

Index to Television Digest, 1952: Volume 8

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Supplements and Special Reports Published During 1952

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

Directories

Semi-Annual TV Factbooks of Jan. 15 and July 15; with weekly Addenda reporting current FCC grants, applications, new stations on air, etc.

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

The Final Television Allocation Report

Full text of end-of-freeze "Sixth Report and Order" of the FCC (52-294), adopted April 14, making possible grants of new stations after July 1. Includes new VHF-UHF assignments by states and cities and rules governing stations, with full texts of separate opinions of Comrs. Webster, Henneck and Jones. (Vol. 8:16).

Numbered Supplements

No. 77: Subpoenas Served on RTMA and various TV-radio manufacturers in anti-trust probe. Full text, indicating scope of Grand Jury inquiry instituted by Dept. of Justice. (Vol. 8:9.)

No. 78: VHF Allocations by Channels. Including final assignments for the 30 existing stations due to be shifted. (Vol. 8:17.)

No. 79: Community Television Antenna Systems. Projects operating, under construction or in planning stage. (Vol. 8:19.)

No. 80: Maximum Powers with Various Heights and service contours in miles. Prepared by CBS Engineering Dept. on basis of new FCC rules & regulations governing TV stations. (Vol. 8:20.)

No. 81: City-by-City Priorities for processing of applications for new TV stations. Indicates order in which FCC is handling applications. (Vol. 8:21.)

No. 81-A: Priorities by State-and-City. Geographical breakdown of cities listed in FCC's application processing schedule. (Vol. 8:22.)

Special Supplements and Reports

What's Ahead In Business. Full text of address delivered by Crosley Broadcasting Corp. chairman James D. Shouse before NARTB convention in Chicago April 1. (Vol. 8:14.)

"TV Station Operating Costs"—Reprint from March-April edition of 'Broadcast News,' published by RCA Engineering Products Dept. (Vol. 8:16.)

NPA Modifies Ban on Color TV Production. Full text of June 24 amended order M-90. (Vol. 8:26.)

"Considerations in the Early Planning of TV Stations"—Reprint from May-June edition of 'Broadcast News,' published by RCA Engineering Dept. (Vol. 8:28.)

"The Low State of TV"—Reprint from October 19 'New York Times'. (Vol. 8:43.)

The 92 Post-Freeze New Station Grants to Date with their possible starting dates. (Vol. 8:44.)

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MARTIN CODEL'S
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In this Issue: { NBC Wants UHF; FCC's Freeze Puzzlers, page 1. Network Competition for Political Outlets, page 6.
Big Scale TV for Canada, Cuba, Mexico, page 2. Taking Stock of TV-Radio Stocks, page 8.
FCC's 1950 Statistics, Aged but Useful, page 3. Hope, Faith and Cool Calculation, page 8.
Mr. Damm's WTMJ-TV—Personal & Fiscal, page 4. Financial Notes, p. 7; Trade & Mobilization, pp. 10-11.

NBC WANTS UHF; FCC'S FREEZE PUZZLERS: Biggest fillip for uhf to date came this week when NBC filed formal petition asking FCC to lift 5-station limit on TV so that any entity with "full bag" of vhf may go into uhf too. Petition, sure to get heavy backing from others in industry, and opposition from some, stands excellent chance of Commission approval. Comr. Sterling's go-ahead is already on record, in recent speech (Vol. 7:44), and other commissioners have shown favorable inclination.

Backed by RCA's tremendous production and research facilities, NBC is completely sold on uhf, and stands ready to apply for stations in number of markets -- whether they're already heavily vhf-served, non-TV, uhf-only or vhf-uhf intermixed. Presumably, NBC will go for such cities as San Francisco, Denver, Portland. Unless FCC relaxes its "duopoly" rules, NBC couldn't expect to commercialize its Bridgeport experimental uhf station because of overlap in coverage with WNBT, New York.

NBC doesn't specify number of uhf to be added, leaves figure up to FCC. Comr. Sterling suggested 2 or 3 in his talk.

So intent is Commission on putting uhf across, so fearful it is of seeing "another FM situation," that some of its most avid "anti-monopolists" see far less danger in new proposal than in perpetuating vhf monopolies through failure of uhf. In back of mind of some at Commission, too, may be thought that at some future date, when uhf is flourishing, FCC could force multiple owners to divest selves of some stations if they loom too big. Regarding "concentration of control," NBC petition says: "The suggested amendment would present no problem of control which cannot be handled appropriately upon consideration of a particular application."

* * * *

NBC's petition is biggest lift to uhf since Westinghouse affirmed faith in technical-economic capabilities of uhf by preparing application for Philadelphia, where some 1,000,000 vhf sets are now in use (Vol. 7:49). Westinghouse may be expected to pursue its vhf applications in Pittsburgh and Portland, but it's likely to amend Ft. Wayne application to uhf since that city will probably have uhf only.

Other multiple owners naturally won't let up in efforts to corral limit of 5 vhf channels in key markets, but many are sure to support NBC petition. Expected to be among these are the other networks, Crosley, Fort Industry (Storer), O'Neil interests, Scripps-Howard, et al.

How much opposition will arise is hard to guess. One AM operator, S. A. Cisler, WKYW, Louisville, in Dec. 31 letter to the editor of Broadcasting Magazine, noted Comr. Sterling's speech, said: "Here is a grab for more power for the big operators, and in a field where even the FCC admits there are not enough channels to go around."

NBC petition asks for amendment of Sec. 3.640(b) of Commission's rules, states it's proposed "as a means for encouraging the rapid and successful development of the uhf band," notes that only 26 uhf applications had been filed (compared with 447 vhf). NBC says it's "willing and able" to get into commercial uhf, "will

do its best to advance uhf commercial operation," has spent, with parent RCA, more than \$2,500,000 in uhf experimentation.

* * * *

Heightened interest in uhf puts more and more pressure on FCC to settle soon the questions every applicant asks:

How will hearings be handled in cities with vhf and uhf channels? Will it be "one pot" principle, with all applicants in one hearing and FCC determining which get vhf, which uhf? Or will it be "2 pot," vhf & uhf applicants handled separately?

Applicants remain in dilemma, unable to plan strategy, until Commission provides answers. Matter of fact, some are now going to extreme trouble and cost of preparing both vhf and uhf applications, since FCC has delayed resolving problem. At Commission, they'd like to come up with solution to this and other procedural problems -- before end of freeze, thus speeding post-freeze action on applications. They're trying to, don't know whether they can.

There's no telling how FCC will jump on vhf-uhf question, though most betting is still that "one pot" arguments will prevail. Several commissioners say that they're awaiting staff analysis, but at least one says he's definitely for vhf-uhf separation unless he hears overwhelming argument against it. Mr. Cisler, in his letter to Broadcasting, plumps for separation, claiming well-heeled applicants can "law to death" smaller ones, while getting crack at uhf if they lose out in vhf. "The legal dodges and expenses involved in even AM radio today," he writes, "can surely wear out and break many a little fellow. Thus, control passes by default to the big money applicant."

Communications Bar Assn. has forwarded to FCC number of members' additional comments on Assn.'s recommendations regarding post-freeze procedures (Vol. 7:48). Comments were relatively few, though some were vigorous dissents, so it's presumed majority approves recommendations. Of objections, most were directed at "one pot" principle, calling it illegal and/or impractical.

* * * *

Another question occupying FCC and applicants is matter of transmitter site. If 2 applicants in same city comply with FCC's minimum station-separation criteria, but one exceeds it by comfortable margin, is latter to receive automatic preference? FCC is expected to declare policy on this, too. Meanwhile, all that anyone at FCC will say is: "Safest thing to do is to pick a site that gives both you and your neighboring cities the largest interference-free service areas."

Another procedural question: Which cities will be granted first? Chairman Coy testified to Senate Committee (Vol.7:29) that non-TV cities would be first, one-station cities next, etc. But some at FCC wonder how far that principle should be carried. They point out that cities currently without TV could wind up with several stations on air years before present markets with 1 or 2 stations get added service. Ideal, they say, would be to have cities "come out even" in rate of station growth.

BIG-SCALE TV FOR CANADA, CUBA, MEXICO: Here's latest and straightest dope we can get on station-building plans in Canada, Cuba & Mexico, where they use the same tele-casting channels and standards as we do but aren't inhibited by any freeze.

Many of the stations projected in those countries are important to prospective U.S. channel seekers because (1) every border channel they occupy must be protected by U.S. telecasters, i.e., spaced sufficiently to preclude interference, and (2) they're ordering most equipment from U.S. manufacturers at time when station equipment, with freeze soon to be lifted and grants to be made, may be in greater demand than supply due to materials shortages.

None of our neighbors have as yet evinced any interest in uhf; their relatively few big population centers are far enough apart so that they have enough vhf. Here's the TV situation in each country:

CANADA: Canadian Broadcasting Corp.'s self-authorized Channel 9 station in Toronto & Channel 2 in Montreal, now building, are due to be completed this summer, the Dominion's first. Govt.-owned CBC shows no disposition to authorize any others, even though private interests are straining at leash to get into TV (Vol. 7:35,50).

CBC has indicated no grants until first 2 are built, and possibly other CBC outlets in Ottawa, Quebec, Winnipeg, Vancouver -- unlikely this year.

CUBA: CMQ-TV on Channel 6 & CMUR-TV on Channel 4, both Havana, were first stations in country. Former has already put 2 satellites in operation -- CMJL-TV on Channel 6 in Camaguey (Dec. 6) and CMHQ-TV on Channel 5 in Santa Clara (Jan. 1), with Channel 9 outlet due to start in Matanzas by Jan. 25 and Channel 2 in Santiago by Feb. 20. Goar Mestre, island's biggest radio operator, plans to run these with films and kine-recordings until completion of an 18-hop, 500-mile microwave relay this year that will cost \$950,000 and will make network service possible.

There's talk also of outlets in Holguin, to cover Oriente Province, and in Pinar del Rio -- but no permits issued yet. Only other CP holder is Santiago's Cadena Oriental de Radio, Channel 5, though there's talk of another Havana station. That would be on Channel 2 -- prime movers said to be Humara & Lastra, RCA distributors, in collaboration with Angel Cambo, onetime CMQ stockholder, and Amadeo Barletta, publisher of El Mundo and Cuban distributor for Cadillac, Oldsmobile & Chevrolet.

MEXICO: Two stations now operating in Mexico City -- Romulo O'Farrill's XHTV on Channel 4, Emilio Azcarraga's XEW-TV, Channel 2. Also, one on the border across from Brownsville, Tex. -- XELD-TV, Matamoros, owned by O'Farrill. And there's experimental XHGC, Mexico City, operated sporadically on Channel 5 by Azcarraga's onetime technical chief, Guillermo Gonzales Camarena, chiefly on color tests.

Elaborate plans for many more stations -- 17 more by O'Farrill, 6 more by Azcarraga -- indicate how completely sold they are on the medium. Both have gotten authorizations for their big projects, destined to provide rival networks, Ministry of Communications having specified they must complete stations within 18 months. In addition to these, only known CPs issued by the Ministry, which for some unaccountable reason still keeps its grants hush-hush, are Channel 6 for Tijuana, near San Diego, issued to Jorge I. Rivera, operator of radio XEAC, and Channel 13 in Mexico City, issued to the University of Mexico for educational purposes.

The "gems" in both O'Farrill's and Azcarraga's crowns are the stations they plan at historic Cortez Pass, some 45 air miles from Mexico City at an altitude of 13,000 ft. above sea level, 5500 ft. above Mexico City. On respective Channels 7 and 9 there, they propose to "spray" their signals down not alone upon Mexico City but over Puebla (pop. 150,000) and all the surrounding population as well.

These are the 16 other authorizations to O'Farrill, who is not only up to his ears in TV-radio but who also publishes the Mexico City Novedades (Spanish) and News (English) but is also a top industrialist: Tijuana, Channel No. 12; Mexicali, No. 3; Monterrey, No. 2; Reynosa, No. 9; Torreon, No. 3; Guadalajara, No. 3; Tampico, No. 3; Veracruz, No. 12; Juarez, No. 2; Laredo, No. 3; Nogales, No. 2; Guanajuato, No. 12; Hermosillo, No. 6; Piedras Negras, No. 2; Acapulco, No. 6; Merida, No. 4.

These are the 5 other authorizations to Azcarraga, who is Mexico's leading radio-theatreman: Monterrey, Channel No. 6; Guadalajara, No. 10; Tampico, No. 6; Veracruz, No. 10; Guanajuato, No. 3.

FCC's 1950 STATISTICS, AGED BUT USEFUL: Though 1950 TV station income is now old hat, inasmuch as FCC issued basic statistics last March (Vol. 7:13), TV applicants would do well to study Commission's detailed breakdowns issued Jan. 5, for clues to future behavior of their own stations when they reach same "age". Report also covers AM, gives good picture of TV's impact on aural economics year ago -- first such comparison issued by Commission.

Value of 43-table report (Mimeo. 71464) lies in such statistics as these:

(1) Comparison of interconnected and non-interconnected stations. Former averaged \$86,058 income before taxes (\$727,084 revenues minus \$641,026 expenses), while latter lost average of \$107,691 (\$542,071 revenues, \$649,762 expenses). Break-down of these, according to number of outlets in city (1,2,3,4 or 7), is included.

(2) Itemization of expenses for the 93 stations not network owned. Average paid \$213,028 for programming, \$155,216 general & administrative expenses, \$124,466 technical expenses, \$40,864 selling costs -- total \$533,574.

(3) Investment in tangible property, by size of city. In those cities over

1,000,000, it's \$752,852; 500,000-1,000,000, \$522,443; 250,000-500,000, \$440,535; 100,000-250,000, \$261,264; under 100,000, \$165,999; average, \$481,250.

(4) Comparison of AM income in TV and non-TV markets. In TV areas, AMs hiked income 4.5% over 1949; in non-TV, increase was 8.3%. In addition, 34.9% of AMs in TV markets reported decrease from 1949, while 27.6% dropped in non-TV areas.

Overall industry figures are substantially those reported in March:

Total TV-radio revenues were \$550,400,000 (\$444,500,000 radio, \$105,900,000 TV) vs. 1949's \$449,500,000 (\$415,200,000 radio, \$34,300,000 TV). Radio's total income before taxes rose from \$52,700,000 in 1949 to \$68,200,000 in 1950, while TV's 1949 loss of \$25,300,000 was cut to \$9,214,000. Networks and their 14 owned TV stations lost \$10,031,000, but other 93 made \$817,000 -- 53 out of 106 showing profit.

Guessing is that TV revenues tripled again in 1951 -- despite fact only one new station went on air (WLTW, Atlanta), and late in year at that. Preliminary FCC report on 1951 should be ready by spring.

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Foregoing is merely good sample of plethora of statistics in report, which was issued at last minute, too late for more exhaustive study. Commission says copies may be obtained free from its Washington offices -- "in single copies only as long as the limited supply lasts."

MR. DAMM'S WTMJ-TV—PERSONAL & FISCAL: Next best to a personally conducted tour of Milwaukee Journal's Radio City (WTMJ & WTMJ-TV) with general manager Walter J. Damm, and a glimpse at its current balance sheets, is to read the article titled "WTMJ-TV" in Fortune Magazine for January.

Having enjoyed such a tour some 2½ years ago, when the then 18-month-old WTMJ-TV was just turning into the black (Vol. 5:25), having glimpsed those balances in confidence, having kept rather close tab on WTMJ-TV operations from time of its December 1947 inaugural, we can tell present and prospective TV station enterprisers that this is "must reading" for them. It's an amazingly frank case history of a remarkably prudent and profitable telecasting operation.

Walter Damm himself wins unaccustomed encomiums from Fortune's editors, not so much for a "cantankerous" personality but for his fabulous achievements. Always a controversial figure in the radio industry, and enjoying it, he obviously relished telling Fortune he doesn't mind being called "the s.o.b. of the industry."

Economy, efficiency, up-to-the-minute equipment and successful radio background (a prime requisite for TV management, he thinks) -- add to these the backing of one of the country's most prosperous newspapers, and fact that WTMJ-TV is first and only TV station in rich Milwaukee. Then consider Damm's managerial genius, and you have the reasons why its 1951 profit before taxes came to \$1,105,000, its net after taxes to \$370,000.

That's a 30% return on a capital investment of about \$1,000,000, including the TV share of Radio City building costs.

Revenue jumped from \$1,060,000 in 1950 to \$2,230,000 in 1951. Unless costs get out of hand, says Fortune, WTMJ-TV should double gross profit in next few years.

* * * *

Practically no station operator will let you look at his balance sheet or, if he should, will grant permission to publish the figures. Reasons are good and sufficient. Mr. Damm, however, allowed Fortune to have look for year ended Dec. 31:

Of the \$2,230,000 gross revenue last year, \$1,480,000 (67%) came from spot time sales \$565,000 (25%) from networks; \$185,000 (8%) miscellaneous program income.

Of the \$1,125,000 expenses, \$570,000 (25% of revenues) were salaries, including most local talent, announcers, engineers, etc., and portion of Journal executives' time; program expenses, \$105,000 (5%); depreciation over 5 years on equipment, \$80,000 (4%); share of building operation costs, \$90,000 (4%); license and copyright fees, \$70,000 (3%); national advertising representation, \$70,000 (3%); supplies, including tubes, \$55,000 (2%); all other expenses, \$85,000 (4%).

Out of the \$1,105,000 gross profits, taxes took bite of \$735,000, which includes excess profits tax. That left profit after taxes \$370,000 (17%).

All this excludes radio, also still quite profitable, though treated only passingly in article. WTMJ-TV gross and net are running well ahead of WTMJ-AM.

WTMJ-TV's capital investment was \$630,000, minus land and original building --broken down as follows: operating equipment (cameras, projectors, etc.), \$395,500; truck & auto, \$11,000; office equipment & appliances, \$2500; shop equipment, \$3500; building equipment, improvements (addition), \$197,500; land improvements, \$6000; original 300-ft. tower, \$14,000.

Future commitments include 1000-ft. tower, \$292,000; antenna, \$90,000; diplexer, \$16,000; transmitter, \$146,000; provision for color, \$100,000; emergencies, \$10,000 -- for total of \$654,000.

[For value of WTMJ-TV equipment at current prices, and for item on Walter Damm's building economy methods, see below.]

FORTUNE article on WTMJ-TV contains many anecdotes about "obstreperous, cantankerous, bull-headed, rambunctious" Walter Damm, his "unlovable money-saving foibles" and his hard bargaining with networks—but it contains one paragraph particularly worth repeating to those contemplating new construction. It relates some of the economies and efficiencies he practiced in building his \$834,000 Radio City, out 3 miles from downtown Milwaukee (where there's plenty of room to expand and to park, and it's quiet):

"Radio City is not only a good studio-and-office building but a monument to Damm's passion for efficiency and economy. The halls, for instance, are walled in glazed tile, reminding some of a swimming pool, others of a squared-off Holland Tunnel. The practical fact is that they will never need painting and can be cleaned with a damp cloth. In the locker rooms, locker tops are slanted so that nothing can be left on them to accumulate dirt that will require removal. The space between locker bottoms and floor has been sealed off for the same reason. The building has no telephone switchboard because it is cheaper to rent part use of the one at the *Journal*. The building is heated in sections so fuel won't be wasted to warm rooms not in use. At 5:30 each afternoon the temperature automatically drops, so that those who stay late push a button to keep their offices habitable. There is a special room with temperature-and-humidity control for storing musical instruments. This is good for the instruments, and it saves tuning time, which is paid for by the station."

SEN. JOHNSON rips so vigorously into Sen. Benton's bill to establish a national TV-radio advisory board (Vol. 7:22, 33, 36, 41), in *Variety's* Jan. 2 anniversary issue, that bill's chances of getting through Johnson's Interstate & Foreign Commerce Committee during coming session of Congress appear to be reduced to nil.

"No matter how glowing or appealing it may appear at first flush," Sen. Johnson writes, "the Board suggested for the radio and TV field, stripped of its glitter, becomes a sort of snooperduper Monday-morning-quarterback society to be superimposed upon the FCC and the radio and TV industry.

"In spite of the assurances that the Board would be purely advisory, how would the Commission dare to ignore its recommendations? How long would such a Board be satisfied to remain merely advisory? . . . Would a licensee, in order to 'play it safe,' feel compelled to submit his program in advance to the Board? And why not? This, I submit, is gross Government interference! This, I submit, is Federal censorship! The FCC is able, and has sufficient authority, to clear up what gross deficiencies currently prevail . . .

"In the final analysis all the Government crackdowns,

TV Gadgets Come High
WTMJ-TV Equipment at Current Prices
(Reproduced from January Fortune; see story, pages 4-5.)

VIDEO	
8 camera chains (4 studio chains @ \$15,300 ea., 4 field chains @ \$15,700 ea.)	\$124,000
Tripods, tilt heads, camera pedestals	8,700
Zoomar lens and additional lenses	10,000
	\$142,700
3 synchronizing generators (2 field @ \$5,200 ea., 1 studio @ \$4,600)	15,000
Associated control, monitor and synchronizing distribution system	30,000
1 master control equipment	25,000
	70,000
2 film camera chains @ 10,935 ea.	21,870
2 projectors @ \$4,750 ea.	9,500
1 balop projector	4,000
Miscellaneous film-room equipment, multiplexers and pedestals	1,500
	36,870
Mobile unit with power control	13,100
3 relay pickup transmitters @ \$12,300 ea.	36,900
	50,000
AUDIO	
50 microphones @ \$100 ea.	5,000
2 microphone booms @ \$2,050 ea.	4,100
5 consoles @ \$1,800 ea.	9,000
6 turntables @ \$650 ea.	3,900
Other monitoring and recording equipment	3,900
	25,900
5-kw transmitter and operating console	84,750
Auxiliary and monitoring equipment	9,750
Side band filter	8,300
Three-element antenna and diplexer	15,000
Transm. lines, dummy load, air dehydrator	10,200
	128,000
300-foot tower (including installation, lighting equipment, and painting)	42,000
Test and analytical equipment	25,000
	\$520,470
Total	

or restrictive laws or regulations that can be concocted or contrived by the FCC, or Congress, will not be sufficient to assure the type of programming that will satisfy all groups, and at the same time provide the incentive for the development of this art to the unlimited horizons which exist.

"I firmly believe that [NARTB's TV Code] offers a realistic and workable medium for adjusting whatever deficiencies may develop. Personally, I like it the way it is even if the industry's lawyers are throwing rocks at it . . . I have the utmost faith that the majority of broadcasters are built of solid stuff, and I know they will either correct bad programs through a code or make way for wiser and more prudent men. One cannot legislate honesty. One cannot legislate character or quality. TV deserves the opportunity of expanding without Governmental interference. The American people are entitled to enjoy freedom of expression at its best and the freedom of expression is at its best in radio and TV."

When Sen. Benton first described bill to Johnson's committee (Vol. 7:22), Sen. Johnson commented that Board might be "of tremendous value to the country" if it weren't given censorship powers.

NETWORK COMPETITION for TV outlets, especially in one-station markets, is reaching new intensity in the jockeying between CBS and NBC for stations to carry their sponsored coverage of political campaigns.

