

MARTIN CODEL'S

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VISUAL BROADCASTING  
ARTS AND INDUSTRY

# Television Digest

WITH AM FM REPORTS

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**POWER BOOSTS ALL TO EVERYBODY'S GOOD:** Up to 10 miles more coverage radius for some TV stations...better pictures for many viewers...less interference annoyance... even the more effective use of built-in and indoor antennas.

These are immediate benefits assured from TV transmitter power boosts now being authorized by FCC. Acting speedily to implement new FCC policy of permitting maximum powers on temporary basis pending end of freeze, Broadcast Bureau is processing applications as fast as it can.

By end of week, it had approved increases for 22 stations in 18 cities -- and all or most of 20 remaining applicants, plus others who may file, should be similarly notified in matter of a few more days. (For list of authorizations and applications still pending at end of week, see p. 4.)

For this week's 22 stations, it merely means turning up power outputs of present transmitters -- in most cases to 5-kw maximum -- to derive benefits of last week's special order (Vol. 7:30 & Supp. 74), which permits maximum effective radiated power (ERP) up to 50 kw. The 3 "community" stations are limited to 1 kw ERP.

Majority of the stations will realize significant increases in powers radiated from their antennas as result of boosts granted this week. Some of the hikes, translated into ERP, are little short of spectacular. Miami's WTVJ should get biggest proportionate boost so far -- tenfold jump in ERP to approximately 22 kw.

One station will reach FCC's maximum of 50 kw ERP -- WHAS-TV, Louisville, which was authorized to turn its transmitter output up from .89 to 4.6 kw, instead of 5 kw, which would have shot it through the 50-kw ceiling. That's a 500% hike -- from present 9.69 kw. Louisville's other outlet, WAVE-TV, goes from 7 to 25 kw.

In New York, WJZ-TV announced it will turn up its power Aug. 9 from 3 to about 16.5 kw, same day it moves from temporary antenna to main TV mast atop Empire State Bldg. WOR-TV gets boost from 9 to about 22 kw, WPIX from 3.6 to 5 kw ERP.

Other typical increases in ERP expected as result of this week's actions: WGN-TV, Chicago, 11.2 to 28 kw; WBKB, Chicago, 11 to 20 kw; WSM-TV, Nashville, 14.4 to 27 kw; WHEN, Syracuse, 15 to 27 kw; KRLD-TV, Dallas, 15.1 to 30 kw; WXEL, Cleveland, 21 to 25 kw; WTVN, Columbus, 6 to 19 kw.

Note: It should be emphasized that ERP in TV isn't comparable to AM power. TV powers alone can't be used as criteria for comparison of station service areas -- which depend also on related engineering factors, such as antenna location and height and operating frequency.

**NEW BORDER STATION OPENS RIPE MARKET:** Nice new market for TV receivers opens up with start, promised sometime between Sept. 1 & 15, of new station in Matamoros, Mexico, just across border from Brownsville, at southeast tip of Texas. New XELD-TV will operate on Channel 7, be programmed mostly in English -- for all practical purposes another American outlet, though licensed by Mexico to Romulo O'Farrill Sr., publisher of Mexico City Novedades, operating XETV there, Latin America's first TV. New 500-watt RCA transmitter has already been delivered, along with studio

and field camera chains and projection equipment. It's located on high hill outside Matamoros, so that its .1 Mv/m signal is expected to embrace coverage of 50-mi. or more, taking in all or most of rich Cameron, Hidalgo & Willacy counties, to say nothing of substantial population cluster on Mexican side of Rio Grande.

Those counties alone total more than 300,000 population, include wealthy towns of Brownsville, 1950 estimated population 36,000; Harlingen, 23,000; McAllen, 20,000; San Benito, 13,000; Edinburg, 12,000; Mission, 11,000; Mercedes, 10,000; Raymondsville, 9000; Weslaco, 7500. Matamoros has only 8000, but its environs also share in rich fruitlands and big irrigation projects of Rio Grande Valley.

Manager Monte Kleban, an American, headquartering at 1111 S.E. Levee St., in Brownsville, has been lining up sponsorships in U.S. with considerable success, planning commercial operation along traditional lines -- with kine-recording-services from the U.S. networks. Luis Guaragna, of RCA Victor Mexicana, is engineer in charge of construction. RCA subsidiary will send sets from Mexico City factory into Mexican area, but by far largest sales are expected on U.S. side -- with sets to be channeled from wholesale houses of major manufacturers in San Antonio and Houston.

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Sovereign Mexico is fully within its rights in authorizing station, for it has no freeze and is party to agreement with U.S. whereby Channel 7 is allocated to Matamoros. In same allocation plan, but frozen so far as U.S. applicants are concerned, are Channels 4 & 5 allocated to Brownsville.

Senor O'Farrill's speedy enterprise will doubtless spur other Mexican interests to hasten efforts to get border stations and get going before FCC ends freeze. They will thus gain same head start in capturing audiences that stations in Buffalo and Detroit have in as yet non-locally served Canada.

The allocations agreement gives other Mexican border towns like advantages. For example, Juarez, opposite El Paso (130,000 population) gets Channels 9, 11 & 13 while El Paso gets VHF 2, 4, 5 & 7 and UHF 20 & 26, all frozen; Nuevo Laredo, opposite Laredo (51,000) is allocated VHF 11 & 13 while Laredo's VHF 3 & 8 and UHF 15 are frozen; Tiajuana, near San Diego (321,000) is allocated 6 & 12 while San Diego has one Channel 8 station in operation and VHF 3 & 10 and UHF 21, 27 & 33 frozen.

Note: For Mexican channel allocations, see p. 60, TV Factbook No. 13. Also in Factbook are proposed U.S. & Canadian allocations, lists of pending applications.

**TV FILMS MAY SUPERSEDE LIVE NETWORKS:** Conviction is growing in high places that most TV programming will eventually be on films -- whether produced by networks themselves or by other enterprisers. Reasons aren't hard to discern:

(1) High cost of coaxial-microwave hookups -- largest item in TV's overhead -- so much higher than for radio that some can't see any chance for network TV, per se, to earn a profit. Cost will mount to staggering proportions when, now promised as of Sept. 30, transcontinental relays west from Omaha will permit linking merely 4 more TV cities into present networks -- at huge per-mile cost.

(2) Control and editing of programs before telecasting, with just as good quality possible via modern film techniques as via wire or radio relays.

Hence the networks' preoccupation not only with their profit-earning owned-&-managed TV outlets, but with all kinds of film techniques: kine-recordings, still requiring more development for quality; simultaneous filming of TV shows during performance, permitting superior quality; filmed shows produced exclusively for TV.

NBC-TV has even gone so far as to plan making films of popular TV programs and stars for actual showings in movie houses (Vol. 7:26).

"Except for news and special events, what's there on network TV that can't be shown just as well on a delayed basis?" to quote a top network executive. "And for news and special events, we can simply buy special hookups on a plug-in basis instead of contracting for monthly or yearly rentals of coaxial-microwave circuits."

AT&T may not like it -- but, then, neither did the radio networks like it at first when high-fidelity recording came along, indistinguishable from live shows, offering just as good program fare, winning official recognition of FCC when it

accepted the late Henry Bellows' suggestion (he was a radio commissioner, then a CBS v.p.) that they be given the euphemious label "electrical transcription."

Many years passed before networks would deviate from self-imposed rule not to use recordings for anything but sound effects. Now they're all up to their ears in transcriptions, as are stations -- using them regularly for time-zone or time-clearance repeats, and even for such big-name network radio shows as Bing Crosby's.

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Everett Crosby, who runs his brother's Bing Crosby Enterprises, goes along with "Ike" Levy's fast-building rival Official Films Inc. (Vol. 7:22,27) in conviction that most future TV programming will be via film--at least 75%, he says. Moreover, he told Advertising Age, TV program headquarters will eventually be Hollywood.

Crosby said he has spent \$2,000,000 to back up this belief, citing firm's highly successful "Fireside Theater" series (produced for Procter & Gamble), promising new productions titled "Cry of the City," 30-min. drama; "Inside Football," with coaches as commentators; "Freedom Hour," based on documents on the Freedom Train; "Parade of Champions," greats in sport; "The Chimps," animals with human voices.

Argument that film shows have less spontaneity is dismissed as nonsense by Bing's elder brother and business partner. "They used the same argument for radio until Bing disproved it. These people are worried because comedians sometimes get good laughs out of fluffs. If a mistake adds to a show, there's no reason why it can't be left in the film."

Will Bing himself, contracted to non-TV-releasing Paramount for 2 films per year, and a major stockholder in that firm, go on TV anytime soon? Not this fall, said Everett. He's under CBS contract, but "he's not in favor of hard work."

**COAST-TO-COAST TV STARTS SEPT. 30:** Next World Series, Rose Bowl and other football games, certainly some top-name network shows, "go transcontinental" after Sept. 30 as result of AT&T decision to begin operating its new TV relays then. Networks have already contracted for time on the new circuits -- 2 westward, 2 eastward -- and CBS-TV is already talking about piping some or all of Jack Benny's shows eastward from Hollywood, also Burns & Allen.

Extensions westward from Omaha, present limit of network service, will permit hookup of stations in Salt Lake City, San Francisco, Los Angeles, San Diego, Seattle, only other far western city with TV outlet as yet, won't be hooked up for awhile yet, though there's now a coaxial out of Sacramento for phone service with Seattle and it can be modified for TV.

Phone company's plans for rest of year (see Television Digest map) also envisage more microwave circuits into Southwest for phone service but not yet definite for TV. Due for completion in October is new Memphis-Birmingham-Atlanta coaxial extension via Jackson, Miss. The Omaha-San Francisco links require some 70 towers, for microwave relays, whereas whole \$40,000,000 New York-San Francisco project requires 107 in all, spaced about 30 miles apart -- by a curious coincidence, same number as there are TV stations now operating.

**HARADEN PRATT GETS TOP GOVT. POST:** Neither FCC nor any govt. agency loses autonomy, ostensibly, because of President Truman's choice of own Telecommunications Adviser in person of Haraden Pratt, top IT&T engineering executive, v.p. of American Cable & Radio Corp. and director of IT&T's Federal manufacturing and lab subsidiaries.

But fact is Mr. Pratt will act as sort of "one-man FCC" over all the govt. agencies maintaining communications facilities -- a sort of "bridge" between Govt. and private industry, so far as uses of wire and wireless are concerned.

He'll advise President how to exercise existing powers to allocate radio frequencies to govt. users, notably the military and safety of life services; also, how best to control communications during emergencies.

President Truman elected to have one man perform this function rather than set up a "Telecommunications Advisory Board" of 3 men suggested in recent report of the President's Communications Policy Board (Vol. 7:13). That 240-page document was the fruit of full year's work by 5 eminent scientists and administrators who were

asked to review whole subject in broader policy aspects. ("Telecommunications: A Program for Progress", published by Govt. Printing Office, \$1.)

Report suggested ways and means of best utilizing spectrum, was welcomed by industry because it urged that all govt. "users" must justify their radio frequency demands no less than private users, and that there must be close cooperation with FCC in allocating as between govt. and non-govt. users and uses.

Report ran whole gamut of wire and wireless fields. With respect to TV's hopes for more vhf channels, it threw cold water on idea because of impact on military and safety of life services already entrenched.

Pratt is now in Geneva attending an international radio conference, is due back soon to be sworn into \$15,000 job which is supported by White House contingent fund and requires no Senate confirmation. He will have offices and staff provided by National Security Resources Board. He must resign IT&T jobs. Just turned 60, he is a native of San Francisco, veteran of old Marconi Wireless Co., onetime Navy and Bureau of Standards scientist, IT&T technical executive for last 23 years.

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**F**IRST official FCC look-see at compatible color, as demonstrated with tri-color tube by RCA (Vol. 7:29) and further developed under auspices of National Television Systems Committee (Vol. 7:30), takes place next week when Commission's top-level engineers view 4 different demonstrations by NTSC Panel 13.

This panel of 20 leading industry engineers, headed by Hazeltine's A. V. Loughren, is preparing color video standards for submission to full NTSC, after which field-testing of those standards will be conducted under Panel 16 headed by DuMont's Dr. T. T. Goldsmith. FCC technicians have also been assigned to view field tests later.

Standards panel is considering "variant forms," so NTSC can choose details regarded most advantageous. Thereafter, it can be presumed NTSC—probably RCA also, separately—will ask FCC to reopen color hearings and adopt new standards either in lieu of or in addition to already-adopted CBS field sequential.

At NTSC invitation, FCC designated its group to go to GE labs in Syracuse, Monday, Aug. 6; Hazeltine, Little Neck, N. Y., Aug. 7; RCA, Princeton, Aug. 8; Philco, Morrisville, Pa., Aug. 9. FCC representatives are Edward W. Allen, chief engineer; Curtis B. Plummer, ex-chief engineer, now chief of Broadcast Bureau; Edward W. Chapin, chief of Laboratory Div.; William C. Boese, acting chief, Technical Research Div.

Commission, meanwhile, this week authorized GE's experimental KE2XHX in Syracuse to carry color transmissions, and Philco will demonstrate via its own WPTZ on Channel 3. Live subjects presumably will be used at most of the demonstrations, though Hazeltine plans still pictures because it does not yet have camera.

Philco also is planning periodic demonstrations on non-commercial hours (9:30-10:30 a.m.) to ask WPTZ viewers to report on quality of monochrome images received—just as did RCA-NBC in recent New York colorcasts. Meanwhile, company offers adapters to its sets for those wishing to get CBS pictures in black-&-white, but itself is not planning to make any CBS-type receivers or slave units.

Upon shoulders of CBS-Columbia Inc. (formerly Air King) is falling burden of task of popularizing field-sequential receivers, very few other set makers finding it feasible as yet to spare materials from their black-&-white lines. Company is understood to be facing serious materials shortages, as are all other manufacturers, due to govt. limitations. There's considerable doubt in trade whether CBS Brooklyn plant can actually turn out promised 25,000 color TV receivers plus 50,000 black-&-white sets remainder of this year—unless NPA grants special aid, regarded unlikely in view of past actions.

CBS reports such enthusiastic response to its color

demonstrations in Cincinnati, in collaboration with WKRC-TV, that they're being extended to Aug. 22. But instead of rotating receiver among local Kroger stores, WKRC-TV is placing it in local Coney Island amusement park so more people can see. Dayton's WHIO-TV, starting Aug. 8, will carry full CBS color schedule (10:30-11 a.m. & 4:30-5 p.m.) for 3 days, with receivers rotated in Kroger stores.

Next big New York promotion will be CBS colorcasts of 3 Brooklyn Dodgers games from Ebbetts Field, Aug. 11 & 25 and Sept. 8.

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Summary of NTSC standards for composite system of compatible color is featured in August issue of *Electronics*. Editor Don Fink describes approaches taken by different companies in industry effort to find best system. In same issue is article describing simple all-electronic picture generator for color TV, by Hazeltine's R. P. Burr, W. R. Stone and R. O. Noyer. Test patterns developed by generator, which can provide signals for RCA or CBS systems, are illustrated in color on magazine's cover.

Following 22 stations were authorized by FCC this week to increase powers (see story, p. 1)—all to 5-kw transmitter output unless otherwise noted: WDEL-TV, Wilmington (500 w); WTVJ, Miami; WAGA-TV, Atlanta; WBKB & WGN-TV, Chicago; WHAS-TV (4.6 kw), WAVE-TV, Louisville; KMTV, Omaha; WJZ-TV, WOR-TV & WPIX, New York; WHAM-TV, Rochester; WHEN, Syracuse; WKTV, Utica (4.3 kw); WXEL, Cleveland; WTVN, Columbus; WICU, Erie (500 w); WJAC-TV, Johnstown; WGAL-TV, Lancaster (250 w, aural only); WSM-TV, Nashville; KRLD-TV, Dallas; WSAZ-TV, Huntington. Applications pending at week's end: WBRC-TV, Birmingham; KNBH & KTSL, Los Angeles; KFMB-TV, San Diego; KRON-TV, San Francisco; WENR-TV & WNBQ, Chicago; WHBF-TV, Rock Island; WTTV, Bloomington; WFBM-TV, Indianapolis; WWJ-TV, Detroit; WKZO-TV, Kalamazoo; WNBK-TV, Binghamton; WCBS-TV & WNBK, New York; WSYR-TV, Syracuse; WCPO-TV, Cincinnati; WNBK, Cleveland; WKY-TV, Oklahoma City; WTVR, Richmond.

RCA has announced new 10-kw vhf TV transmitters, to conform with FCC's proposal for higher power stations. It's forerunner of projected 50-kw amplifier. New transmitters use air-cooled tetrode tubes in final power stages, eliminating water-cooling methods, provide peak visual power of 10 kw, aural 5 kw. Model TT-10AL is designed for channels 2-6, TT-10AH for 7-13.

IRE's fall meeting scheduled for Oct. 29-30 in King Edward Hotel, Toronto, being arranged by Sylvania's Virgil M. Graham, with color main topic.

**Personal Notes:** Wayne Coy, FCC chairman, vacationing until Aug. 15 at Cape May, N. J., vice chairman Paul A. Walker acting . . . Earl B. Abrams, ex-*Television Digest*, has joined editorial staff of *Broadcasting Magazine* . . . Walter W. Powell, veteran CBC station mgr., appointed commercial mgr. of CBC to succeed E. A. Weir, retiring; his asst. is W. R. Johnston . . . James M. Valentine quits as ABC-TV central div. operations supervisor to become South American TV engineering representative for Federal Telecommunications Labs, headquartering in Buenos Aires . . . Richard Hodgson, director of TV development for Paramount Pictures, president of its subsidiary Chromatic Television Laboratories Inc., named research-development consultant to Gen. Hoyt Vandenberg, chief of staff, Air Forces; he was radar advisor to Gen. Vandenberg's 9th Air Force during war . . . James S. Pollak, WJZ-TV program mgr., named ABC-TV central div. program mgr., effective Aug. 15 . . . Alex Kennedy promoted to director of program promotion, CBS-TV network; David Luhmann named promotion director, CBS-owned TV stations . . . James Sirmous promoted to mgr., CBS Radio Network operations; George Bristol director of radio sales promotion & advertising . . . Frank McGivern resigns as gen. mgr., WCFL, Chicago, to join Tom O'Neil, director of Don Lee-Yankee operations . . . Gene Dawson, Washington correspondent of *Indianapolis News*, named executive secy. to Sen. Capehart (R-Ind.), succeeding Charles Egenrod, who becomes administrative asst., taking place of Ray Donaldson, now RTMA counsel . . . Betty Forsling, ex-TV-radio editor of *Newsweek*, joins ABC-TV as asst. to Charles M. Underhill, new national program director; Joan Walker, daughter of famed newsman Stanley Walker, takes over *Newsweek* post . . . Don Blauhut, ex-H. B. Humphrey Co., named TV-radio director, Peck Adv. . . . Al DeCaprio resigns from CBS-TV production staff to join Young & Rubicam as liaison on GE's *Fred Waring Show* . . . George T. Duram, ex-Lever Bros., formerly with Dancer-Fitzgerald-Sample and Kastor ad agencies, joins C. E. Hooper Inc. as account executive . . . James D. Shouse, director of Avco and president of Crosley, elected to board of Hines-Park Foods Inc., Ithaca, N. Y., headed by Duncan Hines . . . Merritt Coleman named director of business affairs, CBS-TV Div., under v.p. I. S. Becker . . . Lawrence H. Rogers succeeds Marshall L. Rosene as general mgr., WSAZ & WSAZ-TV, Huntington, W. Va., Mr. Rosene resigning to become president of WNXT, Portsmouth, O.

**Station Accounts:** Cleveland's WXEL will feed its nightly 12-12:10 a.m. *Sohio Reporter*, with Warran Guthrie, sponsored by Standard Oil of Ohio, to an Ohio Valley Network—piped Mon. thru Fri. to WLWT, Cincinnati; WLWC, Columbus; WLWD, Dayton; and Tue. Thu. & Fri. to WSPD-TV, Toledo . . . American Vitamin Associates, Los Angeles (Thyavals, Orvita, etc.), sponsoring Chicago baseball on WGN-TV (Vol. 7:13) and using shows and spots elsewhere, names Schwimmer & Scott, Chicago, as agency—promotion director Walter Lewis and account executive Jerry Hill joining S&S Hollywood staff in merger with The Counselors, Hollywood agency, whose president Frank J. Miller becomes executive v.p. of S&S Hollywood branch . . . National Carbon Div., Union Carbide & Carbon Corp., returns to TV in September & October for spot campaign promoting Prestone anti-freeze, thru Wm. Esty & Co., N. Y. . . . Philadelphia Leather Goods Co. (White Star Luggage) debuts in TV with musical on WCBS-TV, New York, Tue. 9-9:30, thru Ellington & Co., N. Y. . . . Webster-Chicago Corp. (wire & tape recorders) buys newscasts on WNBQ, Chicago, Fri. 10:15-10:30, thru Fuller & Smith & Ross, Cleveland . . . Among other advertisers reported using or preparing to use TV: Wilson & Co. Inc. (Ideal dog food), thru Ewell & Thurber Associates, Chi-

cago; Reo Motors Inc. (trucks & lawn mower), thru William Hart Adler, Chicago; Leigh Foods Inc. (frozen juices), direct; S. A. Schonbrunn & Co. Inc. (Savarin coffee), thru Lawrence C. Gumbinner Adv., N. Y. (WABD); Hotels Mayfair & Lennox, St. Louis, thru Olian Adv., St. Louis; Legs Macaroni Co. (Pennsylvania Dutch Bott Bot pot pie), thru Michenor & O'Connor, Harrisburg; Southern Cal. Fish Corp. (Blue Seal tuna & Marca Italia Tonno), thru Hixson & Jorgensen, Los Angeles.

**Network Accounts:** Chesterfield will present Bob Hope on NBC-TV, Sun. 7-7:30, starting in early fall, using other stars on rotating basis . . . Kellogg's purchase of participation in *All Star Revue* on NBC-TV, Sat. 8-9, completes sellout of NBC-TV *Saturday Night Revue*, 8-10:30 (Vol. 7:30) . . . Goodyear Tire & Rubber Co. will take over vacated time for as yet unnamed dramatic show when Philco in the fall sponsors *Television Playhouse* alt. weeks on NBC-TV, Sun. 9-10 . . . Florida Citrus Commission (canned fruit juices) Aug. 4 started 5-week sponsorship of *Doodles Weaver Show* on NBC-TV, Sat. 10-10:30, thru J. Walter Thompson . . . Sterling Drug Inc. starts *Mystery Theatre* Oct. 5 on ABC-TV, Fri. 8-8:30, thru Dancer-Fitzgerald-Sample, N. Y. . . . Bristol-Myers Co. will sponsor *Mr. District Attorney* on ABC-TV starting in Oct., time and date unannounced . . . Stokely-Van Camp Inc. (canned foods) has renewed time for the *Little Show* on NBC-TV, Tue. & Thu. 7:30-7:45, but will probably replace John Conte with Dinah Shore when show returns in fall . . . Schlitz will sponsor *Schlitz Playhouse of Stars* on CBS-TV, Fri. 9-10, starting Oct. 5, thru Young & Rubicam . . . Atlantic Refining Co. and Brewing Corp. of America (Carling's ale) sign for 10 Chicago Bears and 10 Cleveland Browns games on DuMont Network, which begins football season with Admiral's Aug. 17 sponsorship of All-Stars vs. Cleveland Browns game from Chicago and Sept. 9 Miller Brewing Co. sponsorship of Chicago Bears-Cleveland Browns game . . . George S. May Co. (business engineering services) sponsoring both Aug. 5 & 12 All-American and Tam O'Shanter golf tournaments on 10-city DuMont hookup, Sun., 6:30-7, placed direct . . . Old Gold takes over sponsorship of *Down You Go* on DuMont, now keyed from WGN-TV, Thu. 9-9:30, starting date and new time not yet decided.

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FCC hearing on theatre-TV frequencies has been postponed from Sept. 17 to Nov. 26, deadline for filing statements from Aug. 15 to Oct. 26. Hearing promises to be lively, with new Fair TV Practices Committee (Vol. 7:25) prepared to press its charge that theatre TV is illegal. Committee Chairman Jerome W. Marks, New York attorney, in Aug. 3 letter to AT&T president Cleo F. Craig, expressed "grave concern" over "proposals to employ the time of coaxial cables for the purpose of box-office TV," thereby denying them to free commercial TV.

Army-Air Force plan to use 35% of their 1952 ad budget on TV-radio, while whole Defense Dept. recruiting service has \$3,100,000 earmarked for advertising—including \$735,000 for TV-radio, \$525,000 national magazines, \$420,000 newspapers, \$84,000 films, plus about \$1,000,000 on local advertising. Figures were adduced from House Appropriations Committee testimony of Maj. Gen. T. J. Hanley, chief of military personnel procurement.

City of Jacksonville's WJAX, beaten by FCC in courts in effect to get its 1948 CP for TV reinstated (Vol. 7:27), reapplied this week for Channel 12—only TV application of week, bringing total now pending to 425. [For further details see *TV Addenda 13-D herewith*; for list of all applications pending see *TV Factbook No. 13* with Addenda to date.]

**N**ATION-WIDE study of "viewers' evaluation of TV" was voted by NARTB's TV Program Standards Committee (Vol. 7:25, 28-29) at organizational meeting in Washington July 30, as step toward compilation of TV program code. Survey will be conducted by NARTB research dept. under Dr. Kenneth H. Baker, and supplemented periodically to reflect changing opinions of viewers.

Four subcommittees were named by chairman Robert D. Swezey, WDSU-TV, each charged with making tentative drafts of sections of code for presentation to full committee in Washington Oct. 2-3. Subcommittees, their meeting places and dates:

Education & culture, responsibility toward children, acceptability of program material, decency & decorum in production: Davidson Taylor, NBC, chairman; James L. Caddigan, DuMont; Clair McCullough, WGAL-TV; Paul Raibourn, KTLA; Donald W. Thornburgh, WCAU-TV. Meets in New York Aug. 6.

News, public events, religion, community responsibility, controversial issues: Harold Hough, WBAP-TV, chairman; Leonard Reinsch, WSB-TV; Henry W. Slavick, WMCT; Mr. Swezey. Meets in New Orleans, Aug. 10.

Advertising practices: Walter J. Damm, WTMJ-TV, chairman; Harry Bannister, WWJ-TV; James D. Hanrahan, WEWS. Meets in Milwaukee, Aug. 8.

Standards observance: Mr. Raibourn, chairman; Mr. Bannister; Mr. Thornburgh. Date and place of meeting to be announced.

Parent committee agreed to serve as reviewing body—to "interpret the standards and advise participating TV broadcasters on day-to-day developments affecting such standards."

TV-radio rules in case of war disaster were announced Aug. 1 by New York State Civil Defense Commission following conferences with committees representing 12 TV and 129 radio stations in State. To avoid confusion and panic, rules make it felony to broadcast announcements other than official ones during "yellow" alert warning of possibility of attack. Commission gave all TV-radio stations 30 days to prepare plan of action and list of individuals to be notified in case of alert. Commission chairman Col. Lawrence Wilkinson said in event of "red" or imminent attack alert, TV stations would announce alert, broadcast siren warning signal, then leave air. Radio stations would broadcast music between official announcements if security doesn't necessitate their leaving air.

Hollywood "can win substantial control of TV" if it's willing to risk the money, predicts highly critical article in August *Fortune*. With unconcealed glee over what it calls "TV's time of trouble," unsigned article maintains: "The big story about TV today is no longer one of irresistible power. It lies rather in the unexpectedly strong bargaining power of TV's competitors, heretofore given up for lost, and in the equally unexpected weaknesses of the new medium." High costs of TV time and talent will be biggest contributor to its undoing, article reasons, sounding this rallying cry to subscription TV, Hollywood and the educators: "The mastodon is in the mire. Now is the time to harness him."

British TV manufacturers—notably Scophony-Baird, Pye & Thorn Electrical Industries—have been pressing Australia to get into TV but, says correspondent of *Motion Picture Herald*, commercial men think it's 5 years away—and then only for Sydney. Govt.-owned Australian Broadcasting Corp.'s gen. mgr. Charles J. Moses thinks it can come in 2 years. It's estimated TV would mean added burden of \$4,500,000 on Postoffice Dept., which has jurisdiction, for one station only one year, and would require license fee of at least £3 per set (radios now pay £1).

"Some of the bloom has worn off Bloomington," laments radio-TV columnist John Crosby, as he contemplates fact WTTV now gets network shows, via its own relay. In his July 25 syndicated column extolling manufacturer-telecaster Sarkes Tarzian, Crosby describes this "paradise": "If anyone in Bloomington wants to get on TV, he just calls the station. With no audition and very little rehearsal, he's on. Almost anyone, Bloomington has discovered, has *something* to say or do, and, even in the worst cases, it isn't any worse than some of the celebrities who show up on Ed Sullivan's shows and in many cases it's a lot more interesting." Crosby goes on, with his typical snappishness: "Tarzian, in fact, has just reversed the usual order of things. The normal, but by no means the best routine with a new TV station (in a one-station town) is to throw a switch putting on whatever of the 4 network shows the program manager happens to like. In that way you can avoid the headaches of local programming, and can almost avoid thinking at all . . ."

One-fourth of non-TV owners haven't purchased set because they can't afford it, one-fifth are waiting for color or improvements, one-eighth aren't interested. So Advertest Research, New Brunswick, N. J., reports in study based on 1,350,000 non-TV households (36.1%) out of 3,740,000 in 17 counties of New York area. Sampled homes totaled 758. Among conclusions: (1) One-third of all non-owners, or 450,000, expect to buy set within 12 months. (2) Average non-owner watches TV 1.5 days a week, equivalent to 11 minutes a day; he listens to radio 114 minutes a day. Some 30% don't view TV regularly. (3) Non-owner families are smaller than TV families; only 35% of non-TV families have children, while 55% of TV families have children. (4) Average sponsor identification by non-owners is 71% for TV, 56% for radio.

Color adapters and converter parts, kits, etc., continue to be announced by various companies. In addition to those previously reported, Colortone, New York, offers adapters and discs, no motors yet; Color-Video, Long Island City, has Philco adapters (Vol. 7:23) at \$17.95 list; United States Service Co., Philadelphia, reports plans to make and install converters; JFD Mfg. Co., Brooklyn, is reported planning to manufacture adapters and converters under CBS license. Spectacular, often lurid ads, are appearing to herald color films that fit over picture tube to give illusion of color—but have nothing to do with TV systems (Vol. 7:24). These are getting quite a play despite fact colors rendered bear no relation to scenes, which are transmitted in black-and-white.

Newly formed CBS Laboratories Div. has been organized into 2 departments—engineering research & development under Dr. Peter C. Goldmark, v.p., and licensing & contracts under Richard C. Mahler, director. Both report to division president Adrian Murphy. Licensing & contracts dept. will negotiate licenses and contracts with manufacturers under CBS patents covering color, recording, etc., will also handle govt. and other contracts for engineering development.

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Hollywood correspondent Thomas M. Pryor, *New York Times*, reported Aug. 1 that David O. Selznick may make deal for release of some of his old pictures "if he is convinced that the market can provide sufficient financial reward". These would constitute most important group of Hollywood-made films yet made available to TV from standpoint of dramatic value and big names. Included would be *Duel in the Sun*, *Spellbound*, *The Parradine Case*, *Since You Went Away*, *Rebecca*, *Little Lord Fauntleroy*, *Portrait of Jenny*—ranging in age from 15 years for *Fauntleroy* and 3 years for *Jenny*.

**THE TV TRADE PICTURE BRIGHTENS:** It's the wrong season now to expect any big upsurge in TV sales right away, even with stimulus of the relaxed credit regulations that went into effect Aug. 1. But season's traditional turning point, Labor Day, isn't far off -- and outlook is now good.

Not only the easing of Regulation W (Vol. 7:30), but telecasting station power boosts and the promise of good fall-winter programs should give market exactly the lift needed to dispose of inventory and get back on even keel.

Power boosts especially (see p. 1) are hailed with delight, for they mean stronger signals, over-riding more local interferences -- plus better pictures and widened fringe markets. It's first fillip to trade from FCC since color imbroglio.

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Manufacturers were inclined to be more restrained in their comments on how eased credits will work than they were before Congress approved relief. Some are leaving things entirely to dealers, others plan factory-directed promotions to help speed unloading of inventories so they can resume as full production as defense materials limitations now allow.

"The change in Regulation W is bound to have a beneficial effect," said one major producer, "but it isn't the cure-all. We know we're facing the competition of the high cost of living." Said another: "It has already eased the frame of mind of dealers and public." Another: "Regulation W isn't the full answer, but it will be a decided stimulant. It means a better market when the buying season opens up than if the old restrictions were still in effect."

