ("colleges these days have little money to spare on frills"), reported that "color is here now."

"Color had nothing to do with the imposition of the freeze," he said. "However, the Commission, for some reason or other, decided to settle the color problem before holding hearings on the allocation and certification of new channels and that decision has kept the freeze from being lifted sooner."

It's no secret -- to Johnson, as well as to industry -- that "some reason or other" was himself. He was prime color mover when FCC proposed to open uhf in 1949.

When will Denver get TV? "I hope that Colorado may have TV by March 1, 1952, but lawsuits may delay that happy day," Johnson said.

Our own guess is that FCC's present procedures and competitive hearing on Denver means stations on air no sooner than winter, 1952 -- even without lawsuits.

But Johnson finds "silver lining" to delay: "When Denver does get TV, it will have benefitted from all the scientific developments of the last years and its sets will be geared to color and uhf as well as vhf frequencies. In other words, the danger of obsolescence in sets will be over."

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Sen. Benton took new tack in his educational TV campaign (Vol. 7:15,20). In May 31 hearing before Senate Interstate & Foreign Commerce subcommittee, headed by Sen. McFarland (D-Ariz.), he described new bill he introduced (S. 1579).

New amendment to Communications Act, co-sponsored with Sen. Hunt (D-Wyo.), Sen. Bricker (R-O.) and Sen. Saltonstall (R-Mass.), would establish a National Citizens Advisory Board of 11 which would meet from time to time, advise FCC and Congress on matters relating to programming.

Benton also submitted draft of new resolution, not yet introduced, which would hold up TV grants for one year, make TV licenses good for one year only, and direct FCC to explore subscription broadcasting. But Benton indicated he'd change wording to avoid delaying freeze-end.

Hearing was attended only by McFarland, Johnson, Hunt and Kem (R-Mo.). Questions seemed generally favorable, Johnson saying that if new Board weren't given censorship powers it might be "of tremendous value to the country."

But since Johnson always prefers to rule by pressure, rather than by "passing a law," and since he's currently so delighted with Coy, it's doubtful whether he'll actually go along with law establishing group to look over FCC's shoulder.

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DuMont had its day on the Hill, May 31, when it displayed lighted maps to Senators, to back up contention that its allocation plan is more efficient, more realistic than FCC's. Eight Senators showed up: Johnson, Hunt, Bricker, Jenner

(R-Ind.), Cordon (R-Ore.), McMahon (D-Conn.), Mundt (R-S.D.), McCarthy (R-Wis.). Some seemed impressed, Johnson saying: "I think more Senators should see this."

Engineers and attorneys specializing in radio saw demonstrations next day. One engineer's reaction was typical:

"There's no magic in it. DuMont has done on a national scale what most of us have done on a local or regional basis -- squeezed FCC's 'loose' separations down to 180-mile minimum, moved channels to cities where they can be used, taken those educational asterisks off channels."

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Coy's confirmation hearing was veritable love-feast with Johnson. Only Johnson and Magnuson (D-Wash.) attended, and Johnson concluded by heaping praise:

"You have the finest conception of the public interest of anyone from the administrative agencies appearing before us. I'm pleased beyond expression."

Coy was emotionally moved. "I'm very grateful to you," he said. "So few people like what we do, that perhaps I'm oversensitive about those comments you have just made."

FCC GETS BIG ROLE IN BUILDING CURBS: The knotty question of how to determine whether a community "needs" new TV or radio stations has been thrown into FCC's lap.

Community need and material availability -- these are basic criteria NPA uses in deciding whether to authorize new construction. And, as far as TV-radio station construction is concerned, it's now pretty certain FCC will get the job of deciding where stations are needed, while NPA Construction Controls Div. keeps its finger on the building materials situation.

Several applications to build radio stations reportedly were filed with NPA this week, but they're being held up pending determination of TV-radio building criteria under construction control order M-4 (Vol. 7:19-20).

Definite decisions aren't expected for a few weeks pending completion of NPA-FCC negotiations -- but criteria may follow general lines of the 5 priorities for TV channel assignments in FCC's third "freeze" report (see TV Allocation Report, Vol. 7:12). And it appears certain that FCC will take construction controls into consideration in its licensing policies. As one commissioner said: "There's no use granting a CP for a station that can't be built."

NPA will be lenient in granting authorizations to build stations which don't consume unnecessarily large amounts of steel. All signs so indicate, but "Radio City" type projects appear to be out of the question for the duration.

NPA Electronics Div. is still claimant agency for broadcasters, and as such will be specially helpful if obstacles block path of broadcasters seeking construction authorization. It's a good idea for applicants to send duplicate copies of their applications to J. Bernard Joseph, chief, end products section, Electronics Div., NPA, Washington. Original applications go to Construction Controls Div.

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Remodeling of existing facilities, as well as new construction, is covered by M-4. Not more than \$5000 worth of either can be done without NPA authorization. This has worried many present TV-radio broadcasters, as well as NARTB, whose officials conferred with NPA Administrator Manly Fleischmann May 31 about problems raised by the construction order.

At this meeting, Fleischmann indicated NPA will probably permit stations to increase powers, and let grantees begin TV transmission, if they can do it without requiring large amounts of structural steel. Actually, in many cases, power increases and other additions to present facilities will be possible without necessity of application to NPA.

"Personal property" isn't considered by NPA as part of construction, and isn't figured in cost of building or remodeling. Without authorization, "personal property" may be installed, so long as installation costs don't exceed \$2000. There's no ceiling on cost of equipment itself. NPA defines personal property as "any and all equipment or fixtures which may easily be removed without material injury to the structure, equipment or fixtures."

Based on previous NPA interpretations, it's reasonable to assume this will include all electronic equipment, including transmitters, camera chains, mobile cameras and transmitters, turntables and probably antennas -- but not towers.

Already classified as personal property are: film projectors and equipment, sound reproducing systems, emergency power plants, spot and flood lights, etc.

Most of the equipment needed to increase power of a TV or radio station is "personal property." It may even be possible to add TV transmitting facilities to an existing AM station by adding little more than "personal property" -- if existing studio and antenna supporting structures are used.

Personal Notes: Gen. David Sarnoff, RCA president, sails June 15 on *Queen Mary* for 2 months in Europe . . . James W. McRae appointed Bell Labs v.p. in charge of development dept., succeeding A. B. Clark, v.p. and coordinator . . . Jules Seebach, WOR-TV v.p., nominated for presidency of American Television Society, elections by mail to be conducted until June 15 . . . Harry R. Lubcke, who established W6XAO in 1931 (now KTSL) and claims it was nation's first TV station, has resigned from Don Lee to establish own consulting TV-electronics practice at 2443 Creston Way, Hollywood . . . Gordon J. Alderman, ex-WAGE, Syracuse, joins WHEN in that city as production mgr. . . . Richard S. Paige, recently with DuMont, has returned to NBC-TV sales planning & research dept. as supervisor of ratings . . . Charles H. McQuiston, NBC-TV production cost controller, promoted to asst. to Lyman Munson, director of TV network operations, and J. Robert Myers appointed NBC-TV purchasing mgr. . . . Louis J. Kleinklaus promoted to chief engineer of *New York Times'* WQXR, Athan Cosmas to AM-FM transmitter chief; Kleinklaus succeeds late Russell Valentine . . . T. F. Flanagan resigns as managing director of National Assn. of Radio & TV Station Representatives due to ill health . . . Mike Jablons, recently asst. to FCC Comr. Hennock, named TV-radio director of N. Y. *Herald Tribune* Fresh Air Fund . . . Walter E. Bencit appointed mgr. of new Westinghouse Air-Arm Div., preparing to go into new 400,000 sq. ft. plant in Baltimore; Joseph E. Baudino, KDKA mgr., succeeding him as gen. mgr. of Westinghouse Radio Stations Inc. . . .

Network Accounts: Lehn & Fink (Lysol, Hinds), starting July 31, sponsors *Bride & Groom* on CBS-TV, Tue. 3:15-3:30, thru Lennen & Mitchell and McCann-Erickson, both N. Y. Hudson Pulp & Paper Corp. sponsors Thu. show . . . Noxzema Chemical Co. (skin cream), using TV first time, starts *Cameo Theatre* June 18 on NBC-TV, Mon. 8-8:30, thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; time is vacated by Speidel's *What's My Name?* . . . Best Foods Inc. (Shinola shoe polish & Rit dyes), starting July 24, will sponsor Tue. & Thu. 1:30-1:45 segments of *Garry Moore Show* on CBS-TV, thru Earle Ludgin & Co., Chicago . . . General Electric Co. starting Sept. 17, sponsors Mon.-Wed.-Fri. 1:30-1:45 portions of *Garry Moore Show* on CBS-TV, thru Young & Rubicam, N. Y. . . . Procter & Gamble replacing filmed shows with live on *Fireside Theatre*, dramatic shows with same title, starting July 3 on NBC-TV, Tue. 9-9:30, thru Compton Adv. . . . Campbell Soup Co. Sept. 7 replaces *Henry Morgan Show* with *Aldrich Family* on NBC-TV, Fri. 9:30-10, thru Ward Whcelock Co., Philadelphia; General Foods is retaining Sun. 7:30-8 time vacated by *Aldrich Family* . . . Armour & Co. starts *Garroway at Large* Sept. 5 on NBC-TV, Wed. 10:30-11, thru Foote, Cone & Belding, Chicago . . . Schlitz as of June 29 cancels *Pulitzer Prize Playhouse* on ABC-TV, Fri. 9-10, takes same time on CBS-TV for film show during summer from July 6; in fall will sponsor dramatic program, replacing CBS-TV's *Ford Theatre*.

Station Accounts: In front of backdrop of blown-up newspaper classified page, Lenore Kingston's *Classified Column* on KTTV, Los Angeles, Mon. thru Fri. 4:30-5, allows people to present their "situations," "for sale," "lost and found" and other want ads free in person after having submitted them in writing. Regular participating sponsorships are revenue source—at \$80 each . . . Bruner-Ritter Inc. (Bretton monogram watch band) planning TV program or spots this fall, thru Raymond Spector Co., N. Y. . . . Kenmar Mfg. Co. (chairs) offering TV film spots to its dealers for local placements . . . Among other advertisers reported using or preparing to use TV: Holiday Brands Inc. (Holiday soluble coffee), thru Hoag & Provandie, Boston; Union Oil Co. of California (Royal Triton motor oil), thru Foote, Cone & Belding, Los Angeles; Craftshire Sports (misses' & women's suits), thru Wm. Wilbur Adv., N. Y.; Car-Ree-All Products Inc. (Roll-a-Vac vacuum cleaner carts), thru Ray C. Jenkins Adv., Minneapolis; Skinner Mfg. Co. (Raisin Wheat), thru Bozell & Jacobs, Omaha; Bowes Industries Inc. (Bondware paper plates), thru Russel M. Seeds Co., Chicago; Dad's Root Beer Co., thru Malcolm-Howard Adv., Chicago; Cameo Curtains Inc. (window curtains), thru Product Services Inc., N. Y.

Another proposed subscription-TV entry came into field this week with announcement that Paramount Pictures Corp. had bought half interest in International Telemeter Corp., 846 No. Cahuenga Blvd., Hollywood, developers of a coin-operated fee-TV system designed to accomplish same thing that Zenith's Phonevision does via phone lines and Skiatron's Subscriber-Vision with coded cards.

Hollywood company has David Loew, son of late Marcus Loew, as president; Carl Leserman, ex-United Artists sales mgr., v.p.; Eugene J. Zukor, son of late Adolph Zukor and Paramount executive, as secy-treas. Paramount Pictures' Paul Raibourn will be chairman. Loew and Leserman are independent film producers.

Request to FCC for experimental grant to test device is due soon. It's attachable to any TV receiver, has been under development for 2 years. It can be used not only with broadcast pictures but on closed-circuit frequencies.

To refute immediate rumors that system means Paramount is ready to release films for TV, Paramount Pictures v.p. Y. Frank Freeman declared: "There is no prospect in view of marketing Paramount pictures on TV or of making pictures at Paramount for TV. I cannot say," he added, "that we will never make pictures for TV."

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Some sort of movie-Phonevision tieup was subject of conjecture in movie-TV trade this week, following May 31 luncheon meeting of FCC Chairman Coy, Zenith's E. F. McDonald and MGM-Loew's Nicholas M. Schenck and Leopold Friedman. Heretofore, Schenck has been adamant against release of film features for TV—Phonevision or otherwise. He did, however, supply some film for recent Phonevision tests in Chicago.

MOBILIZER WILSON CAUTIONS INDUSTRY: In light of current confusion about color, these quotes from speech by Defense Mobilizer Charles E. Wilson, prepared for delivery before Executives Club of Chicago May 25, are worth careful heed:

"This optimist notes pessimistically that some civilian manufacturers are still hanging out the sign: 'Business as usual.' They are designing and building new models for which tools must be provided, and to do so they are using skilled men who should be devoting their time and talents to the defense program.

"For the period of our extreme emergency, this practice must be reversed.

"Let's scrap idea of new seasonal designs in automobiles, television sets, dishwashing machines or any other product whose 1950 design is plenty good enough.

"Let's scrap the idea of wasting the ingenuity of craftsmen on civilian gadgets when their brains and magnificent handicraft are needed to turn out new weapons...I have run across instances of a whole class of men graduating from electronics schools going into the civilian TV business, making and servicing home sets. And this at a time when our defense industries are badly in need of their services."

OUTPUT STILL DOWN, FACTORY INVENTORY UP: For fifth straight week, TV output stayed well below the 100,000 mark it has far exceeded through most of 1950 and the first quarter 1951. Production for week ending May 25, which closes statistical month, totaled 85,146 units (7407 private label), down from preceding May weeks' 93,681 (Vol. 7:21), 82,224 (Vol. 7:20), 66,077 (Vol. 7:19) -- or 327,128 for 4-week month as against 469,157 in April, 874,634 March, 679,319 February, 645,716 January.

Inventories at factory climbed again -- to 598,141 from preceding week's 562,138 (Vol. 7:21). Thus, it would appear that about one-third of estimated overall trade inventory of 1,750,000 is at factory. (That figure isn't official; actual figures should be known by mid-July when RTMA institutes monthly inventory checks.)

Radio output for May 25 week was 350,323 sets, holding to average pace for year thus far -- factory inventories at 299,399 vs. 281,432 week before. Breakdown: 153,424 home radios, 148,821 auto, 48,078 portables.

PHILCO OUT WITH NEW LOWER-END LINE: Philco pops 11 new models in lower end of line next week -- in manifest belief today's is a price market and with statement that its table model inventories are depleted. Prices range \$199.95 to \$329.95 for 16 & 17-in. tables, \$299.95-\$369.95 for 17-in. consoles, include tax but not warranty.

Models are now being distributed, Philco states, shown first to Atlantic-New England-Texas division dealers who left June 2 on week's Queen of Bermuda cruise. Philco states all sets "are so engineered that by the use of an adapter they can receive future uhf telecasts and also the Columbia color signals in black-and-white."

Philco is first major producer to bring out new line, move coming as something of surprise in view of becalmed trade. At Chicago convention in January, it had new line of 17 sets, including 12½-in. metal table at \$199.95, dropped, plus 11 models with 17-in. tubes, 6 with 20-in. The 20-in. are continued, but other upper-end models will be announced later. (For details of January line, see Vol. 6:52.)

Two 16-in. tables in new line are No. 1610, walnut-finished metal cabinet, \$199.95, and 1612 at \$229.95. Five other tables are 17-in. rectangular: No. 1808, mahogany, \$259.95; 1810, mahogany, \$279.95; 1810L, same in blonde oak, \$299.95; 1812, Contemporary mahogany, \$299.95; 1812L, same in blonde, \$329.95.

Four new consoles, all 17-in.: No. 1839, mahogany, \$299.95; 1841, blonde, \$349.95; 1831, mahogany, leather tooling, \$339.95; 1831L, same in blonde, \$369.95.

Philco distributor cruises also include this week's for West Coast dealers on S.S. Lurline to Hawaii, 2 weeks; June 9, Allegheny and Great Lakes area dealers on Queen of Bermuda, one week; June 16, Southern, Southwestern, New York-Newark dealers on Queen of Bermuda, one week.

Topics & Trends of TV Trade: Moratorium on Regulation W for 90 days, then 15% down payment terms like those for household furnishings, was asked of Congress June 1 by Stromberg-Carlson president Robert C. Tait, appearing for RTMA before House Banking & Currency Committee. He will also appear before Senate Banking & Currency Committee June 5 with same plea. Congressional committees are weighing renewal and revisions of Defense Production Act, which authorizes credit controls.

Highlights of Tait's fact-filled testimony before House committee, which drew no questions from attending Reps. Brown (D-Ga.), Betts (R-O.), Cole (R-Kan.):

(1) Unemployment in TV-radio industry now stands at 50,000 workers.

(2) Factory inventories now are well over 500,000—compared to average of 65,000 sets first 5 months 1950. Tait graphically illustrated this point by declaring that, in 1950, for every 5 sets sold one was in inventory; today, for every 5 sets sold, 25 are in inventory.

(3) TV has unique problem since 50% of its market has been withheld by FCC "freeze."

(4) TV's only market today is in lower income class, and it's hardest hit by 25% down payment requirement. TV has pretty well saturated higher income groups, he said, and replacement market isn't important nationally.

Significant point made by Tait—and also by spokesmen for other industries—was that Regulation W was designed to retard inflation, "not to cause deflation." With charts prepared by consulting economists Boni, Watkins, Mounteer & Co., Tait showed that TV and auto sales have been worst hit by Regulation W.

Retailers want Regulation W changed to 15% down payment, 18 months to pay—instead of present 25% down, 15 months to repay. They also want permission to count trade-ins against down payment. That's sense of May 29 letter to both Congressional committees by NARDA president Mort Farr.

A bill to suspend Regulation W for 60-90 days will be introduced by Rep. Patman, Texas Democrat. He made statement after House committee heard ex-Senate majority leader Scott Lucas, of Illinois, representing American Finance Conference (automobiles) and ex-Senate majority whip Francis J. Myers, of Pennsylvania, representing National Foundation for Consumer Credit and the Retail Credit Institute of America. Both testified about harshness of credit terms.

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New June 1 Emerson prices are \$30-\$60 above 30-day "interim" lists announced May 1 (Vol. 7:18)—but are still \$30 to \$70 below pre-May 1 prices. Emerson dropped from line 14-in. table, two 17-in. tables, and three 19-in. consoles. Following are new prices, with old list price (before 30-day cut) in parentheses: 17-in. table: 696, mahogany, \$249.95 (\$299.95). 17-in. consoles: 686, mahogany, \$299.95 (\$349.95); 686, blonde, \$309.95 (\$359.95); 687, mahogany, doors, \$329.95 (\$379.95); 687, blonde, doors, \$349.95 (\$399.95). 20-in. consoles: 692, mahogany, \$399.95 (\$459.95); 693, mahogany, half doors, \$429.95 (\$479.95); 693, blonde, half doors, \$449.95 (\$499.95); 694, mahogany, full doors, \$459.95 (\$499.95); 694, blonde, full doors, \$489.95 (\$529.95). Combination: 16-in., 666, mahogany, AM-FM-phono, \$429.95 (\$499.95).

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Govt. orders for radio-radar equipment received during first 1951 quarter by RTMA members totaled \$184,216,795. This compares with \$41,305,390 same 1950 quarter. Radar accounted for \$95,735,292 of total, communications equipment \$62,999,826, radio navigational aids \$16,475,767, sonar \$5,874,976, laboratory and test equipment \$21,814,999, crystals \$315,935.

Trade Miscellany: Latest gimmick of sales-hungry retailers is "Action Sale," extensively advertised in Boston and Detroit . . . Monarch Saphin auctioneer, up before New York City license commissioner, called "grossly exaggerated" reports that 7000 sets were sold at sale that started whole auction ruckus (Vol. 7:20-21) . . . Washington Phillips chain had "Warehouse Sale" this week, offering trade-in 10-in. sets for \$29, 14-in. at \$79, 16-in. at \$88, 17-in. at \$99 . . . Muntz TV is advertising 20-in. table at \$179.95 . . . GE guaranteeing TV prices to Nov. 15 instead of Sept. 10 first announced (Vol. 7:18), also is inaugurating "factory-paid free floor plan to finance dealer working inventories" . . . Greber Distributing Corp., giving up Hallicrafters franchise, June 1 succeeds Simon Distributing Co. as Washington-Baltimore Motorola distributor . . . Philco sales v.p. Jack Otter announces appointment of Albert J. Rosebraugh to new post of mgr. of distribution, John J. Moran succeeding him as radio sales mgr. and John L. Utz named special TV representative.

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Complete electronics components sold to manufacturers come under OPS price regulation CPR-22, but same parts sold to replacement market stay under Jan. 25 general ceiling price regulation. That's official interpretation by OPS of problem that's caused a lot of head-scratching since manufacturers' ceiling price order came out last April (Vol. 7:15). Meanwhile, Lee McCanne, chief of Housewares & Accessories Branch, Consumer Goods Div.—on leave from Stromberg-Carlson—has added market analyst Ned Crane as electronics parts specialist, joining TV-radio cabinet specialist Earl Smith, from Connecticut Cabinet Co., Mystic, Conn. to TV-radio section.

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Now it's the auctioneers who are haunting TV dealers, offering to take inventory loads off their backs. Solicitation got to point where Philadelphia Philco distributor wrote all dealers warning that trans-shipments to non-authorized sources were violation of franchises, that "under no conditions are Philco dealers to be a party to this scheme."

Week saw more auctions held, several cancelled. Biggest of those taking place was by Detroit's House of Television. Audience got anti-auction dealers' handbills listing what they should look for in sets they bought—in same vein as Bruno-New York ad last week (Vol. 7:21). Scheduled auctions were cancelled in Buffalo, Philadelphia, Keyport, N. J.

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Clarification of these TV trade practices are suggested by Federal Trade Commission in agenda for June 21 hearing in auditorium of National Archives Bldg., Washington: (a) interference claims, (b) picture tube size, (c) long distance reception, (d) simplicity of operation, (e) number of tubes, (f) necessity of certain accessories. General industry practices such as pricing, warranties, discriminations, trade-mark and trade-name imitation, commercial bribery, are also recommended for consideration. FTC Chairman Mead will conduct meeting, open to entire industry.

TV manufacturers who fair trade are trying hard to get all franchised dealers in 45 fair trade states signed up in order to meet Supreme Court decision last week which held manufacturer can't enforce prices if dealer hasn't agreed to do so (Vol. 7:21). Magnavox this week said only small number of its dealers haven't yet signed. Packard-Bell is reported to have every dealer signed. Emerson, which fair trades through intra-state distributors, goes to court June 4 to enjoin New York retailer from selling its TV sets below lists.

"Greatest name in television" is Allen B. DuMont and outstanding TV firm is RCA, in opinion of 1200 business leaders participating in survey conducted by *Forbes Magazine*. As reported in June 1 *Forbes*, RCA received 46% of votes as outstanding firm, DuMont 20%, Philco 9%, Admiral 8.5%, Zenith 5%, Motorola 4.5%, Magnavox 2.5%, Capehart 2%, Stromberg-Carlson and Hallicrafters 1% each, and Emerson, Crosley, Meck less than 1%. Dr. DuMont was voted TV's outstanding leader by 51%, RCA chairman Sarnoff 26%, Admiral president Siragusa 11%, RCA president Frank Folsom 3%, Zenith president McDonald 3%, Motorola president Galvin 2%. Dr. DuMont came in fourth, mentioned on 13% of ballots, in tabulation of nation's outstanding business figures. United Airlines president Eddie Rickenbacker was No. 1 with 27%. RCA was No. 12, and mentioned on 40% of ballots, in tabulation of outstanding corporations, with General Motors selected for first place on 63% of ballots.

Plant Expansions: RCA dedicates new tube plant in Cincinnati June 11 to memory of late RCA Victor executive v.p. John G. Wilson; it's old Rich Ladder Mfg. Co. plant, 136,000 sq. ft. and 17 acres, will be devoted mainly to subminiature tubes . . . GE broke ground May 30 for new 50-acre, 338,000 sq. ft. plant costing \$15,000,000 at New Hartford, N. Y., near Utica, for manufacture of military electronics gear, expected to be completed in 12-15 months . . . Willys-Overland acquiring new Toledo plant for electro-mechanical production, will employ about 100 electronics and mechanical engineers on 2 developmental contracts for Signal Corps and Glenn L. Martin Co. . . . National Video, Chicago cathode ray tube manufacturer, building new plant at Grayslake, Ill., plans production there in 4-6 months.

Bearish on fall TV sales is retail furniture consultant Arthur Fertig, who feels buying trend earlier this year is "very likely to recede sharply in the last half of the year." Furniture and home furnishing stores, he says in interview in May 24 "Buyers and Sellers" column in *New York Herald Tribune*, won't meet high volume of last half 1950. "Saturation points temporarily appear to have been reached in TV, particularly in the East," he says—which would indicate he doesn't believe Regulation W is sole villain of present TV sales slump. TV-radio accounted for 13.62% of total furniture & home furnishing sales first quarter 1951 vs. 9.36% same period 1950, Fertig says.

Canadian RMA reports 4409 TVs sold by factories for \$2,500,867 during April, with inventory of 3636 units as month ended. Table models under \$400 list totaled 153, over \$400 totaled 1373. Consoles under \$500 totaled 97, over \$500 totaled 2722. TV-phonos numbered 64. Windsor area (Detroit) took 36% of April sales, Toronto-Hamilton 34%. First 4 months of 1951 unit sales were 18,461, valued at \$10,197,722. Cumulative TV sales to April 30 totaled 56,284 valued at \$26,474,305, with 43% in Windsor area, 35% in Toronto-Hamilton, 17% in Niagara Peninsula, 5% other areas.

From theatre owner to TV dealer is story told in May 25 *Tide Magazine*. Seems Colver, Pa., theatre owner ran only movie house in coal-mining community with weekly attendance of about 1700. Recently attendance fell to 700. Looking over rooftops of town of 1500, theatre owner saw TV aerials all over the place, immediately boarded up his theatre, opened up TV store across the street.

Mobilization Personals: Everard L. Stuhrman, ex-Air Force procurement, named deputy chief, and H. J. Bradfield, ex-Defense Dept. Research & Development Board, technical div. chief, Office of Electronic Programs, Munitions Board . . . Clay P. Bedford, Kaiser-Frazer v.p., appointed assistant to Mobilization Director Charles E. Wilson, in charge of expediting defense production.

Mobilization Notes: First of 3 new consumer durable limitation orders for third quarter—M-47 steel order, amended June 1—limits manufacturers to 70% of steel used during average base period quarter, as expected (Vol. 7:20). Scheduled to appear shortly are similar orders on copper (60%), aluminum (50%).

Most objectionable features of old M-47 (which imposed 80% steel limit for second quarter) have been eliminated in new order, as recommended by TV-radio manufacturers (Vol. 7:10-11,14). Here are the major changes:

(1) "Straitjacket" provision of old order—which in effect froze manufacturers' "mix" as between (a) radios, (b) radio-phonos, (c) TVs, (d) TV combinations, (e) phonos & record players—has been modified. The 5 categories have been broken down to 3 now: (a) Radios & radio-phonos, (b) TVs & TV combinations, (c) phonos & record players. This permits more flexibility of output to meet consumer demand.

(2) Old order's discrimination against "assemblers" as distinguished from "manufacturers"—which discouraged conservation—has been wiped out entirely. "Assemblers"—including possibly half the TV-radio set makers—will no longer be required to limit their output to a percentage of the units they turned out during base period. As of July 1, they will have 3 alternative methods of limiting their use of steel: (a) By weight of steel used in parts; (b) by number of steel-containing parts; or (c) by number of end units.

(3) Alternative base period of second-half 1949 is provided for seasonal manufacturers dissatisfied with first-half 1950 base. Since industry turned out more than twice as many TVs during first-half 1950 than during second-half 1949 (3,114,000 vs. 1,557,000), and considerably more radios, most TV-radio companies will probably stick with 1950 base.

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Electronic distributors' stocks of power and special purpose tubes, test equipment, wire and cable, batteries are "seriously depleted." This was indicated in survey of 237 distributors transmitted to NPA May 28 by Electronic Parts & Components Distributors Advisory Committee (for membership see Vol. 7:10). Survey showed receiving tubes in good supply, except for spot shortages in individual types. Special distributors' task group report urged that licensed "ham" operators be authorized to use DO-97 (maintenance, repair and operating supply) priorities to obtain replacement parts. Other recommendations by distributors: (a) At least 50% of first-half 1950 production of test equipment be made available to distributors during remainder of 1951. (b) NPA reconsider committee's proposal (Vol. 7:10) to make available during second-half 1951 at least 150% of number of replacement parts sold during first-half 1950, in light of TV's phenomenal expansion. (c) No inventory curbs be placed on finished goods.

Four certificates of necessity for accelerated tax amortization on new electronic production facilities were approved by DPA, out of total of 135 certificates for rapid depreciation of \$178,485,663 in new productive facilities of all types issued week ended May 25. Certificates were granted to: Stewart-Warner Corp. for production of electronic equipment at Chicago, \$958,600 at 75% amortization; F. W. Sickles Co., Joliet, Ill., transformers and coils, \$386,750 at 75%; Sangamo Electric Co., Carbondale, Ill., mica capacitors, \$347,307 at 75%; Lavoie Laboratories Inc., Morganville, N. J., electronics, 47,780 at 85%.

Picture tube sales took drastic drop in April, RTMA reports. Only 278,955 worth \$6,869,181 were sold, compared with 608,396 which sold for \$16,064,425 in March.

Paramount Pictures Corp., with its Lawrence tri-color tube (Vol. 6:18 et seq & 7:16), shapes up as dark horse in color set production field with announcement that it will make sets with tube—first probably available in July, though tube has never been demonstrated publicly. Color work is being done by Chromatic TV Labs, 50% owned by Paramount, 50% by inventor Dr. Ernest Lawrence and associates (U of California, Berkley). Officials say: Company has acquired some production facilities from Machlett Labs, which has made the tubes, is obtaining more in Stamford, Conn. They'll make 16 & 21-in. round tubes, offer them to other manufacturers, but none has bought any yet—not even CBS-Hytron (“they seem to like the drum”). Other tube makers have approached company with proposals for making tube themselves, but no agreements have been reached. A “wild guess” at price of color sets, with tube, is 25-30% more than black-and-white. Screen of tube comprises thin aluminum strips, phosphor-coated. Chromatic promises “limited public demonstrations” within 30 days, reports following scientists on its staff: Dr. Luis Alvarez, inventor of GCA air navigation system; Dr. Edward McMillan, co-discoverer of plutonium; Dr. Andrew Longacre, early worker on radar. Note: Paramount is big stockholder in DuMont, opponent of CBS color system, but DuMont has no voice in Paramount’s TV policies—largely influenced by v.p. Paul Raibourn.

A “history” of color TV, written by 6 students of Harvard Graduate School of Business Administration, was reported by *New York Times* this week. “History” had erred only as to date when it had Supreme Court sustaining FCC on July 2, 1951. Then, the students predicted, on Nov. 1, 1951, Commission began to have doubts, and in “April of 1952” reversed itself, chose RCA’s system, whereupon “CBS accepted defeat, shook hands with RCA, and the new FCC decision was not carried to court.”

Color conversion kit will be offered within 60 days, says Celomat Corp., New York, early enthusiast for CBS system (Vol. 6:41). President Myron Greenwald says that it will sell for under \$30, also that “de luxe” 12½-in. converter will be offered shortly. Black-and-white set must first be adapted by serviceman to 405-line, 144-field standards before kit can be used.

Hytron subsidiary Air King, soon to be part of CBS holdings (Vol. 7:15, 20), has invited press for demonstration of combination color and black-and-white TV receiver at its Brooklyn plant, Monday, June 4. Hitherto a heavy private-brand producer, Air King is slated to turn out TVs and radios under “Columbia” brand, has lately been seeking to build up distributorships.

Another color system: John Sherman, technical director of WTCN-TV, Minneapolis, and Edwill Fisher, printer and photographer, are reported by UP as claiming invention of system which may be “the ultimate answer to the whole color TV squabble.” They believe they have system which would permit stations and set owners “to modify their equipment inexpensively for color.”

Someone at FCC was being coy when he placed on press table an RCA radiogram on color decision from Stephane Mallein, Radiodiffusion Francaise, Paris, to “Monsieur Wayne Coy, President, Federal Communications Commission,” reading: “Vives felicitations pour brillante victoire.”

More lead and zinc will be reserved for defense program—and consequently less will be available for civilian production—under amendments issued May 28 to basic NPA orders M-9 and M-15 (zinc) and M-38 (lead).

President has asked Congress to give FCC \$1,340,000 for monitoring purposes, in addition to \$6,000,000 already appropriated by House.

Financial & Trade Notes: Latest Emerson earnings report, released June 2, is illustrative of downward pace of profits to be expected this year, result of reduced TV sales and higher taxes. For 26 weeks ended May 5, Emerson net profit was \$2,366,542 after taxes (\$1.22 per share) as against \$3,048,948 (\$1.57) for comparable period ended May 6, 1950. Before taxes, the 1951 figure was \$5,121,952. Sales figure wasn’t available at press time, but it’s recalled that president Benjamin Abrams predicted in February that 1951 sales will equal 1950’s \$74,188,297 (Vol. 7:2, 6) but said “we’ll have to go some” to achieve 1950’s earnings of \$6,514,716.

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Warner Bros. Pictures Inc., reflecting not only higher taxes but diminished movie attendance, reports net profit of \$3,827,000 (56¢ per share) for 6 months ended Feb. 24, compared with \$5,897,000 (80¢) in 6 months ended Feb. 25, 1950. Profit is after all charges, including \$4,200,000 provision for taxes and \$400,000 for contingent liabilities. Total revenues declined to \$57,143,000 for the period from \$64,800,000 for similar period preceding year.

The Wall Street Journal reports boxoffice receipts in many areas now running 17-33% below last year, quotes Southern California executive as fearing “this summer will murder us,” states Chicago losing film emporiums at rate of one weekly to tune of \$6000 a week in tax revenues, 134 closing in Southern California last year.

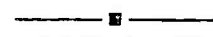
Walt Disney Productions reports \$201,914 net profit, or 30¢ per share on 652,840 shares outstanding, on total income of \$2,357,845 for 26 weeks ended March 31 vs. \$75,905 (10¢) on \$2,251,444 for same period last year. Firm has set up Herrell Productions Inc., as controlled subsidiary, to produce films for TV, including commercials, spot announcements, serialized drama and comedy shows.

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Quarterly analysis of business profits of 617 companies by *Wall Street Journal* shows earnings first 3 months of this year 21.3% higher than same 1950 quarter. In “Electrical & Radio” category, 22 companies showed \$84,745,929 earnings first quarter, up 7.3% from \$78,966,895 for same 1950 period.

National City Bank of New York, making similar analysis of 18 leading electrical equipment, radio and TV firms reports their combined first quarter income as \$65,871,000, up 8% from first quarter 1950’s \$60,882,000 but down 38% from fourth quarter 1950’s \$106,733,000.

Identities of the companies were not revealed in either report.



Motorola, which contributes 20% of yearly profits to its employes’ savings and profit-sharing fund after deduction of 5% of company’s net worth, transferred \$2,295,000 of its record 1950 earnings (Vol. 7:11) to that fund—representing company contribution of \$4.41 for every \$1 paid in by participating employes. Amount was new high, compares with \$1,654,120 in 1949, brings current value of fund to \$7,093,059. President Galvin illustrates fund’s benefit by noting that if an employe put \$200 into it each of last 3 years, starting when fund began in Nov. 1947, his account would now be worth \$3808.

ABC board this week approved proposed merger with United Paramount Theatres Inc. (Vol. 7:21) into new firm to be known as ABC-Paramount Theatres Inc. Deal now awaits exchange-of-stock details, formal application to FCC for license transfers.

Radio & Television Daily’s 1951 *Radio Annual* is 1280-page compendium of TV-radio stations, advertisers, agencies, unions and other organizations, includes list of most-wanted telephone numbers in New York, Chicago, Washington and Los Angeles.

Telecasting Notes: Canada's first TV station, 5-kw Canadian GE installation with 500-ft. 6-bay superturnstile, operating on Channel 9 in Toronto, won't get started until early 1952, according to CBC engineering dept. Second should be ready in Montreal, 15-kw Canadian RCA job on Channel 2, few months later—possibly June. They'll be known as CBL-TV & CBF-TV, respectively. Delay in construction start until early fall is being caused by delivery of steel for towers, and materials shortages are also given as reason for fact there are no other CPs for commercial TV outlets yet. Studio equipment for both stations is being supplied by British Marconi . . . Goar Mestre, CMQ & CMQ-TV, Havana, reports he's planning TV network expansion, as is rival Union Radio (Vol. 7:21), states he has bought 2 transmitters from DuMont, 2 from GE, to be installed at Matanzas (Channel 9), Santa Clara (5), Camigüey (6), Santiago (2); he plans to buy 2 more for Holguin (4) and Pinar del Rio, and to link them via 17-relay microwave setup between Havana and Santiago (520 miles) and between Havana and Pinar del Rio (100 miles) . . . ABC-Paramount TV-radio operations may be consolidated under one roof—big ABC Television Center on W. 66th St., New York—after merger, because NBC wants ABC space in Rockefeller Center. Moving Day probably will come early in 1952 . . . ABC-United Paramount Theatres merger (Vol. 7:21) has led film trade press to make much of fact that Balaban & Katz, UPT Chicago area chain, has signed top TV stars for its Chicago Theatre this summer, including Milton Berle, Martin & Lewis, Sid Caesar, Imogene Coca . . . Herald Tribune columnist Hy Gardner hints ABC is dickering with RKO to take over New York's Palace Theatre for conversion into TV theatre . . . San Francisco's KPIX and AM outlet KSFO quit Mark Hopkins Hotel studios in early December, moving into new 3-story structure including 3 large TV studios being built at cost of \$500,000, Van Ness Ave. & Greenwich St. . . . George Storer, Fort Industry Co., has pulled out of Consolidated Television Broadcasters Inc., recently formed film producing syndicate (Vol. 7:17-18); says he will soon have different plan along same lines . . . First TV educational "commencement" was celebrated June 1 when WFIL-TV, Philadelphia, played host to FCC Comrs. Coy Hyde, Sterling, Webster and presidents of 20 colleges cooperating in *University of the Air*, which it has carried 11-noon each weekday since January (Vol. 7:2) . . . Miami's WTVJ (Lee Ruwitch, mgr.) has made special arrangement with Miami Beach's new Continental Hotel whereby TV station and ad agency folk get special \$5 per day rate for \$10 double room.

Group of Atlanta business men has again filed request with FCC for approval of sale of Channel 8 facilities of WSB-TV (Vol. 7:15). Known as Broadcasters Inc., applicant lists textile manufacturer Walter C. Sturdivent Jr. as president, includes also broker Clement A. Evans, 14 others. Sale price is \$525,000. WSB-TV owners *Atlanta Journal & Constitution* plan to retain call letters but switch to Channel 2 (WCON-TV) operation as soon as current tests prove out. WCON-TV was originally granted to *Constitution*, but when that newspaper was merged with *Journal*, new company had to give up one or the other. First application for sale was returned by FCC because it couldn't tell who ultimate stockholders would be—two-thirds of stock being held by Evans' firm (Vol. 7:18).

Mutual cut AM network rates least of all networks—10% for 1-10:30 p.m. periods as of July 1, offering also half-rates for Sunday afternoons instead of present two-thirds night rate. It's thus last of 4 networks to reduce rates. ABC cut same periods 15% (Vol. 7:20), while CBS and NBC cut afternoon hours 10%, night segments 15% (Vol. 7:15-18).

Transit FM is unconstitutional—the commercials at least. So District of Columbia Court of Appeals ruled unanimously June 1 in first test case. Decision will be appealed, since there are 15 such operations, with big investments, and Supreme Court is likely to consider case because of novel constitutional question involved. It can't get to highest court before next fall. Some radio attorneys contend decision challenges radio-TV commercials in general. Decision was based on Fifth Amendment, said: "The Supreme Court has said that the constitutional guarantee of liberty 'embraces not only the right of a person to be free from physical restraint, but the right to be free in the enjoyment of all his faculties . . .' One who is subjected to forced listening is not free in the enjoyment of all his faculties."

George A. (Dick) Richards' death May 28, at age of 62, means dropping of case against the 3 radio stations he controlled—KMPC, Hollywood; WJR, Detroit; WGAR, Cleveland—though FCC may go through form of ruling on charges leveled against him that he slanted newscasts against Franklin D. Roosevelt, the Democrats and Jews. Three-year-old case has been cause celebre, resulted in long hearings, recent strongly-worded proposed findings by FCC general counsel Benedict Cottone urging licenses be revoked. Fight against charges has cost some \$2,000,000, said stations' president John J. Patt in reply. Richards became critically ill last week of disease of the arteries, had been living at Detroit Athletic Club since return from Europe about year ago.

Theatre telecasts of college football games got boost last weekend when National Collegiate Athletic Assn.'s TV committee ruled that any 7 out of 10 games scheduled by NCAA member colleges will be available to movie houses this fall, leaving theatre interests free to negotiate with individual colleges. But Illinois legislature this week passed bill, 110-7, forbidding theatre TV unless same game is simultaneously available on free public TV. Measure now goes to Senate. Meanwhile, Esso reportedly turned down NCAA bid to sponsor "controlled" football telecasts (Vol. 7:16), presumably because of anti-trust implications of NCAA's experimental "game of the week" plan. Big Ten approved NCAA plan May 27, will permit each member college to televise one home game, one away.

First commercial uhf application came to light this week—filed May 7 by WSBA, York, Pa., in form of amendment to pending vhf application. Station asks for Channel 43, proposes 70 kw ERP, 550 ft. above average terrain, using RCA 5-kw transmitter. This week, WHK, Cleveland, and WIBX, Utica, also filed for uhf, amending vhf applications. [For all TV applications to date, see *TV Factbook No. 12* with Addenda to date; for detail about this week's applications, see *TV Addenda 12-U*.]

TV programming meeting June 22 in Washington's Hotel Statler will be addressed by FCC chairman Coy and Senator Johnson (D-Colo.), chairman of Senate Interstate & Foreign Commerce Committee. Meanwhile, acting NARTB-TV general mgr. Thad Brown and staff are analyzing May 6-12 program logs (Vol. 7:20).

Speakers at TV panel of Advertising Federation of America convention June 13 in St. Louis will be George Burbach, KSD-TV; Louis A. Hausman, CBS; Don L. Kearney, Katz Agency; Don McClure, McCann-Erickson; Newman McEvoy, Cunningham & Walsh; John A. Thomas, BBDO; Louis Westheimer, Westheimer & Block, St. Louis. Eugene S. Thomas, WOR-TV mgr., is program chairman.

TV commercials are better than radio commercials. That's opinion of 70% of 200 Chicago viewers, interviewed by Pilot Surveys Inc. for ad agency Gourfain-Cobb. Major reason given for attitude, survey explains, is that TV commercials make it possible to see product advertised.

In This Section: { Color Issue—Public Now the Arbiter, page 1. The Color Edict—Impact on the Trade, page 5.
Colorcasting—Choice up to Stations, page 4. Industry Comments on Color TV Plans, pages 6-8.

COLOR ISSUE—PUBLIC NOW THE ARBITER: Supreme Court's color decision clears up the litigation -- but not much more. Still left wide open are the really basic economic and technological questions:

(1) Can CBS get anywhere, almost single-handedly, with a system that can't be picked up by any of the nearly 13,000,000 TV sets in use?

(2) How soon will the "right" compatible system, backed by overwhelming majority of industry, be welcomed by FCC through its "open door"?

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Text of court's 8-1 decision of May 28 was sent you the day issued. It sustains FCC choice of CBS system, thus permitting it to go commercial in 25 days. It speaks for itself, but crux is probably contained in this sentence:

"But courts should not overrule an administrative decision merely because they disagree with its wisdom."

Justice Frankfurter's doubts, reflecting same what's-the-hurry attitude manifested by lower court, are epitomized in:

"What the Commission here decided is that it could not wait, or the American public could not wait, a little while longer, with every prospect of a development which, when it does come, concededly will promote the public interest more than the incompatible system now authorized."

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Decision came as no surprise, hence no great shock -- except to TV trade, already in doldrums, now more becalmed than ever. Buying of TV receivers, competent sources say, has all but stopped as inventories pile higher (see Trade Report).

No one was startled into taking a new position -- neither industry, FCC, Sen. Johnson nor CBS, though it was noted that the CBS broadcast claims about the immediacy and low cost of adaptation, conversion and new color receivers were much less extravagant, much more toned down than when it won its first victory.

FCC Chairman Coy and Sen. Johnson, if anything, went out of their way to make clear that Commission is duty-bound to reconsider compatible systems whenever proffered. Also, intra-Commission talk has been dropped, for time being at least, of "forcing" CBS colorcasts upon recalcitrant stations (see story, p. 4).

Stations are as reluctant as ever, even CBS affiliates indicating they'll experiment with off-coaxial colorcasts slowly and cautiously, if at all.

Most manufacturers stand as before (see symposium, pages 6-8). No major set maker says he'll produce CBS-type receivers now. Some reject system flatly and completely; many say they'll wait and see how the public reacts; others offer no comment. Handful of smaller outfits say they'll make them -- including, of course, soon-to-be CBS subsidiary Air King (Hytron).

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So it's CBS's baby -- almost entirely -- and there's public choice. Whether it can build brand new audience fast enough to make colorcasting commercially worthwhile for itself and other telecasters, in light of today's materials shortages and slow purchasing pace, is up to CBS and its followers to prove.

Officially, CBS says it will shortly expand its present 10-11 a.m. daily experimental telecasts in New York, promises "substantial schedule" in a few months, with feeds to other stations on network.

CBS doesn't say which stations would accept color, but claimed it had 15 ready to go last Nov. 20, before RCA appealed FCC decision. It has done good sell-

ing job to advertisers, has several lined up to pay token rates for initial color audiences in order to enjoy publicity claims of "firsts".

But how long can CBS carry the burden? Presumably it's counting on Air King to sell color sets, also on rich return in patent royalties. But major manufacturers make it clear that a lot of litigation will pass through the courts before they pay any extra royalties for CBS color -- if they ever do make field-sequential sets.

CBS, too, is now "one of the boys," from manufacturing standpoint, so can suffer same problems of economic dislocation which affect competitors.

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FCC has adopted theory of "gradualism" in regard to CBS color. Chairman Coy's ideas are fairly representative of opinions held by other commissioners we've contacted. Here's his sizeup, expressed during colloquy with Senators Johnson and Magnuson at May 29 hearing on his appointment for 7 more years on Commission:

"It will begin something like black-and-white did. I expect some color in 30 days. CBS will probably be first, probably in fringe hours. The public can then buy adapters, or new sets with built-in adapters, or color converters, or complete combination color-monochrome sets.

"You need broadcasts for the incentive to build color sets. I'd think manufacturers would now be in position to make any of these units immediately, since they've been on notice since our order was issued last September.

"I expect Air King to make color sets, of course. And I have reason to believe that one or more of the major manufacturers will find it to be a competitive advantage to break into the manufacture of such sets. This is the most competitive business in the country. None of these manufacturers will let a young upstart become the leader.

"Another thing is the resistance to set-buying currently. The answer to this problem would seem to be: (1) Reduction in prices or cheaper sets, (2) Color. The Supreme Court said so clearly that we weren't arbitrary and capricious that people will expect color.

"Some color sets will be on the market before the end of summer. Colorcasts will begin slowly. I think impetus will come from the sports promoters who will make events available for color and not to black-and-white.

"There is a natural turnover in sets. Next time people buy, they'll buy color. People who bought recently will probably buy adapters or converters. Converters will probably cost \$100-\$150."

Nothing about "making" stations broadcast color was asked or volunteered during hearing. Several other commissioners say there is no such intention. One said such action might be considered "if there appears to be concerted action to thwart the system by placing artificial barriers in its path." It was pointed out by one staff member that precedent exists, in that FCC required at least minimum hours of programming from black-and-white stations.

* * * *

"Open door" for compatible systems is truly open, Coy insisted during his Senate hearing. Sen. Johnson asked:

"Suppose I invented an improved system and I wanted to get the right to broadcast it. Would the door be closed, the situation frozen?"

Coy answered: "The door is not closed; it's never closed. We couldn't, if we wanted to, prevent a new development in the public interest. We wrote into our order the procedures whereby new systems would be considered. We said we're not foreclosing a new system. We said you must have field tested it and developed it to the stage where it has a reasonably good chance of replacing the one we adopted. We authorized experimental operations. I don't think that's foreclosing such systems."

"Is your decision likely to speed up a compatible system, now that you've adopted a color system?" asked Sen. Johnson.

"I think it's self-evident," Coy replied, "that the decision will give new impetus to such developments. We've had promises before. The RCA system came in under forced draft when we invited 6-mc color proposals."

"My feelings exactly," said Sen. Johnson.

Other commissioners have same attitude -- but it's obvious any compatible system will have to be tied up with a pretty red, blue and green bow, with no loose strings, before Commission takes another look. Said one commissioner:

"Remember, we've chosen a system. We've litigated it through the courts. Certainly, we're not going to jump lightly from one system to another. Investments will be made. People will be assuming some stability. Yet we'll always consider new developments. We have to."

Open mind on dual standards, commercializing both CBS and compatible systems, was indicated by another member, who also takes tough "show me" attitude.

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All-out all-industry work on compatible systems continues unabated. Report of Ad Hoc color committee of National TV System Committee (RTMA & IRE) is now being circulated in the industry (Vol. 7:18).

Members are satisfied that basic job is done, agreed on major principles. They're field-testing individual techniques of handling details, such as sampling frequency, oscillating color sequence. NTSC is inviting all manufacturers to participate in field tests, utilizing colorcasts of RCA-NBC in New York, Philco in Philadelphia, DuMont in Passaic. Motorola is reported installing color gear in Chicago.

Confidence of Ad Hoc members, all distinguished men in their field, is truly remarkable. They're apparently not at all shaken by court decision. They're fully convinced they've got the system, and that FCC must eventually adopt it.

It's manifest there's plenty of uncertainty in highest FCC circles now, albeit flushed with court victory. Commission will stick by its criteria, and "remote pickup" is constantly reiterated fetish. What some industry folk don't seem to appreciate is that FCC people regard an outdoor camera as crux of compatible system. Said one staffer:

"When they've televised a crew race in color, then I'll tell you when the Commission will act favorably on a petition for a new hearing."

Industry experts say remote equipment is minor apparatus matter. Such gear, we're told by the scientists, will be disclosed at proper time.

Two of NTSC's prime movers met with Coy May 31 to present "progress report" on industry's work with compatible systems. NTSC's chairman Dr. W.R.G. Baker (GE) and Ad Hoc chairman David Smith (Philco) came away from reportedly friendly session, after hearing Coy reiterate statement that FCC is obliged to look at new systems after proper development and field testing.

RCA isn't letting up one whit (see statement on p. 6), immediately announced it would hold public demonstrations of its system in New York -- probably piping signals to Washington, too -- and let the public compare.

RCA is throwing tri-color tube wide open to entire industry, has invited 231 receiver and tube makers to June 19-20 technical symposium in New York's Waldorf-Astoria, will disclose complete and latest know-how, tell of plans to make samples of tubes and components immediately available.