Philco and NBC announced sponsorship deal this week which looks every bit as big as Westinghouse-CBS tieup (Vol. 7:52). Philco will present more than 60 hours of TV-radio coverage of the Republican and Democratic national conventions starting in Chicago July 7 & 21, respectively—plus pre-convention broadcasts and NBC coverage of November presidential elections, including election returns.

TV-radio coverage of actual convention proceedings will be pooled by the networks, as usual—but sidelights, interviews, pre-convention broadcasts, etc. will be handled individually.

NBC promises “the largest lineup of radio and TV stations ever assembled by a single network,” while CBS expresses confidence it can clear time on 50 stations.

Obviously, both goals can't be met—short of a shared-time arrangement. Even if all contemplated 1952 cable-microwave extensions are completed in time for July's conventions, there'll be only 22 interconnected markets with 2 or more TV outlets. Big conflict will be for remaining 36 interconnected single-station areas.

It won't be only a 2-way battle, either. ABC this week wired TV stations not to commit themselves before it reveals its convention setup. DuMont hasn't yet disclosed its plans. Some telecasters speculated ABC may offer cooperative local sponsorship deal, which might find considerable favor among affiliates because less of their scheduled commercial income would be lost.

Telecasters are none too happy about terms of NBC and CBS propositions. CBS offers to pay stations for only 15 of its planned 30 hours of convention telecasts, NBC offers pay for 20 out of 30—and will charge sponsors accordingly—with affiliates carrying the rest free.

Outcome should provide real test of network loyalties. It may show whether NBC can hold its 41-station basic network (Vol. 7:52). One basic NBC affiliate pointed out that while he's required to choose NBC first, much of the convention telecasts will be in “station time,” over which network has no option. He also said affiliation contract doesn't require him to sell time on the cut-rate basis proposed for the political conventions.

NBC and Westinghouse executives are reported out in the hinterlands, visiting the stations personally to woo telecasters in behalf of their rival presentations. But in some locations, choice may be restricted by technical limitations. Shortage of cable facilities may dictate shared-time arrangement in a number of areas—with stations running NBC coverage on cable time allotted to NBC, CBS coverage on CBS's cable time, etc.

Like CBS, NBC has grandiose plans for its convention telecasts. It says it will staff them with more than 100 top news reporters, commentators and writers, plus some 200 technicians.

New portable TV camera, the “walkie-talkie-lookie” will be used for first time to bring viewers onto convention floor and platform, in hotel rooms, corridors, etc. NBC is already building 2 complete TV studios, one radio studio, in the International Amphitheatre convention site, and studios in Hilton Hotel party headquarters.

Personal Notes: Herbert V. Akerberg, CBS station-relations v.p., designated member of NARTB-TV board with return of network and its 2 wholly owned stations to association membership (Vol. 7:51) . . . Neville Miller, Washington radio attorney, onetime president of FCC Bar Assn., named chairman of American Bar Assn. standing committee on communications to serve out term of late Louis G. Caldwell; other members: Ben S. Fisher, E. L. Gary, John Kendall, John T. Quisenberry, Carl Wheat, B. P. Gambrell . . . Lester Gottlieb promoted to v.p. in charge of CBS radio network programs, Guy della Cioppa v.p. in charge of network programs, Hollywood . . . John B. Lanigan, ex-consumer advertising specialist, *Time Magazine*, Feb. 1 joins ABC-TV as sales v.p., succeeding Fred M. Thrower, now CBS-TV sales v.p. . . . Frank C. Oswald, ex-WGAR, Cleveland, appointed administrative asst. to Edward Lamb, operating Erie's WICU & Columbus' WTVN, along with AM station WTOD, Toledo, and planning to purchase WHOO, Orlando, Fla. . . . Irving Settel, ex-adv. mgr. of Concord's Inc., named consultant on sales promotion, merchandising & advertising for DuMont film program div.; he's currently preparing *TV Advertising & Production Handbook* to be published by Crowell in Sept. . . . Paul Tiemer named mgr. of Boston office, Paul H. Raymer Co. . . . S. Tebbs Chichester Jr. joins WMAL & WMAL-TV, Washington, as promotion mgr., succeeding Howard Bell, now with NARTB . . . Robert L. Lippert Jr., son of head of movie firm bearing name, placed in charge of Tele-Pictures Inc., handling Lippert's TV sales . . . Frank M. Reed succeeds George W. Clark as mgr. of Chicago office, John E. Pearson Co., station reps . . . George P. Adair, consulting engineer, and wife back from 7-week trip to Indo-China and Europe after making telecommunications survey in Indo-China for ECA . . . David Savage, WCBS-TV film dept. mgr., elected v.p., National Film Council . . . Col. William Mayer joins ABC-TV as executive asst. to Harold L. Morgan Jr., program v.p. . . . Milt Goodman named general sales mgr., Screen Gems Television, Will Baltin continuing in production-station relations.

JUSTIN MILLER, who left Federal Court of Appeals judgeship to become first paid president of National Assn. of Broadcasters, now is NARTB chairman and general counsel, may be next U.S. Attorney General. If Attorney General J. Howard McGrath quits as result of pressures growing out of tax scandals, Judge Miller is most likely choice for the cabinet post. His selection, it's understood, has been urged upon President Truman by Chief Justice Vinson of the Supreme Court, with whom Judge Miller sat for 5 years as an associate justice of Court of Appeals for the District of Columbia. Justice Vinson himself, intimate of President Truman, is most frequently mentioned as choice for Democratic nomination for President if Mr. Truman doesn't choose to run next fall.

Judge Miller's appointment would be hailed by the broadcasting industry, because he has such intimate knowledge of their problems and is very highly regarded personally and as a jurist. Currently, he's acting part-time as chairman of the Salary Stabilization Board. If he became Attorney General, it would mean returning to Dept. of Justice, to which he came in 1934 from post of dean of Duke U law school on leave to act as special assistant assigned to Solicitor General's office to argue Supreme Court cases. He was named to Court of Tax Appeals in January 1937, and later that year appointed to circuit court on which he sat for 8 years. He's native of California, 63, graduate of Stanford, with degrees from Yale and Montana universities, after which he taught law successively at Oregon, Minnesota, Stanford, California, Southern California and Duke universities, becoming dean of latter two.

Move from Newark to Empire State Bldg. to join other 5 stations, requested of FCC by WATV, was put on ice until freeze-end this week when Commission informed station that move conflicted with proposals, filed in freeze hearing, that Channel 13 be assigned to Providence, co-channel with WATV at Newark.

Telecasting Notes: Trend to separation of operations of commonly owned TV and radio stations is pointed up by year-end announcements that Omaha's WOW Inc. and *Dallas News* have completed staff splits. Recently acquired by Meredith interests (Vol. 7:32, 39), WOW-TV will have Lyle DeMoss as program director, Fred Ebener as sales mgr., while W. O. Wiseman becomes sales mgr. and Roy Olson program director of WOW—all reporting to gen. mgr. Frank P. Fogarty . . . In Dallas, WFAA-TV's mgr. is Ralph Nimmons, WFAA-AM's Alex Keese, with gen. mgr. Martin B. Campbell moved to new job of supervisor of TV-radio properties with offices in new *News* plant . . . Denver, biggest non-TV city, since Dec. 1 has been getting—and will continue to get—selected events off transcontinental circuits, relayed via closed circuit to 30 Hallicrafters receivers in 4500-seat Mammoth Gardens, under auspices of KFEL, which staged huge World Series relay (Vol. 7:40); tickets were distributed free by local newspapers for all save Army-Navy and Notre Dame-USC games Dec. 1, for which \$1.20 was charged . . . NBC-TV gambling reputed \$5,000,000 this year on expanded daytime schedules (Vol. 7:49-52), most sustaining thus far—Dave Garroway's 7-9 a.m. *Today* show alone costing some \$40,000 a week to stage; 9-10 a.m. is left for local, 10-1 filled up with network . . . CBS-TV foray into morning news field is ambitious show starting Jan. 7 titled *Morning News*, Mon.-thru-Thu. 10-10:15 a.m. EST, Fri. 10-10:30, with Dorothy Doan and Harry Marble as commentators, Ted Marvel directing; commentaries, films and still pictures will cover news, theatre, fashions, the arts, etc. . . . New 85x195-ft. studio, NBC-TV's largest, was put to first use Jan. 3 with telecast of *Opera Theatre*; it's in old Vitagraph studios in Brooklyn, recently acquired, makes 15th studio for NBC-TV . . . WOR-TV, New York, moves Jan. 10 to its new TV Square bldg. on W. 67th St.

Station Accounts: Capsule success stories on 7 accounts comprise "TV results" section of Dec. 31 *Sponsor Magazine*, reporting on Weston Biscuit Co.'s *Laughing Academy* on WJBK-TV, Detroit, thru Clark & Rickerd; Johnnie & Mack (auto painting & repair), *Art Green Show* on WTVJ, Miami, direct; Kendall Mfg. Co. (Soapine granulated soap), *Shopping Views* on WNAC-TV, Boston, thru Bennett, Walther & Menadier; Lymburner Nurseries (plants), *Strictly for the Girls* on WSB-TV, Atlanta, direct; Strietmann Biscuit Co., *Strietmann Story Theatre*, on WTVR, Richmond, thru H. M. Miller; Levy Bros., spots selling Confederate & Union-style army hats, on WAVE-TV, Louisville, direct; Tommy Greenow (Formula X for windshields, windows, etc.), spots on KSL-TV, Salt Lake City, thru Anastasion . . . Dixie Cup Co., having tested TV on *Junior Hi-Jinx Show* on WCAU-TV, Philadelphia, planning TV-radio campaign this year, thru Hicks & Greist, N. Y. . . . Chicago Sun-Times buys *Clifton Utley* newscasts weekly on WNEQ, Fri. 10:15-10:30 p.m., commercials consisting of interviews with editors and staffmen . . . Frankenmuth Brewing Co. (Mel-o-Dry beer) has completed 11 TV film spots, shot by Video Films, Detroit, for spot placement by Ruthrauff & Ryan, using pantomime stars of *The Scotti Show* now carried on WWJ-TV, Detroit, with Bert Wells, *The Friendly Bartender*, delivering commercials . . . Among other advertisers reported using or preparing to use TV: Athletic Shoe Co. (athletic shoes), thru Burlingame-Grossman, Chicago; International Salt Co. Inc. (Sterling salt), thru Scheideler, Beck & Werner, N. Y. (WBAL-TV); Cadbury & Fry (candy), thru Bernard Schnitzer Inc., San Francisco (KPIX); Odell Co. (Trol shampoo & after-shave freshener), thru Lawrence C. Gumbinner Adv., N. Y.

Mutual Broadcasting System reports \$17,875,758 gross time billings during 1951, or 11% ahead of 1952.

Financial & Trade Notes: Admiral president Ross D. Siragusa, addressing some 800 distributors and salesmen from all over country during junket to firm's refrigerator plant in Galesburg, Ill., Jan. 3, expressed opinion materials shortages so freely prophesied may not actually materialize this year. "Ever since Korea," he said, "the economic forecasters have consistently overestimated the impact of the defense program on the civilian economy and underestimated the ingenuity and productive capacity of American industry.

"I am more bullish by far on our TV industry than on any other in existence today," he added. "No other major industry still has such a vast, virgin market yet to be exploited." Last year's "hard days," he continued, were not without their blessings—they enabled the industry to lighten excessive inventories and, so far as Admiral is concerned, TV sets at the factory represent less than 2 weeks' sales at recent rate.

Admiral begins 1952 in best financial condition in its history, with cash on hand of \$20,000,000, net worth of \$40,000,000, an increase over last 12 months of \$7,250,000. Admiral has done no outside financing, he said.

* * * *

Philco's total sales for 1951 exceeded \$310,000,000, second only to 1950's record \$335,318,000, president William Balderston told distributor convention in Chicago Jan. 5. As for the future, he said: "Regardless of the exact 1952 production, Philco sales augmented by govt. contracts should set new records . . . 1952 can be Philco's greatest year." Demand for TV sets is so great, he said, that company's entire production will probably be on allocation through first quarter. Philco factory and distributor-dealer inventories are at lowest point in history, he added.

Cornell-Dubilier sales for fiscal year ended Sept. 30, 1951, totaled \$33,082,683, up 38% from 1950 peak of \$23,927,117. Net income for 1951 fiscal year was \$1,649,163 (\$3.71 per common share) compared with \$1,757,524 (\$3.96) for preceding fiscal year. Firm has issued redemption notice for 355 shares of \$5.25 dividend preferred stock at \$100 a share on Feb. 1 at Registrar & Transfer Co.

Warner Bros. Pictures reports revenues from film rentals, theatre admissions and sales, after eliminating inter-company transactions, fell to \$116,909,000 for fiscal year ended Aug. 31, 1951, from \$126,944,000 for preceding year. Net profit, after providing for \$9,100,000 Federal income taxes, was \$9,427,000 (\$1.67 a share on 5,619,785 shares outstanding) compared with \$10,271,000 (\$1.46 on 6,997,300 shares) in 1950 fiscal year after \$6,300,000 taxes.

Short interest in TV-radio and related stocks on N. Y. Stock Exchange showed these changes between Nov. 15 & Dec. 14: Admiral, 21,370 shares Nov. 15, to 23,070 Dec. 14; Avco, 20,180 to 20,850; General Electric, 10,098 to 10,419; Magnavox, 14,751 to 12,266; Motorola, 14,890 to 14,624; Philco, 9739 to 8921; Sylvania, 2050 to 4550; United Paramount Theatres, 8535 to 7120; Westinghouse, 6332 to 5188; Zenith, 21,130 to 23,475.

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Financial Miscellany: Most active stock traded on New York Stock Exchange during 1951, as in 1950, was RCA . . . Tung-Sol Electric Inc. (formerly Tung-Sol Lamp Works) has posted redemption notices for all convertible preferred stock at \$17.70 a share, including Feb. 1 dividend, at United States Corporation Co., N. Y. . . . International Resistance Co. registered with SEC this week offering of 325,000 shares of common stock, 250,000 being new financing, 75,000 holdings of certain stockholders, offered through F. Eberstadt & Co. and Zuckerman, Smith & Co. . . . Olympic Radio declares 3% stock dividend payable Jan. 28 to holders of record Jan. 15.

TAKING STOCK OF TV-RADIO STOCKS: Except that RTMA reports factory inventory of TVs at 219,885 units as of Dec. 21 -- which means the industry has pulled figure down some 550,000 from dangerous Aug. 3, 1951 peak of 768,766 (Vol. 7:32) -- we have only end-of-November figures on which to try to calculate how many sets were still in all trade pipelines at end of 1951.

RTMA distributor inventory shows 560,196 TVs as of Nov. 23, down from 645,-312 on Oct. 26 and from year's peak of 680,862 as of last Aug. 24, but still much higher than the 363,458 reported at end of 1950.

Dun & Bradstreet reports this week that retail inventory at end of November was 800,000-950,000 sets, of which 300,000-350,000 were table models and 500,000-600,000 other sizes. This is exactly same as end of October (Vol. 7:49).

November dealer sales ran 563,000 units (231,000 table TVs, 332,000 other), according to Dun & Bradstreet, which compares with 505,500 during October. For the only months for which Dun & Bradstreet has reported, July-thru-November, 2,111,000 TV sales are reported (852,000 table, 1,259,000 other).

Knowing factory inventory, and assuming distributor-retailer inventories change only slightly when end-of-December is reported, it's a good guess now that 1951 ended with 1,500,000 or more TV sets in all pipelines.

Radio inventory at end of November was 1,250,000-1,500,000 home sets, about same as end of October, plus 250,000-300,000 portables (up estimated 6000). November radio sales were 558,000 home radios, 85,000 portables, and sales for July-November were 2,229,000 home sets, 516,000 portables, according to Dun & Bradstreet.

HOPE, FAITH AND COOL CALCULATION: An industry that lifted itself by the bootstraps during so many rugged months of 1951 goes into 1952 with high hopes and great faith -- confident that the TV trade's best days are ahead, once FCC lifts the freeze and authorizes new stations to open up new markets.

The TV trade pulled out of such adverse circumstances last year -- made some 5,300,000 sets, sold almost as many -- that some believe it can do as well or better in 1952. This despite materials shortages that could keep output down, and despite the indisputable fact that end-of-freeze next spring isn't likely to bring many new stations into being until well into 1953.

If you believe the govt. experts, the industry cannot possibly produce as many sets this year as last, due to materials restraints. But there are those who, like Admiral's Ross Siragusa (see Financial Notes) seem to think such forecasters too much inclined to sell the industry's manufacturing ingenuity short.

The shortage forecasters could be wrong. The fact is that there were still plenty of sets in the trade pipelines at year's end, judging from end-of-November inventory figures (see above), and the danger of excessive inventories will persist if the set makers, distributors and retailers guess wrong again this year.

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Whether the wholesalers and retailers enjoy a good 1952 depends on factors too nebulous to calculate with certainty, chief being public demand. But the manufacturers, much as they prefer to make and sell peacetime goods, are being loaded with defense orders -- at least, all the big ones and many of the minor ones are -- and TV-radio may prove this year to be secondary dollar-volume items for them.

For example, RCA's Frank Folsom says his company's military output in 1952 "will probably equal in dollar volume the 1942 rate, when RCA plants were devoted 100% to war production." RCA's defense work, he added, should be 3-4 times greater in 1952 than in 1951, continuing still higher in 1953.

Admiral, Motorola, Philco and other major producers are also loaded with military orders, though their long-range view and their public accent is on civilian

products. Philco's Wm. Balderston, for example, told his distributors convention this week that "despite the threat of materials restrictions, we look forward to an increasing percentage of the market across the board" -- meaning, obviously, stiff competitive pushes on all appliances it produces.

Though trade generally has "guesstimated" 4,400,000 output for this year, Mr. Balderston thought it might go as high as 5,000,000.

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It's difficult to discern any definite price trends, though Motorola last week posted lower prices (Vol.7:52), Philco's & DuMont's are on lower scale, Admiral has cut prices of several holdover models. No one has yet followed RCA in announcing outright price increases on models carried over from last year (Vol. 7:50).

Balderston told his convention higher prices "are entirely possible" this year "as the industry gets back to more realistic pricing." On other hand, Motorola v.p. Robert Galvin was in complete disagreement, tells us he thinks we were wrong last week in reporting no signs of any "general trend" downward (Vol. 7:52).

New models, new prices, new gimmicks being disclosed currently, especially at Chicago's furniture marts, indicate the industry isn't sitting still in its keen competitive quest for customers. And the prospect of uhf, possibly even before many more vhf, quickness pulses not only of the marketeers but also of technicians who say they're ready, willing and able -- the moment uhf signals are imminent.

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Final official figures on TV-radio output for 1951 remain to come from RTMA which as yet has reported on just 51 weeks (see Topics & Trends). It seems safe to assume year ended with production of at least 5,250,000, probably nearer 5,300,000 TVs, and 12,500,000 radios. Their combined dollar value at manufacturing level is estimated by RTMA president Glen McDaniel at about \$1¼ billion as against \$1.7 in 1950. If we can accept average of \$180 per TV set at factory level, TV accounted for about \$950,000,000 of the total; at retail, with gadgets, possibly \$2 billion, not counting costs of installation, servicing, etc.

Add to foregoing about \$1 billion in military orders this year, according to McDaniel, compared to about \$500,000,000 in 1950 -- and you get idea of magnitude of TV and its related electronics arts. McDaniel estimates first quarter 1952 alone will add \$600,000,000 in military orders, continuing at that level rest of year.

Trade Personals: John M. Otter, Philco v.p. & gen. sales mgr., named v.p. & gen. mgr., refrigeration div., also heading management of all appliances, including electric ranges and room air conditioners; Thomas A. Kennally becomes v.p. on executive staff and chairman of distribution committee . . . Other changes in new Philco divisionalization program include: Raymond G. George, TV-radio merchandising v.p., named corporate v.p. of merchandising; Fred Ogilby, TV-radio div. v.p., is now in charge of all sales; John Kuneau, public relations v.p., adds duties of chairman of newly formed merchandising committee for TV-radio under div. president Larry Hardy; John L. Utz, field sales, promoted to national sales mgr. of TV, John J. Moran continuing as national sales mgr. of radio . . . Martin F. Shea promoted to Philco v.p., auto-radio div., in charge of car radio manufacturing sales and head of Detroit operation . . . Noble C. Harris, former chief, military equipment section, NPA Electronics Div., and ex-director of electronics, Navy Bureau of Aeronautics, Jan. 1 became liaison engineer for Crosley Div., Avco, assigned to Washington office under manager Frank J. Hughes; Justin R. (Ted) Sypher Jr., succeeds him as chief of military equipment section at NPA Electronics . . . John D. Grayson has resigned as v.p. & comptroller, Magnavox, to become v.p., Western Auto Stores, Kansas City . . . Lewis Gordon, ex-mgr., international sales div., appointed managing director, Sylvania international div.; Frederic J. Robinson named director of sales, Karel van Gassel director of manu-

facturing . . . William G. Frick promoted from field representative to sales mgr., Capehart-Farnsworth technical products div., succeeding late Dean E. Rice . . . Irving Robbins returns to Starrett Television Corp. as v.p. & gen. mgr. . . A. H. Nicoll, president of Graybar, elected chairman; F. E. Gibson, treasurer, and L. G. Fields, Richmond mgr., elected directors . . . Ralph R. Simpson, ex-engineer for test-equipment merchandising, promoted to merchandising supervisor, Sylvania TV picture tube div. . . S. Peter Shafer, ex-Motorola-New York Inc., appointed sales-promotion mgr., Tele King Corp. of New Jersey . . . Max S. Simpson named to newly created post of controller, Curtiss-Wright electronics div. . . Admiral Edwin Dorsey Foster, onetime chief of Naval materiel, since Jan. 1951 RCA Victor director of mobilization and planning, elected RCA Victor v.p. & director of planning Jan 4. . . David S. Rau elected v.p. & chief engineer of RCA Communications Inc., ex-engineering v.p. C. W. Latimer becoming v.p. & chief technical consultant . . . John P. Gleason named Eastern regional sales mgr. for TV bulb manufacturing div., Owens-Illinois Glass Co.

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Edmund T. Morris Jr., chairman of DPA's inter-agency Electronics Production Board since April 23, 1951 (Vol. 7:15) and chief of NPA Electronics Div. since May 24, is slated to return to post as director of Westinghouse Electronics & X-ray Div. next month. Decision on his successor in NPA-DPA posts is expected next week.

Topics & Trends of TV Trade: Final week's output figures still lacking due to inability of auditors to compile them soon enough, RTMA this week released revised and final TV-radio production figures for January-thru-November, 1951 (see below). To these can be added the estimated 125,745 TVs turned out during week ended Nov. 30 (counted as a December statistical week), the 109,468 to Dec. 7, the 117,047 to Dec. 14 and 86,594 to Dec. 21—to give grand total of 5,236,910. Final 10 days of December, despite holidays, are reasonably certain to swell this figure to around 5,300,000.