Factories are intensely concerned with near-depression that has hit wholesale and retail levels. Dealer bankruptcies, said RTMA chairman Robert Sprague in testimony before Senate committee this week (see Topics & Trends) were up 222% first 6 months of 1951 over same 1950 period. Also --

"As of the end of June 1951, the number of employes engaged in making TV sets had declined 40% from the levels of June 1950...Total employment in the industry has been reduced by about 50,000 persons since early 1951."

Manufacturers can take up some slack (though earn less profit) in defense work -- but: "During June 1951, production of military equipment accounted for average of only 10.8% of the capacity of members of the industry. At least 50% of the dollar value of military electronic contracts represents foundry, sheet metal and precision machine work generally performed by companies outside electronics..."

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Urge to move piled-up stocks may temporarily mean over-generous allowances under new 15% down and 18 months to pay, with trade-ins applicable to down payments. But that isn't expected to last long, may just be current flurry. Rash of ads now appearing, some with fantastic offers, obviously is designed to get rid of inventory and acquire needed cash.

Wide-open loophole in new Regulation W as drafted by Federal Reserve Board is clause permitting trade-ins to be credited as all or part of the down payment. Because there's no "blue book" of trade-in values in TV-appliance field, and because -- at direction of Congress -- FRB didn't stipulate what can be traded in or how much can be allowed for it, return to the "no money down" days seems likely.

But this time the battle-cry will probably be a more dignified "no cash required." New York Better Business Bureau already has suggested ban on use of the words "no down payment" in reference to trade-in allowances, and FRB says it has no intention of issuing an immediate interpretation of its ruling -- though Board officials informally seconded BBB's warning that "no down payment" is misleading.

Under wording of Regulation W, a dealer may allow more on a traded-in item

than it's worth -- or he may accept anything in trade on new TV, radio or appliance. He could accept an old crystal set, a doorknob or lead pencil as full down payment on set sold at "list price" -- cutting his price on "down payment" end rather than cutting dollars off list price, as is done now.

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Production is still creeping forward, fourth July week's output of 50,772 TV units (only 851 private label) comparing with 44,196 preceding week (Vol. 7:30). Total for July's 4 weeks is 106,055, lowest since July 1949. Radios totaled 184,685 (69,936 private label) for week ending July 27, bringing month's total to 734,281. Week's radios were: 112,884 home receivers, 27,606 portable, 44,195 auto.

Factory TV inventories rose again -- to 761,448 from peak 754,717 the week before. Radio inventories were 384,415, up from 375,066. At beginning of June the factory TV inventory figure was 593,633, at beginning of July 723,309.

**NPA LOOSENS MATERIALS STRAITJACKET:** All TV-radio manufacturers stand to gain from latest revision of NPA materials control formula for consumer durable products.

Effective immediately are sweeping changes in Govt.'s method of limiting use of steel-copper-aluminum in consumer hard goods during current third quarter. While limitation percentages are unchanged -- 70% of first-half 1950 steel use, 60% of copper, 50% of aluminum (Vol. 7:25) -- keynote of Aug. 2 revision of Order M-47A is flexibility. It actually permits set makers to use more material and parts.

Principal change is one industry has long sought -- allows manufacturers to switch their metal quotas among long list of products, including practically any or all appliances, to meet changing market conditions or seasonal demands.

A manufacturer of TVs & radios who also makes other appliances -- refrigerators, air conditioners, ranges, anything -- may now use the steel, copper, aluminum formerly earmarked for TV-radio to make any product he chooses. Or he may take his appliance quotas and use them for TV & radio. He may even branch out into new fields of appliance manufacture without appealing to Govt.: e.g., TV-radio company could begin making electric toasters or other consumer durables under wording of order.

Color and uhf adapters and converters are among items mentioned in new order and steel-copper-aluminum going into these products may come out of manufacturer's quota of materials for practically any consumer durable product he made during first half of 1950. Other important changes in new order:

(1) Manufacturer who uses less metal than he's entitled to under M-47A may step up correspondingly his purchases of ready-made parts and sub-assemblies -- and vice versa.

(2) Manufacturer may disregard metal content of any parts he buys or makes which are CMP "Class B" products -- if he so chooses. In TV-radio, this means practically all parts and components. If he does this, he must subtract this metal from base period use as well as third quarter use under M-47A. This provision could result in availability of more parts to TV-radio manufacturers, since it removes the metal in parts from scope of order's percentage limitations.

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New order applies to third quarter only. It's now virtually certain that consumer durables will come under Controlled Materials Plan in fourth quarter. But whether they do or not, best information indicates that their share of materials will be: steel, 65% of base period use (cut from 70%); copper, 55% or slightly less (cut from 60%); aluminum, slightly less than present 50%.

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CBS-Columbia Inc., new CBS subsidiary formed from old Air King Products Co. Inc., in open letter to TV distributors and dealers published as trade ad Aug. 1, makes big pitch for franchisers—promising "CBS-Columbia is destined to be America's leading line in television . . . a great new name!" Consumer campaign breaks early in September in *Life*, *Saturday Evening Post*, *This Week* and other magazines, supplemented by local TV, radio and newspaper advertising of both black-&-white and color

TV sets (Vol. 7:29). Officers of CBS-Columbia Inc. were named this week as follows: David H. Cogan, president; Bruce A. Coffin, executive v.p.; J. A. Stobbe, operations v.p.; L. M. Kay, engineering v.p.; M. A. Gardner, v.p. in charge of purchases; Allan Strauss, exports v.p.; John Ward, controller, asst. secy. & asst. treas.; Sam Dean, treas. & secy. Board members are Bruce Coffin, chairman; Mr. Cogan, Lloyd H. Coffin, Adrian Murphy, Frank Stanton, Sam Dean, Ralph Colin.



**Topics & Trends of TV Trade:** Emerson's bold move to "guarantee" its current sets against any obsolescence by color drew news headlines this week—but it's still too early to determine how public is taking to it. All sets in Emerson's 9-model "1952" line are being sold with stipulation that at any time within 2 years of sale they may be returned to dealer and "total purchase price returned as full or partial payment on any color receiver, regardless of make." Emerson will reimburse dealers for any sets returned.

Color refund plan was first announced July 30 in conjunction with John Wanamaker store in New York and Philadelphia's Stern & Co. chain, but was extended Aug. 1 to all Emerson dealers. President Ben Abrams reported offer has attracted much "favorable attention" and increased store traffic at Wanamaker's and Stern's.

Offer was designed "to give the business a shot in the arm," according to Mr. Abrams, who maintains "color talk has hurt TV sales more than any other factor, including Regulation W." He reaffirmed Emerson's stand against production of non-compatible color sets, but guessed other manufacturers might turn out as many as 1,000,000 color sets in next 2 years.

Trade-in plan is scheduled to run for limited time only—possibly 3 months. Mr. Abrams said at July 31 press conference that company may have to stand loss of more than \$1,000,000 because of trade-ins, but "we are persuaded [that] the ultimate results will fully warrant the goodwill and business-building investment." Operating at a production rate slashed in half by "defense demands," Mr. Abrams estimated Emerson will produce 125,000 sets rest of this year.

Emerson's offer caught the imagination of *Wall Street Journal*, which gave it big play as "\$20,000,000 gamble." The *Journal* didn't explain its arithmetic.

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Chances are excellent that Senate will follow House's lead in scrapping Administration's request to hike TV-radio excise taxes from 10% to 25% (Vol. 7:6 et seq), in opinion of industry and trade leaders. RTMA chairman Robert C. Sprague and NARDA president Mort Farr were optimistic after testifying before Senate Finance Committee this week. Both made point of TV industry's present depression, recent upsurge in dealer bankruptcies.

Sprague asked Senators to consider removing present 10% tax instead of increasing it, pointed to surveys indicating remaining market for TV consists of families earning less than \$5,000, submitted analysis by Boni, Watkins, Munteer & Co., showing "higher excise tax would unquestionably depress and aggravate sales even further."

For broadcasters, NARTB govt. relations director Ralph W. Hardy told Senators public relies on TV-radio as major source of news and general information; therefore, receivers shouldn't be taxed any more than newspapers. Bendix Radio's Leo G. Horney appeared before Committee to urge removal of excise taxes from industrial and communications electronic equipment. Hearings completed, Committee plans to report bill out by Aug. 25.

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Canadian RTMA reports 20,070 TVs sold for \$11,007,-218 during first 6 months of 1951, inventories totaling 11,451 units as of June 30. Windsor area (Detroit) took 41% of 6 months sales, Toronto-Hamilton 35%. June sales were lowest yet, with only 493 units sold for \$254,239, compared with 1116 in May (Vol. 7:27). Table models under \$400 list totaled 139, over \$400 totaled 236. Consoles under \$500 totaled 8, over \$500 totaled 100. TV-phonos numbered only 10. Toronto-Hamilton area took 38% of June sales, Niagara Peninsula 27%. Windsor area (Detroit), which usually leads others, dropped to 22% of sales.

More liberal price ceilings on TV-radio sets and electronic parts and equipment are inevitable as result of new controls bill signed July 31 by President Truman. To avoid "profit-control" squeeze, Congress specified manufacturers may include in their costs such expenses as increased advertising expenditures, sales costs and general administrative expenses. Under old law, (Vol. 7:9, 14, 17-18, 21-22), increased labor and material costs were only major items which could be taken into consideration. OPS is studying law and will issue new regulation soon incorporating new provisions voted by Congress.

OPS July 31 revoked General Overriding Regulation 13 and put back into effect the major manufacturing orders which had been held in suspension for a month. These include GPR 22 (which regulates, among other things, home TV-radios and their parts) and GPR 30 (including other electronic equipment and parts). Deadline for filing the various forms and reports required by the orders has been extended to Aug. 13. Most producers who have already filed under the 2 orders will be entitled to adjustments of their ceilings under forthcoming new OPS regulations.

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Westinghouse's new line consists of 16 TVs, 10 radios, being shown to eastern distributors in New York Aug. 6, in Chicago Aug. 13, Los Angeles Aug. 20. Prices are generally lower than previous models, of which 8 holdovers are still in stock. Line begins with 16-in. black plastic table at \$199.95, plus four 17-in. tables: black plastic \$229.95, mahogany plastic \$239.95, mahogany veneer \$259.95, oak \$269.95. Mahogany table with 20-in. is \$349.95. Consoles are five 17-in. models: mahogany wood open-face at \$299.95 & \$329.95, oak \$349.95, French Provincial full doors & same in fruitwood \$399.95. Two 20-in. consoles with full doors are \$449.95 & \$469.95. Two combinations with AM-FM-phono are mahogany full-door at \$499.95, oak \$525. Top of line is 24-in. TV-only with paneled half-doors at \$675. Radios range from \$25 to \$230, include company's first clock radio at \$37 and 2 AM-FM tables at \$60 & \$63. Big ad campaign, tying in with Westinghouse football sponsorships (Vol. 7:30), is planned.

Stewart-Warner showed 10 TV sets, mostly in present line, and 17 new radios (8 AM table, one AM-FM table, 4 clock models), priced from \$20 to \$290, to annual sales convention in Chicago Aug. 3. New TV set was 17-in. console at \$299.95 with unique white frame for picture that is as wide as set itself. Sales mgr. Edward L. Taylor said company was "ready for uhf" with turret tuner already built into all but about 5000 of its earliest models, "ready for color" with plug-in for CBS color and "a CBS color adapter if you want it."

New Hoffman line unveiled at this week's distributor convention is said to be all-new models, with new price list. Line starts with 14-in. oak table at \$199.95, 17-in. mahogany table at \$299.95. Consoles are 19-in. at \$369.95, 20-in. at \$465, and three 17-in. at \$299.95, \$339.95 & \$395. Combinations are 20-in. in maple or mahogany at \$595 and 17-in. at \$495. New 24-in. console to list for \$595 will first be offered on West Coast only.

Pocket-sized conservation handbook has been mailed by RCA to all TV service organizations. Illustrated 34-page booklet contains detailed suggestions on saving of installation and maintenance materials resulting from tests conducted by RCA Service Co. Possibly most useful feature is extensive list of alternate parts and tubes which can be substituted when exact replacements aren't available.

No new models before Sept. 1, is report from RCA; in fact, "no new line—simply adding some models." Company guaranteed present line to Aug. 1, which some distributors extended on own to Sept. 1. Field salesmen meet in Camden Aug. 13.

**Trade Miscellany:** More plant layoffs (Vol. 7:30): GE electronics dept. at Syracuse takes 500 workers off TV production lines this week, blaming govt. restrictions on materials; placing most of them on other work . . . Sylvania reports it's spending \$14,000,000 this year on new plant and equipment, including \$1,250,000 for metallurgical lab at Bayside, N. Y., largely for work with Atomic Energy Commission . . . Paul H. Wendel's Television Technical Lecture Bureau, Indianapolis, forms Lecture Bureau Publishing Co. Inc. to publish *National TV Tuner*, trade paper for servicemen, first issue due Oct. 15. Paul V. Forte, ex-TV Contractors Assn., Philadelphia, is editor . . . "Webcor" will be used as trade name on all consumer products of Webster-Chicago Corp.; it's already label on its magnetic tape recorder, will be put on wire recorders, phonographs, record changers, amplifiers, etc. . . Superior Tube Co., Norristown, Pa., acquires 15,000 sq. ft. factory in Wapakoneta, O., where in December it plans to produce seamless nickel cathodes . . . RCA has tied up with Allied Laboratories Inc. (pharmaceuticals & biologicals) for closed-circuit telecasts of American Veterinary Medical Assn. surgical demonstrations during Milwaukee convention, Aug. 21-22 . . . DuMont sues Tel-O-Tube in Newark Federal court, charging patent infringements . . . Delco Radio Div., General Motors, buys Reliance Mfg. Co. plant in Kokomo to add 150,000 sq. ft. for expansion for defense work and later more auto radios.

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Official report on TV-radio and appliances at last month's Western Merchandise Mart, San Francisco, is almost carbon copy of reports on recent Chicago marts, notably Music Trade Show (Vol. 7:29). Writes market analyst Marion West:

"Price was definitely the objective of appliance and TV dealers . . . Those distributors who did not offer some sort of 'deal' [got] little attention . . . hit by 'closed purse' policy of retailers, mainly because this is where retail inventories are still the biggest.

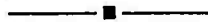
"Contrary to past Markets where branded merchandise was most important, firms with off-brand goods were attracting customers if prices were right. Regulation W [was] taking much of the blame for the present slump in retail sales. [But] most dealers were fairly optimistic about business this fall, and both salesmen and buyers expect October to usher in increased activity."

Hoffman Radio's Leslie Hoffman, in speech, said radio for 20 years before TV did one-third of its business first 6 months, two-thirds second 6 months, and forecast that "the fall of 1951 will follow the historical pattern, and inventories will be fully absorbed by Oct. 15."

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**Merchandising Notes:** Washington Electric Institute figures may be indicative of national trend, showing 2710 TVs sold by distributors to capital area retailers in June vs. 2974 same month last year. Total for 6 months was 23,616 vs. 31,358. On other hand, radios ran ahead, cumulatively: 21,086 straight and 2933 combination models sold first 6 months vs. 18,003 & 1794 same period last year . . . By reason of heavy promotions, 3 of the 11 New York City dept. stores surveyed by *Herald Tribune* reported July gains of 14, 32 & 65% in dollar volume of TV-radio set sales over same month last year; but 8 stores showed these percentage declines: 6, 28, 42, 43, 50, 57, 75 & 75 . . . Most exciting junket of them all seems to be that of GE Supply Corp., Newark, for 70 area dealers—10-day all-expense flying trip to Paris on chartered Stratocruiser as reward for TV sales results . . . Meck extends TV price guarantees to Nov. 15, superseding previous Sept. 15 limit.

**Trade Personals:** RCA chairman David Sarnoff returns from Europe Aug. 12 on *Queen Elizabeth*; president Frank Folsom back Aug. 2 from Bohemian Grove, Cal. . . . B. Bion Howard named acting director of OPS Consumer Durable Goods Div., succeeding Harold B. Wess, resigned . . . Walter G. Whitman, MIT chemical engineering dept. head, named chairman, Defense Dept. Research & Development Board, succeeding William Webster; Lawrence W. Bass, ex-Sears Roebuck v.p., head of MIT's Sloan School for Industrial Management, appointed chairman of board's committee on equipment & materials . . . Harold Coddington, gen. mgr., TV-radio div., Sparks-Withington Co., elected v.p.; B. G. Hickman, asst. sales mgr., promoted to gen. sales mgr., replacing Henry L. Pierce, resigned . . . Ray F. Sparrow, sales v.p., P. R. Mallory & Co., elected exec. v.p., succeeded by Harold C. Buell . . . Albert Kahn, president, Electro-Voice, named chairman of RTMA's newly revived amateur radio section . . . Fred A. Mann, ex-Trans-Vue and Aireon, named sales mgr., Jackson Industries, succeeding Henry Goldsmith, who joins Pathe as sales mgr. . . Robert E. Giannini, from Schenectady tube headquarters, appointed district representative for GE tube div. in Los Angeles, under Gordon E. Burns, field mgr. of replacement tubes . . . D. W. (Winnie) May, ex-Philco and GE distributor, named Hoffman Radio regional mgr. in New York City and northern New Jersey, with offices at 30 Church St., N. Y. . . . Elwood Reeves, ex-Motorola Div., Kieruff & Co., named Los Angeles district sales mgr., Magnavox, succeeding M. D. Schuster, now Hoffman sales.



TV picture tube sales to manufacturers first 6 months of 1951 were considerably under period's receiver output of 3,334,505 units. Tubes totaled only 2,552,757, or 20% fewer than the 3,171,660 in same period last year. RTMA states 86% of all the tubes were rectangular, 92% were 16-in. and larger. First 6-month sales to manufacturers were valued at \$66,546,932. June sales totaled 221,759 valued at \$4,664,744.

Huge drop in excise tax collections on TVs, radios & phonos in June, reported by Bureau of Internal Revenue, illustrates how dollar value of manufacturers' output has declined during trade slump. Bureau collected \$9,754,385 for June—\$7,572,700 less than May (Vol. 7:26) and \$13,636,000 below high of \$23,390,352 collected in March (Vol. 7:18).

Sales of TV-radio and appliance wholesalers dipped 10% from May to June, but inventories also dropped 3%, Census Bureau reports in its *Monthly Wholesale Trade Report*. June's wholesale sales were 17% below June 1950, but sales for first 6 months of 1951 were 16% ahead of same period last year. Inventories were 63% higher than June 1950. Stock-to-sales ratio at end of June was 240 vs. 227 in May, 115 in June 1950.

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Philadelphia's Better Business Bureau has printed 200,000 copies of instruction book titled *What Can You Rightfully Expect from Your TV Set and Your Dealer?* designed to help consumer purchasing, financing, servicing, etc. Major local distributors-dealers cooperated in preparation of booklet, which advises on set buying and tells existing set owners: "There is nothing about a TV set that a good servicing organization cannot fix if the parts required are available."

IRE West Coast Section holds its 1951 convention Aug. 22-24, coincidentally with annual Pacific Electronic Exhibit in San Francisco's Civic Center.

Arthur L. Brown, 65, president of Dominion Sound Equipments Ltd., sales v.p. of Northern Electric Co., thrice president of Canadian RMA, died July 30 in Montreal.

**Financial & Trade Notes:** Raytheon reports net profit of \$2,179,063, or \$1.12 a share on 1,736,753 shares of common outstanding, on sales of \$89,662,122 for fiscal year ended May 31, 1951. Profit was after estimated Federal taxes of \$3,850,000. Net profit compares with \$935,000 (49¢ on 1,447,294 shares) on sales of \$59,533,000 for preceding fiscal year when taxes were approximately \$675,000. Raytheon's current backlog of govt. orders was reported as \$140,000,000.

Stromberg-Carlson Co. reports net earnings of \$169,444 (31¢ a share) on sales of \$13,926,511 for first 6 months of 1951, which compares to loss of \$72,903 (equivalent to 43¢ a share) on \$13,273,725 sales in same 1950 period. President Tait reported July 31 that telephone, sound equipment & broadcasting divisions substantially increased earnings to offset to considerable extent cost of TV-radio Div. shutdown most of second quarter. Outlook for second half is "excellent" for those divisions, he said, and TV-radio in second half "should certainly show greatly improved operation as compared to the first."

Motorola's net income for first 6 months of 1951 was \$3,756,863 (\$4.27 per share) on sales of \$73,449,844—and president Paul Galvin, in letter to stockholders Aug. 2, promised "a satisfactory profit for the year 1951." Profit for same period last year was \$5,197,517 (\$5.91) on sales of \$70,564,388. Profit before taxes was \$9,017,937 vs. \$8,496,378 same period last year. Govt. materials controls, said Mr. Galvin, will lessen volume of TV and car radio sales rest of year, but radio and communications sales will remain at same high level as second half 1950.

Tung-Sol Lamp Works, Inc., reports \$17,681,953 sales, \$1,305,114 net profit after taxes (\$2.71 on 475,411 common shares) for 26 weeks ended June 30. This compares with \$12,834,508 sales, \$1,244,824 profit (\$3.60 on 326,245 shares) for comparable 1950 period. Provision for taxes was \$2,549,587, as against \$1,311,807 for 1950 periods. Company reports it's building \$3,100,000 plant of about 100,000 sq. ft. at Washington, N. J., for making subminiature tubes. Change of corporate name to Tung-Sol Electric Inc. becomes effective Oct. 1, 1951.

Muter Co. reports sales of \$7,879,678 for 6 months ended June 30, net profit before taxes of \$1,036,154, profit after taxes \$459,093 (70¢ per share). This compares with \$6,272,647 sales, \$857,642 profit before taxes, \$525,883 (80¢) profit after taxes in same 1950 period. Stock split of 2-for-1 in May 1950 and 1-for-10 in December 1950 left 651,200 shares outstanding.

Blaw-Knox sales first 6 months of 1951 were \$47,071,747, up from \$26,450,933 same 1950 period. Net profit after \$1,739,000 taxes was \$1,510,406 (\$1.07) vs. \$1,301,530 (92¢) after \$948,000 taxes in same 1950 period. Second quarter sales were \$26,631,014, net profit after taxes \$967,131 (69¢) vs. \$15,193,873 sales and \$1,024,872 (72¢) profit after taxes in same 1950 quarter.

DuMont sales of \$25,612,000 for first 24 weeks of 1951, ended June 17, represented slight decline from \$26,786,000 for same 1950 period—reflection of reduced demand for TV receivers and tubes—but profit after taxes fell to \$109,000 (2¢ a share), from \$2,797,000 (\$1.16).

Scott Radio, controlled by Meck, showed net profit of \$167,811 (40¢ per share) on net sales of \$2,775,795 for fiscal year ended May 31—first profit in 4 years. Sales were up from \$604,900 preceding year, when loss was \$176,285. Earned surplus still stands at deficit of \$164,016.

National Union Radio Corp. reports net profit of \$414,719 on sales of \$7,419,705 during first 6 months of 1951 vs. \$317,158 on sales of \$5,600,874 for same 1950 period.

TV industry was one of 6 earning less during first half of 1951 than first half 1950 in compilation of semi-annual reports by New York *Journal of Commerce* (Aug. 1). Tabulation of profits of 196 firms in 26 categories shows average profit increase of 25% from 1950 to 1951, but 4 TV firms listed dropped 23% during that period. The unnamed TV manufacturers totaled \$32,636,551 profit during first 6 months of 1950, dipped to \$25,229,890 for comparable 1951 period. Only floor-coverings firms exceeded TV in amount of decrease during year. Air transport led listing with 740% increase in profit in year.

Westinghouse sales first half 1951 totaled \$590,562,000, net income \$31,564,000 (\$1.98 a share on 15,458,481 shares) vs. \$461,731,000 sales and \$27,207,000 profit (\$1.86 on 14,109,949 shares) same period 1950. Federal taxes for 1951 period were \$44,964,000, for 1950 period \$18,331,000.

Stewart-Warner sales were \$51,410,156 first 6 months of 1951, up 53% over \$33,649,039 same period of 1950. Net profit was \$2,209,253 (\$1.71 a share) after taxes of \$4,450,174, which compares with \$1,750,979 (\$1.36) after taxes of \$1,545,758 last year's period.

Arvin Industries reports earnings after taxes of \$889,609 (\$1 a share) for quarter ended July 1 vs. \$936,357 (\$1.05) same quarter 1950.

**Mobilization Notes:** Despite July 31 deadline, NPA Electronics Div. has received a scant 100 applications from electronics manufacturers for fourth quarter allotments of steel, copper and aluminum. With manufacturers of home TV-radios-phonos required to file for first time, NPA expects more than 800 applications this time, compared to third quarter's 700.

In contrast to slow traffic in CMP applications, NPA was deluged this week with appeals from TV-radio manufacturers for adjustments in base period use of steel-copper-aluminum under M-47A. Number of requests was greater than any previous week. This relief was requested with an eye to fourth quarter—since consumer durables manufacturers, in filling out CMP forms, aren't allowed to request more material for next quarter than they're permitted to use this quarter.

Unfortunately, CMP is a mess—so far. A CMP allotment, far from being a "certified check," is still a fishing license—because far too much metal was allotted this quarter. Allotments will be drastically cut next quarter, in the hope that they'll balance with supply.

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Defense Materials Procurement Agency, charged with "procuring and increasing the supply of critical and strategic materials at home and abroad," was set up Aug. 1 by President Truman in response to Congressional criticism of materials situation. New defense agency will be headed by Jess Larson, resigning as chief of General Services Administration, who will be responsible to Defense Mobilizer Charles E. Wilson.

NPA relaxed cadmium order M-19 (Vol. 6:50, 52) July 30 because expected shortage never developed; in fact, there's surplus of the metal in producers' warehouses. NPA ruled early this year that TV chassis may be plated with corrosion-resistant cadmium, but most radios can't (Vol. 7:11, 13, 20). Amended order continues same restrictions regarding radio. Principal relaxations in order involve non-electronic uses of cadmium. Thirty-day inventory restriction was amended to permit accumulations of greater amounts when necessary.

Britain has called off construction of 5 low-power TV stations due to defense program, but will complete 3 high-power outlets now under construction. BBC has only 2 stations now operating—in London and Birmingham.

**Telecasting Notes:** Radio buildup plans of CBS (Vol. 7:30) include promotion budget of \$8,000,000, of which some \$7,000,000 will be spent on network and local radio and \$1,000,000 on newspapers-magazines, biggest media investment ever made for such purpose, according to administrative v.p. Louis Hausman of newly-formed CBS Radio Network Div. . . . Chicago Tribune's WGN-TV & WGN name George P. Hollingbery Co. as national rep. . . . WNAC-TV, Boston, names H-R Representatives as national rep., quitting Petry . . . New Orleans' WSMB switches from NBC to ABC Oct. 4 under shift whereby WDSU (which is AM sister of WDSU-TV) switches to NBC (Vol. 7:24) . . . ABC-TV leases another playhouse—Little Theatre, 238 W. 44th St., N. Y., seating 600, with 50-ft. stage . . . Radio Daily out Aug. 2 with 130-page *Shows* edition, packed with ads and listings of TV and radio program availabilities—good program buying guide for agencies and sponsors . . . Canadian Broadcasting Corp., which gets \$2.50 fee per radio, has recommended \$10 license fee for TV receivers, but majority of Dominion Cabinet is said to favor \$7.50; Parliament is expected to establish fee next fall . . . Weekly "dog college" on WTMJ, Milwaukee, is clinic on obedience conducted with cooperation of Wisconsin Humane Society; after summer series, children will be invited to actual "dog audition" to display results of teaching, with trophy awards . . . To use its funds frozen by French Govt., Procter & Gamble is reported planning to back production of 65 fifteen-minute TV films in Paris, costing \$2500 each, to be filmed by Peter O'Crotty Productions and to be sponsored in U. S. . . . Spread of remotes is illustrated by NBC's July 29 telecast of "Pilgrimage to Plymouth" from Plymouth Rock; mobile unit with 3 cameras televised ceremonies through elaborate setup involving 2 microwave relay stations, relaying picture to WBZ-TV, Boston, 45 miles away . . . Defense Dept. TV-radio crew this week began making films and tape recordings in Europe illustrating progress of rearmament and retraining program; after completion end of this month, the films and recordings will be made available to TV-radio stations and networks . . . WJIM-TV, Lansing, Mich., planning new \$250,000 studio-office building, breaking ground in 60-90 days; also will install new transmitter.

ABC-United Paramount Theatres merger (Vol. 7:21-24, 26-30) faces opposition from several objectors: Partmar Corp., Paramount Hollywood Theatre Corp. & Cabart Theatres Corp., all Los Angeles, joining with St. Louis Amusement Corp. & Eden Theatres Corp., both St. Louis and connected with Fanchon & Marco exhibitor interests, petitioned FCC this week to intervene, alleging past history of UPT indicates "greatest danger to the public interest." AM station rep Wythe Walker circularized stations urging them to fight merger. Gordon P. Brown, owner of WSAY, Rochester, wired FCC Chairman Coy to deny any application "which would further the monopolization of the radio, television, theatre and motion picture industries." On another front, Zenith counsel asked FCC to declare proposed shift of UPT's WBKB, Chicago, from Channel 4 to Channel 2 under pending allocation, will not jeopardize Zenith's experimental use of that channel for Phonevision or prejudice Zenith's commercial application for the channel. Under ABC-UPT deal, WBKB is to be sold to CBS for \$6,000,000, merged firms retaining WENR-TV on Channel 7 (whose call would be changed to WBKB, while CBS would use call WBBM-TV).

California National Theatres chain plans 71-theatre TV network, to cost \$3,500,000, seating capacity more than 110,000, using CBS-20th Century-Fox-Eidophor color projection system, scheduled to open next spring.

Next FCC vacancy, it's generally assumed, is earmarked for Robert T. Bartley, Speaker Sam Rayburn's nephew and assistant, onetime Yankee Network and NAB official—but it's learned that quiet efforts are being made to get post for Eugene H. Merrill, 44, onetime chief engineer of Utah Power Commission, telephone & telegraph expert with old War Production Board, chief of reorganization of German communications under Gen. Lucius Clay, 1945-50. He's presently director of DPA materials div. Story first broke in *Variety*, which said he has been "offered" Comr. Hennock's post as and when she gets Federal judgeship, but Mr. Merrill says he knows of no "offer." It's possible deal is in making whereby Senator McCarran (D-Nev.) will release Hennock appointment, now bottled up in his Judiciary Committee, in return for getting a westerner on FCC.

Comr. Frieda Hennock's Federal judgeship (Vol. 7:24-26) still hangs fire, though nearly 2 months have elapsed since President Truman appointed her to New York district bench. Senate Judiciary Committee hasn't yet scheduled hearing requested by American Bar Assn., but New York County Lawyers Assn. added its opposition this week to that of Assn. of Bar of the City of New York—also charging she "lacks the qualifications." General opinion still is that she will eventually be confirmed; meanwhile, she apparently has declared moratorium on long series of public speeches she had been making to promote her plan for TV channel reservations for educational institutions.

New NPA construction controls, announced this week, are more liberal in permitting small construction and alterations without application to Govt., but it appears probable many larger TV-radio station construction projects will have to be deferred until next year. New regulations (Order M-4A & CMP Reg. 6) permit builders to assign themselves priorities in fourth quarter to obtain materials for projects requiring not more than 2 tons of steel, 200 pounds of copper. For projects using more than these amounts—or any quantity of aluminum—NPA authorization will be required. Structural steel situation being extremely critical now, NPA says it will defer, at least until first of the year, all large projects except those most vitally needed by nation or community.

Landmark in history of televised sports is sale to NBC Aug. 2 of 3-year TV-radio rights to annual Rose Bowl football game for \$1,510,000—expected to bring in more money than gate. NBC will pay \$400,000 for 1952 game, \$500,000 for 1953 game, \$610,000 for 1954. Gate receipts for 1951 game totaled \$381,000, including concessions. Added to this was \$110,000 paid by CBS for TV-radio rights. CBS submitted bid of \$840,000 for new 3-year contract and KTTV, Los Angeles, was second highest bidder at \$1,000,000. ABC-United Paramount Theatres withdrew from bidding when Tournament of Roses announced it wouldn't permit theatre telecasting of games. All bids are contingent on completion of transcontinental TV facilities, scheduled Sept. 30 (see p. 3).

Team performance, not TV, continues to be most important factor in sports gate receipts, according to C. L. Jordan, N. W. Ayer v.p. In recent talk to Atlantic Refining Co. sportcasters, using data compiled by son Jerry (Vol. 6:19, 23, 33, 47), he reported that by July 4 top 8 teams in both baseball leagues had achieved 4% increase over last year. Bottom 8, he said, lost 20%—for over-all loss of 8%.