Indicating hard row the compatibility boys must hoe, however, is attitude of one commissioner who seemed a little leery about such public demonstrations. "I think it would raise serious questions," he said, "if anyone made demonstrations for the purpose of combatting the system adopted. We don't grant experimental licenses for the purpose of exploitation. Of course, closed-circuit showings would be out of our jurisdiction." There's possibility sample receivers will be offered commissioners to view in their homes.

* * * *

Color story has become quite familiar to public, and newspapers have become quite deft in telling it. Few metropolitan reporters fumbled the story this time. Fact is that, whatever qualms it may currently be giving set owners and prospective purchasers, they've heard and read so much about "color now" that they'll believe it when they see it.

Editorialists were pretty calm and unhurried. Said Washington Post, which

has consistently favored CBS color and which is the co-owner with CBS of WTOP-TV:

"The choice between color and black-and-white broadcasts will then be up to the public -- the appropriate final arbiter in our judgment...If RCA comes along soon enough with a superior 'compatible' method of transmitting color, it will have its chance to win the public's favor."

New York Herald Tribune: "At best, it probably will be a slow process to get enough sets into the hands of the public to make color TV a flourishing enterprise; owners of present black-and-white sets will continue to get years of use from them. To the layman, it seems unlikely that the cumbersome wheel on the CBS set will be a permanent feature of color TV. But the layman has sufficient confidence in the engineering and scientific talent of the nation to believe a convenient and workable system can be devised, whether by CBS or RCA or the combined abilities of both."

New York Times: "Because of the technical changes that must be made in millions of installed sets and because priorities have lately been established to govern the allocation of materials, the introduction of TV in color will be slow... There is still confusion...There will be more research. The public will sit on the improvements that will emerge, and act as its own court, if given a chance to pass judgment. As for the Commission, it was created to act in the public interest. This being so, it can hardly refuse to reconsider, amend, even reverse decisions if they are no longer tenable in the light of technological progress."

COLORCASTING—CHOICE UP TO STATIONS: What the stations will do about carrying color, now that talk of "implementation" and "minimum color hours" has receded at FCC, at present appears to be fairly clear.

It looks like a free choice for telecasters -- for a while, at least -- with CBS facing the tedious and expensive job of persuading reluctant stations to break the chicken-egg cycle. It's anybody's guess how many will go along, but it's clear CBS's best prospects will come when freeze lifts and when its non-compatible system can start from scratch in virgin TV territory.

Big-stick attitude (you-do-as-we-say-or-else) isn't so evident at FCC as formerly. Partly, this is due to sober caution on part of commissioners waiting to see just how much dislocation their decision has wrought. Partly, it's due to staff reorganization (Vol. 7:21).

There's this attitude, too: Why club 'em over the heads until you're sure you have to? Commissioners and staff still can't shake off doubts raised by fact that preponderant industry and technical opinion is opposed to incompatibility, insisting that superior compatible system is in offing.

* * * *

Thus, apparently, nature will be allowed to take its course -- with telecasters lending one ear to CBS, other to compatibility proponents, while keeping both eyes on FCC. Some CBS affiliates will accept some fringe-hour color from cable, making no equipment investments until sure the system is really "in".

But they won't throw out good commercials to make room for color, while competitors stay with monochrome and take advantage of audience desertions to them during the years that few color sets will be in use.

Everybody, including CBS, is carefully assuring public that black-and-white isn't out the window -- will be with us for a long, long time.

Most stations say they have no color plans, or prefer not to talk about color yet -- obviously fearful not only of all-powerful FCC but of loss of audience, and of course mindful of local dealer complaints about reduced set sales.

Radio lawyers and consulting engineers, most of them opposed to any incompatible system, are advising their TV station clients to sit tight, hoping upcoming allocations hearing won't be dominated by the color imbroglio. But they're generally expecting certain commissioners will make it point to elicit rosy promises about colorcasting plans from stations and applicants.

CBS's Washington outlet WTOP-TV, jointly owned with Washington Post, plans to carry color in fringe time at first, following lead of network's New York key WCBS-TV. Manager John Hayes says he's "firmly convinced public will go for color."

CBS's Boston affiliate, Yankee's WNAC-TV, announced it "has ordered the technical equipment necessary to project color programs as they are received over existing circuits from New York."

* * * *

One of sanest appraisals of colorcasting problem from a CBS affiliate is that of E.K. Jett, ex-FCC member and its onetime chief engineer, a calm and savvy gentleman with a fine public service record, who now runs Baltimore Sun's WMAR-TV:

"We will cooperate fully in bringing color to Baltimore," said he. "It will undoubtedly come from the network at first. When sufficient public interest is evidenced, and when equipment is available, we will originate local colorcasts.

"Lack of compatibility is going to be hard to live with for some time, especially in an area like ours which has 375,000 families and 300,000 sets -- very near saturation. I think TV stations will have to maintain a substantial schedule of black-and-white for a long time to come."

Jett then made some pertinent observations, posed pointed questions:

(1) When materials limitations really begin to bite manufacturers, how can they see their way clear to change over to color sets? Color sets will emerge, but won't they be greatly limited in number for some time?

(2) The public won't rush to buy color receivers until it sees what kind of programs are telecast, at what time of day. And certainly, cost has to be right.

(3) Public must be confused by kinds of color sets in prospect. Currently, the CBS system is labeled "mechanical," is said to be limited to small screens. But what of the drum permitting big screens? How about the tri-color tube? Will public want to wait for these promised developments before it buys? CBS's new tube-making subsidiary Hytron is an RCA licensee, may be able to make tri-color tube. Will mere promise of tube restrain potential disc-set buyers?

(4) Public will continue to buy black-and-white at today's bargain prices. Demand lately has tapered off due to normal summer slump, Regulation W, and the fact that saturation is being approached in some areas.

THE COLOR EDICT—IMPACT ON TV TRADE: "Confusion worse confounded" just about describes thinking in TV trade in wake of Supreme Court's color decision and resultant publicity. But attitude of the sellers of sets is well expressed by one of them:

"Let's see the sets; we'll sell anything the public will buy."

What the manufacturers think, is best recounted in their own comments published in comprehensive symposium herewith. They and trade generally are still for compatibility, by and large, but they're watching trade winds (and each other) very closely indeed. There's no stampede to tool up for CBS color; mostly, the attitude is one of "wait and see" how public reacts -- whether there's the "sweeping demand" so confidently expected by FCC-CBS proponents.

Receiver sales were beginning to pick up rather nicely in many parts of the country last few weeks, considering the season, and some slight inroads were being made into inventories -- and then the news broke.

Now business has turned bad again, we're told -- and even fall prospects have been dimmed by this uncertainty, added to Regulation W and other factors con-
ducing to slower buying pace. It's really too early to gauge actual impact of color news, but some manufacturers-wholesalers-retailers are wringing their hands.

This week's trade wasn't good barometer, anyhow, because of Memorial Day.

Wait-and-see attitude arouses natural speculation whether public will go to cost and trouble of adapting present sets (to get black-and-white during colorcasts), converting present sets (to get color in same set or on slave units), or buying such new color combinations as may be offered -- all at a price.

Since today's depressed TV market is a price market, with low-end units at around \$200 selling best, tradesmen wonder whether people will pay substantially more for equipment capable of receiving such few hours of color, mainly during fringe viewing periods, as CBS and the stations it feeds will offer.

You get every-which-way kind of answer to this -- the consensus being, CBS

included, that it will take years for color to take hold. What trade fears is that these may be years of the locust so far as selling present-type sets is concerned.

That CBS will turn on promotion heat, goes almost without saying. It's reported in trade circles that big ad splurges have been prepared cautioning public not to buy any TV sets unless they're at least adapted to get color signals in black and white. That could start a round of lawsuits and trade-practice complaints that would keep whole industry in turmoil for months, further confusing public.

The estimated 1,750,000 or more TVs now in inventory aren't so adapted -- though adapter units could be marketed -- and a complete stoppage of buying could spell ruin for a lot of businesses.

The major manufacturers could offer adapters for present sets, which also means service fee to install them. They'll fight back, if CBS promotion hurts their trade, by pointing to FCC Chairman Coy's assurance that door isn't closed to compatible systems, which of course could render CBS system obsolete overnight if adopted.

There's also logical question: Will public wonder why brand-name firms, with great businesses to protect and reputations to maintain, don't make color sets or converters? Will that confuse buyers to point of no sales?

Or will some "upstart" firms, as Coy suggested, seize leadership away from established leaders in the "rush for color" so confidently expected by proponents?

Or will some big boys get on CBS bandwagon without waiting for compatible systems promised by RCA, Hazeltine, GE, Philco, DuMont, Sylvania, other top names?

* * * *

Organized manufacturers' RTMA meets in Chicago next week for annual convention, but they won't do anything giving semblance of "conspiracy" against edict. CBS's Hytron (Air King) is member of RTMA, thus has voice in its affairs. Air King, it's said, also has inventory problem -- and of course Hytron has big stake in receiving and picture tube business, now taking beating due to lowered demand for TVs.

CBS's Hytron ownership, it's clear, means that company, with its "Columbia" brands, will strive to be major factor in TV-radio trade. Yet it could slip into same trade desuetude as others, if confusion means less buying of any kind of TVs.

It's rags or riches for CBS no less than for rest of industry, since it elected to go into the manufacturing field.

STATEMENTS BY PRINCIPALS IN THE SUPREME COURT LITIGATION

COLUMBIA BROADCASTING SYSTEM—"The decision of the Supreme Court removes the last road block to the public's enjoyment of color television in the home. CBS will shortly expand its present color broadcast schedule in New York, and within a few months expects to be producing a substantial schedule of color programs. Many of these will be sent over existing circuits to stations in other cities of the Columbia Television Network. The enthusiasm which both the public and important national advertisers have shown for color television gives great encouragement that this exciting new medium will grow rapidly."

EMERSON RADIO (Benjamin Abrams, president)—"We will not make CBS color sets because we don't think it's the right system. The right system will be a compatible system, and it will be here in 2 years. The Supreme Court decision will have a momentary effect on sales of black-and-white TV sets, but it will be a 7-day wonder. Even Air King [due to be CBS-owned] won't be able to get samples to the trade for 6 months, and mass production is at least 2 years away. Right now, color TV is a great mystery to the public; when dealers begin getting CBS color sets, the public will be able to see the limitations of the CBS system."

RCA (David Sarnoff, Chairman)—"The RCA has always maintained the policy that what is best for the public and the industry is best for its own welfare. That policy we shall always adhere to. We continue to be convinced that the best color TV system for the public and the

industry is a compatible, all-electronic, non-degraded system. We have such a high quality system, and we shall demonstrate it to the public within the next few weeks. The public will be given the opportunity to judge for itself."

Statement by RCA May 28

"Now that the Supreme Court has made its decision, RCA will go ahead with public demonstrations of its improved compatible all-electronic system of color television.

"Everyone concedes that a compatible system is more in the public interest than a non-compatible system.

"At the time the FCC made its decision last year, it took the position that there was no satisfactory compatible system. Therefore, it adopted the less desirable non-compatible system.

"RCA has developed a fully compatible, all-electronic color system which provides reception of color broadcasts in black-and-white on the nearly 13 million existing sets, without any change whatever.

"Present set owners cannot receive any picture whatever from the non-compatible color system without buying an expensive adapter. Even with such an adapter they would only receive a black-and-white picture degraded in quality.

"To receive color they would also need to buy an expensive and cumbersome converter.

"Approval of the compatible system would save present set owners about a billion dollars, and would avoid waste of material and labor, which it is vital to conserve in these critical times."

Industry Comments on Plans for Color Television

Following U. S. Supreme Court Decision Upholding FCC Adoption of CBS System

Full Text of Supreme Court Decision Published by Television Digest as Special Color Report of May 28, 1951

SURVEY OF THE TV RECEIVING EQUIPMENT MANUFACTURERS

(Replies to requests for comment, plus digests of comments published in other periodicals)

ADMIRAL CORP. (Ross Siragusa, president)—“There will be color eventually—at a cost, of course—but black-and-white will be with us as the mainstay of TV for at least the next decade. Our own feeling is that compatibility is still basic. It is too early to estimate the whole industry picture yet, but we can say again that we continue to have faith in today’s excellent black-and-white television and tomorrow’s compatible color.”

AIR KING (David H. Cogan, president)—This company will shortly become a subsidiary of CBS, under recent Hytron merger deal (Vol. 7:15, 20), due to be completed next week when it’s expected CBS will issue official statement—presumably regarding new “Columbia” brand receivers. Meanwhile, Mr. Cogan told newsmen models of color receivers will be shown at Chicago Furniture Show, disclosed plans for press showing of combination color and black-and-white receiver at company’s Brooklyn plant, Mon., June 4.

“We’re pretty well along in our tooling for such a set,” Mr. Cogan is quoted in May 29 *Wall Street Journal*. “Material problems made it difficult to say when they’ll hit the market. Under normal circumstances, it might be 90 days; we may possibly get some sets out by early fall.”

How much will they cost? *Wall Street Journal* quotes Mr. Cogan as saying quite a bit more than black-and-white models. He put it this way:

“A color set probably will cost anywhere from 50% to 75% more than a black-and-white receiver with a comparable screen. In other words, a console color receiver with 12½-in. picture screen might run as high as \$499; a similar size black-and-white set would retail for about \$299.” Story continues:

“As for converters, Mr. Cogan says he’s not completely sold on them, but his firm may make a couple of thousand later on to see how the public responds to them . . . Mr. Cogan said, too, that Air King probably would make ‘adapters,’ but the quantity would depend on consumer responses . . . [He] estimates adapters will sell around \$39 to \$49.”

CROSLEY (John W. Craig, executive v.p.)—“We have no plans to manufacture CBS color receivers at this time and are studying the overall aspects of this situation.” Crosley had previously announced it has made provisions in some 1951 models for plug-in of converter units, can make converters if there is public demand. In trade press, Mr. Craig was quoted as stating: “We are still not convinced that the CBS system will be the ultimate one.”

DuMONT (Allen B. DuMont, president)—“This decision does not alter the general situation in color in so far as we are concerned. We still feel the CBS mechanical color system is not suitable for the public. When acceptable color is ready, it will be an all-electronic system, which is still years away, despite all the progress made in that di-

rection. We have no present plans for the manufacture of CBS-type color receivers.”

FREED RADIO (Arthur Freed, president)—Told *New York Times* May 31 that “until consumer demand indicates public acceptance of CBS color, no Freed-Eiseman color receivers will be marketed.” Also stated “dollars-and-cents minded” consumer is not now even buying black and white sets in volume. Washington ruling, Mr. Freed stated, cannot in itself make color TV a reality because a successful color transmission service must depend on the huge electronics industry that will manufacture the receiving and transmitting equipment and on TV broadcasters as well as the consumer.

GENERAL ELECTRIC (Dr. W. R. G. Baker v.p. and gen. mgr., Electronic Dept.)—“This [Supreme Court] decision came in same month that NPA placed restrictions on all TV construction projects; when CMP regulations were issued which exclude TV set production from any assurance of having steel, copper or aluminum after July 1; and when the Federal Reserve Board finally refused to ease Regulation W restrictions, which had effectively dropped consumer ability to purchase standard TV receivers to an all-time low.

“Against this background, it is impossible for [GE] to reach any immediate conclusion on its future plans in the color TV field . . . There is bound to be an extended period before the public can expect to have any substantial number of color programs available to it. It is possible [that] during this period a fully compatible system will gain acceptance by the Commission—a system which, unlike the CBS system, will give a black and white picture on every standard TV receiver, of which there are now over 12,000,000 owned and used in the American homes. Both the FCC and the Supreme Court have stated their preference for such a compatible system; the FCC has kept the door open for its consideration and possible adoption. Substantial progress has been made toward its achievement since the FCC color hearings closed.

“If this compatible system is achieved and should ultimately be adopted, then the CBS System will have been, in fact, an interim system, approved by the FCC in order to insure color during this transition period to those who desire to make the necessary investment in this type receiver.

“Against the present background of material, construction and credit restrictions, our company is in no position to estimate the number of persons who can and will buy the CBS type of color TV set. If there are a substantial number we will, as always, be guided by public demand. However, such receivers cannot be reasonably expected in production in the near future, due to needed development time, material controls, and the limited facilities available to us after meeting the requirements of our defense contracts and commitments. Transmitters and, particularly,

studio equipment cannot be realistically anticipated on a production basis at this time.

"To those who now own or may purchase a General Electric television receiver during this interim period, we do make this reassuring statement: If the CBS color system does gain general acceptance, we guarantee that there will be made available at competitive prices for use in conjunction with any television receiver General Electric manufactured after July 1, 1949, a means for receiving color programs originating in your local stations. That is a responsibility which we gladly recognize and which we will make every effort to fulfill within the limitations placed on industry by the present national emergency."

HALLICRAFTERS (Wm. J. Halligan, president)—Statement to press says company "will stand by until we see what the public wants." To *Wall Street Journal*, Mr. Halligan added: "We believe there may be a non-mechanical system soon, either RCA's or somebody else's, and we'd hate to go ahead with new sets or converters that would be obsolete in a short time. We'd be breaking faith with the public if we gave them something they couldn't use for long." To *Retailing Daily*, he said: "We're afraid that the new tooling to produce a color wheel or drum may take a lot of money and, once production is under way, CBS or RCA may come out with a color tube that will render the mechanical apparatus obsolete. I think you'll find every manufacturer in the same boat." Hallicrafters starts fall production line in latter July, with only slight model changes, plans 25-30% lower output than last year.

MAGNAVOX (Richard A. O'Connor, chairman)—"We will make color receivers when we can be convinced that the design will give value received to the consumer. We do not feel that the CBS system falls into that category unless some revolutionary improvements have been made since it was last demonstrated."

MATTISON (Richard Mattison, president)—Quoted in *N. Y. Herald-Tribune* as having already started production of "slave unit" converters to receive CBS color on existing sets, with 50 samples ready to go to dealers next week and 1000 per week production planned starting mid-June. Units will have 12-in. screens, will sell for \$60 to \$75, Mattison stated.

JOHN MECK INDUSTRIES and **SCOTT RADIO** (John Meck, president)—Via telegram: "Material controls make immediate production color units impossible. Further study required before decision as to exactly when production can begin." Press releases May 28 state all Meck and Scott receivers made since Jan. 1 equipped with adapter circuits for connection to color adapters, quotes Meck as welcoming Court decision as "end to one of the uncertainties that has beset the TV industry" and saying his companies will begin production of auxiliary color units "as soon as possible."

MOTOROLA (W. H. Kelley, sales mgr.): "No comment now."

MUNTZ TV (Don Adams, national sales mgr.)—Quoted in trade press as having already made pilot models and "probably will bring out color receivers in the near future."

OLYMPIC (A. A. Juviler, president)—"We have included converter devices in all of our sets for the past several months, so it would create no great problem in adapting them to receive either CBS or RCA color." Mr. Juviler told *Retailing Daily* Olympic has no plans for producing color equipment right now, but will make adapters and converters if there's definite demand. He added he thought current controversy is "academic" because critical materials

restrictions will keep production of color equipment to a minimum.

PHILCO (James H. Carmine, executive v.p.)—"Current Philco TV receivers are engineered for adaptation to receive the color signals in black and white. We have no immediate plans beyond that, but we are continuing our work on an all-electronic system with direct-view pictures."

STEWART-WARNER (E. L. Taylor, sales mgr.)—Press release states all Stewart-Warner sets shipped since last November have been equipped with adapter jack, Mr. Taylor stating: "We will have an adapter to be used with our sets by the time color broadcasting is in general use."

STROMBERG-CARLSON (R. W. Tait, president)—"We have no specific plans in relation to CBS color and believe color telecasting is still a long way off. In any case, it will not replace the present black-and-white."

SYLVANIA (Max Balcom, chairman)—"It's too early to make any plans yet. At the moment it would seem that nothing really has been changed."

TELE KING (Harvey L. Pokrass, executive v.p.)—Announced development of "startling new method of receiving color telecasts on the field-sequential system" with patented unit called "Fadrak" described thus: "No wheel or drum is used, no motors or moving parts, and it can be adapted to present sets without enlarging the size of the cabinet." Mr. Pokrass is quoted as saying the unit will be cheaper than any type of color adapter currently on the market (though no price is indicated), adaptable either inside or outside the set, fitting any size screen. "We will produce Fadrak for use by the public long before there are any appreciable number of color TV shows on the air," he stated, "There would be no point in our going into large-scale production with the development until there is a market for it."

TELE-TONE (S. W. Gross, president)—Told *Retailing Daily* May 31 his firm will begin immediate production of converters "which will enable present black-and-white TV receivers to receive telecasts on the CBS system." Added: "In view of current materials shortages engineers at our Bayway, N. J. plant cannot estimate how soon converters will be ready for sale by our dealers. As of today, we are setting up to produce our adapter-converter combination. Our dealers have been and are receiving detailed instruction labels telling how simple it is to convert present Tele-tone receivers to receive color programs."

WEBSTER-CHICAGO (C. P. Cushway, executive v.p.)—"We will start, in a modest way, based on demand, to make (1) companion or 'slave' units, under our own name, no private label, and (2) color units for other manufacturers to put in own sets and in companion units." Mr. Cushway stated units will be 10 & 12-in., using lenses to magnify 7 & 10-in. tubes, will sell for about \$175. Larger sizes, including drum types, are still in engineering stages, he said. Could produce units "no sooner than 60-90 days." Can't judge materials situation but problems, though difficult, aren't insoluble. Special materials, such as special motors, are needed, which Webster-Chicago won't make but will get from other manufacturers. Company has no plans for adapters to get colorcasts in black and white.

WESTINGHOUSE—No comment because of absence of F. M. Sloan, TV-radio plant manager.

ZENITH—No reply, but spokesmen reported in trade press as having no plans as yet to make color sets or converters.

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UHF Equipment Outlook Still Brighter, page 2. Topics & Trends of the TV Trade, page 8.
TV-AM Forces Meet on Common Ground, page 3. Mobilization Notes, page 9.

Color Report Published as Separate Section of This Issue

O'NEIL BUYS KFI-TV FOR \$2,500,000: This week's sale of KFI-TV, Los Angeles, like the ABC-United Paramount Theatres merger, may be forerunner of still another major change in management pattern of American broadcasting -- for purchaser General Tire & Rubber Co. is looking to an eventual Mutual Broadcasting System TV network.

Deal to buy Earle C. Anthony's KFI-TV for \$2,500,000 cash was negotiated in Washington by 35-year-old Tom O'Neil, chairman of MBS board, son of General Tire's president and manager of its subsidiary Yankee and Don Lee networks and stations. Mr. O'Neil recently negotiated unsuccessfully to buy ABC (Vol. 7:19).

Cash purchase turns over Channel 9 outlet to Thomas S. Lee Enterprises, subject to FCC approval by next Dec. 31. It does not include 50-kw KFI (AM), an NBC affiliate which may or may not be on market and which NBC itself once wanted to buy. Don Lee couldn't buy KFI since it already has an AM in Los Angeles (KHJ).

Purchase does include all leasehold rights, Mt. Wilson transmitter, tract on Mt. Harvard, realty known as Hollywoodland. When General Tire bought Don Lee last year (Vol. 6:52), it sold off TV outlet KTSL to CBS for approximately \$3,600,000 -- \$300,000 down, \$278,000 "rental" per year for 10 years, \$50,000 taxes per year.

Tom O'Neil's plans envisage eventual network built around nucleus of Yankee Boston outlet WNAC-TV, New York's WOR-TV, Chicago's WGN-TV, the Los Angeles station (call to be changed); and such other outlets as may be lined up after freeze thaws.

It's highly unlikely, though, any such "fifth network" would be mutually owned, as is MBS, which some have long wanted to convert to private operation.

Costs of TV outlets are coming higher -- at least, those among the 107 pre-freeze pioneers being sold. It's a far cry from the \$375,000 paid for Seattle's KRSC-TV, now KING-TV, to CBS's recent \$6,000,000 deal for Chicago's WBKB (Vol.7:21), its \$3,600,000 purchase of KTSL (Vol. 6:52), and now the KFI-TV sale. KING-TV was sold in May 1949 after owner felt he couldn't continue taking \$1000 per month loss (Vol. 5:20). WBKB and KTSL were bought because CBS needs own key-city outlets. And Anthony is selling station that only recently began to show small operating profit.

Only other TV station sales into 7-figure sums were Grand Rapids' WLAV-TV to Bitner group for \$1,300,000 (Vol. 7:19) and Washington's WOIC (now WTOP-TV) to Washington Post-CBS (55 & 45%, respectively) for \$1,400,000 (Vol. 6:25).

FCC MULLS ALLOCATION LEGALITIES: FCC hasn't yet answered Sen. Johnson's sharp letter regarding legality of TV allocation procedures (Vol. 7:22), but it's likely to do so next week. Commission may not give clear-cut "yes" or "no" reply he wants, but it certainly won't give him delay treatment accorded industry petitioners.

Text of Johnson's letter makes it pretty obvious he doesn't want merely a legal opinion. He wants support for "allocation-by-application" principle, rather than "allocation-by-rule-making" concept now being pursued.

"It seems to me that only chaos can follow procedures which are legally doubtful," he stated. "By persisting in adopting its present plan, the Commission

invites all disappointed parties to take their cause to court, thereby creating further unpredictable delay in lifting of the 'freeze'."

Chaos would follow the Johnson concept, say some of FCC's legalists -- regardless which procedure is legal. Here are the two arguments:

PRO-FCC PROCEDURE: If you have no fixed plan, everyone and his brother will apply for any channel he wants. Neighboring cities will get into the act. Their neighbors will be affected. Soon, each comparative hearing in each city will amount to a complete allocation hearing for whole region, if not most of U.S. This will be an impossible mess, creating more delay than imaginable. Argument goes on:

Upcoming hearing -- starting July 9 and probably lasting all through summer (Vol. 7:20) -- will give everyone chance to poke holes in proposed allocation, show how to correct inequities if they exist. If we persist in faulty allocation despite these hearings, say FCC people, aren't we just as likely to allocate poorly with any other procedure? Why not set a pattern for the whole nation at one time? Our rules permit changes if they're needed.

ANTI-FCC PROCEDURE: The only realistic allocation is one based on assignments where stations will be built. And you don't know where they'll be until people apply. Sure, this will mean some rugged hearings, but not as bad as the FCC thinks. After all, the 107 stations are concentrated in areas of greatest demand; they'll limit "chain reaction" of channel shifts. This argument goes on:

What's more, applicants will have to go through only one hearing, not an allocations hearing and a comparative hearing. And they'll cooperate -- as they did in AM -- to reduce complexity of hearings. Meanwhile, there's big risk someone will take whole allocation to court, tying up whole nation for years.

So the arguments run, with every applicant fretting to see it settled, once and for all -- and quickly -- because all are now anxious for end of freeze.

* * * *

Sen. Benton (D-Conn.) introduced his revised "educational study" resolution this week (Vol. 7:22). Also backed by Senators Hunt (D-Wyo.), Bricker (R-O.) and Saltonstall (R-Mass.), S.J. Res. 76 includes some remarkable "whereases," such as:

"Whereas television is proving so costly in all its phases, to the point where the public has already invested nearly \$4,000,000,000 in receiving sets which may become quickly obsolete, and the broadcasting industry has spent at least another billion in trying to cope with programming costs." Resolution asks:

- (1) No grants for 6-12 months, while educational and subscription TV are explored by everyone concerned.
- (2) TV licenses to be granted for one year only.
- (3) FCC to be "encouraged" to explore subscription TV and, in turn, should "encourage its development in every legitimate manner."
- (4) Establishment of a National Citizens Advisory Board on Radio and TV.

UHF EQUIPMENT OUTLOOK STILL BRIGHTER: Uhf enthusiasts got another lift this week as Standard Coil Products Inc., biggest tuner maker, showed off its "easy conversion" strips in Bridgeport, and GE divulged latest station equipment developments.

Standard's week-long showings to its customers and press were probably not only to reveal what it has developed but also to provide its many set-manufacturing customers with ammunition to counter full-page Zenith ads implying Zenith alone can accomplish conversion via strips. Standard's showings were latest in series of tuner demonstrations in range of RCA-NBC "guinea pig" uhf station -- last previous one we saw having been Crosley's (Vol. 7:15).

Uhf strips we saw in Bridgeport are based on precisely same principle as Zenith's, work just as well, as far as we can tell. Two small bakelite strips from unused vhf channel are snapped out of tuner, 2 uhf strips are snapped into their place. Nothing else is added to set.

Strips for top of uhf band -- 890 mc -- offer no more problem than low end, Standard says. And oscillator radiation, once a real uhf bugaboo, is said to be no worse than in vhf where it has been drastically reduced.

Cost of strips wasn't estimated, except that they would be "nominal". Shipments could begin in "few weeks" if orders were received.

List of 66 set makers which have used Standard's tuners was handed out -- including Admiral, Capehart, Emerson, Hallicrafters, Hoffman, Olympic, Packard-Bell, Philco, Stewart-Warner. But company made it clear all these haven't used its tuners exclusively. Nevertheless, it reports that 4,500,000 sets include its tuner.

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Success in licking vhf oscillator radiation, reported by Standard engineers, makes possible following limits in average sets: 30 uv/m at 100 ft. for Channels 2-6, 60 uv/m for Channels 7-13 -- well under RTMA-recommended 50 uv/m and 150 uv/m.

Zenith engineers were among guests, are tremendously optimistic about uhf. They report good pictures all over Bridgeport, even at New Haven, 17 miles away. Of 60 installations in Bridgeport, majority get good results with vhf antenna, they say. For locations needing vhf and uhf antennas, Zenith has small device, about 2x3x4-in., which acts as automatic switch when signals from both are fed into it.

We also saw new RCA converter which seems to work as well as any. RCA also is reported having designed new broad-band uhf antenna -- a "bow-tie" and parabola combination -- said to be good for whole uhf spectrum.

All engineers long for station at 890 mc. Then, they say, you'd be able to make real comparisons. Apparently, it's no great trick to show good results on single low channel -- but it takes real engineering to run the complete uhf gauntlet.

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GE now says "12 kw" for its klystron-powered uhf transmitter (Vol. 7:16,18). Originally, it was 5 kw, then 10 kw. In Washington dinner session June 7, attended by heavy turnout of FCC members and staff, consulting engineers and radio attorneys, GE gave full technical and price details on all uhf and vhf equipment.

Cost of 12-kw transmitter is \$125,000, including tubes; 20-gain antenna, to provide 200-kw ERP maximum proposed by FCC is \$18,000. Total cost of monitoring equipment and accessories isn't estimated, but it runs \$13,000-\$16,000 for vhf.

For small towns, GE offers 100-w driver of 12-kw transmitter for \$37,000.

GE has, for vhf Channels 2-6, 5-kw transmitter at \$65,000, 35-kw unit at \$140,000. Antennas range from \$11,850 for 3-bay to \$90,000 for 12-bay.

For Channels 7-13, 5-kw transmitter costs \$69,000, 20-kw runs \$134,000. And antennas go from \$11,630 for 3-bay to \$36,750 for 12-bay.

Studio equipment costs for 3 typical stations were given. For station primarily network, also handling films, it's \$38,779. For station with 2 sources of live program material and 2 film sources, it's \$114,655. Elaborate setup, such as used for network originations, runs \$195,186.

"No insurmountable hardships" were foreseen in getting materials during next 6-12 months. As GE engineers put it: A station's equipment takes about same amount of copper needed to wire 3-5 homes, motors to provide fans in a few homes, magnets for a few receivers. Company reports taking uhf orders "every day."

TV-AM FORCES MEET ON COMMON GROUND: How broadcaster-telecaster interests overlap -- not only because of parent-offspring relationships, but because of their many operating and regulatory problems in common -- was exemplified this week at NARTB's separate and joint radio and TV board meetings under old NAB's "one big tent".

Lessened antagonism between radio and TV was indicated in this line from banquet speech by veteran broadcaster Paul Morency, WTIC, Hartford: "History gives no example of one major advertising medium destroying another."

Radio business is holding up proudly, by and large -- so the AM directors reported, though bitterness toward networks for rate cuts still smoulders. The TV youngster, of course, is now flourishing beyond fondest hopes of this time last year -- nearly all stations in operating black, some doing exceptionally well, most being ardently wooed by networks, film interests and, in several cases, would-be buyers.

Overall impression at meetings was that nearly all major radio broadcasters

and quite a few smaller ones still outside TV entertain hopes that end-of-freeze will eventually get them into telecasting field, too.

NARTB's new president is Harold Fellows, ex-WEEI, Boston, and autonomous TV board picked for \$15,000 job of TV operations manager 34-year-old Thad H. Brown Jr., son of a late FCC commissioner, Princeton and Harvard law graduate, recently with big Washington law firm. Some 60 of the 107 existing TV stations are now members, providing budget of about \$100,000, and drive will continue to get rest to join.

TV board's topmost problem was seen as excess profits tax, which imposes gross inequity on stations because it fixes as their base periods first several years of their existence -- when, without exception, they operated at huge loss. George B. Storer was named to head committee to get better terms for TV.

In session with Ford Foundation's James Young, former J. Walter Thompson executive, agreement was reached on joint effort to build public service shows on workshop basis -- Foundation to pay writers and producers, shows to be offered live or film, sponsored if salable.

Foundation's recent \$90,000 grant to educators does not necessarily mean support of FCC Comr. Hennock's current crusade for educationally-owned stations. Nor does it mean Foundation intends to underwrite such stations. Grant was merely to help educators explore educational TV possibilities and present their case.

Board also prepared for "program code" session June 22, to be addressed by Sen. Johnson and FCC Chairman Coy, looking to self-regulation as means of precluding govt. interference. At another session, Sen. Johnson, who is president of Western Baseball League, explained his anti-trust baseball bill, which some feared might be used to block telecasting and broadcasting of baseball; there were assurances no such restraints are intended, indeed that Dept. of Justice would be urged to stop any combined effort to prevent sportscasts of any kind.

Among other subjects considered by the 2 boards (radio board for first time under chairmanship of retiring president Justin Miller, now also general counsel) were the Benton Bill to provide for educational TV and super-board over programs, which NARTB opposes; transit FM, declared illegal by Court of Appeals (Vol. 7:22), appeal to Supreme Court supported by association; Broadcast Advertising Bureau, now embarking on new studies to prove "basic values" of radio; 1952 convention, to be held in Chicago's Stevens Hotel next April; membership, totaling 1461 as of May 17, with hopes still held that ABC and CBS will soon return to fold.

THE CHALLENGE OF FEE-TV TO FREE-TV: Battle royal appears to be shaping up between free home TV and paid-admission TV. First significant shot was fired this week with announcement that June 13 Joe Louis-Lee Savold heavyweight bout in New York will be televised exclusively by theatre TV cable "network".

And there were significant indications that protagonists of the various home subscription TV systems will put on heavy pressure this fall -- with hints even of possible tie-ups between theatre and subscription TV systems.

It's not news that TV has rearranged amusement habits of millions of Americans -- and that motion picture industry has been chief victim of this TV revolution. Sports promoters and college athletic directors, too, in many cases have bemoaned the "effect of TV" on gate receipts.

Yes, TV has made inroads. And now the movie exhibitors and producers, aided by some of the sports promoters, are trying to make inroads on TV -- using TV itself as their weapon.

Until this week, their fight has been passive. Big film producers refused to release films to TV. Some professional and amateur athletic groups laid down rules to govern telecasting of sporting events. But TV continued to make gains at expense of movies, and public continued to get good share of top-flight athletic contests free for the viewing. And this week the dike broke on National Collegiate Athletic Assn.'s "controlled TV experiment" in football, with U of Pennsylvania's announcement that it doesn't care what Mama don't allow, it's gonna have TV anyhow.

Attendance at boxing matches has dipped heavily since TV became fixture in American homes. And as boxing promoters watched the gate drop they hiked video

rates to compensate. Ezzard Charles-Joey Maxim heavyweight championship bout May 30 brought in mere 7,226 spectators who paid \$77,319, while Pabst Brewing Co. paid \$100,000 for right to telecast fight over CBS-TV.

But the coming Louis-Savold bout at New York's Polo Grounds was snatched right from under Pabst's nose by group of movie exhibitors (including Fabian, Loew's, RKO, United Paramount) represented by Nathan Halpern. Details of deal with International Boxing Club weren't disclosed -- but club won't get anything like \$100,000 for rights, unless theatres take a loss, which isn't likely.

Fight won't be carried in New York theatres. In other cities -- including Washington, Baltimore, Albany, Cleveland, Chicago -- picture will be piped directly by coaxial cable to TV-equipped theatres, in effect a giant closed circuit.

Even if all 13 TV-equipped theatres outside New York carry the fight, and charge \$1.50 admission, they couldn't take in more than \$40,000, New York Times estimates. Actually, most don't plan to hike price, will throw bout in as bonus.

Next week's show, as well as rest of the "series of outdoor fights this summer" announced by Halpern, is being viewed by theatre and sports people as a "trial run" rather than a money-maker. But deals of this type eventually could be very profitable, if public takes to them. Halpern estimates that as early as end of this year more than 100 theatres in 50 cities will have TV installations, with total seating capacity of some 200,000 (Vol. 7:20).

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Home subscription TV is another contender in fee-TV vs. free-TV contest -- perhaps destined to be a partner of theatre TV. Paramount Pictures, which last week bought half interest in Telemeter coin-operated system (Vol. 7:22), is known to be looking toward eventual tie-up whereby home subscribers could see same shows being transmitted over theatre TV hookups.

Trend toward exclusive theatre TV showings will accelerate until home TV gets a "boxoffice," in view of Zenith's president E.F. McDonald Jr., developer of Phonevision. "If Phonevision is established as a commercial service," he predicts, "the 2 systems -- theatre and home TV -- can together bring these great sports events to millions and at the same time bring new prosperity to promoters."

Another subscription system, Skiatron's coded-card Subscriber-Vision, has high hopes for test run in New York this fall, similar to Phonevision's Chicago tests. Telford Taylor, Skiatron counsel, reportedly visited FCC chairman Coy June 6 to discuss tests, which would go "far beyond" mere use of motion picture films. Plans include at least one Broadway show direct from stage, and lots of sports.

Subscription TV people, as well as theatre TV folk, got plenty of encouragement from NCAA's TV committee, which saw these systems fitting in perfectly with its "controlled TV experiment" -- permitting live telecasting of only one college football game in each area each week, no one college to be featured twice.

But whole structure of NCAA's "experiment" may collapse as result of U of Pennsylvania's defiance. ABC is supposed to have contract to carry 8 home games at price in neighborhood of \$200,000, sponsor not revealed.

Penn's defection will probably result in similar action by other NCAA members. Notre Dame, possibly Army, are likely to follow suit. And teams which play Penn this fall before TV cameras run risk of being read out of NCAA, along with Penn. At week's end, Wisconsin, Army and William & Mary said they'd probably play Penn, TV or no TV; Cornell and Navy hadn't made up their minds; Columbia, California and Dartmouth talked about canceling games.

Breakdown of NCAA ban would be blow to theatre TV folk, who were planning to capitalize on shortage of live football TV this fall. But regardless of outcome of this particular skirmish, there are indications a real battle is on. New York Herald-Tribune in editorial June 7 summed up issue thus:

"The success of an extra-charge system...will, of course, depend on the reaction of the public. It is entirely conceivable that people will be willing to pay a special price to see a special event. But it certainly isn't what most of them had in mind when they purchased their seats."

Personal Notes: Don Stewart, mgr. of WDTV, Pittsburgh, assigned to New York to handle film-buying for the 3 DuMont-owned stations; successor not yet appointed . . . John H. MacDonald, NBC v.p. and treasurer, has resigned to become asst. to Ben Tobin, of Hollywood, Fla., big hotel operator and one of group of purchasers of Empire State Bldg.; his duties will be taken over by Joseph V. Heffernan, ex-RCA v.p., recently named NBC v.p. . . . Robert W. Sarnoff, NBC-TV director of unit productions, elected v.p. . . . Henry Ginsberg, ex-Paramount Pictures v.p. in charge of studio productions and operations, joins NBC Hollywood as consultant to John West, v.p. in charge . . . Donn B. Tatum, ex-Don Lee, onetime Blue Network executive, joins ABC as TV director, Western Div., Hollywood, replacing Richard A. Moore, who becomes mgr. of KTTV, Los Angeles; Ernest Felix, asst. treas., named acting mgr., ABC Western Div. . . . Murray B. Grabhorn, ex-ABC sales mgr. and ex-mgr. of WJZ, on June 15 becomes gen. mgr., WPTR, Albany, succeeding Robert L. Coe, who has been acting as management consultant for Schine theatre interests . . . Paul W. White, onetime CBS news chief, recently with *San Diego Journal*, has joined KFMB & KFMB-TV, San Diego, as executive editor . . . Arthur J. Daly, ex-Peck Adv., joins Geyer, Newell & Ganger as TV program mgr. . . . Harold Kaye named head of new TV-radio dept., Dorland Inc. . . . Burke Crotty quits ABC-TV to go into package producing on own, succeeded as executive producer by Ward Byron . . . Oliver Trayz named ABC director of research and sales development in newly consolidated research dept. with sales promotion div., under which separate divisions will handle TV and radio . . . Gilbert I. Berry, Chicago sales mgr. of DuMont Network, resigns June 30 to become sales mgr., WIBC, Indianapolis . . . Richard L. Palmer, ex-CBS-TV, joins N. W. Ayer New York TV-radio dept. as traffic mgr. . . . Wayne Kearn, public service editor, promoted to promotion mgr., KSL & KSL-TV, Salt Lake City, succeeding Sherril W. Taylor, now with CBS Hollywood . . . Leo Fitzpatrick, co-owner of WGR, Buffalo, leaves for Athens June 15 on special mission for State Dept. related to broadcasting . . . Maurice B. Mitchell, v.p. & gen. mgr. of Associated Program Service, elected to board of Muzak Corp. . . . Murry Harris, ex-NBC, recently with *TV Guide*, joins A. C. Nielsen Co. as TV-radio public relations director . . . Roy McLaughlin, ABC central div. sales mgr., elected president of Chicago Television Council; George Harvey, WGN-TV, v.p.; Edgar Greenebaum Jr., TV Shares Management Co., secy-treas.

Station Accounts: Using TV only, sharing time with 4 other products, Bosco milk amplifier increased sales 238% in Cleveland area after just 26-week participation in *Uncle Jake's House* on WEWS, Mon.-Fri. 5:15-5:30; end of second 26-week period found sales at plus-346% where they now stand. Bosco Co. has renewed for second year, thru Robert W. Orr & Associates, N. Y. . . . Ruppert's current campaign for its new Knickerbocker brand beer so successful it's planning to increase TV-radio budget and expand coverage of New York, New Jersey, New England, north-east Pennsylvania markets . . . Block Drug Co. (Amm-ident toothpaste & powder), in addition to present network TV, plans expanded summer ad schedule, including TV-radio spots, thru Cecil & Presbrey . . . CBS Radio Sales reports sale of *The Cases of Eddie Drake*, film series starring Don Hagerty and Patricia Morison, to WPTZ, Philadelphia, for sponsorship by Old Reading Brewery Inc.; WBEN-TV, Buffalo, O'Keefe's Ale; WTMJ-TV, Milwaukee, Blatz; KPHO-TV, Phoenix, Clark Smith Cars; WDTV, Pittsburgh, Ford Dealers; WNBW, Washington, Ford Dealers; KRON-TV, San Francisco, Tru-Pak Foods . . . Statler Tissue Corp. (paper products), thru Chambers & Wiswell, and Groveton Papers Co. (Vanity Fair tissues,

Blue Ribbon paper napkins), thru John C. Dowd, are sponsors of WNAC-TV, Boston—latter buying *Buster Keaton Show* . . . *Inga's Angle* is twice weekly TV beauty school on WNBW, Washington, sponsored for last 26 weeks (13 each) by Hecht's and Woodward & Lothrop dept. stores, with following cosmetic firms participating: Elizabeth Arden, Dorothy Gray, Harriet Hubbard Ayer, Charles of the Ritz, Helena Rubenstein, Lenthéric, Dana, Bourjois, Marie Earle, Revlon, Frances Denny, Barbara Gould, Lanolin Plus, Tussy, Duart, Bonnie Bell, Milkmaid, Corday, Goubaud . . . National Iced Tea Time, July 13-20, conducted by the Tea Council, contemplates TV-radio tie-ins by food advertisers, in addition to heavy use of magazine and newspaper space . . . Bulova Watch, thru Biow Co., to provide dealers with film commercials of varying lengths for use in locally placed TV sponsorships . . . Swift & Co., network TV user, planning to test spots for premium chicken, thru McCann-Erickson, Chicago . . . Among other advertisers reported using or preparing to use TV: Phillips Petroleum Co. (gasoline & motor oil), thru Lambert & Feasley, N. Y.; Jost Jewelry Mfg. Corp. (gold jewelry), thru William Warren, Jackson & Delaney, N. Y.; Perfex Mfg. Co. (cleaning products), thru Buchanan-Thomas Adv. Co., Omaha; Bayuk Cigars Inc. (Phillies cigars), thru Neal D. Ivey Co., Philadelphia; Nunn-Bush Shoe Co. (men's shoes), thru W. Earl Bothwell-Hamilton Adv. Agencies (formerly handled by Calkins & Holden, Carlock, McClinton & Smith Inc.); Miller-Becker Co. (Cotton Club beverages), thru Lang, Fisher & Stashower, Cleveland (WEWS); Little Crow Milling Co. (Coco-Wheats cereal), thru Rogers & Smith, Chicago (WEWS); Locatelli Inc. (cheese importer), thru H. C. Rossi, N. Y. (WOR-TV); Rolley Inc., San Francisco (perfumes) (KPIX); Polaroid Corp. (cameras), thru BBDO, N. Y. (WABD); Royal Crest Sales Co. (household appliances), thru Product Services Group, N. Y. (WABD); Oscar Mayer & Co. (sandwich spread), thru Sherman & Marquette, Chicago.

Network Accounts: Minnesota Mining & Mfg. Co. (Scotch tape), starting June 19, sponsors *Juvenile Jury* on NBC-TV, Tue. 8:30-9, thru BBDO, Minneapolis, occupying last half-hour of time of *Texaco Star Theatre* during summer hiatus . . . Longines-Wittnauer Watch Co. June 11 starts sponsorship of *Longines-Wittnauer Chronoscope*, with Frank Knight as host, on CBS-TV, Mon. 11:11:15 p.m., thru Victor A. Bennett Co., N. Y.; time is vacated by Masland's *At Home Show* . . . Debut of Blatz's *Amos 'n Andy* film series on CBS-TV June 24, on as many stations as can be cleared for Thu. 8:30-9, will be heralded by \$250,000 promotion campaign, including ads in *Life*, *Look*, *American Weekly*, *Ebony*, plus tune-in newspaper ads in all cities carrying show . . . American Safety Razor Corp. moving *The Show Goes On* from Thu. 8:30-9 to Sat. 9:30-10 on CBS-TV starting June 16, Thu. time being taken by *Amos 'n Andy* . . . Brown Shoe Co. (Naturalizer shoes) moving *Say It with Acting* from NBC-TV alt. Sat. 6:30-7 to ABC-TV, Fri. 7:30-8 weekly for 5 weeks starting Aug. 3; beginning Sept. 14, show will alternate with *Life with Linkletter*, sponsored by Green Giant Co., during same Fri. time . . . Budweiser replacing *Ken Murray Show* for summer with film series titled *Budweiser Summer Theatre* starting June 9 on CBS-TV, Sat. 8-9, thru D'Arcy Adv. Co., St. Louis; Murray returns Sept. 8 . . . Lambert Pharmacal Co. (Listerine) has bought 7-7:30 Sat. on CBS-TV for fall sponsorship of unnamed show, thru Lambert & Feasley, N. Y. . . . Jessie DeBoth on June 19 starts *Jessie's TV Notebook* on ABC-TV on participating basis, with these sponsors already signed: Clorox Chemical Co., thru Honig-Cooper Co.; Crosley Div., Avco, thru Benton & Bowles; LaChoy Foods Div., Beatrice Foods Co., thru Foote, Cone & Belding.

TV OUTPUT FALLS TO 1950-51 LOW: Receding tide of TV production, expected to fall to still lower ebb in ensuing weeks, is indicated by output of only 53,966 units (2715 private label) during week ending June 1 -- lowest for any week since start of 1950, with exception of one vacation week last summer. Factory inventory was 593,633, only about 4500 less than at end of preceding week (Vol. 7:22).

Thus, total production first 5 months of 1951 was approximately 3,050,000 sets, as against 2,592,000 same months of 1950. Difference, though, is that sets moved all last year as fast as produced; now, total trade inventories are estimated up to 2,000,000 -- boding tough going for manufacturers rest of this year.

Radio output week ending June 1, according to RTMA, fell to 235,236 sets as against 350,323 the preceding week. Radio inventory totaled 307,728 vs. 299,399 week before. Week's radios were: 100,261 home, 110,748 auto, 24,227 portables.

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Ticklish cash position of some producers is indicated in reports current at RTMA convention this week (verified in cases of 3 companies) that some factories were selling large amounts of components to jobbers. Manufacturers get components at much lower cost than do jobbers, so latter get good deals. Such sales presume parts won't be short this fall and winter, still matter of conjecture.

There was talk at Chicago, too, that several TV-radio factories had shut down receiver production entirely, may stay shut down through usual summer vacation periods in July, then resume only warily if inventories go down and trade outlook improves. On other hand, GE was said to be turning TVs out at high rate, and warehousing them against expected shortages. And Packard-Bell was put in "top producer" category by envious colleagues when it reported one line still going day and night.

Notes from This Week's RTMA Chicago Convention

More than 80% of RTMA members belong in small business category—employing less than 500 men. Thus, small business conference at RTMA convention had wide interest, resulted in setting up task group to study problems and recommend steps RTMA might take to aid members. Among suggestions: (1) Compilation of history book for each company to show military services what its facilities are, what products it makes, what it did in World War II. (2) Establishment of panels of industry experts in various fields to which smaller entities could take their problems for advice.

Newly elected RTMA directors are Harlan B. Foulke, Arvin, and Robert S. Alexander, Wells-Gardner. Robert C. Sprague was renamed chairman, all other officers re-elected. New division chairman are: Set Div., John W. Craig, Crosley, succeeding Glenn W. Thompson, Arvin; Tube Div., R. E. Carlson, Tung-Sol, succeeding Max F. Balcom, Sylvania; Amplifier & Sound Equipment Div., A. K. Ward, RCA, succeeding A. G. Schifino, Stromberg-Carlson. Remaining as division chairmen are H. J. Hoffman, Machlett, transmitters; R. G. Zender, Lenz, parts.

Prestige and morale advertising in trade papers—similar to now-famous Bendix ad (Vol. 7:19)—will henceforth be undertaken by RTMA. Industry leaders feel this type of advertising is needed to hold dealer confidence, will look better over RTMA imprimatur.

RTMA is setting up own statistical dept., will handle all paper work involved in industry reports—set production, tube sales, etc. Association is dispensing with services of Haskins & Sells, which heretofore handled reports.

TV isn't anywhere near saturation, said RTMA chairman Robert Sprague at June 7 luncheon meeting. By early 1952, he foresaw lifting of freeze and, unless materials shortages prevent, an expansion of TV. He recalled 1930 ownership of 13,000,000 radios by 40% of the then 29,000,000 families, yet in 1950 the manufacturers turned out 14,500,000 radios. "With a normal replacement market for TV sets, the establishment of 1,500,000 new families a year, the desire for larger screen by those who originally bought small screens, and the purchase of second and even third TV set for the home, the future looks bright indeed."