The radio figures in table below tell their own story. But since November figures were finalized, RTMA has reported these additional weeks' totals: 196,222, 206,581, 200,869, 164,276—so that with one week to go total radios came to 12,469,063 units. The RTMA table for first 11 month of 1951:

	TV	Home Radios	Portables	Auto Sets
January	645,716	750,289	75,294	346,799
February	679,319	764,679	79,859	437,779
March (5 Weeks)	874,634	988,078	147,037	545,297
April	469,157	619,651	150,494	542,021
May	339,132	581,557	164,171	603,534
June (5 Weeks)	326,547	346,135	228,454	494,202
July	152,306	184,002	70,538	293,955
August	146,705	295,587	77,568	190,252
Sept. (5 weeks)....	337,341	603,055	103,355	393,836
October	411,867	513,609	94,053	267,061
November	415,332	477,734	64,111	206,069
Total 11 Mo. ..	4,798,056	6,124,376	1,255,934	4,320,805
	*	*	*	*

Merchandising Notes: New York dept. store business was down 5.5% in December from same month year ago—TV-radio decreases ranging from 1% to 50%, according to monthly *Herald Tribune* retail trade survey; only one store reported TV-radio gain, which was 32.3% . . . Washington area distributors sold 5028 TV sets to retailers during November, as against 5947 in November 1950, reports Electric Institute; for 11 months through November, sales were 49,915 TVs vs. 72,511 . . . Sears Roebuck mid-winter catalog cuts 17-in. Silvertone TV table to \$160 (was \$170), 20-in. to \$210 (was \$220); new 20-in. console lists at \$240 . . . Spiegel Inc., in new 1952 catalog, adds 20-in. "Aircastle" table at \$240, consolette \$270; its 17-in. table is \$190 (reduced from fall-winter catalog's \$220), consolette is \$230 (console formerly offered was \$260); combinations dropped . . . Add these distributor meetings and exhibitors, during Chicago's Jan. 7-18 furniture marts, to those previously reported in this column (Vol. 7:50-52): CBS-Columbia, exhibit in Congress Hotel Jan. 7; Bendix Radio, meeting in Ambassador East Jan. 7; Sentinel, headquarters in Sheraton Hotel . . . Admiral again to sponsor Chicago finals of Golden Gloves boxing tournament March 7, All-Star football Aug. 15, simulcast on DuMont and Mutual.

National Appliance & Radio Dealers Assn. expects big dealer attendance at its Jan. 14-15 convention in Chicago's Conrad Hilton Hotel (Stevens). Monday luncheon speaker is Allen B. DuMont giving "One Man's Opinion" on TV and related arts TV session Tuesday afternoon will be addressed by Fred Ogilby, Philco v.p., speaking on "How Dealers in New Territories Can Get Started in the TV Business"; Glen McDaniel, RTMA president, "The Outlook for TV in 1952"; Mort Farr, NARDA president, "Servicing."

Motorola's new price list (Vol. 7:52) ran into snag this week because of OPS ruling against higher warranty charges, but executive v.p. Robert W. Galvin said that prices would remain same and that firm was working out new method of computing warranty and taxes.

Featured in new Philco line, introduced at Jan. 5 distributor meetings in Chicago, are nine 21-in. models, all with cylindrical face tube which reduces glare and reflection, provides 20% more viewing area than conventional 20-in. All-new line also includes six 20-in. and four 17-in. sets. Prices are considerably lower than previous line, with 20-in. receivers "in the same price range that made 16-in. sets price leaders less than a year ago." New developments include completely new chassis and "Super-Colorado Tuner." Prices, rounded out, not including Federal excise tax:

The 17-in. line begins with Model 1802 table at \$200. Other 17-in. tables are Model 1820 at \$240 & 1821 at \$260. Only 17-in. console is 1850 at \$300. The 20-in. tables: 2120, mahogany \$260; 2122, mahogany \$300, blonde \$320. Consoles in the 20-in. line: 2151, walnut \$320, mahogany \$340, blonde \$360.

One table model is featured in 21-in. line, Model 2224, mahogany \$340. Consoles, all mahogany: 2252 at \$360; 2253, casters, \$380; 2254, casters, \$400; 2256, casters, ¾ doors, \$430; 2258, casters, full doors, \$450; 2259, genuine mahogany, full doors, casters, \$480; 2283, AM-phono, ¾ doors, \$600; 2275, AM-FM-phono, \$775.

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RCA's winter line, delivered to distributors this week, consists of six 21-in. models and six 17-in., including four 21-in. and two 17-in. held over from old line. Dropped from 17-in. line were old metal table at \$280, wood table at \$300, and in place of them are the *Colby*, metal table at \$260, and *Glenside*, metal table at \$280 in mahogany finish, \$290 in blonde. New 17-in. consoles are *Crafton* at \$340 in mahogany or walnut, \$350 in oak and *Calhoun*, with doors, mahogany or walnut, \$395. Continued are 17-in. console *Covington*, \$380 in mahogany or walnut, \$390 in oak, and *Kendall*, mahogany, walnut or oak, \$390.

New in 21-in. line are *Selfridge* table at \$380 in mahogany or walnut, \$390 in oak, and *Meredith* open console at \$425 in mahogany or walnut, \$445 in oak. The 4 hold-over 21-in., all consoles introduced last August and increased in price about 5% as of Dec. 24 (Vol. 7:50): *Suffolk* \$450, oak \$470; *Donley* \$475, oak \$495; *Rockingham* \$495; *Clarendon* \$525. Matching consolette bases are available for table models at \$18.95 for 17-in., \$20 & \$22.50 for 20-in.

No combinations are now offered by RCA, except as there may be some old models still in pipelines. Whether combinations will be made second half of 1952 depends on materials supply. All prices include tax, 90-day warranty.

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New 11-set DuMont line, to be introduced at Chicago's American Furniture Mart Jan. 7, is priced 10-15% below previous line, with 21-in. consoles running \$70-\$150 under 19-in. 1951 predecessors. New line, all 17 & 21-in., features cylindrical face picture tube on all 21-in. models, built-in booster and "Distan-Selector" switch for fringe areas. Three sets have new "Selfocus" picture tube.

Line starts with *Devon*, 17-in. table, \$280 in mahogany, \$290 in blonde (prices rounded out). Other 17-in., all consoles: *Chester*, mahogany, \$320; *Park Lane*, doors, FM-phono, mahogany, \$350, blonde \$360; *Andover*, doors, FM-phono, mahogany, \$350; *Meadowbrook*, doors, FM-phono, mahogany, \$370.

The 21-in. consoles: *Wickford*, mahogany, \$400, limed oak, \$420; *Banbury*, doors, mahogany, \$460, limed oak, \$480, raffia doors, \$490; *Wimbledon*, doors, mahogany, \$480, blonde, \$500; *Whitehall*, doors, mahogany, \$500; *Flanders*, doors, fruitwood, \$540; *Sherbrooke*, doors, AM-FM-phono, mahogany, \$650, blonde \$675.

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Raytheon has new "Corona Inhibitor" treatment for picture tubes to minimize loss of brightness and audible effects resulting from certain atmospheric conditions.

Admiral adds 12 new models, some with AM radio added as a "product dividend", listing at prices which v.p. Richard Graver told Chicago convention this week "are no higher than those of most other nationally advertised sets having TV alone." Radio and record player outlets are integral parts of the TV circuit, sharing same chassis and tubes, so that cabinets are not enlarged.

Admiral's line thus comprises 32 models, some of carryovers being reduced \$30 to \$125 in price. Several 21-in. sets contain the new cylindrical glass tubes, and the entire line has double shielding on tuner to minimize oscillator radiation. Designed but awaiting tube availabilities is a 27-in. set in cabinet that Mr. Graver said will "fit any size living room." Nevertheless, he predicted 17-in. will enjoy high favor this year, though trend is to 20 & 21-in. The complete Admiral line (Eastern prices):

Table models: New are 20-in. plastic ebony at \$240, mahogany finish \$250; and 21-in. mahogany \$350, blonde \$360—latter 2 with AM. Continued are 17-in. plastic 17K21-2 ebony at \$190, plastic mahogany \$200; and 17M16-7 mahogany wood \$230, blonde \$240. Also continued are the 121K15-6-7 20-in. walnut \$280, mahogany \$290, blonde \$300.

Consoles: New are 17-in. walnut \$300, mahogany \$310, blonde \$330—Each with AM. New also are 21-in. walnut \$400, mahogany \$410—both with AM. Carried over are 17-in. 27K85-6-7 series in walnut at \$260, mahogany \$270, blonde \$290; and the 37M15-6 in walnut \$400, mahogany \$420; 27M35-6 in walnut \$300, mahogany \$310.

Combinations: New are 21-in. in walnut at \$500, mahogany \$520, blonde \$540. Continued are 17-in. 37K55-6-7 series in walnut \$380, mahogany \$400, blonde \$420. Prices include tax & warranty of 90 days on tubes, year on parts.

Certificates of necessity for accelerated tax amortization of expanded electronic and related production facilities approved by DPA Nov. 24-30: General Electric, Coshocton, Ohio, mica, \$452,263 (of which 45% is to be written off in 5 years); Electronic Associates Inc., Long Branch, N. J., electronic equipment, \$147,500 (70%); Consolidated Engineering Co., Pasadena, Cal., electronic instruments, \$39,003 (65%); Mykroy Inc., Horton Grove, Ill., aircraft parts, \$39,000 (40%); United Electronics Co., Newark, tubes, \$25,224 (65%).

To protect small firms in allocation of critical materials, Small Defense Plants Administration this week set up Office of Materials, headed by Roger E. Allen, former NPA consultant and one-time production manager of Bendix plants at South Bend, Ind., and Elmira, N. Y.

Sylvania buys 36,000-sq. ft. plant at 151 Needham St., Newton, Mass., to make magnetrons and microwave tubes for radar, employing about 200 persons starting Feb. 1; Douglas Eckhardt, magnetron foreman at Boston, will be manufacturing supt.

Chock full of TV is agenda for 1952 IRE convention at New York's Waldorf-Astoria Hotel and Grand Central Palace, March 3-6. Featured are symposiums and technical papers on such subjects as TV broadcasting audio & video systems, station construction & theatre conversion, NTSC color standards, uhf receivers & tubes, CR tubes. Defense Mobilizer Charles E. Wilson will speak at March 5 banquet.

RCA is continuing NTSC color field tests Tuesday-thru-Saturday, 7-8:45 a.m., over Channel 4 in New York, rebroadcast over uhf in Bridgeport, for at least first 2 weeks of January. Signals have been on air 7-10 a.m. Monday-thru-Friday during December.

FCC's patent-filing proposal (Vol. 7:48) gave too little time for study, some companies and patent attorneys advised Commission—so deadline for comments was extended this week from Jan. 5 to Jan. 31.

Mobilization Notes: NPA gave TV-radio industry hint of what to expect next quarter when it told auto manufacturers this week they'll have to get along with 30% less materials in second quarter than in current first quarter. TV-radio cuts will be steep—probably in the order of 10% below first quarter—but they'll be less than car makers' cutbacks, since auto industry wasn't hit as hard as TV-radio and other durable goods in first quarter.

Meanwhile, DPA-NPA chief Manly Fleischmann, in year-end statement, predicted "shortages of basic materials will be most acute during the second and third quarters of 1952, with only a slight easing during the closing months of 1952." By summer of 1953, he said, "we shall have achieved the build-up of military strength in being, plus the additional productive capacity to support an all-out mobilization." By that time, he estimated, electronics production will be at 268% of 1951 levels, aircraft 115%, machine tools 262%. Depletion of inventories of civilian goods and record employment in 1952 "will make the defense effort a far more realistic part of the life of the average citizen than it was in 1951," said Fleischmann. The new year will see completion of bulk of industrial expansion, and production of actual military items, rather than the machinery to make them, he predicted.

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Why is military electronics program behind schedule? Special report in Dec. 31 *Newsweek* says complexity of equipment, red tape and shortages of materials, machine tools and manpower combine to make electronics production "No. 2 bottleneck" of defense program (jet engines being No. 1). Based on interviews with manufacturers and military officials, article draws these conclusions:

New weapons "are almost incomprehensibly complex, [and] as a result not more than 20% can be mass-produced." New technical problems constantly arise to plague manufacturers. "As if the devices were not complicated enough, the services constantly press for changes and improvements."

"Red tape and indecision emanating from the Pentagon and other Washington bureaucratic circles" is one big hold-up in electronics production. "The armed services have consistently failed to spell out their specific and immediate needs." Constant military-directed design changes—even as equipment comes off the production line—is frequent complaint of manufacturers. Another is that Munitions Board fails to help producers obtain badly needed parts and components. "Before Korea, the average lead-time in delivery of components was 3 months; now it is a year."

"So far as the electronics program is concerned," *Newsweek* concludes, "the situation had been 'saved' simply because jet engines have been the chief bottleneck. Aircraft have not been delayed because of a shortage of electronic devices."

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Some 500 applications for second-quarter CMP materials from electronics manufacturers were in hands of NPA Electronics Div. at this week's end—almost 2 weeks after deadline. For first quarter, division received total of 922 applications. Division officials said applications will be processed and allotment tickets mailed out in order of receipt, giving early applicants an edge in placing materials orders at the mills.

A "new" electronics industry, rivaling chemical industry in size, will grow from the transistor, predicted Bell Labs' Dr. Robert M. Burns in speech before Society of the Chemical Industry in New York's Waldorf-Astoria Hotel Jan. 4. Dr. Burns, a developer of the substitute for vacuum tubes, was awarded Perkin Medal, highest award for achievement in American industrial chemistry.



THIS is NARTB-TV's seal of approval to be displayed by all stations subscribing to code of program standards (for full text of code, see Supplement No. 76, Vol. 7:49). Code becomes effective March 1, and all TV stations and networks will be eligible to subscribe.

NARTB-TV's membership of 75 stations and 3 networks may subscribe without additional payment, but non-members must pay administrative fee, to be determined at February NARTB board meeting. Copyrighted seal was designed by William R. Willison, Washington.

Starting off awards season, *Look Magazine & Radio Daily* announced their choices this week. *Look* jury comprised 1000 executives, producers, directors, reviewers, who picked winners in 12 categories: variety, *Your Show of Shows*; comedy team, Sid Caesar & Imogene Coca; producer, Max Liebman; m.c., Milton Berle; news, John Cameron Swayze; education, *Zoo Parade*; drama, *Studio One*; public affairs & special achievement (2 awards), Ke-fauver Committee hearings; sports, *Cavalcade of Sports*; director, Alex Segal; children's program, *Kukla, Fran & Ollie*. *Radio Daily* polled TV editors for top personalities in 10 classes, picked: man of the year, Arthur Godfrey; woman of the year, Imogene Coca; drama, *Studio One*; comedy, Red Skelton; commentator, John Cameron Swayze; documentary, *Crusade in the Pacific*; quiz program, *You Bet Your Life*; sports, Jimmy Powers; children's show, *Kukla, Fran & Ollie*; song hit, *Because of You*.

"Triple spotting" between closing commercial of one show and opening commercial of next is reason why E. J. Brach & Sons, Chicago candy manufacturer, is shifting away from TV this month and back to radio spots in 10 Midwest cities. Spots so close together "just aren't worth the money," *Tide Magazine* reports Brach as saying. *Tide* notes that Lucky Strike has canceled TV spot in favor of new network show (Vol. 7:51) and that Ballantine Ale may go lighter on TV this year, and states: "The feeling in the trade seems to be that TV spot prices are much too high in relation to other media, and the TV stations may have a sizable problem on this score before they know it."

TV-radio income of \$400,000 from Jan. 1 Rose Bowl football game topped net gate of \$350,000, as was expected Aug. 2 when NBC bought 3-year TV-radio rights for \$1,510,000 (Vol. 7:31). First coast-to-coast bowl telecast was sponsored by Gillette. Sale of rights last year yielded \$110,000. Theatre telecasting of game was banned by Pacific Coast Conference and Tournament of Roses officials despite fact NBC was willing and Theatre Network TV Inc., New York, had told members that game would be available. Tickets were sold in advance by theatres in many cities, including Denver, where no home TV is available. Theatre TV for hour of Rose Parade New Year's morning was also banned by sponsor, F. W. Woolworth.

TV angle in film contracts resulted in cancellation of Joan Crawford's pact and termination of an important loanout agreement this week. Miss Crawford ended long-term contract with Warners, a spokesman for the star said, to be free to work in TV-radio. Ending of loanout deal for actors Kirk Kasznar between producer Stanley Kramer and MGM—because Metro insisted on non-TV clause—may indicate, the *New York Times* speculated, that Kramer is considering possible release of films to TV. Kramer has produced such pictures as *Home of the Brave*, *Champion*, *Cyrano de Bergerac* and *Death of a Salesman*.

RIVAL NETWORKS serving same stations in one and two-station towns moved quickly this week to bring those stations' network rates up to same levels those ordered into effect Jan. 1 by NBC-TV (Vol. 7:52). But, interestingly enough, neither CBS-TV nor ABC-TV changed their own New York key station base rates of \$4000 an hour; and DuMont issued statement saying it was not increasing \$2200 rate of its WABD, New York, "for the present" nor would it hike its WTTG, Washington, and WDTV, Pittsburgh, though about 65% of its affiliates have announced increases averaging 10%.

CBS-TV basic interconnected group, available only as a group, now lines up thus for Class A hours: WCBS-TV, New York, \$4000; WAGA-TV, Atlanta, \$575; WMAR-TV, Baltimore, \$1100; WAFM-TV, Birmingham, \$400; WNAC-TV, Boston, \$1800; WBT, Charlotte, \$500; WBKB, Chicago, \$2000; WKRC-TV, Cincinnati, \$1000; WEWS, Cleveland, \$1350; WBNS-TV, Columbus, \$700; WHIO-TV, Dayton, \$675; WJBK-TV, Detroit, \$1500; WFMY-TV, Greensboro, \$450; WFBM-TV, Indianapolis, \$800; WMBR-TV, Jacksonville, \$400; WKZO-TV, Kalamazoo, \$500; KNXT, Los Angeles, \$2000; WHAS-TV, Louisville, \$525; WCAU-TV, Philadelphia, \$2000; WHEN, Syracuse, \$600; WTOP-TV, Washington, \$950.

Northwest supplementary group: WOI-TV, Ames, Ia., \$400; WDAF-TV, Kansas City, \$800; WTCN-TV, Minneapolis, \$900; KMTV, Omaha, \$550; WHBF-TV, Rock Island, \$400.

Supplementary interconnected outlets, available with basic group individually if time is cleared (all one-station towns except San Francisco): WNBK-TV, Binghamton, \$400; WTTV, Bloomington, \$200; WBNB-TV, Buffalo, \$1000; WICU, Erie, \$550; WOOD-TV, Grand Rapids, \$500; WSAZ-TV, Huntington, \$425; WJAC-TV, Johnstown, \$625; WGAL-TV, Lancaster, \$600; WJIM-TV, Lansing, \$475; WMCT, Memphis, \$550; WTMJ-TV, Milwaukee, \$1075; WSM-TV, Nashville, \$375; WNHC-TV, New Haven, \$900; WTVR-TV, Norfolk, \$500; WDTV, Pittsburgh, \$900; WJAR-TV, Providence, \$800; WTVR, Richmond, \$475; WHAM-TV, Rochester, \$650; KSD-TV, St. Louis, \$1225; KSL-TV, Salt Lake City, \$400; KFMB-TV, San Diego, \$550; KPIX, San Francisco, \$850; WRGB, Schenectady, \$825; WSPD-TV, Toledo, \$725; WKTU, Utica, \$400.

Non-interconnected supplementaries, served via kinescopes: KOB-TV, Albuquerque, \$200; KRLD-TV, Dallas, \$650; KPRC-TV, Houston, \$600; XELD-TV, Matamoros, \$250; WTVJ, Miami, \$600; WDSU-TV, New Orleans, \$525; WKY-TV, Oklahoma City, \$600; KPHO-TV, Phoenix, \$400; WOAI-TV, San Antonio, \$400; KING-TV, Seattle, \$650; KOTV, Tulsa, \$500.

The ABC-TV affiliates, which mostly also subscribe to NBC-TV and/or CBS-TV, are adjusted to same levels, with ABC-TV quoting these network rates for its more or less "exclusive" affiliates: WJZ-TV, New York, \$4000; WXYZ-TV, Detroit, \$1350; WAAM, Baltimore, \$1000; WCPO-TV, Cincinnati, \$1025; WXEL, Cleveland, \$1350; WTVN, Columbus, \$675; WFIL-TV, Philadelphia, \$2100; WMAL-TV, Washington, \$950; WMBR-TV, Jacksonville, \$400; WENR-TV, Chicago, \$2000; KECA-TV, Los Angeles, \$2000; KGO-TV, San Francisco, \$850.

Radio's conscientious job of researching TV's inroads works to radio's disadvantage, since other media either lack or conceal comparable data. So concludes Dr. Hans Zeisel, research director for Tea Bureau, writing in Dec. 29 *Editor & Publisher*. He adduces following limited data on other media: (1) Dr. J. Gould's study, in *Fortune*, showed TV's impact on movies "in the neighborhood of 20%." (2) No newspaper circulation loss in TV areas, but "there is some evidence that newspaper reading is not quite as intensive as it was." (3) Magazine ad-noting by men has declined by 12%, by women 13%. Magazines won't release comparisons of newsstand sales in TV and non-TV areas "although these data are readily available."

Total applications filed with FCC rose to 476 this week, of which 27 are uhf. Two vhf were from WCOV, Montgomery, Ala., for Channel No. 12 and WRAL, Raleigh, N. C., for No. 5. Only uhf was from owners of KNAL, Victoria, Tex., seeking No. 19. [For further details, see *TV Addenda 13-Y* herewith; for listing of all applicants to date, see *TV Factbook No. 13* and Addenda to date.]

Though FCC denied its experimental uhf application (Vol. 7:49), Reading's WHUM is going ahead with plans, contingent on end of freeze, expects delivery of GE's first 200-kw setup in March. Total construction costs are \$485,000, including \$125,000 for transmitter, \$150,000 for 1050-ft. tower.

MARTIN CODEL'S

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

Television Digest

with **ELECTRONICS** REPORTS

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JAN 14 1952

January 12, 1952

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Advertisers Spent \$484,400,000 on TV in 1951, page 5. Topics & Trends—New TV Set Prices, pages 10-11.
More TV-Radio Materials to Military, page 6. NCAA Bows to Public Opinion on Football, page 12.

HANDY INDEX TO THE TV NEWS OF 1951: Index to the contents of our 1951 Newsletters, Supplements, Special Reports, etc., sent to all subscribers herewith, is designed to serve as ready reference to major events, trends, facts, dates, as chronicled by Television Digest during the last year. It wasn't practicable to catalog everything we published -- but the important news is pin-pointed for you. Use of this Index, of course, presupposes that you have maintained your file of 1951 Newsletters and other documents (Vol. 7:1-to-52). We're now preparing bound volumes for those who ordered them in advance (at \$25 per copy), and strongly urge that you have your own files bound locally if facilities are available.