More Aug. 1 sets-in-use reported since NBC Research's "census" of July 1 (Vol. 7:29): Washington 278,100, up 8100; Miami 78,200, up 3200; Utica 47,000, up 1800; Ft. Worth-Dallas 125,720, up 1720; Greensboro 71,721, up 921.

# Television Digest

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H. F. FELLOWS

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**MEXICO PUSHING NEW TV STATIONS:** You can expect Mexico to go forward with TV station construction faster than we "unfreeze" -- with border stations prominent. Aside from the one in Matamoros, opposite Brownsville, Tex., promised in September (Vol. 7:31), there are informal reports one or 2 will soon be constructed in Tiajuana, near San Diego, and one in Mexicali, opposite Calexico, Cal., in the Imperial Valley.

Mexico's director-general of telecommunications, Miguel Pereyra, while in Washington this week to consult with State Dept. and FCC for agreements on stations 250 mi. on either side of border, said "20 or 22 grants" have already been made to Mexican enterprisers for stations to be built within a year.

He would mention only a few in the works, however -- notably wide-coverage transmitters planned atop mountains near Mexico City by Romulo O'Farrill, already operating a station in Mexico City and builder of the one in Matamoros; and by radio tycoon Emilio Azcarraga, operating Mexico City's other TV. Also, XEW chief engineer Guillermo Gonzales Camarena plans one there to use his "sequency" system of color (Vol. 5:52), apparently same as CBS system.

Another station is on tap for Monterrey and one for Guanajuato, latter in geographical center of Mexico, 170 mi. from capital. They may be ready "very soon." List of applications and grants hasn't been officially released, said Senor Pereyra.

**BUSINESS OF TELECASTING—DOLLAR SIGNS:** You can count on one hand the telecasting stations that haven't at least pulled out of the operating red by now.

Many may not yet be showing much net profit, due to depreciation charges on big investment and the amortization of heavy early losses -- to say nothing of their very unfavorable excess profits base.

But simple fact is that the business of telecasting, even now during summer doldrums, is booming. And it's going to enjoy a huge fall-winter business, with time sellouts on books for some networks and many stations.

This year's gross time sales of the 4 networks and 107 TV stations will far more than double the industry's aggregate revenues of \$105,800,000 of 1950, which compared with \$34,300,000 in 1949 (see Vol. 7:13 for official FCC figures).

Indeed, we'll go out on limb once again -- pretty strong limb, we hope, as was our calculation of \$100,000,000 for 1950 (Vol. 6:52) — and forecast that TV time sales for 1951 will equal or exceed \$250,000,000!

It's impossible to forecast profits -- FCC will report these in spring of 1952 -- but it's reasonable to assume huge upsurge in time sales mean that the 1950 deficit of \$7,900,000 and 1949's deficit of \$23,300,000 are things of the past.

During 1950, according to official FCC report (No. 51-308), 54 stations enjoyed operating profits, mostly \$100,000 or less each -- a few showing \$400,000 or more. Networks and their 14 stations accounted for \$55,000,000 sales, 93 reporting stations for \$50,800,000. Telecasting as whole had operating loss of \$7,900,000 largely because nets lost \$10,500,000 while their stations showed \$1,500,000 profit.

Only ABC and CBS, listed on New York Stock Exchange, release P&L statements

-- otherwise, neither networks nor stations make public their gross business and net profits. Even ABC-CBS do not break down figures as between TV-radio. Nor does FCC release anything but annual aggregate figures well after end of year.

But it's possible, on basis of monthly network sales figures, which are officially released, plus experiences of stations reported privately and informally to us, to draw some reasonable conclusions about the course of this year's business.

\* \* \* \*

Network time sales were \$55,098,126 first half of this year, according to Publishers Information Bureau -- NBC \$26,739,532, CBS \$17,069,328, ABC \$8,228,700 (Vol. 7:29). Unreporting DuMont's sales are known to be \$3,060,566. These sums are exclusive of the time sales of their own stations, now numbering: ABC & NBC 5 each, DuMont 3, CBS 2 plus 45% of a third.

Best income months for networks and stations are fall-winter, and nearly all have rate increases in effect or about to go into effect. So, if networks did about \$55,000,000 first half of 1951, it's fair to assume they'll do a lot better during second half. Let's guesstimate combined network sales for year at \$125,000,000.

Old rule-of-thumb in radio was that national-regional spot plus local about equalled network sales -- but in recent years ratio has been nearer 70% spot-local, 30% network. In TV, it probably isn't that yet -- but it's good guess that the 107 stations in the aggregate are grossing more from spot-local than the networks are from national. Quite a few stations are exceeding \$1,000,000 billings rate, some much higher -- one sold \$4,000,000 worth of time last year alone (Vol. 7:13).

Spot-and-local, in fact, have been going like the proverbial house afire -- Rorabaugh Reports at the end of May listing 4227 local-retail advertisers plus 1093 national-regional spot advertisers on 99 reporting stations, up from 3883 & 894, respectively, at end of 1950. There were 158 network users at end of May.

Therefore, merely doubling the network sales figure to account for gross time sales by the telecasters as a whole would seem quite conservative.

Figure for all would thus come to \$250,000,000. Our opinion is it will be higher in the final reckoning from FCC. Meanwhile, we can go only by monthly network "gauges", as reported by PIB and published regularly in these pages.

\* \* \* \*

A quarter-billion dollar "take" by mere 107 stations in 63 markets, plus 4 networks that so far extend to only 48 of those markets -- and then only part time due to paucity of circuits! What will the figure be when there are more stations and wider networks? Your guess is as good as ours.

But it's noteworthy that the 6-year-old TV child is fast approaching the comfortable estate of its radio parents, whose 30 years have spawned some 2250 AM and 650 FM radio stations. These and the 4 radio networks grossed \$447,700,000 last year, an all-time high, according to FCC audit (Vol. 7:16).

**COMPLEXES IN COAST-TO-COAST HOOKUPS:** Only one TV circuit westward as of Sept. 30, one eastward about month later -- that's all AT&T promises for transcontinental network service in immediate future. The 4 networks will have to divvy the facilities.

We erred last week (Vol. 7:31) in reporting 2 TV microwave circuits westward, 2 eastward -- though it's fact there are additional telephone channels in each direction. It's also fact that AT&T contemplates more circuits, both phone and TV, for it has just filed 71 applications with FCC for that many additional transmitters on its Chicago-San Francisco relay towers, proposing to spend \$3,000,000.

All sorts of stories are going rounds since prospect of transcontinental baseball, football and Hollywood shows opened up with definite time fixed for coast-to-coast hookups. AT&T says there's as yet no big-name time-and-talent show planned on all 4 networks to inaugurate transcontinental service, such as it sponsored when first hookup from East to Midwest was opened up in January 1949. But it indicated occasion will probably be made gala one, with possibly big sponsored show.

Between Omaha and San Francisco, only Salt Lake City (2 stations) can tap into transcontinental for network service, but there's story from Denver (no outlet)

that theatre interests there now propose to do likewise -- simply projecting TV shows taken off the relays onto local screens. And trade headlines now proclaim that "international" and "world-wide" TV hookups are in offing, making good copy out of Hollywood interviews with NBC's Pat Weaver. Best "international" TV prospect in near future is projected linking of Canada's Montreal-Toronto hookup (stations not yet built) into U.S. networks via Buffalo (Vol. 7:30). Nearest to "world-wide" service in foreseeable offing is shipping of kine-recordings of big TV shows to U.S. troops.

Newly completed Omaha-San Francisco microwave setup comprises 55 relay stations, Chicago-Omaha 18, New York-Chicago 34 -- 107 in all. No time commitments have been made to networks yet, though it's taken for granted they will divide by agreement as they do on other limited-circuit routes.

Note: Coaxial-microwave intercity TV links spread spectacularly but slowly, won't get real impetus until TV freeze ends and new stations are actually built. For rest of year, AT&T plans only new Memphis-Birmingham-Atlanta coaxial via Jackson, Miss. Only others definitely in works: San Antonio-Austin microwave, due sometime in 1952; added Washington-Atlanta microwave circuits, also sometime in 1952; and an Oklahoma City-Amarillo coaxial now under survey but no construction scheduled yet. All are designed basically for added phone service, for which Omaha-San Francisco setup is also to be used starting Aug. 17.

**NICE LIFT REPORTED FROM POWER BOOSTS:** The quick and easy benefits of FCC power-hike ruling (Vol. 7:30-31) have already been achieved by almost all stations eligible -- 41 of the 46 requests having been granted in last 2 weeks. [For list of this week's grants, see p. 14; for last week's, see Vol. 7:31.]

Sharp improvements in service have come in number of markets, but picture enhancement has been moderate or merely nominal in many instances -- though stations are naturally making most of every watt, promotion-wise.

Real payoff comes in such places as Miami, where WTVJ had been operating with weakest signal of all metropolitan stations. Now, with station's ERP lifted from 2.2 to 16.5 kw, manager Lee Ruwitch tells us that signal is getting into West Palm Beach, 63 miles away, so well that dealers had 300-400 sets shipped in, sold 150 at once, expect 2000 sales before end of season. And one enterprising West Palm Beach dealer rushed to buy time on WTVJ to reach his potential customers -- but sizeable antennas and boosters are still needed there, according to Ruwitch.

Most marked improvement came in 30-mile radius, he reports. There, indoor antennas now work, whereas outdoor installations used to be mandatory.

New York's WOR-TV telecast request for reactions to its 9-to-22 kw boost, drew rash of glowing reports from towns well into Pennsylvania, New Jersey, upper New York State, etc. -- as well as from New York City's "canyons" where shadows and indoor antennas often degrade pictures.

WOR-TV's desire to join others on Empire State Bldg. could conceivably cool now. Says engineering v.p. Jack Poppele: "Why, people are now getting good pictures with the ends of their antennas pointed at us."

Two big jumps at once were taken by New York's WJZ-TV Aug. 9 when it hiked power 5½ times to 20 kw and moved to permanent Empire State Bldg. antenna.

Full report on improvement will come from survey, by outside organization, of 420 fringe-area homes, but engineering v.p. Frank Marx is all smiles, says spot observations indicate improvement is everything hoped for. "Next, 200 kw," said he.

Other New York stations achieving increases haven't yet reported results.

\* \* \* \*

Any further gains will be long coming, since they involve purchase and installation of new equipment, rather than mere twist of transmitter dials. Actually, few operators can see good reason for buying gear to get the 50 kw ERP now permitted, when freeze-end seems certain to bring 100 and 200 kw authorizations.

However, high-powered transmitters and amplifiers would be snatched up and put to work as soon as available -- if FCC permitted. But it won't, since it feels:  
(1) It can't give iron-clad guarantee that end of freeze will make such equipment

permanent, and (2) As soon as station has equipment capable of more power, pressures grow for permission to use it.

Example cited at Commission is WNHC-TV, New Haven. It was granted as "community" station, with 1-kw maximum. But, FCC men say, station was given 1.82 kw in "a moment of Commission weakness." Station bought 5-kw transmitter, but has been limited to only 500 watts of it. This week, it asked permission to use full 5 kw.

Commission's basic premise, stemming primarily from legalistic caution: We will permit nothing outside of existing rules until freeze is over.

This goes for powers, heights, station classifications. It even applies to propagation curves, despite fact FCC knows they're obsolete. All during freeze, and currently, it has been granting site changes, etc., calculating coverage on old propagation and protection data.

Stations have been pounding at Commission gates for hikes to FCC-proposed 100 and 200 kw, but Commission has been adamant, is likely to stay that way until someone comes up with arguments more persuasive than those employed to date.

Now that virtually everyone's throttle is wide open, only prospects for further improvement before end of freeze are:

(1) Installation of 5-kw transmitters by those few stations, not community-type, using smaller units -- WFMY-TV, Greensboro; WTTV, Bloomington; WLWD, Dayton; WICU, Erie; KDYL-TV, Salt Lake City. Incidentally, WBNS-TV, Columbus has been operating 5-kw job, not .5 kw as reported in Vol. 7:30. WFMY-TV has already asked for CP to install 5-kw. Others may elect to wait for freeze-end, install big ones then.

(2) Use of higher-gain antennas. Commission will permit outlays for these, but won't let stations touch transmitters to get more than 5 kw. Not too many of these are expected -- also because of freeze-end uncertainties.

(3) Construction of taller towers. Actually, this means more than do most power boosts. Number of these are in works, steel availability permitting.

**NEW CURBS WON'T END STATION BUILDING:** Still no "ban" or "freeze" on TV-radio station alterations and construction -- notwithstanding widespread misinterpretations of new NPA regulations placing construction under Controlled Materials Plan (Vol. 7:31).

Small scale construction may be easier to start, in fact, under new controls than it was under old (Vol. 7:19 et seq). On basis of best information, it's likely these types will get go-ahead from NPA in fourth quarter: (1) Remodeling of TV or radio studio & transmitter buildings. (2) New station construction on modest scale.

These projects may be deferred: (1) Big new TV antenna towers. (2) Radio City-type buildings. But by time freeze is over, it's unlikely TV station building will be subject to severe restrictions -- barring shooting war, of course. Big industrial expansion program for defense production, which necessitated building controls, is scheduled to be over the hump by first or second quarter 1952 and construction material situation will then be much more favorable.

Principal provisions of new building regulations (M-4A, CMP Reg. 6), as they apply to broadcast stations: (1) NPA won't specifically OK any construction before Oct. 1. (2) No new building can be begun before Oct. 1 unless builder has all the materials he needs, or doesn't need more than 2 tons of steel, 200 lbs. of copper or any aluminum. (3) After Oct. 1, anyone may build -- and receive guaranteed allotment of materials -- if he doesn't need more than 2 tons of steel, 200 lbs. of copper or any aluminum. (4) If he needs more than that, he must apply to NPA. If application is approved, he'll receive allotment of all the steel, copper and aluminum he needs. If it's denied, he can't build in fourth quarter.

Most broadcast alteration and construction projects use relatively little controlled materials, and NPA approval is expected to be more or less routine. Many alterations need less than 2 tons of steel, can be built without application.

FCC offered to supply NPA with general criteria on "community need" as it applies to TV-radio stations -- for use in deciding applications for construction of broadcast facilities. NPA turned down offer, said it was applying no "predetermined standards," but would use FCC as source of information in checking applications.



**BIG OMAHA & HAVANA STATION SALE DEALS:** Watch how publishing and theatrical interests become prime competitors of the radio broadcasters -- not only as applicants for new TV stations, come end of freeze, but also as purchasers of existing stations.

We had further example of their eager quest for TV properties this week, when two more 7-figure sale deals were disclosed -- one in Cuba. You can expect more as the affinity of TV, journalism and films becomes increasingly apparent.

WOW-TV, Omaha, with its AM counterpart WOW were sold for \$2,525,000 to the Meredith Publishing Co., \$24,000,000 concern which publishes the widely-circulated magazines Better Homes & Gardens and Successful Farming. Sale culminated probes by several prospective buyers (Vol. 7:27-28), frequent denials by principals headed by recent Secretary of Navy, now Ambassador to Ireland, Francis P. Matthews.

Meredith also owns WHEN, Syracuse, which it started Dec. 1, 1948 as 47th station in nation, has pre-freeze applications pending for Rochester and Albany, is hell-bent to become major factor in TV -- indicated also by its purchase this week of 40% interest in Princeton Film Center Inc., Princeton, N.J.

CMUR-TV, Havana, with its Union Radio Network, has been sold for reported \$1,500,000 by Director Kaspar Pumarejo and backers (including local Polar brewery and Partagas tobacco interests) to Manuel Alonso, owner of Noticiaro Nacional, the island's main newsreel producer. Alonso actually holds CP for Channel 7, but he and his backers apparently prefer to take over going CMUR-TV on Channel 4, Cuba's first outlet, founded by Pumarejo and inaugurated less than year ago (Oct. 24, 1950). Rumors have Cuba's President Prio and family back of Alonso, but this is denied.

\* \* \* \*

Omaha deal is complex, involves Meredith assuming 25-year rental lease from Woodmen of the World, original owner of WOW, at \$160,000 a year -- first profits to go into \$750,000 fund guaranteeing lease and providing for equipment purchases. Half has already been paid in, with 19 years to go. WOW Inc. has \$200,000 paid capital, \$720,000 surplus account, total current assets of \$673,000, current liabilities of \$220,000. Combined TV-AM stations first 6 months of this year had operating gross of \$996,386, net profit of \$91,100 after provision of \$97,800 for taxes.

Stockholders own equal amounts of the 1000 shares of common and 1000 preferred, estate of late manager John J. Gillin holding 238; Mr. Matthews, 250; Guy C. Myers, New York & Seattle utilities magnate, 250; Robert P. Samardink, head of local detective agency, 83; M.M. Meyers, financier, 84; J.J. Isaacson, governor of Ak-Sar-Ben fair grounds, 83; Cecelia Broderick, Mr. Gillin's former secretary, 12.

\* \* \* \*

Of 3 other recent station deals still pending FCC approval (of 10 since TV's post-war emergence; Vol. 7:30), one got nod this week -- the \$2,500,000 sale of KFI-TV, Los Angeles (Vol. 7:23) by Earle Anthony to Thomas S. Lee Enterprises Inc. Comr. Walker dissented, Hyde, Webster, Jones & Sterling approving. The 2 others pending FCC approval: WLAV-TV, Grand Rapids, sold to Bitner group for \$1,300,000 (Vol. 7:19) and WBKB, Chicago, sold for \$6,000,000 to CBS but involved along with ABC-TV's 5 owned stations in projected ABC-Paramount merger (Vol. 7:21). The KFI-TV & WLAV-TV sales excluded AM counterparts, retained by present owners.

Note: Atlanta's pre-freeze CP, only one still on FCC books, looks like it will shortly turn into full-fledged commercial outlet -- nation's 108th -- FCC this week granting transfer of WCON-TV to local group (for details, see p. 14).

**FINAL INDUSTRY COLOR SYSTEM EMERGING:** "Definite improvement." That's the most you can get in way of comment from any of 4 top FCC staff engineers who attended 4 important compatible color demonstrations this week. But there can be little doubt they were greatly impressed with their first view of such pictures since May 1950.

And there's less industry doubt than ever that compatible system is rushing pell-mell back to FCC for eventual approval, along with CBS system or in lieu of it.

Commissioners themselves will probably see latest pictures soon. RCA is expected to invite them when it starts public showings later in month -- but decision apparently awaits chairman David Sarnoff's return from Europe next week.

Every variation on compatible theme was shown Broadcast Bureau chief Curtis

Plummer, chief engineer Edward Allen, Technical Research acting chief Wm. Boese, Lab Div. chief Edward Chapin. Demonstrations were successively Aug. 6-9 by GE in Syracuse; Hazeltine, Little Neck, L.I.; RCA, Princeton; Philco, Morrisville, Pa.

Main purpose of demonstrations was to enable National TV System Committee Panel 13 (standards), under Hazeltine's A.V. Loughren, to agree on which set of standards to field test from here on out -- probably until year's end.

Panel wound up in New York Aug. 10, agreed on "large fraction" of issues, according to Loughren. Recommendations will be submitted to NTSC's overall committee Aug. 15, and field testing during forthcoming several months will be based on them, if parent body is satisfied with them. [For panel members, see below.]

"There was agreement in principle," says Loughren, "with several specific 'numbers' recommended. We didn't pin everything down, but we're closer and closer to agreement. We did pretty well today. We'll let it soak a while."

Here are types of system variations shown:

- (1) Color carrier at 3.58, 3.89 and 3.99 mc.
- (2) System with and without oscillating color sequence (OCS), also called "color phase alternation" (CPA) or "flip flop".
- (3) Pictures with and without constant luminance factor.

Only RCA showed live pickups, rest using still pictures from flying-spot scanners. As test of color fidelity, resolution, etc., RCA compared televised color picture with slide projection of same scene, side-by-side. One observer scratched his head, blurted: "Which is which?"

Philco supplied weak-signal test in Morrisville, about 25 miles from its WPTZ transmitter, right on noisy U.S. Route 1. Then signal was attenuated to equivalent of 40-50 mile reception, and Philco v.p. David Smith concluded: "Stands up as well as black-and-white under adverse signal and interference conditions."

Schedule of further field tests will probably be issued soon. Zenith says it's prepared to cooperate by transmitting compatible signals over its experimental Channel 2 facilities in Chicago, first such telecast signals there. Zenith has also experimented with CBS-type transmissions.

\* \* \* \*

Cost of compatible receivers would probably trouble FCC if system were put before it today. But most experts foresee drastic drop in matter of months, many agreeing that subtraction of 15-20 tubes from RCA's current 54-tube set is conceivable before year's end (Vol. 7:30).

Even more important, some say, are such critical techniques as color phase alternation, which permits far greater tolerances in construction. And there's little question cost of tri-color tube will plummet, just as tubes did for black-&-white, when mass production becomes fact. Since manufacturers will want tri-color tubes -- for CBS system, even if FCC again rejects compatible system -- they're likely to invest in plants to make them.

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**Personal Notes:** John T. Quisenberry appointed general attorney, AT&T, succeeding T. Brooke Price, who on July 1 became v.p. & general counsel . . . John McClay, ex-WPIX, New York, returns to WCAU-TV, Philadelphia, as asst. to v.p. Charles Vanda . . . William Dozier, ex-Samuel Goldwyn Productions, joins CBS-TV story dept. Oct. 1, assigned to develop new talent . . . W. Eldon Hazard promoted to sales mgr., CBS Radio Network; Guy Dell Cioppa promoted to director of CBS network programs, Hollywood . . . Cecil Barker, ex-KTSL, named TV program director, KECA-TV and ABC western div. . . . Norman V. Farrell, ex-Weed & Co., joins WATV & WAAT, Newark, as asst. sales mgr. . . . Louis L. Ergmann, ex-Hewitt, Ogilvy, Benson & Mather, named TV-radio director of Robert W. Orr & Associates . . . George R. Jeneson, ex-WLW Chicago sales office, Aug. 27 becomes Midwest sales mgr., WOR & WOR-TV . . . Leavitt T. Pope, ex-New York News, named asst. to G. Bennett Larson, WPIX gen. mgr.

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Members of NTSC Panel 13 (standards) who attended 4 color demonstrations this week (see story above) include: A. V. Loughren, Hazeltine, chairman; W. T. Wintringham, Bell Labs, vice chairman; Wm. Bradley, Philco; George Brown, RCA; Charles Hirsch, Hazeltine; Leo Mead, Halli-crafters; John Rennick, Zenith; Garrard Mountjoy, Strom-berg-Carlson; Albert Murray, Caldwell-Clements; Lewis Winner, IRE; Henry Samulon, GE; Kurt Schlesinger, Motorola; H. G. Schwarz, Crosley; G. R. Tingley, DuMont; B. F. Tyson, Sylvania; S. Klapman, Admiral; G. C. Larson, Westinghouse; Ralph Evans, Eastman Kodak.

Old song with new words: WCTU president Mrs. D. Leigh Colvin, at big temperance convention in Boston this week, said TV and radio are turning American parlors and kitchens into "beer bars".

To compete with TV on meeting nights, Chicago Newspaper Guild now offers door prizes. Other unions report they're shifting dates away from big TV shows.

**H**OME or theatre TV for major sports events? Both sides in the battle fired volleys this week, and TV networks and set manufacturers were talking about rigging up a weapon that could turn out to be a blockbuster—or a dud.

DuMont Network sports sales chief Tom Gallery met with NBC's TV operations & sales v.p. Ed Madden to lay groundwork for multi-network drive to outbid theatres for rights to topflight sports. Scheme is to set up permanent organization of TV manufacturers—each contributing on pro-rata basis—to sponsor sports on home TV. Plan is outgrowth of successful 8-manufacturer sponsorship of July 18 Charles-Walcott bout (Vol. 7:28-29). But there's many a slip, and some in industry doubt such an alliance could be formed, or, once formed, hold together. Other developments this week:

(1) Nathan Halpern's Theatre Network TV Inc. announced it had bought exclusive rights to Aug. 15 Joe Louis-Jimmy Bivins 10-rounder in Baltimore for 15-theatre hookup, with New York City and Boston on circuit for first time. Baltimore theatres will be blacked out.

(2) Pabst announced simultaneously it had pushed its fight telecast schedule ahead 6 weeks to include 2 championship bouts over CBS-TV & radio this month. Joey Maxim-Bob Murphy light-heavyweight bout Aug. 22 and

Kid Gavilan-Billy Graham welterweight Aug. 29 will lead off season of 41 Pabst-sponsored fights.

(3) Rep. L. Gary Clemente (D-N. Y.) introduced resolution Aug. 6 for investigation of boxing—including question whether denial of bouts to TV set owners constitutes monopoly practice.

(4) Theatre-TV interests were working out plans for full 9-week schedule of telecasts of college football games which will be kept from home screens under National Collegiate Athletic Assn.'s experimental program. Halpern estimated 100 theatres will carry the games, but figure seemed a bit high to most observers. Already signed up for theatre TV are Princeton, Notre Dame, Pitt, Yale, Fordham, Dartmouth, Navy. United Paramount was negotiating for right to Midwest games.

(5) Continuing its letter-and-press-release campaign, group known as Fair TV Practices Committee protested Navy's proposed tie-up with Theatre TV to Vice Admiral Harry W. Hill, Naval Academy superintendent. Aug. 11 letter accused Navy of following "bad policy" because Academy "is entirely supported by public funds and presumably should be operated solely in the public interest."

(6) Westinghouse, official sponsor of NCAA's "limited experimental schedule" of grid game telecasts this fall (Vol. 7:30), picked NBC-TV as network outlet.

**Network Accounts:** Reynolds Metals Co. (aluminum products), makes TV debut Sept. 26 with sponsorship of half-hour alt. weeks of *Kate Smith Evening Hour* on NBC-TV, Wed. 8-9, thru Buchanan & Co.; Reynolds is third to sign for show which starts Sept. 19, Congoleum-Nairn and Norge Div., Borg-Warner Corp. being others. At same time, Reynolds bought first half-hour of Tallulah Bankhead's *Big Show* on NBC-Radio, Sun. 6:30-8, starting Sept. 30, and on Aug. 9 it sponsored *Hambletonian Stake*, harness race, onetime on CBS-Radio . . . United States Shoe Corp. (Red Cross shoes) Sept. 12 presents *Irving Berlin's Salute to America* one-time on NBC-TV, Sun. 8-9; revue will be directed & hosted by Berlin, who will contribute fee to Girl Scout Fund. It's second one-shot for Red Cross shoes, first having been tribute to Richard Rodgers last March 4 (Vol. 7:3) . . . Pabst Sales Co. (Pabst Blue Ribbon beer) renews sponsorship of live telecasts of championship fights on CBS-TV, Wed. 10-11, starting Aug. 22 with Joey Maxim-Bob Murphy light heavyweight title bout followed Aug. 29 by Kid Gavilan-Billy Graham fight for welterweight crown; 41 fights in all are scheduled for season . . . U. S. Tobacco Co. (Model, Dill's Best, Old Briar, Tweed pipe tobaccos), brings back *Martin Kane, Private Eye* Aug. 30 to NBC-TV, Thu. 10-10:30, Lloyd Nolan replacing William Gargan as star of show . . . Ralston Purina Co. (cereal) resumes sponsorship Sept. 9 of *Space Patrol* on ABC-TV, Sun. 4:30-5 alt. weeks; Ralston also sponsors *Your Pet Parade* during alt. week period . . . Florsheim Shoe Co. brings football news back for second year starting Sept. 27 with *Red Grange Predicts* on ABC-TV, Thu. 10:45-11, thru Gordon Best Co. . . . Seiberling Rubber Co. (tires) starts sponsorship Sept. 24 of *The Amazing Mr. Malone* on ABC-TV, alt. Mon. 8-8:30, thru Meldrum & Fewsmith, Cleveland; show will alternate with Bristol-Myers' *Mr. District Attorney* starting Oct. 1 . . . Sundial Branch, International Shoe Co. will sponsor 11:15-11:30 portion of *Foodini the Great*, filmed puppet show, on ABC-TV, Sat. 11-11:30 a.m. starting Aug. 25; Bristol-Myers will sponsor 11-11:15 segment starting in Oct. . . . Wine Corp. of America (Mogen David wine) starts *Charlie Wild, Private Detective* Sept. 11 on ABC-TV, Tue. 8-8:30, thru Weiss & Geller Inc., Chicago, not on NBC-TV as erroneously reported in Vol. 7:28 . . . M & M Ltd. (candy) resumed alt. week sponsorship Aug. 12 of 5:30-6 portion

of *Super Circus* on ABC-TV, Sun. 5-6; Peters shoes (International Shoe Co.) shares alt. weeks with M & M Ltd., Canada Dry sponsoring 5-5:30 segment weekly . . . Hall Brothers Inc. (Hallmark greeting cards) reported readying Oct. 7 sponsorship of Sarah Churchill interview show on CBS-TV, Sun. 5:45-6, thru Foote, Cone & Belding, Chicago . . . Armour cancels NBC-TV *Garroway at Large*.

**Station Accounts:** National Assn. of Manufacturers has placed order for one-time use, between Aug. 15-31, of its 15-min. film *Story of 'Kip' Van Winkle*, on one station in each market, thru Benton & Bowles . . . Twin City Lines, operating streetcars & buses, using WTCN-TV, Minneapolis, along with radio to promote traffic and improve public relations; formerly used only newspapers . . . Gordon Baking Co., for Silvercup Bread, has 20-sec. & 1-min. films prepared by Video Films for use on stations in New York, Chicago, Detroit, Toledo, thru N. W. Ayer . . . Pure Drug Chemical Co., Chester, Pa., maker of foot antiseptic spray called No-If, is newcomer to TV, sponsoring *Mrs. Greater Philadelphia* contest to select area's Mrs. America contestant, Fri. 9:30-10 on WPTZ, Philadelphia, thru Lohmeyer-Adelman Agency, Philadelphia . . . Dallas Home Builders Assn. using WFAA-TV Sun. 2-3 to display homes for sale, floor plans, discuss financing . . . Cling Peach Advisory Board, San Francisco, plans "Party Peach Pie" promotion in October, tying in with Pet Milk Co., using TV, newspapers, magazines, store tie-ins . . . E. L. Bruce Co. (Bruce floor cleaner, wax & applicator) will use TV in fall campaign, thru Christiansen Adv., Chicago . . . Among other advertisers reported using or preparing to use TV: Good Humor Corp. (ice cream products), thru Grey Adv. Inc., N. Y. (WCBS-TV); American Biscuit & Cracker Co. (ABC crackers & cookies), thru Condon Co. Inc., Tacoma; Brown & Williamson Tobacco Corp. (Raleigh cigarettes), thru Russell M. Seeds Co., Chicago; Albert Inc. (BraVete nylon slippers), thru Edward A. Grossfeld & Staff, Chicago; Shulton Inc. (Old Spice men's toiletries), thru Wesley Associates, N. Y.; Sol Friedman & Sons (slippers & gowns) & Seely Shoulder Pad Corp. (shoulder pads), thru Dunay Co., N. Y.; Meyenberg Milk Products Co. (evaporated milk), thru Mayers Co., Los Angeles; R. M. Hollingshead Corp. (Whiz automotive chemical products), thru Campbell-Mithun, Chicago (KSTP-TV); Slumberland Products Co. (bedding), thru Hirshon-Garfield, Boston (WNAC-TV).

**Telecasting Notes:** NBC-Radio, too, is making big pitch to national advertisers, with full-page ads this week beginning buildup paralleling CBS's (Vol. 7:31). Ad captioned "People sell better than paper" makes point that "when you want to close a sale with a tough customer, you don't send a printed page" and that radio reaches 19 out of 20 families whereas TV as yet reaches only 3 out of 10. "The voice is more persuasive than ink," says first ad, which looks like it's going to start nice furore among competing printed media. Printed NBC-Radio ads in 14 business papers will be backed up by 5 Sun. night radio shows starting Aug. 12, promoting radio as ad medium, playing on theme "You Can't Take It With You." Whole campaign is budgeted at \$720,200 for rest of year . . . AFRA will bar from membership Communists so proven by State or Federal court action "since Dec. 31, 1945", result of 2118 to 457 vote on ballots sent to 7000. Federation will also disqualify subversives identified by FBI, Justice & State depts. . . . Of 244 adult Negro TV viewers polled by Advertest Research about CBS-TV *Amos 'n' Andy* show, 75% said it's "not harmful" to colored race; 86.5% said it should be continued; survey was occasioned by Negro association's threats of boycott (Vol. 7:27) . . . CBS has leased 25,000 sq. ft., 6 upper floors, in 7-story building being built on E. 52nd St., adjacent its Madison Ave. quarters, for use as executive offices . . . Cathedral Films has released entire backlog of 40 religious pictures to TV, asking \$12,500 per film, for first run . . . Douglas Fairbanks Jr. and producer Sol Lesser planning to reissue about 16 old Doug Fairbanks Sr. films to theatres, then sell them to TV . . . KLAC-TV, Los Angeles, reported to have paid \$320,500 for 52 old features bought from Quality Films (Charles Weintraub) who put package together from properties of independent producers and local Chemical Bank & Trust Co. . . . WKZO-TV, Kalamazoo, raised base hour rate Aug. 1 from \$400 to \$500, one-min. from \$60 to \$90, set 9 a.m.-5 p.m. as Class B time . . . WDAF-TV, Kansas City, raises base hour rate Aug. 15 from \$450 to \$550, one-min. from \$90 to \$110 . . . WHBF-TV, Rock Island, new rate card Sept. 1 raises base hour rate from \$250 to \$300, one-min. from \$50 to \$60, changes Class A time to 6-11 p.m. Mon.-Fri., 1-11 p.m. Sat. & Sun., Class B to 5-6 p.m. Mon.-Fri. . . . WENR-TV, Chicago, raises base hour rate Sept. 1 from \$1300 to \$1500, one-min. from \$250 to \$300.