Of 14 electronics manufacturers failing during last 12 months, 6 were TV-radio makers, according to H. N. Henrye Saller, credit mgr., John E. Fast Co., chairman of RTMA credit committee. Liabilities of 14 bankrupts totaled \$4,125,653. Since January, following TV-radio manufacturers have been reported as going through wringer: Freed (Vol. 7:10), Richmond Television (Vol. 7:7, 10, 17), S.M.A. (Vol. 7:18), Vidcraft (Vol. 7:7, 9).

President Glen McDaniel sees 2 major long-range policies for RTMA during next several years: (1) Solidify friends and overcome "suspicions" of Washington officials—in Congress, FCC, other govt. agencies. (2) Work closer with telecasters and broadcasters on mutual problems, since manufacturers "aren't just selling TV-radio sets but are really selling programs."

Canadian RMA has voted to change name to Canadian Assn. of Radio & TV Manufacturers—though cumulative TVs turned out to May 1 has been only 56,284 (Vol. 7:22).

Topics & Trends of TV Trade: "Good old days of 1950" were fondly recalled by manufacturers when RTMA statistics committee chairman Frank Mansfield (Sylvania) officially reported 7,463,800 TV sets were turned out last year at factory value of \$1,356,097,822—meaning probable retail plus installation-warranty-servicing trade of at least \$3 billion. Also produced were 9,849,300 home and portable radios at factory value of \$237,959,088, and 4,740,600 auto radios valued at \$123,018,570.

TV unit price last year averaged \$181.69 at factory, home and portable radios \$24.16, auto radios \$25.95.

Picture tube sales last year totaled 8,057,759, up 225% from 1949. Receiving tubes totaled 382,960,599, up 193%.

Beginning July 1, RTMA will handle own inventory-sales statistics, will provide complete figures on factory, distributor, dealer sales. Dealer survey will be conducted by Dun & Bradstreet. Figures will be issued on national basis, won't show city-by-city sales. First dealer inventory figures may be ready July 25, sales Aug. 5.

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Senate Banking Committee, listening to Stromberg-Carlson's Robert C. Tait repeat plea June 5 for 90-day moratorium on Regulation W, then same 15% down payment terms as housefurnishings, indicated such sympathetic reaction that hopes were lifted that something may yet be done to help TV-radio trade out of present inventory troubles. Several committeemen said they would ask Federal Reserve Board what can be done. Mr. Tait's testimony, as spokesman for RTMA, was heard by Senators Maybank (D-S. C.), chairman; Capehart (R-Ind.), Benton (D-Conn.), Schoeppel (R-Kan.). It was generally same testimony he gave before House committee the week before (Vol. 7:22).

Mr. Tait indicated that as of May 11 ratio of factory inventory to TV sales was 4.99, up from end of April's 1.17, March's 0.35, February and January's 0.25 each; ratio never went beyond 0.53 in all 1950.

The Tait testimony is contained in 19-page statement, with graphs and tables, that sets forth case for TV industry with most detailed economic data yet compiled—copies available from RTMA, 1317 F St. NW, Washington.

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Misleading TV ads is subject of special bulletin issued June 6 by New York Better Business Bureau president Hugh R. Jackson, pointing out that advertisements by some retailers and distributors don't state what extra charges must be paid for warranty and federal taxes—thereby featuring prices at which TV sets can't actually be bought. Jackson warned that this practice is violation of Federal Trade Commission's radio trade practice rules, which provide that statement describing additional charges must be prominently featured "in immediate conjunction" with advertised price.

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World-wide patent pool covering entire field of telecommunications was set up June 6 by agreement between Western Electric, AT&T and subsidiaries and IT&T and its subsidiaries throughout the world. Agreement means any patents held by any one of signatories may be freely used by any or all of them. Some of the fields said to be covered by pact: TV (including color); radio, wire & cable transmission; radio transmitters & receivers; radio indication (including radar), direction finding, aerial navigation, instrument landing of aircraft; vacuum tubes, crystals & condensers; automatic telephone switching. IT&T subsidiary, International Standard Electric, owns 33 factories in 22 countries. Only 4 are in U. S. Capehart-Farnsworth is home TV-radio manufacturing subsidiary of IT&T. Agreement runs for minimum of 6 years, may be terminated at end of 1956 by one year's notice.

Merchandising Notes: Price wars this week moved some sets by reason of heavy store traffic, but prices weren't much lower (if at all) than previous inventory-unloading sales had been offering . . . Macy-Gimbel price markdowns were mainly consoles and combinations, these being some of June 1 offerings by Macy's: RCA 17-in. combination, cut from \$595 to \$465; Emerson 19-in. console, \$289.95 to \$224; DuMont 19-in. console with doors, \$589.95 to \$499; Stromberg-Carlson 24-in. combination, \$975 to \$774; Philco 17-in. console, \$349.95 to \$276 . . . One sign in TV-radio section of Macy's read "\$10 to \$211 off manufacturer's list price—complete line of Admiral TV" . . . Davega store in Flatbush, says *Retailing Daily*, displayed Emerson 19-in. in original carton, marked down from \$439.95 to \$239.95; store spokesman said same set at same price had been displayed for some time but before price war nobody even looked at it. "Now it stops dozens of people and brings them into the store" . . . Lowering prices of 20-in. table models indicated in Vim chain's ad in New York June 8 offering unidentified make for \$149.95; Muntz's same day for \$159.95; American Television, Chicago, June 7 for \$169.50 . . . American Television also quoted 17-in. table at \$99.50, console \$129.50; 20-in. console \$189.50 . . . Raytheon now giving lifetime guarantee on all parts, except tubes, of TV tuner stage in its receivers . . . Plessner's chain, on Long Island, sends truck loaded with TVs through area's big housing developments, offers free trial installations to homes not showing antenna . . . Good word for auctions in article in June *Electrical Merchandising* titled "TV Auctions Move Trade-ins Fast"; tells how Chicago northside retailer R. H. Television Sales advertised 7-in. trade-ins as low as \$29.95 but couldn't move them, then had auctioneer come in and sold some as high as \$80 (good for color conversion, was pitch) . . . E. F. Hutton & Co., brokers, states "market for air-conditioning in metropolitan New York is reported to be less than 8% saturated, compared with 65% for TV".

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Extent of installment credit drop is indicated in Federal Reserve Board report for April, showing fourth consecutive month of decline. Installment credit by TV and other household goods dealers dropped \$79,000,000 from month before, by auto dealers \$16,000,000. In contrast, there was \$25,000,000 rise in loans repayable in installments made to finance retail purchases. April drop meant that 6 months since October showed nearly \$500,000,000 decline in total debt for retail installment purchases, as against more than \$2,000,000 increase in preceding 6 months. At beginning of May, FRB states, total volume of consumer credit outstanding was \$19,121,000,000 vs. peak of \$20,093,000,000 last Dec. 31.

RTMA Trade Practices Committee, scheduled to meet with Federal Trade Commission June 21 (Vol. 7:22), will recommend that new rules include definition of what constitutes false advertising of color sets and uhf. Committee headed by Emerson's Benjamin Abrams got board go-ahead on this and number of other proposals.

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Hearing on community antenna system (Vol. 7:2, 7, 11, 21) by a state public utilities commission, first yet, has been scheduled in Wisconsin. System involved is that proposed for Rice Lake by Edwin F. Bennett, 511 W. Knapp St.

Admiral assures trade in page ad in June 11 *Electrical Merchandising*: "No New Midseason Line—Present models will be continued until introduction of new 1952 line next January".

Philco has joined Rensselaer Polytechnic Institute's cooperative program for training scientific personnel; also has tieup for training and exchange of technological data with MIT.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for April: William W. Trench gave 10 GE as gift, holds 252; Frank A. Hayden bought 100 Indiana Steel Products, holds 1500; Joseph V. McKee Jr. bought 1000 National Union (Nov., 1950), holds 1000; Kenneth C. Meinken bought 7500 National Union (March), holds 35,900; Adolphe A. Juviler gained 8240 Olympic through stock dividend, holds 90,640; Richard C. Noel gained 121 Olympic through dividend, holds 1333; Percy L. Schoenen sold 200 Olympic, gained 2240 through dividend, holds 24,700; Morris Sobin sold 800 Olympic, holds none; Herbert J. Allemang bought 100 Philco, holds 100; James T. Buckley gave 200 Philco as gift, holds 22,385; Thomas A. Kennally sold 500 Philco (March), hold 25,474; Fred W. Rombach gained 255 Philco through dividend (Dec., 1950), holds 5328; William B. Yoder gained 57 Philco through dividend (Dec., 1950), holds 1181; Herbert I. Markham sold 100 Sangamo Electric, holds 2500; Richard L. Bowditch bought 85 Sylvania (Dec. & March), holds 100; James P. Hale bought 50 Sylvania (Dec., 1949), hold 175; John B. Merrill gained 34 Sylvania through profit-sharing plan (March), holds 254.

SEC also reported that in April Isaac D. Levy, CBS director and one of its founders, sold 5000 CBS Class A, retaining 26,826 Class A and 20,475 Class B. This week, New York Stock Exchange reported that in May he sold the 26,826 Class A and 15,179 Class B, retaining 5296 Class B. He has resigned as CBS director (Vol. 7:22).

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Dividends: Admiral, 25¢ payable June 30 to holders of record June 18; Bendix Aviation, 75¢ payable June 30 to stockholders of record June 6; Avco, 15¢ payable June 20 to holders June 1; Muter Co., 15¢ payable June 30 to holders June 15; Indiana Steel Products Co., 20¢ payable Sept. 10 to holders Aug. 8; Corning Glass, 25¢ quarterly, 87½¢ quarterly preferred, both payable July 2 to holders June 18; Arvin Industries, 50¢ payable June 30 to holders June 18; Zenith, 50¢ payable July 31 to holders July 10; WJR The Goodwill Station Inc., 10¢ payable June 20 to holders June 14.

Cornell-Dubilier reports sales of \$17,221,493 for 6 months ended March 31, up 68% from \$10,237,040 same period year before. Net profit was \$940,217, or \$2.13 per share, vs. \$554,349 (\$1.21). For March 31 quarter, sales were \$9,224,746, profit \$606,508 (\$1.39) vs. \$5,436,316 and \$246,141 (53¢) same 1950 quarter.

Trade Miscellany: Fire at Hoffman No. 3 plant in Los Angeles June 5 caused estimated \$300,000-\$500,000 damages, started in incoming inspection quarters, raced through shipping and administrative areas, demolished stockroom . . . Raytheon has sold its subsidiary Russell Electric Co., Chicago manufacturer of fractional horsepower motors, heating elements, thermostats, etc., to Charles Frost, New York City . . . Crosley plant at Richmond, Ind. (refrigerators) lays off 122 workers, about third of force, due to cutbacks in materials; early in May 800 were laid off, and TV-radio plant in Cincinnati for several months has been working at much reduced capacity . . . Allied Electric Products reports summer vacation shutdown June 30-July 16 . . . Sylvania TV-radio div., Buffalo, reports 25% expansion of space to meet backlog of defense electronics orders, now some \$20,000,000; \$275,000 addition is near completion and \$400,000 plant is in planning stage.

RTMA now has 330 members, compared with 314 last year, took in \$249,690 in dues, spent \$268,212 during fiscal year ending July 31. Budget for next fiscal year is set at \$440,000—with \$485,000 expected from increased dues, more members. During last fiscal year, RTMA spent some \$40,000 in connection with FCC color hearings.

Mobilization Notes: First definitive military procurement figures for electronics-communications were revealed June 7 by DPA acting administrator Edwin T. Gibson to RTMA Chicago convention. As of May 1, he stated, military had obligated \$2.482 billion under 1951 fiscal appropriations (out of approximately \$4.1 billion set up for this category). Estimates for fiscal 1952 (July 1, 1951-June 30, 1952), based on overall military budget of \$60.65 billion, of which \$29.7 billion is for procurement, come to \$3.6 billion (Vol. 7:18).

Backlog of orders as of May 1, said Gibson, totaled \$2.784 billion, including pre-Korea orders with long lead time. Expected rate of deliveries will be \$881,000,000 during fourth quarter this year—"with much, much more to come in 1952." (RTMA chairman Robert Sprague has said electronics-communications deliveries will hit peak of \$2.5 billion in 1952, recede to \$1.5 billion thereafter; Vol. 7:12.)

Speaking of overall military orders, Gibson said: "The flood of deliveries is beginning now; it will increase in volume in the last quarter of this year and reach its peak next year." He added: "The full impact of materials shortages will be felt next year." Nevertheless, he saw brighter outlook for materials:

Steel capacity, 100,000,000 tons last June, is now up 5% and well on way to 20% increase planned. Aluminum, 750,000 tons last June, is now up 14% and on way to 75% increase planned.

Difference between military dollar and civilian dollar, as applied to electronics, was illustrated for first time by Mr. Gibson. Citing "typical 17-in. TV set" as example, he said 86% of its price represents materials costs, only 14% labor and engineering. But: "For a modern airborne fire control equipment, only 49% represents materials, the balance represents the value of labor and engineering." Thus, he noted:

"Price-wise, this complex electronic equipment requires a vastly greater investment of labor and engineering by the end-product manufacturer than a comparable home television combination."

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Approximately 20% of total supply of nickel is earmarked by NPA for non-defense use in June. Electronic tube industry is scheduled to get 180,000 lbs. this month for both military and civilian use, as compared to 200,000 last month and average 283,000 lbs. monthly last year. For TV-radio use, magnet manufacturers will get about 20,000 lbs. in June—unchanged from May—enough to match their 30,000-lb. ration of cobalt, or about 25% of average 1950 monthly use.

Some 600 applications for allocations of steel, copper and aluminum under Controlled Materials Plan had been received from electronics manufacturers at week's end by NPA Electronics Div., with possibly 300 more expected. No allocations have yet been made by the division, although it was understood that they may begin next week.

Trade Personals: Henry T. Roberts, manufacturers representative, appointed Majestic Radio v.p. in charge of private-brand contract sales, with offices at 743 N. LaSalle St., Chicago, and at Wilcox-Gay plant in Charlotte, Mich. . . . Ovid Riso, Philco International adv. & sales-promotion mgr., appointed v.p. in charge of adv. . . . Jack L. Hobby, ex-Capchart-Farnsworth and Andrea, appointed public relations asst. to Raytheon president Charles F. Adams . . . David P. Higgins elected Hallicrafters v.p. in charge of govt. contract div. . . . Joseph Grossman appointed mgr. of Sentinel TV Sales Distributing Corp., succeeding v.p. Joseph Bonnem, resigned because of ill health . . . Tom Jacocks named GE tube div. special representative in Washington.

Telecasting Notes: United Auto Workers (CIO) wants in on TV, too, plans to apply for Detroit outlet (presumably one of 3 uhf proposed, since all vhf are already occupied); meanwhile, it's buying weekly documentary on WWJ-TV, Tue. 7:30-8, conducted by own commentator Guy Nunn, starting June 19. UAW went heavily into FM, now wants to drop Cleveland FM, saying its Detroit WDET-FM provides ample coverage there. It also contemplates other TV applications . . . NBC-TV network billings for May expected to exceed AM network billings first time; PIB figures due in few weeks. *Variety* reports NBC-TV now sure to move into black ink by end of this year, as against \$2,500,000 loss last, thanks to SRO on time commitments for fall-winter, good summer schedules, 30% rate hike effective July 1 . . . Bernice Judis, who runs big New York AM independent WNEW, never has liked TV anyhow, really got riled this week when Xavier Cugat, on DuMont, grimaced and made remarks that seemed derogatory to radio—so she has ordered his recordings banned from all WNEW disc shows; Cugat, contrite, told UP: "I am only a band leader who tries to make with the jokes sometimes. I certainly meant no harm, as some of my best friends are in radio" . . . Overflow crowd at this week's commencement exercises at Washington U, St. Louis, watched ceremonies on battery of 8 TV sets on campus, featured pictorially in newspapers this week . . . Baltimore Markets chain's "last word" in super-market, in Philadelphia, includes TV lounge for tired shoppers as well as haberdashery, gas station, glass-enclosed bakery, etc. . . . WNBT begins telecasting June 11 from new Empire State Bldg. multiple antenna (Vol. 7:2, 19), WJZ-TV due to start June 26, other 3 (WCBS-TV, WABD, WPIX) due by end of July; date for WATV is undetermined. Engineers say that at least 3 uhf stations (total proposed for New York) can also be handled . . . ABC increases night rates of its own TV stations, as of Aug. 1: WJZ-TV, from \$3100 to \$4000; WENR-TV, \$1650 to \$2000; WXYZ-TV, \$1100 to \$1350 KECA-TV, \$1650 to \$2000; KGO-TV, \$600 to \$850 . . . Milton Berle's third "telethon" for Damon Runyon Memorial Fund was to run from 12 noon Sat., June 9, to 10 a.m., Sun., June 10, from NBC studio 6B.

Two vhf and one uhf application filed this week brought total pending to 410, as WHEB, Portsmouth, N. H., voluntarily dropped application for Channel 5. John L. Booth's WJLB, Detroit, applied for Channel 6; KRIS, Corpus Christi, also seeks Channel 6; WEXL, Royal Oak, Mich., asks for uhf Channel No. 62. New application for experimental TV was filed by Conestoga Television Assn., Lancaster, Pa., group of RCA engineers who once relayed Philadelphia programs to members with TVs but whose license was revoked last February (Vol. 7:5). [For details about foregoing applications, see *TV Addenda 12-V* herewith; for all TV applications, see *TV Factbook No. 12* with Addenda to date.]

Applications for construction of TV-radio stations under NPA order M-4 (Vol. 7:19-20, 22) will be processed in Washington, NPA announced June 4—correcting previous announcement that certain field offices would be authorized to act on applications for this type of construction which involve less than 50 tons of steel or less than \$1,000,000 in construction costs. Applications may still be submitted at field offices, but will be forwarded to Washington for action.

TV has depressed attendance at college football games, U of Chicago National Research Center concludes in survey prepared for National Collegiate Athletic Assn. Survey, made public June 8 by NCAA, found that last year "colleges in TV areas dropped about 4% from their normal attendance, while colleges outside those areas gained 4%."

"I did not become president of NBC to preside at the dissolution of the NBC radio network." Thus, NBC's Jos. McConnell answered June 7 demand of Affiliates Committee, organized following network rate cuts (Vol. 7:16-17), that networks state their position on radio (Vol. 7:20). Supporting stand that NBC intends to "maintain network radio at highest possible level," McConnell cited huge investment NBC has made in Sunday night Tallulah Bankhead *Big Show* extravaganza, recent sales promotion activities, forthcoming economic study of network radio by committee of affiliates (Vol. 7:20).

Further reassurance that United Paramount has no thought of dumping ABC radio in favor of TV after projected merger gets FCC approval (Vol. 7:21) is this statement by President Leonard Goldenson to June 4 *Sponsor Magazine*: "Despite any rumors you may hear, we definitely will not get rid of the radio network. On the contrary, we will devote our energies to building the radio network. We will not sell radio short . . ." On June 6, United Paramount board approved merger, set July 27 for stockholders' ratification meeting.

FCC closed down illegal TV station in Madisonville, Tex., suspended licenses of 2 amateurs involved—Henry W. Menefee, Madisonville, and Lawrence W. Peay, Ada, Okla. Station had been picking up and rebroadcasting signals of KPRC-TV, Houston, some 60 miles away. Commission was ready to crack down on another outfit in area but dropped action when it learned operation was community antenna.

Radio Writers Guild, in letter to FCC chairman Coy June 1, called for FCC investigation of "blacklist" it claims is maintained by "some networks, agencies and sponsors," allegedly depriving TV-radio writers of jobs for reasons "unrelated to writing ability or professional experience." Specifically named in letter are CBS loyalty questionnaire and "Red Channels" pamphlet.

WJR, Detroit, has elected 3 new directors, following May 28 death of G. A. (Dick) Richards, chief owner (Vol. 7:22). President John F. Patt announced them as follows: Worth Kramer, v.p. & gen. mgr.; Selden S. Dickinson, gen. counsel; F. Sibley Moore, son-in-law of Mr. Richards, also elected asst. treasurer.

Fraud by TV, radio or wire is placed in same category as postal fraud in H.R. 2948, amending title 18, U. S. Code, passed by House June 4 and now before Senate. Maximum punishment is 5 years imprisonment, \$1000 fine.

Trade journal of newspaper business, *Editor & Publisher*, in June 2 editorial warns comic strip syndicators they better think twice before allowing dramatization of their comic strips on TV. "The newspaper-TV battle," it states, "is not merely a fight for the advertisers' dollar, as was the radio-newspaper fight primarily. This is a contest for the readers' time in which no holds are barred" *Editor & Publisher* itself has published numerous surveys and statements to show TV's effect on newspaper reading has been nil, as has *Television Digest* (Vol. 6:19, 38; Vol. 7:5). Its editorial grows out of May 26 story that *Bayonne* (N. J.) *Times* billed United Features for fee after Al Capp's *Li'l Abner* mentioned recent Milton Berle TV show. Note: Comic book publishing house, Whitman Publishing Co., has signed contract for new monthly comic book titled *The Range Rider*, based on CBS-TV show of same name.

Study of 168 newspapers in 62 TV cities indicates circulation gains since 1948—75% of morning papers and 81% of evening showing increases. In 1950, record TV set sales year, total circulation of newspapers studied went up to 31,000,000 as against 30,360,000 in 1948, according to Geyer, Newell & Ganger Inc., which made study.

COLOR WAR AWAITS SETS, SHOWS, SALES: Basic color picture hasn't changed much in the fortnight since Supreme Court decision. It shapes up as series of running publicity skirmishes until CBS unleashes its biggest guns when it goes commercial June 22, or thereabouts, and RCA counters with public demonstrations of its own system "in early July." Main battleground will first be New York area.

But all this will still be just publicity. A realistic showdown isn't seen likely until people can walk in and buy color apparatus and make clear, by their purchases over a period of time, whether CBS-type color warrants a mass production industry -- and can stand the gaff in a "price market."

Even then, a compatible system may be placed before FCC in such an attractive package that the Commission must carry out its promise to reopen whole issue, regardless of incompatible system's status at the time. Meanwhile --

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(1) It's obvious that color sets aren't here yet, won't be cheap when they do come. Authority for that is Air King itself, soon to be "CBS Columbia Inc., consumer products division of CBS."

(2) CBS is counting on slim initial colorcasting fare to precipitate big promised demand for sets. That's apparent in its proposed color schedule, which is carefully set up to minimize black-and-white dislocation.

(3) Mass of manufacturing industry, despite fact current trade is badly shot (see Trade Report), has become sold on all-industry compatible system, hasn't been panicked into climbing on CBS bandwagon.

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Price of Air King's color sets, shown to press June 4, came as surprise, in light of CBS's consistent "inexpensive" talk. TV-only 10-in. consoles, with magnifiers giving 12½-in., will run \$400 & \$500, depending on style. And these have only manual switch to go from color to monochrome.

"Early September" deliveries of sets, to be called "CBS Colorvision," are promised. Company says it recognizes gamble in tooling for color in face of possible materials shortages. It has no present plans for converters or slave units.

Black-and-white sets will remain basic, because of price, even Air King officials are telling trade. Though confident color sets will sell like hot cakes, they're no less positive than rest of industry in saying that black-and-white will continue to be industry's main product for long time to come. Adapters, to enable past and present black-and-white sets to receive CBS color in monochrome, will be built -- cheap, they say.

When new CBS subsidiary will make drum sets instead of disc type, so as to get bigger pictures, wasn't indicated. Air King also takes dim view of tri-color tube, saying Hytron is working on one of its own to be used whenever practical.

Color demand is enormous, says Air King, but it also reports great increase in black-and-white business and dealers clamoring for franchises. Company reports it now has 35 major distributors, and is "closing up weak spots" elsewhere. About 35% of business is private label, including Sears Roebuck.

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Paramount's "Chromatic TV" seems to promise earliest date, July 1, for combination color-monochrome sets. These will be built around Lawrence tri-color tube (Vol. 7:22), which officials admit doesn't give quite as sharp a picture as disc but permits pictures 17-in. and 21-in. or larger.

Chromatic's plans don't seem very clear. It has no distribution setup, is cagey about production facilities. Tieup with big department stores is possible.

First offering may be AM-FM combination which could cost up to \$1000. New York will be first market -- for "several thousand."

Company says CBS has spurned offer of tube. CBS denies that, says it was never offered. But Paramount feels some big firms will be buying it soon, claims it can be mass-produced much more easily and cheaply than RCA's.

Among other manufacturers in the CBS color act: Tele-tone reports that slave converters will be available for "under \$100" by Aug. 1; Tele King says it will go into production "soon" on color-producing "Fadrak," described only as a plastic panel that is "wired directly to the body of the receiver"; Muntz claims that color production activity has already begun. And there's the inevitable flock of fringe operators, unknowns who promise everything -- including one advertising "color adapter" for \$14.95 "to convert black and white TV to color."

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CBS's colorcasting schedule, as tentatively proffered affiliates, starting June 22, date of Supreme Court mandate: 10:30-11 a.m. & 11:15-11:45 p.m. daily plus 2:30-3 p.m. Saturdays. Among shows reportedly planned are color repeats of portions of regular Godfrey, Big Top, Ed Sullivan shows.

Some 25 sponsors are said to be lined up, to pay \$300-\$400 an hour for time and facilities. Included are major advertisers, many of whom have been given color demonstrations of their products (Vol. 7:11,14).

CBS's problem is how to make these sponsors stick when publicity value peters out -- which many think is bound to happen before size of audience can grow to anything worthwhile.

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No break in industry front was apparent at RTMA convention in Chicago this week. Top-level executives heard GE's Dr. W.R.G. Baker and Philco's David Smith describe work of NTSC's Ad Hoc color committee (Vol. 7:1,18,22), agreed to throw weight into development of projected all-industry "composite" system.

Some companies have their own ideas about methods for building upon basic principles of NTSC plan, which majors have accepted as better method of producing color -- giving rise to speculation about schism among manufacturers. Actually, no break is apparent between RCA and others on Ad Hoc committee -- DuMont, GE, Philco, Hazeltine, Sylvania -- but it's apparent the others don't want system to bear "onus" of FCC attitude toward RCA.

Hence they refer to "composite, compatible, all-electronic system," though it is said by members to be basically the same one RCA promises to show in July.

No one knows when FCC will be asked to reconsider compatible system. Field testing certainly will take some months, and public reaction to demonstrations of RCA system, which embraces Ad Hoc's recommendations, will be watched closely.

GE announced that it will begin test colorcasts, in Syracuse, "as soon as possible," using still pictures at first, live programs later. NTSC will be reorganized into 8 panels June 18, for coordinated attack on problems. Plan is to bring perfected system to Commission's attention by end of this year.

Added impetus for other manufacturers will come with RCA's June 19-20 New York symposium on tri-color tube (Vol. 7:22), right after which 17-in. samples will be made available to licensees and during which 21-in. model will be shown. RCA will telecast its system for many showings to public, press, technical bodies -- first in New York, then in other cities via coaxial and microwave. RCA Chairman Sarnoff sails for Europe June 15, leaving direction of company's "color campaign" in hands of committee headed by president Frank Folsom.

But "it's a race against time," as chairman Robert Sprague frankly warned RTMA members. He pointed out that if CBS sets or converters sold in any quantity, compatible system would face problem of being "incompatible" with CBS system -- as FCC's own decision said in declaring "open door policy" on compatibility.

This time factor may induce RCA, or someone else -- if industry progress seems too slow -- to go to Commission on its own system even before whole industry agrees on all system details.

No RTMA-sponsored anti-CBS advertising campaign is in the works, though RTMA plans brochure to give dealers its evaluation of color situation. Individual manufacturers say they intend to slap back hard in big ads, if CBS "plays rough" in its promotion campaign and further depresses their already moribund sales.

Sample of industry ammunition, at this stage of game, comes from Philco's James Carmine, one of industry's savviest merchandisers. In statement to Philco distributors and dealers, he said:

"The situation is exactly as it was last October when the FCC first issued its ruling...We advised all Philco distributors and dealers that even though FCC had approved a color system, actual color signals would be on the air during fringe hours and on a very limited basis. These limited color broadcasts will not interfere with the great TV programs of today...The present firmly-established black-and-white TV service will continue to be the basic system of commercial TV for years to come. [A compatible system], in the very near future, should be ready for field-testing. It will require, however, refinements of the receiver as well as refinements of the color picture tube before it can be presented to the Commission...We firmly believe that this all-electronic color system [will] become the very finest color TV system in the world."

He went on to say that Philco sets now being made are equipped for easy adaptation, thus enabling customers to buy with assurance of protection.

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Talk of "immediate" color production on any sizable scale by CBS adherents is pooh-poohed by major manufacturers. Sure, they say, anyone can build samples, but it takes 6 months for any serious start on mass production. They point to critical shortage of engineers, who are wrapped up in military developmental work on 5 times as many kinds of electronics gear as in last war. You can't sustain an industry, they say, by a few thousand sales to gadget fans and wealthy novelty-seekers.

Idea of cheap color sets, converters or adapters is just day-dreaming, as far as top manufacturers are concerned. Even Zenith engineers, who built CBS sets for medical demonstrations, claim mere adaptation means almost complete rebuilding of sets now in hands of public, with scarcely any servicemen able to handle the job. CBS disagrees, contends a few adapter designs can take care of all existing sets.

Sets now being built are something else. They can be designed to take adapters later. Matter of fact, Philco's new line (Vol. 7:22) was built just that way. Company says it has adapters for anyone who wants them.

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Color's impact on sales is hard to figure, simply because business is so bad anyway (see Trade Report). Some say customers' color queries have petered out. Others claim it's just beginning, is one more factor keeping people away.

CBS's forthcoming campaign, countered by RCA demonstrations and possible other counter-campaigns, may leave color-impact element impossible to segregate.

It's not likely FCC will give forth with any "advice to the consumer" -- not in near future, at least.

FCC hasn't distinguished itself in past for acumen about economic trends, or for its knowledge of manufacturing costs or its awareness of current demands on electronics industry. At moment, its policy is also "wait and see," and members now apparently appreciate it too has tremendous responsibility not to dry up an industry. "Gradual evolution" is attitude, and "open door" to compatibility is policy.

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Press handling of color story remains quite accurate, with few exceptions. One egregious slip was May 29 Chicago Sun-Times headline, reading: "Court Backs CBS, Next Week--Color Video." But later editions read: "Color TV Here But Sets Aren't."

RCA is distributing brochure of reprints of stories and editorial comment from newspapers and trade press throughout country, most showing remarkable grasp of intricacies and implications of complex color issue. It's designed to help distributors and dealers explain things to buying public.

CBS keeps up flow of publicity pending Big Day, carrying on demonstrations

for fashion groups and the like. It is even reported sending Dr. Peter Goldmark to Geneva, where international TV standards are under discussion, in effort to sell other nations on CBS color.

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Stations haven't had much to say, still sit tight. CBS is undoubtedly getting more gear from Remington Rand to equip its KTSL, Los Angeles, and partially-owned WTOP-TV, Washington, possibly also other outlets.

Remington Rand says it's in good shape to handle orders, has had lots of inquiries lately, but no firm station commitments yet. Company says it has already got its initial costs out, believes potential competitors would have tough time catching up. Delivery of camera ordered now could be made in 120 days, it says.

DuMont says it will accept orders for CBS camera chain, has been building new one easily adaptable to system. GE likewise reports simple adaptability of new equipment. RCA, which once made color camera for CBS, says "no comment" at present.

CANADA'S TV and radio will remain under control of Canadian Broadcasting Corp. if Parliament follows recommendations submitted this week by Massey Commission on Arts, Letters & Sciences. For TV—only 2 stations yet authorized being CBC's (Vol. 7:22)—Commission proposes:

(a) No private stations be licensed until CBC national programs are available, and private stations be required to serve as CBC program outlets.

(b) Financing of CBC's TV programming to come from Federal treasury, with commercial revenue and TV license fees to pay operating expenses.

(c) CBC to exercise strict control over TV stations to avoid excessive commercialism and encourage use of Canadian talent.

(d) Entire question of telecasting in Canada be re-examined by independent body within 3 years after start of regular service.

Commission gave CBC administration 4-1 confidence vote, rejected broadcasters' appeals for separate board to control both CBC and private stations. Report recommended private broadcasters' licenses run for 5 years instead of present 3, and that private broadcasters be granted right to appeal CBC rulings to Federal courts. Commission wants present \$2.50-per-set radio license fee unchanged, didn't recommend any specific TV fee.

Census Bureau's count of 5,120,000 homes with TVs as of April 1950, though more than year old, establishes sort of bench-mark for industry statisticians. Preliminary 1950 *Census of Housing Report*, released this week, discloses this number of TV homes (census takers also counted refrigerators, heaters, etc.): 4,376,000 urban dwellings with sets, or 15.8% of urban total; 571,000 rural non-farm homes, 6.8%; 174,000 rural-farm, 3%. Northeast and North Central areas had about 75% of all. Census Bureau count compares with NBC's April 1, 1950 sets-in-use figure of 5,343,000 (Vol. 6:16), May 1 figure of 5,846,000 (Vol. 6:20). Census takers found radios close to saturation—40,093,000 out of 45,875,000 homes (95.6%).

Republic Pictures opens film vaults to TV in deal very much like Lippert's (Vol. 7:17), whereby Petrillo's AFM agrees to release of either old or new films if new musical scores are recorded for TV and 5% of gross receipts from TV is paid to union. Move is first by any member of big MPA. President Herbert Yates has assured exhibitors releases will be only old films, depending on TV revenue potential. Meanwhile, Lippert is leasing 26 films to WCBS-TV in New York, KTLA in Los Angeles (owned by Paramount Pictures) and WGN-TV, Chicago, for reported \$70,000, \$69,000 & \$67,500, respectively.

Paramount Pictures' net earnings for first quarter were estimated at \$1,411,000, as against \$1,441,000 in first quarter 1950, by president Barney Balaban at June 5 stockholders meeting. Figure doesn't include \$205,000 (vs. \$597,000 first quarter 1950) in profits from partially-owned companies, principally DuMont in which Paramount has 29½% interest. Paramount also holds half interest each in Chromatic Television Laboratories (Lawrence color tube; 7:22) and International Telemeter Corp. (fee-TV; Vol. 7:22). Balaban said increase in foreign revenues "in the face of a contraction of our domestic market" may be enough to offset higher taxes and amortization charges.

As to TV's impact, Balaban said: "It is now clear that TV has had its unmistakable effect upon our grosses, particularly in those areas of high TV concentration such as New York, Chicago, Detroit and Los Angeles." But change from wartime to peacetime economy—not TV—has been principal cause of movie slump, he added. "With further expansion of television, we can expect its increasing influence on our business," Balaban said, adding that "it need not be an adverse influence." He gave "beneficial inter-relationship" between film and TV industries as Paramount's aim, cited successful operation of its TV station KTLA, Los Angeles. Stockholder Benjamin M. Corey charged "bungling" in Paramount's TV and research department had cost company more than \$4,000,000 a year, but company officials said only \$1,500,000 had been invested in TV research in 7 years.

Extension of TV network to Miami will take "at least a year," reports AT&T official following ABC announcement this week that it had asked phone company to interconnect Miami's single outlet, WTVJ (Wometco theatres). Meanwhile, further extensions seem to be in prospect between U. S. and Canada. Tests to determine best sites for microwaving TV signals from Buffalo to Toronto were reported in April *Electrical Digest*, Toronto, quoting Harold G. Young, Canadian Bell western area gen. mgr.: "We know we can bring TV in and provide good quality reception, whenever the time comes for its authorization." CBC's Toronto station is due on air in early 1952 (Vol. 7:22). And, NBC has asked that following cities be interconnected next year: Tulsa, Oklahoma City, Fort Worth-Dallas, San Antonio, Houston—microwave route now under study by AT&T engineers (Vol. 7:6, 20).

June 1 sets-in-use reported since NBC Research's "census" of May 1 (Vol. 7:21): St. Louis 293,000, up 4000; Washington 265,250, up 4250; Fort Worth-Dallas 120,736, up 3736; Memphis 87,871, up 2871; Omaha 79,098, up 2298; Miami 70,000, up 5000; Greensboro 69,556, up 2556; Norfolk 69,130, up 1830; Utica 43,500, up 1500.

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Television Digest

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HIGH TV PRODUCTION OUT FOR DURATION: It isn't "just talk" any more.

Even if demand for TVs should suddenly snap back...even if by some miracle today's inventory glut were to be wiped out...even if buyers began clamoring for every new TV receiving set produced --

Production couldn't begin to approach last winter's boom proportions. Output at 150,000 to 200,000-per-week level is out for the duration of the mobilization build-up period. Here's why:

"Military production is just now getting under way on a big scale. The output of civilian goods is just now beginning to be seriously cut back."

The words are President Truman's, from his June 15 TV-radio address, and they point a finger at the TV-radio industry particularly. Materials limitations and shortages, from here on in, will be every bit as drastic as predicted.

Shortages have slipped in the back door, while trade slump held production down. If demand picks up, present rate of TV production can go up -- but not much.

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Military orders and production generally are moving forward and the volume is big (Vol. 7:23), albeit not all TV-radio manufacturers are getting enough defense work to offset their civilian dropoff.

The condition is underscored by RCA's announcement June 15 that its big Camden TV plant will be entirely converted to military production after 2-week vacation that begins June 29. And GE, in revealing layoff of 300 of the 900 workers at radio receiver plant in Utica, stated it was due to govt. materials restrictions.

Camden plant employs 1200, begins radar output this fall after engineers have reconverted it. Until then, about 450 workers will go into other jobs, starting July 17; others will be recalled as military production progresses. RCA plants at Indianapolis and Bloomington, Ind. will continue to turn out TVs.

"Govt. orders for critical electronic equipment have reached a volume which requires a substantial increase in manufacturing space and facilities." This statement by RCA Victor v.p., Admiral W.A. Buck, brings President's words closer home.

Signs are same throughout all industry, indicating defense production is beginning to take some of factory space -- and vast gobs of materials -- which would normally be used in TV-radio production. Although wholesale conversion of TV-radio plants to defense is still months off, the big cutbacks in strategic materials are here now and are destined to get progressively tougher.

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You don't have to be a soothsayer to get an idea of the terrific potential value of the 2,000,000 or so TVs now languishing in inventory -- in light of this drastically curtailed production.

President of Associated Warehouses Inc., Curtice Robertson, estimates that the nation's warehouses are filled to 95-100% capacity, largely with appliances,

including TVs. These may be a drug on the market now, but what will they be worth next Christmas season?

Toughest problem for TV trade during this eerie reconversion period is how to hold onto these sets, prevent distress selling, until that oft-predicted day when they're "worth their weight in gold."

Factory inventories climbed to new high of 621,299 as of June 8, up from 593,299 preceding week's end, RTMA reports. Production of TVs for week was 73,470 (3160 private label), up from 53,969 week ending June 1 (Vol. 7:23), which included Memorial Day hiatus. Radios for week went up to 326,867 from 235,236 preceding week, factory inventory rising to 377,625 from 307,728. June 8 week's radios were 145,131 home receivers, 144,123 auto, 37,613 portable.

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If you have any doubts about potentialities of trade's big inventories, consider these facts of life about TV production:

Lack of demand has dictated production cuts since March. You didn't hear much squawking about material shortages. But they weren't far behind. If demand had been at peak -- even then there would have been steady decline in TV production through the second quarter. Consumer resistance applied the brake just as material shortages were about to do it.

Future TV production will be dictated by govt. defense production plans -- and, regardless of trade conditions, regardless of war or peace in Korea, the pinch will get tighter and tighter. You can expect this until late 1952, when planners expect mobilization to pass peak, and civilian production to hit comeback trail.

What of the rest of this year? On basis of third quarter curbs, industry couldn't conceivably average even close to 100,000 TVs a week. And fourth quarter can't possibly be better -- overwhelming odds are that it will be worse.

All-out Controlled Materials Plan for fourth quarter will probably cover TV-radio and other consumer durable goods. But it won't mean bigger share of materials. It will simply allocate to manufacturers the metal the Govt. doesn't need for defense production. But consumer goods will still be at the end of the line.

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Here's the score for third quarter, as adduced from careful checks with govt. production control authorities:

Cutbacks in steel, copper, aluminum -- the basic controlled metals -- will hit directly at TV set manufacturers. But shortages of the rare metals used in TV and radio components -- nickel, cobalt, tungsten -- may hit the hardest.

"Rough, tough and nasty," is how one high control official described the nickel situation. Just this week, NPA sharply stepped up amount of nickel-bearing alloy steel the mills must reserve for defense orders. This leaves less nickel for tubes, speaker magnets, focus devices. And they tell us it's only the beginning.

Tube makers are getting less and less nickel -- and they must use it to make more and more military tubes. What's left goes into civilian tubes. They're scheduled to get 150-180,000 lbs. of nickel in July, compared to 180,000 in June, 200,000 in May, average 283,000 a month in 1950.

Whether tube shortage can be averted this year rests on answers to these questions: (1) How many tubes will set manufacturers require? (2) How big a supply of unbranded stock are tube makers setting aside for future sale?

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On basis of copper supply alone -- ignoring nickel and the other rare metals -- third quarter outlook isn't rosy. Set manufacturers will be limited to 70% of steel, 60% of copper, 50% of aluminum they used during average quarter of first-half 1950 base period. This includes metal in parts as well as raw metal.

Assuming that 60% copper cut will be the limiting factor -- and, for the moment, disregarding conservation measures -- restrictions would permit production of about 934,000 TVs during third quarter. This is an annual rate of 3,737,000, or 72,000 a week -- based on a flat 60% of average base period quarterly output of 1,557,000 sets.

But conservation will surely enter the picture. So, assuming that conservation, together with concentration on smaller low-end lines, could save 25% of copper used per set during base period -- third quarter could see maximum output of 1,125,750 TVs, an annual rate of 4,503,000, or 86,000 a week. Greater conservation could possibly bring this figure up a few notches -- but, by the same token, other shortages and restrictions could drag it way down.

And there's another joker in the deck. Since consumer goods won't come under CMP third quarter, the 70-60-50% limitations on steel, copper, aluminum may be just another fishing license. They're maximums, not firm allocations.

Govt. production planners say they've cut down CMP allotments of metals in order to leave enough for consumer goods. But if there's a slip-up in their figuring, the cuts may go much deeper.

SPEEDIER END OF FREEZE NOW FCC AIM: Now really bent on hastening freeze thaw, FCC batted vexing freeze problems back and forth almost all this week -- finally assented to hear oral arguments June 28 on legality of its predetermined allocation plan prior to scheduled July 9 city-by-city hearing.

Not that Commission has much doubt about legality -- or wisdom -- of its proposed rule-making and allocating course (see Allocation Report, March 24, 1951). But it insists it has open mind -- "will consider better ideas, if any are offered," to use the words of Chairman Coy.

Looking beyond oral argument, Commission racked its collective brains for techniques enabling speedup. So far, only one idea has gained strong support, but it's doubtful FCC will try it without considerable industry backing. It's this:

Dispense with city-by-city hearing. Let FCC make final allocation on basis of written comments, perhaps after another round of comments wherein all parties fire all guns they've been saving for hearing.

Legality of this procedure is quite sound, say Commission sources. But, as one commissioner puts it: "We'd be called 'a bunch of arbitrary bastards' if we did that by ourselves. It would be pretty hard to get 7 rather gun-shy commissioners to do it. But if the industry liked the idea, there would be no trouble."

Four weeks of scrutinizing comments would produce a final allocation, according to some commissioners.

Whether much of industry would go along with such procedure, is hard to say. Lawyers always incline towards hearings, like to "make a case," to embarrass the opposition, to feel out commissioners. And educational issue probably increases reluctance to drop hearing, because applicants thus have a "common enemy".

Answer to Sen. Johnson's letter (Vol. 7:22) is implicit in grant of oral argument. Also implicit is fact that partial freeze-lifting (Vol. 7:13) becomes impossible pending disposition of legalities.

FCC's authority to allocate by rule-making and to reserve channels are only questions to be argued, Commission ruled. Other contentions were dismissed, such as those of WKMH, Dearborn, Mich. (Vol. 7:18) to effect that parties didn't have full opportunity to participate in rule-making and that proper quasi-judicial hearing hasn't been given the 31 stations involved in channel shifts.

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Opposition comments filed this week numbered 300-odd, are just about what was expected: Everyone wants a vhf channel, will even quote FCC rules to get it.

[For digests of oppositions, see Supplement No. 72-B sent herewith to all full-service subscribers. Any we've missed will be reported next week.]

Ramifications of original comments (Supps. 72 & 72-A) and oppositions impel people in Commission to contend procedures proposed by FCC Bar Assn., et al., are impractical, legal or not. They insist you can't combine allocations and competitive hearings and still confine them to specific cities, that there aren't enough "fire breaks" (existing stations) to keep such hearings within workable limits.

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Educators have suffered couple setbacks. (1) Their FCC champion, Comr. Hennock, was nominated to be Federal judge (see p. 4), which may take some of steam

out of their cause. (2) Views of Ford Foundation consultant James Young, favoring use of commercial stations for education (Vol. 7:23), were widely disseminated.

Though educators haven't always been happy with Comr. Hennock, they appreciated value of her vociferous advocacy via public speeches and on FCC bench.

They're plenty disturbed over Young's statement, in letter released by NARTB. He wrote:

"There may develop specialized uses for TV in instructional and cultural material for which we need non-commercial support, just as we need it in other institutions of our society, but the important fact remains that we are committed to a commercial, competitive system of broadcasting in this country, and that through it we will eventually be spending not less than a billion dollars a year in time and talent costs for commercial TV.

"It is this powerful stream of commercial broadcasting which, in my opinion, will be the real impact of TV on this country -- on its level of information, its emotional maturity, and its unconscious behaviour pattern."

Reluctant to bite hand which has fed educators to tune of some \$500,000 to date, Joint Committee on Educational TV insists educators mean business. New associate director Ralph Steetle estimates that 10 institutions would be ready to build today, if they could get channels, that another year would bring 10 more.

BETTER FCC-INDUSTRY RELATIONS SEEN: It remains to be seen whether FCC changes mean end to big-stick era of TV-radio regulation and improved relations between the Commission and the broadcasting-telecasting and related industries.

Comr. Frieda Hennock's appointment to a Federal judgeship, resignation of asst. general counsel Harry Plotkin to join top-hole Washington law firm, unopposed confirmation of Chairman Coy by Senate -- all happened this week.

Add promising staff setup of newly established Broadcast Bureau (Vol. 7:18), and it would seem the outlook for fewer brickbats is good. But anything can happen.

Miss Hennock stays until confirmed by Senate, which may take quite a while, inasmuch as New York City bar association is opposing her as "unqualified" for the district judgeship there, to which President Truman appointed her. But Federal nominations aren't usually beaten by such local opposition--so the radio fraternity is already playing the usual guessing games about her successor.

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Miss Hennock's departure is frankly welcomed by radio folk -- though her FCC voting record is good. But she's author and prime mover in "educational allocation" plan whereby sizable number of scarce and now-eagerly-sought TV channels, particularly vhf, would be held for institutions of learning. This means that many less available for commercial stations, and probable slowdown of end of freeze.

The brilliant Mr. Plotkin, credited with being architect of some of FCC's get-tough policies, the man who drafted its bitterly controversial color reports, joins Arnold, Fortas & Porter law firm to work mainly on litigation and appellate cases. Former FCC chairman (ex-OPA administrator) Paul Porter is partner in this firm, whose clients include many TV-radio and related interests -- among them ABC, Paramount Pictures, Muzak, Western Union.

Scuttlebutt has Hennock job going to Robert T. Bartley, aide to his uncle Speaker Sam Rayburn and onetime employe of NAB and Yankee Network. But at Democratic National Committee the women's division says the post definitely is earmarked for a woman, though no candidates were indicated. Mrs. Fanny Litvin, with FCC and old FRC since 1928, now an examiner, is supported by Senator Murray, of Montana, her home state, and trade talk has mentioned these other possible candidates:

Neville Miller, onetime mayor of Louisville, ex-NAB president, now practicing radio law in Washington; Edward Cooper, former communications asst. to Senator Johnson's Committee on Interstate & Foreign Commerce, now aide to majority leader McFarland (D-Ariz.); Benedict Cottone, FCC general counsel; Theodore F. Granik, who moderates NBC's American Forum of the Air; Don Fink, editor of Electronics Magazine. Only certainty about appointment is that Senator Johnson will have decisive voice.

MANEUVERING OF THE COLOR PRINCIPALS: Color showdown -- or a series of them -- is yet to come. Crescendo of activity and publicity continues to rise:

June 18: National Television System Committee (RTMA-IRE) reorganizes into panels for all-out assault to perfect details of all-industry system (Vol. 7:23).

June 19-20: RCA reveals all its latest know-how on tri-color tube manufacture to 231 patent licensees, including CBS-Hytron, in New York's Waldorf-Astoria.

June 25: CBS inaugurates commercial color with an all-star show, featuring Arthur Godfrey and piped to Boston, Philadelphia, Baltimore, Washington.

July 9, or thereabouts: RCA begins public demonstrations of its system -- locations and schedules yet undisclosed.

From then on, it's up to public to answer these questions:

- (1) What happens to black-and-white sales before color sets appear?
- (2) How well will color sets sell when they begin trickling through in couple of months? And how will they affect black-and-white market?

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But status of compatible system may be an even bigger imponderable. That's up to FCC and probably RCA -- since rest of industry, through NTSC, isn't expected to place its system before FCC prior to fall or winter.

FCC's position was reiterated in question-answer statement released this week. Commission indicated that CBS system is "law of the land," that compatible system will be considered only when it completely fulfills all requirements laid down in original color decision, namely -- petition for hearing must be filed; receiver must be delivered to Commission; signal must be put on air in Washington; system must meet 7 rigid performance criteria (see Oct. 14 Special Color Report).

Nothing new or unexpected in that. But various interpretations have been put on this statement: "Persons with genuine programs of experimentation...may carry on their experiments by securing [appropriate authorizations]. Such authorizations, however, do not permit the rendition of a regular broadcast program service nor may any of the programs be sponsored."

Whether this cramps RCA's style in its off-air public showings remains to be seen. Closed-circuit demonstrations are something else; FCC admits it has no jurisdiction there. Extent and nature of off-air showings will undoubtedly determine Commission's attitude. At least one commissioner has made it clear he doesn't want demonstrations used for "exploitation" purposes (Vol. 7:22).

Comr. Hennock's attitude toward compatible system was reiterated on June 10 Meet the Press telecast when she said she thinks such system is ultimate answer, and wondered whether "it might be a good idea to have dual standards and let the public provide the answer." She also said that present sets won't be obsolete for 5-10 years. Nevertheless, she defended CBS system as a "very great improvement that shouldn't be kept from the public."

RCA's intensity can't be underestimated. Although it goes along with NTSC on color system principles, it apparently feels it's way ahead of the pack, may well come to Commission on its own in near future. But it isn't saying so, yet.

RCA has set up top-echelon committee to handle color in absence of chairman Sarnoff, who left June 15 for 2 months in Europe. It comprises RCA's Frank Folsom, D.F. Schmit, C.B. Jolliffe, Mannie Sacks, NBC's Charles Denny and Frank Russell. And NBC-TV has temporarily detached program manager Ernest Walling for full-time supervision of color programming.