Note: Going into mails by end of next week, to those subscribing to them, are our semi-annual TV Factbook (No. 14) and our 1952 AM-FM Directory -- both now recognized as standard reference volumes in the industry. Both mean start of brand-new series of weekly Addenda reporting station applications, grants, changes, etc. Each lists all stations in its respective fields, with pertinent reference data.

QUICK TV EXPANSION NOT IN THE CARDS: Though there should be no illusions about true meaning of "end of freeze" in terms of new stations and markets, many ebullient folk in this dynamic field can't seem to shake the notion that countryside will bristle with new antennas the moment FCC opens the gates.

Even Sen. Johnson this week told us he has advised eager Denver constituents that city should have stations "in time for the World Series" -- October. Yet fact is that few people familiar with administrative procedures, in or out of FCC, can see how Denver will get CPs -- let alone stations on air -- by October. As one attorney puts it:

"There's only one method of getting fast grants in Denver or any city like it. That's by locking up all applicants in a hotel room, permitting them no liquor or cigarettes, and telling them to come out with no more applications than channels available -- through merger or murder."

* * * *

Still no answers to major freeze questions -- "When will it end?" and "How will applications and hearings be handled?" -- simply because FCC doesn't know yet.

"We ought to have a darn good idea in a couple weeks," Chairman Coy tells us, "but right now we can't say." Actually, picture should be much clearer after Jan. 18, when full Commission tackles city-by-city allocations for entire country -- except New England, which was cleaned up in "trial run" few weeks ago (Vol. 7:49).

Incredibly numerous and complex problems of writing new rules and standards and setting up application-handling procedures are considered well in hand by Commission staff, but commissioners themselves still have to pass on them.

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Speed in pounding out CPs after freeze may be achieved, according to some, through separation of vhf and uhf -- hastening uhf grants, at least. Assumption has been that uhf will be in much less demand, even in larger cities, so hearings may

frequently be avoided. But with uhf growing more attractive daily, there's strong possibility that very few sizable cities would get by without uhf hearings in addition to vhf.

Contributing markedly to uhf's enhancement is NBC's petition asking FCC to permit it and other multiple-station operators to build several uhf stations in addition to present limit of 5 vhf (Vol. 8:1). Chairman Coy and Comr. Sterling are outspoken in their endorsement of petition, and it's considered almost certain that proposal will muster FCC majority. Said Coy:

"I can see results of the petition already. A group of men was just in to see me and they said that if uhf is good enough for NBC, it's good enough for them. I'm in favor of the idea. Personally, I'd like to see the same limits in TV and FM as in AM -- 7 stations." Decision is expected by time freeze is lifted.

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Another possibility for quicker grants has been advocated -- that of permitting applicants to specify channel, then holding hearings on only those channels with 2 or more applicants. Proponents consider this procedure the only legal one, as well as most practical. But opponents say it would encourage "shell game," with applicants winning grants simply because they amended to "right" channel at the last minute. Chances for adoption of this procedure seem slim.

Other ideas for making time have been mentioned -- applicants agreeing to waive hearings, "paper" hearings, waiving of oral arguments -- but it's dubious whether applicants will waive anything when chips are really finally down.

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Thus, simple facts of TV's economic and regulatory life continually lead to this conclusion: Even if FCC ends freeze by March 1 -- meaning that it adopts final allocation plan, rules & standards -- this year's new stations may well number 5-10, next year's 30-50. March 1 for decision is considered reasonable date since at Commission they say "between Feb. 1 and March 1."

Even if Congress gives FCC more money for more hearing examiners and more staff, it can't help much this year. But it would mean substantial increase in grants next year, tremendous difference in 1954. Curiously, Sen. Johnson says that no one from FCC has requested his help in getting bigger appropriation. "I'm ready to take off my coat and go to work," he says, "but no one has asked me to. I don't know whether they want or can use help, but I do know they need more examiners."

WHAT'S AT STAKE IN THEATRE-TV HEARINGS: Though financial success of theatre TV is by no means guaranteed -- even warmest proponents admit that -- movie industry is asking FCC for opportunity to test economics of new medium under the best possible conditions. That's whole reason behind recent hustle-bustle in preparation for FCC hearings scheduled to begin Feb. 25, if it doesn't conflict with FCC's freeze work.

Showmen who built film industry think they see in theatre TV the answer to stay-at-home audiences -- and key to a new and greater entertainment business. But when they put it to the real test of public response, they want to be sure they have room to grow -- into a high-definition, color -- perhaps even tri-dimensional -- nationwide TV system, with programming and facilities under their own control.

Fabulous popular (if not financial) success of last year's makeshift theatre "network" has whetted appetites of theatremen. These experiments were concerned almost exclusively with sports. But exhibitors and producers envision TV giving birth to entirely new entertainment medium -- combining timeliness of TV with what they like to call the glamour of the film palace.

Theatremen are looking hopefully to the day when vaudeville returns -- via TV; when the 400-seat Bijou in Rock Ridge, S.D. can present Radio City Music Hall Revue twice daily; when theatre newsreels will be news -- not history, but visual reports of the last 24 hours of national, regional and local events, including on-the-spot news as it happens; when TV supplements regular film fare and replaces "B" features and the double-bill.

Months of meetings have welded a solid front and unified command for FCC hearings among the theatre-TV backers. Principal groups which will appear will be

(1) Producers, through Motion Picture Assn. of America, whose president Eric P. Johnston will testify. (2) Theatre owners, through National Exhibitors Theatre-TV Committee (Vol. 6:26), headed by East Coast theatre chain owner S. H. Fabian.

Only party to file opposition so far has been AT&T -- expected to be formidable opponent. Telecasters have been watching developments closely, but openly have expressed little interest. NARTB-TV board, however, has authorized appearance at hearings if it's found necessary. TV director Thad Brown says he's studying question, will enter hearings if there's any indication theatre people want to infringe frequencies which telecasters need.

* * * *

What's wrong with present system of theatre TV? Why are exclusive channels needed? To begin with, say theatre-TV backers, present method isn't a "system" at all. Some 60 theatres are equipped with projection receivers built to pick up the standard 525-line home-TV type broadcasts. Theatre "telecasts" so far have been sent to theatres in score of cities when and where AT&T circuits were available.

Theatre people hasten to point out that a "real" theatre-TV system can't be established on this basis. These are their principal arguments:

(1) Standards. While today's home-TV images are satisfactory on the screen of a receiver in the living room, they're woefully inadequate on a 15x20-ft. screen in a darkened theatre -- especially when on same program with motion pictures.

More definition is necessity, they say. While there's much controversy on subject, general consensus is that video bandwidth of 10 mc can reproduce picture that "looks" about as good as 35mm movie. TV stations put out 4-mc video signal, and AT&T's cable passes only 2.7 mc, though microwave is much better.

Then there's color. Theatre-TV exponents agree system should use color from start. Both color-subcarrier (RCA theatre color, Vol. 7:42) and field-sequential systems (Eidophor-CBS, Vol. 7:40) have advocates among theatre-TV experts. But they say different color systems can co-exist under proposed theatre-TV setup -- and feel color question should be kept out of FCC hearings, since proposed allocation would be for point-to-point "closed system" transmission only.

(2) Distribution. Theatre-TV can't succeed if it must rely on common carriers, its exponents say. AT&T's present TV service won't accommodate wide-band, high-definition system, and they argue that AT&T's other commitments make construction of new facilities too uncertain and indefinite.

Acquisition of transmission facilities, movie folk insist, "should be entrusted to those who have the primary interest of exhibiting the TV picture in the theatre, rather than to a common carrier whose principal obligation is to provide telephone service to millions of private subscribers" [from 20th Century-Fox brief, filed with FCC September 1949; see Vol. 5:36].

High cost of common carrier service is another argument against use of AT&T lines. Theatre people are quick to point out that oil and gas companies have built their own elaborate transcontinental microwave systems because of "AT&T's slowness and costs." Too, they say AT&T isn't flexible enough for remote pickups, etc.

* * * *

Theatre-TV people are asking FCC to allocate enough frequencies to them to accommodate 6 competitive nationwide networks, including inter-city relays, intra-city transmissions and remote pickups.

They figure 360-mc chunk of microwave frequencies can do the trick. Then they want to split this into 6 "double channels" -- each 60-mc wide and containing two 30-mc channels, of which 10-mc would be for video signal. The 30-mc width is necessary, they say, because available microwave equipment uses frequency-modulated picture, requiring wide sidebands. And they argue wide channel would accommodate any future improvements, such as better color, 3-dimensional picture, etc.

Signal would be carried city-to-city via relay hops, each network alternating between its two 30-mc channels with each hop, to avoid interference. Within cities, signal would be beamed directionally from high point to theatres.

There'd be no co-channel or adjacent-channel interference problems in such

a system, the engineers point out. Because of high frequency and directional nature of transmission, adjacent channels could be used in same city, co-channels in neighboring cities -- giving each city potential of 6 theatre-TV services.

Most oft-suggested frequencies for theatre TV are 6425-6785 mc -- although some engineers feel frequencies as high as little-used 10,000-mc band would be satisfactory for intra-city transmission.

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Theatre-TV attorneys are optimistic -- at least publicly. They say they expect to get all they ask. But if FCC rejects their plea for exclusive channels they have another proposal ready. They've asked Commission to consider -- as last resort -- possibility of assigning them frequencies allocated to industrial radio services, on a shared basis (Vol. 7:36,50,52).

If they get their frequencies, it will be some time before even regional networks can be put into operation -- and TV-conscious theatre owners will be faced with problem of whether to continue ordering and installing present type theatre-TV equipment which would be obsoleted by wide-band color TV service.

First regional networks would probably be operated by theatre chains. Los Angeles' National Theatres president Charles Skouras has already announced plans for 73-theatre circuit using Eidophor-color equipment (Vol. 7:49). If public takes to theatre TV, its backers see regional nets gradually expanding into national service.

Home-TV networks and film producers are expected to get into the act if this happens. NBC has already revealed it's eyeing potential of exclusive programming for theatres. And there's possibility, too, that transcontinental theatre-TV relay, serving as limited common carrier, may compete with AT&T, leasing its facilities to other users -- such as home TV -- during idle hours.

These are movie industry's plans for TV. They're long-term plans, but may well hinge on action FCC takes in next few months. MPAA president Eric Johnston warned Jan. 8: If film industry loses its case before Commission, it will probably be barred forever from setting up a theatre-TV system.

Telecasting Notes: Memo to all present and prospective telecasters: Be sure to have a look at NBC-TV's new 7-9 a.m. show *Today*, with Dave Garroway as m.c., starting Jan. 14 and running weekdays thereafter (Vol. 7:50 et seq); it's radical departure in telecasting, not only because it opens TV day so much earlier but because of new format and because it's plainly designed to capture radio's early-morning audience, with programs designed for viewing and/or listening. Several sponsors already signed (see Network Accounts) . . . WOR-TV's Television Square, 2-story structure occupying most of block between 67th & 68th Sts., bounded by Broadway & Columbus, New York, was formally opened this week--housing 48,000-sq. ft. of TV production facilities, purchased and remodeled at reported cost of \$3,000,000 . . . Only block away, ABC's St. Nicholas Arena, where International Boxing Club bouts are televised, was sold this week to Wm. Zeckendorf, realtor and ABC board member . . . ABC has purchased almost entire balance of West 66th St. blockfront between Central Park West & Columbus Ave. with view to consolidating all its operations; shift and development of properties said to represent total capital investment of \$10,000,000 by ABC, presumably predicated on pending merger with United Paramount Theatres . . . Hollywood will originate more network TV shows than New York by October, according to Jan. 3 *Hollywood Daily Variety*, which reports CBS plans 10 network shows from Hollywood by spring, 10 more by Oct. 1 opening of its "TV City." NBC & ABC are expected to add dozen more . . . Lowest-rate TV station of all 109, whose rate cards are digested in our forthcoming *TV Factbook No. 14*, is that of KOB-TV, Albuquerque, which started Nov. 29, 1948 as nation's 46th station with base rate of \$150 an hour, now quotes only \$195 in Rate Card No. 2; as of Dec. 1, total TVs attributed to

its area was only 12,100 (Vol. 7:52) . . . ASCAP's 2500 writers and 400 publishers split \$14,000,000 income for 1951, compared with \$10,000,000 for 1950, TV stations alone accounting for \$1,850,000 during first 8 months of 1951 vs. \$300,000 in all 1950--and expected to account for much more this year . . . Johns Hopkins U granted \$10,000 by board of WAAM, Baltimore, which keys its weekly *Science Review* on DuMont, for further extension of show; how show is put on at WAAM was subject of Jan. 7 telecast, how it's networked scheduled for Jan. 14 . . . Elmo Roper signs with NBC for pre-election opinion polls . . . Chesterfield, his radio sponsor, is likely to bankroll Bing Crosby on CBS-TV when he "almost certainly will be doing a TV show from the Coast next September or October," according to *Variety*; he's expected to do only 5 or 6 shows per season, like Jack Benny . . . DuMont's WTTG, Washington, has leased most of tenth floor of downtown Raleigh Hotel to house 40x60-ft. and 40x40-ft. studios, all offices, 2-story control room.

NBC is definitely going ahead with its projected Economics Study Formula, and on Jan. 15 is sending letters to all radio affiliates informing them of new status as of next July 1. Efforts of affiliates' committee to get network to recede from new station-payment policy, which hinges in part on TV factors and means lower payments to most, have proved unavailing despite threats of some that they will quit network. Top NBC executives were on road this week laying formula before recalcitrant stations. Network has indicated that if any stations secede, others will be affiliated--a threat it can carry out in most areas in view of fact total AM outlets have more than doubled since VJ-Day (Vol. 8:1). Station committee consisted of Paul Morency, WTIC, Hartford; Richard Shafto, WIS, Columbia, S. C.; Clair McCollough, WGAL, Lancaster, Pa.

ADVERTISERS SPENT \$484,400,000 on TV in 1951, including time purchases, talent, production—everything. That's preliminary report this week from *Printers' Ink*, prepared by McCann-Erickson research dept. Estimate puts national TV advertising bill at \$360,400,000, local \$124,000,000. Total compares with \$185,000,000 in 1950 (\$131,100,000 national, \$53,900,000 local).

TV's increase of 161.8% over 1950 is called "most spectacular gain" among all media. TV's 1951 advertising expenditures represent 7.4% of record national total advertising volume of \$6,548,200,000, which is up 15% from 1950.

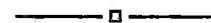
Radio billings totaled \$690,000,000, according to *Printers' Ink* (\$396,900,000 national, \$293,100,000 local), or net gain of 3.4% over 1950. National gained 1.6%, local gained 6%. Radio comprised 10.5% of national advertising budget.

Dollar expenditures in other media and their percentage of whole: newspapers \$2,226,000,000, or 34%; magazines \$562,300,000, or 8.6%; farm papers \$24,200,000, or .4%; direct mail \$920,500,000, or 14%; business papers, \$292,800,000, or 4.5%; outdoor \$149,600,000, or 2.3%; miscellaneous \$1,198,400,000, or 18.3%.

Network Accounts: Kiplinger Washington Agency (*Changing Times Magazine*) first sponsor to sign for participations in new Dave Garroway show *Today* starting Jan. 14 on NBC-TV, Mon.-thru-Fri. 7-9 a.m.; Kenwill Corp. (Magikoter Paintroller) starts participations Feb. 18. Kiplinger agency is Albert Frank-Guenther Law; Kenwill agency is W. Earl Bothwell . . . Reichold Chemicals Inc. (synthetic resins, industrial chemicals) sponsors TV version of *America's Town Meeting*, starting Jan. 27 on ABC-TV, Sun. 6:30-7 . . . James Lees & Sons Co. (carpets & rugs) Feb. 24 starts *Meet the Masters*, musical recital series, on NBC-TV, alt. Sun. 5:30-6, thru D'Arcy Adv., N. Y. . . . Vitamin Corp. of America (Rybutal) sponsors Mon. segment of *The Goldbergs* when show starts Feb. 4 on NBC-TV, Mon.-Wed.-Fri. 7:15-7:30, thru Duane Jones, N. Y. . . . Toni Co., Div. of Gillette Safety Razor Co. (home permanent), starting Jan. 11, sponsors 4:45-5 Fri. segment of *Kate Smith Show* on NBC-TV, Mon.-thru-Fri. 4-5, thru Footc, Cone & Belding, Chicago . . . Mars Inc. (candy) Feb. 3 starts sponsorship of 5:30-6 portion of *Super Circus* on ABC-TV, Sun. 5-6, thru Leo Burnett Co., Chicago; on same day, Peters Shoe Co., Div. of International Shoe Co., starts sharing alt. week sponsorship of 5-5:30 segment with Canada Dry Ginger Ale. Respective agencies are Henri, Hurst & McDonald, Chicago, J. M. Mathes Inc., N. Y. . . . General Tire & Rubber Co. sponsors *Bill Stern Show* preceding major sports events during coming year on NBC-TV; show started Jan. 12 with Jim Thorpe interview before Professional All-Star football game from Los Angeles . . . U. S. Rubber Co. Jan. 13 starts *Royal Showcase* on NBC-TV, Sun. 7-7:30, thru Fletcher D. Richards Inc., N. Y. . . . Lever Bros. (Surf detergent) Feb. 5 starts sponsorship of noon-12:15 Tue.-Thu.-Fri. segments of *Don Ameche-Frances Langford Show* on ABC-TV, thru N. W. Ayer . . . Mutual Benefit Health & Accident Assn. (insurance) Jan. 8 started *Bob Considine* on NBC-TV, Tue. 10:45-11, thru Bozell & Jacobs, Omaha . . . Bauer & Black (Curad adhesive bandage) Jan. 4 started participation in *Cavalcade of Stars* on DuMont, Fri. 11-midnight, thru Leo Burnett & Co., Chicago . . . Ekco Products Co. has dropped sponsorship of 8-8:15 portion of *Frank Sinatra Show* on CBS-TV, Tue. 8-9.

New officers of Federal Communications Bar Assn., elected Jan. 11: Arthur W. Scharfeld, president; Fred W. Albertson, 1st v.p.; Vincent B. Welch, 2nd v.p.; John C. Spearman, secy.; Charles F. Duvall, treas.; Leonard H. Marks and George O. Sutton, 3-year terms on executive committee; Clyde S. Bailey, 1-year term on executive committee; Wm. A. Porter (retiring president), delegate to American Bar Assn.

Personal Notes: Tom S. Gallery, DuMont director of sports, news & special events, joins NBC as director of TV-radio sports; he was N. Y. Yankees' business mgr., 1945-48 . . . Glenn D. Gillett has returned to Washington consulting engineer firm of Glenn D. Gillett & Associates after 8-month leave of absence to serve as special electronics consultant to ECA, Paris . . . Ventura Montes has resigned as chief engineer of Circuito CMQ-TV, Havana, to join Radiotelevision El Mundo, S.A., planning new Havana station on Channel 2 (Vol. 8:1) . . . William N. Hylan named Eastern sales mgr., CBS-TV network; Benjamin Margolis promoted to business mgr., CBS-TV Spot Sales, and George A. Kolpin to contract mgr., CBS-TV sales service dept. . . . David Lasley, DuMont Midwest sales mgr., moved to new offices in Tribune Tower this week . . . Stanley Gordini promoted to asst. sales mgr., WTVJ, Miami, Mary Ford to local sales mgr.; Lee Phillips named WTVJ program director succeeding Claude Lucas, resigned; Richard J. Troxel, production mgr.; Lee Waller, asst. program mgr. . . . Harry L. Stone, gen. mgr. of KPHO & KPHO-TV, Phoenix, onetime mgr. of WSM, Nashville, joins ABC San Francisco in executive capacity, John C. Mullins, president, assuming his duties . . . Don Fedderson, v.p. & gen. mgr., KLAC-TV, Los Angeles, re-elected president of TV Broadcasters of Southern California; Richard A. Moore, KTTV, v.p.; Tom McFadden, KNBH, secy.-treas. . . . Wendell Parmalee, ex-radio sales mgr., named national sales liaison between TV & radio, WWJ-TV, Detroit; Gabriel P. Dype now asst. sales mgr., WWJ-TV . . . Donald Clancy, an ABC associate attorney, named supervisor of TV & radio contracts, NBC station relations dept. . . . Hollis M. Seavey, Washington director of Mutual, elected president of Radio Correspondents Assn. . . . Comdr. C. P. Edwards, deputy minister, Canadian Dept. of Transport, formerly handling radio matters, a veteran radioman, has retired after 42 years of govt. service . . . William H. Weintraub Jr. placed in charge of TV production for William H. Weintraub & Co., under Carlos Franco, following resignation of Paul C. Monroe to become sales v.p., Liberty Broadcasting System . . . Ben Bodec, onetime *Variety* radio editor, recently TV-radio v.p. of General Artists Corp., named executive editor of *Sponsor Magazine* . . . Byron H. McKinney joins N. Y. office, Fuller & Smith & Ross, as supervisor of commercial TV production . . . Colby Lewis named asst. program mgr., WTMJ-TV, Milwaukee; Joe Fox, TV art dept. mgr.; Wm. McCormack asst. continuity mgr. . . . Murray Heilweil, ex-*American Weekly*, named an asst. mgr. of mdsg. dept., NBC.



Question of racial segregation, never much of problem on radio, came up this week when Georgia's Gov. Talmadge attacked network TV programs—particularly CBS's Arthur Godfrey, Ken Murray and Clifton Fadiman shows—as representing "complete abolition of segregation customs." He noted Godfrey's *Mariners* male quartet which includes 2 colored men, said that "Negro men frequently are seen mixed up in the dancing ensembles in juxtaposition to scantily clad females," asked that Congress be aroused and that sponsors be boycotted. CBS spokesman answered that network didn't choose performers on basis of race or creed, that it had no "scantily clad females" on programs. Godfrey's comment: "I'm sorry for his excellency, Gov. Talmadge, but as long as I'm on the show the *Mariners* are going to stay with me. The *Mariners* served together on a Coast Guard ship during the war . . . We also have some colored boys fighting in Korea. I wonder if the Governor knows that?" *New York Times* editorialized: "[Gov. Talmadge] has managed, against all the laws of probability, to get even louder and funnier . . . It's likely that this attack will give valuable publicity to a number of deserving attractions."

MORE TV-RADIO MATERIALS TO MILITARY: Govt. has decreed new cuts of more than 10% in metals destined for TV-radio-phonos and other consumer goods in April, May and June.

But this time something different has been added. Second quarter will see many of America's electronic plants shifting into high gear on military production -- beginning to absorb some of the shock of reduced civilian output.

Based on most accurate and reliable information, and subject only to minor changes, these are amounts of controlled materials TV-radio manufacturers will be permitted to use next quarter, in terms of percentage of base period rate of use:

Steel 45% (vs. 50% in first quarter 1952), copper brass mill products 29% (vs. 35%), copper wire mill products 35% (vs. 40%), aluminum 30% (vs. 35%). Average industry-wide quarterly output during base period (first half 1950) totaled about 1,557,000 TVs and 2,118,000 radios.

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Without major materials conservation by industry, this would slow output to a trickle. Assuming copper wire is limiting factor in TV-radio -- if the industry practiced no conservation, and went into second quarter with no carryover of sub-assemblies or materials from first quarter, it would be able to turn out not more than 545,000 TVs, 845,000 radios -- or 2,300,000 and 3,500,000 on annual basis.