TV network hookups via coaxial and/or microwave cost 7 times more than radio, requiring much wider-band channels, but they're far from highest item in networking overhead, according to AT&T spokesman taking issue with our observations about high cost of coaxial-microwave (TV Films May Supersede Live Networks; Vol. 7:31). Long lines represent far less than 5% of average program cost, actually average only 10¢ per mile per half hour of program time, or \$11 per station on 40-station hookup, we're informed. There are now approximately 18,500 miles of coaxial-microwave TV circuits, and during 1950 (when combined TV networks took in \$55,000,000) total long lines billings ran some \$5,000,000, according to FCC sources.

Admiral \$7,000,000 plant expansion program includes \$2,000,000 for new 300,000 sq. ft. building at Cortland & Springfield, Chicago, for defense work; \$1,500,000 seven-story office building at Cortland & Hamlin; \$1,000,000 expansion of Galesburg plant by 120,000 sq. ft.; \$2,500,000 for added distribution space and facilities in Chicago, New York, Boston—all financed from working capital, no borrowings.

Dr. Edward U. Condon, director, Bureau of Standards, has resigned as of Sept. 30 to join Corning Glass as director of research and development.

**TRULY** international TV standards, meaning easy direct exchange of programs without film, just aren't in the cards for visible future: regional standards have good chance. Those facts are clear from June 5-July 6 international committee sessions in Geneva, according to recently-returned U. S. participants. No nation would yield in advocacy of its system—405 lines, 5 mc channels (Britain); 525, 6 mc (U. S. and most of Americas); 625, 7 mc (most of Europe); 819, 14 mc (France).

All that was agreed upon were 11 standards common to all systems—4:3 aspect ratio, 2:1 interlace, independence of power supply frequency, etc. Besides number of lines, and channel widths, systems differ in fields (50 & 60), modulation (positive and negative picture, AM & FM sound), other basic characteristics.

Participants decided to study many problems, including: (1) Color, which all want to integrate inexpensively into their systems. (2) Bandwidth reduction techniques, such as dot-interlace, "crispensing", long-persistence phosphors. (3) Interchange of programs among nations and between systems. (4) Desired-to-undesired signal values.

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Foreign TV stations now operating, other than Latin American, are as follows, according to data submitted at Geneva sessions (all experimental except British and French): Denmark—1 station, 625 lines, .5 kw transmitter output, 50 receivers, 6 more stations planned. France—1 station on 441 lines, 30 kw; 2 on 819 lines, 3 kw, 25,000 sets, 3 more stations planned. Italy—1 station, 625 lines, 5 kw, 1000 sets. Japan—1 station, 525 lines, .5 kw, 25 sets. Netherlands—2 stations, 625 lines, one with 3 kw, other 5 kw, 1000 sets, 1 or 2 more stations planned. Britain—2 stations, 405 lines, one with 17 kw, other 42 kw, 1,000,000 sets, 3 more stations planned. Sweden—1 station, 625 lines, 1 kw, 25 sets, 1 more station planned. Switzerland—1 station, 625 lines .4 kw, 30 sets. Czechoslovakia—1 station, 625 lines. Germany (Allied High Commission)—1 station, 625 lines, 1 kw, 25 sets, 6 more stations planned. Russia—number of stations and sets not given, 625 lines (8 mc channels). Countries without stations, but planning to build: Spain 2, Morocco-Tunisia 2, Monaco 1. Still others report existence of "planning committees."

TV's own "Battle of Berlin" opens Aug. 13 when U.S. throws two electronic "divisions" into cold war to show strength and productivity of free world. Sponsored by ECA, both CBS and RCA will give most Berliners their first taste of TV—color and monochrome, respectively. Two-week demonstrations are expected to attract thousands from World Communist Youth Festival in East Berlin, for which Russia claims 2,000,000 attendance. CBS contingent of 7, headed by Dr. Peter Goldmark, will conduct closed-circuit color programs in Funksturm Exhibit Grounds. RCA's Richard Hooper and staff of 27, taking along some 35 tons of materials, have installed complete monochrome transmitter, the pictures to be received on 3 big-screen units in Schowenedgerstadt Park. Additional 110 home-type sets will be scattered throughout West Berlin. CBS also plans color transmissions of surgery, sponsored by Smith, Kline & French Labs, at Sept. 24-29 International Congress of Surgeons in Paris.

GE Appliance Div.'s 150 distributors and salesmen meet in NBC-TV's Studio AA in Chicago's Merchandise Mart Sept. 5 for 9-9:30 a.m. closed-circuit preview of GE's *Bill Goodwin Show*, starting Sept. 11, Thu. 3:30-4, thru Young & Rubicam. It's part of sponsor's sales counselors convention in Chicago, and 48 interconnected stations will carry the preview so local GE distributors and dealers can also watch. NBC calls it "pattern for what may be the typical sales convention of the future."

**TRADE 'CLIMATE' IS TURNING BETTER:** Signs are still good, "psychological impetus" seems to be there -- but we'll have to wait a few more weeks, maybe a month or so, to be able to gauge fall-winter industry trends with any feeling of assurance.

Right now, you can almost feel the "lift" TV-radio trade is enjoying as result of bullish developments: excellent values of product, whether in new lines or old; easier credit terms, not yet making deep impression on retail trade but reasonably certain to do so when people turn homeward from vacations; higher TV powers, improving signals and widening service areas of many markets; super-doooper new telecasting programs promised soon, and coast-to-coast network service in offing; assured public buying power as Congress acts favorably on multi-billion dollar defense budget covering procurement to mid-1952, production into 1953.

With defense effort still on upgrade, with materials shortages no mere chimera, there are those in the industry who still feel TV-radio merchandise must inevitably go into short supply by end of year or maybe a bit later. Even discounting huge inventories, discounting their impulse to "talk up" better times, there may be some basis for long-term bullishness -- though certainly the present pile-up of TV receivers doesn't seem to bear them out for near future.

Distributor meetings thus far have reflected bullish outlook, despite fact wholesalers are probably loaded as heavily as manufacturers. Consensus is that the dealers are slowly but surely getting rid of inventory, and are now more inclined to buy -- "their frame of mind much better," to quote one executive.

Puzzler to trade is effect CBS-Columbia's upcoming color promotion campaign will have on black-&-white market, in which CBS as a telecaster as well as manufacturer now has same stake as rest (see story, page 10).

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Weekly output figures, meanwhile, tell more of same. Week ending Aug. 3, RTMA reports, saw only 51,217 TVs produced (3229 private label), up less than 500 from preceding week's 50,772 (Vol. 7:31) -- and comparing with first August 1950 week's 160,000! Yet factory inventories forged ahead again, reaching new high of 768,766 compared to 761,448 week before.

Radios went up to 212,946 units (92,877 private label) from 184,685 the preceding week. Factory inventories were 394,223, some 10,000 up from preceding week. Week's radios were: 120,921 home sets, 63,117 auto, 28,908 portable.

**4th QUARTER UNDER CMP--FEWER SETS?** NPA is preparing to allot the TV-radio industry enough steel, copper and aluminum to make about 940,000 TVs, 2,200,000 radios during fourth quarter under Controlled Materials Plan (CMP).

Figures are rough estimates -- NPA's -- based on present mix. They compare with 2,199,669 TVs and 4,235,597 radios produced in this year's first quarter and 1,134,836 TVs & 3,792,338 radios in second quarter. The fourth quarter estimates are based on NPA's plan to dole out to TV-radio and other consumer durables manufacturers steel at rate of 65% of first-half 1950 use, copper at 54%, aluminum at 48% -- compared to 70%, 60% & 50% for third quarter under Order M-47A (Vol. 7:25,31).

Decision to include consumer durable goods in CMP next quarter -- announced this week -- came as no surprise to anyone. This had been only segment of economy operating outside govt.'s all-out materials rationing plan, and its inclusion was inevitable to keep soaring military production from squeezing out civilian industry.

Tighter restrictions are almost certain next year. House's approval Aug. 9 of whopping \$56 billion for Armed Forces during the year ending June 30, 1952 fore-shadows accelerated military buildup. And it's to be followed by more money for foreign military aid, and possibly still more for our own Armed Forces this fall.

It's good guess that \$4-5 billion of this is for electronic equipment (for

partial breakdown, see Mobilization Notes) -- although many electronics contracts go outside TV-radio industry, and many have lead time of a year or more. So they can't be counted on to take up much of the slack caused by curtailed TV-radio production.

You can get idea of magnitude of this appropriation by comparing it with this week's Pentagon announcement that Defense Dept. obligated \$35.3 billion for military procurement during first 12 months following Korea. Of this amount, \$27.9 billion represents contracts for military "hard goods". By rule of thumb, something less than \$3 billion, or about 10%, is for electronic equipment.

But civilian industry won't be blotted out by military, except in all-out war. Govt. takes great pains to make that clear. In Aug. 7 broadcast, DPA-NPA boss Fleischmann stressed desire to maintain healthy economy by "allowing the largest volume of civilian production consistent with meeting our military needs first." To back this up -- for fourth quarter, at least -- DPA has instructed NPA's operating divisions to slash some "essential" or "defense-supporting" programs deeper than consumer goods.

Reports on CMP's operation haven't been good during current "dry run". DPA has been widely accused of "over-allotting" -- writing too many checks against its bank of strategic materials. To which Fleischmann replies fault is manufacturers' -- too many have placed duplicate orders with different suppliers; others have not cancelled excessive orders. He's ordered crackdown, pledges smoother operation during fourth quarter.

But applications have been drifting in too slowly to begin fourth quarter allocations on schedule. Electronics Div., for example, has received only about half the 1200 applications it expects. Fleischmann extended July 31 deadline, warns that anybody who doesn't file before Aug. 15 "is running a tremendous risk" of not getting enough materials next quarter. (For other CMP news, see Mobilization Notes.)

There's still a rub -- even if CMP works as planned next quarter. Most production experts expect big electronic bottlenecks as a result of shortages of the so-called "rare metals" -- rather than the "controlled metals," steel, copper and aluminum. Fleischmann took cognizance of this in his broadcast, when he said of nickel, cobalt and chrome:

"Practically 100% of the available supply of these materials must go directly into the military, defense-supporting and expansion programs."

**OUTLOOK FOR CBS COLOR SET PRODUCTION:** Who's going to make CBS color sets? And how many? Only CBS-Columbia, Tele-tone, Webster-Chicago, Meck, Muntz have shown any enthusiasm, made consistent promises thus far. Crosley and Bendix have shown samples, but with noticeable lack of faith in system. Their apparent purpose is to show their dealers they won't be left out in cold if demand grows.

None of biggest producers has yet gone even as far as Crosley and Bendix, but there was talk this week that one or more might -- to keep dealers "protected".

It's extremely questionable whether any top producer would really throw his full weight into CBS-type production, albeit FCC-approved, since industry's faith in ultimate approval of compatible system mounts daily (see p. 5). Of course, virtually every manufacturer has made CBS sets in labs, for own edification and protection.

But CBS's promotion -- football, baseball, etc. -- is likely to produce some impact on trade, according to some manufacturers. "It's the moral effect of the Godfrey kind of propaganda that bothers us," said one -- explaining he means the kind of publicity that renders low-income folk indecisive about buying their first black-and-white set, inevitably cheaper than color, and that keeps wealthier folk from buying their second or third set.

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Meanwhile, CBS-Columbia says it "will try like hell" to meet its goal of 25,000 color units by year's end. President David Cogan feels company has good argument to persuade more materials out of NPA. "We were changing models during our base period," he says, "and naturally our production was lower. But I think NPA will be reasonable."

If NPA doesn't relent, Cogan points out, company can shift materials from

black-and-white to color as demand warrants. Types of color sets and slave units planned are same as previously announced (Vol. 7:29). Same goes for costs, though Cogan says engineers are learning short-cuts, should be able to cut prices next year. First of pilot-run sets are due about Sept. 1.

Tele-tone will build 10,000 to 15,000 slave units this fall, according to president S.W. Gross. "We'll feel our way," he says. "Materials situation will be tight as hell during fourth quarter."

Complete color sets aren't due until next year, Gross says, adding: "Our engineers are working on something that looks promising for sizes up to 20-in." Projection? "No". Drum? "Wouldn't call it a drum."

Philco reports almost no demand for its \$20 black-and-white adapters. And Motorola says it plans adapters, designed for most of its models, past and present, will know production dates and costs in 30 days or so.

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**Topics & Trends of TV Trade:** Philco reports substantial orders—"all we asked for"—from distributors attending its sessions in New York and Chicago, and its speakers urged comparisons with "last half 1949, not 1950" in calculating markets ahead. It wasn't officially stated, but it's manifest Philco, like other majors, is inclined to err on side of under-production rest of this year rather than over-production—materials restrictions forcing this anyhow (see p. 9).

New 1952 Philco line of TVs comprises 28 models, includes tax in price, offers 90-day warranty on all models at flat \$12.50. Prices are downward at low end. Popular feature with distributors was placing of casters on all consoles.

Seven 17-in. table models range from plastic models at \$199.95 (mahogany finish) and \$229.95 (cordovan leather) through (rounding out prices) \$260, \$280, \$300 (2 models), \$330. Eleven 17-in. TV-only consoles are priced from \$300 through \$340, \$350 (2), \$370 (2), \$380, \$400, \$420, \$500, \$550—latter being Sheraton full-door de luxe models. There's also one 17-in. combination with AM-FM-3 speed at \$450.

New 20-in. table models are \$360 mahogany, \$380 blonde; 20-in. consoles \$450 & \$480; with full doors, Georgian, \$450 & \$480. Combinations in 20-in. are \$600 & \$629. One with remote control is \$800, same without remote \$750.

Radio line continues many old models, tables ranging from \$19.95 to \$49.95; clock radios, \$37.50, \$39.95, \$42.50 (white or ivory); one AM-FM table, \$69.95; portables at \$35, \$40, \$50; table radio-phonos, \$80 in ebony, \$100 mahogany; radio-phono combinations at \$200 for AM-only in mahogany, \$250 for AM-FM mahogany, other at \$270, \$300, \$320. Big promotion push is "tube saver" limiting current during power surges.

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Manufacturers' price controls, including those on TV-radio and other electronic equipment and parts, were postponed indefinitely Aug. 9 while OPS prepares new regulations incorporating the more liberal provisions of new Defense Production Act (Vol. 7:31). New manufacturers' price ceilings, which were to have been effective Aug. 13, may be ignored, OPS announced. "Capehart amendment" of new controls law permits manufacturers to ask for ceilings based on their pre-Korea prices plus all reasonable cost increases between then and July 26, 1951. In the OPS manufacturers' orders, only increases permitted were those in labor costs up to March 15, 1951, material costs to Dec. 31, 1950.

Described as "magazine for audio-philés," *High Fidelity* titles new popular quarterly publication being issued by Milton B. Sleeper.

Trade Miscellany: Non-profit TV service plan, members paying \$10 year and then getting service at cost, projected by Authorized Manufacturers Service Co., Brooklyn, partnership of George Fried, Alfred Coleman, Morton Greenberg, proposing this scale of "at cost" fees: home service call, \$2.35; shop labor, \$2.85 an hour; antenna & installation, \$3.90 an hour; parts at 20% discount to members . . . Pennsylvania Legislature bills to license TV-radio servicemen after examinations unanimously endorsed by 3500 members from 9 chapters of Federation of Radio Servicemen's Assns. . . Illinois Cabinet Co. becomes Rockford (Ill.) Cabinet Works of GE as of Sept. 1, result of merger, gen. mgr. Oscar M. Lindgren continuing on job . . . Sylvania has new subsidiary, Sylvania Electric of Puerto Rico Inc., formed to fabricate mica for radio tubes, within 60 days starts production by 100 persons in 10,000 sq. ft. plant outside San Juan to supplement supplies from Brazil and U. S. . . IT&T, which last week bought Coolerator Corp. (Vol. 7:31), has purchased 31% of common, 40% of preferred stock of Kellogg Switchboard & Supply Co., Chicago, for \$2,240,000, from former president J. G. Kellogg; none of present president James H. Kellogg's or other directors' stock involved, and no changes in management contemplated . . . Western Union Services Inc., new TV servicing subsidiary of WU, handling all standard makes, expanding present New Jersey servicing territory (Essex, Passaic, Union counties) to include Bergen and Hudson counties.

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Distributor Meetings: Admiral sales convention in Chicago postponed from Aug. 10-11 to Aug. 17-18, which will enable company's 600 distributor delegates to attend All-Star grid game being sponsored by Admiral Aug. 17 on DuMont Network . . . Crosley showing new TV, freezer & range lines in Savoy Plaza, New York, Aug. 14-16 . . . Sentinel has new TV models to show at Sheraton Hotel, Chicago, Aug. 14-15 . . . Motorola's new TV-radio lines to be shown in Essex House, New York, Aug. 21-22 . . . Hoffman's new sets (Vol. 7:31) promised for September delivery, with distributor meetings due in St. Louis, Aug. 12-13; San Antonio, Aug. 13-14; Salt Lake City, Aug. 14-15; Memphis, Aug. 16-17; Oklahoma City, Aug. 27-28; Tulsa, Aug. 30-31.

Stop misleading public, warns New York Better Business Bureau in special bulletin condemning retail ads stressing "no money down" or "no cash required" in buying TVs and radios since easing of Regulation W (Vol. 7:30). BBB says its shoppings revealed very few trade-ins met full down payments, higher prices being asked when no trade-ins were available. It also cautioned dealers that Regulation W, even as amended, requires record be kept of each sale showing down payment in cash and trade-in value.

**Financial & Trade Notes:** CBS gross income rose to \$77,369,615 first 6 months of 1951 from \$60,276,582 same 1950 period, but net profit after providing \$4,125,000 for taxes fell to \$2,221,317 (\$1.29 a share) from \$2,495,370 (\$1.45) after \$3,286,700 taxes. First quarter CBS sales were \$39,323,391, profit \$1,276,054 (74¢) vs. \$30,809,064 & \$1,304,050 (Vol. 7:16). The 1951 figures are exclusive of earnings of recently-merged Hytron and subsidiaries, effected last June 15. The earnings per share were calculated on 1,717,352 shares of \$2.50 par stock outstanding prior to June 15, increased as result of merger (Vol. 7:20-24). Next quarterly report will reflect operations of new manufacturing subsidiaries.

Along with Raytheon's annual report, showing unusual gains in both sales and profits for its fiscal year ended last May 31 (Vol. 7:31), proxy notice to stockholders asks them to vote at Sept. 6 meeting on resolution to increase authorized \$5 par common shares from 2,250,000 to 3,000,000 and total shares of all classes from 2,346,370 to 3,096,370. Proxy report also shows Charles F. Adams Jr. owning 6000 shares of common & 600 pfd., drawing \$40,083 salary for fiscal year; David T. Schultz, v.p.-treas., holding 7594 common, \$34,450 salary & \$5000 bonus; Percy L. Spencer, v.p. & mgr. of power tube div., \$22,500 salary & \$5000 bonus.

\* \* \* \*

Among officers' and directors' stock transactions reported to SEC for June: Dee S. Lenfesty sold 400 Arvin, holds 4000; T. Earl Robinson bought 3 Arvin, holds 632; Albert L. Cuff bought 500 Blaw-Knox, holds 1000; Charles M. Thorp Jr., sold 60 Blaw-Knox, holds 1740; William J. Flynn bought 40 CBS Class B (May), holds 40; J. A. W. Iglehart bought 300 CBS Class B, holds 1300; Isaac D. Levy sold 5296 CBS Class B, holds none; J. L. Van Volkenberg bought 100 CBS Class B (May), holds 100; Octave Blake sold 200 Cornell-Dubilier, holds 36,638 common & 31 pfd.; C. Russell Feldmann sold 116,100 National Union pfd., holds none; Strong, Carlisle & Hammond Co. bought 116,100 National Union pfd., holds 116,100; Larry E. Gubb sold 43 Philco, holds 28,930; Thomas A. Kennally sold 2500 Philco, holds 22,974; John S. Timmons sold 4950 Philco, holds 13,000; Edward M. Tuft sold 100 RCA, holds none; William Gammel Jr. sold 100 Raytheon, holds 16,970; John F. Fennelly sold 200 Stewart-Warner, holds none; Walter R. Seibert bought 41 Sylvania, holds 141; E. F. McDonald Jr., sold 4800 Zenith, holds 34,131.

**Merchandising Notes:** Lots of TV-radio set advertising in all media, particularly radio, scheduled for fall in big promotion drives, with Westinghouse's football schedule one of biggest promotions (Vol. 7:31) . . . CBS-Radio gets 2 big network campaigns scheduled by industry leaders—*GE Football Roundup*, Sat. 2:30-5 p.m. for 8 weeks starting Sept. 29, thru Maxon Inc.; Sylvania sponsoring Grantland Rice football forecasts on CBS-Radio starting Sept. 28, Fri. 8-8:15, and *Sammy Kaye's Sylvania Sunday Serenade*, Sun. 3-3:30 p.m. starting Oct. 7, thru Roy S. Durstine Inc. . . . Capehart-Farnsworth to sponsor 15-min. news commentary with Fred Van Devanter on Mutual Network, starting Aug. 19, thru J. M. Mathes . . . DuMont allowed dealers 33% discount on 17-in. console listing at \$535 and 19-in. at \$625 & \$675, giving rebates on inventory bought between May 23 & Sept. 10, then withdrew offer after enough goods had been moved . . . Chicago's Hudson-Ross and Goldblatt Bros. ran full-page ads in Aug. 9 *Tribune* plugging Emerson's 2-year 100% trade-in-on-color-set deal (Vol. 7:31) . . . Westinghouse assuming floor plan charges on new TVs and radios (Vol. 7:31) delivered by Oct. 1, also guarantees prices to Nov. 15 . . .

Television-Electronics Fund Inc., open-end investment trust, reports net assets of \$7,153,000 as of Aug. 6, or \$13.14 per share on 544,194 shares outstanding, and declared year's third quarterly dividend of 15¢ payable Aug. 28 to holders of record Aug. 16. July 31 quarterly report shows net assets of \$6,970,933 (\$12.86 a share), compared with \$5,180,307 (\$10.88) same time last year. Cash and govt. securities accounted for 23.1% of total assets, up from 10.2% at Jan. 31, 1951 and 4.7% at July 31, 1950.

"There appears to be no reason to change our opinion," president Chester D. Tripp reported to stockholders, "that the decline of demand for teletests has been largely seasonal and that a normal upswing will commence in the not too distant future. There is a large segment of the population still not enjoying TV but . . . within the range of reception. It is our belief that the improved programs which will be put on the air will be an important factor in inducing purchase by many of these families."

These were the Fund's common stock holdings as of July 31: TV & Electronics (41.23%)—Aerovox 7000 shares, ABC 6000, American Phenolic 2000, Bendix Aviation 3000, CBS "A" 4000, Cornell-Dubilier 3000, Corning Glass 1600, Erie Resistor 2000, Fansteel 3000, GE 5000, General Instrument 5000, Hazeltine 2000, International Resistance 3000, Mallory 1200, Muter 4000, Oak Mfg. 6000, Owens-Illinois 2000, RCA 15,000, Raytheon 5000, Sprague 4000, Sylvania 2000, Westinghouse 6000.

Electronics Other Than TV (26.03%)—American Bosch 9000, Clark Controller 2000, Consolidated Engineering 3000, Cutler-Hammer 4000, Fairchild Camera 2000, Hammond Instrument 1000, IBM 1000, Minneapolis-Honeywell 5000 common & 425 pfd., Remington Rand 7000, Sperry 3000, Telecomputing Corp. 3000, Tung-Sol 2000, Webster-Chicago 9000. Primarily TV (16.84%)—Admiral 3500, DuMont "A" 6000, Emerson 7500, Motorola 5100, Philco 11,500, Zenith 2500. Miscellaneous (15.9%)—AT&T 1000, Disney 6500, Eastman 4500, Federal Enterprises 2000, General Controls 2800, Haloid 1800, I-T-E Circuit Breaker 1100, LaPointe Plascomold 5000, Otis Elevator 4000, Tracerlab 2000, United Specialties 2100, Conrac 9000, Television Associates 2400.

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Dividends: CBS, 40¢ payable Sept. 7 to holders of record Aug. 24; Magnavox, 37¢ payable Sept. 15 to holders Aug. 15 and 25¢ on "A" pfd. payable Sept. 1 to holders Aug. 15; Standard Coil, 25¢ payable Aug. 15 to holders Aug. 9.

Muntz TV reported by *Retailing Daily* as contemplating new branches in Houston, Kansas City, Rock Island-Davenport . . . Motorless receiving antenna, with "360-degree electronically switched beam," is being offered by Snyder Mfg. Co., Philadelphia; it has 3 elements, 120 degrees apart, single lead-in, 3-way switch at receiver.

S.M.A. Co., sold recently (Vol. 7:18) to Samuel C. Rudolph, New York, who disposed of TV inventory, has been bought back by Chester W. Lytle group, is now operating as S.M.A. Co., division of Lytle Engineering & Mfg. Co., 4721 Kedzie Ave., Chicago, selling complete TV receivers for domestic and export as well as TV kits. It plans new vhf-uhf model, is field-testing new uhf converters, reports Mr. Lytle.

Credit sales of major appliances and TV receivers showed "a slight but definite improvement" first 10 days of this month, reported *New York Times* Aug. 11. Its canvass of leading stores indicated dealers attributed this to relaxation of Regulation W. One important store was reported 70% ahead in appliances, 60% in TVs of last week in July—but this was still off 20% & 50% from comparable 1950 week.



**Mobilization Notes:** Organization plan of NPA Electronics Div., now nearly fully staffed, has been approved by Administrator Manly Fleischmann. In 9 months of its existence, Division's staff has increased from mere handful to about 80. Leadership of Division's branches and sections has been recruited largely from electronics industry, with members drawn from manufacturing, trade and broadcasting fields. Other staff members are from electronics and communications branches of Armed Forces and govt. bureaus such as FCC and Bureau of Standards. Many of WPB's Radio-Radar Div. staffers are back in jobs similar to their World War II posts.

Electronics Div. serves as "claimant agency" for electronics manufacturing industry in questions of materials availability, allocations, restrictions, etc., and for broadcasters with respect to construction controls. As such, it's the industry's principal point of contact with NPA. Division is headed by Edmund T. Morris Jr., who is also chairman of DPA's inter-agency Electronics Production Board while on leave from directorship of Westinghouse electronics & X-ray div. Donald S. Parris, former chief of Commerce Dept. consumer durables div., is deputy director. Bureau and section chiefs in newly-approved organizational set-up (recent additions to staff identified in parentheses):

End Equipment Branch, J. A. Milling; radio & TV receivers section, Lee Golder (acting); radio communications equipment section, W. E. Dulin; broadcast & sound equipment section, J. Bernard Joseph; broadcast equipment unit, Donald Cooper (ex-acting chief engineer, WNBW & WRC, Washington); military equipment section, N. C. Harris.

Components Branch, Louis H. Niemann; capacitor & resistor section, R. D. Parker; transformer section, E. MacDonald Nyhen; electron tube section, N. H. Stewart (on leave as section mgr., Westinghouse electronic tube application engineering dept.); special components section, Delmus J. Fagge (acting).

Programs & Requirements Branch, appointment of chief pending; CMP section, O. W. McDaniel Sr.; programs & statistics section, Eric D. Bovet; foreign section, Robert R. Burton (ex-Civil Defense communications div. chief, ex-State Dept. international frequency expert); plant expansion section, William J. Bapst; conservation section, E. W. Glacy.

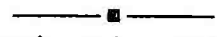
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RCA's expansion of electronic tube production facilities received DPA approval this week in form of 2 certificates of necessity for 5-year tax writeoff on new Harrison, N. J., plant facilities to cost estimated \$2,879,482. Of this amount, 75% will be subject to rapid amortization. Other certificates granted by DPA during 2 weeks ended Aug. 3 for tax aid in expansion of electronic production facilities: Sylvania, \$844,604 at 75% amortization, for production of thyratron tubes at Seneca Falls, N. Y.; Operadio Mfg. Co., \$324,500 at 75%, electronic amplifiers, St. Charles, Ill.; Hastings Instrument Co., \$255,315 at 80%, electronic receivers & indicators, Hampton, Va.; Eitel-McCollough Inc., \$114,329, power tubes, San Bruno, Cal.; Raytheon, \$26,264 at 85%, research & development, Waltham, Mass.

Opportunities for subcontractors are suggested in new lists maintained by Navy Material Inspection Service. Lists contain components needed by Navy prime contractors, are kept up to date and are available at the Service's 80 offices. One of principal categories on lists is electronic & electrical items. Subcontractor exhibits to enable small businessmen to examine military items they might make under subcontracts are planned by Armed Forces Regional Councils in Pittsburgh Aug. 15-17, Atlanta Sept. 10-12, Detroit Oct. 29-Nov. 1.

Late applicants for CMP must make their applications conform to consumer durables Order M-47A as it was before the Aug. 2 amendment which permits manufacturers greater latitude in use of materials during current third quarter (Vol. 7:31). NPA made this ruling this week so that manufacturers who filed CMP forms on time won't be penalized by the more restrictive wording of the earlier consumer goods order. Officials say NPA will be lenient in granting adjustments to manufacturers who want to change their product "mix" under CMP in order to meet changing market conditions in fourth quarter.

Manufacturers will still be able to buy some steel, copper and aluminum on open market after Oct. 1, even though all-out CMP is supposed to be in effect by then. This "free area" will be maintained to take care of producers whose applications aren't processed in time to meet October schedules. It's expected to get smaller in November and disappear entirely by year's end.



Funds for electronic equipment in House military appropriation of \$56 billion haven't been itemized separately, but they're believed to total \$4-\$5 billion (see story, p. 9). In their original requests for \$57.6 billion, however, these were among funds Armed Forces asked: Army—\$944,616,000, Signal Corps supplies & equipment; \$831,000, radio-radar for army boats. Air Force—\$473,200,000, electronics & communications equipment; \$5,915,000, electronics & communications for Air National Guard. Navy—\$441,583,000, Bureau of Ships electronics procurement. These figures probably total less than half of bill's actual funds earmarked for various electronic projects.

**Trade Personals:** Walter H. Stellner, merchandising v.p., and George R. McDonald, finance v.p., both also directors, have resigned from Motorola—former's plans as yet unannounced, latter says he'll become a gentleman farmer in South Carolina . . . E. W. Merriam, DuMont mgr. of teletest service control, who is chairman of RTMA service committee, and C. W. Cooper, mgr. of service control in New York, have resigned . . . Harold G. Cheney, lamp sales administrator, named sales mgr. of new Westinghouse tube div. under v.p. Eugene W. Ritter, headquartering in Bloomfield, N. J., pending completion of new plant in Elmira, N. Y. . . . Richard E. Laux resigns as president-treasurer of General Instrument Corp. as of Aug. 31, continuing as director; Monte Cohen, president, F. W. Sickles div., elected executive v.p. and Abraham Blumenkrantz, chairman, assumes duties of treasurer . . . Dr. Ivan A. Getting, ex-MIT professor, authority on radar, and for last year chief scientist of Army Air Force, named Raytheon engineering-research v.p. . . . Fred D. Wilson, Capehart-Farnsworth president, will retain that post, in addition to becoming president of Coolerator Co., newly acquired by IT&T (Vol. 7:30) . . . Charles Robbins, Emerson sales v.p., named president of Emerson-Midwest Corp., 512 S. Michigan Ave., Chicago, newly formed Emerson-owned distributor taking over from S. E. Schulman Co.; sales v.p. is Rube Schoenberg and secy.-treas. is Bertha Engel. Stanley M. Abrams is now acting director, Emerson sales . . . John W. Bullock new gen. mgr., Hallicrafters-Chicago Inc.; R. W. Dansby, ex-Texas Wholesalers Inc., named Hallicrafters regional mgr. for Texas, Oklahoma, New Mexico . . . A. Earle Fisher, Westinghouse TV-radio div. merchandising mgr., appointed New England district mgr. . . . Benjamin Wax, treas., Kent Television Inc., elected president of subsidiary Kentcraft Finishing Corp. . . . V. S. Mameyeff, Raytheon, reappointed chairman, RTMA export committee, W. M. Adams of Sprague vice chairman . . . Henry C. L. Johnson, ex-Crosley account executive at Benton & Bowles, now handling RCA account for J. Walter Thompson Co. . . . Carl A. Zehnle, ex-Motorola director of purchases, Sept. 1 becomes v.p., Electronic Supply Corp, Battle Creek, Mich.