Gen. Sarnoff predicted, in June 13 speech at Chicago's Mundelein College, that black-and-white "will remain the backbone of the TV industry for a number of years to come," said "we hope and believe" FCC will eventually approve RCA system.

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CBS's gala June 25 color opening, set for 4:30-5:30 p.m., will feature FCC Chairman Coy, CBS's Wm. Paley and Frank Stanton, in addition to network's top stars -- Godfrey, Ed Sullivan, Faye Emerson, Garry Moore, Sam Levenson, et al. Show will be sponsored, participation, probably by stars' regular sponsors.

Regular daily schedule begins June 27, 10:30-11 a.m. & 4:30-5 p.m. with

early afternoon shows added on Saturdays. CBS is said to be dickering with General Mills for regular sponsorships.

Programs will be offered to WMAR-TV, Baltimore; WNAC-TV, Boston; WCAU-TV, Philadelphia; WTOP-TV, Washington.

E.K. Jett, director of Baltimore Sun's WMAR-TV, says he'll carry only morning schedule, can't clear afternoon, will use occasional early Saturday afternoon show. Station has borrowed two 10-in. table sets from CBS, will display them in lobbies of old and new Sun buildings. It has also ordered color monitor from Gray Mfg. Co. No big promotion is planned, Jett says, but newspaper will carry small box inviting public in and will feature news stories on color.

John Hayes, manager of WTOP-TV (55% owned by Washington Post, 45% by CBS), says station will carry morning programs only, will have couple sets for display in station lobby, doesn't plan heavy newspaper promotion.

Expected CBS publicity campaign hasn't broken in full force yet. However, Retailing Daily has story to effect that \$12,000,000 promotion was to start June 16, on CBS's own facilities, newspapers and magazines. Story came from Los Angeles, was based on interview with Jack Covell, head of Exclusive Sales Corp., Air King distributor. He said he had conferred with CBS officials, believed that color would be on air in Los Angeles in 60 days, that 12½-in. converter would be available for "about \$200," that "we will guarantee in writing, if necessary, that converter units can be installed in a matter of minutes by a serviceman."

Meanwhile, CBS issues news releases daily, quoting glowing tributes from Walt Disney, members of Japanese radio delegation, CBS programmers, etc.

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Aside from RCA, most outspoken critic of Commission among major manufacturers seems to be Emerson's Ben Abrams. In June 12 talk to Assn. of Customers' brokers in New York this week, he said:

"The CBS system is an imposition on the public. With all its other drawbacks, it will be at least 2 years before color sets can be available to the public generally, allowing for the time required to tool up for mass production. A few sets may be seen next fall, but they will be for demonstration purposes only. Furthermore, to adapt present sets to receive CBS color broadcasts in black-and-white would cost the owner \$50 to \$100 for an adapter, plus \$150 to \$200 for a converter to receive color." And he said that such equipment might not pass underwriters' approval.

As for compatible system, Mr. Abrams said: "Its advantages will be concretely demonstrated to the public through comparison of the limited entertainment value of the mechanical color system with great strides made in black-and-white."

Another strong-minded manufacturer, H.L. Hoffman, after attending RTMA Chicago convention (Vol. 7:22), stated: "It would appear that the prospects of harnessing the entire know-how of the electronic industry in the NTSC system is a very good one, and one that will not only protect the retail customer, but give the industry sufficient latitude for future technical developments."

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The few manufacturers going along with CBS apparently have settled down to carry out color production promises or have merely settled down. Air King, now officially a CBS subsidiary (see Financial Notes), is still promoting its black-and-white sets to the trade, saying they're adaptable to color and uhf. Its color sets, when they do come, will all be disc-type initially, not drum, since company still has to lick problem of splitting or folding up drum for black-and-white reception.

Paramount's "Chromatic Television Labs" hasn't said any more about sets since it promised demonstrations of combination color-monochrome receivers July 1 (Vol. 7:22), but it did announce signing research and development contract with Air Force, covering tri-color tube and "general electronic projects."

Really unusual color angle is that of Majestic. In full-page ad June 14 in Retailing Daily, it announced: "Coloramic" TV -- "It's Magical! It's Spectacular! It's Colorific! You don't need color telecasting in your city to see color on Majestic TV." Majestic turns out to have red-blue-green piece of film which is

placed in front of tube. Colors don't change, have no relation to subject matter, according to company officials. Majestic says it also expects to make film available to trade, to sell for about \$10 for 16-in. tube.

A "color guarantee" was offered in New York by big Vim chain -- a contract to supply current set purchasers with adapters and converters at cost. Terms of contract leave Vim well-protected against almost every contingency of price, availability and performance.

Both FCC and RTMA agree that color and uhf should be among subjects of fair trade practices conference scheduled June 22 by Federal Trade Commission (Vol.7:23). It remains to be seen what FCC will recommend, but it's to be noted that Commission offered no "to buy or not to buy" advice in its question-answer statement.

THEATRE-TV 'PREMIERE' SCORES A HIT: America's first theatre TV "network" experiment was a terrific success -- judging from our own observations and from newspaper comments. All 9 theatres in 6 cities presenting the June 15 Joe Louis-Lee Savold heavyweight bout were packed to overflowing, with thousands turned away.

Madison Square Garden, too, was filled near capacity -- 18,000 spectators, an unusual crowd for a non-title fight these days. But success of initial International Boxing Club-movie house effort doesn't fully secure theatre TV's standing as substantial rival to free home TV (Vol. 7:23).

Tremendous publicity attending this "premiere" -- together with fact that bout was postponed twice because of rain to Friday night, normally a good theatre and fight night -- may have had considerable effect on attendance. Ticket sales for fight itself, not telecast at all nor shown in New York theatres, lagged when bout was originally scheduled at Polo Grounds June 13, picked up Friday when it was moved indoors. The 18,000 crowd wouldn't have been very impressive at Polo Grounds.

Nathan L. Halpern, who set up the cable-microwave network, said after show: "This is strong evidence that the public will pay to see programs they want on TV, film or whatnot. This will encourage further development of theatre TV."

Fight was shown in Albany, Baltimore, Washington, Pittsburgh, Cleveland and Chicago. Theatres in Boston, Binghamton, Detroit, Minneapolis were unable to get coaxial line clearances. IBC got percentage of theatres' take, varying from house to house. It didn't amount to much compared to the \$100,000 offered by home-TV sponsor Pabst, but all parties emphasized hookup was purely experimental.

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We saw the show at RKO Keith's in Washington. Line in front of boxoffice began 4 hours before 10 p.m. fight time. By 9:45 it extended more than a city block. We selected 12 people at random, found that 9 of them had TVs at home. Some grumbled about having to pay to see TV -- nevertheless they were waiting in SRO line.

Crowd was cool at first, but warmed up quickly when real action began in second round. By knockout round (sixth) there was much of the vocal enthusiasm of a fight arena in the theatre audience. Most of the audience didn't stay to see the feature picture, although it was shown as part of the bill.

Enthusiasm for theatre TV was apparent in the crowds leaving the theatre. The 15x20-ft. picture, while dim, fuzzy and lacking in depth by movie standards, was superior to home TV, in opinions we heard after the show. And there was certainly more of a feeling of "being in the arena" than with home set.

But theatre TV hasn't established itself by this one event as a big-time competitor to free home TV. More experiments are to follow. Same "network" will screen 2 more IBC bouts in next few weeks: Jake LaMotta-Irish Bob Murphy June 27, Rex Layne-Rocky Marciano July 11. Time alone will tell whether the public will pay to see events which have been kept off their TV screens at home.

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Surprising angle in fight telecast was fact NBC camera crews shot the fight for the theatres. This plug appeared on theatre screens: "This theatre telecast has been made with the technical facilities of the National Broadcasting Co."

Apparently NBC doesn't want to be left out in the cold if theatre TV does become important factor on the American entertainment scene. It's known also, that

NBC's parent RCA, chief manufacturer of theatre-TV equipment, is developing its own system of home subscription TV.

Leaping into the theatre vs. home TV fray was Zenith's E.F. McDonald, promoter of Phonevision, this week who wrote to CBS president Frank Stanton: "Is the TV industry, manufacturing and advertising fraternity going to sit idly by and do nothing while theatre TV gains a monopoly on the showing of great events? Or are you going to help us establish subscription TV, which will give you a box office?"

Network Accounts: Curtis Circulation Co. (*Saturday Evening Post, Holiday*), starting June 19 sponsors second edition of *Meet the Press* for 13 weeks on NBC-TV Tue. 8-8:30, thru BBDO, N. Y., occupying first half-hour of *Texaco Star Theatre* time for summer; Sun. edition of *Meet the Press* July 1 moves from 4-4:30 to 7:30-8, will continue to be sponsored by Revere Copper & Brass Co. . . . International Shoe Co. (Red Goose shoes), starting Sept. 1, will sponsor *Kids & Co.* on DuMont Sat. 11-11:30 a.m., thru Westheimer & Block, St. Louis . . . Mennen Co. (shaving products), starting July 6, sponsors *Twenty Questions* on DuMont Fri. 8-8:30, thru Duane Jones Co., N. Y. . . . Walter H. Johnson Candy Co. (Powerhouse candy bar) starts sponsorship of *Flying Tigers* July 29 on DuMont, Sun. 12:30-1, thru Franklin Bruck Adv. Corp., N. Y. . . . National Biscuit Co. (crackers & cookies) in fall takes over sponsorship of Wed. portion of *Kukla, Fran & Ollie* on NBC-TV Mon.-Fri. 7-7:30, thru McCann-Erickson, N. Y.; time being vacated by Ford at end of current run . . . Pall Mall July 6 replaces *Big Story* on NBC-TV Fri. 9:9:30 with *Door with No Name* for summer . . . Kate Smith starts new weekly show Sept. 19 on NBC-TV, Wed. 8-9, with Congoleum-Nairn Inc. signed as first sponsor taking half-hour alt. weeks . . . Gulf Oil July 6 replaces *We The People* with *The Cloak* on NBC-TV Fri. 8:30-9 for summer.

Station Accounts: "Daytime TV's oldest continuously sponsored program," is claim made for Philadelphia Electric Co.'s *Television Kitchen*, cooking show, on WPTZ Wed. 2-2:30, just renewed for another 6 months; it has been running since 1947 . . . Brooklyn Union Gas Co. takes additional half hour, Tue. 2-2:30, on *Market Melodies* on WJZ-TV, New York . . . Coca-Cola Bottlers of N. Y. embark on summer "saturation" campaign on TV-radio, aiming at housewives and teen-agers; using TV stations WCBS-TV, WNBT, WABD . . . Some 52,000 dogs, cats and other pets have been placed in good homes via *Calo Pet Exchange*, oldest sponsored show on KTTV, Los Angeles, Fri. 7:30-8 . . . Continental Oil Co., to promote Conoco N-Tane gasoline & Super Motor Oil, using TV-radio along with some 1000 newspapers in its 22-state distribution area (Midwest & Southwest) in campaign starting this month, thru Geyer, Newell & Ganger Inc. . . . Owl-Rexall drug chain buys *Jeanne Gray Show* on KTSN, Los Angeles, 3-3:30 Mon. thru Fri., thru BBDO, and Cunningham drug chain buys daily *Telenews Ace* plus 2 other daily newscasts on WJBK-TV, Detroit, thru Simons-Michelson . . . Forest City Products Inc., for new Adhesa-Foam food aid, testing TV before national campaign, thru Foster & Davies, Cleveland . . . Lutz & Schramm Inc. (jellies & preserves) using WDTV, Pittsburgh, preparatory to possible expansion later, thru Wasser, Kay & Phillips Inc., Pittsburgh . . . Among other advertisers reported using or preparing to use TV: Special Foods Co. (Jays potato chips), thru Olian Adv., Chicago; Beauty Sales (Shampoo-Curl), thru Barton A. Stebbins Adv. Agcy., Los Angeles; Regens Lighter Corp. (lighters), thru Alfred J. Silberstein-Bert Goldsmith Inc., N. Y. (WOR-TV); Gordon Strubler Inc. (Lathercap shaving brush), thru Sid Robbins Adv., N. Y. (WOR-TV); Mrs. Drenks Foods Inc. (Mrs. Drenks

potato chips), thru Stone-O'Halloran Inc., Milwaukee; Jet Wax Co. (spray wax), thru Al Herr Adv. Agcy., Milwaukee (WTMJ-TV); Sheerr Bros. & Co. (Armo apparel interfacing), thru Lane Adv. Agcy., N. Y.

BEST way to stretch TV advertising dollar is to buy into a multiple-brand show, costing more than \$17,000 per hour weekly to produce and rating 20 or better. That's one of the significant things NBC learned in its second Hofstra College study of TV audience, announced June 11. Average TV program produces 15.6 extra customers per product for each dollar invested compared to pull of non-TV advertised item, report indicates. Program that costs more than \$17,000 an hour weekly delivers 19.5 extra customers. A show with a rating of 20 or higher delivers 23.5 extra customers. And a multiple-brand show like *Kate Smith Show* or *Show of Shows*—where several brands are advertised on a single program—produces 38.8 and 36.8 extra customers respectively.

Study was based on 5067 completed interviews, including 3648 TV homes, made during last December and January in 16 counties of the 51% TV-saturated New York market. It is chockful of facts reiterating what first study showed last year (Vol. 6:18)—that TV sells merchandise. Some new details about TV audience extracted from study, which NBC plans to take on road soon:

(1) Adult TV set owners spend 135 minutes a day on TV—more time than they spend on radio-newspapers-magazines combined. Set owners spend 61 minutes on radio, 47 minutes on newspapers, 11 minutes on magazines. Non-TV owners spend 16 minutes a day on magazines; therefore, TV cuts magazine reading down by 31.3%. Average of all New York family heads—TV owners and non-owners—spends 90 minutes a day listening to radio, 73 minutes watching TV, 45 minutes reading newspapers, 13 minutes reading magazines.

(2) TV families are larger and have a higher income than non-TV families. There are 62 more people per 100 families in TV homes. Annual income of TV families is \$664 more than non-TV owners. That adds up to \$1.5 billion more income in New York's 2,350,000 TV-owning families (as of May 1). NBC points out that 73.2% of all new cars sold in New York last 6 months were bought by TV families.

(3) TV advertisers on air less than 13 weeks got 9.9 extra customers per month for each dollar invested; those on air more than 15 months got 20 extra customers.

(4) Daytime TV delivers 18.7 extra customers per dollar invested, while night time delivers 18.6 extra customers.

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TV saturation of at least 51% will have been reached in 25 top markets by October 1951 when total set population will be 14,000,000, NBC estimates in its new Hofstra College study. These are the cities, listed in descending order of set saturation: New York, Buffalo, Dayton, Minneapolis-St. Paul, Albany-Schenectady-Troy, Boston, Chicago, Detroit, Philadelphia, St. Louis, Baltimore, Cincinnati, Erie, Richmond, Syracuse, Los Angeles, Cleveland, Lancaster, Salt Lake City, Washington, Binghamton, Columbus, Milwaukee, San Diego, Wilmington.

Personal Notes: Harry S. Ackerman reelected v.p. in charge of CBS Hollywood network programs (TV & AM), resuming post he relinquished year ago to become production chief and, under his contract, still be able to collect royalties on show packages he created; Howard S. Meighan, heading Hollywood operations, returns to New York shortly . . . Fred Kilian resigns as ABC central div. program director as of July 1 to join Young & Rubicam, Chicago . . . Murray Grabhorn, ex-ABC sales mgr., has reconsidered taking managership of WPTR, Albany (Vol. 7:23), instead will be managing director, National Assn. of Radio & TV Station Representatives, headquartered at 101 Park Ave., New York; he succeeds T. P. Flanagan, resigned because of ill health . . . Don L. Kcarney appointed to newly created post of TV program mgr., Katz Agency, major rep firm, devoting time to selling TV film programs and station-produced programs on national spot basis . . . Walter B. Emery, ex-chief of renewals & revocation branch, FCC Law Dept., has been appointed legal asst. to Comr. Paul Walker . . . John S. Hayes, gen. mgr., named president of WTOP Inc., Washington, operating WTOP & WTOP-TV (55% owned by *Washington Post*, 45% by CBS); George Hartford named sales v.p., Clyde M. Hunt engineering v.p. . . . George Castleman, ex-v.p., Birmingham, Castleman & Pierce, joins CBS Radio Sales . . . Charles F. Gannon, Benton & Bowles v.p., resigns to form Armstrong, Gannon & Associates, 280 Madison Ave., N. Y., with Spencer Armstrong, director of Opinion Leaders of America . . . David Kees, technical director, promoted to production mgr., KPIX, San Francisco, succeeding Forrester Mashbir, resigned . . . Dick Oberlin, news director, WHAS & WHAS-TV, Louisville, on 3 months leave to act as consultant on UNESCO education project . . . Victor Forkner resigns as adv. mgr., WPIX, New York . . . Laura Eggleston promoted to TV-radio time-buyer, Henri, Hurst & McDonald, succeeding Mary Polson . . . Clarke A. Snyder, recently with Bulova and Biow, named field representative of CBS-TV sales service dept., handling station contacts . . . Jacob A. Evans, adv.-promotion mgr. of NBC spot sales, appointed mgr. of radio adv. and promotion for the network, succeeding George W. Wallace, resigned to join *Reader's Digest International*.

Comdr. Mortimer Loewi, retiring as director of DuMont Network this week, announced appointment of gen. mgr. Chris Whitting to that top network post while he resumes position of executive asst. to Dr. Allen B. DuMont. Mr. Whitting said staff shifts are now being worked out, will be announced next week.

TV was third biggest money-maker for TV-radio appliance dealers in 1950, according to NARDA's fifth annual "Cost of Doing Business" survey. Refrigerators were first, accounting for 28.3% of total dollar sales volume, washing machines were second, and TV accounted for 13.7% of sales, up 2.4% from 11.3% in 1949. In 1948, TV represented 4.4%. Order of first 3 items was unchanged from 1949 to 1950. Significant is fact that 13% of all respondents' TV sales were made on trade-in basis. Some 92% of the responding dealers reported net dollar operating profit in 1950, as compared with 87% in 1949.

Packard-Bell preliminary report shows \$992,000 earnings for fiscal Oct. 1, 1950, to May 31, 1951, compared with \$775,000 for corresponding period year before. Sales for the 8 months totaled \$16,000,000 as against \$8,000,000. Before taxes, earnings were \$2,672,000 vs. \$1,191,000. Total of \$143,735 in profit-sharing checks was distributed June 14 by Packard-Bell at Silver Anniversary ceremonies at Los Angeles plant. All hourly and salaried employes who were employed previous to March 31, 1951, were eligible. High man got \$654.

Financial & Trade Notes: CBS-Hytron merger, whereby former pays 31 shares of its stock for each 100 of Hytron, was approved June 13 by stockholders of both companies on terms previously reported (Vol. 7:20)—and CBS added as vice presidents Lloyd H. Coffin, Hytron chairman; Bruce A. Coffin, Hytron president; David H. Cogan, Air King president. They will be elected to CBS board at July meeting, along with Frederick L. Chapman, Hytron director. CBS board filled vacancy caused by recent resignation of Isaac D. Levy (Vol. 7:22) by electing James B. Conkling, president of Columbia Records Inc.

Name of Air King Products Inc., Hytron subsidiary, has been changed to CBS-Columbia Inc., David H. Cogan continuing as president, and its receivers marketed under label "CBS-Columbia". Hytron Radio & Electronics Co., major tube manufacturer, continues under chairmanship of Lloyd Coffin, with Bruce Coffin as president. It's name may be changed, depending upon clearance with Secretary of State of New York, or it may simply be called Hytron Division of CBS.

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Top compensations paid in 1950 as salaries plus bonuses and/or profit-sharing to executives-directors of TV-radio and related electronics fields, as reported by SEC, included following over \$50,000: Admiral—Ross D. Siragusa, \$127,703; John B. Huarisa, \$151,742; Wallace C. Johnson, \$60,576. Avco—Victor Emanuel, \$177,000; James D. Shouse, \$131,000. DuMont—Dr. Allen B. DuMont, \$364,239. CBS—William S. Paley, \$100,000; Frank Stanton, \$151,597; Edward R. Murrow, \$135,086. RCA—David Sarnoff, \$200,000; Frank M. Folsom, \$154,000; Charles B. Jolliffe, \$101,000; Niles Trammell, \$100,000; Walter A. Buck, \$82,500. Philco—William Balderston, \$193,750; James H. Carmine, \$155,000; James J. Buckley, \$96,875; Larry Hardy, \$108,750; Leslie Woods, \$106,500; Thomas Kennally, \$106,250; John Otter, \$97,000; Harold W. Butler, \$82,250; Joseph H. Gillies, \$92,350; Robert F. Herr, \$64,833; Courtney Pitt, \$61,250; David B. Smith, \$54,000. Sylvania—Don G. Mitchell, \$104,679; Max Balcom, \$70,103; H. Ward Zimmer, \$64,239. Motorola—Paul Galvin, \$75,881; Robert W. Galvin, \$50,881; Elmer H. Wavering, \$52,081; Frank J. O'Brien, \$50,881; Walter H. Stellner, \$50,881; Daniel E. Noble, \$50,881; George R. Macdonald, \$50,881. Zenith—E. F. McDonald Jr., \$148,190; Hugh Robertson, \$151,523; H. C. Bonfig, \$83,492.

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Davega Stores Corp., which this month opened 27th store, reports net earnings of \$718,340, equal to \$2.48 per share after preferred dividends, on sales of \$28,842,269 during fiscal year ended March 31. Provision for Federal taxes amounted to \$637,000. This compares with net profit of \$649,074 (\$2.44) on sales of \$24,359,215 for preceding fiscal year, when taxes were \$403,541.

Dividends: Raytheon pfd., 60¢ payable July 1 to holders of record June 15; Reeves Ely, 10¢ payable June 25 to holders June 15, 15¢ on pfd. payable July 2 to holders June 15; Packard-Bell, 50¢ payable July 25 to holders July 10; Davega, 25¢ on common, 25¢ on pfd., payable June 25 to holders July 5; Motorola, 50¢ payable Aug. 1 to stock of record July 16.

IT&T reports consolidated net income of \$4,136,256 on gross of \$21,095,199 for quarter ended March 31 vs. \$2,064,045 on \$16,777,976 for same 1950 quarter.

Monarch Radio & Television Corp., Brooklyn, specializing in coin-operated TVs and radios, has declared dividend of one cent per share, payable April 30.

Erie Resistor Co.'s offering of 84,000 common shares (Vol. 7:21) is being made at \$12 a share through Fulton, Reid & Co.

Topics & Trends of TV Trade: TV-radio industry feels it's lost another round in efforts to get Regulation W relaxed, now that Federal Reserve Board chairman William McChesney Martin has publicly told Senate Banking Committee there isn't going to be any modification. But some industry observers feel that FRB hasn't closed door completely, and that perhaps in month there may be chance to try again.

Despite pressures from Congress and industry to get 90-day moratorium on credit restrictions, FRB after 2 meetings this week decided to let things stand. Not the least of reasons for its adamant stand, in belief of many, was fact President asked continued measures against inflation in TV-radio speech June 14 and Board couldn't very well relax restrictions at same time.

It must be borne in mind that FRB looks at economy as whole and feels, according to informed sources, that Regulation W has halted upward spiral of installment credit, that any relaxation might "open up the floodgates" to inflation.

As to TV slump, FRB's attitude is: "You can't say Regulation W is the sole or even primary cause of your distress. There's usual summer slump, color, saturation. Therefore, we can't do anything for you." It's much same attitude as was originally taken in turning down RTMA petition (Vol. 7:19).

Any revisions of Regulation W on basis of hardship would have to apply to complete segments of the national economy, not to any specific industry which might be suffering, according to FRB experts. As for putting TV under household furniture category, which requires down payment of 15% compared to 25% for TV, FRB officials claim that TV, like any other durable, is a "deferrable" item—meaning that the consumer doesn't have to have it immediately but can wait and save up down payment. Furniture, they say, is a "non-deferrable" item—meaning consumer must have it at once.

Only alternative seems to be Congressional action—but Senator Capehart (R-Ind.), a former radio manufacturer who has been active in seeking revision of Regulation W, thought it would take 30 days for Congress to do anything, and "by then the whole picture probably would be changed."

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Not much excitement about TV-radio exhibits at June 18-28 Chicago Furniture Show, though usual exhibitors will be on hand both in Furniture Mart and Merchandise Mart. Advance reports indicate current lines will be shown mainly, with few if any new models on tap.

Air King (now CBS) has been advertising to trade that it will show its "Colorvision" sets (Vol. 7:23) in Trading Post Room, Merchandise Mart Bldg., July 18, 19 & 20, at 10 & 11 a.m., 12 noon, 1:30, 2:30, 3:30 & 4:30 p.m. But its ads play up standard black-and-white line.

Philco has already shown its new low-end models (Vol. 7:22), doesn't call them "new line" since more are to come later. Zenith is reported readying new line for August. Sparton, Pathe and Jackson have several new models to show in Chicago, and Stromberg-Carlson will have some too at its own Chicago branch office. Arvin holds distributor meetings July 29-Aug. 1 in Moraine Hotel, Highland Park, Ill., where new sets will be shown.

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DeForest Pioneers, club formed by alumni of various DeForest radio companies, met at Yale Club June 14—including Dr. Allen B. DuMont, DuMont Laboratories; Admiral Ellery W. Stone, American Cable & Radio Corp.; Frank Andrea, Andrea Radio; Wm. J. Barkley, Collins Radio; Louis Pacent, Pacent Engineering. Dr. DeForest, 78, now living in Los Angeles, was unable to be present.

Trade Miscellany: Nearly 2000 Crosley TV sets were destroyed in fire that razed warehouse in Carrollton, Ky., this week; loss is estimated at \$350,000 in merchandise, \$125,000 building . . . Aladdin Industries Inc., makers of radios, moving out of Chicago plant, going to new quarters in Nashville . . . TV credited with increasing Sears Roebuck's overall sales in Cuba by 20%, though offered only since last October, reports *Retailing Daily* . . . Unconfirmed reports are that Simon Distributing Co., which gave up Washington-Baltimore Motorola distributorship recently, will soon handle Zenith lines . . . DuMont has penchant for All-American grid stars—has Kyle Rote, ex-SMU star, working for distributor S. H. Lynch & Co., Dallas, pending return to N. Y. Giants squad in July; Sid Luckman, former Columbia and Chicago Bears star, is Chicago DuMont distributor, and at network Les Arries is a onetime Northwestern All-American . . . Scott Radio and Hoffman first to announce that they will show new TVs and radios at Music Industry Trade Show in Chicago's Palmer House, July 16-19.

Merchandising Notes: Illustrating how auto sales are suffering trade lapse, too, was offer of Chicago dealer to give away 20-in. table model TV listing at \$199.95 (Jackson) with every new car purchase; dealer says traffic increased 25% . . . Buyers of any brand TV, radio or appliance at list were offered specified new appliances for only \$1 more in June 15 sale at Washington's Electrical Center . . . Arvin advertising 8½-in. table model at \$129.95 for "summer outdoor living"; trade ad headline reads: "When America Moves Outdoors Sell the TV They Can Take Along" and urges small set as "perfect for porch, patio or terrace" . . . Emerson 17-in. table model included in interior decor of deluxe trailer exhibited by General Coach Works at Chicago Sportsmen's Show.

Plant Expansions: Sylvania plans new metallurgical lab at its research plant at Bayside, N. Y., costing \$1,000,000-2,000,000, to be housed in 50,000-sq. ft. building scheduled for mid-1952 completion . . . Lear Inc., California Div., making aircraft radio equipment, to start \$400,000 factory and hangar in Los Angeles.

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Hallicrafters' opinion of mechanical color sets is being shown at Chicago Furniture Show. It's demonstrating slave converter with 8½-in. tube, magnified to 10-in., alongside 20-in. standard set, latter as example of what electronic system will look like with tri-color tube. Card beside first set asks: "Will your customers be satisfied with this?" Card beside other asks: "Or is this worth waiting for?" Disc set is fed with slide picture from flying-spot scanner; other has no picture.

Harking back to lusher days of not so long ago, Bureau of Labor Statistics reports TV-radio factory workers totaled 183,400 in March, up from 181,500 in February, 180,500 in January. Average weekly wage was \$57.49 in March, holding about same level as preceding months. Average hourly wage was \$1.42, average hours worked 40.4. Figures are latest from Govt., but it's estimated in trade that TV-radio factory payrolls are now down as much as 65%.

TV-radio firms exhibiting at American Furniture Mart June 18-28 are: Admiral, Arvin, Belmont, Bendix, Hallicrafters, Jackson, Motorola, RCA Victor, Sparton, Westinghouse. At Merchandise Mart: Air King, Crosley, Capehart-Farnsworth GE, Magnavox, Murphy Radio Ltd., Rauland, Westinghouse.

RTMA county-by-county TV shipment report (available on request) shows April shipments to dealers down to 261,357 sets from 595,042 in March. First 17 weeks of 1951 shipments totaled 2,071,124. Monthly reports cover all counties to which as many as 25 sets have been sold.

Mobilization Notes: What are your chances of getting a satisfactory adjustment right off the bat when you appeal to NPA for "hardship relief" under material limitation orders? An official of NPA's last-word Appeals Board says it appears that approximately 90% of the complaints are "satisfactorily adjusted" at the NPA industry division level—at least satisfactorily enough so that appeals don't go any further. He said manufacturers of electronic equipment probably have even a better batting average, as indicated by the small number of their appeals which have reached the board.

Three-man Appeals Board, which set up shop April 1 under T. Munford Boyd, U of Virginia law professor, has more than 70 cases on its docket, of which about 30 have been heard. Among appeals pending hearing is one from Sylvania, asking permanent adjustment of its base period copper usage for TV-radio production. The appeal was turned down by Copper Div., then brought before Appeals Board by Sylvania.

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TV-radio and other consumer goods manufacturers will receive Controlled Materials Plan application forms from NPA by the end of this month. Although Govt. hasn't made up its mind whether to include civilian hard goods in CMP during fourth quarter, it's asking all manufacturers to fill out form CMP-4B. Form must be returned by July 31. Probability is that all segments of American industry will come under the steel-copper-aluminum curbs in October.

Manufacturers who are now under CMP—and this includes all who made out third quarter CMP forms—will receive allocations of the 3 basic metals in time to place orders for September delivery. But they must stay within their CMP quotas for all 3 months of third quarter.

First CMP allotments to electronics manufacturers will be sent out next week. It was learned that many parts manufacturers didn't file CMP applications. Although TV-radio doesn't come under CMP, all parts for TV-radio are CMP items, and their manufacturers must file applications to get materials. Manufacturers of CMP items must get their allocations from Govt.; they're not allowed to buy metals on the "free" market.

Record-keeping required of manufacturers operating under CMP is spelled out in new NPA booklet, *Allotment Accounting for Consumers under CMP*. It's illustrated and details suggested methods of accounting for allotments of steel, copper and aluminum. It's available from National Production Authority, Washington 25, D. C., and Commerce Dept. field offices.

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One certificate of necessity for expansion of electronic production facilities was issued by DPA during week ended June 8, out of total of 109 certificates issued during the period for facilities to cost \$207,110,690. Certificate went to National Electrical Machine Shops Inc., for \$158,364 in expansion of facilities to produce electronic equipment and instruments at Silver Spring, Md. Certificate provides rapid tax amortization on 80% of this amount.

Sylvania has \$75,000,000 backlog of military orders, has put \$39,000,000 into postwar plant expansion, according to June 18 *Time Magazine* report on president Don G. Mitchell. Article deals with Sylvania's recent introduction of "Electro-Luminescence," new method of lighting which makes whole panels glow when electric current excites chemical sprayed on glass.

Avco, which years ago sold holdings in Pan American World Airways and recently sold its 48.6% interest in ACF-Brill Motors (Vol. 7:20), this week sold its 257,690 shares of American Airlines (4% of total) as another step in transition from holding to operating company.

Trade Personals: E. L. Hulse, former GE electronics dept. comptroller, heads new components div., comprising GE-owned Illinois Cabinet Co., Rockford, Ill.; Precision Laboratories Inc., Irvington, N. J.; Wabash Cabinet Works, Wabash, Ind. G. L. Chamberlin, ex-electronics dept. auditor, is new comptroller . . . Robert E. Noth, ex-sales training mgr., GE receiver div., appointed St. Louis district mgr. . . . Carl Duffy, ex-San Francisco service mgr. for Northern California, named Packard-Bell service div. mgr., his asst. Bob Clark promoted to his San Francisco post; Duffy succeeds Thomas L. Stevens, now Los Angeles distributor . . . Jack Kramer has resigned as sales mgr. of Mattison . . . Emerson Dickman, Princeton baseball coach and former big league ball player, resigns that job to devote fulltime to sales position with Capehart-Farnsworth . . . Sarkes Tarzian, Indiana parts manufacturer and TV broadcaster (WTTV), was subject of laudatory June 14 column on foreign-born scientists by Scripps-Howard columnist Robert C. Ruark . . . Peter H. Cousins promoted to RTMA director of information, succeeding John Koepf, resigned to join Treasury bond div.



TV programming has fallen far short of its potentialities, critic Jack Gould writes in June 10 *New York Times Magazine*. To "broaden TV's base," he suggests: (1) Broadcasters stop using TV as "second or third run house for products of stage and screen," but begin to develop their own new material and art forms. (2) Programming structure be varied to "meet the convenience more of the viewer than of the broadcaster," avoiding sameness which now marks most programs at any given time of day. (3) Commercial broadcasters should welcome educational interests into the TV field, for "whatever will expand the audience of the medium [and] reach those persons who are not viewers can only mean added strength and security for all broadcasters . . ." In separate article in Sunday *Times*, Gould hails possibilities of home subscription TV as ideal means of catering to minority cultural tastes and supporting cultural institutions at same time.

Mercurial elder statesman of radio invention Dr. Lee DeForest this week expressed great concern over his TV "grandchild." Said he: "I'm sorry to say that this medium, for which I had such high hopes a few years ago, seems to me already to have become more an influence for bad than for good." On May 17, he had written *New York Times*: "I am a proud parent today. In the past I have complained bitterly about some of the uses to which 'my children,' radio and TV, have been put. I am delighted to see the splendid way these media were employed in bringing to the public the living history of General MacArthur's return and subsequent discussion . . ."

Tallest tower in the world, built for Loran studies, was recently completed near Rome, N. Y., by Truscon Steel Co. It's a 1212-ft. guyed structure, will be used by scientists of Griffiss Air Base. Tower took 772 tons of steel, 4 miles of guy cables, 1400 cubic yards of concrete. Only taller man-made structure is Empire State Bldg.

St. Louis Star-Times ceased publication June 15, victim of mounting labor and material costs. It was sold to *St. Louis Post-Dispatch*, but publisher Elzey Roberts is retaining its radio station KXOK (ABC) which is applicant for TV.

More June 1 sets-in-use reported since NBC Research's "census" of May 1 (Vol. 7:21): Baltimore 301,043, up 4043; Kansas City 121,832, up 2832; Johnstown 93,143, up 5843.

Tide Magazine, advertising weekly, was sold this week to Magazines of Industry Inc., publisher of *Modern Industry*. Reginald Clough continues as editor.

Telecasting Notes: New Orleans WDSU (5 kw on 1280 kc) switches from ABC to NBC, probably in fall, while longtime NBC affiliate WSMB (5 kw on 1350) presumably goes ABC—result (1) of WDSU's ownership of city's first and only TV affiliate, and (2) fact that Gulf Theatres owns half of WDSU, with Maison Blanche dept. store, and United Paramount Theatres, about to merge with ABC (Vol. 7:21), owns Gulf Theatres . . . WDSU-TV principally owned by Lt. Edgar Stern Jr., now on duty at Pentagon, managed by ex-ABC & MBS v.p. Robert Swezey, will continue to take service from all TV networks, however, until New Orleans gets more outlets; city is due to get coaxial link in summer of 1952 (Vol. 7:12) . . . Paramount Pictures hasn't released any of its vault-bound films, but that doesn't deter its own station KTLA, Los Angeles, from publicity splurge on fact it's carrying 26 Lippert features of 1946-50 vintage (Vol. 7:17) and billing them as "the newest block of American films ever released for TV" . . . Not many network TV programs originate outside New York, Chicago or Los Angeles—but NBC-TV is picking up *Ruth Lyons' 50 Club* from WLWT, Cincinnati, starting Oct. 1, Mon.-thru-Fri. 12-12:30 p.m., folksy-chatter type show with music and singing; also, from same station, it's now carrying *Midwest Hayride*, Sat. 9-10 . . . ABC-TV signs Frances Langford and Don Ameche for Mon.-thru-Fri. noon-1 p.m. show starting Sept. 10, to be sold in 15-minute segments at \$2500 per segment; it will originate in Times Hall, on West 43rd St., New York, being leased from *New York Times* . . . CBS-TV has leased 300x152-ft. Keywest Studios, Hollywood, for building and storing scenery and props . . . Caroline Burke, NBC producer, reports she has backing and plans to file for new TV station in Portland, Ore., her home; 5 applications are already pending for that city (see *TV Factbook No. 12*) . . . CBS has signed Jack Donohue, film and dance director, to long-term contract; his recent chore was *Frank Sinatra Show*, and his first under new contract will be Faye Emerson's new show . . . Milton Berle's 22-hour "telethon" on 41 NBC-TV stations June 9-10 brought in \$1,127,211 in pledges to Damon Runyon Cancer Fund . . . George A. Cameron Jr., oilman-owner of KOTV, Tulsa, and movie actor Russell Wade have organized Cameron-Wade Television Productions, with headquarters in Beverly Carlton Hotel, Hollywood, to make "films in color" for TV.

U of Pennsylvania's defiance of live football ban by National Collegiate Athletic Assn. (Vol. 7:23) may cost Penn 5 top opponents this fall. California, Dartmouth, Princeton, Columbia, Cornell notified Penn this week they won't play at Philadelphia if TV cameras are there. Nevertheless, ABC is seeking sponsor for Penn's 8-game home schedule at \$750,000 for package. *Billboard* reported June 16 that Southwestern Conference will join the bolt from NCAA, televise all sellout games, as it did last year. Most Southwestern Conference games in recent years have been sellouts, and 2 games to be played in Cotton Bowl are already sold out—so plenty of live telecasts are practically assured in that area. With NCAA's blessing, Pacific Coast Conference okayed live telecasting of next New Year's Rose Bowl game, and signed contract with Sportsvision Inc., San Francisco firm headed by W. J. Parry, to film conference games for delayed transmission. Parry says Sportsvision will film and telecast some 93 games throughout nation this year.

Both United Paramount and ABC stockholders meetings are set for July 27 to vote on proposed merger (Vol. 7:21), but application to FCC may be filed sooner by counsel in hopes that approval will be forthcoming before start of fall telecast season. Both companies have already filed prospectuses with SEC. United Paramount is represented by Hogan & Hartson, ABC by Arnold, Fortas & Porter.

SAVING to telecasters of nearly \$3,000,000 in taxes is goal of all-industry TV Broadcasters Tax Committee, which as new growth industry goes before Senate Finance Committee on or about June 25 to ask for relief from excess profits provisions of new revenue bill. Headed by Fort Industry's George Storer, committee is asking all TV stations for contributions equaling onetime one-hour rate.

Appeal to Senate will be predicated on fact that base years 1946-49 for excess profits credit were years of heavy losses in TV (\$851,000 loss in 1946, \$2,015,000 in 1947, \$8,556,000 in 1948, \$13,520,000 in 1949), so that there actually is no realistic base. They propose formula which would fix credit base on rate of profit on total assets (AM-TV combined) in 1946, considered as representative year in AM broadcasting, which then showed profit of \$14,869,000.

The 1946 profit rate would be applied to total assets at end of 1949, which committee thinks would give true credit base. To qualify under proposed formula, telecaster must show that 30% of his gross revenue in December 1950 came from TV. As alternative proposal, Secy. of Treasury would be entrusted to determine telecasting industry's 1946 rate of return as the tax base.

Committeemen are: Dwight Martin, Crosley, vice chairman; Clair McCollough, WGAL-TV & WDEL-TV; Campbell Arnoux, WTAR-TV; Frank M. Russell, NBC; Earl H. Gammons, CBS; Donald W. Thornburgh, WCAU-TV; John Poole, Fort Industry tax counsel. Committee counsel is Lovell H. Parker, ex-chief of staff, Joint Committee on Internal Revenue Taxation.

Blistering indictment of televised Congressional hearings as "new form of public inquisition" bordering on "mob justice" comes from Thurman Arnold, ex-asst. Attorney General and former Federal judge, in June *Atlantic Monthly*. Arnold says TV makes probe "more of a trial than an attempt to obtain information for legislative action," and thereby (a) distorts govt. objectives by making the most dramatic issues appear to be most important ones; (b) nullifies basic judicial traditions that trial must not be publicity device and must protect the innocent even at cost of letting the guilty escape. Meanwhile, one of the stars of the Kefauver hearings, Rudolph Halley, former chief committee counsel, predicted that the TV audience which viewed the Kefauver hearings will sway this year's elections, presumably in his favor. He's Liberal Party candidate for president of New York City Council.

Dismissal of charges of bias in handling of newscasts leveled by FCC against G. A. (Dick) Richards stations (KMPC, Los Angeles; WJR, Detroit; WGAR, Cleveland) was recommended June 14 by FCC Examiner Cunningham. Death of Richards (Vol. 7:22) renders questions of Mr. Richards' eligibility as a broadcaster moot, Cunningham held. It's believed FCC will affirm examiner's recommendations, but on June 15 Broadcast Bureau chief Plummer, general counsel Cottone and counsel Ford petitioned FCC that Cunningham's initial decision be remanded to him for "proper" decision in case on grounds he had no authority to dismiss.

Not only has Petrillo made deal with Republic for release of old films to TV (Vol. 7:23), but he also has signed Monogram Pictures and is negotiating with independent producer David O. Selznick. Petrillo revealed this in speech to AFM convention in New York last week. Republic has informed telecasters its films will be available in blocks of 13, 26 or 52 weeks, including such featured players as Gene Autry, Johnny Mack Brown, Bob Steele, Roy Rogers.

More community antenna installations (Vol. 7:2, 7, 11, 21), reportedly in operation or planned: Pikeville, Jenkins and Frankfort, Ky.

Digests of

Oppositions to Comments on TV Allocation Plan

For Digests of Comments on Proposed TV Allocation Plan, see Television Digest Supplements 72 & 72-A

Hearing Scheduled to be Conducted before FCC en banc Starting July 9, 1951; Docket No. 8736

For proposed rules and table of allocations, see TV Allocation Report issued by FCC March 22, 1951 and published in full text by Television Digest March 24, 1951

ALABAMA

- Giddens & Rester, Mobile (WKRG)—Opposes proposal of Lamar Life Insurance Co., Jackson, Miss., to substitute Channel 10 for 5 in Mobile. (George O. Sutton.)
- Pape Broadcasting Co., Mobile (WALA)—Opposes proposal of Tuscaloosa Broadcasting Co., Tuscaloosa, Ala., to assign Channel 8 to Tuscaloosa. (Dow, Lohnes & Albertson.)
- U of Alabama, University—Opposes proposal of Voice of Dixie Inc., Birmingham, Ala., to delete reserved Channel 7 from University and assign 2 to University or Tuscaloosa.

ARKANSAS

- Harold L. Sudbury, Blytheville (KLCN)—Opposes proposals of: (1) WREC Broadcasting Service and WMP5 Inc., Memphis, to assign Channel 3 to Memphis from Blytheville. (2) Allen B. DuMont Laboratories Inc., New York, which lists no uhf assignment for Blytheville. (Harry J. Daly.)

CALIFORNIA

- American Broadcasting Co. Inc., Los Angeles (KECA & KECA-TV)—Opposes proposals of: (1) Airfan Radio Corp. Ltd., Charles E. Salik and San Diego County Board of Education, San Diego, to assign Channel 6 or 12 to San Diego. (2) Television Broadcasting Co., San Diego, to assign 12 and 15 to San Diego. (3) Allen B. DuMont Laboratories Inc., New York, to assign 7 and 9 to Phoenix, Ariz., 13 to Yuma, 6 to San Diego, 7 to Mexicali and 12 to Tijuana. (Haley, McKenna & Wilkinson.)
- Earle C. Anthony Inc., Los Angeles (KFI & KFI-TV)—Opposes proposals of: (1) Radio KIST Inc., Santa Barbara, Cal., to assign Channel 8 to Santa Barbara; (2) Airfan Radio Corp., Television Broadcasting Co., and Charles E. Salik, San Diego, to assign 6 or 12 to San Diego from Tijuana, Mexico. (Caldwell-Rollo-Russell.)
- Monterey Radio-Television Co., Monterey (purchase of KMBY pending)—Opposes proposals of Salinas Broadcasting Co., Salinas, Cal.; Harmco Inc. and KCRA Inc., Sacramento, Cal.; KROW Inc., Oakland, Cal., to substitute uhf channel for Channel 8 in Monterey. (Dow, Lohnes & Albertson.)
- KCRA Inc. (KCRA), Harmco Inc. (KROY), Sacramento—Oppose proposals of following as in conflict with their comments: California Inland Broadcasting Co., Fresno; Monterey Radio-Television Co., Steven A. Cisler, Monterey; Tribune Building Co., KROW Inc., Oakland; Salinas Broadcasting Co., Salinas; Columbia Broadcasting System Inc., Television California, San Francisco; Keynon Brown, Reno, Nev. (Loucks, Zias, Young & Jansky.)
- Kennedy Broadcasting Co., San Diego (KFMB & KFMB-TV)—Opposes proposals of: (1) American Broadcasting Co., New York, to permit operation of KECA-TV, Los Angeles on Channel 7 with effective radiated power of 23 db and antenna height in excess of 500 ft. (2) Radio KIST Inc., Santa Barbara, to assign 8 to Santa Barbara. (Cohn & Marks.)
- Public Library, San Diego—Favors reservation of Channel 3 to San Diego for educational use.
- American Broadcasting Co. Inc., San Francisco (KGO & KGO-TV)—Opposes proposals of DuMont Laboratories Inc., New York, KARM, The George Harm Station and McClatchy Broadcasting Co., Fresno, to assign Channel 7 to Fresno. (Haley, McKenna & Wilkinson.)
- Chronicle Publishing Co., San Francisco (FM station KRON & KRON-TV)—Opposes proposals of: (1) Tribune Co., Oakland, to assign Channel 3 to Stockton, 4 to Reno. (2) Harmco Inc. and KCRA Inc., Sacramento, to assign 3 to Sacramento, 4 to Reno. (3) McClatchy Broadcasting Co., Sacramento, to assign 3 to Sacramento, 4 to Reno. (Krieger & Jorgensen.)
- San Jose Television Broadcasting Co., San Jose—Opposes proposal of Columbia Broadcasting System, New York, to delete Channel 11 from San Jose. (St. Clair, Connolly & Cerini and Wheat, May & Shannon.)
- McClatchy Broadcasting Co., Stockton (KWG)—Opposes proposals of: (1) Columbia Broadcasting System, New York, and Television California, San Francisco, to substitute Channel 6 for 13 in Stockton; (2) KROW Inc., Oakland, to substitute 8 for 13; (3) Tribune Bldg. Co. to substitute 3 for 13. (Dow, Lohnes & Albertson.)

- E. F. Pepper, Stockton (KGDM)—Opposes proposals of: (1) KROW Inc., Oakland, to substitute Channel 6, 8 or 58 for 13 in Stockton; (2) Television California, San Francisco, to substitute 6 for 13; (3) Tribune Bldg. Co., Oakland, to substitute 3 for 13; (4) Columbia Broadcasting System Inc., New York, to substitute 6 or uhf channel for 13. (Fisher, Wayland, Duvall & Southmayd.)
- Radio Diablo Inc., Stockton (KSBR-FM, San Bruno)—Opposes proposals of: (1) Television California, San Francisco; KROW Inc., Tribune Building Co., Oakland, Cal., and Columbia Broadcasting System, New York, to remove Channel 13 from Stockton; (2) Allen B. DuMont Laboratories, New York, to assign 12 to Monterey. (Loucks, Zias, Young & Jansky.)

Note: Following California educational institutions and organizations filed oppositions to proposals of KROW Inc., Oakland, Cal., and Columbia Broadcasting System Inc., New York, to classify Channel 9 for commercial use in San Francisco-Oakland: Acalanes Union High School, Canyon; State Dept. of Education, Sacramento; Campbell Union School District, Campbell; Castro Valley School District, Castro Valley; Contra Costa County Schools, Martinez; Hayward Elementary Schools, Hayward; Hayward Union High School District, Hayward; Irvington Elementary School, Irvington; Los Gatos Union High School, Los Gatos; Marin County Superintendent of Schools, San Rafael; Mt. Eden Elementary School, Mt. Eden; Oakland-San Francisco Bay Area Public Schools TV Council, Oakland; Piedmont Public Schools, Piedmont; Ravenswood Elementary School District, Palo Alto; Richmond Schools, Richmond; San Lorenzo Elementary Schools, San Lorenzo; San Mateo County Schools, Redwood City; San Rafael City Schools System, San Rafael; Sonoma County Schools, Santa Rosa; John Swett Union High School, Crockett; Walnut Creek School District, Walnut Creek.

COLORADO

- Northwestern Colorado Broadcasting Co., Craig (KRAI)—Favors, in part, proposals of Sen. Edwin C. Johnson; suggests alternatives where conflicts arise. (Fletcher & Midlen.)
- Board of Education, Denver—Opposes proposal of Sen. Edwin Johnson to classify Channel 6 for commercial use.
- Western Slope Broadcasting Co., Grand Junction (KFXJ)—Same as Northwestern Colorado Broadcasting Co., Craig, Colo.
- Uncompaghre Broadcasting Co., Montrose (KUBC)—Same as Northwestern Colorado Broadcasting Co., Craig, Colo.

CONNECTICUT

- Travelers Broadcasting Service Corp., Hartford (WTIC)—Opposes proposals of: (1) Columbia Broadcasting System, New York, to assign Channel 10 to Albany. (2) WTAG Inc., Worcester, Mass., to assign 12 to Worcester. (3) Hampden-Hampshire Corp., Holyoke, Mass., to assign 3 or 10 to Springfield-Holyoke. (4) Thames Broadcasting Corp., New London, Conn., to support FCC's assignment of 3 and 63 to New London. (5) Cherry & Webb, Providence, R. I., to support FCC's assignment of 10, 12, 16 & 22 to Providence. (6) Outlet Co., Providence, R. I., to support FCC's shift of WJAR-TV to 10 in Providence. (7) Matheson Radio Co., Boston, to assign 10 to Springfield. (8) Regional TV Corp., Springfield, Mass., to add 3 to Springfield. (9) Greylock Broadcasting Co., Pittsfield, Mass., to add 3 to Pittsfield. (10) Allen B. DuMont Laboratories, New York, for failure to add vhf and uhf channels to Hartford, for assignment of 3 & 10 to Albany-Schenectady-Troy. (11) Elm City Broadcasting Corp., New Haven, Conn., to support FCC's Connecticut allocations. (12) Brockway Co. to substitute 8 for 7 in Montreal-Verdun. (Caldwell-Rollo-Russell.)
- Elm City Broadcasting Corp., New Haven (WNHC & WNHC-TV)—Opposes proposals of: (1) American Broadcasting Co. and General Teleradio Inc., New York, to increase power without reference to adjacent-channel interference. (2) Pennsylvania Broadcasting Co. and Chamber of Commerce, Philadelphia, to substitute Channel 8 for 7 in Wilmington. (Fisher, Wayland, Duvall & Southmayd.)
- WAVZ Broadcasting Corp., New Haven (WAVZ)—Opposes proposal of Hartford Times Inc., Hartford, Conn., to substitute Channel 75 for 59 in New Haven. (Greenbaum, Wolf & Ernst.)