But that isn't the case. Bullish on industry's ingenuity, NPA electronic specialists believe carryovers and conservation -- especially the latter -- can stretch second-quarter output to at least 700,000 TVs, maybe close to 1,000,000.

On this basis, they see first-half 1952 production approaching 1,700,000 to 2,000,000 TVs and 3,700,000-4,000,000 radios. Fingers crossed, they say they "hope" industry will get as good a break on materials in second half, and they see a total 1952 production of 3,500,000-4,000,000 TVs and 7,500,000-8,000,000 radios.

They call these figures "optimistic," admit there may be new cuts in third quarter. Yet these estimates are low compared to prognostications of many pundits in and near TV-radio industry. They're far cry, for example, from forecast by A.W. Zelomek, economist of Fairchild Publications (Retailing Daily). Mr. Zelomek steps out on king-sized limb, predicts production in 1952 "will equal [1951's] level of around 5,500,000 TV sets and 7-7,500,000 home radios [sic]."

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Because no consumer goods shortages have developed, NPA has decided to eliminate "essentiality" classifications it used in first quarter. The old "less essential" products -- those which, in first quarter, received no more than 20% of base period copper, 10% of aluminum -- will get larger allotments next quarter.

In electronics industry, only jukeboxes fell within "less essential" category. New policy is that of "equality of sacrifice," DPA chief Manly Fleischmann told Joint Congressional Defense Production Committee this week. But he added:

"If, in the future, serious shortages of the more essential goods develop, allotments for their production will be increased."

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Most seriously scarce material on electronics production scene is nickel -- used in tubes, speakers, resistors, countless other components. Nickel situation, said Mr. Fleischmann, "is the first place where the issue of guns vs. butter really has come up."

U.S. military requirements for nickel exceed entire free world supply. To keep civilian production going, mobilizers arbitrarily nicked military requests, set aside 6% of U.S. supply for civilian goods. Remaining 94% is earmarked for military and defense-supporting production.

Nickel crisis will intensify through 1952, could become stoppage point in production of electronic components as well as electric ranges, heaters, etc.

Civilian production is one side of the mobilization coin. While it will dip drastically this year, military production will rise far more than proportionally, dollar-wise. These are best estimates of 1952 electronics output, compared to 1951:

TV-radio-phonos, etc., down 32%. Industrial & commercial equipment, up 20%. Military equipment, up 165%.

Whopping military electronic production won't all be in TV-radio plants, of course. Many electronic contracts have gone to other industries which manufacture electronics as sideline -- such as aircraft and auto companies. Others went to highly specialized non-TV electronic manufacturers, including quite a few new firms.

It will be a vastly expanded electronics industry which accomplishes these new production miracles -- and many TV-radio companies shared in this expansion, estimated at \$275,000,000 since Korean outbreak (see Mobilization Notes, p. 8).

The difficult "adjustment" period -- transition from heavy civilian to heavy military production -- is nearly over for some electronic plants. For others, the end is in sight. Tooling-up, research & development, production designing, are gradually giving way to actual output of military end-items and components.

Some military electronic items will reach maximum production levels by end of second quarter. These include military radio, TV and power supplies. Others, such as radar, sonar, specialized test equipment, will hit stride late in 1952.

Military electronic production won't hit quick peak, then begin gradual drop-off, contrary to popular belief. Instead, Pentagon expects long plateau of fullscale production, lasting into 1954, at least.

Enough electronic orders to last 20 months -- at 1952's anticipated going rate of production -- have already been placed with prime contractors. On top of that is another 10-month backlog of unplaced orders -- promising at least 30 months of near-capacity defense production.

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In any discussion of military production, question of "lag" -- failure to meet schedules -- is sure to arise. Here it definitely can be said, on best authority, that no major military items have been delayed by lack of electronic equipment.

It's been charged that electronics production is 30% behind schedule. This is true -- on paper. But these factors must be taken into consideration:

(1) Many early military schedules admittedly were unrealistic, too-high goals set merely "to shoot at." (2) The 30% "slippage" or "lag" is in overall dollar procurements; and procurement expenses include tremendous amounts for costly research & development, engineering and prototype modeling, which must be completed before actual production begins -- but don't register statistically in terms of delivery of military "hardware".

In this new "electronic mobilization," incidentally, only 20% of military electronics procurement dollar is spent for radios, 25% for radar. How remainder is divided is undisclosed, but its size gives some idea of omnipresence of electronics in all phases of modern warfare.

FCC's patent-filing proposal (Vol. 7:48, 8:1) precipitated 100 or more protests, mostly from non-electronic companies, and Commission plans to issue supplementary notice saying proposal isn't as sweeping as most objectors believe it to be. Typical of responses was one from N. Bjorndal, Tech Labs, Palisades Park, N.J.: "Enter our exasperated protest against this asinine bureaucratic encroachment upon private business. Small business is now drowning in a sea of paper forms." Protests were sparked by warning from National Patent Council, 1434 W. 11th Ave., Gary, Ind.

Proposed new regulation for elimination of excessive profits from defense contracts and subcontracts was printed in Jan. 10 issue of *Federal Register*, available from Govt. Printing Office, Washington. Renegotiation Board has asked for comments and suggestions on the proposed rules, set Jan. 30 as deadline.

Philco's \$40,000,000 three-year loan revolving credit, arranged to finance defense production and 70% guaranteed by Navy, is being extended by 18 banks headed by the Pennsylvania Co. for Banking & Trusts. Philco's military electronic production first quarter 1952 should exceed total for all 1951, says company, which in last war was one of largest producers of airborne radar and VT fuzes.

Olympic Radio disclosed this week that part of stockholdings of president Adolphe A. Juviler and executive v.p. Percy L. Schoenen have been acquired by Fox, Wells & Co., private investment firm, and that Dr. R. Bowling Barnes and Heywood Fox have been added to Olympic board, now 7 members.

Sperry Corp. has arranged \$53,000,000 credit agreement with Bankers Trust Co., Chase National Bank and Guaranty Trust to provide working capital to handle defense orders. Loans carry 3% interest, expire Dec. 31, 1954.

Mobilization Notes: J. A. (Shine) Milling, RCA Service Co. v.p. on leave, becomes director of NPA Electronics Div. and chairman of DPA's inter-agency Electronics Production Board as of Feb. 1. Mr. Milling, who has been chief of Electronics Division's end equipment branch for past year, will succeed Edmund T. Morris Jr., who returns to Westinghouse electronics & X-ray div. in Baltimore. Successor to Mr. Milling in end equipment branch hasn't been named yet, but he's expected to be drawn from ranks of electronics industry. Other changes in NPA Electronics Div. personnel:

Delmus J. Fagge, acting chief, special components section, leaves NPA Feb. 1 to join Sylvania electron tube div., reporting to Art Milk, govt. relations director, Washington. New chief of special components section will be W. E. Dulin, now heading radio communication equipment section. Latter section will be combined with J. Bernard Joseph's broadcast & sound equipment section, with Joseph heading combined section. John A. Dennis, of CMP section, this week was named special asst. to the director for expediting, directive & special priorities action. Up-to-date directory of key Electronics Div. personnel, including telephone and room numbers, will be feature of *Television Factbook No. 14*, in the mails next week.

Henry H. Fowler, deputy administrator of NPA, was elevated to administrator this week, succeeding Manly Fleischmann, now giving full time to post of DPA chief.

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Electronics industry has expanded its plant facilities by about \$275,000,000 since Korea (see p. 6), according to mobilization agency sources. Some 60% of this, or \$165,000,000, they estimate, was accomplished with govt. tax aid, the remaining 40% undertaken privately. Major part of expansion won't be in productive stage until after mid-1952. The \$165,000,000 undertaken with rapid tax write-off represents 216 projects, with average amortization of 75%. Breakdown: End equipment, 77 certificates of necessity for expansion valued at \$90,000,000 (mostly for fire control and related equipment). Tubes (mostly subminiature for VT fuzes and missiles), 51 certificates, \$49,000,000. Standard type components, 60 certificates, \$23,000,000. Miscellaneous (plugs, sockets, relays, crystals, etc.), 28 certificates, \$2,744,000. Figures are as of Dec. 1.

New Signal Corps Supply Agency has combined Signal Corps procurement agency and stock control agency, both in Philadelphia. Headed by Col. W. Preston Corderman, it will also take over regional procurement offices.

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Order limiting weight of magnets used in loudspeakers is being considered by NPA to conserve dwindling civilian supplies of nickel and cobalt. Speaker manufacturers, meeting with NPA Jan. 8, were divided on best methods of achieving conservation. Faced with sharp reduction in nickel supply as jet plane program expands (see p. 6), some manufacturers suggested maximum weight of .68 oz. be standardized for Alnico permanent magnets used with 9/16-in. voice coil. Speaker makers reported magnet inventories about normal, considering longer lead times imposed by magnet producers. TV-radio manufacturers and parts distributors have reduced their loudspeaker inventories to normal levels, they said.

These speaker manufacturers attended: George Cromartie Jr., Best Mfg. Co., Irvington, N. J.; Gordon Carbonneau, Carbonneau Industries, Grand Rapids; Austin Elmore, Crescent Industries, Chicago; Matt Little, Quam-Nichols, Chicago; Stuart W. Bell, Quincy Mfg. Co., Quincy, Ill.; A. I. Abrams, Racon Electric Co., N. Y.; Laurence A. King, Rola Co., Cleveland; Richard Wilder, Wilder Mfg. Co., Herrin, Ill.; J. D. Zimmerman, Wright-Zimmerman Co., New Brighton, Minn.

"Test pilot" FM promotion campaign plans (Vol. 7:46, 50, 52) were finally mapped at Jan. 10 Milwaukee meeting of broadcasters-set distributors who heard report on Wisconsin's plans for project sponsored by NARTB & RTMA. Kenneth Schmitt, NARTB's Wisconsin FM promotion chairman, said broadcasters will schedule special programs, will air minimum of 10 "spots" per day; will furnish dealers with promotion material and place stories in newspapers. Zenith's Don Whiting previewed displays, brochures, FM commercials which manufacturers prepared for campaign. Hour-long program from Madison will kick off state project Feb. 4. Test campaigns are also scheduled to begin in North Carolina Jan. 21, in District of Columbia March 1. Washington meeting Jan. 18 at NARTB will discuss plans for D. C. drive.

Westinghouse's plan to sell "tele-theatres" to amusement parks, pools, etc. (Vol. 7:52) will be presented to distributors' meeting Jan. 14 in New York, thereafter in Chicago, Philadelphia and Charlotte, N. C. "Merchandising package" includes structure with canvas roof and weatherproof sides to enclose audience, which would be sold to park owner who then would rent space to dealer for 24-in. Westinghouse set. Deliveries are expected by May 1. Appeal to park owners is fact that "tele-theatres" would draw parents, who could rest and watch favorite programs while kids cavort.

November excise tax collections on TVs, radios, components, phonographs, etc., totaled \$12,732,216, up from \$7,611,859 in October, more than double the \$5,359,959 for Nov. 1950. On phono records, Uncle Sam collected \$1,419,846 in November vs. \$1,018,711 in October and \$696,678 in Nov. 1950. Excises on refrigerators, air conditioners, etc., rose to \$5,185,582 in November from \$4,338,270 in October, vs. \$7,278,608 in Nov. 1950.

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Most comprehensive text in TV technical field to date is newly published 721-page *Television Engineering* by Donald G. Fink, editor of *Electronics Magazine*. Taking advantage of his highly active participation on innumerable industry TV committees and panels, Fink buttresses exposition of present-day TV practices with full description of evolution. Book is divided into 11 major parts, including 2 up-to-date sections on color, features exercises for students at end of each section. Publisher is McGraw-Hill Book Co., 330 W. 42nd St., New York (\$8.50).

Unusual uhf promotion by a tunermaker is Mallory's full-page ad in Jan. 14 *Time Magazine*. Headline poses question: "What will uhf do to *your* television set?" Answer: "More TV stations . . . wider program selection . . . better entertainment." Ad goes on to promote fact Mallory has continuous tuner, using "Inductuner," attachable to existing set "in a matter of minutes . . . without inside-the-set changes."

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Electronic food dispenser, able to thaw and heat complete frozen dinner in 70 seconds, was visualized by GE engineer T. P. Curtis in Jan. 9 talk to Dayton AIEE section. Mass production of magnetron, heart of dispenser, may make possible, he said, for one to "stop at the corner drugstore . . . drop a few coins in a slot, and one minute later lift out a dinner plate on which is a steaming hot dinner of meat, potatoes and vegetables."

Noting new tape duplication machine developed by L. S. Toogood Recording Co. and Rawdon Smith Associates to make 9 half-hour copies in 11 minutes (Vol. 7:52), Audio-Video Recording Co., 730 Fifth Ave., New York, reports it has machine which duplicates 5 one-hour reels in 4 minutes. Company says device was developed in conjunction with Ampex Electric Corp., has been in service for some time.

FACTORY INVENTORY & OUTPUT WAY DOWN: Inventory drop of some 30,000 TV sets was very pleasant news to TV manufacturers this week, as RTMA began compiling its own statistical data under new dept. director W.F.E. Long. Last Haskins & Sells audit of 1951 put figure at 206,741 as of Dec. 28, whereas first RTMA report of 1952 says 176,857 as of Jan. 4. Thus "normalcy" has at long last been achieved, for that figure is about same as mid-February 1951 (Vol. 7:19) -- and it can be presumed that simple prudence, if not materials shortages, will now keep the manufacturers from going up again to the dangerous 768,766 peak of last summer.

For first 1952 statistical week, ending Jan. 4, TV output was low again -- only 69,198 units -- though up from Dec. 28 holiday week's mere 14,244. The latter figure, incidentally, brought 1951 total to 5,251,154 (subject to revision).

Week's radio output was 93,499, of which 45,049 were home sets, 8893 portables, 3980 clock (new category), 35,577 auto. Radio inventory was 283,545. Dec. 28 week's radios totaled 76,476, bringing year's grand total to 12,544,539, of which 6,679,509 were home, 1,330,733 portable, 4,534,297 auto (subject to revision).

THE TAX-WARRANTY PRICING HEADACHE: You came away from the TV exhibits at Chicago's Furniture and Merchandise Marts this week with an impression of great confusion -- confusion over prices, excise taxes, and warranties. That confusion grows mainly out of recent OPS ruling against higher warranty charges (Vol. 7:51 & 8:1).

Worse confounded, the manufacturers seemed to be meeting their list-price problem in these different ways: (1) by including both tax & warranty in list, as do RCA and others; (2) by including warranty in list but quoting tax separately, as do Admiral, Philco and Motorola; (3) by including tax but quoting warranty separately, as do many smaller companies; (4) by quoting tax & warranty additionally, as do a few companies.

Because of uncertainties still prevailing, rumors persisted during early days of the marts that announced prices of the major companies wouldn't stick -- but there was no verification of this, so far as we could learn.

It was obvious that checkers were out canvassing one another's price and tax-warranty methods all week. The smaller companies seemed particularly puzzled about what to do. Some said they would wait awhile, possibly until after the show, before announcing all prices. Among these were CBS-Columbia, Olympic, Tele-tone.

[For announced prices to date, see Vol. 7:52 & Vol. 8:1; also the Topics & Trends columns in this issue.]

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Main objection to quoting tax extra is that it's 10% of manufacturer's sale price, so that asking customer for such sum is giveaway of wholesale-retail markups. But those who are doing it this way point out that automobile industry has long done so without any untoward results -- though fact is tax item added to auto buyer's bills usually lumps in local taxes, accessory taxes, etc.

Most new sets and repriced old ones are listed at prices comparable with last year's, some a bit lower. Motorola and DuMont had lower prices for brand new lines (Vol. 8:1) but reductions were attributed more to engineering and production economies than to an overall trend to lower prices.

Low-end models of major set makers were generally around \$200 for 17-in. table models, and move toward basic \$200 tag for 20-in. tables was also indicated by a few smaller companies, notably Trav-Ler and CBS-Columbia. Latter, however, withdrew \$200 price on 20-in. after full-page trade ads heralding it, saying new prices would be set early next week.

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A sort of post-holiday sluggishness, to say nothing of uneasiness, seems to have descended on the trade, judging from talks with many sales managers at the

Chicago show. Business is slow, most said, though the bigger set makers say they are selling all the sets they can turn out. Consensus seemed to be that orders are not usually taken in great numbers during shows anyhow; they come before or after, mainly at own distributor meetings. Typical comments of sales folk:

"We've got to be good hunters to get business now."

"We're out to sell; business isn't coming to us if we sit back."

"Distributors are looking for price merchandise -- deals."

"Business ought to pick up in the metropolitan areas, now that most scare buying has been absorbed -- and it ought to be good in the fringe areas."

Fringe-area business now, and high hopes for post-freeze business, were main topics of conversation. Thinking is that TV-served metropolitan areas, while not completely saturated, have had all their cream and much of milk skimmed off. So accent is on long-range reception via "long-range chassis" & "fringe area switches" and the like. Hallicrafters even advertised guarantee of "150-mile reception."

The 17, 20 & 21-in. tube sizes are now basic, with 21-in. gaining on 20-in. There were a few 24-in., and DuMont & Hallicrafters 30-in. Motorola still has 14-in. portable and Arvin sticks to 8½-in. table promoted as "second set". Other clear trends were toward cylindrical-face tubes and tilted safety glass, reducing glare, and more and more models use electrostatic focusing as conservation means.

Topics & Trends of TV Trade: Saturation accounts for slowing pace of TV sales, in opinion of Sylvania sales research director Frank W. Mansfield, who is also chairman of RTMA statistical committee. Nevertheless, barring major economic upsets, there's no reason why TV industry cannot sell about 4,500,000 sets this year, he told Sylvania distributors meeting in Hershey, Pa., Jan. 7.

"The change in the trend of TV sales," said Mansfield, "is due to the fact that the TV market is rapidly approaching saturation . . . At the end of 1951 practically 40% of the [area of] country had attained an average saturation of 70%.

"If the station freeze is lifted, as is expected during 1952, good TV signals, now within reach of about 65% of the population, will ultimately be extended to approximately 90% of the population." Market studies, he added, indicate "long-term potential for initial and replacement sales ranging from 4,500,000 to 6,500,000 sets per year for many years to come." Probable rate of set replacement was placed at about 12% per year.

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Trade Miscellany: Bruno-New York buys 20-story building it occupies at 460 W. 34th St., New York, for reported \$3,000,000 . . . Westinghouse buys out Danforth Co., Pittsburgh distributor, continuing it with same staff as subsidiary . . . Motorola-New York Inc., factory branch, separated from Jersey operations, with formation of Cooper Distributing Co., Inc., 177 Central Ave., Newark (Nathan Cooper, president), as exclusive TV-radio distributor for Northern N. J., Staten Island & Rockland County, N. Y. . . . Magnavox has purchased leased land and buildings in Ft. Wayne, plans \$350,000 addition to give its plant 320,000-sq. ft. plus 67,000-sq. ft. of warehouse space . . . Bendix Radio opens new office at 261 McDougall Ave., Detroit, to handle mobile and auto equipment, with V. C. Judd in charge . . . Admiral Jan. 25 starts 24-sheet outdoor poster radio set campaign in 202 non-TV cities.

First TV-dealer prosecution and conviction for violating Regulation W last spring, when cash down payments were required, was announced this week by Federal Reserve Board. U. S. district court in St. Paul fined Walter Lange \$1000, gave him 6-month suspended sentence, 3-year probation. Sister-in-law Charlotte Lange was put on probation for year.

New TV models being introduced by the manufacturers, large and small, for most part are simply additions to late 1951 lines previously announced and reported in these columns. Last week (Vol. 8:1) we reported in detail on new Admiral, DuMont, Philco and RCA sets and prices, week before (Vol. 7:52) on Motorola's new line. Subsequent items in this department report such information on new sets as we could pick up during close canvass of all the displays at Chicago, both in the Furniture Mart and the Merchandise Mart. But it's possible that some of the models here reported have been repriced since information was given to us.

New Bendix line, in 6 of total of 9 new sets, features new long-range chassis for fringe-area reception. Prices include warranty but not tax. The 17-in. line begins with table at \$200, other 17-in. tables being \$210 (with legs) and \$250. The 17-in. consoles include open-face mahogany \$270, full doors at \$300 & \$350, one model price not yet fixed. Two 20-in. are table at \$280 (with legs) and open-face console at \$300.

General Electric announced 5 new models, including its first 20-in. table. Prices include tax. New 17-in. sets are mahogany table \$270, open-face mahogany \$320. New 20-in. sets are mahogany table (with legs) \$300, open-face mahogany \$350, blonde \$370. GE also cut \$10 to \$30 off 5 carryover 17-in. models.

Hallicrafters raised a lot of eyebrows this week with 2-page trade ad claiming "guaranteed 150-mile TV reception." Claim was made in spread in Jan. 8 *Retailing Daily* at same time new 13-set line was announced at Furniture Mart. With prices including tax and year warranty, Hallicrafters' new line comprised these table models: 14-in. mahogany \$190; 17-in. mahogany \$230 & \$270, blonde \$240; 20-in. mahogany \$280. Console line comprises 17-in. open-face mahogany \$280; three 20-in. open-face mahogany at \$330, \$340 & \$380; 20-in. half-door mahogany \$450, maple \$450. The 21-in. consoles are half-door mahogany \$400, mahogany with AM-phono \$500.

Symphonic Radio & Electronic Corp. has new line comprising 17-in. tables in leatherette \$180, mahogany \$200, blonde \$210; 17-in. open-face mahogany \$240, blonde \$260; 20-in. mahogany table \$230, blonde \$240; four 20-in. consoles, open-face mahogany \$270, blonde \$290, Chippendale \$330, moderne \$350.

Hoffman Radio announces 17 new sets at these Western prices: 17-in. mahogany table \$250, blonde oak \$260, open-face mahogany \$300, blonde oak \$310; 20-in. mahogany table \$300, blonde oak \$310; 21-in. mahogany console \$380, blonde oak \$390, half-door mahogany \$400, blonde oak \$410, half-door provincial \$410, full-door mahogany \$450, mahogany radio-phono \$725, blonde oak \$750, cherry-wood \$750; 24-in. full-door mahogany \$635, blonde oak \$650.

Jackson Industries announces 12 new sets as follows, prices including tax: 17-in. tables at \$200 & \$240, open-face mahogany \$280, mahogany combination \$370; 20-in. tables at \$240 & \$280, open-face mahogany \$330, mahogany combination \$430; 21-in. half-door mahogany console \$380, mahogany combination \$500; 24-in. mahogany console \$500, combination \$600.

Magnavox added 4 new sets, featuring "synchromatic" chassis for fringe-area reception. New items, prices including tax, consist of 17-in. *Cavalcade*, half-door mahogany, \$389.50; and three 20-in. models—*Constellation*, mahogany table \$289.50, blonde \$299.50; *Avenue*, mahogany AM-phono \$498.50, blonde \$515; *Wedgewood 20*, AM-phono, full door, \$545.