Grants of power increases to 19 more stations this week bring total to 41 (see story p. 3). For all previous grants, see Vol. 7:31. This week's authorizations, all permitting full 5-kw transmitter output: WBRC-TV, Birmingham; KNBH, Los Angeles; KFMB-TV, San Diego; WENR-TV & WNBQ, Chicago; WHBF-TV, Rock Island; WFBM-TV, Indianapolis; WOI-TV, Ames-Des Moines; WWJ-TV, Detroit; WKZO-TV, Kalamazoo; WBNF-TV, Binghamton; WCBS-TV & WNBT, New York; WSYR-TV, Syracuse; WCPO-TV, Cincinnati; WNBK, Cleveland; WKY-TV, Oklahoma City; WCAU-TV, Philadelphia; WTVR, Richmond. Applications still pending at week's end: KRON-TV, San Francisco; WBEN-TV, Buffalo; WABD, New York. In addition, KTSL, Los Angeles, and WTTV, Bloomington, request temporary increases pending action on applications to move to new sites.

Broadcasting Inc., formed by group of Atlanta business men offering to pay Atlanta Newspapers Inc. \$525,000 for facilities of WCON-TV, last remaining pre-freeze CP holder (Vol. 7:15, 18, 22), was declared by FCC legally, financially and otherwise qualified to hold license—and Commission approved deal in Aug. 9 order (No. 51-815). At same time, FCC rejected oppositions of Georgia Tech's WGST and E. D. Rivers Jr., WEAS, Decatur, Ga., both applicants for TV in Atlanta (Vol. 7:25, 28). Unless there's an appeal, WCON-TV will switch its Channel 2 assignment with WSB-TV's Channel 8, under terms of deal, will go commercial as country's 108th outlet on or about Oct. 1. Its general manager will be William T. Lane, ex-mgr., WAGE, Syracuse; sales manager, Arch Ragan, ex-WAGA-TV; chief engineer, Harvey J. Adelhold, who built WCON-TV and returns to old job from present post with WIBC, Indianapolis. Sale was forced by fact that *Atlanta Journal* and *Constitution* were merged, former owning WSB-TV and latter having built but not yet started operating WCON-TV.

Production of Ford Foundation Workshop's first TV films, to run 15 & 30 minutes, starts in September, reports James Webb Young, consultant in charge of new \$1,200,000 project "to produce cultural and public service programs for commercial broadcasters." Head man of Workshop will be announced next week—information on types of shows, producers, stars to follow. TV sendoff, now set for January, follows CBS November radio premiere. Already in production, radio series titled *The People Act* shows how citizens band together to solve community problems. TV output will be offered networks and stations and sponsorship will be permitted.

Whether 1952 political conventions shall be commercially sponsored will be discussed by TV-radio network topkicks at parley Aug. 15 in Washington's Mayflower Hotel with GOP publicity chief William Mylander and radio chief Ed Ingle and their Democratic opposite numbers Charles Vandevanter and Kenneth Fry. They'll simply discuss principles involved, final decisions being up to respective national committee chairmen and their convention arrangements committees.

Congressional baseball investigation will be broadened this fall to cover TV-radio angles, House Monopoly subcommittee announced Aug. 10. Group is considering 3 bills to exempt organized professional sports from anti-trust laws. Rep McCulloch (R-Ohio) protested that bills as now written could kill some small radio stations and "involve the right of 50,000,000 people to see the World Series." Chairman Celler (D-N. Y.) said he will call witnesses from TV, radio, newsreels, FCC.

Printers' Ink predicts total advertising expenditures this year will exceed \$6 billion, reporting \$5,691,300,000 for 1950, which was up 9.4% from 1949's \$5,202,200,000.

FCC's many worries about movie interests and its fears they may dominate or throttle TV will finally be thrashed out, now that Commission this week finally set for hearing (Public Notice 51-814), at unnamed date, all questions involved in old Paramount company's anti-trust violation history, plus plans, policies and management of the companies into which it was split by consent decree (Vol. 4:29, 5:5, et seq). Action automatically delays approval of projected ABC-United Paramount Theatres merger (Vol. 7:21-24, 27) since latter is half of Paramount split. Commission doesn't say how it intends to handle merger hearing. TV stations kept in "limbo," on temporary licenses, pending final decision: Paramount Pictures' KTLA, Los Angeles; DuMont's WABD, New York, WTTG, Washington, WDTV, Pittsburgh; United Paramount's WBKB, Chicago. In issues to be heard, FCC again indicates it's particularly concerned with movies' intentions regarding release of their films and talent to TV (Vol. 7:13-14). Commission intends to go into nature of old Paramount's anti-trust violations, qualifications and policies of all companies' management, all companies' intentions towards theatre TV, ownership of DuMont, etc.

Value of old films to TV is fast fading, through simple deterioration of negatives and prints. Aug. 8 *Variety* carries warning from Richard Griffith, of New York's Museum of Modern Art, that maximum life of celluloid is about 30 years, that poorly processed films of '30s are already crumbling, that cost of duplicating only top films would run into millions, that even major studios are doing little to preserve old epics. Griffith points out, for example, that Museum has only known remaining prints of such movies as *Morocco* (1930), starring Marlene Dietrich, Gary Cooper; *Night Must Fall* (1937), with Robert Montgomery, Rosalind Russell. What's worse, he knows of no existing negatives, so more prints can't be made. Paper prints are partial solution, he says. Library of Congress has made films from paper prints of *Great Train Robbery* (circa 1903).

Worth further note in discursive, rambling article titled "TV's Time of Trouble" in August *Fortune* (Vol. 7:31), pointless rehash mainly of a lot of warmed-over statistics: That neither MGM, Warner nor RKO has as yet set up TV subsidiaries (though Paramount, 20th Century, Columbia, Universal all have); also, that "Wall Street syndicates . . . have been eager to pick up control of some timorous producer, liquidate the company, and realize [via TV] on the sale of the film backlog." Article says that in 1934-45 period alone, Hollywood produced and has stashed away in its vaults 5380 features, 7636 short subjects—"enough to provide [on TV] 9342 hours of entertainment"—and that more film is being made for TV annually than for theatre projection (1000 hours vs. 775 hours). Author coins new symbol for theatre TV: TTV.

Two applications for new VHF stations in Maine, one for UHF in Indiana, were this week's FCC batch, bringing total pending to 428. Community Broadcasting Service, operating WABI, Bangor, seeks Channel 5 there, Channel 6 in Portland; partners are ex-Gov. Horace H. Hildreth and station mgr. Murray Carpenter. UHF Channel No. 59 is sought by WFAM, Lafayette, Ind. [For further details, see *Addenda 13-D* herewith; for list of applications pending, see *TV Factbook 13* with *Addenda* to date.]

TV's role in Congressional hearings came step closer to being decided by court Aug. 10 when Senate, by 38-12 vote, rejected move by Sen. Cain (R-Wash.) to quash contempt citations against Morris Kleinman and Louis Rothkopf, alleged Cleveland gamblers who refused to testify before Kefauver Committee because hearings were being televised (Vol. 7:8-9, 11-13). Sen. Cain called televised hearings "a vaudeville show" and "an extravaganza."

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE  
OF THE  
VISUAL BROADCASTING  
ARTS AND INDUSTRY

# Television Digest

WITH AM FM REPORTS

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RCA Cuts Lists on 9 Models \$30-\$115, page 6. Transcontinental Telecasts Moved Up to Sept. 4, page 10.

**PARADOXES ON THE COLOR BATTLEFRONT:** Excellent progress in compatible color standardization is reported by manufacturers. At same time, more are beginning to offer their distributors-dealers color adapters and "slave" units on optional basis. They don't find this inconsistent, nor do they seem to fear availability of such items will depress the black-&-white market.

Quite the contrary: They don't think such units will sell, not in quantity at least, yet they're hedging against any eventuality and at same time indicating to FCC their willingness to give CBS-type receiving apparatus a fair whirl.

Admiral and Motorola were first of the big producers to show their distributor conventions color slave units -- to be available "if anybody wants them." There was notable lack of enthusiasm among the tough-minded merchandisers attending meetings, who were said to have placed orders almost entirely for black-&-white sets.

Admiral announced "Color TV Optional," a 10-in. slave unit, plus adapters (see p. 8). Motorola didn't even release any publicity about its 8½-in. sample. Admiral became first major to advertise color to public -- plugging term "color optional" Aug. 17 on its ABC-TV sponsorship of Browns-All Stars grid game in Chicago.

Webster-Chicago started deliveries of its long-promised slave units, says it will have "moderate production" by Oct. 1. It's 10-in., magnified, unpriced but may retail at \$200-\$250.

And Hallicrafters joined Philco, Westinghouse and others offering or planning to offer adapters. Hallicrafters announced "Color Transcender" adapter, to sell "under \$20" so its set owners can get black-&-white from colorcasts, stating:

"We are taking this step to provide a way for Hallicrafters set owners to receive on their present sets any special broadcasts, such as certain East Coast football games now scheduled for color telecasting. We want our set owners to be able to receive all the telecasts made over the free air."

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Attitude of such manufacturers is summed up by GE's Dr. W.R.G. Baker, chairman of National TV System Committee (NTSC) which is spearheading industry's efforts to perfect a compatible system beyond possibility of FCC rejection:

"A lot of people say they won't do this or that. I think that's a little unfortunate. What do you do when you have a new product? You make a few. We'll make a few. I think everyone will. Let your distribution system feel out the market. That doesn't mean you're convinced these items will sell. You may also give your customers your personal opinion that a superior system is coming.

"A real question is price. Will people buy color at these prices, with a small picture and a rotating mechanical disc?" (CBS has announced first unit as 10-in., magnified, at \$500; Vol. 7:29.)

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Still in quest of distributors, CBS-Columbia Inc. stepped up its campaign with interesting trade ad this week. Its impact on distributors, dealers and public

remains to be seen -- along with impact of its promised consumer ads in the slick magazines. Aug. 15 full-page ad in Retailing Daily read:

"Get ready for color with the new CBS-Columbia compatible receiver. Internally adapted to receive color broadcasts in black and white." Most noteworthy is use of word "compatible." Only "floor and home demonstration samples" are offered.

CBS got accolade for first baseball colorcast, which was viewable on only few receivers but on which it obviously plans big merchandising peg. Red Smith, Herald Tribune sports columnist, commenting on Dodgers-Braves game, said the "reproduction was excellent, striking and only faintly phony." He noted a few technical flaws such as "slight running of colors" and "rainbow of bats in varying colors." But he thought the colors were "about as good as in Technicolor."

Between baseball and football, CBS obviously intends to pitch hard to plug its color system and receivers -- though unless there's huge demand for color sets and/or adapters, it's hard to see how it can afford to devote very much of its now-increasingly commercial afternoon schedules to small audiences in prospects.

Don't be surprised if CBS, now deep in the struggling manufacturing field, undertakes to buy more plants -- seeking not only production facilities but a badly-needed bolster to its distribution setup. It ought to be able to find sellers among the 90-odd set makers, some of whom obviously can't stand current economic gaff.

\* \* \* \*

Resumption of compatible color field tests is announced by RCA, to begin Sept. 10 with receivers in NBC's Center and Johnny Victor theatres. First 2 weeks' showings will be primarily for industry -- NBC affiliates, RCA distributors, etc., then they'll be opened to general public. Plans include network feeds to Washington, Philadelphia, Boston, Chicago, perhaps other cities.

Decision on reapproaching FCC hasn't been made, said chairman David Sarnoff (just back from Europe), at Aug. 15 press conference. He doubted whether petition would come before year's end, said he didn't know whether it would be offered by RCA, NTSC or both. He pointed out that RCA is cooperating with NTSC.

"Dual standards" -- FCC approval of both CBS and compatible systems -- are eminently satisfactory to Gen. Sarnoff. In fact, he prefers them to substitution of compatible system for CBS's. "Let the public choose," he said.

Compatible color theatre TV will be demonstrated before year's end, he disclosed, saying that it's compatible with existing theatre TV equipment.

\* \* \* \*

NTSC is avoiding expression "color standards" for present, says it's seeking to set up "provisional specifications for field testing." Says Chairman Baker:

"When we've field-tested it to everyone's satisfaction, then we can talk about 'color standards.' We're making better time than I thought we would."

NTSC met Aug. 15, hashed over Panel 13 recommendations (Vol. 7:32), sent slightly revised version back to panel for approval. Everyone anticipates final agreement, preliminary to field tests, at Sept. 18 New York meeting.

Among specifications to be field tested, it's expected following will be included: 3.89-mc color carrier, oscillating color sequence, constant luminance.

Dr. Baker was heartened by Commission's attitude in sending 4 engineering observers to NTSC demonstration last week (Vol. 7:32). He says Chairman Coy has also promised observers for field tests.

Target date of Jan. 1, for presenting completed standards to FCC, is still a good one, Dr. Baker believes.

**AT FCC—COOPERATION & SWEET REASON:** At the moment, things appear calm at FCC, with time and good faith on part of both Commission and industry beginning to heal even the color-decision wounds, particularly those caused by the clumsy bracket-standards meat-ax (Vol. 6:35 et seq).

Maybe it's true peace. May it's mere armed truce while FCC and industry pursue urgent common goal -- the too-long-delayed expansion of TV. There's no question that "end-the-freeze" is by far most important factor conducting to cooperation.

It also stems partly from new key staff, whose attitude appears to be less Big Government, less punitive, than that which seemed to motivate some earlier authorities. Possibly it's also due to sober fact that cat-&-mouse tactics have produced no public-interest results. But you can't tell about the Commission.

"Don't get any idea we're just working for your industry," said one commissioner, who nevertheless agreed the FCC atmosphere is now clearer. "We have always tried to work for the public interest, and we're not going to be run by anybody." This member deplored the ruckus over color TV, probably the most bitterly controversial issue in all the history of radio regulation.

He thinks color case was greatly overemphasized, though admits its economic impact was greater than anticipated. He regrets issue went to court, though does not blame the principals. He feels "open door policy" respecting any new and better system than the one chosen is all the industry has right to expect. Decision, he believes, was "the right one on the record." But so far as he's concerned, "open door" means just that -- and he will gladly welcome anything that proves superior.

\* \* \* \*

Fact is that FCC is now keenly concerned with getting things done in TV. Some members are really disturbed by delays caused by color squabble, which accounts for at least one of the 3 years of TV freeze. Now we see these salutary moves:

(1) Streamlining of end-of-freeze procedures, through "paper" hearings (Vol. 7:30) solicited by FCC and assented to by industry.

(2) Lifting of TV station powers to enable them to give better and wider service (Vol. 7:30 et seq). Everybody gains, nobody loses, by this belated move.

(3) Sending of FCC's 4 top technicians to view advance tests of compatible color system being developed under all-industry auspices (NTSC). That, too, is all to the good, presages formal reopening of color case on more objective, less emotional, even friendlier basis. Meanwhile, commissioners can't hide their curiosity about great new developments reported (Vol. 7:31 et seq) -- and no less a critic than Comr. Jones frankly says he's intensely interested in seeing them.

(When history of color imbroglio is written, Jones' pressure upon industry, though sometimes harsh and acrimonious, will undoubtedly be credited with giving country color TV, whichever system, ahead of time it would otherwise have emerged.)

(4) Traveling of commissioners to Bridgeport to inspect uhf progress. They unstintingly give industry pat on the back for it (Vol. 7:25-26).

(5) Encouraging rather than clubbing industry into coming up with answers to admittedly acute oscillator radiation problem (Vol. 7:4,11,20,23).

(6) Withholding of force on TV programming problems, giving industry reasonable time to clean its own new and still-cluttered house -- task now well in hands of NARTB-TV committee (Vol. 7:16 et seq).

\* \* \* \*

Another development that has telecasters as well as broadcasters feeling well-disposed: FCC counsel has written opinion saying it hasn't authority, as condition of license, to fix percentage of broadcast time to be devoted to educational programs. Opinion says FCC "will not prescribe any fixed quantitative program standards for non-specialized broadcast stations."

True, a majority gave nod to Comr. Hennock's channels-for-education scheme, but some members think few if any institutions can get wherewithal to build, let alone operate, such inevitably expensive projects on non-commercial basis. Comr. Hennock right now maintains discreet and -- for her -- unusual silence pending action on her Federal judgeship, still bottled up in Senate committee (see p. 10).

Chairman Coy returned from vacation this week, still under doctor's orders. It won't be surprising if health forces him to quit before year ends. He's had handsome offers, most prior to his June reappointment. He's represented as feeling the reappointment vindicated his administration. Now that he has machinery set up for ending freeze, he could resign knowing groundwork is laid for orderly buildup of the TV structure. But he isn't saying anything about his plans, if he has any.

**T**EMPORARY power increases, permitted under recent FCC order (Vol. 7:30-32), have been granted 42 stations. Following table, prepared from FCC sources, shows old and new effective radiated powers (ERP). Your copy of our *TV Factbook No. 13* may be brought up to date by entering new ERPs. Powers are for visual ERP, expressed in kilowatts.

Station & City	Old ERP	New ERP	Station & City	Old ERP	New ERP
WBRC-TV, Birmingham	12.2	15	WJZ-TV, New York	3	16.3
KNBH, Los Angeles	15	25.2	WNBT, New York	5.2	*18.3
KPIX, San Francisco	29.9	30.5	WOR-TV, New York	9	22
KFMB-TV, San Diego	20	27.4	WPIX, New York	3.6	21.7
WDEL-TV, Wilmington	.476	.680	WHAM-TV, Rochester	16.7	22
WTVJ, Miami	1.45	16.5	WHEN, Syracuse	15	27
WAGA-TV, Atlanta	18	26.5	WSYR-TV, Syracuse	23	26
WBKB, Chicago	11	25.2	WKTV, Utica	13	25
WENR-TV, Chicago	25	28.3	WCPO-TV, Cincinnati	21	24
WGN-TV, Chicago	11.2	29	WNBK, Cleveland	15	17.9
WNBQ, Chicago	21.8	23.2	WXEL, Cleveland	21	25.6
WHBF-TV, Rock Island	11	23.3	WTVN, Columbus	6	19.7
WFBM-TV, Indianapolis	28.2	30.8	WKY-TV, Oklahoma City	12	16.9
WOI-TV, Ames (Des Moines)	13	15.7	WICU, Erie	2	3
WAVE-TV, Louisville	7	24	WJAC-TV, Johnstown	6.5	9.3
WHAS-TV, Louisville	9.6	50	WGAL-TV, Lancaster	** .88	** .9
WWJ-TV, Detroit	13.7	20.5	WCAU-TV, Philadelphia	25	28.3
WKZO-TV, Kalamazoo	8	15.7	WSM-TV, Nashville	14.4	23.8
KMTV, Omaha	11.7	16.7	KRLD-TV, Dallas	15.1	27
WNBF-TV, Binghamton	12	23.5	WTVR, Richmond	12.16	17.2
WCBS-TV, New York	13.7	20.1	WSAZ-TV, Huntington	12	16.7

\* Temporarily reduced to 14.5 kw and antenna rephased to fill in nulls. \*\* Aural power only.

Prospects are good, NARTB reports, for TV's inclusion in Dept. of Commerce's essential industries list. Association executives headed by president Harold Fellows appeared Aug. 15 before technical subcommittee of govt.'s inter-agency Committee on Essential Activities & Critical Occupations, made such good case that they felt able to report "it looks hopeful both radio and TV soon will be listed." Industry spokesmen emphasized that TV-radio stations operate with few manpower reserves in most cases, might be unable to meet "minimum civilian requirements" in sudden emergencies. NARTB engineering chief Neal McNaughten said stations throughout country are now asking for operator relief at rate of about one a day, because so many engineers are being called up as reservists. NARTB case was bolstered by Civil Service Commission's Richard E. Scneider, who testified Commission regarded TV-radio as essential to its activities.

Two more hot boxing matches were snagged by Theatre Network TV Inc. (Nathan Halpern)—Ray Robinson-Randy Turpin return middleweight match Sept. 12 and Willie Pep-Sandy Sadler featherweight title event Sept. 26, both from New York Polo Grounds. Some 20 theatres are due to be tied in for latter, including for first time houses in St. Louis, Detroit, Minneapolis. Reportedly, Pabst tried to get Robinson-Turpin match for home-TV sponsorship, but was deterred by cost and dangers of rain causing postponement. Pabst does have Aug. 22 Joey Maxim-Bob Murphy light-heavyweight and Aug. 29 Kid Gavilan-Billy Graham welterweight matches set for CBS, both TV & radio.

**R**ADIO and TV station construction may be authorized by NPA (Vol. 7:32), but new outlets in well-served markets will be particularly hard to justify if they ask for large amounts of scarce materials—meaning, mainly, structural steel. First station in new market will have easier time of it, but you can expect NPA to ask whether every materials-saving alternative has been exhausted—use of existing towers, etc.

That's sizeup by top mobilization officials as NPA this week set up 4 priorities for various kinds of construction to be allotted controlled materials during fourth quarter. TV-radio falls in lowest group, along with office buildings, stores, service facilities, etc.

"Very rough fourth and first quarters," is way it's put. But since few if any TV stations will be authorized by FCC before end of first 1952 quarter, it's latter 1952 that really counts.

"Situation could ease somewhat then," said one official, "depending upon whether or not Congress appropriates a lot of money for heavy military construction."

Atlanta's new TV outlet, authorized by FCC last week when it approved sale of WSB-TV facilities to local group while WSB-TV takes over facilities of CP holder WCON-TV (Vol. 7:32), may be stymied by court action—counsel for Georgia Tech's WGST, Atlanta, petitioning FCC this week to stay and reconsider grants. Wording of petition makes it apparent WGST counsel Paul Porter, onetime FCC chairman, is laying groundwork for appeal and request for court order staying Commission's decision. Present plans of new owners are to take over Channel 8 facilities of WSB-TV from *Atlanta Journal* Sept. 30, assuming WCON-TV's Channel 2 and the 1063-ft. tower built for WCON-TV. Now operating experimentally, plant requires more work before Cox newspaper interests can put it into full commercial operation, when it would become nation's 108th TV outlet.

Two more requests for power boosts, under recent FCC ruling (Vol. 7:30-32), arrived at FCC this week from KPIX, San Francisco, and WLAV-TV, Grand Rapids. Former has already been granted, bringing number of station hikes to 42. All stations are beating drums about increases, generally in proportion to amount of increase. For example, Pulse survey for New York's WJZ-TV showed 90% of fringe viewers reporting improved reception from station's 5½-times power hike and move to permanent Empire State Bldg. antenna. Survey found 77% of viewers reporting "good" or "excellent" reception after boost, compared with 28% previously.

Three applications for new vhf stations, one for uhf, were filed with FCC this week, bringing total pending to 432. The vhf applicants: Cowles newspaper interests (*Minneapolis Star and Tribune*), seeking Channel 9; KFDM, Beaumont, Tex., Channel 6; KHMO, Hannibal, Mo. (*Lee Newspapers' Courier-Post*), Channel 7. UHF Channel 39 is sought by Steinman interests for Allentown, Pa.; they own WEST, in nearby Easton, various other AM stations, plus WGAL-TV & WDEL-TV. [For further details about these applications, see *TV Addenda 13-F* herewith; for listings of all pending applications, see *TV Factbook No. 13* and *Addenda* to date.]

Elliott Roosevelt, onetime Hearst Radio executive, now with interests in Marathon, on the Florida keys, heads Miami-TV Inc., new corporation formed to apply for new TV station in Miami. He's associated with ex-Gov. E. D. Rivers, of Georgia, who owns AM station WGAF, Valdosta, Ga. Miami now has one station (WTVJ) and 6 applicants already have filed for its proposed allocation of total of 4 vhf channels (see *TV Factbook No. 13*).

**Personal Notes:** Joseph H. McConnell, NBC president, and Mrs. McConnell, with Mr. & Mrs. R. S. Reynolds Jr. going to Europe for recordings on Sept. 16 (and broadcasts via BBC) of Talullah Bankhead's 90-min. *Big Show*, for which she's taking entire troupe. Shows are to be carried on NBC (AM) under Reynolds Metals Co. sponsorship Sept. 30 & Oct. 7. NBC program v.p. Charles C. Barry and Williams F. Brooks, with ex-v.p. John Royal, going to Europe in advance to make arrangements . . . Robert Saudek, ABC v.p., Sept. 6 joins Ford Foundation's new TV-Radio Workshop (Vol. 7:32) as director, with offices at 655 Madison Ave., N. Y.; his duties as director of public affairs, research, advertising & promotion taken over by John W. Pacey, acting, with Art Donegan acting mgr. of publicity dept. . . . Merle S. Jones, newly named CBS-TV v.p. in charge of stations & general services, arrived in New York Aug. 13 to assume duties, but for awhile he'll commute between New York and Los Angeles while winding up duties as gen. mgr. of CBS's KTSL & KNX and the CBS Pacific Network . . . Lorin S. Myers, ex-NBC-TV, joins CBS-TV Aug. 20 as market research counsel . . . E. Carlton Winckler, ex-ABC-TV, Hollywood, Aug. 20 becomes gen. mgr., CBS-TV program dept. . . . Karl R. Sutphin, ex-ABC, joins BBDO as TV-radio account executive for Libby's frozen foods div. . . . Norman S. Livingston resigns as WOR-TV commercial program director to become v.p., Roy S. Durstine Inc. . . . John Pival promoted to mgr., WXYZ-TV, Detroit, Peter Strand taking over as program mgr., according to James G. Riddell, president . . . George Cranston, mgr. of WBAP & WBAP-TV, Ft. Worth, sailed Aug. 17 for European vacation, during which he and Mrs. Cranston will visit their son Maj. Robert Cranston, attached to Gen. Eisenhower's staff . . . Richard S. Jackson, ex-WAVE-TV, Louisville, appointed asst. TV-radio director, J. M. Mathes Inc. . . . Jack Holmes, ex-Ziv TV, joins James McBride Adv. Agency, Fort Worth, now known as McBride & Holmes Adv. . . . Steve Beard, ex-Tracy-Locke, Dallas, joins John Blair Co. Dallas office . . . H. Douglas Johnson appointed v.p.-mgr. of WAGE, Syracuse, succeeding William T. Lane, appointed mgr. of new WCON-TV, Atlanta (Vol. 7:32) . . . Raymond Lewis, chief investigator, FCC Hearing Div., with Commission since 1940, joins Wage Stabilization Board's industrial relations div. as supervisor.

**Network Accounts:** Philip Morris starts *I Love Lucy* with Lucille Ball and Desi Arnaz Oct. 15 on CBS-TV, Mon. 9-9:30, thru Biow . . . Procter & Gamble (Joy, Lilt, Spic & Span) sponsor *Search for Tomorrow* on CBS-TV, Mon.-Fri. 12:30-12:45 starting Sept. 3, thru Biow . . . American Home Products Sept. 24 starts *Love of Life* on CBS-TV, Mon.-Fri. 12:15-12:30 . . . General Foods (Jell-O) Aug. 26 starts Jackie Kelk as *Young Mr. Bobbin* on NBC-TV, Sun. 7:30-8, thru Young & Rubicam . . . Hollywood Candy Co. (candy) sponsors *Hollywood Junior Circus* starting Sept. 8 on ABC-TV, alt. Sat. 10:30-11 a.m., thru Ruthrauff & Ryan . . . International Shoe Co. (Red Goose shoes) starts *Kids & Co.* Sept. 1 on DuMont, Sat. 11-11:30 a.m., thru Westheimer & Block, St. Louis . . . Bigelow-Sanford Carpet Co. (carpets & rugs) starts series of films Sept. 6 on DuMont, Thu. 10-11, thru Young & Rubicam . . . *Kukla, Fran & Ollie* returns Aug. 27 to NBC-TV, Mon.-Fri. 7-7:30, with RCA sponsoring Mon. segment, Procter & Gamble (Tide, Camay, Drene) Tue. & Fri., National Biscuit Co. Wed., Life Magazine Thu. . . . Schick Inc.'s anti-crime show with Rudolph Halley changes starting date from Sept. 4 to Sept. 18 on CBS-TV, Tue. 9-9:30; *Gangbuster* title dropped . . . Lucky Strike brings *Your Hit Parade* back Sept. 8 to NBC-TV, Sat. 10:30-11, thru BBD&O . . . Lever Bros. (Lux soap) resumes *Lux Video Theatre* Aug. 27 on CBS-TV, Mon. 8-8:30 . . . Kaiser-Frazer Sales Corp. (Kaiser, Frazer,

Henry J) resumes *Adventures of Ellery Queen* Sept. 13 on DuMont, Thu. 9-9:30, thru Wm. Weintraub . . . General Cigar Co. (Robert Burns, White Owl, etc.) reported readying sponsorship of sports feature on CBS-TV, Wed. for 15 min. following fights.

**Station Accounts:** Though it has no stores in Pittsburgh, S. A. Meyer jewelry chain, largest jewelry firm in western Pennsylvania, has purchased studio variety show *Mr. & Mrs. Melody* on WDTV, Mon. 3:15-3:30, thru Friedman & Ricch, Pittsburgh . . . Strauss Stores, big New York automotive goods chain, sponsoring wrestling on WABD Sat. nights, with Car-Hop Inc. (auto accessories), Susquehanna Mills (plastic seat covers) and Simoniz (wax) as cooperating sponsors, placed thru Products Service Inc., N. Y. . . . New York's WPIX, hiking "A" time from \$1200 to \$1500 an hour Sept. 15, "B" time from \$900 to \$1125, advertised in N. Y. newspapers this week with impressive list of 45 local advertisers & agencies, plus spots carried for theatres showing Columbia Picture's *Born Yesterday*, RKO's *Hard, Fast & Beautiful* and *The Thing*, MGM's *Kim* . . . Continental Oil Co. (Conoco), after hiatus of 15 years from radio, got such good sales from TV & radio spots plugging new motor oil that it has increased TV spot campaign to 6-a-week on 20 stations year round (\$200,000 budget), radio to 4-a-day on 95 stations (\$400,000), thru Detroit office, Geyer, Newell & Ganger. So reports Aug. 13 *Sponsor Magazine* in success story titled "Conoco Hits a Gusher" . . . Parents Institute (*Parents Magazine*), to promote *Compact*, new magazine for teen-age girls, plans to use TV . . . Fifth Army recruiting, planning TV-radio, has shifted account to Fuller & Smith & Ross, Chicago . . . Toni Co. including TV in big plans for promotion of new home permanent wave called "Prom," thru Foote, Cone & Belding, Chicago . . . W. A. Sheaffer Pen Co. offering dealers series of 16 slides on 35mm for 20-second spots to be placed locally . . . Jacob Ruppert Brewery takes sponsorship of Allen Funt's *Candid Camera* on WJZ-TV Aug. 27, Mon.-Wed.-Fri. 7:15-7:30 . . . Mell O. Haldeman Corp., distributor of A. O. Smith water heaters, Aug. 31 begins *Tom Harmon's Sports News* on KTSL, Los Angeles, Fri. 7:35-7:40, thru Byron H. Brown & Staff, Los Angeles . . . Harvey Lumber Co.'s *Dr. Fixum's Household Hospital* on WENR-TV, Chicago, being filmed by Vogue Wright Studios for syndication . . . Local Ford dealers sponsoring 11 Sunday films of U of Kentucky grid games on WHAS-TV, Louisville, thru J. Walter Thompson, Cincinnati . . . Among other advertisers reported using or preparing to use TV: Citation Hat Co. (hats), thru Jones Frankel Co., Chicago; Champion Spark Plug Co. (spark plugs), thru J. Walter Thompson, N. Y.; Son-Chief Electrics Inc. (toasters, grills & heaters), thru H. B. Humphrey, Alley & Richards, N. Y.; Wilson & Co. (B-V meat extract), thru Ewell & Thurber Associates, Chicago; Larsen Co. (Veg-All mixed vegetables), thru Campbell-Mithun Inc., Chicago.