DISTRICT OF COLUMBIA

Joint Committee on Educational Television, Washington—Opposes: (1) Petition of Federal Communications Bar Assn. (2) Proposal of Columbia Broadcasting System Inc., New York, to substitute uhf for vhf for educational use in Chicago, San Francisco and Boston. (3) NARTEB's comments. (4) Proposal of Allen B. DuMont Laboratories Inc., to eliminate channel reservations. (Telford Taylor, Seymour Krieger.)

National Assn. of Radio & Television Broadcasters, Television Board, Washington—Requests permission to participate in hearing in respect to assignment of 470-500 mc and issue of educational reservations in specific communities. (Thad H. Brown Jr.)

WTOP Inc., Washington (WTOP & WTOP-TV)—Opposes comment of Joint Committee on Educational Television, Washington, D. C., if it is construed to raise any question of reserving Channel 9 for non-commercial use in Washington. (Covington & Burling.)

FLORIDA

City of Jacksonville, Jacksonville (WJAX)—Opposes proposal of Central Florida Broadcasting Co., Orlando, to assign Channel 2 to Orlando, 11 to Daytona Beach. (Dow, Lohnes & Albertson.)

Dade County Board of Public Instruction, Miami—Opposes proposal of Fort Industry Co., Miami, to reclassify Channel 2 to commercial use. (Vernon Bronson.)

Fort Industry, Miami (WGBS)—Opposes proposals of: (1) Allen B. DuMont Laboratories Inc., New York, on grounds not enough vhf channels to Florida. (2) Gore Publishing Co. to assign Channel 9 to Ft. Lauderdale. (Dow, Lohnes & Albertson.)

Miami Broadcasting Co., Miami (WQAM)—Opposes proposal of Gore Publishing Co., Ft. Lauderdale, Fla., to assign Channel 9 to Ft. Lauderdale, 13 to Miami, interchange 11 & 12 between West Palm Beach & Ft. Myers. (Loucks, Zias, Young & Jansky.)

Orlando Broadcasting Co., Orlando (WDBO)—Opposes proposal of Allen B. DuMont Laboratories, New York, to substitute Channel 5 for 6, 9, 18 & 24 in Orlando area. (George O. Sutton.)

Pinellas Broadcasting Co., St. Petersburg (WTSP)—Opposes proposals of Tampa Times Co. and The Tribune Co., Tampa objecting to educational reservation. (Miller & Schroeder.)

Pinellas County School System, St. Petersburg—Opposes proposals of Tampa Times Co. and Tribune Co., Tampa, to classify Channel 3 for commercial use.

Hillsborough County School System, Tampa—Opposes proposals of Tampa Times Co. and Tribune Co., Tampa, to classify Channel 3 for commercial use.

Tribune Co., Tampa (WFLA)—Opposes proposal of Jacksonville Broadcasting Corp., Jacksonville, Fla., to assign Channel 10 to Jacksonville. (Segal, Smith & Hennessey.)

Ken-Sell Inc., West Palm Beach (WIRK)—Opposes proposals of: (1) Fort Industry Co., Miami, to delete Channel 5 or 5 & 12 from West Palm Beach; (2) Allen B. DuMont Laboratories Inc., New York, to substitute 13 for 5 & 12 there. (Fletcher & Midlen.)

WJNO Inc., West Palm Beach (WJNO)—Opposes proposals of: (1) Isle of Dreams Broadcasting Co., Miami, to substitute Channels 11 & 13 for 5 & 12 in West Palm Beach; (2) Fort Industry Co., Miami, to substitute 11 for 12 or delete 5 & 12 or substitute a uhf channel for 12 in West Palm Beach; (3) Allen B. DuMont Laboratories, New York, to substitute 13 for 5 & 7 in West Palm Beach. (Hogan & Hartson.)

GEORGIA

Broadcasting Inc., Atlanta (purchase of facilities of WSB-TV, Atlanta, pending FCC approval)—Opposes proposal of Radio Athens Inc., Athens, Ga., to assign Channel 11 to Athens. (Spearman & Roberson.)

Fort Industry Co., Atlanta (WAGA & WAGA-TV)—Opposes proposal of WHUB Inc., Cookeville, Tenn., to assign 5 to Cookeville. (Dow, Lohnes & Albertson.)

Radio Augusta Inc., Augusta (WRDW)—Opposes proposal of Broadcasting Co. of the South and Inter-City Advertising Co., Charlotte, N. C., to substitute Channel 7 for 6 in Augusta. (Pierson & Ball.)

ILLINOIS

WCNT Inc., Centralia (WCNT)—Opposes proposals of following to delete Channel 2 from Centralia: Peoria Broadcasting Co., Peoria; Champaign News-Gazette Inc., Champaign; Allen B. DuMont Laboratories Inc., New York. (Caldwell-Rollo-Russell.)

Balaban & Katz Corp., Chicago (WBKB)—Opposes proposals of Peoria Broadcasting Co., Peoria, Ill., and Champaign News-Gazette Inc., Champaign, Ill., to substitute Channel 2 for 3 in Springfield, Ill., and proposal of Allen B. DuMont Laboratories, New York, to assign 4 to Springfield and require WBKB to remain on 4 in lieu of shifting to 2. (Hogan & Hartson.)

Johnson-Kennedy Radio Corp., Chicago (WIND)—Opposes proposals of: (1) Lake Broadcasting Co., Gary, Ind., to move Channel 11 from Chicago to Gary and classify 20 for educational use in Chicago. (2) Public Schools of Gary, to move 44 from Chicago to Gary for educational use. (3) Allen B. DuMont Laboratories Inc., New York, to reduce number of uhf channels in Chicago. (Pierson & Ball.)

Northern Illinois State Teachers College, De Kalb—Requests assignment of reserved channel to De Kalb. (Krieger & Jorgensen.)

City Council of Marshall—Opposes proposal to delete Channel 10 from Terre Haute, Ind. (Emory Bloodworth, mayor.)

Rock Island Broadcasting Co., Rock Island (WHBF & WHBF-TV)—Opposes proposal of Independent Broadcasting Co., Des Moines, to assign Channel 4 to Des Moines. (Dow, Lohnes & Albertson.)

Rockford Broadcasters Inc., Rockford (WROK)—Opposes proposals of Columbia Broadcasting System, New York, and L. B. Wilson Inc., Cincinnati, O., to delete Channel 13 from Rockford. (Dow, Lohnes & Albertson.)

Sangamon Valley Television Corp., Springfield—Opposes proposals of: (1) Peoria Broadcasting Co., Peoria, Ill., and Champaign News-Gazette Inc., Champaign, Ill., to substitute Channel 2 for 3 in Springfield; (2) Allen B. DuMont Laboratories, New York, to assign 4 to Springfield and Chicago. (Hogan & Hartson.)

U of Illinois, Urbana (WILL)—Opposes proposals of: (1) West Central Broadcasting Co., Peoria, to move Channel 12 from Urbana to Peoria. (2) Columbia Broadcasting System, New York, to move 12 to Rockford. (3) L. B. Wilson Inc., Cincinnati, and Peoria Broadcasting Co., Peoria, to substitute 3 for 12 in Urbana. (4) Quad-City Broadcasting Corp., Moline, Ill., to assign 13 to Springfield, Ill. (Telford Taylor.)

INDIANA

Evansville Television Inc., Evansville—Opposes proposal of Quad-City Broadcasting Corp., Moline, Ill., to substitute Channel 5 for 7 in Evansville. (Barnes & Neilson.)

Lake Broadcasting Co. Inc., Gary (WWCA)—Opposes proposals of Allen B. DuMont Laboratories Inc., Columbia Broadcasting System Inc., New York, and Southern Illinois U, Carbondale, Ill., as would preclude assignment of Channel 11 to Gary. (Haley, McKenna & Wilkinson.)

William H. Block Co., Indianapolis—Opposes proposals of: (1) Logansport Broadcasting Corp., Logansport, Ind., to assign Channel 10 to Logansport. (2) Owensboro On The Air Inc., Owensboro, Ky., to assign 10 to Owensboro. (3) Ohio State U, Columbus, O., to delete 13 from Indianapolis, 12 from Clarksburg, W. Va., 13 from Huntington, W. Va. and to assign 12 to Columbus, O. and Cumberland, Md. (4) L. B. Wilson Inc., Cincinnati, O., to delete 13 from Indianapolis. (5) Columbia Broadcasting System Inc., New York, to delete 13 from Indianapolis. (6) Southern Illinois U, Carbondale, Ill., to delete 6 from Indianapolis and assignment of 10 to Carbondale as educational. (Caldwell-Rollo-Russell.)

Crosley Broadcasting Corp., Indianapolis—See Crosley Broadcasting Corp., Cincinnati, O.

Indianapolis Broadcasting Inc., Indianapolis (WIRE)—Opposes proposals of: (1) Columbia Broadcasting System Inc., New York, to substitute Channel 64 for 13 in Indianapolis or duplicate 13 in Indianapolis and Chicago. (2) Ohio State U, Columbus, O., to delete 13 from Indianapolis. (3) L. B. Wilson Inc., Cincinnati, O., to substitute 10 or 12 for 13 in Indianapolis. (Pierson & Ball.)

Radio Indianapolis Inc., Indianapolis (WXLW)—Opposes proposals of: (1) Ohio State U, Columbus, O., and Columbia Broadcasting System Inc., New York, to delete Channel 13 from Indianapolis. (2) L. B. Wilson Inc., Cincinnati, O., to assign 23 to Muncie, Ind. (Miller & Schroeder.)

Universal Broadcasting Co. Inc., Indianapolis (WISH)—Opposes proposals of: (1) Columbia Broadcasting System, New York, to substitute Channel 64 for 13 in Indianapolis. (2) Ohio State U, Columbus, O., to delete 13 from Indianapolis. (Segal, Smith & Hennessey.)

WFBM Inc., Indianapolis (WFBM & WFBM-TV)—Opposes proposals of L. B. Wilson Inc., Cincinnati, O., and Southern Illinois U, Carbondale, Ill., to delete Channel 6 from Indianapolis and shift WFBM-TV to 4. (Dempsey & Koplovitz.)

Wabash Valley Broadcasting Corp., Terre Haute (WTHI)—Opposes proposals of: (1) William H. Block Co. and WIBC Inc., Indianapolis; Logansport Broadcasting Corp., Logansport, Ind.; Owensboro On The Air Inc., Owensboro, Ky., and L. B. Wilson Inc., Cincinnati, O., to delete Channel 10 from Terre Haute. (2) L. B. Wilson Inc. to assign 13 to Cincinnati & Terre Haute. (Haley, McKenna & Wilkinson.)

IOWA

Iowa State College of Agriculture & Mechanic Arts, Ames (WOI & WOI-TV)—Opposes proposals of: (1) Telegraph Herald, Dubuque, to assign Channel 5 to Dubuque, and Northwest Broadcasting Co., Fort Dodge, to assign 5 to Vermillion, S. D. (2) Central Broadcasting Co.; Cowles Broadcasting Co.; Murphy Broadcasting Co., Des Moines, to classify 5 in Ames as educational. (Cohn & Marks.)

Gazette Co., Cedar Rapids (KCRG)—Opposes proposals of: (1) Quad-City Broadcasting Corp., Moline, Ill., to assign Channel 10 to Davenport-Rock Island-Moline-East Moline. (2) Peoria Broadcasting Co. and West Central Broadcasting Co., Peoria, Ill., to assign 12 to Peoria. (3) Black Hawk Broadcasting Co., Waterloo, Iowa, to assign 12 to Waterloo. (4) KNUJ Inc., New Ulm, Minn., to assign 3 to New Ulm. (5) Davenport Broadcasting Co., Davenport, Ia., to assign 11 to Iowa City. (6) Columbia Broadcasting System, New York, to assign 12 to Rockford, Ill. (7) Allen B. DuMont Laboratories, New York, to delete 12 from Cedar Rapids. (Caldwell-Rollo-Russell.)

Central Broadcasting Co., Davenport (WOC & WOC-TV)—Opposes proposals of: (1) Columbia Broadcasting System, New York; Wisconsin Broadcasting System and Hearst Radio Inc., Milwaukee, Wis., to assign Channel 6 to Milwaukee. (2) Telegraph Herald Co., Dubuque, Ia., to assign 5 to Dubuque. (Dow, Lohnes & Albertson.)

Davenport Broadcasting Co., Davenport (KSTT)—Opposes proposals of following as in conflict with its comments: Gazette Co., Cedar Rapids; Cowles Broadcasting Co., Murphy Broadcasting Co., Independent Broadcasting Co., Central Broadcasting Co., Des Moines; Telegraph Herald, Dubuque; State University of Iowa, Iowa City; Black Hawk Broadcasting Co., Waterloo; Keokuk Broadcasting Co., Keokuk; Southern Illinois University, Carbondale; Champaign News-Gazette Inc., Champaign; Peoria Broadcasting Co., Peoria; Quad-City Broadcasting Corp., Moline, Ill. (Loucks, Zias, Young & Jansky.)

Central Broadcasting Co., Des Moines (WHO)—Opposes proposal of Davenport Broadcasting Co., Davenport, Ia., to assign Channel 11 to Iowa City. (Dow, Lohnes & Albertson.)

Cowles Broadcasting Co., Des Moines (KRNT)—Opposes proposal of Davenport Broadcasting Co. Inc., Davenport, Ia., to move Channel 11 from Des Moines to Iowa City. (Segal, Smith & Hennessey.)

Independent Broadcasting Co., Des Moines (KIOA)—Opposes proposal of: (1) Davenport Broadcasting Co., Davenport, Ia., to assign Channel 11 to Iowa City for educational use. (2) Telegraph Herald, Dubuque, Ia., to assign 11 to Dubuque. (Pierson & Ball.)

IOWA—Continued

Northwest Broadcasting Co., Fort Dodge (KVFD)—Opposes proposals of: (1) Independent Broadcasting Co., Des Moines, to assign Channel 4 to Des Moines and to Vermillion, S. D. (2) Gazette Co., Cedar Rapids, to assign 3 to Mason City. (3) Black Hawk Broadcasting Co., Waterloo, to assign 3 to Mason City. (4) Southern Minnesota Supply Co., Mankato, Minn., to assign 3 to Mason City. (5) Champaign News Gazette, Champaign, Ill., and Quad City Broadcasting Corp., Moline, Ill., to assign 3 to Mason City and 12 to Iowa City. (6) Allen B. DuMont Laboratories Inc., New York, to assign 4 to Amcs. (Fisher, Wayland, Duvall & Southmayd.)

Keokuk Broadcasting Co., Keokuk (KOKX)—Opposes proposals of: (1) Quad-City Broadcasting Corp., Moline, Ill., to remove Channel 10 from Keokuk. (2) Allen B. DuMont Laboratories, New York, for failure to allocate channel to Keokuk. (George O. Sutton.)

Black Hawk Broadcasting Co., Waterloo (KWWL)—Opposes proposals of: (1) Gazette Co., Cedar Rapids to assign Channel 12 to Cedar Rapids. (2) Quad-City Broadcasting Corp., Moline, Ill. (3) Champaign News-Gazette Inc., Champaign, Ill., to assign 12 to Iowa City. (4) Southern Minnesota Supply Co., Mankato, Minn., to assign 12 to Mankato. (5) Northwest Broadcasting Co., Fort Dodge, to assign 4 to Fort Dodge. (6) Columbia Broadcasting System, New York, to assign 12 to Rockford, Ill., and 6 to Milwaukee. (Roberts & McInnis.)

KANSAS

U of Kansas, Lawrence—Opposes assignment of Channel 11 to commercial use in Kansas City, proposed by Midland Broadcasting Co., KCMO Broadcasting Co. and WHB Broadcasting Co., Kansas City, Mo.

Pittsburg Broadcasting Co., Pittsburg (KOAM)—Opposes proposals of Quad-City Broadcasting Corp., Moline, Ill., Midland Broadcasting Co. and WHB Broadcasting Co. to substitute Channel 12 for 7 in Pittsburg. (George O. Sutton.)

KFBI Inc. (KFBI) and Taylor Radio & Television Corp. (KANS), Wichita—Withdraw comments. (Dow, Lohnes & Albertson.)

KENTUCKY

Ashland Broadcasting Co., Ashland (WCMI)—Opposes proposals of Ohio State U, Columbus, O., and Allen B. DuMont Laboratories Inc. to delete Channel 13 from Huntington, W. Va. (Dempsey & Koplovitz.)

Board of Education and Louisville Free Public Library, Louisville—Opposes proposal of Radio Kentucky Inc., Louisville, to classify Channel 15 for commercial use.

WHAS Inc., Louisville (WHAS & WHAS-TV)—Opposes proposals of: (1) L. B. Wilson Inc., Cincinnati, to assign Channel 13 to Cincinnati. (2) Southern Illinois U, Carbondale, Ill., to assign 10 to Louisville. (Miller & Schroeder.)

LOUISIANA

Loyola University, New Orleans (WVL)—Opposes proposal of: (1) Baton Rouge Broadcasting Co., Baton Rouge, to substitute Channel 11 for 9 in Hattiesburg, Miss. (2) Deep South Broadcasting Co., Montgomery, Ala., to assign 11 to Biloxi, Miss. (3) Charles W. Lamar Jr., Houma, La., to assign 12 to Houma. (Segal, Smith & Hennessey.)

Orleans Parish School Board, New Orleans—Opposes comments of Loyola U, New Orleans, questioning legality of educational channel reservations.

International Broadcasting Corp., Shreveport (KWKH)—Opposes proposal of Allen B. DuMont Laboratories Inc., New York, to assign Channels 3 & 7 to Shreveport, 3 to Little Rock, Ark., 4 to Texarkana, Tex. (Fly, Shuebruk & Blume.)

Radio Station KTBS Inc., Shreveport (KTBS)—Opposes proposals of South Texas Television Co., KTRH Broadcasting Co. and Shamrock Broadcasting Co., Houston, to assign Channel 12 to Port Arthur, Tex. (Spearman & Roberson.)

MAINE

Lewiston-Auburn Broadcasting Corp., Lewiston (WLAM)—Opposes proposals of Greylock Broadcasting Co., Pittsfield, Mass., Travelers Broadcasting Service Corp. and Hartford Times Inc., Hartford, Conn., Regional TV Corp., Springfield, Mass., and Hampden-Hampshire Corp., Holyoke, Mass., to substitute Channel 3 for 8 in Lewiston. (Dempsey & Koplovitz.)

MARYLAND

A. S. Abell Co., Baltimore (WMAR-TV)—Opposes proposals of the following to assign Channel 2 to Norfolk-Portsmouth: Hampton Roads Broadcasting Co., Newport News, Va.; WTAR Radio Corp., Norfolk, Va.; Allen B. DuMont Laboratories, New York, N. Y. (Hogan & Hartson.)

Icarst Radio Inc., Baltimore (WBAL & WBAL-TV)—Opposes proposal of Allen B. DuMont Laboratories Inc., as it affects Wilmington, Del. (Dempsey & Koplovitz.)

MASSACHUSETTS

Cowles Broadcasting Co., Boston (WCOP)—Opposes proposal of Enterprise Publishing Co., Brockton, Mass., to move Channel 5 from Boston to Brockton. (Segal, Smith & Hennessey.)

Matheson Radio Co. Inc., Boston (WHDH)—Opposes proposal of: (1) Hartford Times Inc., Hartford, Conn., to assign Channel 59 to Hartford. (2) Enterprise Publishing Co., Brockton, Mass., to move 5 from Boston to Brockton. (Dempsey & Koplovitz.)

Greylock Broadcasting Co., Pittsfield (WBRK)—Opposes proposals of: (1) Hampden-Hampshire Corp., Holyoke and Regional TV Corp., Springfield, to assign Channel 3 to Springfield-Holyoke. (2) Travelers Broadcasting Service Corp. and Hartford Times Inc., Hartford, Conn., to assign 3 to Hartford. (3) Thames Broadcasting Corp., New London, Conn., to assign 3 to New London. (4) Allen B. DuMont Laboratories Inc., New York, to assign 3 to Albany-Schenectady-Troy, N. Y. (5) Buffalo Courier Express Inc., WGR Broadcasting Corp. and WKBW Inc., Buffalo to assign 3 to Owen Sound, Ontario. (6) Cornell U, Ithaca, N. Y., to assign 3 to Ithaca. (Haley, McKenna & Wilkinson.)

Regional TV Corp., Springfield—Opposes proposals of following in conflict with its comments: Greylock Broadcasting Co., Pittsfield; Travelers Broadcasting Service Corp., Hartford Times Inc., Hartford, Conn.; Thames Broadcasting Corp., New London, Conn.; Columbia Broadcasting System Inc., Boston; Brockway Co., New York. (Loucks, Zias, Young & Jansky.)

WTAG Inc., Worcester (WTAG)—Opposes proposals of following to assign Channel 12 to Providence: Matheson Radio Co., Boston; Travelers Broadcasting Service Corp., Hartford, Conn.; Hampden-Hampshire Corp., Holyoke, Mass.; Columbia Broadcasting System, New York; Allen B. DuMont Laboratories, New York; Cherry & Webb, Providence, R. I. Also opposes alternative CBS proposals to assign 12 to Manchester, N. H., 11 & 13 to Providence. (Hogan & Hartson.)

MICHIGAN

Adrian Broadcasting Co., Adrian (WABJ)—Opposes proposals of: (1) Wayne U and Detroit Board of Education to delete Channel 12 from Flint. (2) Allen B. DuMont Laboratories Inc., New York, to delete 13 from Toledo. (Arnold, Fortas & Porter.)

Evening News Assn., Detroit (WWJ & WWJ-TV)—Opposes proposal of Allen B. DuMont Laboratories, New York, to delete Channel 4 from Detroit, requiring shift of WWJ-TV to either 6 or 7. (Barnes & Neilson.)

WJR, The Goodwill Station Inc., Detroit (WJR)—Opposes proposals of following to assign Channel 10 to respective cities unless otherwise specified: Michigan State College, East Lansing; Trebit Corp., Flint; Quad-City Broadcasting Co., Moline, Ill. (for Grand Rapids); Logansport Broadcasting Corp., Logansport, Ind.; Twin-Valley Broadcasting Co., Coldwater, Mich. Also opposes proposals of Music Broadcasting Co., Grand Rapids, to assign 6 to Grand Rapids; Saginaw Broadcasting Co., Saginaw, to assign 19 to Saginaw; Allen B. DuMont Laboratories Inc. to assign 23 to Detroit. (Caldwell-Rollo-Russell.)

Michigan State College, East Lansing—Opposes proposals of: (1) WJR, The Goodwill Station Inc., Detroit, and Allen B. DuMont Laboratories Inc., New York, to substitute Channel 6 for 10 in Lansing. (2) Twin Valley Broadcasters Inc., Coldwater, Mich., to assign 10 to Coldwater. (3) Trebit Corp., Flint, Mich., to assign 10 to Flint. (4) Logansport Broadcasting Corp., Logansport, Ind., and Owensboro on the Air Inc., Owensboro, Ky., to assign 10 to Logansport. (5) Quad-City Broadcasting Corp., Moline, Ill., to substitute 10 for 8 at Grand Rapids. (Barnes & Neilson.)

Delta Broadcasting Co., Escanaba (WDBC)—Opposes proposals of: (1) Allen B. DuMont Laboratories, New York, because it would prevent use of Channel 3 at Escanaba. (2) Music Broadcasting Co., Grand Rapids, Mich., to substitute 5 for 6 in Lansing. (Loucks, Zias, Young & Jansky.)

Booth Radio & Television Stations Inc., Flint (WBBC)—Opposes proposals of: (1) Wayne U, Detroit Board of Education and Bay City Public Schools to assign Channel 12 to Bay City and classify it as educational. (2) Saginaw Broadcasting Co., Saginaw, Mich., to assign 28 to Saginaw. (3) Michigan State College, East Lansing, to reclassify 10 as educational. (Caldwell-Rollo-Russell.)

Trebit Corp., Flint (WFDF)—Opposes proposals of: (1) Booth Radio Stations, Detroit, to assign Channel 9 to Detroit. (2) Twin Valley Broadcasters Inc., Coldwater, Mich., to assign 10 to Coldwater. (3) Quad-City Broadcasting Corp., Moline, Ill., to assign 10 to Grand Rapids. (5) WJR, The Goodwill Station Inc., to assign 10 to Lansing. (6) Cleveland Broadcasting Co., United Broadcasting Co., WGAR Broadcasting Co., WJW Inc., Cleveland, O., to assign 65 to Cleveland. (7) Wayne U and Detroit Board of Education to assign 11 to Detroit, move 12 from Flint to Saginaw. (8) Allen B. DuMont Laboratories Inc. to delete 12 from Flint, assign 9 to Saginaw. (Dempsey & Koplovitz.)

Music Broadcasting Co., Grand Rapids (WGRD)—Objects to proposals of: (1) Indiana Technical College, Fort Wayne, Ind., to assign Channel 5 to Fort Wayne. (2) Bay City Broadcasting Co., Bay City, Mich., to assign Channel 5 to Bay City. (3) Delta Broadcasting Co., Escanaba, Mich., to assign 5 to Essexville, Mich., and retention of 6 at Green Bay, Wis. (4) Green Bay Newspaper Co., Green Bay, to retain 6 in Green Bay. (5) Allen B. DuMont Laboratories Inc., New York, to assign 6 to Detroit, 4 to Mt. Pleasant, 5 to Bay City, 2 to Traverse City, 6 to Milwaukee, 2 to Wasau, Wis. (6) WJR, The Goodwill Station Inc. and Booth Radio Stations, Detroit, to assign 6 to Detroit. (7) Milwaukee Broadcasting Co. and Hearst Radio Inc., Milwaukee, to assign 6 to Milwaukee. (10) Quad-City Broadcasting Corp., Moline, Ill., to assign 7 to Iron Mountain, Mich. (Cohn & Marks.)

Fetzer Broadcasting Co., Kalamazoo (WKZO & WKZO-TV)—Opposes proposal of Allen B. DuMont Laboratories, New York, to substitute Channel 12 for 3 in Kalamazoo. (Dow, Lohnes & Albertson.)

WJIM Inc., Lansing (WJIM & WJIM-TV)—Opposes proposals of: (1) Allen B. DuMont Laboratories Inc., New York, to assign Channel 10 in lieu of 6 to Lansing. (2) WJR, The Goodwill Station Inc., Detroit, to assign 10 in lieu of 6 to Lansing. (3) Booth Radio Stations Inc., Detroit, to assign 5 in lieu of 6 in Lansing. (4) Wisconsin Broadcasting System, Hearst Radio Inc., Milwaukee Broadcasting Co., Milwaukee, to assign 6 to Milwaukee. (5) Bay Broadcasting Co., Bay City, to assign 5 to Bay City. (6) Columbia Broadcasting System Inc., New York, to assign 6 to Milwaukee. (7) Music Publishing Co., Grand Rapids, to assign 10 in lieu of 6 to Lansing. (Fly, Shuebruk & Blume.)

MINNESOTA

Cedar Valley Broadcasting Co. Inc., Austin (KAUS)—Opposes proposal of Quad-City Broadcasting Corp., Moline, Ill., to substitute Channel 6 for 10 in Austin. (Harry J. Daly.)

Independent Broadcasting Co., Minneapolis (WLOL)—Opposes proposal of Southern Minnesota Supply Co., Mankato, Minn., to assign Channel 12 to Mankato. (Pierson & Ball.)

City of St. Paul, Public Library, Department of Education, St. Paul—Opposes proposal of College of St. Thomas, St. Paul, to reclassify Channel 2 for commercial use.

MISSISSIPPI

Meridian Broadcasting Co., Meridian (WTOK)—Opposes deletion of vhf channel in Meridian, proposed by Voice of Dixie Inc. and Johnston Broadcasting Co., Birmingham, Ala., Deep South Broadcasting Co., Montgomery, Ala., and Tuscaloosa Broadcasting Co., Tuscaloosa, Ala. (Robert F. Wright.)

MISSOURI

KFRU Inc., Columbia (KFRU)—Opposes request of U of Missouri to be permitted to commercialize up to 50% of broadcast day on reserved Channel 9. (George O. Sutton.)

Courier-Post Publishing Co., Hannibal (KHMO)—Opposes proposals of: (1) Keokuk Broadcasting Co., Keokuk, Ia., and Allen B. DuMont Laboratories Inc., New York, to delete Channel 7 from Hannibal. (2) Midland Broadcasting Co., KCMO Broadcasting Co. and WHB Broadcasting Co., Kansas City, Mo., to move 7 from Pittsburg, Kan., to Kansas City. (Hanson, Lovett & Dale.)

Four States Broadcasters Inc., Joplin (KFSB)—Opposes proposal of Midland Broadcasting Co. and WHB Broadcasting Co., Kansas City, Mo., to assign Channel 9 in lieu of 12 to Joplin. (Fisher, Wayland, Duvall & Southmayd.)

KFEQ Inc., St. Joseph (KFEQ)—Opposes proposals of: (1) Midland Broadcasting Co., WHB Broadcasting Co., Kansas City, Mo., and Quad-City Broadcasting Corp., Moline, Ill., to substitute Channel 9 for 2 in St. Joseph. (2) Allen B. DuMont Laboratories Inc., New York, to substitute 7 for 2 in St. Joseph. (Pierson & Ball.)

Pulitzer Publishing Co., St. Louis (KSD & KSD-TV)—Opposes proposal of Quad-City Broadcasting Corp., Moline, Ill., to delete Channel 5 from St. Louis, shift KSD-TV to 4. (Segal, Smith & Hennessey.)

Milton J. Hinlein, Sedalia (KDRO)—Opposes proposal of Quad-City Broadcasting Corp., Moline, Ill., to substitute Channel 10 for 6 in Sedalia. (Fisher, Wayland, Duvall & Southmayd.)

NEBRASKA

Lincoln Broadcasting Co., Lincoln (KLMS)—Opposes proposals of: (1) KFAB Broadcasting Co., Omaha to delete Channel 12 from Lincoln. (2) Allen B. DuMont Laboratories Inc., New York, to delete 10 & 12 from Lincoln, add 13. (Miller & Schroder.)

KFAB Broadcasting Co., Omaha (KFAB)—Opposes proposal of Midland Broadcasting Co., KCMO Broadcasting Co. and WHB Broadcasting Co., Kansas City, Mo., to assign Channel 7 to Kansas City. (Segal, Smith & Hennessey.)

NEW HAMPSHIRE

WKNE Corp., Keene (WKNE)—Opposes proposal of Allen B. DuMont Laboratories, to substitute Channel 60 for 45 in Keene. (Dow, Lohnes & Albertson.)

Grandview Inc., Manchester—Opposes proposal of Matheson Radio Co. to assign Channel 9 to Boston. (Roberts & McInnis.)

Radio Voice of New Hampshire Inc., Manchester (WMUR)—Opposes deletion of Channel 9 from Manchester, proposed by Matheson Radio Co., Boston; Allen B. DuMont Laboratories and Columbia Broadcasting System, New York. (Cumings, Stanley, Truitt & Cross.)

NEW JERSEY

Chanticleer Broadcasting Co., New Brunswick (WCTC)—Opposes proposal of State Dept. of Education to classify Channel 47 as educational. (Fletcher & Midlen.)

Neptune Broadcasting Corp., Atlantic City (WFPG)—Opposes proposal of Dept. of Education, Trenton, N. J., requesting classification of Channel 46 as educational. (Caldwell-Rollo-Russell.)

Trent Broadcasting Corp., Trenton (WTTM)—Opposes proposal of State Dept. of Education to classify Channel 41 for educational use. (Pierson & Ball.)

NEW YORK

Meredith Champlain Television Corp., Albany (WKKW; Meredith itself is operator of TV station WHEN, Syracuse)—Opposes proposal of Troy Broadcasting Co., Troy, N. Y., to assign Channel 62 to Oneonta, N. Y. (Haley, McKenna & Wilkinson.)

Binghamton Broadcasters Inc., Binghamton (WKOP)—Opposes assignment of Channel 12 to Philadelphia, proposed by Chamber of Commerce, City of Philadelphia, Pennsylvania Broadcasting Co., Daily News Television Co., Philadelphia. (Stephen Tuhy Jr.)

Clark Associates Inc., Binghamton (WBNF & WBNF-TV)—Opposes proposals of: (1) WAGE Inc. and Onondaga Radio Broadcasting Corp. to assign Channel 11 to Syracuse. (2) Daily News Television Co., Pennsylvania Broadcasting Co., City of Philadelphia, Chamber of Commerce, Philadelphia, to assign 12 to Philadelphia. (Bingham, Collins, Porter & Kistler.)

Buffalo Courier-Express Inc., WGR Broadcasting Corp. (WGR), WKBW Inc. (WKBW), Buffalo—Oppose proposals of: (1) Binghamton Broadcasters Inc., to assign Channel 7 to Binghamton. (2) Greylock Broadcasting Co., Pittsfield, Mass., to assign 3 to Pittsfield. (3) Corning Leader Inc., to assign 9 to Corning. (Caldwell-Rollo-Russell; Fisher, Wayland, Duval & Southmayd, and Fly, Shuebruk & Blume.)

WBEN Inc., Buffalo (WBEN & WBEN-TV)—Opposes proposal of Cornell U, Ithaca, N. Y., to substitute Channel 2 for 4 in Buffalo. (Spearman & Roberson.)

Corning Leader, Corning (WCLI)—Opposes proposal of Buffalo Courier-Express, WGR Broadcasting Corp. and WKBK Inc., Buffalo, N. Y., to assign Channel 9 to Buffalo. (Segal, Smith & Hennessey.)

American Broadcasting Co. Inc., New York (WJZ & WJZ-TV)—Opposes proposal of Binghamton Broadcasters Inc., Binghamton, N. Y., to assign Channel 7 to Binghamton. (Haley, McKenna & Wilkinson.)

American Broadcasting Co. Inc., New York (WJZ & WJZ-TV); WDEL Inc., Wilmington, Del. (WDEL & WDEL-TV); Evening Star Broadcasting Co. Inc., Washington, D. C. (WMAL & WMAL-TV)—Opposes Philadelphia Chamber of Commerce, City of Philadelphia, Daily News Television Co., Philadelphia, and Hearst Radio Inc., Baltimore, Md. objections to move WDEL-TV to Channel 12 from 7. (Haley, McKenna & Wilkinson; George O. Sutton and Hogan & Hartson.)

Bell Telephone Laboratories, New York—Opposes proposals of Allen B. DuMont Laboratories Inc., New York to assign band 470-500 mc. to television. (John W. Gepson.)

Allen B. DuMont Laboratories Inc., New York (WABD, New York; WTTG, Washington, D. C.; WDTV, Pittsburgh, Pa.)—Opposes educational channel reservations; asks clarification of legal status of allocation plan, by legislation, if necessary; submits vhf-uhf plan for all of U.S.; submits survey of educational institutions' preferences and intentions regarding station ownership and operation. (Roberts & McInnis.)

National Broadcasting Co., New York (WNBC & WNBT, New York; WRC & WNBW, Washington; WMAQ & WNBQ, Chicago; WTAM & WNBK, Cleveland; KNBC & KNEB, Los Angeles)—Opposes proposals of: (1) Indiana Technical College, Fort Wayne, Ind., to assign Channel 5 to Fort Wayne. (2) Telegraph Herald, Dubuque, Ia., to assign 5 to Dubuque. (3) Pennsylvania Broadcasting Co., Philadelphia, to retain 4 in Lancaster, Pa. (4) Radio Virginia Inc., Richmond, to share time, to equalize time allotments to national networks in cities with 2 or less TV stations. (Gustav B. Margraf, v.p. and general attorney.)

WPIX Inc., New York (TV station WPIX)—Opposes proposals of following to assign Channel 11 to cities indicated: Columbia Broadcasting System, New York (to Providence), Allen B. DuMont Laboratories Inc., New York (to Utica-Rome, N. Y.). Also opposes proposal of Bremer Broadcasting Corp., Newark, N. J., to delete Newark from New Jersey allocations, revise New York City listing to read "New York City-Northeastern New Jersey." (Caldwell-Rollo-Russell.)

Mid-Hudson Broadcasters Inc., Poughkeepsie (WEOK)—Opposes proposals of: (1) Dartmouth College, Hanover, N. H., to assign Channel 21 to Hanover. (2) Board of Regents of the University of the State of New York, Albany, N. Y., to classify 21 for educational use in Poughkeepsie. (Dow, Lohnes & Albertson.)

Stromberg-Carlson Co., Rochester (WHAM & WHAM-TV)—Opposes proposal of Greylock Broadcasting Co., Pittsfield, Mass., to substitute Channel 3 for 5 in Rochester. (Segal, Smith & Hennessey.)

Meredith Syracuse Television Corp., Syracuse (TV station WHEN)—Opposes proposals of: (1) Binghamton Broadcasters Inc., Binghamton, N. Y., to assign Channel 7 to Binghamton. (2) Buffalo Courier Express Inc., WGR Broadcasting Corp. and WKBW Inc., Buffalo, to assign 8 to Toronto, Canada. (3) Corning Leader Inc., Corning, N. Y., to assign 9 to Corning if it precludes utilization by WHEN of 200 kw. (Haley, McKenna & Wilkinson.)

Troy Broadcasting Co., Troy (WTRY)—Opposes proposal of Meredith-Champlain Television Corp., Albany, to assign Channel 62 to Watertown, N. Y. (Loucks, Zias, Young & Jansky.)

Brockway Co., Watertown (WVNY)—Opposes proposals of: (1) WAGE Inc. and Onondaga Radio Broadcasting Corp., Syracuse, to assign Channel 11 to Syracuse. (2) Cornell U, Ithaca, N. Y., to assign 5 to Syracuse. (Fisher, Wayland, Duvall & Southmayd.)

NORTH CAROLINA

High Point Enterprises Inc., High Point (WHPE)—Opposes proposals of: (1) Winston-Salem Broadcasting Co. and Piedmont Publishing Co., Winston-Salem, N. C., to assign Channel 6 to Winston-Salem. (2) Allen B. DuMont Laboratories Inc., New York, to assign 5 to Winston-Salem. (Harry J. Daly.)

WPTF Radio Co., Raleigh (WPTF)—Opposes proposals of: (1) Allen B. DuMont Laboratories, New York, to assign Channel 5 to Durham, 8 to Raleigh. (2) WSAZ Inc., Huntington, W. Va., to assign 5 to Chapel Hill, 4 to Raleigh. (Loucks, Zias, Young & Jansky.)

Winston-Salem Broadcasting Co., Winston-Salem (WTOB)—Opposes proposals of following to assign Channel 6 to respective cities: Joe L. Smith, Beckley, W. Va. and Daily Telegraph Printing Co., Princeton, W. Va. (Krieger & Joregensen.)

OHIO

Board of Education, Akron—Opposes proposal of Wooster Republican Printing Co., Wooster, Ohio, to assign reserved Channel 55 from Akron to commercial use in Wooster.

Summit Radio Corp., Akron (WAKR)—Opposes proposal of Wooster Republican Printing Co., Wooster, O., to delete Channel 55 from Akron. (Caldwell-Rollo-Russell.)

Tri-City Broadcasting Co., Bellaire—Opposes proposals of: (1) Allegheny Broadcasting Corp., WCAE Inc. and Westinghouse Radio Stations Inc., Pittsburgh, to delete Channel 9 from Wheeling. (2) WSTV Inc., Steubenville, O., to delete 7 or 9 from Wheeling. (3) Allen B. DuMont Laboratories Inc., New York, to assign 18, 39, 43 & 63 to Wheeling in lieu of 7, 9 & 57. (4) Pittsburgh Radio Supply House, Pittsburgh, to assign 16 to Wheeling in lieu of 9. (5) Washington Broadcasting Co., Washington, Pa., to assign 63 to Wheeling in lieu of 9. (Barnes & Neilson.)

Crosley Broadcasting Corp., Cincinnati (WLW-T, Cincinnati; WLW-D, Dayton; WLW-C, Columbus)—Opposes following: (1) For Cincinnati, proposal of Indiana Technical College, Ft. Wayne, Ind., to assign Channel 5 to Ft. Wayne. (2) For Dayton, proposal of Allen B. DuMont Laboratories, New York, to operate WLW-D on 5, assign 5 to Cleveland, 6 to Columbus. (3) For Columbus, proposals of: (a) Southern Illinois U, Carbondale, Ill.; WIBC Inc., Indianapolis; L. B. Wilson Inc., Cincinnati, to assign 4 to Indianapolis and Columbus; (b) Allen B. DuMont Laboratories, New York, to assign 3 in lieu of 4 to Columbus, 3 to Indianapolis; (c) Matta Broadcasting Co., Braddock, Pa., to assign 4 to Braddock; (d) Allegheny Broadcasting Corp., Pittsburgh Radio Supply House Inc., Westinghouse Radio Stations Inc., WWSW Inc., Pittsburgh, to assign 4 to Pittsburgh. (4) For Indianapolis, proposals of: (a) Columbia Broadcasting System, New York, to delete 13 from Indianapolis or assign 13 to both Indianapolis and Chicago; (b) Ohio State U, Columbus, to assign 13 to Columbus from Indianapolis. (5) For Toledo, proposals of: (a) Wayne University and Detroit Board of Education to assign 11 to Detroit from Toledo; (b) Allen B. DuMont Laboratories, New York, to delete 11 from Toledo. (Hogan & Hartson.)

OHIO—Continued

Radio Cincinnati Inc., Cincinnati (WKRC & WKRC-TV)—Opposes proposals of: (1) Allen B. DuMont Laboratories Inc., New York, to retain Channel 7 and 11 in Cincinnati. (2) L. B. Wilson Inc., Cincinnati, to assign 9 and 13 to Cincinnati, 7 to Dayton. (3) Ohio State U. Columbus, to assign 13 to Cincinnati. (4) Southeastern Ohio Broadcasting System Inc., Zanesville, O., and Shenandoah Valley Broadcasting Corp., Harrisonburg, Va., to assign 11 to Cincinnati. (Cohn & Marks.)

Cleveland Broadcasting Co. Inc. (WERE), United Broadcasting Co. (WIKI), WGAR Broadcasting Co. (WGAR), WJW Inc. (WJW), Cleveland—Oppose proposals of: (1) Trebit Corp., Flint, Mich., to assign Channel 10 to Flint. (2) WCAE Inc., Pittsburgh, Pa., to assign 16 to Washington, Pa. and 65 to Bellefontaine, O. (3) WBVP Inc., Beaver Falls, Pa., to assign 16 to Beaver Falls. (4) Pittsburgh Radio Supply House, Pittsburgh, to assign 16 to Wheeling, W. Va. (5) Allen B. DuMont Laboratories Inc., New York, for failing to provide competitive situation between vhf and uhf in Cleveland, and providing only 6 channels instead of 8 proposed by Cleveland applicants. (Caldwell-Rollo-Russell.)

Scripps-Howard Radio Inc., Cleveland (TV station WEWS)—Opposes proposals of: (1) Bay City Broadcasting Co., Bay City, Mich., to assign Channel 5 to Bay City. (2) L. B. Wilson, Inc., Cincinnati, O., to assign 5 to Clarksburg, W. Va. (3) Music Broadcasting Co., Grand Rapids, Mich., to assign 5 to Lansing. (Dempsey & Koplovitz.)

Crosley Broadcasting Corp., Columbus (WLW-C)—See Crosley Broadcasting Corp., Cincinnati, O.

Dispatch Printing Co., Columbus (WBNS & WBNS-TV)—Opposes proposals of: (1) William H. Block Co., Indianapolis, and L. B. Wilson Inc., Cincinnati, to assign Channel 10 to Indianapolis. (2) Twin Valley Broadcasters Inc., Coldwater, Mich., to assign 10 to Coldwater. (Dow, Lohnes & Albertson.)

Picture Waves Inc., Columbus (WTVN)—Opposes proposals of: (1) Booth Radio & Television Stations Inc. and WJR, The Goodwill Station, Detroit, to assign Channel 6 to Detroit. (2) Allen B. DuMont Laboratories Inc., New York, to assign 6 to Detroit, 5 to Dayton. (Fly, Shuebruk & Blume.)

Crosley Broadcasting Corp., Dayton (WLW-D)—See Crosley Broadcasting Corp., Cincinnati, O.

Miami Valley Broadcasting Corp., Dayton (WHIO & WHIO-TV)—Opposes proposal of Allen B. DuMont Laboratories, New York, to assign Channel 13 to Dayton and Toledo, Ohio, and Terre Haute, Ind. (Dow, Lohnes & Albertson.)

WSTV Inc., Steubenville (WSTV)—Opposes proposals of: (1) Allegheny Broadcasting Corp., Pittsburgh Radio Supply House Inc., WCAE Inc., Westinghouse Radio Stations Inc., Pittsburgh, to assign Channel 9 to Pittsburgh. (2) Washington Broadcasting Co., Washington, Pa., to assign 9 to Washington. (3) Fort Industry Co., Wheeling, W. Va., favoring FCC proposals for Wheeling. (4) Allen B. DuMont Laboratories Inc., New York, for failure to propose vhf channel to Steubenville. (Caldwell-Rollo-Russell.)

Community Broadcasting Co., Toledo (WTOL)—Opposes proposals of: (1) Allen B. DuMont Laboratories Inc., to delete Channel 13 from Toledo. (2) Wayne U and Detroit Board of Education to move 11 from Toledo to Detroit. (Pierson & Ball.)

Crosley Broadcasting Corp., Toledo—See Crosley Broadcasting Corp., Cincinnati, O.

Fort Industry Co., Toledo (WSPD & WSPD-TV)—Opposes proposal of Allen B. DuMont Laboratories, New York, to substitute Channel 11 for 13 in Toledo. (Dow, Lohnes & Albertson.)

Maumee Valley Broadcasting Co., Toledo—Opposes proposals of Wayne U and Detroit Board of Education, Detroit, to assign Channel 11 to Detroit and 12 to Saginaw. (Roberts & McInnis.)

Toledo Blade Co., Toledo—Opposes proposal of Wayne U and Detroit Board of Education to move Channel 11 from Toledo to Detroit. (Segal, Smith & Hennessey.)

OKLAHOMA

Oklahoma A & M College, Stillwater—Request channel be allocated to Stillwater for educational purposes. (Philip S. Donnell, v.p.)

Cameron Television Inc., Tulsa (KOTV)—Opposes proposals of KFBI Inc. and Taylor Radio & Television Corp., Wichita, Kan., to substitute Channel 11 for 6 in Tulsa. (Hogan & Hartson.)

All Oklahoma Broadcasting Co., Tulsa—Opposes proposals of: (1) WKY Radiophone Co., Oklahoma City, to assign Channels 4, 7 & 13 to Oklahoma City, 2, 6 & 9 to Tulsa, 11 to Muskogee. (2) Southwestern Publishing Co., Fort Smith, Ark., to assign Channel 8 to Fort Smith. (Fly, Shuebruk & Blume.)

OREGON

Central Willamette Broadcasting Co., Albany (KWIL)—Petitions for waiver of rules to permit filing of new proposal to provide 4 additional vhf channels to Washington and Oregon. (Fisher, Wayland, Duvall & Southmayd.)

PENNSYLVANIA

WBVP Inc., Beaver Falls (WBVP)—Opposes proposals of: (1) Cleveland Broadcasting Co., United Broadcasting Co., WGAR Broadcasting Co. and WJW Inc., Cleveland, O., to assign Channel 16 to Pittsburgh. (2) WCAE Inc., Pittsburgh, Pa., to assign 16 to Washington, Pa. (3) Pittsburgh Radio Supply House, Pittsburgh, to assign 16 to Wheeling, W. Va. (Segal, Smith & Hennessey.)

Tri-County Broadcasting Co., DuBois (WCED)—Opposes proposal of Cleveland Broadcasting Co., United Broadcasting Co., WGAR Broadcasting Co., WJW Inc., Cleveland, O., to substitute Channel 60 for 31 in DuBois. (Fisher, Wayland, Duvall & Southmayd.)

Ditspatch Inc., Erie (TV station WICU)—Opposes proposal of Presque Isle Broadcasting Co., that Channel 12 in Erie be reserved for educational use and WICU be shifted to uhf channel. (Fly, Shuebruk & Blume.)

Peoples Broadcasting Co., Lancaster (WLAN)—Opposes assignment of Channel 7 or 8 to Wilmington, Del., proposed by Pennsylvania Broadcasting Co., Chamber of Commerce, City of Philadelphia, Daily News Television Co., Philadelphia. (Stephen Tuhy Jr.)

WGAL Inc., Lancaster (WGAL & WGAL-TV)—Opposes proposal of Peoples Broadcasting Co., Lancaster, Pa., for competitive hearing with WGAL-TV for Channel 8; serves notice it will appear at hearing to support FCC proposals as they affect WGAL-TV and to oppose proposals of Easton Publishing Co., Easton, Pa., and Trent Broadcast Corp., Trenton, N. J., both of whom challenged legality of fixed allocation plan. (George O. Sutton.)

Lebanon Broadcasting Co., Lebanon (WLBR)—Opposes proposals of Eastern Radio Corp., Reading, to assign Channel 15 to Reading, 55 to Lebanon. (Miller & Schroeder.)

Board of Public Education, Philadelphia—Opposes proposals of Philadelphia Chamber of Commerce, City of Philadelphia, Daily News Television Co., and Pennsylvania Broadcasting Co. to assign Channel 12 to Philadelphia for commercial use. (Edward B. Soken.)

WCAE Inc., Pittsburgh (WCAE)—Opposes proposals of: (1) Tri-City Broadcasting, McKeesport, Pa., to assign Channel 7 to McKeesport. (2) Cleveland Broadcasting Co., United Broadcasting Co., WGAR Broadcasting Co., WJW Inc., Cleveland, O., to assign 16 to Pittsburgh. (3) Columbia Broadcasting System Inc., New York, to assign 64 to Indianapolis. (4) Washington Broadcasting Co., Washington, Pa., to assign 9 to Washington. (5) WBVP Inc., Beaver Falls, Pa., to assign 16 to Beaver Falls. (6) WSTV Inc., Steubenville, O., to assign 9 to Steubenville. (7) L. B. Wilson Inc., Cincinnati, to assign 63 to Steubenville. (Dempsey & Koplovitz.)

WWSW Inc., Pittsburgh (WWSW)—Opposes proposals of: (1) Matta Broadcasting Co., Braddock, Pa., to assign Channel 4 to Braddock. (2) Tri-City Broadcasting Co., McKeesport, Pa., to assign 13 to McKeesport. (Segal, Smith & Hennessey.)

RHODE ISLAND

Outlet Co., Providence (WJAR & WJAR-TV)—Opposes proposals, requiring its shift to Channel 12, by Columbia Broadcasting System, New York; Hampden-Hampshire Corp., Holyoke, Mass.; Travelers Broadcasting Service Corp., Hartford, Conn.; Matheson Radio Co., Boston, Mass.; WTAG Inc., Worcester, Mass., and Allen B. DuMont Laboratories Inc., New York. (Dow, Lohnes & Albertson.)

SOUTH CAROLINA

Broadcasting Co. of the South, Columbia (WIS)—Opposes proposals of: (1) Southeastern Broadcasting Co. and Middle Georgia Broadcasting Co., Macon, Ga., to assign Channel 7 to Macon. (2) Spartan Radiocasting Co., Spartanburg, S. C., to delete 7 from Columbia. (3) Allen B. DuMont Laboratories Inc., New York, to assign only 5 & 9 to Columbia. (Dow, Lohnes & Albertson.)