Majestic Div., Wilcox-Gay Corp., has added 17-in. open-face mahogany console at \$250 and 20-in. mahogany combination at \$540, blonde \$560, to current line—and president Leonard Ashbach discloses that Wilcox-Gay brand-name will be resumed on new sets to be introduced at Chicago Parts Show in May. New personnel include L. M. Sandwick, ex-Scott, named asst. gen. mgr. of Wilcox-Gay plant at Charlotte, Mich.; Charles Strawn, ex-Admiral, asst. to president in charge of developing national sales, New York; Harold Ashbach, in charge of new product development; Harry Bransky, mgr. of Chicago factory branch; Irving Black, asst. Chicago mgr.

New Natalie Kalmus line, featuring high-style cabinets, was announced this week by National Electronics Mfg. Co., new Los Angeles firm. All 21-in., line includes: walnut table \$270, mahogany \$280, blonde \$290; walnut console \$300, mahogany \$310, blonde \$320, maple \$330; walnut half-door console \$400, mahogany \$410, blonde \$420, maple \$430.

Raytheon's 4 new sets, announced this week, feature the new cylindrical-face tubes. Line includes: two 17-in. tables, leatherette at \$250, blonde mahogany \$350; two 21-in. consoles, mahogany at \$380, blonde \$390. Firm also has optional vhf-uhf tuner still not definitely priced.

Sentinel's new line of 12 sets, shown at Chicago's Sheraton Hotel, is topped off by 24-in. mahogany half-door console at \$595 (\$24.50 extra for year warranty). All prices include tax; warranty is \$12.50 on 17-in. and \$15 on 21-in. The 17-in. line consists of mahogany table \$240, blonde \$250; mahogany console \$290, blonde \$300; open-face mahogany \$337.45, blonde \$347.45; half-door mahogany \$357.45, blonde \$377.45. The 21-in. sets are mahogany table \$300; mahogany console \$385, blonde \$405.

Tele King's new line, introduced at Chicago's Conrad Hilton Hotel, features 24-in. deluxe *California* console series. Prices including tax: open-face mahogany \$500, blonde \$525; full-door mahogany \$550, blonde \$580; French Provincials at \$525 & \$580. Tax and warranty are extra in promotional series which consists of: 17-in. leatherette table \$160; 17-in. open-face mahogany \$180; 20-in. leatherette table \$180; 20-in. open-face mahogany \$200.

Trav-Ler decided this week to drop all parts warranties and make the excise tax extra. New items are 17-in. fabricoid table at \$170, two 20-in. sets (fabricoid table \$200, mahogany table \$230) and 21-in. open-face mahogany \$230.

Westinghouse's new TV line features an improved single-dial tuning that now incorporates horizontal-hold control. Prices include tax but not warranty, which hasn't been set as yet. Line comprises 16-in. plastic table at \$225; two 17-in. tables, mahogany \$270, blonde \$280; two 17-in. consolettes, mahogany \$330, blonde \$350; one 21-in. mahogany table, \$320; two 21-in. consoles, mahogany \$370, blonde \$390; and 24-in. mahogany console at \$665.

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RTMA Transmitter Div. will be changed to Technical Products Div., under reorganization announced by chairman H. J. Hoffman, Machlett Labs. Under it comes new Govt. Relations Section headed by chairman Ben Edelman, Western Electric, to handle problems of electronics manufacturers handling govt. contracts; also new General Communications Section, under chairman James D. McLean, Philco, absorbing former Marine & Aviation and General Communications sections. Five task committees under Govt. Relations Section will handle patents & copyrights, accounting & cost principles, termination & renegotiation, facilities & govt. property, general & other matters. New sections of Transmitter Division and its executive committee meet in New York's Hotel Roosevelt Feb. 6 during RTMA industry conference.

Sidelight on pricing situation was Admiral's plan to lengthen parts warranty from 90 days to a year by allowing distributor, if he wishes, to add \$3.50 to \$5 to dealer's cost of set for extended warranty; fee would be combined with excise tax, now extra.

RTMA reports 32,710,369 receiving tubes sold in November, bringing 11-month 1951 total to 347,643,226. Of total, 231,678,712 were shipped for new sets, 87,479,522 replacement, 7,053,620 Govt., 21,431,372 export.

Mexican Ministry of Communications reported buying 1000 TV sets to place in rural community centers within range of new stations projected for this year (Vol. 8:1).

Trade Personals: V. A. Kamin, acting mgr., RCA Victor Central div., named mgr. of new West Central region headquartering in Kansas City, H. A. Renholm having returned to Central region, Chicago . . . Dr. Courtney Pitt, Philco financial v.p., appointed member of company's management policy committee . . . James D. Walker named sales mgr., Capehart-Farnsworth New York region, succeeding W. R. McAllister, who resigns to start own business; C. H. Bejma named Chicago mgr., succeeding Louis J. Collins, now sales director . . . I. C. Hunter, ex-merchandising mgr., now govt. contract administrator, Capehart-Farnsworth . . . Edward M. Dixon, accountant, named secretary, National TV Dealers Assn., Washington, succeeding Miss Edna Gilbertson, resigned; Edwin A. Dempsey is exec. director . . . S. I. Neiman named exec. secy., Radar-Radio Industries of Chicago Inc., succeeding the late Leonard J. Shapiro; Kenneth C. Prince appointed general counsel; both report to president Leslie F. Muter . . . Robert L. Kaye Jr. named controller, Sylvania radio tube div. . . Frank Folsom, RCA president, and Mrs. Folsom sailed Jan. 9 for 21-day cruise on S.S. *Constitution* . . . Edward A. Roppel, Packard-Bell quality control engineer, promoted to supervisor of govt. production . . . William Helfrecht, ex-TV-radio buyer for Affiliated Retailers Inc., named merchandising counsel, Jewel Radio, now producing TVs . . . Jack J. Kuscher promoted to gen. sales mgr., Gross Distributors Inc., New York (Stromberg-Carlson) . . . J. J. Samuels, ex-Sheldon, appointed gen. sales mgr., Fidelity Tube Corp. . . G. M. Hearin appointed works accountant, J. L. Finney building-equipment supt. of new GE tube plant being built at Anniston, Ala., both being transferred from Owensboro plant . . . Howard W. Sams, publisher of Photofact TV & radio manuals, elected president of Indianapolis Board of Works.

NATIONAL COLLEGIATE Athletic Assn. bowed to public opinion Jan. 11, adopted 163-8 its TV committee's proposal for liberalized 1952 TV football plan which will probably exclude Saturday blackouts, permit more college games on TV than in 1951. But it also decisively rejected return to "unrestricted live TV."

Committee's report, based on preliminary findings of National Opinion Research Center's \$50,000 survey, omitted word "experimental" applied to last year's program, urged "middle course of moderation." Committee rejected complete ban on live telecasting, declaring: "College football and live television can and will live side by side." Survey reportedly showed 1951 control plan reduced "adverse effects" of TV on football attendance and that unrestricted TV would "seriously jeopardize" college football's future.

NCAA will appoint new committee to work out 1952 "controlled plan" after final survey report in March. Strong opposition to NCAA's vote was voiced by Penn's Fran Murray who said controlled plan is illegal, poor public relations, smacks of commercialization. He declared Penn's own survey showed attendance decline is not affected by TV, urged colleges to avoid action which might hinder future use of TV's educational advantages.

NCAA reaffirmed faith in legality of its position despite fact that Federal Judge Allan K. Grim Jan. 8 denied National Football League's motion to dismiss govt.'s anti-trust suit attacking league's control of TV-radio broadcasts. NFL was ordered to answer complaint in 45 days.



Petition to increase power from 1 kw to 1.8 kw ERP, was filed this week by WGAL-TV, Lancaster, which asked that station be made exception to FCC's power-increase ruling (Vol. 7:30-34) which limited community stations to 1 kw. Station says increase will produce no objectionable interference, will serve 54,337 additional people.

TV cameras at committee hearings didn't violate Frank Costello's constitutional rights during Kefauver crime investigation (Vol. 7:11), New York Federal Judge Sylvester Ryan ruled at contempt hearing Jan. 11. But he left it to jury to determine "whether witness was unable to testify because of his mental or physical condition resulting from the surroundings."

Bothered by NPA's color ban, Sen. Johnson awaits reply to letter he wrote Defense Mobilizer Charles E. Wilson (Vol. 7:51). Asked about possible investigations, etc., Sen. Johnson said: "I have plans, but I'm not saying anything about them now." He appears particularly dubious about need for restraints on production of color theatre TV.

Georgia Tech's WGST(AM) netted \$126,411 (tax-free) on gross commercial income of \$452,420 in 1951, university getting \$35,000 of surplus. WGST grossed \$337,887 in 1950, \$380,034 in 1949.

1952 AM-FM Station Directory

All subscribers to the full TV-AM-FM services of *Television Digest* will, within a week, receive copies of our *1952 AM-FM Station Directory*, revised to Jan. 1, loose-leaf, printed on single sheets so that changes and corrections may be added on opposite blank pages as they're reported in our weekly AM-FM Addenda. New directory lists not only all North American AM-FM stations by states and cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It's only handy volume of its kind, and carries no advertising. Extra copies cost subscribers \$7.50.

UHF Television Co., formed by group of Texas oilmen who recently sold KEYL, San Antonio, for \$1,050,000 (Vol. 7:30), has reapplied for new uhf outlets in Dallas and Houston, both Channel 23. Firm had applied for these, plus one in San Antonio, last September and then withdrew applications (Vol. 7:36-37). Principals are W. L. Pickens, Dallas; R. L. Wheelock, Corsicana; H. H. Coffield, Rockland. They're also associated in pre-freeze vhf applications for Corpus Christi and New Orleans, represented by Dallas law firm of Johnson, Bohannon, Prescott & Abney. These make 29 uhf applications now pending, 450 vhf—latest of latter being request for Channel 13 by KWOS, Jefferson City, Mo., same ownership as *Capital Times* and *Post-Tribune*. [For details about these applications, see *TV Addenda 13-Z* herewith; for list of all applications to date, see *TV Factbook No. 14* due off presses Jan. 19.]

DuMont leads off Paramount hearing (Vol. 7:52) Jan. 15, will take 5-6 days, according to DuMont counsel Wm. Roberts. Then hearing recesses to Feb. 4 when it will go into questions regarding transfer of KTLA, Los Angeles, and WBKB, Chicago, from old Paramount company to Paramount Pictures and United Paramount Theatres, respectively. FCC this week denied ABC's request that Commission make available breakdown of individual networks' 1949-50 time sales, but left door open for ABC to make same request during hearing. ABC wants to adduce data in answering one issue in hearing—whether merger with UPT "would substantially lessen competition or tend to monopoly . . ."

Outlook for TV-radio station construction and alteration in second quarter is gloomy. As in first quarter (Vol. 7:51), materials situation will permit no starts on large new projects. DPA administrator Manly Fleischmann told Joint Congressional Committee on Defense Production Jan. 9: "Our allotments, generally speaking, will sustain projects already under way. However, we shall not be able to permit new industrial starts in the second quarter except for the most urgent needs." This means such projects as NBC's \$25,000,000 TV-radio studios in Burbank, Cal. (Vol. 7:51) will have to be postponed.

Station operating requirements, in event of failure of various indicating instruments, were eased this week when FCC adopted amendment of rules proposed Nov. 8 (Vol. 7:46). TV, FM or AM stations may operate, beginning Jan. 24, without such instruments as frequency and modulation monitors for 60 days without getting FCC permission. District FCC engineer-in-charge must be notified upon failure of instrument, however, and requests for extensions beyond 60 days must be requested of him. New rules were issued as Public Notices 52-23 & 52-25, Doc. 10082.

Rare exception to FCC's "paper" hearing procedure was Commission's action this week in permitting Harry Butcher's KIST, Santa Barbara, Cal., to propose Channel 3 for city in lieu of previously proposed Channel 8. NBC had challenged KIST's petition on basis it violated FCC's ruling following U. S.-Mexican border agreement (Vol. 7:49). Commission admitted "strict letter" of agreement is violated but considered new proposal of sufficient merit to warrant exception. NBC and others are given until Jan. 16 to file evidence opposing KIST proposal.

Canadian Broadcasting Corp. has assured Radio-TV Manufacturers Assn. of Canada that its Toronto and Montreal stations, now building for Channels 9 & 2, respectively, will begin regular operation next August. "August dates are definite," states Ralph A. Hackbusch, RTMAC president, "regardless of possible delays in delivery of steel for the transmitter antenna towers. If necessary, temporary transmitting antennas can be used." Mr. Hackbusch reported that 16 Canadian companies are now manufacturing TV receivers, sales averaging 5-6000 sets per month.

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

Television Digest

with **ELECTRONICS** REPORTS

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FCC GEARED FOR MAJOR ASSAULT ON FREEZE: FCC's next go-around on allocations, as it drives towards freeze-end, comes Jan. 21 (instead of expected Jan. 18) when commissioners gather to scrutinize staff's labors since last such session (Vol. 7:49).

Just how much underbrush Commission will clear, or expects to clear, is anyone's guess. But it certainly has plenty to consider. Not only is city-by-city allocation up for revision, but power-height formulas are getting new appraisal.

Lifting power ceilings is given fair chance, at very least. Hiking uhf maximum above 200 kw appears quite likely, particularly in view of Chairman Coy's ardent advocacy of such action (Vol. 7:37).

One possibility of power increases lies in "ratio" principle -- that of permitting a station to increase output as long as ratio between its power and that of nearby co-channel and adjacent-channel stations doesn't exceed certain maximum.

Intensity of Commission's efforts to force freeze to quick conclusion is indicated by fact 30-odd professional staff members are assigned to task. This week, everyone put in 3 nights on job and they expect to put in more from now on.

* * * *

Some educators are running into rough weather in plans to use proposed reserved channels. In Miami, county school board met Jan. 9, heard Supt. James T. Wilson report that station construction-operation costs would be so great that best idea would be to use Miami's reserved Channel 2 as "bargaining point" to be "surrendered" to the commercial applicant promising to give schools most free time. Board decided to ask its Washington counsel to find out FCC's reaction to proposal.

Educators were brought up sharply, too, on suggestion by Joint Committee on Educational TV that educational stations be permitted to carry commercial network programs until commercial stations come into their service areas (Vol. 7:50). Long brief filed by 3 Illinois stations (WMBD, Peoria; WHBF, Rock Island; WDWS, Campaign) said FCC couldn't accept suggestion because it was made too late, reminded JCET that Chairman Coy himself had termed any attempt by educators to use reserved channels commercially "a snare and a delusion" (Vol. 7:29).

TV FACTBOOK No. 14 OFF THE PRESS: Expanded facilities, personnel and rate changes among stations, scores of new companies associated with TV, most stations and companies in TV doing vastly more business than they did 6 months or a year ago.

These are part of the basic industry data set forth in the Jan. 15, 1952 edition of our semi-annual TV Factbook No. 14, which goes to all full-service subscribers via first-class mail herewith. Adless like its preceding editions, this compendium has become the standard reference guide of the telecasting, the TV-radio manufacturing and all related industries. Its 112 pages this time compare with 96 in July 15, 1951 edition, 72 pages just year ago. Among its major features:

Personnel and facilities data, with digests of rate cards, of all networks and all the 109 TV stations serving U.S. audiences, together with complete listings

of actual and projected TV stations in Canada, Mexico, Cuba and South America.

Tabulation of the 479 applications for new TV stations pending before FCC to Jan. 12 (29 for UHF), with present and proposed VHF & UHF channel allocations.

TV-radio production figures, sets-in-use estimates, and market data on TV areas of U.S. For handy use therewith, Factbook encloses a 34x22-in. wall map in color, showing present TV areas and actual and projected coaxial-microwave routes.

Complete directories of the 105 TV receiver manufacturers in the U.S., the 19 in Canada; 38 picture tube manufacturers (13 also making receiving tubes), FCC, consulting engineers, attorneys specializing in TV-radio, NPA Electronics Division, unions, trade associations, technical groups, etc. Brought up-to-date is directory of 474 TV program firms, and listing of national sales representatives of stations. Also carried is full text of NARTB's new Code of Television Practices.

Extra copies of the TV Factbook cost subscribers \$2.50; it's suggested that Newsletter-only subscribers use enclosed card for speedy delivery.

PUBLIC HAS SPENT \$6.5 BILLION ON TVs: Since lifting of World War II freeze on civilian TV-radio production -- in 1946 -- American factories have turned out somewhere near 16,875,000 TV receivers at factory value of about \$3,165,750,000. Discounting the estimated 1,500,000 or so sets still in trade pipelines as 1951 ended, and small amount of exports, it's fair estimate that the American public in 6 years has spent about \$5 billion for its TV receivers.

Add another \$1.5 billion for antennas, replacement parts, warranties, etc., and the nation's over-the-counter bill for TV installations runs over \$6.5 billion.

Last year alone, 5,250,000 receivers were sold at factory for \$946,500,000; in 1950, 7,463,000 for \$1,356,000,000; 1949, 3,000,000 for \$580,000,000; 1948, 975,000 for \$230,000,000; 1947, 180,000 for \$50,000,000; 1946, 6500 for \$1,250,000 -- hence total of 16,874,500 for \$3,163,750,000. At retail, figuring \$100 at factory brings \$165 from ultimate customer, total figure goes to nearly \$5,200,000,000.

The figures are estimates, of course -- but they're estimates by the TV-radio manufacturers' own trade association, which we've recapitulated from RTMA's monthly reports for the 6 years as tabulated in our TV Factbook No. 14. They're very significant, not only as pointing up the phenomenal growth of America's youngest big industry (without even taking into account its huge defense, its radio and its other civilian electronics phases) but also because:

(1) If 16,875,000 TVs have been produced, and 15,700,000 of them were in use at end of 1951 (NBC Research's advance estimate), it's a remarkable tribute to the longevity of the American product. At first, manufacturers themselves thought life of TV set would be only few years, of picture tube only about 1000 hours; now, the 3, 4 & 5-year-old TV is commonplace and so are 5000-hour-or-more tubes.

(2) Average cost per set at factory levels, and accordingly at retail, has gone down for last 5 years: It was calculated at \$197.31 at factory in 1946; then, in 1947, more scientifically estimated at \$277.77; in 1948, \$235.89; 1949, \$193.33; 1950, \$181.69; 1951, \$180.23. Remember, the averages of latter years embrace not only table models but the increasingly popular and costlier consoles & combinations.

(3) If 1,500,000 were still in all trade pipelines at end of last year, it means sets sold totaled only 15,375,000 which, especially if you take into account scrapped sets and exports, is considerably less than NBC's claimed 15,700,000. RTMA is confident its production totals are reasonably accurate, so it would appear that total sets-in-use figure needs a bit of deflating.

* * * *

Radio sales were big-time, too, during the years since World War II. RTMA records show that 15,955,000 radios were sold in 1946 at factory for \$434,244,000; in 1947, 20,000,000 for \$650,000,000; in 1948, 16,500,000 for \$525,000,000; 1949, 11,400,000 for \$310,000,000; 1950, 14,589,900 for \$360,978,000; 1951, 12,545,000 for \$288,000,000 -- total 90,990,000 radios for \$2,568,222,000, or \$4.25 billion retail.

Foregoing include all sorts of models -- home, portable and auto. During 1951, 5,850,000 home radios were sold at factory for \$117,854,000 (average \$30); 972,000 portables for \$18,000,000 (av. \$19); 9,000,000 auto \$115,000,000 (av. \$28).

LOOKING-AND/OR-LISTENING AT 7-9 A.M.? Program-wise, Dave Garroway and 'Today' offer superb fare for most part -- no doubt about that -- and initial response has been quite favorable. But NBC-TV v.p. Pat Weaver, originator of early-morning show -- now carried on 30 affiliates, none of which before signed on that early -- must yet prove that he can change the habit patterns of America sufficiently for 'Today' to pay off for sponsor, network and station.

Two more participating sponsors have been signed (see Network Accounts), more are said to be on the hook, and some of the local outlets (notably in New York and Chicago) say they're selling local cut-in spots so readily that they look for same nice revenues from 'Today' that radio has long enjoyed from disc jockey spots.

Accepting the enthusiasm of the trade journals, discounting the skepticism if not outright antagonism of many newspaper critics, there's still this puzzler about the show that Variety's George Rosen refers to (in quite favorable review) as "gargantuan coin-splurging" and "unorthodox programming":

It's not as easy to hear-without-looking as it was projected to be; and it isn't as convenient for anyone in the family to look-and/or-listen as it is merely to listen to radio. Simple reason is that the TV set usually isn't as handy.

* * * *

Is the show so good, then, that the American public will go to all kinds of inconvenience to hear-and-see, in whole or part, during rising-thru-breakfast hours?

Will the show "put most TV sets on wheels," as suggested by enthusiastic critic Herschell Hart, Detroit News (WWJ-TV)? Or will people buy an extra set for the dining or breakfast room? Or will a new market open up for "slave units" -- extra picture-&-sound boxes that can simply be extended from the main set?

We don't profess to know, nor is Mr. Weaver himself sure. "Only time will tell," says he, in the meanwhile pointing proudly to a 9-city Trendex audience rating of 2.6 & 4.6 first 2 days. That's higher, he notes, than most TV daytimers.

Kiplinger's magazine "Changing Times," first of starting sponsors, offering sample issues in one spot daily, got 16,000 requests up to Friday afternoon -- an excellent response which he tells us pleases him no end.

'Today' is most significant experiment in programming since TV began, merits whole industry's closest attention -- telecasters and manufacturers alike. Weaver says fan mail has been consistently favorable, quite natural for a show that offers such a pleasant potpourri of news dispatches, newsreels, special events, personalities of day, latest records, time, weather, play & book reviews, etc. etc. And with the very agreeable Garroway using some of techniques of Ed Murrow's 'See It Now'.

* * * *

What do we think of it ourselves? Well, it will take a lot of doing to get us to change a 20-year habit of listening to radio's splendid 8-8:15 news roundups while shaving or dressing or breakfasting -- with radios handy all around the house. It will take still more doing to persuade the wife that TV should intrude upon the dining room. And a teen-age daughter, who says she and her schoolmates all "simply love" Eddie Gallaher's 'Sun Dial' disc jockey show, when we asked her to forego it one morning and watch 'Today' instead, had this to say: "Yes, it's very good, but who's going to dress in the library in order to watch TV so early in the morning?"

We polled our staff for reactions and, almost invariably, comments were prefaced with remark: "Well, we saw only a little bit of it, but..." Sample quotes: "It's like beefsteak for breakfast." "Too fast, too much -- too good, in fact, for that time of the morning." "Why not just a plain disc-jockey show with Garroway?"

NPA RECONSIDERS THEATRE-TV COLOR BAN: Under the prodding of Sen. Johnson, NPA is exploring whether it should exempt color theatre TV from its ban on commercial production of color TV equipment (Vol. 7:47).

It's calling TV manufacturers to second "special conference on color TV" to discuss this question and any gripes they may have about color order M-90.

Conference will be held in Washington Feb. 8. NPA sent invitations Jan. 18 to substantially same list of TV manufacturers who unanimously agreed, at meeting

last Oct. 25 with defense mobilizer Charles E. Wilson and DPA chief Manly Fleischmann, to discontinue (or not to start) mass production of color TV sets (Vol. 7:43). Feb. 8 meeting will be at lower level, with asst. NPA chief H. B. McCoy presiding.