CBS-TV distributing 55-p. booklet titled *Five Big Reasons for Getting Into Daytime Television—Now!* Reasons stated: keep ahead of competition, messages to large housewife audiences, low cost-per-thousand, proven impact of daytime TV, obtain valuable daytime period. Pertinent points made in CBS-TV presentation: that 64 (of the 107) stations by fall will be on program schedules beginning by 10 a.m., 99 by noon; that average percentage of TVs tuned in 1-5 p.m. has doubled in last year—from 8.3% to 15.6%; that 39% of viewers watch TV sometime between 9 a.m. & 5 p.m.; that women watch daytime TV average of 2 hours, 52 minutes a day; that big sponsors are buying daytime TV more and more (21 now, whereas in June 1950 there was only one such sponsor), with Procter & Gamble alone buying 22 daytime quarter-hours weekly.

**RCA CUTS LISTS ON 9 MODELS \$30-\$115:** In drastic move to unload inventory, RCA Victor as of Sept. 1 reduces list prices of all 9 models in present line -- cuts ranging from \$30 to \$115. On or about Aug. 27, it will announce to trade 10 new "super-sets" at lists of \$225 to \$495. Big advertising and promotion campaign breaks Sept. 16 with 2100-line newspaper ads in every major market, similar space Sept. 24 & Oct. 1. Reduced prices also will be featured in Sept. 24 Life and big splurges on TV-radio.

"Market stimulation plan" is what company calls new merchandising program, to run "for a limited time only". "The dealers can look forward to rapid profitable sales of RCA Victor's current receivers as long as they last, and when new models are introduced they will be sold at normal margins," said v.p. Joseph B. Elliott.

Models reduced are 14-in. table Bentley (4T101), from \$219.95 to \$179.95; 17-in. table Newport (7T103), from \$269.95 to \$239.95; 17-in. table ensemble Kent (7T104), from \$299.95 to \$259.95; 17-in. console Highland (7T112), from \$359.50 to \$289.95; 17-in. console Fairfield (7T122), from \$389.50 to \$299.95; 17-in. console Regency (7T123), from \$415 to \$329.95; 17-in. combination Winston (7T132), from \$495 to \$395; 19-in. table ensemble York (9T105), from \$419.45 to \$339.95; 19-in. console Hillsdale (9T126), from \$475 to \$359.95.

Trade circles say RCA is merely formalizing reductions already being offered by dealers without authorization in their eager efforts to unload -- but big promotion's impact on market as whole will be watched carefully. RCA calls it "move to revitalize the TV market and achieve maximum customer traffic."

**NO BUYING SURGE YET--BUT HOPES HIGH:** Chief characteristics of new "1952 models" now being introduced by the manufacturers, even in face of still-heavy inventories, are that (1) they're generally priced downward; (2) they're nearly all adaptable to uhf as and when such stations materialize, good year or more hence; (3) some are suitable for color "slave" attachments, with adapters available to get black-&-white from color transmissions; (4) they're otherwise little different from this year's earlier models -- in some cases actually the same, with a bit of "face-lifting".

Caution is the main tendency among makers and sellers as the autumn season approaches, with its promise of improved demand. No great surge of output has begun yet, nor has any buying rush developed. But better retailing days are being reported -- and the signs all point to a "return to normalcy" after Labor Day.

Even more than easier credit terms, the upcoming new program offerings of the networks -- big-name shows plus some football plus World Series in October plus telecasts from Hollywood after Nov. 1 -- are expected to provide prime stimulus to revival of set buying. "Saturation" is still far away in most TV areas.

\* \* \* \*

It's much too early to report positively about any trend in a trade whose plunge from a sellers' to buyers' market caught nearly all by surprise when it began last March. But prevailing feeling among manufacturers and distributors is one of high optimism. Some retailers, too, share this feeling. Sales have picked up in last few weeks -- portending good possibility that supply and demand may be brought into balance by traditional autumn peak season.

Crosley's W.A. Blee, an old marketing hand, schooled in the ups and downs of pioneer automotive sales, diagnoses the factors making for upswing in appliance and TV sales after Labor Day thus:

(1) Heavy "scare" buying during 6 months after outbreak of Korean War, inactivity that followed, were "like a person who has eaten a heavy meal and must digest it before becoming hungry again." Blee thinks public has digested heavy volume of "scare" purchases and is now ready to resume buying.

(2) International and domestic crises have left public "very tired" -- too weary to plan, budget, shop for durable goods wanted and needed. Public now takes



these crises in stride, is "recuperating from its emotional fatigue" and "there is developing a generally healthier atmosphere in which industrial and merchandising activities necessary to a sound civilian economy can be carried on."

(3) "More practical consumer credit controls...should accelerate increased buying trend this fall. "We are, in fact, already noticing the salutary effects..."

(4) Aggressive new selling, advertising and promotional drives this fall will stimulate sales.

\* \* \* \*

Olympic's Percy L. Schoenen says retail sales have already improved so much that consumer demand now exceeds factory production -- probably true, in light of hugely curtailed production (see latest figures below). He thinks total TV output may go as high as 2,000,000 sets in third and fourth quarters, making 5,300,000 for year as against the 7,500,000 of 1950.

But he's probably high, considering that only about 200,000 sets were made during first 6 weeks of this second half, and there's still plenty of inventory. Also, there's now inescapable fact certain basic materials are definitely limited.

RCA consumer products v.p. Joseph B. Elliott sizes up market outlook thus: "With millions of people employed and billions of expendable dollars available, this country may be approaching the biggest retail season in its history. Economists say the sales potential is higher than ever before."

Only clouds on trade horizon seem to be (1) dumping of excessive inventories at distress prices; (2) possible effects of color promotion on prospective purchasers -- some in trade feel many will decide not to buy now but "wait for color," even though long wait is indicated in view of inevitably limited production.

\* \* \* \*

Production was still way down week ending Aug. 10 -- RTMA reporting only 43,359 units (2039 private label) compared to 51,219 week before (Vol. 7:32) and a far cry from the 175,000 turned out in comparable 1950 week (Vol. 6:36).

But factory inventories turned downward for first time since last March, though only slightly. Figure was 765,916 units as of Aug. 10, compared with 768,766 one week earlier. This is much too narrow margin to say it betokens trend -- yet.

Week's radios totaled 231,479 (113,970 private label), not much change from preceding week, and factory inventory went down to 362,643 from 394,223 (Vol. 7:32). Week's radios were: 112,830 home sets, 30,920 portables, 87,729 auto.

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Trade Miscellany: Westinghouse TV-radio div. starts limited production Sept. 4 in new 400,000 sq. ft. plant near Metuchen, N. J., began hiring this week--takes on 50 first month, about 200 by end of year, mostly women assemblers to work on defense contracts; original plan to use plant to triple TV production postponed . . . Deltronic Corp., 9010 Ballanca St., Los Angeles, established as subsidiary of Signal Oil & Gas Co., for research, development and manufacture of electronic equipment and subcontract work; George Urey, ex-RCA, named gen. mgr., Leonard Larson sales mgr. . . "Beam-Bender" passive relay, for re-directing 7000-mc microwave TV signals to points not within line of sight, is offered by Technicraft Laboratories, Thomaston, Conn. Device comprises parabolic antenna, is unpowered, contains no tubes . . . Diamond Power Specialty Co., Lancaster, O., has been licensed by IT&T to use Farnsworth dissector tube and other patents in manufacture of its "Utiliscope" system of industrial TV . . . Tele-tone reports \$1,000,000 order for telephone-telegraph signal units for Army on subcontract from Kellogg Switchboard . . . One-day walkout of 225 TV tube assemblers in GE Syracuse works ended Aug. 15; they simply said they attended a union (UEW-CIO) meeting . . . GE tube div. has taken long-term lease on Garden State bus lines building in Clifton, N. J., its 50,000 sq. ft. to be used for warehousing tubes and parts handled out of Schenectady.

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**Trade Personals:** Ross Siragusa, Admiral, off with 2 sons for several weeks of big game hunting in Alaska; he uses bow and arrows, no gun . . . RCA's Vladimir K. Zworykin called "the Tom Edison of TV" in "New York Close-Up" sketch in Aug. 17 *Herald Tribune* . . . Dr. Henry M. O'Bryan, since 1947 asst. executive secy., National Research & Development Board, appointed mgr., Sylvania physics lab, Bayside . . . Gardiner C. Greene, ex-president, Workshop Associates, Needham, Mass., appointed v.p. in charge of Gabriel Co.'s electronics divisions, including Workshop Associates and Ward Products Co., Cleveland, both recently acquired . . . Milton R. Neaman, ex-Soft-Lite Lens Co., Bay State Optical Co., Lansing Associates, Burroughs Optomat Inc., appointed senior attorney, newly formed CBS Laboratories Div. . . Max Epstein, gen. mgr., elected v.p. & director of Royal Wood Products Mfg. Co., cabinet-making subsidiary of CBS-Columbia Inc., acquired in recent Hytron-Air King merger . . . Joseph H. Kerner, ex-TV Development Corp., joins Blonder-Tongue Labs, Mt. Vernon, as sales mgr. . . Robert R. Parks named Sentinel sales mgr. under E. G. May, now holding title of director of sales . . . George R. Faustman named general factory mgr. Bendix Radio, succeeding Edward F. Kolar, named gen. mgr. of Bendix Red Bank div. . . Samuel J. Brechner succeeds Charles Andress, resigned, as sales mgr., Admiral-New York . . . Arthur L. Rathburn named supt. of Hoffman Radio's 7 Los Angeles plants.

**Topics & Trends of TV Trade:** Production of automatic-focusing picture tubes (Vol. 7:20-21) is now under way in DuMont and GE plants. Former is making 17 & 20-in.; latter has started 17-in., plans 21-in. later, using both spherical and cylindrical face plates. New tubes use no focusing controls, coils, network resistors or mechanical focusers—thus save considerable amounts of scarce materials. Manufacturers stress easy substitution for old tubes.

GE isn't making much noise about it, but apparently has met considerable success in marketing its 24-in. picture tube, with quite a few manufacturers offering it in new sets. It's too early yet to discern public reaction to it as next step up from increasingly popular 20-in.

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Admiral showed its distributors, at Chicago meetings Aug. 17-18, additions to line starting with 14-in. plastic table at \$160 and 17-in. plastic table at \$200, both mahogany finish. The 20-in. tables (prices all rounded out) are \$280 in walnut, \$290 mahogany, \$300 blonde; 20-in. open consoles \$330, \$340 & \$360; 20-in. combinations \$470, \$500 & \$520; 17-in. consolettes \$260, \$270 & \$290; 17-in. combinations \$380, \$400 & \$420.

Prices are scaled downward from previous comparable models, and Admiral offers "quick conversion" of any of its 2,000,000 sets now in use with uhf strip that can be fitted in matter of minutes "with a flick of the wrist." Also shown was a 10-in. color "slave" unit, unpriced, to be made available as and if there's demand "now or at any time in the future." When plugged into an Admiral set, adapter switch provides for (1) usual black-&-white, (2) CBS-type color in black-&-white, (3) reduction of size of picture for color.

Admiral's sales v.p. Richard Graver made it clear Admiral has not changed its attitude "against mechanical color," still thinks color should not have been authorized until compatible electronic system was perfected, expects latter in near future. Some dealers will get models of "slave" unit to deliver if demanded, but they're instructed to brief customers clearly on obsolescence factors.

Admiral line also includes clock radios at \$30 in ebony, \$33 mahogany, \$35 ivory; radio-phono tables at \$60 in ebony, \$80 mahogany; console combinations at \$170 walnut, \$180 mahogany, \$190 blonde.

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Crosley sticks to 17 & 20-in. sizes in the 21 new models it introduced, along with 5 freezers and 9 electric ranges, at Savoy-Plaza meeting in New York Aug. 14. No new radios were brought out, nor were any TV holdovers shown. All new TVs have plug-ins for color converters, or slave units, as and when available, and for uhf when ready—latter to be tunable with Crosley's own "Ultratuner" that can be attached by layman and will cost "under \$50" (Vol. 7:15). Warranty on all is flat \$10.

Crosley models now bear famous names in addition to conventional model numbers, line starting with 17-in. table at \$249.95. Other 17-in. tables are (prices rounded out) *John Philip Sousa*, \$280 mahogany & \$290 blonde. The 17-in. consoles: *Walter Hampden*, modern, open-faced, \$330 & \$340; *Stephen Foster*, 18th Century traditional, half-doors, \$370; *George Arliss*, same in modern, blonde, \$390; *Sarah Bernhardt*, French Provincial, maple, half-doors, \$390; latter 3 with radio-phono and pull-out drawer, \$100 extra each; *Lillian Russell*, Regency, full doors, \$400; *Jenny Lind*, same in modern blonde, \$420; *Otis Skinner*, early American, mahogany, \$575; same in maple \$595.

Six 20-in. models, all consoles, are: *Mary Garden*, modern, \$400 & \$420; *David Garrick*, 18th Century, half doors, \$450 & \$470; *Enrico Caruso*, Georgian, full doors, with AM-FM-3 speed, \$795.

Motorola's publicity, in introducing 16 new models at distributor meeting in Chicago's Hotel Stevens, stressed lowered prices ranging from \$50 to \$100 under similar sets in line shown last January. Self-contained plug-in unit for uhf, simply attachable to any Motorola set, will be offered at \$49.95; built-in at factory, only the knob showing, it will cost \$40. No new combinations were introduced.

Motorola also showed color "slave" unit, with 8½-in. tube magnified to 10-in., said it will be available if there's any demand. It was unpriced since no production schedules are set.

Line begins with 14-in. mahogany wood table model at \$170, blonde \$190 (figures rounded out). Three 17-in. table models include plastic at \$200, mahogany \$240, limed oak \$260. Four 17-in. open consoles are \$270 & \$300 in mahogany, \$290 & \$320 in limed oak. The 17-in. consoles with doors are mahogany \$330, oak \$350, maple \$350. Two 20-in. table models are \$300 (attachable legs \$10 extra), oak \$330 (legs included.) Open-face console at top of line is \$360, with doors \$390.

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Philadelphia Electrical Assn. reports June TV unit sales in area at 5761, valued at \$1,719,191 retail (average price \$295), down 52% in units, 42% in value from June 1950. For first 6 months of year, unit sales were 103,186 valued at \$35,051,456 (average \$339) vs. 150,912 at \$41,259,511 (\$273) same period last year. Total sales in all 1950 were 364,233 units; in 1949, 220,366; 1948, 82,606; up to Dec. 31, 1947, 18,672—total 789,063 to June 30, 1951. Report covers sales of 18 top brands in area.

County-by-county shipments of TV sets to dealers, reported monthly by RTMA, added up to 2,470,954 for 26 weeks ended June 29, as against first half's total production of 2,199,669 units (Vol. 7:17). June shipments were 160,308, down 74,000 from May. Copies of detailed report available from RTMA, Washington.

Sentinel sales chief Robert Parks says TV sales have picked up to "about halfway point toward a normal market," thinks sales will really get good about mid-September. Company's production is about 69% of same time last year, he said. New models are lower priced, 17-in. table at \$260 comparing with \$290 for predecessor, 17-in. console at \$300 is \$50 down, 20-in. console at \$470 is \$20 less.

RTMA chairman Robert C. Sprague has appointed Leslie E. Woods, Raytheon, chairman of industrial relations committee, Harvey Stephens, International Resistance, vice chairman; reappointed A. M. Freeman, RCA, chairman of tax committee; reappointed John B. Swan, Philco, chairman of traffic committee, W. L. Fogelson, Mallory, vice chairman.

Official fall market of American Furniture Mart, Chicago, set for Oct. 22-27, called off after poll of tenants.

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"Psychological peace fare," as opposed to psychological warfare, was suggested by Brig. Gen. David Sarnoff, RCA chairman, in interview Aug. 15 following return from Europe—and he urged appropriations as high as \$500,000,000 if needed in order to get Voice of America's messages through the Iron Curtain. He suggested new govt. agency to handle Voice of America, patterned after British Ministry of Information, its head having Cabinet rank and having advice of nation's best minds. Voice is doing better job than before, he said, but it's mere wishful thinking to expect shortwaves to pierce barriers and combat Russia's jamming and propaganda. Since most Europeans listen regularly to standard stations, Gen. Sarnoff suggested European nations could contribute to effort by letting Voice use their local facilities as part repayment for economic aid we're giving them.

**Mobilization Notes:** "Take the electronics thing. My God! They are conceiving things that are just amazing, but awfully intricate to build."

Speaker was mobilization chief Charles Wilson, testifying secretly before House Appropriations Committee 2 weeks ago. His testimony released Aug. 16, and included therein was statement that production of electronic equipment has increased 300% in the last 6 months, and another 300% is expected in last half of this year. Electronic gear on some planes, he observed, was now costing more than the entire plane cost in the last war.

He said steel output is 7% better than year ago, will be 9% better in another year. Aluminum and copper shortages are serious, he said. Over-all military spending is now running at rate of \$1.5 billion a month, will accelerate to \$3 billion a month in a year—with \$10 billion in orders placed during last 3 months, \$49 billion now outstanding.

\* \* \* \*

A 60-day "breather" on certificates of necessity, which permit 5-year tax amortization, was called this week by Mobilization Director Charles Wilson. Said Wilson, in letter to DPA Administrator Manly Fleischmann asking moratorium to begin Aug. 18: "The extremely tight situation in the availability of critical materials, such as structural steel, makes it unlikely that new facility construction beyond that now planned can proceed for several months except for the most urgent projects." He asked for "minimum of exceptions."

Most recent list of certificates, covering Aug. 3-10, includes 3 electronics firms: GE, Bridgeport, electronic equipment, \$131,700, of which 75% can be amortized over 5-year period; Transducer Corp., Boston, research & development, \$11,376, and electronic equipment, \$11,177, both 75%; Transformer Engineers, Pasadena, electronic equipment, \$13,453, 75%. In addition, DPA authorized 2 emergency loans for electronics firms during July 27-Aug. 9 period: Varian Associates, San Carlos, Cal., \$1,520,000 for expansion of research, development and production facilities; Lear Inc., Grand Rapids, \$863,000 to buy machinery and retire debt.

\* \* \* \*

Slow rate of CMP applications for fourth-quarter allotment of raw materials puzzles NPA officials. Of anticipated 1200 from electronics industry, only 700 had been counted by week's end, though deadline was Aug. 15. According to H. J. Holbrook, chief of consumer durables division, many manufacturers don't seem to realize they're taking serious risks for next year if they don't get their requests in now, even if they think they're well fixed for fourth quarter.

To ease delivery problems of small users of steel, copper and aluminum, NPA amended Direction 3 to CMP Reg. 1, to permit manufacturers to hike from 35% to 50% amounts of the metals they can order for any single month. Order also permits users to order full carload of carbon steel at one time, even though they're allotted as little as one carload for whole quarter.

Whole NPA Electronics Div. moves Aug. 21 from 801 E St. NW. to Temporary Bldg. T, Constitution Ave. & 14th St., in Washington.

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Automatic activator for sleet-melting elements on antennas has been developed by American Instrument Co., 8030 Georgia Ave., Silver Spring, Md. It has "sensing" unit which turns on heating elements during proper temperature-moisture conditions. Company says device is particularly useful for unattended relay stations which generally employ parabolic antennas.

**Financial & Trade Notes:** ABC's net income after taxes rose to \$472,000, or 28¢ a share, first 6 months of 1951, continuing rise since recent report to stockholders that first quarter profits were \$221,858 on sales of \$14,560,345 (Vol. 7:26). Six-month profit, in fact, was slightly more than shown in all of 1948, when net was \$468,488 on sales of \$37,110,726. In 1949, ABC lost \$519,085 on sales of \$40,267,488; in 1950 it earned \$84,605 on sales of \$45,879,660.

ABC's first 6 months earnings compare with profit of \$180,000 (11¢) for same 1950 period, loss of \$46,141 for same 1949 period. Gross sales figure isn't announced, but for ABC's gross TV & radio time sales for the 6 months, see PIB figures, p. 16, Vol. 7:29.

\* \* \* \*

Philco sales rose to \$171,023,000 during first 6 months of 1951, up 16% from the \$147,012,000 of same 1950 period. But net income after taxes of \$8,046,000 fell to \$6,342,000, or \$1.74 a share after preferred dividends, from \$6,672,000 (after \$5,378,000 taxes) or \$1.84 per share for first half 1950. Second quarter sales were \$57,499,000, net earnings \$1,988,000 (53¢) vs. \$67,525,000 sales and \$2,598,000 (\$1.49) earnings same quarter last year. During all 1950 (Vol. 7:12), Philco's sales were \$335,318,000, up 56% from 1949's \$214,884,000; earnings \$15,484,000 (\$4.50), up from 1949's \$5,692,000 (\$1.58).

Cornell-Dubilier reports sales of \$26,202,998, net profit of \$1,415,738 (\$3.21 a share) first 6 months of 1951. This compares with \$19,432,514 sales, \$970,148 profit (\$2.15) same 1950 period. During quarter ended June 30, sales were \$8,981,505, profit after taxes \$475,521 (\$1.08) vs. \$9,265,156 & \$415,325 (94¢) same 1950 quarter.

Muntz TV Inc. reports net loss of \$7282 for June 30 quarter, compared with \$154,436 loss same quarter last year. For its fiscal year ending last March 31, Muntz reported profit of \$749,852 (74¢ a share) on \$27,147,846 sales (Vol. 7:26).

General Precision Equipment Corp. consolidated net income for quarter ended June 30 was \$188,035 (30¢ a share) on \$7,654,493 sales vs. \$195,662 (33¢) on \$6,779,814 for same 1950 quarter.

Webster-Chicago sales rose to \$9,928,723 first 6 months of 1951 from \$7,907,740 same 1950 period, but profit dropped to \$409,944 (91¢ a share) from \$618,038 (\$1.37).

Oak Mfg. Corp. reports net income of \$1,188,037 (\$2.27 a share on 524,715 shares) for fiscal year ended May 31 vs. \$1,179,334 (\$2.62 on 450,524 shares) in preceding fiscal year.

Dividends: Philco, quarterly 94¾¢ on pfd. payable Oct. 1 to holders of record Sept. 15, and 40¢ on common payable Sept. 12 to holders Aug. 27; Cornell-Dubilier, quarterly \$1.31¼ on pfd. payable Oct. 15 to holders of record Sept. 24, and 30¢ on common payable Sept. 25 to holders Aug. 28 (raised from former 20¢ quarterly); Webster-Chicago, 25¢ payable Sept. 20 to holders Sept. 10.

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Weaker signals very near transmitter, a concomitant of extremely tall antennas with high gain, are being boosted by antenna phasing techniques which direct more radiation towards antenna base. WNBT, New York, is latest to try it. Allowed 18.3 kw ERP at Empire State Bldg., it was granted STA to beam more energy downward, reducing over-all ERP to 14.5 kw. KECA-TV and KTTV, Los Angeles, have used technique, and others plan to try it.

Note on progress-under-Socialism: London reports say National Radio Show, Aug. 29-Sept. 8, will bring forth fewer 9 & 10-in. TVs, with 12-in. becoming "standard" and some 15 & 16-in. emerging.

**Telecasting Notes:** Changes in the Mexican border vhf channel allocations, both sides, will be made soon—result of tentative agreements reached with Mexico's director-general of communications Miguel Pereyra while in Washington last week (Vol. 7:32); for presently proposed allocations, see pp. 59-60, *TV Factbook No. 13* . . . CBS plans to affiliate XELD-TV, new Mexican station in Matamoros, opposite Brownsville, Tex. (Vol. 7:31-32), has asked FCC whether there's any objection to sending it kines, films, etc. CBS believes FCC approval unnecessary, but wants to make sure. If Commission follows AM precedent, it should have no objection . . . Blair TV Inc. named national rep for XELD-TV, reports test patterns start Aug. 24, commercial operation Sept. 1 . . . Buenos Aires' first TV station, Radio Belgrano (Vol. 7:21, 25), should be on air mid-October, according to engineers of Federal, which supplied equipment. Channel 7 outlet will have elaborate setup with many studios, 2 sets of remote equipment, etc., radiating 40-45 kw from 5-kw transmitter and 8-gain antenna . . . FCC Comr. Webster, in Aug. 13 talk to Miami Lions Club, urged that all local organizations "lobby" for better TV programs, participate in round-table discussions, etc., but he suggested they also be patient in requests of stations because of limited time availabilities—particularly since so few stations are on air . . . Sarkes Tarzian's WTTV, Bloomington, Ind., whose AM counterpart is 5-kw WTTS, has absorbed another AM local—250-w WTOM. Last year it took over 1-kw WSUA. He now has the only AM in town (pop. 28,000) . . . Screen Gems Inc., subsidiary of Columbia Pictures, producing series of *TV Disc Jockey Toons*, 16mm films, to be offered stations for use while big-name records of the top makers are played; ex-TBA secretary Will Baltin going on tour of stations to introduce item . . . CBS-TV plans video version of Fred Friendly-Edward R. Murrow *Hear It Now* program, to be titled *See It Now*; radio version to be dropped, and high-budget show (about \$25,000 a week) will be offered for sponsorship . . . Kine-recordings of *Trial of John Peter Zenger*, recently performed on Westinghouse's *Studio One* (CBS-TV), are being shown at several publishers' association meetings next month courtesy of sponsor and network . . . WDSU-TV, New Orleans, to telecast all Tulane grid games on films Mon. nights after games, all LSU games Tue. nights, sponsored by D. H. Holmes Co. . . . Senate crime committee (Kefauver) resumed hearings in Washington without TV—too costly to clear time—but radio carried it, notably via recorded highlights late evenings.

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Betting big money on uhf, Humboldt Grieg's little WHUM, 250-watt AM in Reading, Pa., plans to spend \$590,000 on 200-kw experimental station for which it applied this week. It lists \$125,000 for 12-kw 716-722 mc GE transmitter, \$125,000 for 1050-ft. tower (engineered by A. Earl Cullum Jr.), \$40,000 for building, \$200,000 for other equipment, including 4-bay helical antenna, aluminum wave-guide transmission line. Station says GE guarantees transmitter delivery in March. It hopes to broadcast CBS color, too, though CBS says it can't assure availability of programs because of other possible affiliations, talent contracts, etc. Philco, GE and CBS have told station they'll be glad to make propagation and receiver tests. Use of wave-guide is particularly interesting, since ordinary lines greatly reduce uhf signals in long runs.

Hearing on Comr. Frieda Hennock's appointment to New York Federal judgeship (Vol. 7:24-26, 31) has finally been set by Senate Judiciary Committee, for 10 a.m., Sat., Aug. 25. Committee doesn't list witnesses, but she is being opposed by American Bar Assn., Assn. of the Bar of the City of New York, New York County Lawyers Assn., who presumably will send representatives.

STATE DEPT. took diplomatic notice of projected opening of new transcontinental microwave circuits (Vol. 7:32)—and asked AT&T to advance timing of first coast-to-coast TV hookup so as to permit telecasts of Sept. 4-8 sessions of Japanese treaty conference in San Francisco.

AT&T agreed, as did the 4 networks which will carry event, with President Truman speaking Sept. 4 at 10:30 p.m. EDT. Since TV circuits are still on experimental basis, networks won't have to pay usual line charges.

Sept. 30 was date originally set for TV opening, and then only the single East-to-West circuit. West-to-East circuit was to have been opened about month later. Sept. 4-8 pickup from San Francisco is special event, probably won't change previous plans for opening of regular TV service. But it does mean a great historic event will mark first transcontinental TV hookup, and it will give American people opportunity to look in again on Soviet tactics.

Plans for Sept. 30 big-name show to be sponsored by AT&T on combined 4 networks have been deferred. Four-network show, possibly sponsored by AT&T, has instead been scheduled for Nov. 14, which means it can then consist of two-way pickups.

Only Pacific Coast TV city not hooking up with new transcontinental microwave relay service that starts Sept. 30 (Vol. 7:31-32) is Seattle—and there's no prospect for live network service for its KING-TV for some time. Pacific Telephone & Telegraph Co. advises us the coaxial from Sacramento extends only as far as Portland as yet, and microwave relay is now being engineered from Portland to Seattle, both for phone service. "We do, however, contemplate the possibility of future demands upon these facilities for TV use," writes R. C. Smith, PT&T editor. "After the radio relay system is installed, and if and when such demand develops, the radio relay system could be modified to provide TV transmission to Seattle."

Wolfberg theatre chain in Denver has ambitious plans to tap upcoming new transcontinental microwave relays (Vol. 7:32) in order to show telecasts on screens of its theatres in TV-less Denver. But there are hitches which preclude putting idea into effect for awhile, says AT&T, which reports it can't be done by Sept. 30 when East-West network service opens up, nor by November when two-way circuits are available. Manager John Wolfberg is reported to have spent \$33,000 on the theater-TV equipment already.

DuMont filed 10 days before deadline for its comments in TV allocations "paper" hearing (Vol. 7:30), reiterated that its nation-wide allocation plan would provide more service to more people than FCC's. It points out, for example, that it would supply 53 cities (49% of population) with 4 TV stations, whereas FCC plan would give 4 to 21 cities (32% of population). DuMont shows same general comparison true for 3-station markets, 2-station, etc., whether it's vhf or uhf. Reason DuMont achieves more stations is that it spaces them near 180-mile minimum proposed by FCC, whereas Commission's average spacing is 220 miles or more. So far, FCC has clung to position that closer spacing penalizes rural viewers. DuMont maintains FCC plan would foster network monopolies, freezing out third and fourth networks from many major markets.

Sen. Benton (D-Conn.) has amended his educational TV bills (S. 1579, S. J. Res. 76) to eliminate request for retention of freeze while Senate studies question (Vol. 7:15, 20, 21-22). He still wants legislation establishing 11-man National Citizens Advisory Board to advise FCC and Congress on programming, but which would not "conflict in any way" with FCC's statutory duties. Joining Sen. Benton on bills were Senators Hunt (D-Wyo.), Bricker (D-O.), Saltonstall (R-Mass.).

NOTE: This reprint from Aug. 5 *St. Louis Post-Dispatch*, is such a fine example of a TV station's cooperation with local dealers and distributors toward helping them move inventory, and at same time such good station promotion, that the Editors of *Television Digest* deemed it worth reproduction—and possibly worthy of emulation in other areas.

**300,000**

Now there are more than **THREE HUNDRED THOUSAND** homes and public places throughout the **KSD-TV** area with television receivers.

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Now more than **52%** of the families in this area are experiencing across-the-table intimacy with the most notable personages of our time.

At this time last year there were only **150,000** television homes in the **KSD-TV** area--and **TWO** years ago there were only **33,000**. The number of television homes in this area has **DOUBLED** during the past twelve months—increased nine-fold during the past 24 months.

This remarkable acceptance clearly reflects television's consistent and unprecedented impact as a source of entertainment, information and public service.

Many television dealers throughout the **KSD-TV** area are offering especially attractive values to purchasers of new television receivers, so that tens of thousands **MORE** families in this area may enjoy the thrills and advantages of having television in their **OWN** homes.

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OF THE  
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ARTS AND INDUSTRY

# Television Digest

M. E. FELLOWS

WITH AM FM REPORTS

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Text of Important Address on 'Electronics Production for Defense' Published as Special Report Herewith

**MULTI-MILLIONS IN STATION EQUIPMENT:** Anticipating freeze-end, TV station equipment manufacturers are well ahead of Washington in contemplating delivery of transmitters (both vhf & uhf) and associated gear. Their stake is high -- tens of millions of dollars worth of initial installations will be sold within few years after thaw.

Manufacturers have already poured millions into development programs and production facilities, with result that quick-delivery outlook is "rosy," to quote one leading sales representative. But while all equipment makers say the materials situation "isn't bad right now" -- and NPA officials agree -- there's belief things will get much tighter starting first quarter next year.

That's about when freeze can be formally lifted, and first non-competitive applications granted -- and it's apparent, from our canvass of the manufacturers, that initial grantees can expect reasonably quick deliveries. Demand, according to all makers, is "simply incredible." Two offhandedly reported sales of 3-4 stations each only last week -- all say inquiries are pouring in, particularly about uhf.

Best estimate is that 35-40 complete transmitters have been built since freeze was imposed Sept. 30, 1948. Some have actually been delivered to non-grantees, others set aside for firm purchasers. Several have gone into export -- Latin America, mainly -- and most are contingent on FCC grants.

By mid-1952, some 60 complete transmitters should have been turned out; by end of 1952, possibly 100 stations, vhf & uhf, could be supplied. That's best composite information from the makers.

\* \* \* \*

It's a nice piece of business -- very nice -- that awaits the manufacturers of station equipment, to say nothing about prospects for soaring TV set markets as soon as new stations get going. Hence the zeal of the equipment makers, leaders among whom also sell receivers, isn't hard to understand.

Added impetus for transmitter development and production came this spring when FCC's end-of-the-freeze plan (see our TV Allocation Report, March 24) proposed stations of 100 & 200 kw power, compared with previous 50-kw maximum. At same time, the uhf bogey was emphatically scotched (Vol. 7:15 et seq).