City of Columbia—Opposes proposals of: (1) Spartan Radiocasting Co., Spartanburg, S. C., to move Channel 7 to Spartanburg. (2) Southeastern Broadcasting Co. and Middle Georgia Broadcasting Co., Macon, Ga., to assign 7 to Macon. (3) Allen B. DuMont Laboratories Inc., New York, to assign 5 & 9 to Columbia in lieu of 7 & 10.

Marseco Broadcasting Co., Columbia (WMSC)—Opposes proposals of: (1) Southeastern Broadcasting Co. and Middle Georgia Broadcasting Co., Macon, Ga., to assign Channel 7 to Macon. (2) Spartan Radiocasting Co., Spartanburg, S. C., to assign 7 to Spartanburg from Columbia. (Hogan & Hartson.)

Palmetto Broadcasting Corp., Columbia (WNOK)—Opposes proposals of: (1) Spartan Radiocasting Co., Spartanburg, S. C., to delete Channel 7 from Columbia. (2) Southeastern Broadcasting Co. and Middle Georgia Broadcasting Co., Macon, Ga., to assign 7 to Macon. (3) Allen B. DuMont Laboratories Inc., New York, to assign 5 & 9 to Columbia in lieu of 7 & 10. (John F. Clagett.)

Greenville City Schools, Greenville—Opposes proposal of Bob Jones U, Greenville, S. C.

TENNESSEE

Tri-State Telecasting Corp., Chattanooga—Opposes proposal of Allen B. DuMont Laboratories, New York, to remove vhf channel from Chattanooga. (Loucks, Zias, Young & Jansky.)

WDOD Broadcasting Corp., Chattanooga (WDOD)—Opposes proposal of Allen B. DuMont Laboratories Inc., New York, to reduce number of vhf channels in Chattanooga. (Dow, Lohnes & Albertson.)

WJHL Inc., Johnson City (WJHL)—Opposes proposals of: (1) Radio Athens Inc., Athens, Ga., to assign Channel 11 to Athens. (2) Allen B. DuMont Laboratories Inc., New York, to assign 5 to Johnson City in lieu of 11. (Haley, McKenna & Wilkinson.)

Capitol Broadcasting Co., Nashville (WKDA)—Opposes proposal of WHUB Inc., Cookeville, Tenn., to assign Channel 5 to Cookeville. (Segal, Smith & Hennessey.)

WSM Inc., Nashville (WSM & WSM-TV)—Opposes proposal of Allen B. DuMont Laboratories Inc., New York, N. Y., because co-channel and adjacent-channel separation is less than FCC's proposals. (Caldwell-Rollo-Russell.)

TEXAS

Lufkin Amusement Co., Beaumont—Opposes proposals of: (1) KTRH Broadcasting Co. and Shamrock Broadcasting Co., Houston, to assign Channel 12 in lieu of 4 to Beaumont-Port Arthur, 4 in lieu of 11 to Galveston, 5 to Houston. (2) Allen B. DuMont Laboratories Inc., New York, to assign Channel 13 in lieu of 6 to Beaumont-Port Arthur, 4 to Monroe, La. (3) South Texas Television Co., Houston, to assign 12 in lieu of 4 to Beaumont-Port Arthur, 4 in lieu of 11 to Galveston, 5 to Houston. (Barnes & Neilson.)

Oil Belt Television Co., Breckenridge—Opposes proposal of Trinity Broadcasting Co., Oak Cliff, Tex., to assign Channel 7 to Dallas. (P. W. Seward.)

Brownsville Broadcasting Co., Brownsville (KBOR)—Opposes proposals of Harbenito Broadcasting Co., Harlingen, Tex., McAllen Television Co., McAllen, Tex., and Taylor Radio & Television Corp., Weslaco, Tex., to delete Channel 4 or 5 or both from Brownsville. (Fisher, Wayland, Duvall & Southmayd.)

Corpus Christi Broadcasting Co. Inc., Corpus Christi (KSIX)—Opposes proposals of FCC to delete Channels 3 & 8 from Corpus Christi. (Fisher, Wood & Burney, Corpus Christi.)

Houston Post Co., Houston (KPRC & KPRC-TV)—Opposes proposals for mileage separation on Channels 2 thru 6 and 7 thru 13 made by Loyola U, New Orleans; KTRH Broadcasting Co., Shamrock Broadcasting Co. and South Texas Television Co., Houston; WMPS Inc. and WREC Broadcasting Service, Memphis; Harbenito Broadcasting Co. Inc., Harlingen, Tex.; Lamar Life Insurance Co., Jackson, Miss.; Taylor Radio & Television Corp., Weslaco, Tex.; Red River Valley Publishing Co., Sherman, Tex., and Allen B. DuMont Laboratories Inc., New York. (Frank W. Wozencraft.)

South Texas Television Co., Houston—Opposes proposal of Allen B. DuMont Laboratories, New York, for adding only one channel to Houston. (Segal, Smith & Hennessey.)

East Texas Television Co., Longview—Opposes proposals of Radio Station KFRO, Longview, to assign Channel 12 to Longview, 10 in lieu of 12 to Shreveport, La., 5 in lieu of 10 to El Dorado, Ark. and 32 and 38 to Gilmer or Tatum from Longview. (Johnson, Bohannon, Prescott & Abney.)

Julius M. Gordon & Associates Inc., Lufkin—Opposes proposals of: (1) East Texas Television Co., Longview, Tex., to substitute Channel 10 for 9 in Lufkin, move 9 to Longview. (2) Trinity Broadcasting Corp., Oak Cliff, Tex., to substitute 5 for 9 in Lufkin. (Barnes & Neilson.)

McAllen Television Co., McAllen—Opposes proposals of Taylor Radio & Television Corp., Weslaco, Tex., to assign Channel 2 to Weslaco and to Saltillo, Mex. from Monterey, Mex., and assign 4 & 5 to Weslaco-Harlingen from Brownsville, Tex. (Johnson, Bohannon, Prescott & Abney, Dallas.)

Trinity Broadcasting Corp., Oak Cliff (Dallas) (KLIF)—Opposes proposals of: (1) A. H. Belo Corp., Dallas, favoring assignment of Channel 8 to Dallas. (2) East Texas Television Co., Longview, to assign 9 to Longview and 10 to Lufkin. (3) KFBI Inc. and Taylor Radio & Television Corp., Wichita, Kan., to assign 11 to Wichita Falls. (4) KTRH Broadcasting Co., Shamrock Broadcasting Co. and South Texas Television Co., Houston, to assign 5 and 10 to Houston. (5) Red River Valley Broadcasting Corp., Sherman, to assign 10 to Sherman-Denison. (6) Stephens County Broadcasting Co., Breckenridge, to assign 7 to Breckenridge. (7) Allen B. DuMont Laboratories Inc., New York, only if adopted in part, adversely affecting Dallas. (Cohn & Marks.)

Texas State Network Inc., San Antonio (KABC)—Opposes proposal of Lack's Stores Inc., Victoria, Tex., to assign Channel 12 to Victoria. (Eugene L. Burke.)

Walmac Co., San Antonio (KMAC)—Opposes proposal of Lack's Stores Inc., Victoria, Tex., to move Channel 12 from San Antonio to Victoria. (Dow, Lohnes & Albertson.)

Red River Valley Broadcasting Corp., Sherman (KRRV)—Opposes proposal of Allen B. DuMont Laboratories, New York, for failure to provide vhf channel to Sherman area. (Fisher, Wayland, Duvall & Southmayd.)

Red River Valley Publishing Co., Sherman—Opposes proposals of Allen B. DuMont Laboratories Inc., New York, on grounds it assigns no vhf channel to Sherman-Denison. (Fisher, Wayland, Duvall & Southmayd.)

Sherman Television Co., Sherman—Opposes proposals of Radio Station KFRO, Longview, to assign Channel 12 to Longview. (Johnson, Bohannon, Prescott & Abney.)

Bell Broadcasting Co., Temple (KTEM)—Opposes proposal of Allen B. DuMont Laboratories, New York, for failure to provide vhf channel to Temple. (Fisher, Wayland, Duvall & Southmayd.)

Lucille Ross Buford, Tyler (KGKB)—Opposes proposal of Trinity Broadcasting Co., Oak Cliff (Dallas), Tex., to assign Channel 8 to Tyler in lieu of 7. (Haley, McKenna & Wilkinson.)

Lacks Stores Inc., Victoria—Opposes proposal of Allen B. DuMont Laboratories Inc. in failing to assign vhf channel to Victoria. (Cohn & Marks.)

Texoma Broadcasting Co., Wichita Falls (KTRN)—Opposes proposal of Allen B. DuMont Laboratories Inc., New York, to delete Channel 3 from Wichita Falls and assign it to Lawton, Okla. (Eugene L. Burke.)

Wichtex Radio & Television Co., Wichita Falls (KFDX)—Opposes proposals of: (1) KFBI Inc. and Taylor Radio & Television Corp., Wichita, Kan., to assign Channel 11 to Wichita Falls in lieu of 3. (2) Allen B. DuMont Laboratories Inc., New York, to delete 3 from Wichita Falls. (Samuels, Brown, Herman & Scott, Wichita Falls.)

UTAH

Salt Lake City Broadcasting Co. Inc., Salt Lake City (KALL)—Opposes proposals of Uncompaghere Broadcasting Co., Montrose, Colo.; Eastern Utah Broadcasting Co., Price, Utah, and Oquirrh Radio & Television Co., Tooele, Utah, to assign Channel 2 to Tooele. (Haley, McKenna & Wilkinson.)

Utah Broadcasting Co., Vernal (KJAM)—Same as Northwestern Colorado Broadcasting Co., Craig, Colo. (Paul L. Badger.)

VIRGINIA

Appalachian Broadcasting Corp., Bristol (WCYB)—Opposes proposals of Allen B. DuMont Laboratories Inc., New York, to delete Channel 5 from Bristol, Tenn. (Fly, Shuebruk & Bieme.)

Beachview Broadcasting Co., Norfolk—Opposes proposals of Hampton Roads Broadcasting Corp. to assign Channel 2 to Norfolk in lieu of 12. (Irving M. Kipnes.)

Commonwealth Broadcasting Corp., Norfolk (WLOW)—Opposes proposal of Hampton Roads Broadcasting Corp. to substitute uhf channel for vhf in Norfolk. (Jack J. Siegel.)

Louis H. Peterson, Petersburg (WSSV)—Opposes proposals of following to assign Channel 8 to respective cities, unless otherwise indicated: Larus & Brother Co., Richmond Newspapers Inc., Richmond; Radio Station WCHV, Charlottesville; Allen B. DuMont Laboratories Inc., New York (to Norfolk). (Cohn & Marks.)

Havens & Martin Inc., Richmond (WMBG & WTVR)—Opposes proposals of: (1) Radio Virginia Inc., Richmond, and Radio Kentucky Inc., Louisville, to limit vhf power, hold up construction until allocation plan is final, institute time-sharing arrangements, require return of applications now on file and establishment of new cut-off date for filings. (2) Allen B. DuMont Laboratories Inc., New York, Winston-Salem Broadcasting Co. and Piedmont Publishing Co., Winston-Salem, to assign Channel 6 to Winston-Salem. (Fletcher & Midlen.)

WASHINGTON

KVOS Inc., Bellingham (KVOS)—Opposes proposals of: (1) Fisher's Blend Station Inc., Totem Broadcasters Inc. and Queen City Broadcasting Co., Seattle, to assign Channel 2 to Seattle and 3 to Victoria, B. C. (2) Allen B. DuMont Laboratories Inc., New York, to assign 3 to Victoria and 12 to Vancouver, B. C. (3) Twin City Broadcasting Corp., Longview, Wash., to assign 2 to Vancouver, B. C. (Haley, McKenna & Wilkinson.)

Fisher's Blend Station Inc., Seattle (KOMO)—Opposes proposals of: (1) Twin City Broadcasting Corp., Longview, Wash., to assign Channel 2 to Longview. (2) KVOS Inc., Bellingham, Wash., to add 12 to Bellingham, substituting 3 for 12 in Chilliwack, B. C. (Fisher, Wayland, Duvall & Southmayd.)

KING Broadcasting Co., Seattle (KING & KING-TV)—Opposes proposals of: (1) Twin City Broadcasting Corp., Longview, Wash., to assign Channel 6 to Victoria, B. C. (2) Central Wilamette Broadcasting Co., Albany, Ore., to assign 5 to Salem, Ore. (Haley, McKenna & Wilkinson.)

Tribune Publishing Co., Tacoma (KTNT-FM)—Opposes proposal of Tom Olsen, Olympia, Wash., to delete Channel 11 from Tacoma. (Dow, Lohnes & Albertson.)

WEST VIRGINIA

Clarksburg Broadcasting Corp., Clarksburg (WPDX)—Opposes proposal of Ohio State U to assign Channel 12 to Columbus, O., from Clarksburg. (Mechlin, Marshall & Smith.)

Ohio Valley Broadcasting Corp., Clarksburg (WBLK)—Opposes proposals of following to assign Channel 12 to respective cities unless otherwise indicated: Southeastern Ohio Broadcasting System Inc., Zanesville, O.; Shenandoah Valley Broadcasting Corp., Harrisonburg, Va. (to Zanesville); Ohio State U, Columbus, O. (Cohn & Marks.)

Greater Huntington Radio Corp., Huntington (WHTN)—Opposes proposals of: (1) Ohio State U, Columbus, to assign Channel 12 to Columbus and delete 13 from Huntington. (2) Allen B. DuMont Laboratories, New York, to assign 9, 49, 52 & 65 to Huntington in lieu of 8, 13 & 53. (Loucks, Zias, Young & Jansky.)

Community Broadcasting Inc., Wheeling (WKWK)—Opposes proposals of Washington Broadcasting Co., Washington, Pa.; Allegheny Broadcasting Corp., Pittsburgh Radio Supply House Inc., WCAE Inc., Westinghouse Radio Stations Inc., Pittsburgh, Pa., and Allen B. DuMont Laboratories Inc., New York—insofar as they would delete Channels 7 & 9 from Wheeling. (Pierson & Ball.)

Fort Industry Co., Wheeling (WWVA)—Opposes proposals of: (1) Washington Broadcasting Co., Washington, Pa., to assign Channel 63 to Wheeling in lieu of 9. (2) WSTV Inc., Steubenville, O., to assign 7 or 9 to Steubenville from Wheeling. (3) Allen B. DuMont Laboratories, New York, to delete 7 & 9 from Wheeling, as well as entire DuMont allocation proposal. (4) Allegheny Broadcasting Co., Pittsburgh Radio Supply House, WCAE Inc., Westinghouse Radio Stations Inc., Pittsburgh, to assign 9 to Pittsburgh from Wheeling. (Dow, Lohnes & Albertson.)

Williamson Broadcasting Corp., Williamson (WBTH)—Opposes proposal of Allen B. DuMont Laboratories Inc., New York, to substitute Channel 60 for 17 in Williamson. (Fletcher & Midlen.)

WISCONSIN

Green Bay Newspaper Co., Green Bay (WJPG)—Opposes proposals of following to assign Channel 6 to respective cities: Milwaukee Broadcasting Co., Wisconsin Broadcasting System, Hearst Radio Inc., Milwaukee; Music Broadcasting Co., Grand Rapids, Mich. Also opposes proposals of Columbia Broadcasting System, New York, to assign 13 to Chicago. (Roberts & McInnis.)

Booth Radio & Television Stations Inc., Milwaukee (WJLB, Detroit)—Opposes proposal of Columbia Broadcasting System Inc., New York, to assign Channel 13 to Chicago without increasing number of vhf channels in Milwaukee. (Caldwell-Rollo-Russell.)

City of Milwaukee—Opposes proposal of Wisconsin Broadcasting System and Hearst Radio Inc., Milwaukee, to reserve uhf channel for educational use in lieu of 10. (Walter J. Mattison, city attorney.)

Hearst Radio Inc., Milwaukee (WISN)—Opposes proposals of: (1) Quad City Broadcasting Corp., Moline, Ill., to assign Channel 10 to Grand Rapids. (2) Columbia Broadcasting System to replace 12 with 6 in Milwaukee. (3) Music Broadcasting Co., Grand Rapids, Mich., to move 6 to Grand Rapids. (Dempsey & Koplovitz.)

The Journal Co., Milwaukee (WTMJ & WTMJ-TV)—Requests opportunity to participate in hearings to protect self against possible adverse implications of proposals by Quad-City Broadcasting Corp., Moline, Ill., and Allen B. DuMont Laboratories, New York. (Hogan & Hartson.)

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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In This Issue: { TV Rates Up, AM Down, As of July 1, page 1. Dealers Move TVs, But Factories Don't, page 9.
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Color Now Up to Public and Industry, page 4. Count of TV Sets-in-Use by Cities, page 14.

TV RATES UP, AM DOWN, AS OF JULY 1: TV time charges surge to new highs with NBC-TV's increase in network rates for its entire lineup of 63 affiliates, effective July 1.

New one-time rate for purchase of hour on all these stations (Class A time, 6-11 p.m. Mon. thru Fri., 1-11 p.m. Sat. & Sun.) would thus be \$45,425 as against \$36,775 at present, up 24%. That's exclusive of talent costs, subject to discounts.

Local time rates generally are considerably under network. But in compiling data for our TV Factbook No. 13 (due July 15) we find that just about 50% of all TV stations are also boosting their rate cards as of July 1, or thereabouts.

Mounting costs of telecasting time are illustrated by boosts for NBC's own stations: WNBT, New York, upped from \$3100 an hour to \$4000; WNBW, Washington, from \$750 to \$950; WNBK, Cleveland, from \$1050 to \$1275; WNBQ, Chicago, from \$1650 to \$2000; KNBH, Los Angeles, from \$1650 to \$2000. (These are network rates; NBC also raised KNBH local rate from \$1000 to \$1250, one-minute spots from \$165 to \$200.)

ABC-TV's own stations were similarly hiked week ago (Vol. 7:23): WJZ-TV, New York, \$3100 to \$4000; WENR-TV, Chicago, \$1650 to \$2000; WXYZ-TV, Detroit, \$1100 to \$1350; KECA-TV, Los Angeles, \$1650 to \$2000; KGO-TV, San Francisco, \$600 to \$850.

CBS-TV may raise rates Sept. 1, but plans none across-the-board. Its last rate card change was Jan. 1, when it posted \$3250 network charge for WCBS-TV, New York (Vol. 7:1), which compares with WCBS rate of \$1350, highest in radio. Its KTSL, Los Angeles, charges \$900, and WTOP-TV, Washington (45% owned) charges \$750.

DuMont says it has no present plans to up rates; network charge for WABD, New York, went to \$2200 last Feb. 1; WTTG, Washington, \$400; WDTV, Pittsburgh, \$600.

NBC-TV sales v.p. Edward D. Madden said hike means cost-per-thousand homes is \$3.46, compared with \$3.85 in July 1950 -- with "circulation" 7 times greater. Customary 6-months protection is given contract advertisers signing before July 1.

* * * *

How high can TV rates go? One rough guess, by Young & Rubicam's TV-radio manager W. Rodney Erickson, is that by 1955 there will be 35,000,000 TV homes and that a 52-week half-hour show on 125 stations by then will cost \$3,000,000 a year for time and talent. He made guesstimate before AFA meeting in St. Louis June 13.

TV rate increases come on eve of effective date of AM decreases by networks (Vol. 7:16-17) -- and radio broadcasters, still smarting, have moved to attack. Some actually have raised rates, but not many; others are promoting hard to show radio is still better buy. This week, though it was first to order 10% AM rate cut, CBS ran full-page newspaper and trade paper ad jibing at TV. Headlined "Television's Big Brother," ad said [radio] "can still lick anybody on the block." Theme was that radio is still only medium combining all advertising essentials -- "nation-wide coverage, thumping impact...and minimum cost."

"The big advertisers know better than anybody that you don't send a boy to do a man's work," the text reads. "When there's a big job to be done, you'll want

radio..." CBS network radio cost of \$1.18 per thousand is compared with leading magazines' \$2.72, newspapers' \$4.03.

National reps of stations rushed into fray with big ads, too. Katz Agency trade ad tells how spot TV can be bought on network stations at 19% less. Petry, in similar double-spread, charges network AM rate cuts were "indiscriminate," took no notice of increased listening, added radios -- especially in non-TV areas. It also observed that "revalued" radio doesn't mean "devalued" radio.

-Other activity in radio rate picture: (1) Affiliates Committee held exploratory meeting with ANA's Paul West and others, "found no areas of disagreement," according to chairman Paul Morency. (2) Sponsor Magazine June 18 reported Wm. Esty agency (Colgate) has written AM stations recently raising rates to ask "how come?" in light of network radio reductions. Marschalk & Pratt previously had questioned AM station rates, too (Vol. 7:18). And (3) Don Lee Network ordered 10% rate cuts for 1-10 p.m. daily from July 1.

EVERYBODY HELL-BENT TO THAW FREEZE: Hunt for formula for quick end to TV freeze -- at least one promising quicker action than present FCC procedures -- is in full cry at every level of Commission and industry.

Prospects for speedup appear brightest yet. That doesn't mean things could be wound up in couple of months -- but "out of the trenches by Christmas" is now considered realistic goal; that is, processing applications by then. New station construction is another matter. "Well into 1952" is still safest guess.

Idea of calling off oral testimony for city-by-city hearing now scheduled to start July 9 (Vol. 7:24), relying instead on FCC to come up with final allocation on basis of written comments, is gaining impetus.

Many variations on the theme are being considered, and FCC welcomes them. There's widespread feeling, almost one of desperation, that currently-scheduled hearing can't possibly be concluded in less than 6 months -- and some think a year is even more likely. After that, several months more would be needed to end freeze.

Willingness to forego hearing is by no means unanimous. DuMont, with its completely new national plan based on different fundamental premises from FCC's, may insist on hearing -- and Commission may prefer it that way. Then some of the 31 stations which FCC proposes to shift to new channels may feel lack of hearing would short-change them.

But both cases would be small potatoes compared with the size of hearing implicit in the 1000-plus comments & oppositions filed (Supplements No. 72 to 72-C).

Formal petition to dispense with hearing -- the kind of urging sought from industry by Commission -- was filed this week by Westinghouse Radio Stations. It proposes that its direct testimony be submitted in writing, that only cross-examination be conducted orally. Some think cross-examination should be dropped, too.

* * * *

Interwoven with search for "ways and means" is question of the FCC's legal authority to promulgate an allocation plan fixed in its rules. On June 28, Commission will finally hear pros and cons in oral argument.

But preponderant opinion is that FCC will prove virtually unshakeable in conviction of its authority, that it will decide it risks no greater delays from court appeals now than it will at any other stage of proceedings.

Legality question shapes up as battle royal, with industry lined up on both sides of question. FCC Bar Assn. (Wm. Porter or Leonard Marks arguing) and several law firms oppose FCC. CBS (Richard Salant), Joint Committee on Educational TV (Telford Taylor), plus other law offices, side with Commission with equal vigor. FCC will have its own general counsel Benedict Cottone argue for it.

This industry split lends weight to predictions FCC will sustain itself. Sen. Johnson, who really pushed FCC into granting oral argument now, before proceedings render it meaningless, congratulated Commission for "forthright" action. And FCC confirmed the obvious this week -- announcing that partial freeze lifting can't be effected pending oral argument and settlement of legality question.

Industry has been applauding Sen. Johnson for his cool attitude towards the reservation of channels for educational institutions. But, after reading comments filed by Colorado educational groups, that they support reservations, he wrote Commission that he knows very well schools in his State can't afford such "frills". Then, he added, way to get education into TV may be through imposing conditions on licenses of commercial stations "requiring them to devote appropriate time for educational purposes."

Meanwhile, to clear up rag-tag of allocation issues, in preparation for the "big push," Commission is attempting to dispose of 470-500 mc question -- that is, whether band should be given to TV or set aside for common carrier use.

TELECASTERS PLAN SELF-CENSORSHIP CODE: Telecasting industry gets off to good start with the Washington authorities, so far as self-regulation of programs is concerned, if attitudes manifest at all-industry conference on program standards mean anything.

Instead of threatening with a big stick, FCC Chairman Coy and the powerful Sen. Ed Johnson, chairman of Interstate & Foreign Commerce Committee ruling radio, simply passed along friendly words of admonition and advice to the 103 telecasters representing 65 stations and all networks attending NARTB-sponsored parley June 22.

Though Coy called meeting "logical forerunner" of FCC's announced program inquiry (Vol. 7:3-5,16), the soul-searching among telecasters themselves and conciliatory attitude of the lawmakers was so heartening that some ventured opinion such a probe (which some fear has Blue Book implications) can be headed off -- that is, if industry does good job of uplift and self-censorship.

Opinion was well-founded, for FCC plainly wants to be friends with industry and has hands plenty full with problems of ending freeze -- under prodding now of Sen. Johnson himself. Even Coy remarked he seems to be "on a honeymoon" with the broadcasters again, now that he has been reappointed.

Group unanimously adopted resolution by WBAP-TV's Harold Hough calling for "extensive and careful review of present program practices with a view to establishing standards of self-regulation designed to improve character of TV programming..."

Thereupon NARTB president Harold Fellows was directed to appoint committee, to make "an immediate and thorough investigation of all the aspects of promulgating standards for TV...in consultation with representatives of govt., public, civic and other special groups" -- and to draft a proposed code.

* * * *

Said Sen. Johnson: "I know you can do it yourselves." He warned against program excesses (though said he, as a fan and grandfather of children who love TV, found few to complain of). But he warned that criticisms aren't always the work of "bluenoses". He went on, after telling how school kids of his own Colorado (still without TV) are writing him to ask when it will come there:

"I like television. It is the greatest science and art that ever came to the human race. It has restored the home again.

"I'm a TV and radio fan, and I'm not ashamed to admit it. I get a lot out of it, including the advertising. When cleverly done, that too is entertaining [loud applause] and I think most people feel the same way as I do."

Said Coy: "I am delighted that you are exploring ways and means here today to strengthen TV...by moving in on these problems yourselves." He predicted that positive action by telecasters to improve the programming level would bring about "an immediate upsurge of public confidence" -- and said this could be done "without the benefit of govt. intervention."

* * * *

Coy cited as "most prevalent" of some 1000 complaints FCC had received during 72-day period (covering both radio and TV): objected to advertising alcoholic beverages, 255; indecenty, obscenity or profanity, 221; false or misleading advertising, 128; lotteries & giveaway schemes, 107. He noted, though, that anti-liquor complaints were obviously part of organized prohibition and temperance campaigns.

Coy suggested telecasters consider these "Blue Book" points in determining

whether they hold licenses in public interest: (1) Assistance in civic improvements. (2) Promotion of educational and cultural opportunities. (3) Integrity of the news. (4) Promotion of community labor relations and inter-racial understanding. (5) The wholesomeness of entertainers and their sense of responsibility as "visitors" in the home. (6) Fairness in controversial issues. (7) Reliability, good taste, excesses in advertising. (8) Advertiser domination of program schedules.

Self-criticism during discussions included warning from Paramount's Paul Raibourn, citing movie industry's experience, to "organize or be censored" -- and he urged positive action, not mere list of "don'ts".

NBC passed around newly-published booklet "Radio and Television Broadcast Standards" setting forth its limitations on commercials, restrictions on "indecent exposure," "lewd dances," "sex references" -- first such code-book yet published, available from network on request.

There was some disappointment that more of the 107 stations weren't on hand, but prominently present were ABC and CBS representatives, auguring possible return of those networks to NARTB membership.

COLOR NOW UP TO PUBLIC AND INDUSTRY: A 5-city network, top-flight talent, one hour of programming daily, a handful of friendly sponsors -- and 20 receivers available for public showings of color TV.

These are the simple facts as CBS begins commercial colorcasting June 25.

Watching with keenest interest will be a skeptical industry, still largely opposed to the FCC-approved CBS system, still dubious about its public saleability, still bent on perfecting and proving a superior all-electronic system.

FCC Chairman Coy will participate in debut -- but he has also consented to take a look at RCA's tri-color tube next week, personally accompanied by president Frank Folsom, with presumably a full-blown demonstration.

Significant also was industry's all-out mobilization this week to whip into shape its promised compatible system. Prospects looked so good that, at week's end, even that wary scientist-industrialist Dr. Allen DuMont was impelled to declare, after his lab workers had hooked their own test color circuits to RCA tricolor tube:

"For the first time, I have seen color pictures which I consider eminently satisfactory and practical for home receivers." For the first time, reporters found the usually cautious and skeptical Dr. DuMont really enthusiastic.

* * * *

Publicity is by far the most important device left to CBS. It's about only thing that could break the chicken-egg cycle, and possibly create demand for color sets that CBS hopes other manufacturers will find impossible to resist.

No great promotional campaign had been started up to our press time, but everyone is expecting big ad splurge (in the 5 cities) to herald June 25 "premiere". CBS is now apparently playing its promotion by ear -- an unusual practice for that company, known for its well-planned, long-range campaigns.

CBS's relative quietness on color lately has some people thinking that true zeal is somewhat lacking within the organization -- clearly manifest among many of its employes and among its own station affiliates.

Moreover, CBS is now deep into TV manufacturing field (Vol. 7:15,20,24) -- with the same stake in its selling economics as all other manufacturers.

* * * *

All 5 stations will carry Monday's 4:30-5:30 premiere. After that, here's the setup, as revealed by the stations:

New York: WCBS-TV will undoubtedly transmit all scheduled colorcasts -- 10:30-11 a.m. & 4:30-5 p.m. daily, plus some Saturday sports events, including major football games if NCAA permits (Vol. 7:24). CBS will have 10 sets for press and public, but had not disclosed their locations.

Baltimore: WMAR-TV will carry morning shows only, plus occasional Saturday events. Two 7-in. sets, magnified to 10-in., borrowed from CBS, will be used for public showings in lobbies of old and new Baltimore Sun buildings (Vol. 7:24).

Boston: WNAC-TV can handle only morning shows, has also borrowed 2 sets from CBS, will display them at Jordan Marsh dept. store until CBS takes them back, according to manager Linus Travers. Hub Distributors has an Air King, plans showings in Hotel Somerset for its dealers Monday and several days thereafter.

Philadelphia: WCAU-TV plans to carry only Saturday programs, nothing on weekdays for the present. It also has 2 sets on loan from CBS, will show them in its own auditorium.

Washington: WTOP-TV will accept morning programs only, including 10-10:30 test pattern. Three sets are on hand for the premiere, fabricated by stations' own technicians -- one at Carlton Hotel for FCC, Congressmen, other VIPs; one at studio, one monitor at transmitter. Manager John Hayes reports dept. stores and TV dealers begging for display receivers.

Air King (now CBS-Columbia Inc.) won't have quantity of sets ready until late September, and other companies planning sets or converters are moving in rather slowly. But CBS spokesman says many home-made sets will be tuned to colorcasts, estimating these at "around a thousand" in New York, "hundreds" elsewhere. There are also quite a few manufacturers with field-sequential test sets of their own.

Besides celebrities scheduled for first program (Vol. 7:24), 16 sponsors have been lined up for it: General Mills, Lincoln-Mercury, Longines, Pabst, Wrigley, Revlon, Lipton, NBC (National Biscuit Co., that is), Toni, Monarch Foods, Procter & Gamble, Standard Brands, Quaker Oats, Best Foods, Pepsi-Cola, Chesterfield.

Four sponsors have bought 13-week station breaks: Phoenix Aristomat (stove covers), O'Cedar (mops), Bulova (watches), Wembley (neckties).

* * * *

Manufacturers' faith in compatible system appeared stronger than ever this week, as National TV System Committee (NTSC) geared itself for field tests, and RCA supplied all its licensees with tri-color tube -- key device to system's fruition.

NTSC formed 9 color panels, laid out test program, during June 18 New York meeting. [For panel chairmen and vice chairmen, see p. 7.] Now that most manufacturers have receiving equipment to work with, they'll be able to use the compatible signals transmitted by RCA and DuMont (with Hazeltine assistance) in New York area, Philco in Philadelphia, probably Zenith, Hallicrafters and Motorola in Chicago. Chicago is only one of the 3 not yet transmitting.

Dr. DuMont's burst of enthusiasm was expressed in June 22 telegram to Coy, after company had fired up RCA tri-color tube. He invited Coy to see it June 25. Dr. DuMont admits it will take time to get tube into mass production, but he said "the Columbia system will take plenty of time, too." To DuMont's recommendation that commercial advent of CBS color be delayed, Coy answered: "We concluded our hearings some time ago."

* * * *

RCA's tri-color tube symposium June 19-20, in New York's Waldorf-Astoria, was heavily and enthusiastically attended. Each set maker planning experimentation was given 16-in. tube and kit of about 15 parts to make receiver for it. They may buy more when available. Tube makers were also given tube components, with complete story on how to put them together, make their own tubes.

Attendees agreed mass production of tube will be tough job, but RCA likened situation to that existing when industry geared for black-and-white production.

RCA is concentrating on 3-gun tube at present. Reason is that system is now essentially simultaneous, and 3 guns give 3 times the brightness of single-gun. Tubes distributed are 16-in., but 21-in. (round, metal-coned) was also shown. It has same 600,000-dot structure as previous tubes. DuMont claims it is working on tubes with many more dots, some even larger than 21-in., using similar techniques.

Observers at symposium say RCA let down its hair completely, answered all questions frankly. Apparently, company described no radical changes in techniques previously revealed in bulletin distributed to licensees (Vol. 7:10).

There was some criticism in press, though, because tube wasn't shown in

action. Shortly afterward, however, RCA announced public showings to start July 9 -- receivers with tri-color tube picking up live subjects.

First demonstrations will be in Radio City's Exhibition Hall -- from WNBT in morning before regular programming hours, via closed-circuit thereafter. Radio, TV and Broadway stars will be featured.

Network transmissions to other cities will be added later, with "at least 100" color sets to be available for public viewing -- some undoubtedly to be placed in Washington and made available to FCC members and staff.

Remote pickup camera has been developed and successfully tested, according to RCA. FCC critics have said that absence of this device was one of biggest factors contributing to RCA's defeat.

RCA indicates no plans to petition FCC to reopen whole color issue at this time. It may well develop into an all-industry request, through aegis of NTSC, after period of field testing (Vol. 7:23-24).

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Bendix and Crosley caused raised eyebrows this week when former showed CBS-type converter in Chicago and latter announced June 28 press showing of one in New York's Park Sheraton. But both said emphatically that their only purpose was to show "readiness to meet demand" if and when it arose.

"Demand" remains keynote throughout industry. But, as one typical manufacturer put it: "A certain type of buyer will buy anything. But the depth of that market won't support mass production."

Another key producer pointed to price of Air King's sets (\$400 & \$500 for 10-in. magnified to 12½-in.), recalled testimony of Air King president David Cogan in October 1949, to effect that 10-in. color set would sell for only \$75-\$80 more than the then current \$199 table model 10-in. Same manufacturer said his cost engineers reported that 12½-in. color set would cost company \$600-\$700 to make.

CBS-Columbia Inc. is reported to be paying \$60 for motors alone, and one components manufacturer is said to be offering 10-in. disc-motor assembly for \$230, 7-in. for \$150.

Thus, no mass market is visible to the set makers -- though it's fair to assume that most are prepared to meet any true demand when and if it comes. Matter of fact, one very big manufacturer said he wanted to make 500-1000 color sets just to prove their market sluggishness when compared with far cheaper big-screen black-and-white. But he said his staff talked him out of it.

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That July 1 unveiling of Paramount's "Chromatic TV" set with Lawrence tri-color tube (Vol. 7:24) won't come off. Paramount v.p. Paul Raibourn says tube has to be "finished up," and he admits picture quality "isn't quite up to standards of the CBS picture." He says company won't conduct press or public showings until "people can look at it and say, 'That's it!'" Nevertheless, Raibourn says that the military like the tube, provide a market regardless of set production prospects.

Webster-Chicago, which plans to sell color converters under its own name and offers chassis to manufacturers, is still in "sample" stage. According to v.p. C.P. Cushway: "We're getting the loose ends together. We're getting some inquiries from manufacturers, and they're talking about substantial quantities. But we don't know whether they mean it. We can't move fast until we see the demand. Then there's the materials situation. Manufacturers may not want to jeopardize the market for known products while diverting materials to something new."

* * * *

Cost and efficacy of adapters, to get black-and-white from CBS colorcasts, is another controversial subject. Philco says its new sets are so designed that its own \$20 adapter, now available, may be added at any time. Apparently, power-handling capacity of transformer and tubes was stepped up to do the job.

Adaptation of existing sets appears to be something else. Many responsible engineers assert that a true adapter would amount to "half a slave unit, tube and all, minus the disc." Television Equipment Co., New York, has an adapter to retail

for \$13.95, but president John Milliken agrees that it would have to be tailored to each model of each set. He complains that "we have inquiries from everyone, but there's no cash-on-the-barrelhead demand. Somebody's got to subsidize it."

* * * *

Industry fought color hearing all over again -- in miniature -- during June 21 trade practice conference held by Federal Trade Commission (see p. 12). RTMA, as well as various dealer groups, wanted color and adapter claims tied down on such points as: (1) Size of color picture should be stated as size of tube, not magnified image. (2) Ads must indicate black-and-white pictures from colorcasts have less detail than standard picture. (3) Size of picture produced by converter must be stated. (4) Ads should indicate whether adaptation requires modification of set, new parts, serviceman, etc.

Such restrictions are totally unfair, CBS counsel Richard Salant argued. For example, he said, current TV ads don't specify whether sets have complete band-pass, giving full resolution of transmitted picture.

FTC moves slowly, won't act on recommendations until fall or later, by which time the color trend (if any) should be better resolved. FCC had own observer on hand, lawyer Arthur Scheiner, but he merely observed.

INTENSITY of FCC's interest in uhf is illustrated by fact Chairman Coy asked RTMA for opportunity to survey industry's receiver-converter development to date. Upshot is June 29 trip to Bridgeport, where commissioners and staff will see products of Hallicrafters, GE, Motorola, Stromberg-Carlson, DuMont, RCA, Zenith, Capehart-Farnsworth, Philco. Scheduled to attend are Comrs. Coy, Walker, Hyde, Webster, Sterling, possibly Jones, and staff members Cottone, Braum, Simpson, Chapin, Boese.

Meanwhile, Westinghouse, Bendix and tuner-maker Sarkes Tarzian showed off uhf units this week. Westinghouse demonstrated to its distributors in Bridgeport's Hotel Barnum. It's continuous-type, claimed to be competitive with any other in performance and price.

Bendix converter, unveiled at Chicago Home Furnishing Show, featured tuner made by Kingston Co., Kokomo, Ind.; it's also continuous. Company officials report excellent performance in field tests, including some in Bridgeport, say they plan to make design improvements.

Tarzian demonstrated his "UT1" at Bloomington, Ind. plant. It's useful with any set, regardless of type of tuner it contains. Tarzian claims that unit, which covers whole uhf band, rates particularly high in sensitivity.

National TV System Committee reorganized this week for color field tests (see story, pages 4-7), shapes up as follows: Dr. W. R. G. Baker (GE), chairman, D. G. Fink (*Electronics*), D. B. Smith (Philco), E. W. Engstrom (RCA), vice chairmen. Chairmen and vice chairmen, respectively, of various panels: Dr. A. N. Goldsmith (consultant), D. E. Hyndman (Eastman Kodak), subjective aspects of color; D. G. Fink (*Electronics*), A. G. Jensen (Bell Labs), color system analysis; A. V. Loughren (Hazel-tine), W. T. Wintringham (Bell Labs), color video standards; D. E. Harnett (GE), M. R. Briggs (Westinghouse), color synchronization standards; Dr. D. E. Noble (Motorola), Rinaldo DeCola (Admiral), compatibility; Dr. T. T. Goldsmith (DuMont), G. E. Gustafson (Zenith), field testing; Frank Marx (ABC), R. E. Shelby (ABC), networks; D. B. Smith (Philco), I. J. Kaar (GE), coordination of panels; Dr. R. M. Bowie (Sylvania), M. W. Baldwin (Bell Labs), definition of terms. Additional organizations represented on NTSC: Bendix, Color Television Inc. (which reports brand new system), Crosley, Federal, Hallicrafters, Hogan Laboratories, NARTB, Tele-tone.

Network TV-Radio Billings

May 1951 and January-May 1951

(For April figures, see *Television Digest*, Vol. 7:21)

NETWORK TV time billings for first 5 months of this year, \$43,589,968, already far exceed 1950's total \$40,453,878 (about \$45,000,000, if you include non-reporting DuMont)—auguring, with higher rates upcoming, better than \$100,000,000 network sales for all of 1951. May's \$9,398,488 was ahead of April's \$9,089,454 (Vol. 7:21) and 5-month total compares with \$11,211,455 for same 1950 months, according to monthly Publishers Information Bureau report. Only ABC-TV failed to show gain in May over April, but all gained considerably over May 1950.

Network radio in May went up to \$16,518,337 from \$15,921,908 in April (Vol. 7:21), totaling \$80,572,128 for 5-month period, down slightly from same 1950 months. NBC and CBS showed AM gains over April, ABC and MBS slipping slightly; all but CBS showed gains over May 1950. The PIB figures:

	NETWORK TELEVISION			
	May 1951	May 1950	Jan.-May 1951	Jan.-May 1950
NBC	\$ 4,946,338	\$ 1,583,185	\$22,495,292	\$ 5,926,465
CBS	3,066,249	1,003,658	14,168,546	3,764,022
ABC	1,385,901	367,989	6,926,130	1,520,968
Total	\$ 9,398,488	\$ 2,954,832	\$43,589,968	\$11,211,455
	NETWORK RADIO			
	May 1951	May 1950	Jan.-May 1951	Jan.-May 1950
CBS	\$ 6,763,933	\$ 6,319,197	\$33,060,678	\$30,224,024
NBC	5,329,752	5,639,188	25,260,843	27,709,142
ABC	2,913,834	3,260,839	14,582,390	16,571,195
MBS	1,510,818	1,356,580	7,668,217	7,289,006
Total	\$16,518,337	\$16,575,804	\$80,572,128	\$81,793,367

New type of survey, "covering an entire TV area and utilizing complete probability sampling," prepared for Dallas' WFAA-TV by Dr. Ira G. Corn of Southern Methodist U, claims "highest degree of accuracy known to marketing research." Survey indicates 113,947 homes in Dallas-Ft. Worth 12-county area, or 20% of all residences, have TVs—and house 381,722 viewers, or 30% of total population. Survey found that average of 3.3 persons live in a TV home, while all residences average 3 persons, thus indicating TV homes have 12% more people than non-TV homes. According to study, there were 115,717 sets in Dallas-Ft. Worth area May 1 (NBC set "census", Vol. 7:21, reported 117,000). Of these, 61.1% were found to be in 7-county Dallas area, 38.9% in 5-county Ft. Worth area.

Network Accounts: Norge Div., Borg-Warner Corp. (home appliances) is second sponsor to buy half-hour alt. weeks on new *Kate Smith Show* starting Sept. 19 on NBC-TV, Wed. 8-9, thru J. Walter Thompson Co.; Congoleum-Nairn was first to sign . . . Lambert Pharmacal Co. (Listerine) starting Sammy Kaye's *So You Want To Lead a Band* July 28 on CBS-TV, Sat. 7-7:30, thru Lambert & Feasley . . . Pearson Pharmacal Co. Inc. (Ennds deodorant pills), starting July 20, sponsors unnamed dramatic show on CBS-TV, Fri., 10:30-11, thru Harry B. Cohen Adv. . . . Bymart Inc. (Tintair), starting early in July will run *Somerset Maugham Theatre* weekly for 8 weeks during first half-hour vacated by *Robert Montgomery Presents* on NBC-TV Mon. 9:30-10:30; show will resume full hour alt. weeks when Montgomery returns in fall . . . Colgate-Palmolive-Peet Co. has renewed *Colgate Comedy Hour* on NBC-TV Sun. 8-9 on regular weekly basis starting Sept. 2 formerly bought only 3 weeks each month . . . GE replacing *Fred Waring Show* with *General Electric Guest House* starring Oscar Levant for summer period starting July 1 on CBS-TV, Sun 9-10 . . . Lever Bros. (Lux) replacing *Lux Video Theatre* July 2 with *Pantomime Quiz* on CBS-TV, Mon. 8-8:30; *Lux Video Theatre* returns Aug. 27 . . . Wine Corp. of America (Mogen David wine) has bought Wed. half-hour on NBC-TV, thru Weiss & Geller, no time or show yet announced.

Station Accounts: Carrier Corp.'s Chicago distributor, Temperature Equipment Co., sponsoring 15-minute newscasts on WNBQ, Tue. 10:15 p.m., reports sales up "because TV viewers are thinking more than ever of home comfort"; last year, an estimated 210,000 such units were sold, compared with 89,320 in 1949, and industry looks to 1,000,000 by 1956 unless cut off by materials restrictions . . . Ideal Mfg. Co. (women's dresses), whose factory and sales offices are located in little Hammonton, N. J., midway between Philadelphia and Atlantic City, returns July 17 to WPTZ, Philadelphia, with *Pick Your Ideal*, fashion quiz, which last spring produced such crowds that, on Sunday particularly, State police had to be called upon to handle traffic converging on store . . . Sequences from film *The Frogmen* being used as trailer spots on all New York and nearby TV stations for several days before June 29 premiere; 20th Century-Fox will watch results to gauge value of this type of TV advertising . . . Boyle-Midway Inc. (Autobrite Silicone car polish) on June 25 starts sponsoring *Wrestling with Dennis James* on WABD, New York, Mon. 9-11, thru W. Earl Bothwell Inc., N. Y. . . . Kellogg Co. (Corn Pops) on June 26 starts *Wild Bill Hickok* on WJZ-TV, New York, Tue. & Thu. 6:30-7, thru Leo Burnett Co., Chicago . . . Among other advertisers reported using or preparing to use TV: Karseal Corp. (auto wax), thru Mogge-Privette, Los Angeles (KTSI); Effanbee Dolls, subsidiary of Noma Electric Corp., thru Lawrence Boles Hicks Inc., N. Y.; Phillips Packing Co. (canned soups & vegetables), thru Clements Co., Philadelphia.

TV helps increase magazine audience because TV owners stay at home more, spend more time on magazines. That's deduction of Macfadden Publications' researchers Everett R. Smith and Helen E. Johnson in June *Advertising Agency and Advertising & Selling*. Article uses following figures from recent Macfadden-sponsored survey by Stewart, Dougall & Associates: (1) More time spent at home than prior 6 months or year, said 56.3% of TV owners; this compares to half that number of non-TV owners who said they were spending more time at home. (2) Average number of magazines read in TV homes is 3, compared with 2.7 in non-TV homes. (3) Read magazines as much as they did 6 months or year before, said 66.7% of TV owners—with 11.4% saying they read more.

Personal Notes: Harold C. Lund, ex-Walker & Downing agency, named gen. mgr. of WDTV, Pittsburgh, succeeding Don Stewart, now assigned to DuMont New York headquarters . . . Howard E. Stark, radio and newspaper brokerage, has separated from the Smith Davis offices at 9 E. 62nd St., New York; Mr. Stark's new office is at 50 E. 58th St., telephone Eldorado 5-0405 . . . Robert M. McGredy named sales mgr. of WCAU-TV, Philadelphia, in split of sales staff; John S. DeRussy, ex-sales mgr. for both AM & TV, now heads AM sales . . . Frank E. Mullen has resigned as v.p. of Jerry Fairbanks Inc., recently absorbed by Isaac D. Levy's Official Films Inc. (Vol. 7:22) . . . Louis A. Smith, ex-Chicago manager of WOR & WOR-TV, named Chicago sales mgr. of Petry TV div.; Theodore H. Walworth Jr., ex-ABC, joins Petry New York TV staff . . . Scott Donahue Jr., ex-WPIX, appointed asst. TV sales mgr., Katz Agency, succeeding Don L. Kearney, now TV program mgr. . . . Pel Schmidt, prominent in Baltimore radio and music circles for decade, joins WAAM as local sales mgr. . . . Noran (Nick) Kersta, ex-NBC-TV mgr., recently with Wm. Weintraub agency, will be sales v.p. of Roosevelt Enterprises Inc., packaging firm formed by Elliott and John Roosevelt and starting with 6 TV shows; also in firm are Dee Tucker and Henry Morgenthau III, who now produce Mrs. Roosevelt's NBC-TV show . . . Philippe de Lacy named asst. program director, Bob Seal production coordinator, Jamee Jamet acting traffic mgr., KTTV, Los Angeles . . . Harrison Dunham, ex-KTTV gen. mgr., named TV director of Commodore Productions, Hollywood package firm . . . Edmund J. Linehan, ex-KSO, Des Moines, appointed chief of Radio-TV Section, U. S. Savings Bond Div., succeeding Nathan P. Colwell, resigned; adv. director Elihu E. Harris also announced appointments of John Koepf, ex-RTMA, and Harry Gatton, ex-WSIC, Statesville, N. C. . . . Robert C. Duffield, mgr. of WOWO, Ft. Wayne, new mgr. of KDKA, Pittsburgh, succeeding Joe Baudino, named to head Westinghouse stations' headquarters office in Washington; Frank Tooke, from KYW, Philadelphia, goes to WOWO . . . Charles H. Crutchfield, v.p. & gen. mgr., WBT & WBTB, Charlotte, goes to Greece in July on special radio mission for State Dept. . . . John F. Royal, NBC v.p., retiring in August under company's age retirement plan . . . Holcombe Parkes, ex-NAM public relations man, joins Benton & Bowles as public relations v.p., succeeding Charles F. Gannon.

CBS is considering various plans for corporate as well as functional reorganization, one being autonomous corporations for AM, TV, owned-&-operated stations, research & licensing (color), record-making (Columbia Records Inc.), TV-radio set manufacture (CBS-Columbia Inc.), tube manufacture (Hytron Radio & Electronics Co.)—prompted by recent merger with Hytron-Air King properties (Vol. 7:20, 24). President Frank Stanton is reported destined to head all operations (like president Frank Folsom at RCA), with present TV-AM sales v.p. Jack Van Volkenburg expected to become "president" of TV network subsidiary, v.p. Adrian Murphy continuing to master mind color, ex-Hytron executives (now CBS v.p.'s) heading manufacturing subsidiaries.

ABC is separating its TV and radio networks, also its owned-and-operated stations, as of July 2—naming Alexander Stronach Jr. v.p. in charge of TV network, Ernest Lee Jahncke Jr. v.p. for radio network, James Connally v.p. for radio stations and radio spot sales, Slocum Chapin v.p. for TV stations and TV spot sales. Cooperative sales dept. is also being separated, with Ludwig Simmel as mgr. for radio, George Smith mgr. for TV.

Tom A. Brooks, Hearst Radio Inc. v.p. in charge of its stations, died suddenly June 19 at age of 46. His widow and 4 children survive.

DEALERS MOVE TVs, BUT FACTORIES DON'T: "Lift" the TV trade usually feels this time of year, when new models customarily begin cropping out and autumn-winter selling campaigns are generally contemplated, is noticeably lacking right now -- but the optimistic see some good signs:

(1) Dealers are slowly but surely depleting their inventories, though not replenishing stocks. They say, generally, that TV sales aren't too bad for this time of year, having picked up somewhat in last few weeks. "The aggressive dealers are doing all right," to quote words of one of biggest New York distributors.