Purpose of meeting, said NPA, is "to obtain additional advice from the TV industry representatives on (1) whether NPA order M-90 provides the type of control and achieves the objectives discussed at the color TV conference held Oct. 25, and (2) whether this order requires "clarification or amendment."

Behind scenes is bitter dispute as to whether Oct. 25 agreement was intended to cover theatre TV as well as home TV -- climaxed by sharp letter to Mr. Wilson by Sen. Johnson, head of powerful Interstate & Foreign Commerce Committee (Vol. 8:2). After letter went out, cogs started turning and Feb. 8 conference was called. At week's end, Sen. Johnson still awaited Mr. Wilson's formal reply.

* * * *

NPA had been adamant -- at least until Sen. Johnson's letter came down from Mr. Wilson -- in its position that industry and Govt. had agreed Oct. 25 to ban the production of all commercial color TV equipment. "Color TV is outlawed," said one NPA official, "and if color theatre TV isn't color TV, what the hell is it?"

Film producers and exhibitors, however -- now preparing theatre-TV case for upcoming FCC hearing (Vol. 8:2) -- say M-90 went beyond terms of agreement reached at Oct. 25 conference. They insist the agreement applied only to mass production of home TV receivers, and that theatre TV wasn't mentioned at meeting.

They also hasten to point out that production of color theatre-TV equipment wouldn't be "mass production" in same sense as home color, because of the relatively few receivers required by theatres. And they argue that additional materials needed to equip future theatre receivers for color would be comparatively small.

To which NPA replies: The color ban has only one purpose -- to save materials. If color theatre TV requires extra materials, it's banned.

There have been no formal requests for amendment or repeal of M-90. Joint committee, composed of Motion Picture Association, Theatre Owners of America, National Exhibitors Theatre-TV Committee and other theatre-TV proponents, has ordered its legal committee to seek clarification and take appropriate action.

Chromatic TV Labs (owned 50% by Paramount Pictures), planning to make the Lawrence tri-color tube, has asked clarification of M-90 through counsel Paul Porter (Vol. 7:48,52). Mr. Porter's view of the controversial Oct. 25 meeting is that manufacturers and Govt. agreed color sets could be produced if manufacturers could do it with their quota of materials for black-&-white sets, with no extra materials.

* * * *

TV manufacturers are satisfied with M-90, NPA says. "We've not received a single complaint from a manufacturer," say those charged with administering the ban.

Principal objectors to M-90, the film producers and exhibitors -- the ones who undoubtedly touched off Sen. Johnson's intervention -- aren't scheduled to be represented at Feb. 8 meeting, except indirectly by the manufacturers who make their equipment. How strongly these manufacturers will plead their case isn't known now. At any rate, theatre-TV manufacturers will be outnumbered about 3-to-1 by those who make home TV equipment only.

"We deal with manufacturers", said an NPA official. "There's no reason why we should invite theatre owners & film producers to a TV manufacturers' conference."

Theatre-TV manufacturers who attended Oct. 25 meeting and presumably have been invited to Feb. 28 meeting are RCA, Paramount Pictures (invited because of its ownership of Chromatic Labs) and GE (which will make Eidophor for 20th Century-Fox). CBS, whose color system is part of Eidophor theatre equipment, also has been asked.

* * * *

Pilot Eidophor-CBS color installation is scheduled to arrive in U.S. by air from Switzerland early next month. It will be installed in 20th Century-Fox's home office theatre at 444 W. 44th St., New York, where it will be put through its paces. Film company has ordered AT&T 10-mc cable to carry pictures from its Movietone News studio few blocks away, will experiment with transmissions using various bandwidths.

BIGGEST TRANSFER DEAL in TV-radio history—the merger of WOR & WOR-TV into Thomas S. Lee Enterprises Inc. (Vol. 7:46)—required exactly 2 months from time of application to FCC approval Jan. 17, and will be finally closed in New York Jan. 25. Six of FCC's 7 members consented to assignment of licenses from R. H. Macy & Co.'s subsidiary, General Teleradio Inc., which will be operated as New York division of Thomas S. Lee Enterprises Inc., wholly owned subsidiary of General Tire & Rubber Co. Comr. Walker voted for hearing. Under terms of deal:

Macy & Co. receives \$1,300,000 in cash and about \$527,000 in net quick assets for the radio stations, \$1,200,000 for WOR Program Service Inc. (talent, recordings, etc.), and 732 unissued shares of assignee's stock whose book value is \$238,000 but whose going value probably runs into several millions. The 732 shares will comprise 10% of the outstanding stock of Thomas S. Lee Enterprises Inc., which operates Yankee Network (including WNAC-TV, Boston, and 3 AM stations), and Don Lee Network including KHJ-TV, Los Angeles, and 3 AM stations), all headed by 36-year-old Tom O'Neil, also chairman of board of Mutual Broadcasting System.

It's generally assumed Mr. O'Neil plans his 3 TV stations as nucleus of an eventual network, hopes to take over MBS for operation on commercial instead of cooperative basis (Vol. 7:46); meeting of Mutual board is expected soon. As part of WOR deals, in order to keep within limit of 7 AM ownership, Yankee was obliged to dispose of one station—so it sold WICC, Bridgeport, for \$200,000 to group headed by Philip Merryman, operating WLIZ in that city (1000 watts daytime on 1300 kc). FCC also approved this deal Jan. 17, and Merryman group is expected to surrender license of WLIZ.

Under employment agreement filed with FCC, all WOR & WOR-TV employes are retained for specified periods. Teleradio president Theodore C. Streibert stays on as New York division manager.

That TV can do own newsreel job (as NBC-TV and some stations have long been doing), can localize it and capitalize on it, is evidenced by "biggest news operation in the South" for which Humble Oil has signed, thru Wilkinson-Schiwetz & Tips, Houston. Fort Worth's WBAP-TV, long a leader in newsreeling, has arranged to create weekly half-hour newsreel titled *This Week in Texas* and covering major news events in state with own crews and stringers. Show will run Monday nights on WBAP-TV, WFAA-TV, KPRC-TV, WOAI-TV.

FCC formally granted petition filed last Dec. 28 by National Exhibitors Theatre-TV Committee to enter theatre-TV hearing, scheduled Feb. 25 (Vol. 8:2), although deadline for filing officially expired Feb. 27, 1950 (Vol. 6:9). Skiatron, now plugging its Ultrasonic theatre-TV system (Vol. 7:51), is expected to file request to enter hearing next week.

First-run movies for Skiatron's proposed tests of its Subscriber-Vision system of pay-as-you-look TV (Vol. 7:51, 52) have been promised only by Paramount and RKO—and then only under rigid set of conditions. Failure of other major producers to come across, says Skiatron president Arthur Levey, means he'll probably go to Justice Dept., which forced producers to supply pictures to Zenith for Phonevision tests (Vol. 7:49, 50).

Outlawing of restrictions on college football telecasts in New York State was proposed Jan. 16 by State Sen. Joseph Zaretski whose bill would withhold state tax-exemption privileges from any New York university that combined with other schools to prevent an institution from televising any games it chose.

Network Accounts: Pure-Pak Div., Ex-Cell-O Corp. (milk containers), thru Fred M. Randall Co., Detroit, is fourth sponsor signed by NBC-TV for participations in 7-9 a.m. Dave Garroway *Today* show, Mon. 8:20-8:25, starting Jan. 28. Saturday Evening Post has purchased three 5-min. spots in *Today*, Jan. 30 and Feb. 5 & 6, thru BBDO. Other two sponsors: Kiplinger Washington Agency (*Changing Times Magazine*), which started Jan. 14, and Kenwill Corp. (Magikoter Paintroller) starting Feb. 20, Wed. 8:20-8:25 (see Vol. 8:2) . . . Ekco Products Co. (kitchenware) sponsorship of Wed. portion, and Necchi Sewing Machine Co. purchase of Fri. segment, complete sellout of *The Goldbergs*, starting Feb. 4 on NBC-TV, Mon.-Wed.-Fri. 7:15-7:30; first sponsor signed by Vitamin Corp. of America. Necchi agency is Doyle, Dane & Bernback; Ekco agency is Earl Ludgin & Co. . . . Elgin American Div. of Illinois Watch Case Co. (compacts, lighters) Feb. 12 sponsors one-shot of 8-8:15 segment of *Frank Sinatra Show* on CBS-TV, Tue. 8-9, thru Russell M. Seeds Co., Chicago.

Station Accounts: With 105 of the nation's 108 stations now reporting, quarterly *Rorabaugh TV Report* for January, due off press Jan. 25, lists 6365 different advertisers using TV—4900 of them local-retail, 1260 national & regional non-network spot, 205 network. That's big jump from the 4466 total reported by 99 stations in January 1951: 3408 local-retail, 894 spot, 164 network. Further indicative of fast pace of TV growth is fact advertisers totaled mere 2158 in January 1950 (91 reporting stations), 727 in January 1949 (46 stations) . . . WABD, New York, reports signing Dairymen's League Co-Op Assn. (cottage cheese, sour cream, yogurt, etc.) for partic. in *Recipe for Happiness*, thru Barlow Adv.; Sun Oil Co., Sun. 20-sec. announcements, thru Hewitt, Ogilvie, Benson & Mather; California Fruit Growers Exchange (Sunkist oranges), partic. in *Kitchen Fare*, thru Foote, Cone & Belding . . . Arthur Murray increasing TV budgets, planning new *Pantomime Contest* on WNBT, New York, Sat. 7-7:30 . . . Lewyt Corp. (vacuum cleaners) includes TV-radio in spring-summer campaign now being planned by ad mgr. Donald B. Smith, thru Hicks & Greist, N. Y. . . Household Finance Corp. has purchased *Let's Look at the News* on WTMJ-TV, Milwaukee, Wed. 5:45-5:55 p.m., thru Needham, Louis & Brorby, Chicago . . . Sun Shipbuilding & Drydock Co., one of biggest, using spots on 7-9 a.m. *Three to Get Ready* show on WPTZ, Philadelphia, to recruit skilled workers, thru Benjamin Eshleman Co., Philadelphia . . . Aiello Dairy Farms Co. (Dairy Maid Italian cheese products), advertising for first time in 56-year history, plans TV spots thru Admiral Adv., N. Y. . . RCA Victor plans to use TV with other media in campaign for new line of home air conditioners, thru Al Paul Lefton Co. . . Gunther Brewing Co. buys 10 five-min. shows per week on WNBW, Washington; show, entitled *Hi Neighbor*, will be seen twice daily at 6:50 p. m. & 12:15 a. m. presenting local feature story of the day . . . Among other advertisers reported using or preparing to use TV: Kling Factories (furniture), thru Baldwin, Bowers & Strachan Inc., Buffalo; Maytag Co. (washers & ironers), thru McCann-Erickson, Chicago; Chambers Corp. (gas ranges), thru Lewin, Williams & Saylor, Newark; Frozen Farm Products Inc. (Roseport frozen chicken parts & pie), thru Riger & Sheehy, Binghamton, N. Y.; Lever Bros. (Shadow Wave home permanent), thru McCann-Erickson, N. Y. (WTMJ-TV); Campbell Soup Co. (Franco-American spaghetti), thru Dancer-Fitzgerald-Sample, N. Y. (WCBS-TV); Foster-Milburn Co. (Doane's pills) thru Street & Finney Inc., N. Y. (WTVJ); Bonoil Packing Co. (olive oil, food products), thru Hirshon-Garfield, N. Y.; Recordia Mfg. Co. Inc. (men's sandals & slippers), thru Franklin & Gladney Inc., N. Y.

TV again proved sore spot in Congressional hearing this week when Senate committee probing District of Columbia crime had trouble with witnesses who complained about presence of TV camera. First witness, ex-police chief Barrett, got committee to ban all TV-radio coverage by saying it would subject him to "third degree," hurt his attorney's eyes. For subsequent witnesses, committee ruled that cameras could operate but would be turned away from witness at his request. Earlier in week, in surprising 66-42 vote, New York City Bar Assn. failed to approve majority report of its Bill of Rights committee urging TV-radio ban at Congressional hearings. Committee's minority of RCA v.p. Robert L. Werner and 2 others had argued that TV coverage makes for an informed public, and equipment can be arranged "in such way that there is not the slightest interference with the proceedings in progress nor even awareness by the participants . . . that they are being televised." Jan. 18 *New York Herald Tribune* carried salient excerpts from majority and minority reports, plus editorial urging public give careful consideration to question.

Announcement that third Russian TV station would soon begin operation in Kiev prompted this editorial retort in *New York Times*: "Before the [propaganda] deluge begins . . . 3 footnotes are in order: First, the station was supposed to be completed under the fourth 5-Year-Plan before 1951 . . . Second, that some plan called for a fourth TV station to be opened in Sverdlovsk, but that still remains for the future. Third, this 'decadent bourgeois country' has 108 TV stations without benefit of socialism, economic planning or even 'the invincible genius of Comrade Stalin.'" Soviets are far behind U.S. in receiving equipment, too. Two TV sets are being marketed, both table models. Standard set is about 7-in., sells for \$300; "luxury" model has 9-in. screen, 10-in. speaker, AM and shortwave radio, costs \$600. New 19-in. model reportedly is in production but not yet on sale. There's real receiver shortage in Soviet Union, according to reports of Americans there, with demand far higher than supply. But there's no information on receiver production.

First TV actor to appeal to Actors Equity and TV Authority because of loss of job stemming from listing in *Red Channels*, Philip Loeb has gained backing of union members. Loeb played Jake, father of the family, in *The Goldbergs*. Show was dropped from CBS-TV last spring by General Foods, is due to resume on NBC-TV Feb. 4 Mon.-Wed.-Fri. with Vitamin Corp. sponsoring Mon., Ekco Products Wed., Necchi Sewing Machine Sales Fri. Equity Jan. 11 voted 180-3 that its council list *The Goldbergs* as "unfair," urged TVA to do same. TVA's board Jan. 14 endorsed special committee's recommendation that 3 persons, connected neither with union nor TV industry, serve on commission to give Loeb "fair and impartial hearing." Vitamin Corp. president Morton Edell said Jan. 14 that his firm had nothing to do with dropping Loeb from cast, merely took program as offered by NBC.

Jan. 1 sets-in-use reported since NBC Research's census of Dec. 1 (Vol. 7:51): Greensboro 97,605, up 22,605; St. Louis 363,000, up 15,000; Washington 324,375, up 12,375; Houston 116,000, up 8000; Omaha 111,495, up 7495; Richmond 105,258, up 6458; Norfolk 97,606, up 6406; Memphis 115,083, up 6083; Utica 64,000, up 4000; Dallas-Ft. Worth 148,892, up 3892; Cleveland 567,692, up 19,692; Kansas City 180,775, up 10,775; New Orleans 78,377, up 5777; Johnstown 132,732, up 5732; Milwaukee 305,537, up 11,537.

Coaxial-microwave networks are featured in Bell System's 30th anniversary issue of *Telephone Almanac*, which notes that electronic route follows historic pony express trail. Almanac also describes communications "firsts," including 1927 TV demonstration by Bell Labs.

National Community Antenna Assn. was formed Jan. 16 when 19 operators of the systems for feeding distant TV signals to homes via wire met in Pottsville, Pa. Martin F. Malarkey Jr., president of new group and head of local Trans-Video Corp. (Vol. 7:21), reports membership of 28, with 104 inquiries on file. Organization's first jobs are to study NPA-materials situation, arrange technical information exchange, consider possible FCC and state utility commission regulations. Other officers: Claude Reinhart, Palmerton, Pa., v.p.; George Bright, Lansford, Pa., secy.; Elwood Boyer, Tamaqua, Pa., treas. Directors: J. Holland Rannels, Bluefield, W. Va.; Clyde B. Davis, Wilkes-Barre, Pa.; Bruckner Chase, Memphis, Tenn.; Harold Griffith, Harrisburg, Pa.; Gerard B. Henderson Carmel, Cal.; Kenneth Chapmann, Honesdale, Pa.; A. J. Malin, Rochester, N. H.

New German-made coaxial cable, said to have many advantages over conventional transmitter-to-antenna transmission lines for microwave use, is now being imported by Phelps Dodge Copper Products Corp. Company also plans to make cable in U. S. within 6 months, is gathering know-how from manufacturer Felten & Guillaume Carlswerk, Cologne. Cable comprises extruded aluminum outer conductor and polystyrene foil helix wound around central copper core, is designed for 1000-10,000 mc range but may have possibilities for uhf TV. November *Tele-Tech Magazine* article gives full description of cable, points to these features: (1) Can be made in any desired lengths, up to 6-in. diameter. (2) Flexibility permits elimination of joints. (3) Use of air insulator eliminates pressurized gas. (4) Light weight simplifies installation.

"It [TV] is a merciless medium that far more than radio exposes the weaknesses, the pomposities and hollowness of those who venture before it," writes columnist Marquis Childs. "Senator Robert A. Taft is judged by many to have a poor TV personality, seeming to talk down to his audience with the strong implication in his manner that anyone who disagrees with him must be stupid. But does this kind of prejudice mean that glib actors and slick performers are to get the nod from the mass audience? The revolution brought about by the new medium of communication has, of course, only begun . . ."

FCC is buying color signal generating equipment from Telechrome Inc., 88 Merrick Rd., Amityville, Long Island, expects delivery in a week. Telechrome, headed by ex-Hazeltine engineer J. R. Popkin-Clurman, had submitted lowest bid—just under \$10,000—for gear to originate signals for any system. Additional circuitry is needed to supply full-fledged signal for various systems, will be built by Commission Laboratory personnel. Laboratory has 2 RCA tri-color tubes, is making sets to operate them.

Most ambitious theatre-TV project yet is tentative deal between Theatre Guild and United Paramount Theatres for experimental series of dramas to be closed-circuited beginning this spring to TV-equipped theatres. Pilot production, Theatre Guild announced this week, will probably be George Bernard Shaw's *St. Joan*, currently playing limited engagement at Century Theatre, with Uta Hagen in lead. Plans call for televising direct from stage.

Dancer-Fitzgerald-Sample Inc. reports it led all ad agencies in gross TV-radio billings for 1951, with \$21,334,172. Its figures showed others as follows: Young & Rubicam, \$18,356,745; BBDO, \$15,056,657; Benton & Bowles, \$13,043,067; J. Walter Thompson, \$12,813,868; Wm. Esty, \$10,967,224; Cunningham & Walsh, \$8,593,080; Leo Burnett, \$8,496,643; Compton, \$7,921,081; McCann-Erickson, \$6,582,448.

FCC's study of oscillator radiation of TV and FM sets and means for reducing its severity will be issued shortly, probably in paper to be published in technical journal.

UNHAPPY "SPOUSE" of its youthful marriage to Paramount Pictures, DuMont took up all of first week of FCC-ordered Paramount hearing (Vol. 7:32 et seq) in effort to: (1) Prove Paramount doesn't control DuMont, as FCC has long claimed it does. (2) Convince Commission that DuMont is an exemplary TV-station licensee. (3) Persuade or force Paramount to divest itself of holdings in DuMont and thus satisfy FCC once and for all.

DuMont's case continues next week; at its conclusion, hearing recesses until Feb. 4—though slow progress this week prompted examiner Leo Resnick to comment that DuMont portion may run right through proposed recess. The Feb. 4 phase goes into "monopoly" questions, since FCC's final decision on that point will largely determine whether proposed ABC-United Paramount Theatres merger (Vol. 7:21) goes through and whether CBS can acquire Chicago's WBKB from UPT for \$6,000,000.

How much success DuMont is achieving in "divorcement" objective, won't be known for some time, though DuMont's purpose in getting on stand first is to enable Commission to decide quickly whether company is free to apply for TV stations in addition to 3 it now owns.

To prove lack of Paramount control, DuMont presented series of witnesses, in every major activity of company, who stated that Paramount never ordered or vetoed any DuMont action.

First on stand was DuMont secretary Bernard Goodwin, who is also Paramount production mgr. of shorts. He said that Paramount's 3 directors on DuMont board, representing all 560,000 shares of Class B stock, never outvoted the other 5 directors, headed by Dr. Allen B. DuMont, who represent 1,801,054 Class A shares (Dr. DuMont holding 54,400). In fact, he said, whole board usually voted unanimously, in accordance with Dr. DuMont's views. Only kind of action requiring concurrence of B stockholders, Goodwin said, was change in by-laws.

Dr. DuMont sketched company's manufacturing-telecasting development, said that Paramount never controlled its decisions ("it was primarily an investor"), stated that network has suffered severely in competition with others because of inability to acquire more stations of its own.

He said Paramount's total investment was \$164,000 when company was in need of funds in 1938, and told how he had offered as much as \$12,000,000 for Paramount's stock (worth about \$10,000,000 at current quotations). Paramount wouldn't accept cash, evidently for tax reasons.

Just 3 days before hearing, Dr. DuMont wrote Paramount president Barney Balaban, asking that 2 Paramount directors resign, which would completely eliminate any question about control.

Research v.p. Dr. Thomas T. Goldsmith listed technical contributions of company, then asserted Paramount had no part in them. In turn, he said, DuMont has had no hand in Paramount's Lawrence tri-color tube, Telemeter system of subscription TV and the like.

For the network, gen. mgr. Chris Witting and program director James Caddigan reported that Paramount contributed nothing that couldn't be acquired by others, that DuMont got no special concessions on film, etc.

A key question in hearing is matter of Boston TV applications. DuMont applied there in 1945; Paramount applied shortly afterward, and DuMont withdrew. FCC counsel Fred Ford brought matter up repeatedly in effort to determine whether DuMont's withdrawal resulted from Paramount "control."

Though there's manifestly no love lost between the companies, no acrimony appeared in week's sessions, since Paramount, too, wants to convince FCC that it doesn't control DuMont and is thus entitled to more stations. Even more important, it has job of satisfying Commission that it retains no "taint" of old Paramount Pictures Inc., which Supreme Court held to be monopolistic and which was split into present movie-producing Paramount Pictures Corp. and theatre-owning United Paramount Theatres Corp.

Commission this week finally ruled against permitting Partmar Corp., et al., and WSAY, Rochester, to intervene in hearing—though they may offer witnesses. Partmar owns St. Louis and Los Angeles theatres, contends ABC-UPT merger would further monopoly. WSAY contends ABC (and other networks) have been monopolistic. Comr. Jones issued 20-page dissent, claiming it's Commission's duty to permit intervenors to assist FCC in its anti-trust responsibilities.