A bit of arithmetic tells why equipment business is so attractive. Assuming today's prices, average station will cost \$150,000-\$200,000 in electronic gear alone -- forgetting land, buildings, towers, labor, etc.

If as many as 100 stations are authorized shortly after freeze is lifted, that will mean up to \$20,000,000. If 1500 stations are built in next 5 years (FCC Chairman Coy's guess, Vol. 7:29), that means up to \$300,000,000.

Coy looks for 3000 stations ultimately -- so market potential, for initial installations alone, may be more than half a billion dollars!

Then there's bonus market in foreign sales, at which only the British have thus far loomed as competitor -- making a few desultory stabs.

Nor should supplementary and replacement equipment be overlooked. The cost of towers, real estate, labor, etc. may well add up to multi-billion business.

Even if Coy proves over-optimistic by a substantial margin, even if prices continue to drop (5-kw transmitters went from \$90,000 to \$65,000 in last few years) -- the relatively few manufacturers have enormous kitty to split. New manufacturers of the basic transmitter-antenna equipment aren't likely to spring up overnight.

\* \* \* \*

Competition is already rough among the few now in the business, though as yet nothing like the dog-eat-dog rivalry of the 90-odd receiver makers.

Today, 4 companies -- DuMont, Federal, GE and RCA -- have the field pretty much to themselves. There may be others later and quite a number are carving, or intend to carve, a slice of the lighter equipment business -- camera & film chains, microwave gear, industrial TV, etc. Among these are General Precision Laboratories, Standard Electronics (Claude Neon), Gates, Diamond Specialty, Remington-Rand.

Considering only transmitters, here are delivery dates and prices quoted to us by the top companies -- antenna delivery dates quoted by all makers generally paralleling or preceding transmitter availabilities:

GE: 5-kw vhf transmitters will be available Oct.-Nov. 1951, at \$65,000 for Channels 2-6, \$69,000 for Channels 7-13. Scheduled for delivery second-third quarters 1952 are 35-kw amplifiers for Channels 2-6 at \$75,000, 20-kw amplifiers for Channels 7-13 at \$65,000. Uhf transmitters are due second and third quarters 1952, include 120-watt "hamlet" unit at \$37,000, 12-kw unit at \$125,000.

RCA: 20-kw amplifiers for existing 5-kw transmitters are scheduled Jan.-Feb. 1952. New 10-kw transmitters (5 kw has been dropped) are due July 1952, priced at \$79,000 for Channels 2-6, \$84,000 for Channels 7-13. Further into future, about July 1953, are 50-kw units at \$225,000.

DuMont: Fifteen 5-kw transmitters available in "next few months," 13 of these already sold, priced at \$65,450 for Channels 2-6, \$69,250 Channels 7-13. Ten .5-kw units, 4 already sold, will be ready by March 1952, at \$35,750 for Channels 2-6, \$38,450 Channels 7-13. Amplifier to boost .5-kw transmitter to 5 kw is \$35,000. In planning stages, details unrevealed, are 50-kw vhf transmitters and uhf units, powers of latter not disclosed.

Federal: 1 & 5-kw vhf transmitters in production, but everything sold out, at \$46,000 for 1-kw units, \$75,000 for 5-kw Channel 2-6 models, \$82,500 for Channels 7-13. Prices include much associated equipment -- consoles, monitors, dummy loads, etc. Mid-1952 is estimated date for delivery of 20-kw vhf amplifiers, 10-kw uhf transmitters. Company also makes high-gain, high-band vhf antennas, plans low-band, offers full line of equipment, including cameras obtained from DuMont.

Note: Though transmitter is biggest single equipment item, associated gear brings cost of electronic equipment to the \$150,000-\$200,000 average. This includes antennas, monitoring equipment, camera & film chains, transmission lines, switching equipment, microwave relays, etc.

**EVALUATING THE STATION POWER HIKES:** Results of power boosts permitted by the FCC (Vol. 7:30-33) can now be fairly well assessed, though major manufacturers, notably Philco and RCA, are in process of nation-wide surveys to get more exact gauge of market enhancement. Improvements seem to amount to this:

Noticeable widening of some markets, no change in most, and better in-city pictures in all cases. Translating increases into new potential purchaser-viewers, for nation as a whole, brings only modest results.

Increases of 3 to 8 times original powers are recognized as valuable by everyone. Anything less is regarded "all to the good, but nothing really exciting."

Much more important than recent station boosts, manufacturers say, has been constant improvement in receiver sensitivity over last few years. Philco's research v.p. David Smith puts it this way:

"Receiver sensitivity has increased about 15 db over the years. That's equivalent to something like a 35-times increase in station power. This increased



sensitivity is what has given us the fringe sales. But we're approaching the theoretical limit in sensitivity, so that more and more of the improvement will have to come from station increases."

Dr. Allen DuMont has similar reaction, saying: "Industry never went after fringe areas much until last 6 months. Our company is putting a 'caboose tuner' in all current sets, with improvements in the tuner and IF giving more sensitivity."

Stations tend to greater optimism over increases. Many give case histories to prove how nicely their coverage horizons have widened.

Increase from 9.6 to 50 kw for Louisville's WHAS-TV, reports manager Victor Sholis, gave Lexington (68 miles) "excellent picture 6 nights a week and a fairly good picture on the other night." Previously, "we were giving viewers a usable picture possibly once a week." He estimates range widened to include: 22% more families and 23.8% more people, with 21% more buying income.

Omaha's KMTV reports results of survey by U of Omaha graduate student who traveled 1100 miles to interview 200 set owners after station went from 11.7 to 16.7 kw. He asked: "Have you noticed a change in the quality of your TV reception in the past few days?" Improvement was noted by 68%.

Number of hikes granted by FCC has reached 43, Grand Rapids' WLAV-TV moving from 20 to 28.5 kw. Another application, still pending, is that of WOW-TV, Omaha, to increase from 16.2 to 17.5 kw. (For previous grants, see table Vol. 7:33.)

**BOX-OFFICE TV—THE QUESTIONS POSED:** Pay-as-you-look TV fight shapes up as even more acrimonious cause celebre than color TV -- if whole idea isn't rendered moot by the economics of telecasting and movie-making before FCC gets around to considering it. Every man-in-the-street can understand what it means. The basic policy question can't be lost in befuddling technical terms.

Our hunch is that public will decide this one -- through Congress. Can you visualize Congress leaving it to Commission? Matter of fact, Comr. Webster still feels, as he did when Zenith's Phonevision tests were authorized (Vol. 6:6), that:

"It is such a fundamental change of the American system of broadcasting that it may well be that the Commission, upon further consideration, will conclude that the change should be made only after Congress has established the new policy by an appropriate amendment to the Communications Act."

Chairman Coy has expressed no such qualms, has said he views box-office TV as something which may keep, or acquire, major events for TV.

Actually, true open mind on subject seems to prevail at Commission. Few commissioners or staff members have done much thinking about it lately, having been so intensively preoccupied with color and freeze.

Issue isn't likely to come to head, at FCC level at least, for quite some time. Necessity for haste is hard to prove for a technique which is demanding no spectrum space and apparently can be started any time.

Commission intends to melt freeze completely before biting off another big mouthful. And Commission seems to regard theatre TV as next man-sized project, inasmuch as that service wants frequencies.

Four box-office TV systems have been proposed to date: Zenith's Phonevision, Skiatron's Subscriber-Vision, Paramount's (50%-owned) Telemeter, RCA's still-unrevealed technique. More may come. None has yet requested hearings looking towards actual establishment of service. It may well be year or 2 before FCC gets to it, though Zenith has been expected to ask for consideration momentarily. Paramount this week asked FCC for permission to test Telemeter via its KTLA, Los Angeles, for 6 months (see p. 4).

Economic questions are the big ones, in eyes of Comrs. Jones and Hennock, according to their statements at time of Zenith's experimental authorization. And telecasting economics were biggest bait dangled in front of station operators by Zenith's public relations consultant Millard C. (Tex) Faught (Vol. 6:6).

To program 1000 stations, plus 200 satellites, divided into 4 networks, he figured it would cost \$1,740,353,500 annually. That figure gave industry pause 1½

years ago. Today, it fazes few when they consider that mere 107 stations stand to do gross volume of \$250,000,000 this year (Vol. 7:32).

Business of movie-making may not be in such a phenomenal rise, but film industry is currently incensed over Aug. 13 Life Magazine story to effect it's in such bad way that it regards fee-TV as "the hero in the proverbial happy ending...ready to swoop down and rescue the damsel from the dangers that assail her." Movies challenge story step-by-step, assert that their attendance is up, that new theatre openings outnumber closings, etc.

Box-office TV proponents face big job of proving desperate need.

\* \* \* \*

Once FCC hearing starts, here are some of many questions to be answered:

(1) Is it in the public interest? Simply that. Should public be required, or have opportunity -- to look at it from proponents' side -- to pay for programs off "their air" directly in cash rather than indirectly through advertising?

(2) Is it legal? Is it broadcasting as contemplated by Communications Act and international frequency agreements? If not, must it necessarily require new spectrum space? One thing is clear: There isn't a chance for new frequencies. And: Is educational channel reservation a precedent for permitting specialized services on regular broadcasting or telecasting channels?

(3) Will public have choice of fee-TV or free-TV? And should it? In one-station community, it would have none. In other cities, it might have choice.

(4) Who will set rates? FCC might find itself under public pressure to take jurisdiction, if law isn't clear on it.

(5) How much box-office TV could a station carry -- X% in one-station market, Y% in 2-station, etc.? How would such time allocations fit into FCC's traditional "balanced-programming" criteria?

(6) Which system should be chosen? Or -- shades of the color hearing! -- should all systems be permitted on competitive basis, even if they're incompatible with one another, requiring different receiver attachments for each system?

Meanwhile, moderate-to-loud promotion campaigns are under way in each proponent's camp. Each knows his own strength, his competitors' Achilles heels. Just ask them. They're having heyday riding this publicity hobby-horse.

Note: Above was written well before we saw "What About Pay-As-You-Look TV?", by Victor Ullman, in Aug. 25 Saturday Evening Post. Writing primarily about Phonevision, Mr. Ullman is on safe ground when he talks about results of Zenith's 90-day test and enthusiastic conclusions drawn therefrom by some movie interests and sports promoters. But he's way too superficial on economics of telecasting, political aspects, regulatory questions of spectrum utilization, systems' technical handicaps.

**T**ELEMETER tests planned by Paramount Pictures Inc. (see p. 3) are technical, not economic—"how does picture scrambling effect signals" not "will people buy it"—thus differing from Zenith's Chicago Phonevision tests. In requesting authority to test coin-operated system via KTLA, Los Angeles, for 6 months, Paramount told FCC it works as follows:

One unit is placed inside receiver, unscrambles picture. Other unit is box 8½x4x4-in., called "comparator", which accepts coins from nickels to half-dollars. Comparator contains magnetic tape which records a code sent out on subcarriers imposed on audio channel of transmitted signal. Comparator contains 2 "windows"; one is "instructed" by code to show how much is charged for program, while other indicates how much money has been dropped in slot. When the 2 figures match, first unit goes into action, unscrambles picture.

At intervals, serviceman picks up money and magnetic tape. Latter is run through electronic computer which tells how much was paid for which programs.

Telemeter plans to test receivers under all possible conditions—with and without attachment, in strong and weak signal areas, with & without ghosting conditions, etc.

Electromagnetic radiation bill (S. 537), approved by Senate (Vol. 7:28), met little objection in Aug. 22 hearing before House Interstate & Foreign Commerce Committee. Drastically toned down from bill originally proposed by military, measure met approval in testimony of Air Force's Maj. Gen. F. L. Ankenbrandt, FCC Comr. Edward Webster, NARTB's Ralph Hardy. RTMA sent letter indicating "no objection." House may want to change criminal provisions of bill to vary punishment with magnitude of violation, also increase it.

Rear Admiral John R. Redman, chief of Naval Communications since August 1949, named director of communications-electronics, Joint Chiefs of Staff, succeeding Maj. Gen. H. M. McClelland, retiring Sept. 1. Capt. Wilfred B. Goulett, Admiral Redman's assistant, named acting chief—with Rear Admiral Wm. B. Ammon, ex-deputy director, expected to take over post later, coming in from Pacific Fleet. It's also reported Maj. Gen. Francis Ankenbrandt, director of Air Force Communications, is joining Gen. Eisenhower's headquarters in Europe as deputy chief of staff for communications, to be succeeded by Maj. Gen. Raymond C. Meade.

**Station Accounts:** WNBT's *Kathi Norris Show*, weekday 1-2 p.m. participation, becomes *Eve Hunter's Program* early in Oct., Miss Norris resigning and new NBC-owned show being handled by former "Miss San Francisco" . . . Success story of *Lits Have Fun*, supplier-cooperative sponsored by Lit Bros. dept. store on WCAU-TV, Philadelphia, told to trade in Aug. 16 *Retailing Daily*—how twice-weekly zany 10-10:30 a.m. show draws big audience into store where staged . . . Ward drug chain sponsoring *Foto-Test*, adaptation of *Look Magazine* feature, on KRLD-TV, Dallas . . . Rand drug chain (Ohio-Pennsylvania-W. Va.) buys TV for first time, using 5-min. UP news show Wed. midnight on WDTV, thru W. Craig Chambers Adv., Pittsburgh . . . Gunther Brewing Co. sponsoring Mon.-thru-Fri. 6:55-7 p.m. newsreel strip titled *Hi Maryland!* on WMAR-TV, placed by Biow . . . Holland Furnace Co. testing TV in 6 Midwest markets, thru Roche, Williams & Cleary, Chicago . . . George Ziegler Candy Co., Milwaukee, sponsoring *Pooch Parade* on KSTP-TV, St. Paul . . . Among others using or preparing to use TV: International Milling Co. (Robin Hood flour), thru H. W. Kastor & Sons, Chicago; Chemical Corp. of Colorado (chemical products), thru Bill Bonsib Adv., Denver; Hunter-Douglas Corp. (Flexalum venetian blinds), thru Doyle Dane Bernbach Inc., N. Y.; Illinois Meat Co., Chicago (Broadcast brand canned products), thru Arthur Meyerhoff, Chicago; Charles Antell Inc. (Formula 9 hair & scalp treatment), thru Television Associates, Baltimore; Phillips Petroleum Co. (Phillips 66), local football, thru Lambert & Feasley, N. Y.; Armour & Co. (Dial deodorant shampoo), thru John W. Shaw Adv., Chicago; Stegmaier Brewing Co., Wilkes-Barre, Pa., (Gold Medal Beer), thru McManus, Johns & Adams, N. Y.; H. E. Pliner Shoe Co., Philadelphia women's & children's shoe chain, thru Lavenson Bureau of Advertising, Philadelphia (WCAU-TV); Barcolene Co., (all-purpose cleaner & glass wax), thru Ingalls-Miniter Co., Boston; Reliable Packing Co. (Realite shortening), thru Sidney Clayton & Associates, Chicago; Garrett Wines (Virginia Dare), thru Ruthrauff & Ryan.

March of Time's second foray into TV syndication on its own, with *Crusade in the Pacific*, looks like same big hit as its precursor *Crusade in Europe*, judging from enthusiastically received preview of 4 of its 26 half-hour chapters before Washington brass Aug. 23. Thirty-eight stations carried its first self-syndicated feature, *March of Time Through the Years*, built out of old March of Time releases, according to TV sales chief Frank J. Shea, and more are expected for new series. Whereas *Crusade in Europe* was sold as package to ABC, March of Time is selling new series at rates ranging from \$175 to \$1550 per chapter direct to stations or sponsors—has already signed up 26 markets, only 7 as yet unsponsored. Stations and sponsors to date: WNBK, Cleveland, Society for Savings; WDTV, Pittsburgh, Mellon Bank; WJAR-TV, Providence, Citizens Savings Bank; WENR-TV, Chicago, City National Bank; WXYZ-TV, Detroit, The Detroit Bank; WBZ-TV, Boston, Shawmut National Bank; KSD-TV, St. Louis, First National Bank; WSM-TV, Nashville, Third National Bank; KPRC-TV, Houston, City National Bank; KSTP-TV, St. Paul, Northwestern National Bank; WBAL-TV, Baltimore, W. Burton Guy & Co. (realty); WBNF-TV, Binghamton, Stegmaier Brewing Co.; WDSU-TV, New Orleans, American Brewing Co.; WCAU-TV, Philadelphia, R. M. Hollingshead Co.; WAVE-TV, Louisville, Stewart Dry Goods Co. In addition, Miller Brewing Co. sponsors on WTMJ-TV, Milwaukee; WTAR-TV, Norfolk; WMBR-TV, Jacksonville; WTVJ, Miami. Series has also been sold, but no sponsors yet reported to WJZ-TV, New York; WMAL-TV, Washington; KSL-TV, Salt Lake City; WFBM-TV, Indianapolis; WDAF-TV, Kansas City; KGO-TV, San Francisco; KING-TV, Seattle.

**Network Accounts:** When *Frances Langford-Don Ameche Show* debuts on ABC-TV Sept. 10, noon to 1 p.m. Mon. thru Fri., sponsors will include Cliquot Club Co. (beverages), taking Thu. 12:30-12:45, starting Sept. 13 thru Frank Weston Adv., Providence, and DuPont rayon dept. (Orlon curtains), taking Fri. 12:45-1 starting Sept. 21, thru BBDO; big new daytimer had previously signed Cory Corp. (household appliances) for Tue. & Thu. 12:45-1, thru Dancer-Fitzgerald-Sample . . . Jenc Sales Corp (Jene home permanent) to sponsor alt. Thu. 10-10:30 period on ABC-TV, starting Sept. 27, program to be announced, thru Rodgers & Associates, Chicago . . . Bona Fide Mills Inc. (Bonny Maid Linoleums & Versa-Tile) Oct. 5 starts *Versatile Varieties*, starring Lady Iris Mountbatten, on ABC-TV, Fri. 9:30-10, thru Gibraltar Adv. Agency . . . Gillette Sept. 7 begins sponsoring Madison Square Garden and other New York boxing shows on NBC-TV, Fri. 10 p.m., thru Maxon Inc.; first bout is Walter Cartier-Billy Kilgore middleweight . . . Singer Sewing Machine Co. starting Sept. 11 sponsors Tue. 4:45-5 segment of *Kate Smith Show* which resumes Sept. 10 on NBC-TV, Mon.-Fri. 4-5, thru Young & Rubicam . . . Standard Oil of Indiana returns *Wayne King Show* to 11 Midwest NBC-TV stations Aug. 30, Thu. 9:30-10 CST, with KSD-TV carrying it at 11 p.m., WFBM-TV Sat. 6:30 p.m. . . . CBS-TV has dropped option on Paul Tripp's *Mr. I. Magination* . . . Don Ameche's *Musical Playhouse* on ABC-TV, Thu. 9-9:30, discontinuing as of Sept. 27, with Cluett Peabody, alternate sponsor, considering Herb Shriner.

**Personal Notes:** Richard D. Buckley, v.p. & gen. mgr., John Blair & Co., New York office, named president as of Sept. 1, Mr. Blair becoming chairman of board. Robert E. Eastman promoted to v.p. & New York sales mgr. . . . George Whitney has resigned as gen. mgr., KFI & KFI-TV, Los Angeles, to become sales v.p., Don Lee Network . . . Sherrill E. Edwards, ex-KEYL, San Antonio, named commercial mgr. of new XELD-TV, Matamoros, Mexico, across Rio Grande from Brownsville, Tex. (Vol. 7:31-33); Bert Metcalf is program director, Francisco Maza chief engineer . . . Charles L. Glett named v.p. in charge of network services for both CBS Radio and TV divisions, Hollywood, with William Shaw promoted to gen. mgr., KNX, Hollywood and Edwin Buckalew asst. gen. mgr. in charge of sales . . . Carl J. Burkland named director of station administration, CBS Radio, and Wendell Campbell is now sales mgr., CBS Radio Sales . . . Carl Ward, ex-WCCO, Minneapolis, named gen. mgr., WCBS, New York, with G. Richard Swift now devoting fulltime to managing WCBS-TV . . . Harold Fellows, NARTB president, named to board of visitors, Boston U School of Public Relations . . . Richard A. R. Pinkham, circulation mgr. and a director of *New York Herald Tribune*, named NBC-TV manager of planning under TV v.p. Pat Weaver . . . George H. Gribben, v.p., named head of TV-radio commercial dept., Young & Rubicam, with William J. Colihan as dept. mgr. . . . Roger Pryor elected TV-radio v.p., Foote, Cone & Belding, representing consolidation of New York radio & TV departments; Thomas M. McDonnell named TV-radio production director, George Wolf mgr. of TV-radio programs . . . Ross Donaldson appointed NBC supervisor of literary rights, succeeding Thomas Adams, resigned.

Hearing on Comr. Hennock's nomination to New York judgeship, (Vol. 7:24-26, 31, 33), scheduled for Aug. 25, has been postponed to unnamed date because of lack of Senate Judiciary Committee quorum, according to Chairman McCarran (D-Nev.). New date, in "near future," is expected. In addition to various oppositions to her confirmation, endorsements have been received—including several from women's organizations.

**TV PRICES—KNOCK-DOWN-AND-DRAG-OUT?** Things are looking up, so far as marketability of TV receivers is concerned -- but factory-ordered price slashes may add up to actual "price war" that could mean intensified buying surge but little or no profit.

Only thing certain is that public will get some marvelous values.

Clouding widespread confidence that trade is firming up, is puzzle where the price breaks will lead -- who can survive. It's true swollen inventories must be disposed of, true that lowered picture tube and components costs can be passed on to the public. But the anomaly is that new lines are being introduced at same time.

RCA gave official sanction to what has been done without approval on name brands when it ordered big reductions last week (Vol. 7:33). Also heavily stocked, GE did same thing this week (see p. 8), but unlike RCA it isn't offering new models at same time. And next week Philco will slash prices on all 28 sets it introduced just 2 weeks ago (Vol. 7:32), as well as on the 11 lower-end models it brought out last June (Vol. 7:22) -- at same time may also introduce several new models!

What comes next is anybody's guess, but this sort of maneuvering and price-cutting is more than mere factory sanction for what the overloaded dealers have been doing anyhow during last 4 or 5 months of trade slump. RCA and GE frankly state it's out-and-out effort to get rid of inventory, but Philco claims it hasn't much inventory any more -- as does Admiral -- so the price-cutting on such big scale thus takes on deeper competitive undertones. It could turn out to be knock-down-and-drag-out.

\* \* \* \*

All this is happening just as everybody was beginning to feel sure buying slump was just about over. Not only are all the trade factors favorable for seasonal upsurge (Vol. 7:33), but reliable trade estimates are that even during the summer months the retailers sold not less than 1,000,000 sets -- proving that people had not really stopped buying altogether.

GE still clings to belief, not much talked about now, that materials shortages and govt. controls will drastically cut production later this year anyhow, and its receiver manager W.H. Sahloff says "costs are increasing in every area of production." GE admittedly has huge inventory, but Mr. Sahloff says "demand for our product is greater than our present ability to produce" and he definitely forecasts an "actual shortage" before the year end.

RTMA president Glen McDaniel, in significant speech in San Francisco this week, analyzing defense demands on the electronics industry, also predicted: "In the light of tightening materials controls, TV receivers may again be in short supply before Christmas." Long range, he said, the industry has every reason to be optimistic. (We regarded his analysis of defense impact on electronics economy so significant that salient excerpts are published as Special Report with this issue.)

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With customers "looking and buying" once again, with inventory out of way and current production held down, bitter experience of the 1951 spring-summer may impel the industry's survivors to pace themselves more prudently -- more slowly than during the too-lush days of 1950. Everybody wants equilibrium of supply and demand.

Production is being kept down, meanwhile, and latest weekly figure is still quite low -- only 52,748 TV units (3489 private label) for week ending Aug. 17. This compares with 43,359 week before (Vol. 7:33) and with some 180,000 during comparable third August week in 1950 (Vol. 6:36).

Factory inventories went down some 11,000 units, too, even as production went up less than 10,000 from preceding week -- marking what everyone in the industry may well hope will be a continuing trend. Total factory inventory Aug. 17 was 754,854, or down to about the July 20 level.

Latest distributor inventory figure was 633,077 sets as of June 29 -- as

usual, about 2 months old. RTMA may have new one soon. Meanwhile, dealer inventory survey by Dun & Bradstreet is due around Sept. 1, covering Aug. 1 holdings and now organized for monthly reports. Henceforth, it's hoped to be able to chart course of the industry a little more surely than weekly factory and belated distributor figures have hitherto permitted.

Radio output totaled 231,854 (112,018 private label) week ending Aug. 17, about same as week before; factory inventory was 368,280, up by only a few thousand. Week's radios were 112,220 home receivers, 27,343 portables, 91,976 auto.

RTMA revised July output figures up to 116,000 TVs, down to 539,500 radios. These compare with 330,377 & 722,518, respectively, for same 1950 month. For first 7 months of year (30 weeks), total output figures thus come to 3,483,674 TVs and 8,413,136 radios. Radios were 4,233,611 home, 915,482 portables, 3,264,043 auto.

**P**RIME use of color to date has been, ironically, as black-&-white promotional peg—with CBS no exception. CBS-Columbia cleverly lifted word "compatible" from proponents of compatible color system, is using it to help move internally-adapted black-&-white sets. Admiral's promotion of "color TV optional" (Vol. 7:33), like everyone else's advertising of adapters, converters, etc., is primarily aimed at easing prospective purchasers' minds about buying black-&-white now.

Fact is, few in industry see how anyone, including companies large as Admiral and small as CBS-Columbia, could manage any sizeable color production this year—possibly next, too, in light of materials shortages and controls. Aside from time required for tooling up and field-testing processes, special components such as discs and motors simply aren't available in big quantities.

Admiral to date has built only 4 "slave" converters in console cabinet, 10-in. magnified, as yet unpriced. Its distributors and dealers have big cardboard replicas to display, instructed to show cut-outs of actual-size 20-in. screens alongside. Purpose is plainly to hypo black-&-white sales.

One of the 4 Admiral color sets was shown in Washington this week. Dealers paid it little attention, were all excited instead about prices of new line (Vol. 7:33). Between Admiral's lower prices and rest of industry's com-

petitive prices, the high price of color receivers and converters is going to make black-&-white extremely attractive, in minds of industry people—particularly Admiral, which makes no bones about its intention of using the color gimmicks (including \$14.95 adapter) as come-on for black-&-white sales.

Demonstration we saw on Admiral set was well below CBS average in quality. But Admiral officials make it clear they made it only to be ready to jump any direction consumers demand; if customer should order the set, he can't be promised delivery date, let alone quoted price, for Admiral says the wheels aren't available.

Admiral has issued consumer booklet stressing 3 points: (1) "Optional" arrangement gives big picture on monochrome, regardless of size of picture on color slave. (2) Lower cost: "Even with color added to a 20-in. Admiral Table Model, your combined investment will be substantially less than the cost of a 10-in. color set." (3) Freedom from obsolescence: "These amazing new Admiral TV receivers are so engineered that color can be added regardless of what system of telecasting is ultimately adopted."

Competitors aren't happy about Admiral campaign, some outright sore, saying it will further "muddy the trade waters." CBS hasn't said anything yet, and Admiral hasn't taken out CBS patent license.

CBS-Columbia still sticks to oft-iterated color production schedule (Vol. 7:29). President David Cogan says pilot production should be coming off line mid-September, with moderate regular production in October. Price of first-scheduled unit, \$500 for combination 10-in. magnified color-monochrome console, is still unchanged. "We're already learning how to save dollars," says Mr. Cogan, "and we'll be able to pass them on in later production." Prices of company's black-&-white line, higher than those of competitors' in midst of "war" (see p. 6), will probably have to come down, Mr. Cogan indicated. New prices are due Sept. 1. Detroit is next city to get demonstration for CBS-Columbia dealers. Pictures will be picked off network Aug. 27-28, fed closed-circuit to Masonic Temple.

Permission to colorcast both compatible and CBS systems was requested of FCC this week by Crosley's WLWT, Cincinnati. Receiver development is principal purpose, company says. Some demonstrations will be open to public to test picture acceptability. Studio and remote pickups are planned. Meanwhile, CBS reports plans to transmit color in Paris in mid-September at request of French Govt. This is in addition to closed-circuit demonstrations scheduled for Sept. 24-29 International Congress of Surgeons in Paris. Both CBS and RCA report enormous public reaction to TV—color and monochrome, respectively—at recent Berlin demonstrations (Vol. 7:32). CBS relayed report of London newsman who wrote: "I

prophecy that when color of the American standard reaches Britain . . . then black-&-white pictures will become the daguerreotype of the 'fifties.'" RCA reported over 500,000 witnesses of its programs, said police had to control crowds, and showings at 2 locations had to be discontinued because of traffic congestion.

Donald B. Sinclair, chief engineer, General Radio Co., Cambridge, Mass., nominated for 1952 president of IRE on ballots now being voted by mail. Harold L. Kirke, BBC asst. chief engineer, nominated for honorary v.p. Voting is to choose 2 of these 5 nominees for directors-at-large: Ben Akerman, chief engineer, WGST, Atlanta; William B. Lodge, engineering v.p., CBS; Simon Ramo, co-director of research & development, Hughes Aircraft Co.; Prof. John D. Ryder, U of Illinois; Prof. Ernst Weber, Brooklyn Polytechnic Institute. Nominees for regional directors, one to be chosen in each: *Region 1*—Glenn H. Browning, Browning Labs; Dale Pollack, New London Instrument Co. *Region 2*—Fred W. Albertson, attorney, Washington; Prof. Cornelius G. Brennecke, No. Carolina State College; Irving G. Wolff, RCA Laboratories. *Region 5*—Alois W. Graf, patent lawyer, Chicago; Orrin W. Towner, technical director, WHAS & WHAS-TV, Louisville. *Region 7*—Robert L. Sink, chief electronics engineer, Consolidated Engineering Corp., Pasadena, Cal.; Prof. Karl Spangenberg, Stanford U.

**Topics & Trends of TV Trade:** Federal Trade Commission's second trade practice conference for TV-radio industry—manufacturers, wholesalers, dealers—has been scheduled for Sept. 26-28 in National Archives Bldg., Washington, FTC attorney Paul H. Butz presiding and FTC chairman James M. Mead supervising. Rules covering set and tube advertising, sales methods, color claims, etc., as suggested at June 21 conference (Vol. 7:25), have been drafted for release about Sept. 1 to furnish basis for discussions. New rules would supersede pre-TV rules covering radio trade that date back to 1939. Conference is for purpose of getting "meeting of minds" after which formal FTC proceedings are required. RTMA and National TV Dealers Assn., Washington, have been prime movers in getting FTC to hold conferences.

RTMA's small business assistance program culminates in conference in New York's Hotel Roosevelt Sept. 18. Program involves recording and classifying capabilities of small companies, forwarding of data to prime defense contractors. According to RTMA, govt. officials say it's first association "to undertake a practical program" to aid small business members in defense work. Membership of Small Business Survey Committee: A. D. Plamondon Jr., Indiana Steel Products, chairman; G. O. Benson, Premax Products; G. R. Haase, Dukane Corp.; Otto H. Hofman, General Magnetic Corp.; Matt Little, Quam-Nichols Co.; Richard W. Mitchell, Industrial Development Associates.

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GE's new line pends disposal of the 13 models it ordered its heavily-laden distributors and dealers to sell at "new prices [to] remain in effect as long as the present competitive situation exists." Reductions up to \$100 are in effect "for limited time only" and are "subject to revision upward on 24-hour notice to our distributors," said Aug. 24 announcement by W. H. Sahloff, gen. mgr., receiver dept. Full price protection is assured distributors-dealers in line with policy statement of last May 25.

New prices on 17-in. models are as follows, all figures rounded out and old prices in parentheses: 17T1, mahogany table \$250 (\$270); 17T2, mahogany table \$250 (\$290); 17T3 blonde table \$260 (\$300); 17C103, mahogany open console \$290 (\$320); 17C104, blonde open console \$310 (\$340); 17C105, mahogany open console, \$290 (\$350); 17C107, console with half doors \$300 (\$380); 17C108, same in blonde \$320 (\$400); 17C110, console with half doors \$300 (\$380); 17C111, same in blonde \$320 (\$400); 17C109, console with full doors \$370 (\$400). Two 20-in. consoles, both with half-doors, are reduced: 20C150 to \$475 (\$575) and 20C151, same in blonde \$495 (\$595).

Prices include tax and 90-day set warranty, but not tube warranty of \$4-\$8. Unchanged were GE's 16-in. combinations—the AM-FM-3 speed 16K1 at \$520 & 16K2 at \$540. The 24-in. full-door console also stays at \$775.