(2) Hope springs eternal that Regulation W will be relaxed (see Topics & Trends), which nearly everybody in the industry thinks will give business the fillip needed to speed disposition of inventory. Once stocks are cleared, any imbalance between demand and supply is certain to be adjusted by reason of materials limitations and shortages created by accelerated defense requirements (Vol. 7:24).

(3) Factory vacation shutdowns (see story below) are welcomed this summer as never before as providing the needed "breather" for manufacturers whose factory inventories of TVs have been piling up all too fast -- reaching record 669,950 units as of June 15 (see below). Curiously, nearly every manufacturer likes to propound the fiction that "it's the other fellow, not me, who's loaded up."

"We've trimmed our sales because of market conditions," said one big set maker -- and that about tells story for all. "Our industry's trouble," he continued, "was that we borrowed at least 1,500,000 of this year's sales from last year."

Chicago furniture market is currently slower for TV-radio than for furniture generally, and latter is also at very low ebb. What the trade thinks about fall prospects may possibly be made more evident at time of the Music Merchants Show in Chicago, July 16-19. Only positive forecasts we've heard were noteworthy by their contrasting character:

Sales chief of one big manufacturing firm tells everybody that he's quite sanguine about outlook, thinks second-half TV business will be "as good as always." But head of rival concern told us, "Things are rugged now, and I think it's going to be a slugging match all through the fourth quarter."

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Factory inventory continues to climb, according to RTMA weekly report. It went to new high of 669,950 TV units as of June 15 from 620,299 June 8 and 593,633 June 1. The climb has been steady since March 2 report of 146,548 (Vol. 7:10).

Production of TVs week ending June 15 was 75,933 (2472 private label), very few more than preceding week (Vol. 7:24). Radios totaled 323,016 (173,727 private label), also about same -- with inventories rising to 399,086 from 377,625 one week before. Week's radios were: 148,091 auto sets, 134,038 home, 40,887 portable.

VACATIONS STARTING; AFTERWARD, WHAT? Vacation shutdown time for TV-radio plants is about here -- and the manufacturers welcome it as giving them just that much more time for deflating swollen inventories.

Nobody's sure what will come after the 2, 3 & 4-week shutdowns planned by big and little plants alike. When we queried them about vacation schedules and post-vacation prospects, they were cagey indeed -- few venturing any predictions at all, some pessimistic, few really optimistic. Typical replies:

"Post-vacation production outlook substantially less than fall of 1950, due to (a) steel limitation order, (b) probable reduced demand."

"Post-vacation manufacturing schedule about double present low level of production. I think we have seen the worst of the current slump."

"We anticipate continuing the same schedules on which we were operating prior to the vacation period."

"Outlook is only fair. It is, as might be expected, less than a year ago."

"We will, of course, be controlled by govt. restrictions and availability of materials. With information available now, we contemplate a TV production of approximately two-fifths the volume we had during our 1950 period, radio about 60%."

"Post-vacation production outlook should be very good as this crazy market is bound to dry up before the summer period is over."

Most vacations are first 2 weeks in July, as usual -- but there are some variations. Philco, for example, shuts down most TV and home radio production as of June 29, meshing this into July 16-30 vacation agreed upon with unions this week. "The cutback in civilian materials and the swing to govt. production, coupled with the seasonal industry trends in TV and radio, have made it desirable for Philco to balance stocks in proportion to sales during the summer weeks," company states.

This "slowdown," like RCA's ordered last week (Vol. 7:24), does not apply to govt. radar, microwave and other electronic materials, nor to auto radios, which continue full-scale. Philco's Sandusky TV plant closes July 16-30.

Of remainder of Big Four, RCA regular plant vacation is July 2-16; Motorola and Admiral observe same period.

Longest outright shutdown of commercial production announced is DuMont's -- entire month of July -- but its tube manufacturing plant's vacation is first 2 weeks (same as most other tube makers). Others reporting "odd dates" are: Arvin, June 22-July 9; General Electric, June 28-July 16; Wells-Gardner, June 22-July 17; Sylvania, July 16-27; Bendix, July 23-Aug. 5; Andrea, July 27-Aug. 6.

Remaining companies reporting all say first 2 July weeks, meaning actually the 10 workdays from July 2-13: Air King (now CBS-Columbia), Capehart-Farnsworth, Crosley, Emerson, Fada, Hallicrafters, Hoffman, ITI, Jackson, Kaye-Halbert, Magnavox, Meck, Olympic, Raytheon, Stromberg-Carlson, Westinghouse, Zenith.

TRADE SLUMP DELAYS ELECTROSTATIC TUBE: Indicative of manufacturers' plans regarding new materials-saving circuits, is decision by most set makers to defer use of electrostatically-focused CR tube until first quarter 1952 or later. This tube is heart of until-recently much-talked-about "conservation" receiver.

Average set today uses considerably less strategic materials than did its counterpart a year ago, but major conservation steps involving circuit redesign have been put off in most cases.

Reason: Under today's trade conditions, manufacturers have enough materials, despite shortages and limitations. They aren't feeling pinch -- yet.

Reduced demand and curtailed output is accomplishing what the conservation circuits were designed to do. Second quarter 1951 TV output will run less than 1,000,000 sets as against 1,500,000 same 1950 period; third quarter, with vacations, may be even less. By and large, new designs haven't been necessary so far.

Electrostatically-focused picture tube (Vol. 7:1) requires no focus magnet, saving cobalt, nickel, copper, in substantial quantities. Every tube manufacturer has a model ready. Practically every set maker plans new circuitry to accommodate this tube whenever materials situation conflicts with production plans.

Most set makers apparently don't see that condition emerging until first quarter of 1952 at earliest. These among others have said they don't plan electrostatic TV output before then: Admiral, Arvin, Crosley, Jackson, Radio Craftsmen, Raytheon, Sentinel, Sylvania, Tele-tone, Wells-Gardner, Westinghouse.

We know of only 2 using electrostatic tube in current output. RCA has them in all 17-in. sets, plans to incorporate them in some other sizes in its new line next fall or winter. Majestic says it began production this week of 2 new 20-in. sets using electrostatics made by Sanabria's American Television, Chicago.

Philco, which demonstrated "performance-conservation" set last February (Vol. 7:8), still has no definite plans for production of new chassis that would in-

clude electrostatic tube, says it will be guided by materials and trade conditions. Emerson plans no action on electrostatic set for at least "couple of months."

DuMont says it's still exploring situation, but its tube division hopes to have new 17-in. self-focusing electrostatic tube (Vol. 7:20-21) -- which requires no circuit redesign -- in production in August. If this type tube lives up to DuMont's claims and is generally accepted by industry, it will mean considerable saving in materials without necessity of new picture tube circuits. Rauland announced development last March of tube (Vol. 7:12) which appears somewhat similar to DuMont's, also requires no re-engineering of present receivers.

Topics & Trends of TV Trade: "Shootin' chance" to get Regulation W relaxed—that's sentiment of some industry observers following House Banking Committee's action June 20 favoring reduced down payments on TV and other appliances from 25% to 15%, and approving lengthening of repayment period from 15 to 18 months, as part of bill to extend Defense Production Act.

Senate Banking Committee rejected same proposal by 7-6 vote June 19 and 8-5 June 21—but closeness of vote encouraged hopes that provisions favoring TV can be inserted in bill on Senate floor as amendment. Failing that, industry leaders intend to push hard to get Senate to accept House version when bills go into conference—if credit relaxation provision can be kept in House bill.

Both committees voted for relaxation of auto credit terms, gave President Truman far from what he asked in more stringent controls. Senate will begin debate June 25, House June 27. Present Defense Production Act runs out June 30—so both houses are pressed for time.

Of course, there's likely to be many a slip in the involved process of coming up with a final bill. Proposal in House bill is just what TV-radio industry has been asking for some time—being twice turned down cold by Federal Reserve Board (Vol. 7:19-24). Except for 90-day moratorium on credit controls, it's precisely what Stromberg-Carlson president Tait urged before both Congressional committees two weeks ago (Vol. 7:22-23).

Flood of telegrams to Senators and Congressmen can be expected from retailers all over country, as well as from manufacturers and wholesalers. They are convinced that relaxation of 25% down payment on TVs can have stimulating effect on present depressed business.

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Auctioneer brought gavel down only 450 times, but 7000 TV sets were sold—and that means it wasn't true auction. New York City commissioner of licenses McCafrey so reasoned in reprimanding Tobias, Fischer & Co., auctioneers who ran recent Monarch Saphin sale that caused such a ruckus in trade circles (Vol. 7:20-21) and started wave of TV auctions. He also noted that dealer-cost-price references were based on December-January lists, that 23 of 147 models in catalog weren't offered at auction, that Monarch Saphin refused to divulge cost figures. Reprimand did not lead to revocation of auctioneer's license, for "no complaint has been registered by a customer claiming to have suffered by the misrepresentation." Nor does decision penalize Monarch Saphin (except for adverse publicity). Auction flurry, meanwhile, seems about over; last gasp heard was Baltimore auction this week by Desser Distributing Co. of Majestic, Starrett, Freed lines plus scattering of Emerson, Motorola, RCA, Philco units.

Sales of retail TV-radio and appliance dealers in April were estimated at \$216,000,000 in Census bureau's April *Trends in the Electrical Goods Trade*, a drop of \$43,000,000 or 17% below March. Significant is fact that sales were \$27,000,000 or 11% below April 1950, first time since July 1949 that TV-radio-appliance sales went below figure for same month of previous year.

RCA Victor's "Operation Trade" is working wonders in the sale of larger-screen models for liberally traded-in 10-in sets. Moreover, it's stimulating purchases of reconditioned small-screen sets as secondary home receivers.

That's the testimony not only of RCA home instrument dept. sales mgr. A. B. Mills but of William W. Cone, sales v.p. of Krich-New Jersey Inc., which initiated plan that other RCA distributors, let alone some other brand handlers, are emulating with success.

Plan simply guarantees dealers that distributors will buy any 10-in. accepted as trade-in on new RCA; that RCA Service Co. will recondition old set at nominal cost; that dealer can retain it for resale if he wishes (Vol. 7:19). In speech prepared for delivery at NARDA Chicago convention June 25, Mr. Cone tells how initial mail test to 201 small-set owners produced 43 trade-ins, 28 more prospects, and how RCA Service Co. absorbs usual \$4.95 dealer installation charge for demonstration model if sale is made.

Note: Best trade sources indicate 2,444,000 tubes of 10-in. size have been produced to date—plus 553,000 of 7-in., 3,392,000 of 12½-in., not to forget 13,000 of 3-in. and 27,000 of 5-in. Thus, taking into account mortalities and tubes still in trade pipelines, it's estimated fully one-third of the nearly 13,000,000 sets-in-use are 12-in. and under.

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Sharp advance in personal saving has been by-product of current consumer buying slump, says U. S. Commerce Dept's *Survey of Current Business* for June. Survey points out consumer expenditures were 8% lower in May 1951 than in May 1950, while personal incomes were 14% higher. Govt. military procurement, it notes, "is gradually taking an increasing share of national output," but "the generally strong inventory position for the civilian products has prevented the development up to this time of general shortages of consumers' products in this transitional period between tooling up and the attainment of volume output of military end-items."

TV receiver, passenger car and refrigerator production were the 3 consumer industries hardest hit by production cutbacks in April and May, *Survey* reports, presenting these interesting comparisons: Auto production dropped 10% from March to April, an unspecified further amount in May; refrigerator output dropped about 25% from March to April; TV production was cut more than 50% from March to May—"from a weekly average of around 175,000 units in March to 117,000 in April and 80,000 in May."

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Sylvania's "mystery" device for increased viewing comfort is said to be lighted panel around screen, presumably of new "electro-luminescent" material (Vol. 7:23). Sylvania has been playing up feature with "teaser" ads in major slick magazines and newspapers. One competitor, usually crustily skeptical of rivals' claims, says he has seen device, calls it "wonderful." Apparently, panel provides optimum lighting conditions. If it's all that is claimed it would be biggest innovation in tubes, from viewing standpoint, since "black" face.

"We anticipate continuing the same schedules on which we were operating prior to the vacation period."

"Outlook is only fair. It is, as might be expected, less than a year ago."

"We will, of course, be controlled by govt. restrictions and availability of materials. With information available now, we contemplate a TV production of approximately two-fifths the volume we had during our 1950 period, radio about 60%."

"Post-vacation production outlook should be very good as this crazy market is bound to dry up before the summer period is over."

Most vacations are first 2 weeks in July, as usual -- but there are some variations. Philco, for example, shuts down most TV and home radio production as of June 29, meshing this into July 16-30 vacation agreed upon with unions this week. "The cutback in civilian materials and the swing to govt. production, coupled with the seasonal industry trends in TV and radio, have made it desirable for Philco to balance stocks in proportion to sales during the summer weeks," company states.

This "slowdown," like RCA's ordered last week (Vol. 7:24), does not apply to govt. radar, microwave and other electronic materials, nor to auto radios, which continue full-scale. Philco's Sandusky TV plant closes July 16-30.

Of remainder of Big Four, RCA regular plant vacation is July 2-16; Motorola and Admiral observe same period.

Longest outright shutdown of commercial production announced is DuMont's -- entire month of July -- but its tube manufacturing plant's vacation is first 2 weeks (same as most other tube makers). Others reporting "odd dates" are: Arvin, June 22-July 9; General Electric, June 28-July 16; Wells-Gardner, June 22-July 17; Sylvania, July 16-27; Bendix, July 23-Aug. 5; Andrea, July 27-Aug. 6.

Remaining companies reporting all say first 2 July weeks, meaning actually the 10 workdays from July 2-13: Air King (now CBS-Columbia), Capehart-Farnsworth, Crosley, Emerson, Fada, Hallicrafters, Hoffman, ITI, Jackson, Kaye-Halbert, Magnavox, Meck, Olympic, Raytheon, Stromberg-Carlson, Westinghouse, Zenith.

TRADE SLUMP DELAYS ELECTROSTATIC TUBE: Indicative of manufacturers' plans regarding new materials-saving circuits, is decision by most set makers to defer use of electrostatically-focused CR tube until first quarter 1952 or later. This tube is heart of until-recently much-talked-about "conservation" receiver.

Average set today uses considerably less strategic materials than did its counterpart a year ago, but major conservation steps involving circuit redesign have been put off in most cases.

Reason: Under today's trade conditions, manufacturers have enough materials, despite shortages and limitations. They aren't feeling pinch -- yet.

Reduced demand and curtailed output is accomplishing what the conservation circuits were designed to do. Second quarter 1951 TV output will run less than 1,000,000 sets as against 1,500,000 same 1950 period; third quarter, with vacations, may be even less. By and large, new designs haven't been necessary so far.

Electrostatically-focused picture tube (Vol. 7:1) requires no focus magnet, saving cobalt, nickel, copper, in substantial quantities. Every tube manufacturer has a model ready. Practically every set maker plans new circuitry to accommodate this tube whenever materials situation conflicts with production plans.

Most set makers apparently don't see that condition emerging until first quarter of 1952 at earliest. These among others have said they don't plan electrostatic TV output before then: Admiral, Arvin, Crosley, Jackson, Radio Craftsmen, Raytheon, Sentinel, Sylvania, Tele-tone, Wells-Gardner, Westinghouse.

We know of only 2 using electrostatic tube in current output. RCA has them in all 17-in. sets, plans to incorporate them in some other sizes in its new line next fall or winter. Majestic says it began production this week of 2 new 20-in. sets using electrostatics made by Sanabria's American Television, Chicago.

Philco, which demonstrated "performance-conservation" set last February (Vol. 7:8), still has no definite plans for production of new chassis that would in-

clude electrostatic tube, says it will be guided by materials and trade conditions. Emerson plans no action on electrostatic set for at least "couple of months."

DuMont says it's still exploring situation, but its tube division hopes to have new 17-in. self-focusing electrostatic tube (Vol. 7:20-21) -- which requires no circuit redesign -- in production in August. If this type tube lives up to DuMont's claims and is generally accepted by industry, it will mean considerable saving in materials without necessity of new picture tube circuits. Rauland announced development last March of tube (Vol. 7:12) which appears somewhat similar to DuMont's, also requires no re-engineering of present receivers.

Topics & Trends of TV Trade: "Shootin' chance" to get Regulation W relaxed—that's sentiment of some industry observers following House Banking Committee's action June 20 favoring reduced down payments on TV and other appliances from 25% to 15%, and approving lengthening of repayment period from 15 to 18 months, as part of bill to extend Defense Production Act.

Senate Banking Committee rejected same proposal by 7-6 vote June 19 and 8-5 June 21—but closeness of vote encouraged hopes that provisions favoring TV can be inserted in bill on Senate floor as amendment. Failing that, industry leaders intend to push hard to get Senate to accept House version when bills go into conference—if credit relaxation provision can be kept in House bill.

Both committees voted for relaxation of auto credit terms, gave President Truman far from what he asked in more stringent controls. Senate will begin debate June 25, House June 27. Present Defense Production Act runs out June 30—so both houses are pressed for time.

Of course, there's likely to be many a slip in the involved process of coming up with a final bill. Proposal in House bill is just what TV-radio industry has been asking for some time—being twice turned down cold by Federal Reserve Board (Vol. 7:19-24). Except for 90-day moratorium on credit controls, it's precisely what Stromberg-Carlson president Tait urged before both Congressional committees two weeks ago (Vol. 7:22-23).

Flood of telegrams to Senators and Congressmen can be expected from retailers all over country, as well as from manufacturers and wholesalers. They are convinced that relaxation of 25% down payment on TVs can have stimulating effect on present depressed business.

* * * *

Auctioneer brought gavel down only 450 times, but 7000 TV sets were sold—and that means it wasn't true auction. New York City commissioner of licenses McCaffrey so reasoned in reprimanding Tobias, Fischer & Co., auctioneers who ran recent Monarch Saphin sale that caused such a ruckus in trade circles (Vol. 7:20-21) and started wave of TV auctions. He also noted that dealer-cost-price references were based on December-January lists, that 23 of 147 models in catalog weren't offered at auction, that Monarch Saphin refused to divulge cost figures. Reprimand did not lead to revocation of auctioneer's license, for "no complaint has been registered by a customer claiming to have suffered by the misrepresentation." Nor does decision penalize Monarch Saphin (except for adverse publicity). Auction flurry, meanwhile, seems about over; last gasp heard was Baltimore auction this week by Desser Distributing Co. of Majestic, Starrett, Freed lines plus scattering of Emerson, Motorola, RCA, Philco units.

Sales of retail TV-radio and appliance dealers in April were estimated at \$216,000,000 in Census bureau's April *Trends in the Electrical Goods Trade*, a drop of \$43,000,000 or 17% below March. Significant is fact that sales were \$27,000,000 or 11% below April 1950, first time since July 1949 that TV-radio-appliance sales went below figure for same month of previous year.

RCA Victor's "Operation Trade" is working wonders in the sale of larger-screen models for liberally traded-in 10-in sets. Moreover, it's stimulating purchases of reconditioned small-screen sets as secondary home receivers.

That's the testimony not only of RCA home instrument dept. sales mgr. A. B. Mills but of William W. Cone, sales v.p. of Krich-New Jersey Inc., which initiated plan that other RCA distributors, let alone some other brand handlers, are emulating with success.

Plan simply guarantees dealers that distributors will buy any 10-in. accepted as trade-in on new RCA; that RCA Service Co. will recondition old set at nominal cost; that dealer can retain it for resale if he wishes (Vol. 7:19). In speech prepared for delivery at NARDA Chicago convention June 25, Mr. Cone tells how initial mail test to 201 small-set owners produced 43 trade-ins, 28 more prospects, and how RCA Service Co. absorbs usual \$4.95 dealer installation charge for demonstration model if sale is made.

Note: Best trade sources indicate 2,444,000 tubes of 10-in. size have been produced to date—plus 553,000 of 7-in., 3,392,000 of 12½-in., not to forget 13,000 of 3-in. and 27,000 of 5-in. Thus, taking into account mortalities and tubes still in trade pipelines, it's estimated fully one-third of the nearly 13,000,000 sets-in-use are 12-in. and under.

* * * *

Sharp advance in personal saving has been by-product of current consumer buying slump, says U. S. Commerce Dept's *Survey of Current Business* for June. Survey points out consumer expenditures were 8% lower in May 1951 than in May 1950, while personal incomes were 14% higher. Govt. military procurement, it notes, "is gradually taking an increasing share of national output," but "the generally strong inventory position for the civilian products has prevented the development up to this time of general shortages of consumers' products in this transitional period between tooling up and the attainment of volume output of military end-items."

TV receiver, passenger car and refrigerator production were the 3 consumer industries hardest hit by production cutbacks in April and May, *Survey* reports, presenting these interesting comparisons: Auto production dropped 10% from March to April, an unspecified further amount in May; refrigerator output dropped about 25% from March to April; TV production was cut more than 50% from March to May—"from a weekly average of around 175,000 units in March to 117,000 in April and 80,000 in May."

* * * *

Sylvania's "mystery" device for increased viewing comfort is said to be lighted panel around screen, presumably of new "electro-luminescent" material (Vol. 7:23). Sylvania has been playing up feature with "teaser" ads in major slick magazines and newspapers. One competitor, usually crustily skeptical of rivals' claims, says he has seen device, calls it "wonderful." Apparently, panel provides optimum lighting conditions. If it's all that is claimed it would be biggest innovation in tubes, from viewing standpoint, since "black" face.

HOW to define TV receiver picture size—this issue provoked prolonged discussion at Federal Trade Commission's TV industry trade practice conference June 21 in Washington (Vol. 7:22-23). Aside from controversy over color claims (see p. 7), picture-size question was most thoroughly explored item at manufacturer-wholesaler-retailer-govt. meeting.

RTMA recommended advertisements be required to indicate size of tube and of image. NARDA thought size of image was enough. Most of discussion centered on how to measure tube and picture—whether by diameter (or diagonal) or square inches. No decision was reached, won't be until FTC comes out with proposed rules after second conference in mid-September. Public hearing will follow issuance of rules, then final trade practice code will be set up—first for industry since original radio rules were formulated in 1939. Other rules proposed at June 21 conference:

(1) Sets with built-in antennas shouldn't be advertised as requiring no external aerial in all cases. This proposal by RTMA drew strong support from among the 60-odd representatives of NARDA, National Association of Electrical Distributors, National TV Dealers Assn., and Assn. of Cathode Ray Tube Manufacturers—as well as many local retailers.

(2) Action should be taken to stop distributors' tie-in sales—whereby dealer must take whole line of TV-radios, and even appliances, in order to get products or models he wants. Trade rules should discourage "spiffs"—gratuities paid by manufacturer to dealer sales personnel to push one brand ahead of competitor.

(3) Dealers should have guarantee that sets delivered to them will be in good shape. National TV Dealers Assn. claimed one-third of the 12,000,000 sets in use last February-March weren't in good working condition when delivered to dealers.

(4) Limitation on number of model changes per year, or establishment of regular policy so dealer knows ahead of time when new models will come out.

(5) Rules should brand as unfair (a) exaggerated claims of receiver performance; (b) concealment of fact reconditioned tubes or parts aren't new; (c) description of set as "RCA licensed," implying it was made by RCA.

Merchandising Notes: "Color talk and publicity hasn't hurt much—but it hasn't helped, either." This epitomizes attitude of manufacturers-distributors-retailers alike; they don't discount its impact, but they seem to think low-priced TVs will continue to sell nicely against high-priced (and small-screen) color sets, once credit restrictions are relaxed . . . Phil Keller, mgr. of George's, Washington chain, surveyed customers to whom he sold 7-in. sets, found they all want larger pictures but don't have enough money for down payment; he believes decrease to 15% would be "just about right" to make difference between sale and no-sale, for on a \$300 set 25% is \$75 while 15% is only \$45 . . . Desperation selling this week included 20-in. tables offered in Chicago and Washington at \$169.50 & \$199.50, respectively . . . Chicago dealer offered \$46.50 Mixmaster free with purchase of any TV set; sale ads also featured Admiral 14-in. combination console (list \$369) for \$199.95 . . . Meek is out with new 14-in. table at \$139.95 . . . Zenith's new Washington area distributor is definitely Simon Distributing Co., as of July 1 (Vol. 7:24)—Simon having given up Motorola franchise . . . Houston Post's KPRC-TV pushed local TV sales with 3-day TV Jamboree in civic auditorium that drew 30,000 persons.

Philco's Plant 9 in Philadelphia (refrigerators) from June 29 is being converted to govt.-industrial production of high priority marine, aircraft, ordnance equipment; its former schedules go to plant at Connersville, Ind.

Financial & Trade Notes: Short interest in TV-radio and related stocks on New York Stock Exchange showed these changes between May 15 and June 15, NYSE reported this week: Admiral, 50,030 shares on May 15 to 42,445 on June 15; Aveo, 21,464 to 19,680; CBS "A", 5337 to 12,283; CBS "B", 3312 to 7489; Emerson, 9965 to 7368; GE, 9056 to 11,215; Magnavox, 24,925 to 20,757; Motorola, 20,209 to 16,497; Phileo, 16,779 to 18,444; RCA, 27,081 to 25,223; Zenith, 36,571 to 34,306.

Magnavox is currently operating at about break-even level, due to reduced TV demand, so that quarter ending June 30, which ends fiscal year, won't show much change from \$3.40 a share reported for 9 months ended March 31 (Vol. 7:16), reports *Wall Street Journal*. Sales for current fiscal year will probably amount to about \$45,000,000, compared to \$31,700,000 in fiscal 1950 when earnings were \$2.81 per share. Defense products currently run \$500,000 to \$600,000 a month, but aren't contributing much to profits. By October, these should reach \$2,000,000 a month, with total backlog of war orders now \$20,000,000 and more being negotiated.

Aerovox reports first quarter sales of \$6,384,000 (vs. \$5,003,000 same 1950 period), net earnings after taxes of \$309,578 or 44¢ on 700,000 common shares (comparative 1950 figures not available). In letter to stockholders, president W. Myron Owen predicted "new highs" in sales fourth quarter of this year because of rapidly increasing backlog of govt. orders and expected pickup in TV sales, but warned that second and third quarters will not be as good as first. Owen revealed Aerovox has increased its loan with Prudential from \$3,000,000 to \$4,000,000 to finance larger inventories required in govt. work.

Sale of 1900 shares of ABC common by v.p. Earl E. Anderson was reported this week to N. Y. Stock Exchange. He now holds 6600 shares.

Sightmaster Corp. offering 600,000 shares of 5¢ par common stock at 25¢ per share through Tyson & Co. and E. L. Aaron & Co.

Trade Personals: Earl Smith, from Connecticut Cabinet Co., Mystic, Conn., named acting chief of OPS electronics & musical instruments section, Housewares & Accessories Branch, handling TV-radio; branch is headed by Lee McCanne, of Stromberg-Carlson . . . Leo G. Sands promoted from sales to Bendix Radio adv. & public relations director, with F. Donald Fenhagen and William W. Price as assistants . . . John B. Langley, ex-Ford accessories sales mgr., named gen. mgr., Motorola-Detroit Co., succeeding v.p. E. A. Holsten who joins Chicago headquarters July 1 as special merchandising mgr. . . . Roger B. Yepsen named marketing research mgr. for GE tube div., headquartered in Schenectady . . . Ted Lucas leaves Phileo public relations dept. to join Jerrold . . . Walter J. Currie, ex-Crosley international representative, named deputy assistant NPA administrator for Office of Civilian Requirements under former MBS chairman Lewis Allen Weiss . . . Louis Kahn, Aerovox research director, appointed to armed forces Research & Development Board as consultant on components and chairman of capacitor sub-panel . . . Crosley appoints 3 divisional sales managers in new 21-zone realignment of factory field organization: M. R. Rodger, asst. gen. sales mgr., named mgr. for central div.; E. W. Gaughan, special activities, eastern div.; T. H. Mason, sales promotion mgr., western div.

RCA Victor and U of Pennsylvania are jointly conducting 10-week electronic engineering course, June 25-Sept. 7, for 15 Army combat officers; they will work in Camden plant through summer, return to university in fall for masters degrees in electrical engineering.

Mobilization Notes: NPA controls on third-quarter use of copper and aluminum in consumer durable goods turned out to be much more flexible than expected. As anticipated, Order M-47A, issued June 22, fixes permitted use of copper at 60%, aluminum at 50% of amount used by manufacturer during average quarter of first-half 1950 base period. But it permits him to switch his quotas of the 2 metals among long list of products.

Steel, as previously announced (Vol. 7:22), is restricted to 70% of amount manufacturer used for each group of closely-related products during base period quarter.

Here's example of how M-47A will work: Manufacturer can use in TV sets, during third quarter, 70% of amount of steel (including steel in parts) he used during average base period quarter to make TVs, TV-radio combinations, TV-phonos and TV-radio-phonos. But he can't, for example, borrow steel from his radio quota to make TVs. However, he can switch his copper or aluminum quotas as among the products he makes, including TVs, radios, phonographs, ranges, refrigerators, washing machines, and even motor scooters, toy whistles and civilian airplanes. In short, he can shift practically his entire line of consumer durables.

Many new items have been added to list for third quarter. Included are auto radio antennas, use of copper in which was banned in second quarter by order M-12. New order cancels copper Order M-12, supersedes much of aluminum Order M-7, discarding all lists of items in which use of the 2 metals had been banned outright.

Queer topical quirk in new order is provision which appears practically to ban production of color and uhf adapters and converters. These fit definition of "accessories" in M-47A, and constitute "separate item" on list—meaning that manufacturer in third quarter may use only 70% as much steel to make them as he used for them during base period quarter. But how many color and uhf converters were made during first-half 1950 base period? This isn't as significant as it appears, of course, since NPA has always made adjustments in unusual cases. In fact, an NPA official predicted that adapters and converters will probably be considered TV sets so far as steel quota is concerned, if anyone requests such dispensation. But no ruling is known to have been made yet on this subject.

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At least 75% of CMP applications received by NPA's Electronics Div. have been improperly filled out. And a like number of letters of transmittal submitted with applications are "absolutely useless."

Such was disappointed reaction at NPA as Electronics Div., at week's end, had scrutinized some 700 applications from manufacturers of electronic Class B products (standard, civilian-type). Division is still waiting for final word on slicing of materials pie before making bulk of allocations of steel, copper and aluminum to individual manufacturers.

Electronics Div. officials emphasize that each application is processed as an individual case; in many cases staff members must supplement applications with phone calls to manufacturers—because of obvious errors or insufficient information on application forms, and because official Class B list is highly inadequate. Many products don't appear on list; some listings are obscure. Revised list will be issued soon.

Biggest complaint is that not enough information accompanies applications. NPA people say letters of transmittal—one for each application—should explain application in detail. It's especially important to explain any sharp variations in use of materials or in requirements shown on application.

CMP applications for fourth quarter allotments will

THEATRE TV's big hit, Louis-Savold fight June 15 (Vol. 7:23-24), netted International Boxing Club mere \$10,000 on basis of 40¢-a-seat payment by 9 theatres with total seating capacity of 25,000. Following spectacular success of first theatre-TV "network" experiment, prophets of TV's doom this week were predicting end of top-flight live sports events on free home TV; and some set owners were showing signs of getting restive about the whole thing, as evidenced by letters to newspapers.

Also greatly in evidence this week was idea that somehow "TV industry" is cooking up vast conspiracy to funnel entertainment from free home sets to theatre screens. Even the usually careful and accurate *Life Magazine* fell into the trap. In angry editorial June 18, *Life* suggested: "FCC may wish to have another look at the industry" for surrendering "an important public service function" by making viewers pay to see programs. "The industry" is warned: "When TV begins to charge us for what we see, let its high chieftains be well advised that they will have to give us something better than the Louis-Savold fight, dreary night club comedians or the idiotic quiz shows that now make up so many telecasts."

Group of 10 New York businessmen—9 of them attorneys—set up "Fair TV Practices Committee" June 20, said they'll petition FCC to suspend license of any broadcaster caught participating in subscription or theatre TV.

Home TV got last word in Louis-Savold episode. CBS-TV showed films of June 15 bout in place of regular Wednesday night fights June 20 (sponsored by Pabst), with this unusual twist: Joe Louis himself, in studio, discussed the fight between rounds, and participated in running commentary on the fight itself. It wasn't 15 feet high, but it was a good show.

be due next month from manufacturers of consumer durables as well as those who filed for third quarter. NPA officials emphasize that plenty of headaches can be avoided by reading instruction sheet which accompanies form CMP-4B.

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Practically all metals used in electronic equipment are in scarcest category on NPA's new *List of Basic Materials and Alternates*, issued this week. Among metals listed under "Group I-A—In very short supply" are copper, aluminum, selenium, tin, lead, zinc, cobalt, tungsten, nickel, molybdenum. Pamphlet notes that "certain alloy metals, such as nickel, cobalt and tungsten, are in very short supply. All non-ferrous metals are tightening rapidly." On subject of plastics, it says: "The range of adaptability among plastics as substitutes for metals already has resulted in such a tightening of their supply that cellulose acetate is the only important plastic still generally available." List is available at NPA in Washington and all Commerce Dept. field offices.

Westinghouse received DPA certificate of necessity for construction of \$12,010,000 electronic tube plant at Pittsburgh, 75% of cost of plant subject to 5-year tax write-off. Three other certificates for expansion of electronic production facilities were issued June 8-15: Polytechnic Research & Development Co., for facilities to produce electronic testing apparatus at Brooklyn, N. Y., cost \$108,842, at 85% amortization; Haydu Bros., Mt. Bethel, N. J., tubes, \$76,694 at 80%; Sylvania, Salem, Mass., tubes, \$35,791 at 85%.

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International Standard Electric Corp. (IT&T) announces TV transmitter contracts from Radio Belgrano y Primera Cadena Argentina de Broadcasting, Buenos Aires, and Radio Televisao Paulista, S. A., Sao Paulo, Brazil. They will be Argentine capital's first, Brazilian metropolis' second station.

Count of TV Sets-in-Use by Cities

As of June 1, 1951

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

ONLY 269,400 units were added to TV sets-in-use during May, smallest number in years, reflecting current sales slump. Total thus was 12,769,300 sets-in-use as of June 1. Receding rate of additions to TV audience was also indicated in April, for which NBC Research reported figure of 328,400 (Vol. 7:21) and in March, 423,100 (Vol. 7:17). These are the June 1 estimates (consult individual stations for estimates of number of families within their respective ranges):

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
Interconnected Cities			Interconnected Cities—(Cont'd)		
Ames (Des Moines)	1	59,400	Philadelphia	3	858,000
Atlanta	2	115,000	Pittsburgh	1	265,000
Baltimore	3	301,000	Providence	1	152,000
Birmingham	1	40,100	Richmond	1	82,000
Birmingham	2	54,900	Rochester	1	83,100
Bloomington, Ind.	1	16,500	Schenectady	1	158,000
Boston	2	741,000	St. Louis	1	293,000
Buffalo	1	205,000	Syracuse	2	122,000
Charlotte	1	79,900	Toledo	1	93,000
Chicago	4	930,000	Utica	1	43,500
Cincinnati	3	258,000	Washington	4	265,000
Cleveland	3	477,000	Wilmington	1	69,000
Columbus	3	149,000	Total Inter-connected	81	10,821,000
Davenport-Rock Island ..	2	57,600	Non-Interconnected Cities		
Dayton	2	130,000	Albuquerque	1	8,800
Detroit	3	491,000	{Dallas	2	121,000
Erie	1	48,000	{Fort Worth	1	80,100
Grand Rapids	1	79,000	Houston	1	30,100
Greensboro	1	69,600	Los Angeles	7	933,000
Huntington	1	44,000	Miami	1	70,000
Indianapolis	1	138,000	New Orleans	1	57,500
Jacksonville	1	32,200	Oklahoma City	1	90,200
Johnstown	1	93,100	Phoenix	1	38,200
Kalamazoo	1	38,000	Salt Lake City	2	46,600
Kansas City	1	122,000	San Antonio	2	46,100
Lancaster	1	101,000	San Diego	1	100,000
Lansing	1	53,000	San Francisco	3	197,000
Louisville	2	92,000	Seattle	1	85,000
Memphis	1	86,500	Tulsa	1	74,200
Milwaukee	1	243,000	Total Non-Inter-connected	26	1,948,300
Minneapolis-St. Paul	2	265,000	Total Inter-connected and Non-Inter-connected	107	12,769,300
Nashville	1	31,700			
New Haven	1	158,000			
New York	7	2,390,000			
Norfolk	1	69,100			
Omaha	2	78,800			

Telecasting Notes: More TV station sales may result from current "shopping" by substantial interests wanting in; prices, though, have soared to fantastic heights, stimulated by CBS deals for KTSL and WBKB, Bitner purchase of WLAV-TV, O'Neil purchase of KFI-TV—all well into 7 figures (Vol. 7:23). Asking price for one big-city station is reported \$10,000,000, which owner jocularly says is his way of keeping would-be buyers away . . . KOTV, Tulsa, appoints Petry as national rep, quitting Adam Young; it's first city in which Petry has separate TV & AM representation, latter being KVOO . . . Washington Star's WMAL-TV leaves ABC Spot Sales as of July 1 to be represented by Katz . . . New York Times June 24 begins series of articles by Jack Gould on social and economic impact of TV, based on reports from its correspondents throughout country . . . Non-telecast Pittsburgh Pirates reported to have given permission to WDTV to carry selected games rest of this season, sponsor and details to be released shortly . . . ABC to convert storage warehouse at 39-41 W. 66th St., New York, into TV-radio building, with studios, offices, library, to supplement its plant at 7 W. 66th St.; cost estimated at \$610,000 . . . U of Illinois, recipient of \$245,350 grant from Kellogg Foundation for "educational broadcasting," announces gift of TV transmitter by GE, plans to telecast (on educational Channel No. 12 reserved for Urbana) when and if it gets post-freeze grant from FCC . . . Monogram's releases to TV (Vol. 7:24) will be 26 old features, 26 westerns, to be leased to Elliott Hyman, reports *Variety*; film producer later may have own TV distributing setup . . . TV Authority's George Heller is described as "master of the four-letter word, with a tongue that lashes like a mule-skinner's whip" in June 20 "New York Closeup" column in *Herald Tribune* . . . Screen Directors Guild survey shows 55 out of 253 regularly employed Hollywood film directors are currently working on TV film production . . . Bing Crosby going on TV next year via film, reports *Billboard*.

NPA is now processing applications for construction or alteration of TV-radio stations under order M-4 (Vol. 7:19-20, 22). Most or all of those now under consideration are from broadcasters who were caught in the squeeze—had their materials and were ready to begin construction before construction controls were amended to include broadcast stations. None of the applications has received final action yet, and NPA apparently isn't ready to consider applications for new stations where grantees haven't bought their building materials. NPA June 21 brought construction under Controlled Materials Plan (CMP Reg. 6), but left builders the choice whether to apply for gov.-allocated building materials or buy them on the free market.

Confirmation of Comr. Frieda Henneck as New York Federal district judge (Vol. 7:4) is delayed, pending objections raised by New York Bar Assn. and request by American Bar Assn. that hearing be postponed. Senate Judiciary Committee reports no additional opposition has been heard, that it hasn't set date for hearing, that it hasn't even received formal notice from New York Bar Assn. Committee has unique procedure; during hearing, anyone can walk in and oppose nominees—without filing prior notice of intention to appear. Prospects of confirmation still remain good, though there's some political opposition, too, from within Democratic organization.

Eight more illegal TV stations (Vol. 7:6, 7, 23), all in West Virginia, have been reported to FCC. Such stations, symptomatic of tremendous pent-up demand for TV, were picking up and rebroadcasting WSAZ-TV, Huntington. Strangely and stupidly enough, some were using WSAZ-TV's own frequency, Channel 5, creating intolerable interference. Logan and Marmet are 2 of towns involved.

Objection to proposed sale of Channel 8 facilities of WSB-TV, Atlanta, while Cox newspaper interests (*Atlanta Journal* and *Constitution*) retain CP-holder WCON-TV's Channel 2, was filed with FCC this week on behalf of Georgia Tech's WGST, applicant for Channel 11. To prosecute case Gov. Talmadge appointed ex-FCC chairman Paul Porter (Arnold, Fortas & Porter) as deputy asst. attorney general. Proposed purchaser is Broadcasting Inc., local business group (Vol. 7:18, 22). WGST counsel claim sale precludes other stations in Atlanta, asks dismissal or placing in pending file until freeze is lifted. FCC this week also received application (total now 412) for Channel 6 from Ridder Newspapers' WDSM, Duluth-Superior, and for Channel 12 from KFVS, Cape Girardeau, Mo. [For details about foregoing applications, see *TV Addenda 12-X* herewith; for all applications pending, see *TV Directory No. 12* and *Addenda 12-A to 12-X*.]

More than 6 years after it was cited in now-famous FCC Blue Book case for alleged overcommercialization, Hearst Radio's WBAL, Baltimore (50 kw on 1090 kc) got its license renewed. Commission this week issued final decision, reiterating 3-2 findings last December that WBAL (and WBAL-TV) deserved to have license renewed, notwithstanding representations of newspaper columnists Drew Pearson and Robert S. Allen that they could "do it better" (Vol. 6:49). Comrs. Coy and Webster dissented.

Addenda to

DIGESTS OF OPPOSITIONS TO COMMENTS ON TV ALLOCATION PLAN

Hearing Scheduled before FCC Starting July 9, 1951: Docket 8736

Note: Digests of oppositions listed below are in addition to those published in Supplement No. 72-B, June 16, 1951.

KPIX Inc., San Francisco, Cal. (KSFO and TV station KPIX) -- Opposes proposals of: (1) KARM, the George Harm Station, and McClatchy Broadcasting Co., Fresno, Cal., to assign Channel 5 to Fresno. (2) Television California, San Francisco, and Columbia Broadcasting System, New York, to assign 6 to Stockton. (Fly, Shuebruk & Blume)

News-Journal Corp., Daytona Beach, Fla. (WNDB) -- Opposes proposals of: (1) City of Jacksonville; Isle of Dreams Broadcasting Corp. and WKAT Inc., Miami; Central Florida Broadcasting Co., Orlando, to substitute Channel 11 for 2 in Daytona Beach. (2) Allen B. DuMont Laboratories, New York, to substitute 13 for 2 in Daytona Beach.

Hampden-Hampshire Corp., Holyoke, Mass. (WHYN) -- Opposes proposals of: (1) Travelers Broadcasting Service Corp., Hartford, Conn., to assign Channel 3 to Hartford from New London, Conn. or 10 to Hartford from Providence, R.I. (2) Hartford Times Inc., Hartford, to assign 3 to Hartford from New London. (3) Greylock Broadcasting Co., Pittsfield, Mass., to assign 12 to Worcester, Mass. from New London. (4) WTAG Inc., Worcester, to assign 12 to Worcester from Providence. (5) Columbia Broadcasting System, New York, to assign 10 to Albany, 8 to Portland Me., from Lewiston, Me., 3 to Calais, Me., 11 to Providence. (6) Brockway Co., Watertown, N. Y., to assign 8 to Montreal-Verdun, Quebec. (7) Allen B. DuMont Laboratories Inc., N.Y. to assign only uhf channels to Springfield-Holyoke. (8) Outlet Co. and Cherry & Webb Broadcasting Co., Providence; Thames Broadcasting Corp., New London, Conn., all of which approved FCC proposed allocation plan. (Bingham, Collins, Porter & Kistler)

Adrian Broadcasting Co., Adrian, Mich. (WABJ) -- Opposes proposal of Wayne U and Detroit Board of Education to delete Channel 11 from Toledo. (Arnold, Fortas & Porter)

Trebit Corp., Flint, Mich. (WFDF) -- Opposes proposal of Michigan State College, E. Lansing, to assign Channel 10 to E. Lansing. (Dempsey & Koplovitz)

Mid-Continent Radio-Television Inc., Minneapolis, Minn. (WTCN & WTCN-TV) -- Opposes proposal of Northwest Broadcasting Co., Ft. Dodge, Ia., to assign Channel 4 to Ft. Dodge, substitute 2 for 4 in Sioux City, Ia. (Fly, Shuebruk & Blume)

Forest Capital Broadcasting Co., Lufkin, Tex. (KTRE) -- Opposes proposal of East Texas Television Co. Longview, Tex., to assign Channel 9 to Longview, substituting 10 for 9 at Lufkin. (Cohn & Marks)

Tri-City Broadcasting Co., Wheeling, W. Va. (WTRF) -- Opposes proposals of: (1) Allegheny Broadcasting Corp., WCAE Inc., Westinghouse Radio Stations Inc. and Pittsburgh Radio Supply House, Pittsburgh, to move Channel 9 from Wheeling to Pittsburgh. (2) Allen B. DuMont Laboratories, New York, to substitute 18, 39, 43 & 63 for 7, 9 & 57 in Wheeling. (3) Washington Broadcasting Co., Washington, Pa., to interchange 9 & 63 between Washington and Wheeling. (4) WSTV Inc., Steubenville, O., to assign 7 or 9 to Steubenville. (Barnes and Neilson)

Monona Broadcasting Co., Madison, Wis. (WKOW) -- Opposes proposal of Radio Wisconsin Inc., Madison, to move all commercial TV to uhf. (Fly, Shuebruk & Blume)

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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June 30, 1951

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STATUS OF TV-AM-FM AS OF JUNE 30: At mid-year, TV stations in operation remain at exactly 107 -- only one more than year ago when Nashville's WSM-TV was still building for September debut. But new-station applications have climbed to 415 from 373 last Jan. 1 and 351 the year before. It's clear that seekers after new stations will increase by leaps and bounds, once end of now 34-month-old freeze is in sight.

AM stations continue to multiply, but at decelerating rate. June 30 finds 2399 AM stations authorized (2251 licensed and on air, 148 CPs), up from 2351 (2199 licensed, 152 CPs) at end of 1950 (Vol. 7:1). End of 1949, there were 2246 AMs authorized; end of 1948, 2131; end of 1947, 1961; end of 1946, 1579; end of 1945, 1056.

Applications for new AMs pending totaled 256 as of June 30, only slightly down from 259 last Jan. 1. During last 6 months, 9 AM licenses, 11 CPs were dropped.

FM had 670 commercial grantees on June 30 (642 on air) vs. 706 grantees (672 on air) last Jan. 1 and 791 on Jan. 1, 1949. In addition, 81 non-commercial FM licenses are outstanding. Dropped during last 6 months were 24 FM licenses, 24 CPs, and only 11 new FM station applications are pending.

[For lists of TV stations & applicants, see TV Factbook No. 12 with weekly TV Addenda to date. For details on AM-FM licenses, grants, applications, etc., see our AM-FM Directory of Jan. 1, 1951 with weekly AM-FM Addenda to date.]

Note: FCC reports that July 1 marks 10th anniversary of commercial TV. On April 30, 1941 FCC authorized commercial telecasting to begin July 1. Of many experimental licensees, only NBC's WNBT & CBS's WCBS-TV chose to go commercial, but by May 1942 Commission's log showed 10 commercial outlets -- 6 of which continued to provide service during World War II.

URGENT QUEST FOR QUICK FREEZE END: Though FCC again delayed start of city-by-city allocations hearing -- pushing date forward from July 9 to 23 -- it did so this week with earnest hopes and intentions of speeding up end of freeze. But the calendar of new station possibilities still stands:

None this year, first prospects no sooner than late 1952 -- considering not only the legal but war-affected equipment and construction factors.

Commission postponed hearing ostensibly to mull June 28 oral argument concerning its allocations authority (Vol. 7:18-20, 24-25). Equally important, probably more so, is that FCC is giving industry more time to come up with request that it call off hearing -- partially or totally -- and decide allocation on basis of additional written comments.

Prospects of such a request are currently very strong. Actually, Westinghouse had already filed petition (Vol. 7:25). But Commission itself would be reluctant to call off hearing, for fear of being labeled "arbitrary", without stronger industry support. Petition from group such as NARTB-TV might precipitate action. Latter is now polling its board. First responses favor move.

Many lawyers also favor dispensing with hearing, feeling it would bring

freeze end 6-12 months sooner, even though some feel FCC has no legal right to fix an allocation plan in the rules -- which is purpose of hearing.

DuMont is only outfit so far to speak up in opposition to contemplated procedure, wiring Commission that it wants complete oral hearing.

Many ideas for quickening freeze-end tempo are being bandied about, e.g.:

- (1) Make it optional, granting hearing to anyone requesting it.
- (2) Require parties to "show cause" why they should be given oral hearing.
- (3) Accept written direct testimony, conduct oral cross-examination.
- (4) Grant hearing only for those proposals involving conflicts greater in number than specified minimum.

If hearing is dropped, FCC may give everyone 20-25 days to file additional material supporting original proposals filed May 7 (Supplements No. 72 & 72-A), then same amount of time to amplify oppositions submitted June 11 (Supplements No. 72-B & 72-C). People in Commission think the final allocation could be made in couple more months, and processing of applications could begin by year's end.

* * * *

June 28 oral argument, on FCC's legal authority to fix allocation plan in rules and reserve educational channels, was unusual in that rarely have so many come away from an FCC hearing so fully convinced they could predict decision -- namely, that the Commission won't change its mind.

Every possible nuance of Communications Act was brought into play -- its conception, birth, adolescence and manhood -- but arguments boiled down to this:

Opposition contends that law guarantees person right to file an application for a channel and requires Commission to give him full hearing before granting or denying him a license.

Commission and its supporters insist law gives FCC authority to determine whether a channel exists, and to ignore applications which specify channels not included in allocation plan. They insist that FCC procedures give applicants adequate opportunity to seek change in plan.

Only Comr. Jones sided against FCC majority, when he implied he considers forthcoming city-by-city hearing a "kangaroo" hearing, compared with regular "due process" hearing on applications.

Some think FCC may not even render decision on subject. Others think Sen. Johnson's interest (Vol. 7:22-23) impels one. Though there's possibility an adverse decision may be appealed to courts and could hold up whole allocation plan, much doubt exists whether such appeal can be made before allocation plan is made final.

Lined up with FCC majority were: Telford Taylor and Seymour Krieger (JCET), Richard Salant (CBS), Henry Fisher (New York Board of Regents), Abe Stein (WTTV, Bloomington), Maurice Barnes (Mich. State College), George Sutton (several clients), James McKenna (ABC), Vernon Wilkinson (several clients).

Against FCC were: William Porter (Bar Assn.), Theodore Pierson (several clients), Paul Spearman (clients), Robert Booth (WKMH, Dearborn), Thomas Wilson (clients). Supporting FCC on authority to fix allocation plan, but opposing its right to reserve channels, were Thad Brown (NARTB-TV) and E.D. Johnston (DuMont).

HEARST BUYS INTO SEATTLE OUTLETS: Latest TV station deal, whereby Hearst Radio Inc. purchases 25% interest in Seattle's KING-TV and its AM-FM companions for \$375,000, points up another noteworthy trend in telecast operations -- newspaper ownership.

Exactly 45 of today's 107 TV stations are now owned in whole or part by newspaper interests, following trend in radio -- a trend less long delayed in TV than radio, manifest also in large number of newspaper applications for new TV stations.

[Complete lists of newspaper, network, manufacturer, multiple ownerships of TV stations, plus list of applications showing newspaper-radio interests of the principals, will be included in our TV Factbook No. 13, due off presses July 15.]

Mrs. Dorothy Stimson Bullitt, wealthy widow of noted Northwest lumberman, paid exactly \$375,000 for KRSC-TV and KRSC-FM just 2 years ago (Vol. 5:20), joined

them with her 50-kw AM station KING. Founder Palmer K. Leberman, publisher of Family Circle Magazine, said he had invested about that much, didn't want to continue taking losses then running \$1000 monthly, preferred to retain his local AM only.

TV property is "in very good condition" now, according to Mrs. Bullitt, who recently hired the able ABC-TV stations v.p. Otto P. Brandt as general manager. Sale deal was concluded June 28 between Mrs. Bullitt and New York Mirror publisher Charles G. McCabe, president of Hearst Radio, which also operates WBAL & WBAL-TV, Baltimore; WCAE, Pittsburgh; WISN, Milwaukee. It had been negotiated by Hearst Radio v.p. Tom Brooks, who died suddenly last week (Vol. 7:25). The KING stations will have working tieups with Hearst's powerful Seattle Post-Intelligencer, but there will be no changes in management, personnel or policy, according to Mrs. Bullitt.

Note: Sale deal follows close upon purchase of WLAV-TV, Grand Rapids, by the Harry M. Bitner interests for \$1,300,000 (Vol. 7:19). Mr. Bitner was onetime Hearst general manager and former publisher of Hearst's Pittsburgh Sun-Telegraph.

COLOR TV—SHORT & LONG-RANGE OUTLOOK: Where does CBS color go from here, now that it's commercial? This much is more obvious than ever:

If it gets anywhere at all, it will get there very slowly.

Impact on black-and-white sales remains first and most important thing to watch. Second factor is sale of color devices when they arrive this fall. Third, of course, is progress of compatible system.

If today's battered market becomes critically depressed, and condition can be clearly attributable to color, and stays that way for considerable time --

If color sets sell like hotcakes when nothing else does --

If compatible systems appear definitely to be years off --

Then, color may be eyed desperately by the manufacturers. But those "ifs" are extremely unlikely for these reasons:

* * * *

(1) Color has been very small factor in keeping people out of stores. The magic word "commercial," tacked onto color, means almost nothing to the customer. He has to see color -- lots of it, good programs -- before he's persuaded he's missing anything. One hour daily, at very poor times, won't impel him to buy an expensive color set. At least, that's general feeling within trade.

CBS promises 20 hours of color weekly by fall, but certainly few stations besides WCBS-TV, New York, will carry that much of it during decent viewing time. Matter of fact, only one of CBS's 4 affiliates now carrying color uses the full hour of color transmitted daily -- other 3 using half hour or less. What will change affiliates' mind by fall, when number of color sets will still be insignificant?

As aptly put by Linus Travers, manager of CBS's Boston affiliate, WNAC-TV: "We intend to cooperate, but we have a responsibility to 750,000 set owners."

And, taking FCC Chairman Coy's view of color development -- that it will be very much like history of black-and-white (Vol. 7:22) -- here are TV set production figures for its "normal" inceptive years 1946-50: first year 6475, second 178,571, third 975,000. Boom didn't begin until 1949 when production (and demand) went to 3,000,000, output leaping to 7,463,800 in 1950.

* * * *

(2) Manufacturers wouldn't be so opposed to CBS system, even though most of them consider it technically inferior and abhor its incompatibility, if they thought a profit could be made in color sets. But the brand-name companies don't.

They've carefully analyzed costs, fail to see how CBS can make any money on the sets to be offered at \$400 & \$500, even if 25,000 are produced this year -- the production goal indicated by CBS-Columbia Inc. (formerly Air King) president David Cogan. What's even more important, they see no "depth" to the market, nothing that promises the fruits of mass production -- inexpensive sets.

Even the CBS adherents -- Meck, Muntz, Tele-tone, CBS itself -- are extremely careful to preserve black-and-white market. All have made statements insisting on

continued value of black-and-white. Now a set and tube maker itself, CBS faces the same hard facts of manufacturing life that everyone else does.

Nevertheless, there's some danger color will develop into a depressant to black-and-white sales. If it becomes one during next few months, it will be solely because of publicity. Then, after a few sets are finally on dealer floors, there's possibility people may remain reluctant to buy anything, decide to wait for cheaper, bigger, color sets. "Eager beaver" buyers already have their TV sets. Current prospects have either less money, less desire, or both. And substantial new markets are at least 1-2 years off because of freeze.

* * * *

CBS's June 25 commercial "premiere" was big hit -- no question about it -- particularly to those seeing color for first time. Our own reactions to program, as a show, coincide almost exactly with those of Variety's George Rosen, who found it deficient in showmanship, despite big names, and spotty in color values.

Color fidelity wasn't as consistent or as good as it has been in past. Virtues and defects of system stood out clearly. Flicker was worse than we've ever seen it, and breakup continues to annoy some, but not everyone. Brightness is fair, should be greater. In Washington, technicians finally doused room lights, and observers liked picture much more. Low resolution, particularly after coaxial losses, makes closeups mandatory. At its best -- model displaying lipstick and nail polish -- pictures were superb. This was generally true of advertising subjects.

Press and public reaction ran wide range, generally highly commendatory. New York News' Sid Shalit: "There were times when the hues were lush and dripped with pure beauty." Philadelphia Bulletin's Harry Harris: "Color was varied and realistic, and compared favorably with the color of Hollywood films." New York Times: "CBS presented one for the record yesterday; it was hardly more." New York Journal-American's Jack O'Brian: "As the 'first commercial colorcast,' it was unsatisfactory on several levels."

But man-in-the-street was genuinely thrilled, though some criticized skin and hair tones, color breakup, small picture size, magnifying lens, etc.

CBS broke full-page ads in June 25 newspapers in the 5 colorcasting cities, but tone of promotion is still more restrained than many expected. One ad heralded premiere, other announced availability of \$500 CBS-Columbia set in late summer (no mention of \$400 set). Ads made it clear CBS isn't trying to unsell public on black-and-white. Ads didn't say "wait for color" but CBS radio newscaster Don Hollenbeck said on the air: "The wait may be worthwhile."

Statement by FCC Chairman Coy, during program, was in keeping with his previous comments: "FCC sincerely believed that color in TV now is more important than a promise of color in the future. Such promises in the past have had a way of going unfilled. Today is a day of fulfillment." He emphasized CBS system is only one approved, said nothing about possible development of any other.

* * * *

Fresh public interest in compatible system will be generated when RCA runs demonstrations of own and NTSC electronic system (Vol. 7:25) for press and industry in New York week beginning July 9. Based on sort of preview we saw at DuMont Labs June 26, we venture that reaction will be one of consternation to those who think CBS's field-sequential should be the one and only system.

We saw RCA tri-color tube, fed by DuMont's version of NTSC basic system (Vol. 7:18). It would be unfair to make exact comparison with CBS system, since pictures we saw were off-the-line, slides -- a laboratory version. But with previous day's CBS picture still in mind, we were struck by remarkable fidelity, high resolution and brightness, freedom from flicker and breakup. From still to moving images is "mere detail," no great problem, said Dr. DuMont.

DuMont plans to telecast such signals, on uhf, for benefit of manufacturers in New York area, from site of its WABD when latter has moved to Empire State Bldg. in month or so. Idea is to give manufacturers more time to work with off-the-air pictures than will be possible from NBC's WNBT, which is limited to non-programming

hours. Signal will be 700-706 mc, about 8 kw to start, more power later. Hazeltine may microwave various types of color signals from its labs at Little Neck, Long Island, for rebroadcast by DuMont.

RCA's July 9 show will be for press -- the demonstrations lasting 15-20 minutes, repeated 10 a.m., 2 & 4:15 p.m. Remote pickups may be shown -- not definite yet. For first time, 21-in. tri-color tube will be demonstrated.

Important technical aspect of RCA pictures will be so-called "oscillating color sequence" (Vol. 7:18). Net result of technique, as Hazeltine's Knox McIlwain puts it: "You can make receivers sloppy as hell and the colors still stay true."

Demonstrations will continue daily through Friday, after which engineers will knock off for few weeks rest, then return for public showings. Signals will be networked to Washington shortly thereafter.

RCA hasn't indicated when it will ask FCC for new hearing, presumably waiting to go along with rest of industry through NTSC after period of field-testing. Nevertheless, its spokesman asserts positively it can meet all color criteria now.

* * * *

Coy's look at tri-color tube will be July 2, at RCA's Lancaster tube plant. He'll look over tube's innards, see how it works. Other commissioners are to be invited later -- all informally.

CBS raised roof early this week because it hadn't yet received tube whereas DuMont had, accused RCA of trying to keep "mechanical" stigma attached to CBS system. But RCA said tubes were shipped June 27 to both CBS-Columbia and Hytron.

CBS faces delicate job when it does get tube and hooks it up. If it then boasts its system is no longer mechanical, it runs danger of persuading customers that its forthcoming CBS-Columbia sets with rotating discs are already obsolete.

DuMont also had built own tri-color tube, but isn't satisfied with it yet -- mostly because of poor red phosphor. We saw 16-in. tube with dots covering complete face, and company says it has put 1,300,000 dots on tube. Rauland, Zenith subsidiary, has built tube with 1,000,000 dots, performance details unavailable. On DuMont tube, dots were difficult to see, even with magnifying glass. Philco isn't saying anything, nor is Sylvania, but it's hard to believe they haven't already made tubes.

Now that manufacturers have tubes, you can expect more and more of them to come up with new ideas, improvements, economies. Which, of course, is industry's whole purpose (Vol. 7:25). Dr. DuMont, who doesn't enthuse very readily and who is himself one of TV's great tube inventors, confesses he's "now completely sold" on tri-color tube, though sees tough but not insurmountable mass production problems. He now thinks commercial telecasting of NTSC all-electronic compatible system should be ready by January, if FCC approves.

* * * *

No manufacturer has gone all-out on CBS color, no matter how enthusiastic he is about it. During June 24 discussion on Chicago's WJJD, John Meck said he planned to have "Add-a-Color" slave unit, with 14-in. tube and "10 to 14-in." picture available in 60-90 days. "We're shooting at under \$150," he said. He and Hallcrafters' Wm. Halligan disagreed on market for slave units and probable prices of compatible and incompatible sets. Meck felt there will be large demand that can be satisfied now, regardless of future developments in any system.

Crosley displayed own slave unit June 28 in New York's Park Sheraton, but v.p. John Craig indicated company has little faith in system, had built unit solely to meet possible demand. "There is every probability that the all-electronic compatible system will emerge," he said.

Muntz now talks of 2-3 months for beginning of color production, whereas he first said "one month," and he also emphasized value of black-and-white.

Many small outfits are promising and predicting mightily, but as yet there is little evidence of actual production plans and capabilities. Some adapters are being made and sold. Extent of that market is anyone's guess; Philco offers one for \$20 (Vol. 7:22) but says it has had little or no demand. Apparently, some customers

feel adapters will either bring color or make it easy to get, find it difficult to understand that they merely give black-and-white.

Demand for color, as gauged in Videotown survey (see p. 11), hasn't changed much. Says survey: "There is today very little interest among the people in Videotown for color TV. Only a handful gave that as a reason for not buying a set this year. When asked about color, the expressed attitude was that they might buy it if it didn't cost too much; if they wait long enough, they will be able to receive color TV on their present sets at little or no extra cost; or that they are pretty well satisfied with black-and-white. Color is something that will come at some time, but no one is very excited about it."

One of best analyses of color was given by Capehart-Farnsworth engineering v.p. Antony Wright, at June 25 NARDA meeting in Chicago. It's worth quoting because he pretty well reflects best industry opinion:

"My own estimate for a good receiver which will operate on both black-and-white and color, providing the same size picture for color as in black-and-white, with the same inherent stability which the customer has a right to expect, is double the cost of the black-and-white. Such a receiver in table model form would be \$500 ...Of course there will be cheaper [sets] but they will not be very good..."

"Of course, there is always a market for the pioneer, and a good salesman should be able to differentiate between the ordinary customer who expects to get a good color TV picture with a flip of the switch and the experimentalist who will put up with almost any inconvenience..."

"TV is a medium for entertainment. I think we must all realize that so long as the result is satisfying, and enjoyment is obtained through this medium, it does not matter too much whether it is black-and-white or color."

* * * *

NPA created some confusion with its M-47A order (Vol. 7:25). As worded, it provides no steel for manufacture of converters, adapters (or even uhf converters). Actually, it's expected order will be amended to permit manufacturers to divert steel currently earmarked for TV sets.

Manufacturer who didn't make TV during base period, like Webster-Chicago, must appeal in order to get any steel for converters or adapters. And it's good bet that steel he does get will be subtracted from amount he's permitted for his other consumer durable products.

Note: NPA hasn't had single manufacturer inquiry as yet on converter-adapter situation. Complete color sets aren't involved. They're simply called TV sets.

OPERATIONS of ABC-TV turned profit corner first quarter this year—after taking bad beating 3 preceding years of network and 5-station operation. Net income from all TV sources for 3 months ended March 31, 1951 was \$7012, before Federal income taxes, according to summary published in notice of July 27 stockholders meeting and proxy statement released June 25 in connection with proposed ABC-United Paramount merger (Vol. 7:21). Details of merger plan are disclosed in full, including hitherto unrevealed fact that ABC's approximate losses from TV operations, network and stations combined, were \$1,737,562 in 1948, \$4,544,545 in 1949, \$1,972,568 in 1950.

Thus, TV was largely responsible for poor over-all earnings record of ABC in recent years: total \$468,488 profit on total net sales of \$37,110,726 in 1948; loss of \$519,085 on sales of \$40,267,488 in 1949; profit of \$84,605 on sales of \$45,879,660 in 1950.

First quarter's total profit was \$221,858 on sales of \$14,560,345, auguring well for rest of year, particularly since TV losses have been halted—though as yet TV station profits are barely offsetting TV network losses. Station income isn't broken down, but it's significant that national spot and local time sales of ABC's 5 TV and 5 AM stations combined climbed from \$4,965,889 in 1948 to

\$6,194,231 in 1949 and \$9,286,008 in 1950, and \$2,763,281 in first quarter 1951.

Significant, too, is this statement: "Of the total dollar volume of sales of ABC for the 3 months ended April 30, 1951, radio broadcasting represented slightly more than 50% and TV broadcasting the balance. Because of growing popularity and effectiveness of TV as an advertising medium, it is expected that TV broadcasting sales will shortly produce a larger proportion of revenues of ABC."

Terms of merger deal are as previously reported (Vol. 7:21), but also disclosed is fact that new American Broadcasting-Paramount Theatres Inc., if deal gets FCC approval, assumes Jan. 1, 1951-58 employment contract of ABC president Robert Kintner, who stays as president of ABC division, whereby he gets \$75,000 salary plus increases depending on profits. Also assumed are \$75,000 annual salary contract of vice-chairman Mark Woods, which runs to Dec. 31, 1953; \$27,500 salary contract of v.p.-treasurer Nicholas Priaulx, also running to Dec. 31, 1953 and remuneration contract of Paul Whiteman (\$87,000 salary in 1950), running to April 1, 1956.

Note: Mark Woods on June 30 announced his resignation from ABC to enter either the advertising agency or TV-radio consulting field after vacation until September.

Personal Notes: Fred Shawn, NBC-TV director of production services, heads 2 newly formed divisions in realignment this week by Lyman Munson, TV operations director: Production Operations, managed by James Kovach, and Staging Services, headed by Benjamin L. Webster . . . Robert J. Wade, ex-NBC mgr. of production services, named executive coordinator of production development, Robert Brunton supervisor of stage special effects . . . Charles F. Holden named ABC-TV asst. director of program production under TV v.p. Alexander Stronach Jr.; Dean Shaffer promoted to mgr. of TV sales development, Eugene Accas mgr. of radio sales development, Don Coyle mgr. of research, under Oliver Treyz . . . Telford Taylor, representing Joint Committee on Educational TV, has opened own law offices at 400 Madison Ave., New York; he was onetime FCC general counsel, held rank of brig. gen. as prosecutor of Nuremberg war trials, returned to join Paul, Weiss, Rifkind, Wharton & Garrison . . . John H. Battison, associate editor of *Tele-Tech* and author of new book titled *Movies for Television*, joins TV-radio dept. of Dancer-Fitzgerald-Sample Inc. . . . J. Neal Reagan, Hollywood TV-radio mgr., McCann-Erickson, elected 1951-52 president of Advertising Assn. of the West . . . Edward Roberts Carroll, ex-DuMont teletranscription chief, now v.p. & gen. mgr., Videcam Pictures . . . Carlos Franco, ex-Kudner, joins Wm. Weintraub agency July 2 to work on TV-radio . . . Robert Colodzin joins Cecil & Presbrey as TV production supervisor . . . William J. Flynn, CBS asst. treasurer, elected chairman of New York Credit & Financial Management Assn.'s new radio-TV broadcasting group . . . Abiah A. (Bob) Church, 1950 George Washington U law school now with U. S. Court of Claims, joins NARTB law staff Aug. 1 . . . Francis Martin Jr., ex-DuMont and MCA, joins Blair-TV Inc. . . . Francis P. Matthews, Secretary of the Navy, who is president of WOW & WOW-TV, Omaha, appointed June 28 as Ambassador to Ireland . . . Wm. B. Campbell, ex-Young & Rubicam, joins Borden Co. as asst. adv. mgr. handling TV-radio . . . Chester H. Lang, GE adv. v.p., named to new post of GE public relations director in New York.

Station Accounts: New York Telephone Co.'s Long Lines Div. buys spots in John Wingate's newscasts on WOR-TV, Wed. 8:45-9, to point out that defense preparations have placed burden on long-distance operations, urging users to save time by giving operator exact phone number if possible; placed thru BBDO, N. Y. . . . Zenith Radio's first national use of TV will be 20 & 60-second Sarra film spots featuring John Cameron Swazey, Bob Trout, Westbrook Van Voorhis, Arctic explorer Comdr. Donald McMillan, plugging Zenith Super Trans-Oceanic portable radio, thru MacFarland, Aveyard & Co., Chicago . . . High cost of TV decided Florida Citrus Commission on newspapers and radio for its new \$2,000,000 advertising campaign, according to J. Walter Thompson Co.'s Don Francisco, handling account, but some TV spots will be used to illustrate recipes and menus . . . Universal-International, film producer, will use TV to promote pictures, planning bi-weekly 5-minute *Movie Star Album* consisting of 20 stills, transcription of star's voice, prepared script enabling station announcer to "interview" star; account handled by adv. v.p. David A. Lipton . . . Delaware floor products div., Congoleum-Nairn Inc., for its Flor-Ever vinylite floor covering, will use TV spots in fall, in addition to its participation in NBC-TV *Kate Smith Show* (Vol. 7:24), thru McCann-Erickson . . . B. F. McDonald Co. (industrial safety devices) using film spots on western stations, thru Philip J. Meany Co., Los Angeles . . . Hoffman Radio to sponsor 23 Fri. & Sat. night local college and junior college grid games next fall on KFI-TV, Los Angeles . . . MacLevy Studios (dance school) sponsor-

ing *The Magic Door*, children dramatizing fairy tales, with ballet and choral groups, on WOR-TV, Sun. 5:30-6, thru Associated Adv. System, N. Y. . . . Among other advertisers reported using or preparing to use TV: A. Goodman & Sons (noodles, spaghetti), thru Al Paul Lefton, N. Y.; New York Frito Inc. (Frito corn chips), thru Ruthrauff & Ryan (WCBS-TV); American Home Foods Inc. (G. Washington coffee), thru Ted Bates & Co. (WCBS-TV); Personna Blade Co. (razor blades), thru J. D. Tarcher & Co. (WCBS-TV); Damar Distributing Co. (Damar household accessories), thru Maxwell Sackheim & Co., N. Y.; West Coast Soap Co. (Powow cleansers & White Navy soap), thru Buchanan & Co., San Francisco; Plastics Mfg. Co. (plastic dinnerware), thru Product Services Inc.; Forest City Products Inc. (Cropax foot aids), thru Foster & Davies Inc., Cleveland; Beaute Vues Corp. (Nutri-Tonic permanent wave), thru Hixson & Jorgensen Inc., Los Angeles; Olympic Distributors Inc. (Nids deodorant pills), thru Knight Adv., Los Angeles; Prim Products Co. (Prim waterless hand cleaner), thru Copley Adv. Agency, Boston; Wiggins Chemical Co. (Wiggs waterless cleanser), thru Associated Adv. Agency, Cincinnati; Paxton & Gallagher Co. (Butter-Nut coffee), thru Buchanan-Thomas Adv., Omaha (WTMJ-TV).

Network Accounts: Cory Corp. (coffee brewer) is first purchaser of 15-min. segment of new Frances Langford-Don Ameche show which starts Sept. 12 on ABC-TV, Mon.-Fri. noon-1 p.m.; starting Oct. 2, it's taking Tue. & Thu. segments under plan to sell 15-min. segments to advertisers on "escalator" basis whereby each sponsor moves up to preceding period each day. Agency is Dancer-Fitzgerald-Sample . . . Gillette will sponsor 1951 All-Star baseball game on NBC-TV July 10 from Briggs Stadium, Detroit; game will also be piped to WOR-TV, New York; WGN-TV, Chicago; WNAC-TV, Boston . . . Colgate-Palmolive-Peet, starting July 4, buys additional evening half-hour of *Strike It Rich* on CBS-TV, Wed. 9-9:30; show continues regular runs for same sponsor on same network, Mon.-Fri. 11:30-noon . . . *Your Esso Reporter*, long-time radio spot feature, will make debut on CBS-TV, Thu. 9-9:30, starting July 12, occupying time of *Alan Young Show* for 8 weeks . . . Jacques Kreisler Mfg. Corp. (men's jewelry) starts sponsorship of *Tales of Tomorrow* Aug. 3 on ABC-TV, alt. Fri. 9:30-10, thru Hirshon-Garfield, N. Y. . . . C. H. Masland & Sons (rugs) will sponsor *Masland at Home* starting Aug. 30 on ABC-TV, Thu. 10:30-10:45, thru Anderson & Cairns, N. Y. . . . Eversharp Inc. (Schick razors) starts unnamed show Sept. 4 on CBS-TV, Tue. 9-9:30, thru Kudner Agency . . . Procter & Gamble will sponsor new serial on CBS-TV, Mon.-Fri. 12:30-12:45 p.m., starting Sept. 3, thru Biow . . . American Home Products has bought Mon.-Fri. 12:15-12:30 p.m. on CBS-TV for unnamed serial to start Sept. 24, thru Biow . . . General Electric will sponsor Bill Goodwin on NBC-TV, Tue. & Thu. 3:30-4, starting Aug. 28 . . . Holiday Hotel on ABC-TV, Thu. 9-9:30, being replaced by *Don Ameche's Musical Playhouse* starting July 5; Packard and Cluett, Peabody & Co. (Arrow menswear) retain alt. weeks . . . Lucky Strike replacing *This is Show Business* July 15 with *Go Lucky* comedy quiz starring Jan Murray on CBS-TV, Sun. 7:30-8; *This is Show Business* returns Sept. 9 . . . General Foods (Sanka) replaces *Who's Whose?* July 2, after one performance, with panel-quiz *It's News to Me* on CBS-TV, Mon. 9:30-10, John Daly moderator . . . General Foods (Jello products) replacing *Aldrich Family* Aug. 26 with new show featuring Jackie Kelk on NBC-TV, Sun. 7:30-8, thru Young & Rubicam.

Arthur M. Sherwood, ex-GE and RCA executive, died June 29 in Princeton Hospital. He was 63, and a brother of playwright Robert E. Sherwood.

Financial & Trade Notes: Phenomenal growth of electronics industry in 10 years is exemplified by these comparative figures from July *Fortune Magazine* article on "The Electronics Era." Table only gives rough idea of electronic expansion since many of these companies have vast non-electronic business, such as electrical equipment, refrigerators, lamps:

Percent increase in income		Income in millions	
		1940	1950
4,908%	Admiral	\$ 4.7	\$ 230.4
4,319	DuMont	.17	76.0
1,782	Motorola	9.9	177.1
1,746	Collins Radio	.72	12.6
1,709	Raytheon	3.5	59.5
1,132	Sylvania	14.3	162.5
880	Emerson	10.6	74.2
657	Zenith	20.4	134.0
641	Philco	52.3	335.3
469	Bendix Aviation	46.7	219.4
459	RCA	127.8	586.4
426	Westinghouse	239.4	1,019.9
372	Olympic Radio	.05	21.9
368	General Electric	532.7	1,960.4
342	Sperry	47.5	162.4
328	Claude Neon	.44	14.4
281	Hazeltine Electronics	1.4	4.0
243	Hoffman Radio	.12	29.6
	Hallcrafters (inc. 1943)		28.5
	Packard-Bell (inc. 1945)		13.9

DuMont's first five 4-week periods (Jan. 1-May 20) resulted in sales of \$23,970,335 as against \$22,474,562 during comparable 1950 periods. But profits before taxes went down to \$832,018 from \$3,885,186 during same 1950 period. After taxes, profits were \$487,618 vs. \$2,380,886. Dr. DuMont told June 29 stockholders meeting that defense orders totaling \$30,000,000 have been received, but conversion is some months away and production won't reach high level until end of year. When 4-week plant vacation ends in August, TV production will resume at about 40% the comparable 1950 rate, he said.

Muntz TV Inc. reports \$749,852 net income, or 74¢ per share on 1,013,994 shares of common stock outstanding, during first year of operation ended March 31. Earnings before taxes were \$1,781,352. Sales for year were \$27,147,846. Current assets on March 31 were \$5,171,634, current liabilities \$3,466,025. President Earl W. Muntz stated company will have color TV models, but expects change-over to be gradual and demand for black-and-white sets to continue for some time.

Sentinel Radio reports net sales \$20,090,708 for fiscal year ended March 31 vs. \$9,072,994 for fiscal 1950. Net profits were \$706,252, or \$1.96 per share on 360,000 common shares vs. \$47,717 (13¢). Profit before taxes was \$1,899,524 vs. \$77,717 last year.

Miscellany: Secondary offering of 18,000 shares of CBS Class B stock, made June 27 by W. E. Hutton & Co., was oversubscribed (at 26¼ a share) and books closed; block of stock was said to be remaining holdings of Isaac D. Levy, resigned director . . . Change in stockholdings reported to SEC: Abraham Rosen, asst. treas., Emerson Radio, sold 1920 shares of Emerson common in May, reducing direct holdings to 500 shares . . . Hoffman Radio took no dividend action at June 28 meeting due to financial requirements for transition to military production; has been paying 25¢ quarterly . . . Keystone Custodian Fund discloses 11,400 shares of Hazeltine among new purchases.

Dividends: Tele-tone A, 16¾¢ payable July 1 to holders of record June 20; Emerson, 25¢ payable July 15 to holders July 5; Howard W. Sams & Co., \$2.50 on 5% cumulative payable July 1 to holders June 21; Olympic Radio, 25¢ payable July 19 to holders July 9; Avco, 15¢ payable Sept. 20 to holders Aug. 31; American Phenolic, 20¢ payable July 27 to holders July 13.

Avco names Lt. Gen. Albert C. Wedemeyer, retiring 6th Army commander, as v.p. and director as of Sept. 1.

Mobilization Notes: Many electronics manufacturers are going to get a jolt when they receive allocations of steel, copper and aluminum under Controlled Materials Plan. All signs indicate allotments of the 3 controlled metals for producers of class B (standard, civilian type) electronic products and components have been cut to bone.

On basis of past actions, it's good bet NPA Electronics Div. will appeal—and probably successfully—to higher NPA and DPA echelons to get bigger share of materials pie for electronics industry. Throughout entire mobilization period, as well as during last war, top control authorities have consistently sold electronics short—then reconsidered when pressure was applied.

Electronics Div. staff worked day and night this week to process all applications by June 30 deadline. Manufacturers will be notified of their allocations by July 5; most will receive them July 2. Plenty of individual appeals are anticipated, especially from larger manufacturers who apparently have been hardest hit. NPA has gone much easier on small business in first CMP metals allocation.

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Certificates of necessity granted week ended June 22 by DPA for rapid tax amortization of new or expanded facilities for production of defense electronic equipment: Sangamo Electric Co., Springfield, Ill., sonar equipment, \$125,500 at 85% tax write-off over 5 years; Sylvania, Boston, electronic tubes, \$47,688 at 80%; DuMont, Clifton, N. J., electronic detection equipment, \$11,755 at 75%.

Extensive controls over all production can be expected as result of Manly Fleischmann's appointment June 25 to head DPA, succeeding Edwin T. Gibson. Defense mobilization chief Charles E. Wilson upgraded the exponent of strong controls as first step in streamlining and coordinating loose-jointed production control setup. NPA will probably be stripped of all its remaining policy functions and devote itself entirely to carrying out DPA policy. Fleischmann temporarily continues to head NPA as well as DPA pending his confirmation by Senate and completion of reorganization plans.

Trade Personals: Cleo F. Craig, finance v.p., named acting president of AT&T in place of the late Leroy A. Wilson; T. Brooke Price, general attorney, elevated to v.p. & general counsel, succeeding John H. Ray, retiring Sept. 30 . . . Carl E. Wideberg named gen. mgr., George G. Jones personnel director, AT&T Long Lines Div. eastern area . . . Ballard F. Smith, ex-RCA Victor, Indianapolis, named Motorola wage & salary administrator; R. A. Holsten named special merchandising mgr. of Motorola . . . Scott Morency, ex-Western Automatic Machine Screw Co., named Washington representative of Zenith war contracts div. . . Dr. W. R. G. Baker, GE v.p. in charge of electronics operation, awarded honorary degree of doctor of engineering by Syracuse U . . . H. L. Pierce resigns as gen. sales mgr., Sparton, his duties taken over by asst. sales mgr. B. G. Hickman . . . W. D. Espey elected v.p. of Lear Inc. . . Paul V. Galvin, president of Motorola, awarded honorary degree by Loyola U, New Orleans . . . L. D. Cahoon named president of Astatic Corp., succeeding F. H. Woodworth, retiring . . . P. B. Reed, RCA Victor v.p. in charge of govt. service div., leaves July 6 on 4-week tour of military installations in Europe to which RCA Service Co. field personnel are attached.

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Avco reports consolidated net income of \$5,547,211 for 6 months ended May 31 vs. \$4,804,685 for same period preceding year, after all tax provisions. That's equal to 61¢ per share on 8,731,058 shares outstanding, compared with 67¢ on 6,751,611. Sales for first half of fiscal 1951 were \$158,959,656 vs. \$98,223,246.

GOOD AND BAD IN THE TRADE PICTURE: Theories and wishful thinking are about all you can get from key TV-radio producers and merchandisers, in trying to evaluate market for rest of year. There's no unanimity of opinion, no crystalized thinking, no feeling of certainty or even confidence.

Main factors worth reporting, after talking with key industry sources and studying latest trade reports and business services, are these:

(1) Nobody seems to go along with gloomy view attributed to one industry leader some weeks ago that there's enough TV inventory at factories and in pipelines to fulfill all demands for rest of year. Yet cold fact is that factory inventories alone rose to unprecedented 713,032 units as of June 22.

(2) Everybody thinks relaxation of Regulation W will help -- but few think it's the whole answer. Aside from season, "high cost of groceries" is simplest explanation of current buying recession. Yet there was better-than-seasonal pickup at retail levels in latter June -- enough to pull down dealer-wholesaler inventories somewhat but not enough to help factories move all new production (Vol. 7:25).

(2) Trade is wary rather than worried about impact of color promotion on buyer demand, will of course sell color sets and converters if there's demand. Their concern was lessened when CBS-Columbia Inc. (formerly Air King) indicated \$400 and \$500 prices for 10-in. color receivers, which many think can't stand up price-wise against 16, 17, 19 and 20-in. black-and-white at around \$200 to \$300.

(4) The business services and investment house letters are so confident that the general outlook is good, that surpluses and price-cutting won't last long, that consumer buying will pick up after the hot summer in view of high employment and wages -- that their views become infectious. They're saying what all want to believe.

(5) Second, third and fourth quarter profits will be nothing like what the trade enjoyed all last year and first few months of this year. Higher taxes and low margins on defense contracts, to say nothing of reduced civilian output, mean that the industry can't possibly achieve 1950's fabulous earnings levels. (For cogent example, see DuMont's first 20-week report in Financial Notes).

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It's estimated up to 2,000,000 TVs are in inventories -- but we won't really know until first RTMA-arranged Dun & Bradstreet survey of dealer inventories is made available toward end of July.

Second quarter production will add up to about 1,150,000 TVs, as against first quarter's 2,199,669. Week ending June 22, RTMA reports, saw 73,911 sets made (3004 private label), not much change from preceding week (Vol. 7:25), but inventory at factories climbed to 713,032 from 669,950 on June 15. Final week of quarter, to be reported next week, shouldn't show much output change; then come plant vacations.

Radio output held steady level -- 314,661 sets in week (170,666 private label), not much change from preceding June weeks. Radio inventory at factory was 417,153 on June 22, up from 399,086 on June 15. Units were 129,587 home radios, 142,436 auto, 46,638 portable.

Interesting trend in TV prices is noted in fact that average factory price per set was \$191.21 in January, \$205.70 in February, \$197.55 in March, \$171.85 in April. Downgrading is doubtless due to current emphasis on low-end units.

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If TV industry were entering third quarter all tooled up for maximum conservation (which it isn't) and with strong incentive to turn out every set it could (which doesn't exist), it might possibly stretch materials supply enough to equal second quarter production total.

But getting off to poor start, especially with 2, 3 & 4-week plant vacations in July-August (Vol. 7:25), it seems certain third quarter output will lag behind

second quarter. For not to be lightly dismissed is 30% cut in steel, 40% in copper, 50% in aluminum, as against 20% steel cut and no copper-aluminum end-product cuts during second quarter.

And because of flexibility of copper and aluminum restrictions (Vol. 7:25), manufacturers can cut back TV even further if they want to use copper and aluminum they save in order to make more radios, appliances or whatever is in biggest demand. Add to this the near-certainty that soaring military demands will tighten pinch on nickel, tungsten, cobalt during third quarter.

Fourth quarter can't possibly be better, will probably be worse, what with defense production taking an ever-increasing share of the materials pie.

One of biggest producers has been betting on TV shortages this fall to the extent of keeping lines humming second quarter, piling up sets in own and distributor warehouses. His sales chief says there never was a September without business pickup, feels that if year ends with 750,000 inventory in all pipelines that will mean normal and successful market. Still another top sales chief said, "If we can cut the present inventories by 50%, we should be prepared this fall for a good, healthy business."

DuMONT SELLING 30-in. SETS AND TUBES: If this weren't a "price market," you'd be hearing lots more about DuMont's 30-in. tube, largest yet made, as yet offered in only one super-duper receiver called Royal Sovereign, selling at \$1795, most expensive TV set on the market today.

Even so, DuMont has sold more than 500 such sets since first brought out last March (Vol. 7:10), has orders for about 500 more, is now making tube available to other manufacturers at \$175, to distributors at \$200, dealers \$231, consumers \$242, including excise tax. One manufacturer has placed order for 200 per month.

It's distinctly a luxury item, yet mass production could bring set and tube prices down -- if size clicks. Picture is fully as satisfactory as 19 or 20-in., even more so in very large room. For public places, it's vastly better than most smaller sizes, certainly superior to any projection screen -- and we viewed it as close as 5 or 6 feet quite comfortably.

Tube is metal-coned, round, affords 525 sq. in. of picture space vs. 215 on 20-in., 208 on 19-in., 150 on 17-in., 145 on 16-in. It has 90-degree deflection angle, as against 70-degrees in 17 & 19-in. It's 23½-in. from face to end of neck, only inch or two longer than 20-in., weighs 40 lbs., requires 20,000 volts as against 12-13,000 in 19-in.

Dr. DuMont has reputation for leading way in tube sizes ever since he would not go along with first industry 10-in. standard, instead made first 12-in., led way to the larger sizes now vogue. He isn't sure the 30-in. will win mass popularity, thinks next step up from 20-in. may be 24 or 26-in. GE has 24-in., but in today's moribund market hasn't done much with it; Sylvania worked on 24-in., and Philco's Lansdale plant is also known to be working on stepups from present 20-in. maximum.

Dr. DuMont says 30-in. can be made rectangular eventually, has plans on the boards for a 5x7-ft. tube which he says should be entirely practical and could gain same acceptance as that size movie screen. Giant 20x15-ft. tube for theatre TV is also within realm of possibility, he thinks. And the larger the size, the easier to make tri-color tubes, which RCA has modeled at 17 & 21-in. but which DuMont says can be made even more easily at 24 & 30-in.

Merchandising Notes: Chicago's summer furniture market, ending June 28, suffered 14% decline in attendance—about 16,000 during the 10 days as against 18,644 at last summer's market . . . Trade-in guide for 1951-52 TV receivers will be issued soon by National Appliance & Radio Dealers Assn., president Mort Farr told NARDA Chicago convention June 25. He also told of plan to assist new TV area dealers, based on experiences of "veteran" TV merchandisers . . . Sears and Spiegel fall catalogs now being mailed; noteworthy is Sears offer of 17-in. table TV at \$189.95, whereas last year's catalog's lowest priced 16-in. was \$209.95 . . . Electron Enterprises, Berwyn, Ill., offers

clever gimmick—lady's overnight case, 16x12x7-in., with built-in portable radio, 4-tube, battery-powered . . . Auctioning TVs via radio, buying local spots between midnight and 3 a.m., "moved considerable inventory" for Video Store, Pacific Beach, Cal., owned by L. N. Papernow, applicant for TV station in San Diego; merchandise was described on air, phone bids accepted . . . Westinghouse Supply Co. testing "Old Trader" campaign in Newark via 10 dealers, using newspaper ads, skywriting, etc. to call on public to trade in "anything around the house" for a Westinghouse TV—mentioning old percolators, toasters, radios, tricycles, irons, iceboxes, skates, tools, etc.

Topics & Trends of TV Trade: Battery-powered, portable TV has been developed by National Scientific Laboratories, 2010 Massachusetts Ave., N.W., Washington, D. C. (Dr. Robert I. Sarbacher), formerly the Wedd Laboratories—and it has been shown some manufacturers with an eye to commercialization. It operates on one or 2 wet cells, each capable of 4 hours of performance, with 25 watts to power 3-in. CR tube magnified to about 5-in. by means of lens. Set also covers full FM broadcast range. It can also operate on house current, and batteries are rechargeable off house current. Only 13 miniature tubes are used, whole unit being encased in satchel-like casing measuring 18x10x5-in., weighing about 21 lbs. It's claimed some 5 lbs. more can be taken off in commercial production, and that set could be made to sell for under \$100.

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Replacement and second-set market doesn't look too promising, as gleaned in ad agency Cunningham & Walsh's fourth annual "Vidcotown" survey (Vol. 6:26), covering unidentified city of 40,000 that's 50% TV-saturated—believed to be in New York City area. Since 1949, intent of owners to replace sets has been dwindling—11% of TV families that year substituting old sets for new ones with larger screens, 10% doing so in 1950, less than 4% showing interest in doing so this year. As for second sets, only 16 families in 1950 had them; this year 65 said they did, but half of these reported first set "in storage." Among non-owners, interest in buying has dropped from 28% in 1950 to 21% this year—but of course non-owners last year were 70% of population, are 50% now.

National Retail Dry Goods Assn., in TV study just released, indicates doubt TV sales will take their usual upturn in September. What's needed are "added incentives to buy," says report—incentives such as price, picture size, shortages. Report is based on study of TV sales in all markets since 1948, includes charts to show retailer his potential market (which isn't always total of homes in his area). As for color TV, report sees it as "replacement proposition" and sees "slave unit" as having possibilities, price-wise. Copies of 40-page report are available from NRDGA at \$5 a copy to members, \$10 to non-members.

Reflecting trade slump, Bureau of Internal Revenue collected \$17,327,085 in excise taxes on TV-radio sets, phonos for May—\$897,463 less than April (Vol. 7:21) and \$6,000,000 down from high of \$23,390,352 collected in March (Vol. 7:18). May collections compare with \$4,436,908 in same 1950 month. Total excises collected from TV-radio industry for 11 months from July 1, 1950 were \$118,432,959, compared to same preceding period's \$37,919,797.

Dept. store tie-ins for color promotion are being pushed in number of cities. Washington's WTOP-TV has loaned set to Hecht's. Boston's WNAC-TV is working with Jordan-Marsh. And CBS-Columbia Inc. reports it's being "swamped" with requests from such stores as Lyon & Healy, Chicago; Shillito, Cincinnati; D. L. Hudson, Detroit; Macy's, Gimbel's and Abraham & Straus, New York.

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Trade Miscellany: Add Kaye-Halbert, Pilot and Telephone to list of TV plants shutting down for vacations first 2 weeks in July (Vol. 7:25) . . . Canadian RCA Victor starts construction of \$1,000,000 new electronics plant at Prescott, Ont., to employ 700 . . . Raytheon's new 3-story, 144,000 sq. ft. \$2,000,000 power tube building at Waltham, Mass., had first girders placed at ceremony June 26; it's due for completion in fall, will add 1000 employes . . . Sylvania has leased plant in Nelsonville, O., for production of welded lead-in wires for tubes, lamps and electronic equipment, plans eventually to move to new building scheduled for construction by city of Nelsonville.

Commander Television Corp., New York (M. F. Jaffa, president) is fourth TV set-making firm to go through bankruptcy proceedings thus far this year, having filed petition under Chapter XI of Federal bankruptcy act proposing to pay creditors 100% over 30 months. Liabilities are listed at \$86,750, assets \$15,600. Creditors include DuMont, \$6441; Regal, \$3522; Trad, \$7641; Victory Container, \$3213. According to gen. mgr. Robert Ehrlichman, who resigned June 28, assets actually are \$35,000, liabilities actually \$68,000. Earlier this year, similar proceedings involved Freed Radio (Vol. 7:10), Richmond Television (Vol. 7:7, 10, 17); Vidcraft (Vol. 7:7, 9).

Emerson's "1952 line" of 15 receivers, featuring 17 & 20-in. only, includes only 2 new models—17-in. console with phono and 20-in. console, each \$349.95; instead of regular mid-year distributor convention, Emerson will hold series of regional meetings.

Radio receiving tube sales in May totaled 34,074,356, slightly down from April's 35,883,627, bringing total for first 5 months to 188,235,226. Of May shipments, 21,187,963 went to TV-radio set manufacturers.



FCC's uhf junket to Bridgeport June 29 as guest of RTMA (Vol. 7:25) was most solid evidence of Commission-industry reconciliation since start of color hearing. Chairman Coy was particularly complimentary, in comments at luncheon, suggested RTMA take receiving equipment on tour throughout nation to convince broadcasters of uhf's feasibility. Particularly impressive to Commission was fact uhf is much more resistant than vhf to some types of interference, such as diathermy. Eight manufacturers demonstrated converters, quoted off-the-record tentative prices averaging \$40. One showed 1-channel and 2-channel devices to sell for \$10-\$15. Attending were all commissioners except Jones, staffers Cottone, Braum, Simpson, Roberts, Boese. Crosley's John Craig was host. Manufacturers demonstrating were Capehart-Farnsworth, Crosley, GE, Hallicrafters, Philco, RCA, Stromberg, Zenith.

President Truman won't withdraw nomination of FCC Comr. Hennock for New York Federal district judge (Vol. 7:24-25), despite opposition of American Bar Assn. and New York City Bar Assn. on grounds lady commissioner is "totally unqualified." President so told press-radio conference June 28. Second week went by without Senate Judiciary Committee setting date for hearing on Miss Hennock's nomination, which American Bar Assn. asked be postponed until after July 15. Support for Miss Hennock has come from fellow New York Democratic Leader Senator Lehman and Rep. Louis B. Heller. New York Republican Senator Ives said he's withholding judgment until after hearings. *New York Daily News* in June 14 editorial, although not taking sides, chided New York City Bar Assn. for not being more specific about its objections.

Eve of July 1 network radio rate cuts (Vol. 7:16-18) saw broadcasters breaking out with rash of trade ads, some strongly worded, to counter implications that radio is on downgrade (Vol. 7:25). Even NBC took full page in June 20 *New York Times* tying in with Jack Gould's series on TV's social and economic impact; it was captioned, "Yes, Mr. Gould, TV does have impact, but . . . Network Radio Reaches More People in More Places at the Lowest Cost . . ." Nashville's WSM got quite emotional: "The infection, until these last few months shielded from the public by the skin and flesh of sober judgment, has broken through, a blood-red rash across the face of the industry . . ." Charlotte's WBT ran coldly factual graphs to show Sunday night listening audiences first quarter this year about same as same months last year. Mutual plumped: "More Radio Homes Than Ever Before."

Telecasting Notes: Considering high prices of TV stations (Vol. 7:24) and higher rates for TV time as AM network rates go down (Vol. 7:25), story of Washington's 250-watt WINX, on which FCC Chairman Coy cut his commercial teeth as manager, may be symptomatic: *Washington Post* paid \$500,000 for it in 1944, lost nearly that much on its operation, sold it in 1949 for \$130,000 to buyers who didn't do so well with it and now propose to sell it for \$120,000 . . . TV isn't alone in raising rates (Vol. 7:25); Curtis Publishing Co., effective next January, hikes *Saturday Evening Post* rates 10% (to \$12,935 per one-time black-&-white page), *Ladies Home Journal* 6% (\$13,510), *Country Gentleman* 6% (\$6900), *Holiday* 6% (\$4320) . . . Also raising rates 10%, as of next Jan. 15, is *Look Magazine* . . . Lutheran Television Productions Inc. being formed by Missouri Synod of the Lutheran Church (which comprises 5000 churches and operates AM station KFUE, Clayton, Mo., suburb of St. Louis) to produce 26 half-hour Bible dramatizations for TV; \$750,000 has been voted for project . . . Cowboy star Roy Rogers got restraining order from Federal district court in Hollywood last week to prevent Republic Pictures from releasing any of his old films to TV, and Gene Autry has indicated he will take similar action . . . June 27 *Variety* front-pages story that Warner Bros. offering 600 unproduced story properties for sale to TV networks and ad agencies . . . Jerry Fairbanks Studios, now part of Isaac D. Levy's Official Films Inc. (Vol. 7:22) hires Sid Rogell as operations mgr. for stepped-up production of films for TV . . . Historic Fort Lee, N. J., studios, where some of early movies were made, being remodeled by Shuberts for lease to TV producers; 80x120-ft. stage to be ready Aug. 1, another 40x80-ft. in fall . . . Spike Jones troupe to be paid \$200,000, or \$40,000 per performance, for 5 NBC-TV shows next fall, 3 probably on Colgate series again, according to Hollywood reports . . . Fordham U-CBS Summer Institute of Professional TV and Radio will use CBS studios and staff in 6-week course, July 5-Aug. 14 . . . Robert J. Landry, ex-*Variety* and ex-CBS, now publishing newsletter *Space & Time*, will direct New York U's summer Radio-TV Workshop, July 2-Aug. 10 . . . Big color TV feature is planned for a late July issue of *Life Magazine*.

CBS raises network charge for WCBS-TV from \$3250 to \$4000 for night time hour Sept. 1, thus following by week similar actions by ABC and NBC (Vol. 7:23, 25). ABC raised all its owned & operated stations Aug. 1, NBC its complete rate card July 1. About 60% of CBS-TV affiliates raise rates July 1, substantial number during following months (see *TV Factbook No. 13*, due July 15). No change is indicated for WTOP-TV, Washington (45% owned by CBS). CBS-owned KTSL, Los Angeles, actually is being reduced July 15—from \$1600 to \$1500.

American Bar Assn. has named committee to study "constitutionality and advisability" of telecasting and broadcasting trials and Congressional hearings, to report at annual meeting in New York Sept. 17-21. Chairman is John W. Davis, New York attorney and Democratic candidate for President in 1924. Other members: Bruce Bromley, New York; John A. Danaher, Hartford; Joseph J. Daniels, Indianapolis; Joseph W. Henderson and Wm. A. Schnader, Philadelphia; Monte M. Lemann, New Orleans.

First educational TV channel application to be formally filed came this week from Lindsey Hopkins Vocational School, Miami, seeking Channel No. 2 there, earmarked for educational institutions under FCC's proposed allocations. Also filing for new TV outlets this week were WIBA, Madison, Wis., seeking Channel No. 13 in Eau Claire, and WJOB, Hammond, Ind., seeking uhf Channel No. 56 . . . [For further details about these applications, see *TV Addenda 12-Y.*]

NBC's move into film-making and distribution of TV-inspired films to theatres sounds as if it has all sorts of possibilities—emphasizes anew TV's impact on show business. As envisaged by TV executive v.p. Sylvester (Pat) Weaver, NBC intends to film 60-90-minute shows, highlighting season's top TV entertainment—with Durante, Cantor, Sid Ceasar-Imogene Coca, Martin & Lewis shows among those prominently mentioned. Entertainers would re-create high spots of TV season, and these would be filmed on 35mm at NBC's New York Center Theater. Some kines would be used. Undecided yet is choice of producer and distributor. Robert Montgomery will be narrator for those films needing one. *Variety*, which broke story in June 27 issue, says Weaver estimates \$150,000 cost per picture. Pitch to theatre-owners would be: (1) Proven audience of 15,000,000, not all of whom have seen performers' entire series on TV. (2) High pull in non-TV areas, where public has heard about but hasn't seen the TV stars. "Shooting" may start Aug. 1, with release planned for Sept. 1.

Second theatre-TV "network" boxing bout June 27 repeated success of first (Vol. 7:24-25)—for the theatres at least. Nine of 11 theatres in 8 cities screening Bob Murphy-Jake LaMotta slugfest reported overflow crowds (though Washington's colored Lincoln Theatre was three-quarters full). Fight wasn't telecast or shown in New York theatres, yet drew only 21,257 spectators to Yankee Stadium—less than one-third of capacity. Promoters blamed threatening weather. Theatres again paid total of about \$10,000 to International Boxing Club for TV rights. Two new theatres joining closed-circuit "network" were Warner's Stanley in Philadelphia and Fabian's National in Richmond. Next exclusive theatre-TV showing is Rex Layne-Rocky Marciano bout from Madison Square Garden July 12. Success of experimental showings undoubtedly will feature in FCC hearing scheduled Sept. 17 on theatre interests' request for special theatre-TV frequencies (Vol. 7:17). Washington consulting engineer Frank McIntosh was hired to represent Motion Picture Assn. of America at hearing.

Edward W. Allen Jr. is FCC's new chief engineer—his appointment putting "first team" man in top engineering advisory position. He succeeds Curtis Plummer, now Broadcast Bureau chief. As long-time head of technical information div., Allen participated actively in postwar broadcast developments, FM and TV particularly. He's known as "an engineer's engineer" among industry's technicians. He's 1925 electrical engineering graduate of U of Virginia, got LL. B. from George Washington U in 1933, worked for Westinghouse and Chesapeake & Potomac Telephone Co. before joining Patent Office in 1930, transferring to FCC in 1935. He takes new office July 23, when he returns from CCIR conference in Geneva (Vol. 7:20).

TV Factbook No. 13

Exactly 415 applications for new TV stations are on file with FCC as of end of first half of 1951—44 having been filed, 2 withdrawn, since publication of our last TV Factbook in January. All applications to July 15, 1951, plus detailed data (including rate summaries) on all the 107 operating stations and the networks will be published—along with present and proposed channel allocation tables and many other directory features—in *TV Factbook No. 13*, due off presses July 15. Full-service subscribers will receive copies in usual routine; Newsletter-only subscribers may order at \$2.50 per copy. Pre-print orders in quantities of 20 or more will be accepted up to July 6 at \$1 per copy.