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New RCA Victor line will consist of 17 & 21-in. models only, marks departure from 14 & 16-in., will be promoted with "Picture Power" as catch-words. No combinations are included. Line starts with 17-in. table Bristol (17T153) at \$279.95 in mahogany, \$289.95 in blonde; 17-in. table Preston (17T155) at \$299.95 mahogany or walnut, \$309.95 blonde—base offered with each at \$20 extra. The 17-in. console Hampton (17T160) is \$329.50 in choice of mahogany, walnut or oak; 17-in. console Kendall (17T174) is \$389.50 in mahogany, walnut or oak.

RCA's first 21-in. models are all consoles: Suffolk, colonial (21T176) at \$425 in mahogany or walnut, \$445 oak; Donley, modern (21T177) at \$450 in mahogany or walnut, \$470 oak; Rockingham, Regency (21T178) at \$475 in mahogany or walnut; Clarendon (21T179) in mahogany, walnut or maple at \$495.

**Trade Miscellany:** Philco plans to erect plant at Frederick, Md. to make electronic tubes for defense contracts dropped permanently, due to change in orders . . . Sprague Electric's fifth branch plant will be located in Kingston, N. Y., building of 12,000 sq. ft. to be constructed to employ about 100 starting next year . . . Electronic Devices Inc. has purchased Precision Rectifier Corp., will operate Brooklyn plant as division producing selenium rectifiers . . . Striking Tele-tone workers, out since June 26, began going back to work Aug. 21, agreement calling for election to decide whether UEW or IUE shall represent them . . . June exports of radio apparatus totaled \$14,472,601, more than double the \$6,019,463 same month last year . . . North American Philips has purchased A. W. Haydon Co., Waterbury, Conn., maker of electronic devices, timing motors, etc.; will operate it as division.

**Merchandising Notes:** New Zenith sets due to be shown shortly after Labor Day . . . Trav-Ler releases 7 new TVs, 9 new radios Aug. 29-30 at distributor meetings in Chicago offices . . . Hallicrafters not discontinuing its 14-in., but has cut list on 14-in. table from \$200 to \$150, on 16-in. table from \$200 to \$180, on 17-in. table from \$250 to \$200; is offering new 19-in. mahogany console at \$280 . . . Arvin bidding for high ranking in TV-radio with its biggest ad campaign yet, sharply increasing cooperative newspaper space and point-of-sale material, buying 25 pages for TV, 20 for radios in 16 slick magazines from Sept. thru Dec. 5 . . . Arvin to distribute through Goodyear retail stores, detailing Leslie M. Graham to liaison job, Thomas E. Davis replacing Graham as Indiana-Michigan TV-radio mgr. . . . Stromberg-Carlson's new TVs & radios to be promoted with 51 ads in 10 leading consumer magazines, plus local cooperative newspaper and TV-radio advertising—biggest ad campaign in firm's history.

No new DuMont line is in early prospect, though company has unloaded most of high-priced models recently offered at one-third off list. Fall marketing plans are to be discussed with sales chief Walter L. Stickel Aug. 30-31 at factory meetings with field men. DuMont's 30-in. sets (Vol. 7:26) have all been sold, and new run is planned—probably somewhat lower in price.

Three-pound saving in airborne radar is DuMont's claim for its automatic focusing "Selfocus" CR tubes (Vol. 7:20-21, 33).



**Trade Personals:** Barton K. Wickstrum promoted to v.p. & gen. sales mgr. of Sylvania, effective Sept. 1, up from gen. sales mgr. of lighting div.; he succeeds sales v.p. Robert H. Bishop, who resigned to become v.p. of E. F. Drew & Co., and is succeeded in lighting div. by Charles A. Burton . . . Bernard Hecht, ex-RCA and International Resistance, new gen. mgr., Starrett, under president Frank D. Langstroth . . . R. C. Freytag, Scott Radio v.p., elected to board . . . J. B. Farr, recently with Tradeways Inc., named mgr. of sales training, GE receiver dept.; R. M. Lutz promoted to supervisor of cooperative advertising . . . Harold Karlsruher, New York State regional sales representative for Emerson, named president of new Emerson-owned subsidiary in Detroit, to be called Emerson-Michigan Inc. and succeed Merchants Wholesale Distributing Co. . . . C. J. Ward, ex-Crosley N. Y. zone mgr., named branch mgr., Crosley Distributing Corp., Albany . . . Sydney J. Mass has resigned as Jerrold sales mgr., his duties taken over temporarily by president Milton J. Shapp and adv. director E. D. Lucas . . . Howard L. Bredlow named Chicago district mgr., Hoffman Radio, planning warehouse there . . . Eugene F. Haines, asst. treasurer, RCA Victor, retires Aug. 31 at age 65 after 50 years with company.

Paradoxes and Marvels

## 'Electronics Production for Defense'

### Factors Involved in the Mobilization of TV-Radio and Related Industries

Salient Excerpts from Address by Glen McDaniel, RTMA President, San Francisco, Aug. 23, 1951  
Before Western IRE Convention and Pacific Electronic Exhibit sponsored by West Coast Electronic Mfgs. Assn.

*Editor's Note: Total of \$3.8 billion in electronics contracts let during first fiscal year after Korean outbreak . . . estimated \$3.8 billion more to be let during current fiscal year . . . present annual rate of production, under \$1.5 billion, due to reach going rate of \$4 billion yearly by next summer—and who knows what else in light of current war situation? Why, then, the paradox of idle plants and unemployment in an industry accomplishing such miracles of military production and materials conservation? RTMA's president Glen McDaniel spells out the whys and wherefores in a speech significant enough to merit close reading by everyone in the industry.*

**T**HE American industrial machine is being called upon to perform an unprecedented task in this period of partial mobilization because it is required to do four things all at the same time.

First, it must produce the arms and equipment that will make us strong enough to discourage would-be aggressors from starting World War III.

Second, it must provide large amounts of scarce materials for stockpile, to be used if all-out war should come.

Third, it must substantially increase our capacity to produce military equipment.

Fourth, it must maintain the civilian economy at as high a level as possible so that we may follow a pay-as-we-go policy and also protect the kind of life we are fighting for.

Today I should like to talk mainly about the first of these tasks—production of military articles. I might say in passing that we in the electronics industry are helping on the second task—stockpiling—through our industry-wide program for the conservation of critical materials. It is a very active and well organized program that hastens development of methods enabling us to make the same high quality radio and television sets with less of the scarce war materials like copper and nickel.

As to the third task of increasing plant capacity, I believe the job is being done in electronics. For example, of 300 applications so far filed for Certificate of Warranty in our industry, 132 have been granted covering expansions costing \$107,000,000. Close to half of this amount is for tubes, which provide many special and difficult problems in military equipment. We have plenty of plant capacity of the civilian assembly type. I believe that the plant expansion problem is not as critical in electronics as in certain primary products like steel.

On the fourth task of maintaining and expanding civilian production I shall have a few words to say later.

#### The Challenge of Electronics Production for War

In considering our problem under the first task of producing electronics equipment for the military services, we must first make sure we understand the seriousness—I might even say the gravity—of our responsibility.

The dual rise of electronics in military operations and television in civilian life should make us all pause and consider our tremendous responsibilities to our nation and to our generation. Seldom, if ever, has an industry been faced with such far-reaching requirements within a single decade.

As Edwin T. Gibson, of the Defense Production Administration, recently pointed out: "Modern weapons and modern machines of war are vastly bigger, faster, and more complex than they were in World War II. They have, in many instances, outstripped the ability of the human mind to control them. The answer," he said, "lies in remote controls provided by the electronic genius which has so greatly changed our way of life in the brief span of 30 years."

One of your West Coast aircraft officials recently said this to me: "In World War II, electronics equipment was considered as an aid to the personnel operating an airplane; today, the airplane is a platform to carry the electronics equipment which does the fighting."

The truth of this statement is indicated by several objective facts. You may have noticed Charles E. Wilson's statement last week that in some instances the cost of the electronics equipment for a military airplane is more than the total cost of the plane in World War II. Both government officials and aircraft manufacturers say that in some airplanes 60% of the total cost represents electronics equipment, and I am reliably informed that

of the average cost of all combat airplanes 32% represents electronics equipment.

General Carl Spaatz, former Chief of Staff of the Army Air Force and one of the military leaders who directed our successful air operations during World War II, recently wrote in *Newsweek*:

"Electronics played a far more important part in the fight for air supremacy in the second world war than is so far realized . . . But these achievements of electronics in the second world war are nothing to what is ahead if there is a third world war. In another war, superior electronics would be decisive."

This statement by such an eminent military authority puts in plainest terms the vital role of electronics in modern warfare. I do not know how he could have expressed the challenge more clearly than by using the word "decisive."

Is the electronics industry being called upon to meet the challenge of producing equipment that may be "decisive" in the next war? The figures would certainly indicate so.

Our latest information is that the military services awarded contracts for electronics and communications equipment and parts totaling \$3.8 billion during the first fiscal year after the Korean outbreak. That seems to be a startling figure when you recall that the industry's total commercial business in 1950, its peak year, was only \$2.5 billion.

Moreover, authoritative defense officials estimate that another \$3.8 billion in electronic contracts will be let during the current fiscal year.

Total appropriations, voted and expected, for electronics and communications products in two years of rearmament represent three-fourths of expenditures in the same category for the entire period of World War II.

Of course, the timing and extent of the impact of these huge contract commitments depend on delivery schedules, and many of the schedules go into 1953 and 1954.

Yet the military services are demanding rapidly accelerating electronics deliveries. The current annual rate of production is under \$1.5 billion, and officials say it must reach a going rate of \$4 billion yearly by next summer if electronics is to keep pace with the other phases of the defense program.

Defense Production Administrator Charles E. Wilson told the House Appropriations Committee that the production of electronics equipment for the military services increased three-fold during the first half of 1951 but that another three-fold increase is necessary and expected during the second half.

#### Idle Plants and Unemployment—a Paradox

With this enormous amount of military contracts outstanding, the average citizen would think that every plant in the country capable of producing or assembling electronic equipment would be humming with production.

Yet, information submitted recently by RTMA member-companies in response to a questionnaire indicate that, on an average, set and parts manufacturers in June 1951, were utilizing only half of their plant capacities in both defense and non-defense production. This was broken down roughly as 11% in defense work and 39% in non-defense manufacturing. An earlier RTMA survey showed losses of employment of 50,000 workers among Association members alone in an industry that normally employs about 200,000. The great IBEW Local 13 in Chicago, whose membership is largely confined to radio and television plants, recently reported that over one-half of its 26,000 members were unemployed.

Perhaps this situation would not be so alarming if it merely involved survival of the fittest in normal commercial competition.

However, much more than that is at stake: the ability of the electronics industry to meet its responsibility when and if a third world war comes.

To those not familiar with our industry this situation would seem incredible. Certainly it is anomalous. To those in the industry, however, it is no cause for alarm. People who have been living through the meteoric rise of electronics know that the process of rapid industrial growth is not without its pitfalls, and is often accompanied by dislocations in industry patterns and practices. We are now going through one of those periods of dislocation or relocation, but I am confident that our industry, noted as it is for resourcefulness, will emerge stronger than ever before.

We realize that civilian business went into a slump and military business failed to take up the slack. Here is what happened:

First, the fear of wartime shortages developed into a wave of buying that drove television receiver sales to record heights during the latter half of 1950. People bought in 1950 many of the television sets that would normally have been purchased in 1951.

Second, consumer credit controls, higher taxes, higher living costs, and other economic factors resulting from our partial mobilization program along with normal seasonal influences, slowed down consumer buying with the result that TV set production in 1951 dropped to a quarter of its 1950 peak.

Third, despite large appropriations for military procurement of electronics products, most radio-television manufacturers have been unable to obtain enough defense contracts to offset their losses in civilian business.

#### Why Military Production Does Not Take Up Slack

All of you will have your own ideas as to why military production has not taken up the slack in civilian production. I will mention some of the factors bearing on the point:

(1) Electronic developments have been so great since World War II that the whole character of manufacturing requirements has changed.

Citing the highly complex electronic fire control and radar equipment developed since World War II, Mr. Edwin T. Gibson said recently that the radar equipment used in World War II was more easily adapted to mass production methods common to the radio-television industry. The number of radar units needed by our armed services today is numerically only a small fraction of the number of TV sets which our industry is equipped to build, but it requires much more time, more engineering, and more labor.

Officials estimate that not more than 20% of military electronics contract commitments will be spent for items which can be manufactured in normal mass-production fashion. Included, for example, are radar equipments costing \$400,000 which use less than 350 separate components. Obviously, such equipment cannot be assembled on a production line basis. Assembly might be done by a total of 60 people, of whom half must be engineers.

Here is another example cited the other day by one expert: in \$1000 worth of civilian electronics equipment, the manufacturer solders in 700 resistors. In \$1000 worth of military equipment, he solders in 37.

The manufacturer of mass production radios and TV sets is likely to find that the biggest order he can get for a military item is 50,000 or 60,000 units. He could handle the job in 10 or 15 days of production, but it takes him 18 months to prepare for the production run.

If we use the 20% yardstick, the \$7.6 billion I spoke of is reduced to about \$1.5 billion for a two-year period, which is little more than could be expected in normal peacetime periods before Korea. It is in the assembly plants that most of the idle capacity and unemployment occurs.

(2) The complexity of the apparatus often places it beyond the engineering or production capacity of many companies to cope with. It is totally different from the products they are used to making. One of your California aircraft manufacturers recently gave expression to this point by saying that while most aircraft his industry is called upon to build is a modification of or closely related to earlier models, the electronics equipment presents novel engineering and production problems which are, as he termed it, "fantastically difficult." Another of your aircraft builders also illustrated the point by saying that the military services must come to the realization that electronics equipment requires more lead time for production than does aircraft.

Clearly, it is not every company which has the engineering skill and production experience that will permit it to assume responsibility for delivery of some of this complex apparatus.

(3) A substantial portion of military electronic contracts go to companies not normally considered a part of the electronics industry. I refer to aircraft companies, automobile companies, and various others, like Eastman Kodak and Minneapolis-Honeywell. The development by these many companies of interest and skill in electronics is very significant. It is another example of the increasing and widespread importance of the electronics art. It suggests that electronics may be a necessary part of any business of manufacturing mechanical apparatus, and that perhaps in the end it will be difficult to define the electronics industry. Perhaps

we shall all be in one branch or another of the electro-mechanical industry.

(4) The military purchases do not offer as much business for the electronics industry as would at first appear. The statistics for "electronics" often include other equipment such as trucks upon which the gear is mounted. Also, even in items generally considered to be electronics, it has been estimated that about one-half of the dollar volume comes from outside the electronics industry. This refers to such things as foundry work for mounts and frames, and various kinds of precision machinery and mechanical gear forming a necessary part of electronics equipment. Recent studies indicate that 35% of the dollar volume of component parts of military electronics equipment, which parts makers are called upon to furnish, represent articles not normally considered as electronics. When spare and replacement parts are also considered, it seems that the 50% estimate for non-electronic components is not far afield.

#### Conclusions to be Drawn

From this situation it seems clear that two conclusions can be drawn:

(1) We must continue searching for practical methods of spreading the military load and enlisting the facilities and manpower of manufacturers whose plants are either idle or operating far below capacity.

RTMA is trying to do something about this situation. We have established a Small Business Committee and are setting up a liaison between large prime contractors and small manufacturers to facilitate more subcontracting. We compile and issue information leading to subcontracting opportunities. We are trying to anticipate future shortages so that new opportunities may be uncovered.

The larger prime contractors within our industry are already subcontracting on an average of 50% or more of their defense business, according to a survey made by our Association. A large proportion of these subcontractors are in the "small business" category as defined by the Government. That is, they employ less than 500 employees.

Of course, in spreading the work load there is no substitute for shoe leather. I have never seen it better expressed than in the following unofficial quotation on Charles E. Wilson's remarks in response to a question before one of the committees of Congress:

"You have to work for it. Too many people wait for this to come to them on a silver platter. I have not seen that platter myself. You go get it and you work intelligently at it, and you may have to give a considerable amount of help to the departments that are going to place it. That is the way you get it. It is not hard. It is there to get.

"Small business operators should know what they can produce and then should work on the prime contractors. Some of the little fellows got rich during the last war and they are going to get rich all over again.

"They are the ones who make money out of the big corporations. The big corporations are not going to make any money out of it, I hope—not more than a nominal profit."

(2) The second conclusion is that, short of an all-out war, manufacturers equipped only to do assembly operations will probably not be able to get sufficient military business to keep their plants busy. Therefore we must do everything possible to keep our civilian business strong and healthy, thus keeping our industry intact for a greater emergency and doing our part in the fourth task I mentioned earlier.

#### TV Sales Outlook Is Encouraging

Fortunately, the outlook is encouraging for a steadily rising production of TV receivers during the approaching fall and winter, with greater increases to follow as the "freeze" is lifted and new TV areas open.

Recent upswings in sales of television receivers at the retail level have followed the relaxation of consumer credit controls which Congress effected at the behest of our industry. All indications are that this improvement will continue and that inventories will gradually get back to normal. In fact, in the light of tightening materials controls, TV receivers may again be in short supply before Christmas.

From a long range point of view, we have every reason to be optimistic. Many new TV areas will be opened up within the next few years, and better service will be offered in numerous areas now having only one or two TV stations. Higher power for TV transmitters, now being allowed by the Federal Communications Commission, already is expanding present markets.

New export markets are opening up as other countries, especially in Latin America, are turning to television as they did formerly to American movies. American manufacturers, with a head start on most foreign radio-television producers, should be able to supply these new world markets as well as the expanding home markets.

Thus it appears that while the pattern of military production of electronics equipment is changing, there will be enough civilian business to keep the industry busy once television is permitted to extend its boundaries.



**Mobilization Notes:** Happy over kudos it's getting for the striking full-page institutional ads it placed in big dailies Aug. 21, relating how big business must team with little, RCA policymakers frankly hope other big electronic contractors join in explaining to public that they can't "hog the govt. business" even if they wanted to. Ads captioned "Mr. K. A. Swanstrom, of Doylestown, Pa., teams up with RCA for national defense" won praise of Sen. Sparkman (D-Ala.), chairman of Senate Small Business Committee, who inserted it in *Congressional Record* with these remarks:

"The advertisement calls attention to a very important fact in the economy of this country; that is, that the very lives of so-called big businesses or big corporations depend upon hundreds of and thousands, and in some cases tens of thousands of small businesses." He then went on to praise RCA president Frank Folsom for his World War II work in procurement for Navy and WPB, and urged "careful reading" of the RCA ad.

Ad relates how Mr. Swanstrom's Penn Engineering & Mfg. Co., employing only 26, is contributing to defense effort by work on new light-weight walkie-talkie, along with 118 other suppliers of precision parts—87 classified by Govt. as "small business." It tells how RCA calls on "literally thousands of small companies" to help with its military contracts, cites 3 current Air Force contracts "requiring the skills and facilities of 560 different suppliers." It winds up:

"This same kind of teamwork in peacetime has made more and better TV and radio sets, records and transmitting equipment. It has contributed materially to our standard of living—the highest the world has ever known.

"We are proud to tip our hat to our 5000 suppliers . . . Together, in peace and in war, we serve America."

\* \* \* \*

To ease manufacturers' transition to CMP in fourth quarter, NPA this week issued 7 changes to basic CMP, steel, aluminum and copper orders. Idea is to avoid disruption of normal flow of those metals from mills to consumer durables manufacturers, such as TV-radio, while manufacturers await their allotments from NPA. Thus, until Sept. 10, metal producers are to give "unrated" orders equal preference with authorized controlled materials (ACM) orders. But manufacturers are warned to convert unrated orders to ACM status by Sept. 10, since mills are directed to cancel all orders unconverted by that time. NPA is also riding herd on steel-aluminum-copper producers to see to it that they don't delay accepting or rejecting NPA-authorized orders. This is to give manufacturers time to get on mill schedules of other producers in time for fourth quarter deliveries. New orders are: Dir. 3 to CMP Reg. 3, Dir. 3 & 4 to M-1 (steel), Dir. 2 & 3 to M-11 (copper), Dir. 1 & 2 to M-5 (aluminum).

\* \* \* \*

W. W. Watts, DPA deputy administrator on leave from duties as RCA Victor engineering products v.p., has returned to company on part time basis. He's now spending 2-3 days weekly in Washington, assisting new deputy administrator Clay P. Bedford, Kaiser-Frazer executive v.p. Bedford also takes over chairmanship of DPA's powerful Production Executive Committee, authority of which was expanded this week. Edmund T. Morris, chief of NPA's Electronics Div. and member of the committee, gets additional title: Asst. DPA Administrator for Electronics.

Nickel situation is "awful rough," according to NPA officials. "Up to now," says Electronics Div. director Edmund Morris, "the tube makers having been living off the fat. The fat's all gone. CMP allotments should help some next quarter, but manufacturers are going to be in bad shape pretty soon unless we can find more nickel."

**M**OVE of NPA Electronics Div. to Temporary Bldg. T, 14th St. & Constitution Ave., has brought new lineup of room and phone numbers. For handy reference, here are assignments of top officials; phone numbers are extensions of STerling 5200:

*Director:* Edmund T. Morris Jr., Room 2362, ext. 3585; deputy director, Donald S. Parris, 2354, ext. 3587.

*End Equipment Branch:* chief, J. A. Milling, 2350, ext. 5911 & 4305; radio & TV receivers section, Lee Golder, 2343, ext. 4498; radio communications equipment, W. E. Dulin, 2331, ext. 3300; broadcast & sound equipment, J. Bernard Joseph, 2339, ext. 4541; broadcast equipment unit, Donald Cooper, 2339, ext. 4541; military equipment, N. C. Harris, 2335, ext. 3911.

*Components Branch:* chief, Louis H. Niemann, 2314, ext. 3750; capacitor & resistor section, R. D. Parker, 2324, ext. 3769; transformers, E. MacDonald Nyhen, 2331, ext. 3300; electron tubes, N. H. Stewart, 2316, ext. 3909; special components, Delmus J. Fagge, 2310, ext. 4611.

*Programs & Requirements Branch:* chief, James A. Mendenhall, 2346, ext. 3929; CMP section, O. W. McDaniel Sr., 2351, ext. 4338; programs & statistics, Eric D. Bovet, 2338, ext. 5608; foreign, Robert R. Burton, 2416, ext. 3380; plant expansion, Wm. J. Bapst, 2323, ext. 5602; conservation, E. W. Glacy, 2420, ext. 3429.

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NPA eased metal allotment restrictions on production runs of laboratory models of various products by amending order M-71. Companies may apply to NPA, on form NPAF-109, for authority to make trial production runs "only in the minimum number and the minimum size required to determine the suitability of the article for commercial production and use."

Selenium has dwindled to 3-day supply for some rectifier makers, industry group told NPA recently. NPA said it will work on new allocation method to replace present system after Sept. 30.

**Financial & Trade Notes:** International Resistance Co.'s interim report to stockholders last week shows total income of \$7,310,208 first half of 1951 (Jan. 1-June 24), compared with \$4,689,803 for comparable 1950 period. Net profit after providing \$870,055 for taxes was \$522,160 (49¢ a share) as against \$340,346 (37¢) after \$371,366 taxes for same 1950 period. IRC's total 1950 sales were \$11,085,109, profit \$1,056,638 (\$1.01). Strong demand for resistors will follow summer dip, report says, and statement by president Earnest Searing predicts "good year" despite materials shortages, govt. regulations and tax increases.

Wilcox-Gay Corp. (Majestic) reports net income of \$260,986 (8¢ a share) on net sales of \$6,236,052 for first 6 months of 1951. First quarter profit was \$355,787 on sales of \$3,707,658 (Vol. 7:18). Comparable 1950 figures are not available, but in first 8 months of 1950, prior to merger with Garod-Majestic, Wilcox-Gay sales were \$1,953,397 and loss \$444,720, and consolidated statement for all 1950 showed sales of \$8,002,572, net profit \$28,205 (Vol. 7:13).

*Dividends:* Sylvania, \$1 on pfd., 50¢ on common, payable Oct. 1 to holders of record Sept. 30; Sprague Electric, 50¢ payable Sept. 14 to holders Aug. 30; Oak Mfg., 35¢ payable Sept. 25 to holders Sept. 10; Stewart-Warner, 35¢ payable Oct. 6 to holders Sept. 14; Globe-Union Inc., 25¢ payable Sept. 10 to holders Sept. 1; I-T-E Circuit Breaker, 40¢ payable Sept. 1 to holders Aug. 23; Aerovox, 15¢ payable Sept. 15 to holders Sept. 1.

Raytheon placed new \$4,000,000 note issue this week with New England Mutual Life Insurance Co. and State Mutual Life Assurance Co., due serially 1952-64; proceeds are for plant expansion and refund of \$2,000,000 notes previously sold to same companies.

## Network TV-Radio Billings

July 1951 and January-July 1951

(For June figures, see *Television Digest*, Vol. 7:29)

**N**ETWORK gross TV time billings, including DuMont's for first time, rose to \$8,964,581 for July, up from June's \$8,432,462 minus DuMont (Vol. 7:29) and comparing with only \$1,533,096 in July 1950. Billings for first 7 months of 1951 have reached \$64,190,075, making it virtually certain networks will surpass predicted \$100,000,000 for year (Vol. 7:32). Significantly, for first time, CBS-TV challenged NBC-TV's dollar leadership in July, reporting \$3,434,659 billings vs. NBC-TV's \$3,529,975.

Network radio billings in July were \$11,733,804, considerably down from June's \$14,872,111—CBS's \$4,401,797 comparing with its June radio billings of \$6,220,959 and NBC's \$3,718,869 comparing with its June \$4,739,193 (Vol. 7:29). January-thru-July network radio billings went to \$107,232,580 from \$109,231,899 same period last year. Radio reduction is accounted for not only by usual summer slump but by fact that lowered network rates were in effect. It's noteworthy that, during July, NBC-TV's dollar volume came within about \$200,000 of its radio volume, and it's safe to assume its TV will overtake and exceed its AM within matter of month or so.

The Publishers Information Bureau figures:

NETWORK TELEVISION				
	July 1951	July 1950	Jan.-July 1951	Jan.-July 1950
NBC.....	\$ 3,529,975	\$ 941,243	\$ 30,246,722	\$ 8,442,479
CBS.....	3,434,659	380,906	20,503,987	4,985,302
ABC.....	1,354,588	210,947	9,733,441	2,137,481
DuMont.....	645,359	*	3,705,925	*
<b>Total</b> .....	<b>\$ 8,964,581</b>	<b>\$ 1,533,096</b>	<b>\$ 64,190,075</b>	<b>\$ 15,565,262</b>
NETWORK RADIO				
CBS.....	\$ 4,401,797	\$ 4,512,915	\$ 43,650,557	\$ 40,574,812
NBC.....	3,718,869	4,455,431	33,718,905	37,365,474
ABC.....	2,265,297	2,267,233	19,655,369	21,740,769
MBS.....	1,347,841	1,057,200	10,207,749	9,550,844
<b>Total</b> .....	<b>\$11,733,804</b>	<b>\$12,292,779</b>	<b>\$107,232,580</b>	<b>\$109,231,899</b>

\* Figures for 1950 not available.

First labor union to apply for TV outlet is Chicago Federation of Labor (AFL), operator of commercial AM station WCFL, which filed this week for Channel 11, the educational channel FCC proposes to allocate to Chicago. United Auto Workers (CIO), operating FM station WDET, Detroit, has indicated intentions of applying for Detroit (Vol. 7:23), but hasn't filed as yet. Only other new TV applicants this week are WNOK, Columbia, S. C., seeking Channel 10, and WMOX, Meridian, Miss., Channel 11. These bring total applications now pending to 435.

Boxing fans are irate over capture of much-anticipated Sept. 12 Robinson-Turpin bout by Theatre Network TV (Vol. 7:33), asking what happened to coalition of TV set makers which nailed down July 18 Charles-Walcott fight for home TV (Vol. 7:28-29). Though no one is saying much, there's every indication manufacturers will be in there bidding for future fights. Some observers say manufacturers are showing they don't intend to be "played for suckers," outbidding everyone every time bait is dangled.

Dr. Philip Litvin, 45, husband of Mrs. Fanney Neyman Litvin, FCC examiner, was drowned Aug. 21 in rapids of Clarks Fork River in Montana when his canoe capsized. He was vacationing with his wife, who saw the accident, in which Montana broadcasters Ed Craney and Vern Totten managed to swim ashore after Dr. Litvin, who could not swim, was torn by force of water from Craney's grip. Dr. Litvin was a Washington psychiatrist, a lieutenant-colonel in Army medical reserve, and associate professor of neurology at Georgetown U.

**Telecasting Notes:** Only big league baseball team that never permitted telecasts, Pittsburgh Pirates, has relented for 3 away games to be sponsored on WDTV jointly by TV dealers and Sealtest, thru Ketchum, McLeod & Grove, Pittsburgh; first is Aug. 26 game with Dodgers from Ebbetts Field, Brooklyn, next are Sept. 22 & 23 with Reds from Cincinnati . . . Seven Detroit area AM stations, emulating CBS & NBC (Vol. 7:31-32), have joined for campaign to "sell radio" with newspaper, car card, radio promotion—using slogan "Wherever You Go—There's Radio" . . . Associated Tulsa Broadcasters, 6 AM stations headed by KVOO's William B. Way, has been formed to do same sort of promotion . . . NBC-Radio out with brochure titled *NBC Radio in TV Areas*, study of impact of TV on radio, with text, maps and charts designed to prove network radio is still good buy even in TV areas . . . "Takeover day" for KFI-TV, Los Angeles, whose \$2,500,000 sale (Vol. 7:23) to Don Lee Enterprises has been approved by FCC (Vol. 7:32), is due on or about Sept. 1, after which call letters will be changed to KHJ-TV . . . Call letters for Atlanta's new outlet, scheduled to begin operation Oct. 1, subject to current dispute (Vol. 7:32-33), are to be WLTV—the WCON call to be abandoned . . . Denver's KLZ, TV applicant, is telling its constituents city's first commercial video won't be offered until March 1, 1953 . . . Long-term contract for *The Goldbergs* has been signed by NBC-TV, time and sponsor not yet announced . . . Ten pre-1948 Paramount releases produced by Wm. Pine & William Thomas, who own rights, being released to TV via MCA—ABC reported paying \$175,000 for 2-run rights on its own 5 stations. Films are: *Wildcat*, *Wrecking Crew*, *Caged Fury*, *Tornado*, *Take It Big*, *Dangerous Passage*, *Follow That Woman*, *Swamp Fire*, *Fear in the Night*, *Shaggy* . . . Los Angeles Times' KTTV reported to have paid \$225,000 for rights to 175 Republic films (minus Gene Autry & Roy Rogers items) . . . With NBC-TV relinquishing 11-12 midnight *Broadway Open House* time to stations, Camels has taken it for *Camel Film Theatre*, with releases from TV Films Inc., on NBC's WNBT, WNBW, WNBQ . . . New musical *Top Banana*, with Phil Silvers, opening in N. Y. about Nov. 1, has ABC-TV & MCA owning small pieces (trade press says \$7000 each), following example of RCA-NBC in backing *Call Me Madam* . . . Philadelphia's WFIL-TV has asked FCC permission to install temporary 3-hop microwave from Atlantic City to carry Sept. 8-9 "marathon" from Convention Hall, on behalf of cerebral palsy campaign . . . KPIX, San Francisco, Sept. 1 raises base rate from \$450 to \$600 an hour, new Rate Card No. 4 granting discounts up to 20% for 260 or more times; Class B time now \$450; one-min. spots \$120 Class A, \$90 Class B . . . Harold Gross' WJIM, Lansing, and WGFG, Kalamazoo, switch from ABC to NBC Sept. 30; he's owner also of WJIM-TV.

CBS will virtually rebuild Mt. Wilson installation of KTSL, Los Angeles, to which it expects to move within 60 days. This week it applied for and received FCC approval for reconstruction and move. Grant specifies reduction of powers from 9.3 kw visual, 6 kw aural, to .5 kw visual, .3 kw aural—per FCC's freeze-grant policy. Upon completion, station will undoubtedly ask for STA for increase under recent temporary power hike ruling (Vol. 7:30-33). CBS said present installation is "engineeringly unsound" in that tower is too close to building and transmitting equipment is poorly located. Another important reason is that FCC was considering whether station was constructed by original owner Don Lee before obtaining CP, was thus illegal. FCC grant indicates "taint" removed. CBS estimates cost of project at \$130,569.

FCC loses 10% of appropriations in bill that cuts its budget to \$6,116,650 for fiscal 1952 (July 1, 1951-June 30, 1952) from \$6,600,000 of preceding fiscal year.