Personal Notes: Dwight D. Doty Jan. 14 resigned as chief of FCC's renewal & transfer div., joined Haley, McKenna & Wilkinson, Washington law firm; taking his place on acting basis is Walter R. Powell . . . Richard H. Jones resigned as gen. mgr. of WJBK & WJBK-TV, Detroit, and James E. Bailey resigned as gen. mgr. of WAGA & WAGA-TV, Atlanta, both Storer stations . . . Robert L. Hammett has resigned partnership in Dallas consulting engineering firm of A. Earl Cullum Jr. to return to San Francisco, where he has opened consulting engineering offices at 230 Bankers Investment Bldg. (telephone Sutter 1-7545) . . . Russell Furse, movie and TV producer, named mgr. of CBS-TV program dept., succeeding E. Carlton Winckler, now mgr. of production in operations dept. . . . Richard Grey named production operations mgr., Forrester Mashbir promoted to sports director, KTTV, Los Angeles . . . James T. Aubrey, KTTV sales mgr., joins KNXT in same position, succeeding Robert B. Heag. now with CBS-TV Spot Sales . . . John Bradley promoted to national advertising mgr., Don Lee TV, John Reynolds succeeding him as sales mgr. . . . Roland D. Irving succeeds E. W. Malone as promotion mgr., KRON-TV, San Francisco . . . Clarence H. Bracey, ex-gen. mgr., WHIO, Orlando, Fla., this week joined ABC-TV Spot Sales . . . William B. Ogden, ex-ABC and LeValley Agency, and Walter B. Dunn, ex-Headley-Read, have joined Chicago and New York offices, respec-

tively, of H-R Representatives Inc. . . . Robert E. Healy, Colgate adv. v.p. handling its TV-radio accounts, has resigned as of Feb. 1 . . . Lloyd Smithson promoted to program director, WKRC-TV, Cincinnati . . . Margaret Cuthbert, handling public affairs for NBC for about 20 years, is retiring . . . John Mulvahill, TV chief, resigning from General Artists Corp. . . . Gene Wyatt, from ABC-TV, joining packager Bernard L. Schubert as TV-radio sales director . . . Miss Lee Hart resigns from BAB to make home in Hollywood . . . John P. Cleary promoted to Eastern program director and production mgr., NBC radio . . . Ed McKenzie, known on WJBK as *Jack the Bellboy* and holding title of asst. mgr., has resigned to join WXYZ & WXYZ-TV, Detroit . . . Robert M. Dooley, ex-sales mgr., WOW & WOW-TV, Omaha, Feb. 1 becomes sales mgr., New York office of Blair-TV Inc.

James T. Milne, 46, gen. mgr. of WNHC & WNHC-TV, New Haven, died unexpectedly Jan. 12 of a heart attack at his home. Born in Scotland, "Jimmy" Milne came to this country at age 8, had stage experience before working for WIOD, Miami; WBBM, Chicago; WICC, Bridgeport, then managing WELI, New Haven, and WNAB, Bridgeport. He was one of the founders of WNHC-TV in 1948.

Charles Collingwood, CBS newsman, takes leave of absence to become special asst. to W. Averell Harriman, director of Mutual Security Agency, handling information.

INVENTORY UP, JANUARY BUYING HIATUS: TV inventory at factories jumped to 239,700 units as of Jan. 11, according to RTMA weekly report, up some 63,000 from 176,857 figure for just one week earlier. It was first time in 23 straight weeks there has been no diminution of inventories to report.

Figure might be ominous if it weren't for fact, as explained at RTMA, that dealers usually don't take shipments until after the January shows. It's too early to say it means real stoppage of buying; and the jump is meaningless if it merely reflects pileup of new models and slowdown of shipments while manufacturers are busy showing those models at the Chicago furniture marts and their distributor meetings.

TV production jumped to 102,684 as of Jan. 11 from preceding week's 69,198 (Vol. 8:2), so it seems to be returning to November-December weekly levels. Radio output was 173,981 units, up from 93,499; radio inventory 287,798, up from 283,545. Jan. 11 week's radios were 80,881 home, 22,597 portable, 22,819 clock, 47,684 auto.

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Whether the more than 100,000-per-week output level is maintained in ensuing weeks depends on (1) rate of depletion of the 1,500,000 or so TVs believed to be in all trade pipelines as of end of year; (2) effect of materials cuts -- will they dig into TV capacity as seriously as govt. experts think (Vol. 8:1-2)? And, of course, it goes without saying that the key factor is consumer demand.

With regard to materials cuts for defense needs, President Truman in his Economic Report to Congress this week stated:

"Household appliances, radios, and television sets must also be cut back from recent levels. Current production of most metal-using durables will be below the level of the 1947-49 period. But, with very high existing stocks of these durables in the hands of consumers, supplies will be ample to meet essential needs."

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There's no shortage of components, say the manufacturers, and many are more confident than the NPA experts that the output of TVs will not have to be cut much. They think the govt. folk too inclined to underestimate the ability of the manufacturers to conserve and substitute. They recall dire forecasts last winter, too, as to the availability of raw materials and ability to produce.

RTMA directors took informal poll last November, arrived at average "guess-timate" of 4,440,000 TVs and 10,900,000 radios for this year's output. But Admiral's Ross Siragusa thinks the industry can produce as many TVs as last year (5,250,000), which is thinking also of several Philco topkicks. RCA's Frank Folsom is on record as guessing 4-4,500,000; Emerson's Ben Abrams, not over 4,000,000; Hallicrafters' William Halligan, about 4,000,000; Crosley's John Craig, 4,500,000. RTMA chairman Robert Sprague says minimum of 4,000,000 and maximum of 5,000,000.

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On these points there's agreement among the manufacturers generally, as reported to NARDA's Chicago convention this week by RTMA president Glen McDaniel:

- (1) TV inventories will be lower and more realistic this year than last.
- (2) Consumer purchasing is more stable, probably will continue so, with fewer peaks and valleys than 1951.
- (3) While shortages may make selling easy before end of year, business as whole will be highly competitive and salesmanship may make difference between profit and loss for the dealer.
- (4) Military production of radio and electronics equipment will not halt the manufacture of TV and radio receivers.

"As to the outlook for critical materials in 1952," said McDaniel, "I can only call attention to the public statements of top defense officials who have said that the pinch on civilian goods will get tighter before it begins to ease up."

Topics & Trends of TV Trade: Though 27-in. tube has been announced by Zenith-owned Rauland Corp., it's doubted that tube will appear in new sets for some months—perhaps not until mid-year. It's pointed out, for example, that manufacturers of metal cones for the rectangular tube have yet to fix on final design, start regular production. Rauland designates tube the 27QPA, says it has 390-sq. in. picture area, 90-degree deflection and is shorter than standard 20-in. Admiral is first set maker to report readiness to put tube in set (Vol. 8:1), though it can be assumed most others will use it when demand appears. Advantage of tube is that it approaches 30-in. in picture area but has much less bulk.

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Reflecting confused pricing situation at Chicago shows (Vol. 8:2), Westinghouse this week repriced its new line, reducing list prices but like many major competitors quoting excise tax and warranty extra. Line comprises these tables: 16-in. plastic \$200, 17-in. mahogany \$255, blonde \$265, 21-in. mahogany \$300. New consoles are 17-in. mahogany \$300, blonde \$320; three 21-in. sets, mahogany \$360, blonde \$380, full-door mahogany \$425. Line is topped with 24-in. three-quarter-door mahogany \$569.50.

Prices of Sylvania's new line include tax, but warranty is \$11 extra on 14-in., \$13 on 17-in., \$15 on 20-in. Line starts with 14-in. mahogany table at \$230. The 17-in. sets are mahogany table \$280, open-face mahogany \$300 & \$370, blonde \$380, mahogany with doors \$410, blonde \$420, mahogany with uhf converter \$470, mahogany combinations \$500 & \$580, blonde \$600. New 20-in. sets are mahogany tables \$300, \$330 & \$370, open-face mahogany \$400 & \$480, blonde \$500, mahogany with uhf converter \$530, mahogany with doors \$510.

Packard-Bell's line of 14 new sets was shown this week in Los Angeles. The 17-in. sets are mahogany table \$250, blonde \$260, open-face mahogany \$290, blonde \$305, full-door mahogany \$320, blonde \$335. The 20-in. are open-face mahogany \$320, blonde \$335, full-door mahogany \$350, blonde \$365, mahogany combination \$495, blonde \$520. The 21-in. sets are mahogany console \$400, blonde \$420, mahogany combination \$595, blonde \$620. The 24-in. sets are mahogany console \$550, blonde \$575. Parts warranty on 17-in. is \$10, on 20 and 21-in. \$12.50, on 24-in. \$15.

Olympic announced prices this week on 9 new sets, featuring local-long distance switch. Prices include tax, warranty extra. Line comprises 17-in. mahogany table \$220, blonde \$230, open-face mahogany console \$260; 21-in. mahogany table \$260, open-face mahogany console \$300, full-door mahogany \$350, blonde \$370, mahogany AM-FM-phono \$490, blonde \$510.

Stromberg-Carlson unveiled its new line this week in Chicago and Rochester. Prices include tax, warranty extra. Its 17-in. sets are table \$250, full-door mahogany \$395, blonde \$415, hand-decorated \$445. New 21-in. sets are mahogany table \$329.50, open-face mahogany \$395, three-quarter door mahogany \$465.

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Lion Mfg. Corp., Chicago electrical-device maker and govt. contractor, announces it will begin making home TV sets under Lion brand name in time for July Chicago Furniture Mart. Raymond T. Maloney is president; Paul Eckstein, ex-Stewart-Warner and Westinghouse, recently with Hallicrafters, is TV div. mgr.

Allowance on old picture tubes, from \$2.25 for 12-in. to \$5.25 for 21-in., is being granted to dealers by Sylvania in new "glass allowance program" being administered by H. H. Rainier, mgr. of distributor sales; new tube must be purchased to get credit for each one turned in.

Trade Miscellany: Westinghouse following example of GE's Electronics Park in Syracuse in planning to set up new research laboratories "with a university atmosphere"; it's negotiating for 72-acre plot in Churchhill Borough, near Pittsburgh, to replace present Forest Hills labs . . . Sylvania has purchased A. W. Franklin Mfg. Co. (electrical sockets & other components) and Franklin Airloop Corp. (die stamping), both Long Island City, N. Y., to be operated as units of its Parts Div. . . . Sylvania has also optioned plant of Blair Park Furniture Mfg. Co., High Point, N. C., for purchase at \$450,000 or 5-year lease; option expires Jan. 31, decision up to board meeting Jan. 24 . . . Admiral has purchased Molded Products Corp., Chicago (plastics molder) which produces approximately 150,000 TV-radio-phono cabinets annually.

Merchandising Notes: Westinghouse district mgr. R. H. McMann estimated 12,000,000 families still without TV receivers living within range of existing stations—speaking at New York showing of company's new sets this week . . . DuMont's Ernest Marx says 4-5,000,000 sets are more than 4 years old, have screens of less than 14-in., offering ripe market . . . Hallicrafters Wm. Halligan quoted in Jan. 15 *Wall Street Journal* as saying: "Our markets are getting pretty well worn out. We figure when 80% of the homes in an area have sets, we have reached saturation. In New York, Philadelphia, Chicago and some of the other big centers we are close to 67% right now. That doesn't leave far to go" . . . Magnavox including one-year factory guarantee of picture tubes in its sets at no added cost to retailer or purchaser; this is in addition to 90-day parts warranty . . . Matching base now included in \$350 price (Vol. 8:1) of Admiral's new 21-in. sets with built-in AM radio (Models 521M16 & 521M17) . . . Hoffman Sales Corp. named exclusive So. California distributor for Jerrold.

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Trade-practice rules for TV-radio industry (Vol. 7:51) headed toward final Federal Trade Commission hearing stage, possibly in March, after meeting of All-Industry Committee on Trade Practice Rules this week in Washington. Committee reviewed all rules, made some changes, will make recommendations to FTC in about a week. Attending meeting: L. B. Calamaras, National Electronic Distributors Assn., chairman; Glen McDaniel & Ray Donaldson, RTMA; Henry B. Weaver, Philco; Jack Harvey, Sylvania; Will Osterling & Charles P. Baxter, RCA; Douglas Day & Robert B. McLaughlin, DuMont; Mort Farr & H. B. Price Jr., National Appliance and Radio Dealers Assn.; Fred Walker, dealer of Alexandria and Arlington, Va.; George Wedemeyer & W. D. Jenkins, NEDA; Max Epstein & Peter Chanko, New York distributors.

Plan to tighten curb of false advertising of TVs and appliances in New York (Vol. 7:47) was offered this week by Better Business Bureau. Voluntary system goes into effect Feb. 1, strengthens enforcement standards set in 1950. New advisory panel of 3 advertisers, a non-advertiser and a distributor will discuss with Bureau current ad practices, hold hearings when advertiser disputes violation charges. Plan also makes advertiser responsible for providing proof to back up ad claims.

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Canadian RTMA reports 35,719 TVs sold for \$18,573,-207 during first 11 months of 1951, inventories totaling 17,647 as of Nov. 30. Toronto-Hamilton area took 40% of 11 months sales, Windsor 34%. November sales totaled 5894 units sold for \$2,999,309, compared with 5182 in October (Vol. 7:48). Toronto-Hamilton area took 43% of Nov. sales, Windsor 29%, Niagara Peninsula 21%. Overall cumulative total (from start of count) came to 73,542 valued at \$34,849,790.

Mobilization Notes: Unexpected windfall of steel will go to TV-radio and other consumer goods manufacturers in second quarter. NPA has found it can ration to them about 10% more steel than it originally anticipated. Therefore, most manufacturers of civilian goods will receive in second quarter 50% of the amount of steel they used during average quarter in first-half 1950—the same amount they received for current first quarter 1952—rather than 45% as originally planned (Vol. 8:2).

Final determinations of other controlled materials for consumer goods industries panned out as we predicted last week (Vol. 8:2): brass mill products 30% of base period use (vs. 35% in first quarter); wire mill products 35% (vs. 30%); copper foundry 30% (vs. 35%); aluminum 30% (vs. 35%).

There's more good news for some electronics manufacturers in surplus of chrome-bearing stainless steel. NPA Electronics Div. is notifying manufacturers that wherever they can show that use of chrome-bearing stainless will save metals that are more critical—especially brass, aluminum or nickel—they may be allotted extra ration of stainless.

For example: Glass TV picture tubes have nickel alloy "button" for high-voltage lead. Metal-cone tubes don't use nickel for this purpose. Therefore, NPA has offered to allot stainless steel in order to conserve the extra nickel required in the glass tubes. NPA estimates 12,000 lbs. of the stainless would be required to make 1000 metal-cone picture tubes, and result in saving of just 1.75 lbs. of precious nickel per 1000 tubes. Another use for the chrome-bearing stainless will be as substitute for brass in auto radio antennas.

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Largest certificate of necessity for govt. tax aid in expansion of electronic and related productive capacity granted Dec. 3-Dec. 21 went to Westinghouse for electronic tube plant at Bath, N. Y., to cost \$6,850,000, of which 65% is to be written off in 5 years for tax purposes. Sperry Corp. received 6 certificates for electronic production, totaling \$7,099,865, amortized at 65%. Its projects are at Great Neck, Long Island City and Nassau, N. Y., and DPA listed them for electronic equipment, ordnance and scientific precision instruments. GE received 5 certificates covering \$3,763,438 in expansion of tube plant at Owensboro, Ky., tube machinery at Rotterdam, N. Y., ordnance at Schenectady, transformers at Danville, Ill., research & development in Syracuse, all amortized at 65%.

Other certificates issued by DPA for expansion of electronic and related plants: Hoffman Radio, El Monte, Cal., \$2,400,000 (45% amortization); Allen-Bradley Co., Milwaukee, \$634,767 (65%); Sylvania, tubes at Montoursville, Pa. & Seneca, N. Y. and ordnance at Warren, Pa., \$558,456 (65%); Hickok Electrical Instrument Co., Cleveland, \$345,834 (65%); Standard Transformer Co., Chicago, \$339,948 (65%); Stupakoff Ceramic Co., Latrobe, Pa., \$286,836 (65%); Bomac Labs Inc., Beverly, Mass., \$250,000 (65%); Western Electric, Winston-Salem, N. C., \$191,242 (70%); Tektronix Inc., Portland, Ore., \$180,000 (35%); A. B. Dick Co., Chicago, \$176,736 (65%); Edo Corp., College Point, N. Y., \$175,534 (70%); W. H. Reisner Mfg. Co., Hagerstown, Md., aircraft electronic equipment, \$141,319 (70%); Sonotone Corp., Elmsford, Mass., tubes, \$130,060 (65%); Boonton Radio Corp., Parsippany, N. J., \$110,014 (70%); Davis Tool & Engineering Co., Detroit, \$102,885 (70%); American Phenolic, Chicago, \$102,753 (65%); Bendix, Towson, Md., \$97,910 (65%); Mepco Inc., Morristown, N. J., \$60,000 (65%); Diamond Mfg. Co., Wakefield, Mass., \$22,566 (75%); Daystrom Electric Corp., Poughkeepsie, N. Y., \$17,925 (75%); Massa Labs., Hingham, Mass., \$8573 (80%).

Microwave Associates Inc., 22 Cummington St., Boston, has sold 50% of its common stock to United Paramount Theatres Inc., plans to expand research, development and manufacture of microwave tubes, components and systems. Firm holds Signal Corps contract for pilot run of magnetrons, plans to develop transistors and special crystals for new uhf TV frequencies, improved pickup tubes for TV cameras, components for microwave links, etc. New president is Dana W. Atchley Jr., UPT technical research coordinator, with these other officers: Vesarios Chigas, v.p. & treas.; Richard M. Walker, equipment engineering v.p.; Louis W. Roberts, research v.p. Latter 3 are ex-Sylvania. Directors include UPT president Leonard H. Goldenson, v.p. Robert H. O'Brien, Simon B. Siegel, Jason Rabinovitz.

Defense Dept. ordered \$43 billion worth of hard goods in the 17 months from Korean outbreak to Dec. 1, 1951. Rough estimate is that approximately \$4.3 billion of this was obligated for electronics-communications equipment. In first 5 months of fiscal year—July through November, 1951—military placed orders for \$13 billion for hard goods, or about \$1.3 billion for electronics-communications.



"The greatest future for TV," said Hoffman Radio president H. Leslie Hoffman at distributors meeting in Pasadena last week, "is in the West. For the smallest percentage of families are covered by TV in this part of the country. Such states as Montana, Idaho, Colorado and Nevada do not have any TV at all, and only portions of Utah, Arizona, Washington and New Mexico are reached by TV signals today. We in the TV business, therefore, have more to look forward to in this market than anywhere else in the U. S."

Mort Farr, Upper Darby, Pa., elected to second term as president of National Appliance & Radio Dealers Assn.; Victor Joerndt, Appliance TV Center, Kenosha, Wis., named secy., replacing Marty E. Brunderman, Brunderman Appliance Co., Chicago, who remains on board. All other officers were reelected, and new board members are Gross Williams, Shreveport, La., and Jack Westley, Milwaukee.

November picture tube sales by RTMA members totaled 460,566, up slightly from October's 455,636, bringing figure for 11 months of 1951 to 4,062,375. Value of sales for November was \$9,696,247, for 11 months \$97,937,583. Sizes 20-in. and up accounted for 35% of Nov. units.

Trade Personals: Henry C. Roemer, IT&T director and executive v.p. of subsidiary Federal Telephone & Radio Co., named president of Federal . . . Albert Caumont, electronics sales mgr., International GE, named RTMA service mgr., succeeding E. W. Merriam . . . Ferdinand W. Schor, ex-Hallicrafters, named Motorola chief engineer in charge of military engineering . . . Nicholas DeFalco promoted to manager of DuMont receiver quality control dept. . . Ivor M. Leslie promoted to v.p. and director of Crosley Radio & Television Ltd., Toronto . . . Harold E. Tyler named gen. mgr., Setchell-Carlson Inc. . . . Walter H. Ferneaux, ex-gen. mgr., Aerovox Canada, also chief of electronic branch, Canadian Dept. of Defense, appointed manufacturing v.p., Aerovox Corp., New Bedford, Mass. . . . Kenneth A. Hoagland promoted to asst. engineer, DuMont CR tube div., under Alfred Y. Bentley . . . King P. Ray, ex-Daystrom Corp., named field sales mgr., Stewart-Warner Electric . . . Harold F. Dietz, president of Emerson-Midstate Inc., succeeds Martin L. Scher, resigned, as gen. mgr. of Emerson-New York Inc. . . . Murray Baird, ex-Zenith, named mgr. of electronics div., Crosley Distributing Corp., New York, succeeding Paul Hilton, resigned . . . Louis E. Rose promoted from district mgr. to gen. mgr., Fada of New Jersey Inc.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for November 1951: Earl E. Anderson sold 1600 ABC, holds 5000; T. Earl Robinson bought 100 Arvin, holds 732; Gordon T. Ritter bought 10 Arvin (Oct.), holds 624; William C. Decker sold 1000 Corning Glass, holds 1541; Benjamin Abrams bought 1200 Emerson for trust for children (Jan.), holds 295,336 personally and through trusts and foundations; Ralph J. Cordiner bought 200 GE, holds 500; Leicester W. Fisher sold 340 General Instrument (Oct.), holds 599; Howard K. Halligan bought 100 General Precision Instrument, holds 100; Matthew J. Hickey Jr. bought 56 Motorola personally, bought 700, sold 1631 through Hickey & Co., holds 2500 personally and 600 through Hickey & Co.; Barney Balaban exercised option to buy 30,000 Paramount Pictures, holds 30,000; Thomas A. Kennally gave 40 Philco as gift, holds 19,934; William Fulton Kurtz gave 10 Philco as gift (Feb.), holds 200; Charles B. Jolliffe bought 100 RCA, holds 500; Waldo I. Stoddard bought 100 Sparks-Withington (Oct.), holds 100; N. J. Blumberg sold 700 Universal Pictures (Oct.), holds none; Decca Records bought 14,300 Universal Pictures, holds 251,800; Hugh Robertson sold 200 Zenith, holds 1318.

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Emerson reports net income of \$3,592,397 (\$1.85 a share on 1,935,187 shares) for year ended Oct. 31, 1951 vs. \$6,514,716 (\$3.36) in fiscal 1950. Profits, net sales and earnings before taxes were all second highest in Emerson's history, first being record year of 1950. Sales totaled \$55,797,963, compared with \$74,188,297 for fiscal 1950; earnings before taxes were \$6,875,877 vs. \$11,969,778 for 1950. President Benjamin Abrams said Emerson had substantial military orders and that 80% of its electronic and mechanical engineers were engaged in Government work. Proxy notice for Feb. 6 stockholders meeting lists these officer-director beneficial stockholdings: Benjamin Abrams, 220,000 shares (salary \$60,239, bonus \$37,500); Max Abrams, secy.-treas. 80,000 (salary \$40,090, bonus \$28,275); Dorman D. Israel, executive v.p., 1364 (salary \$32,103, bonus \$19,000); Louis Abrams, director, president of Emerson-New York, 47,863; F. Eberstadt, director, banker, 1100; Richard C. Hunt, director, attorney, 704; George H. Saylor, director, retired, 484.

Standard Coil Products Co. 1951 sales totaled more than \$40,000,000, and net profits were close to \$2,000,000, reports *Wall Street Journal*, quoting "source close to the company." Fourth-quarter sales were at estimated monthly rate of \$4,500,000. First 9 months sales topped \$27,000,000 for profit of \$1,164,957, or 79¢ a share. Standard and its subsidiary, Kollsman Instrument Corp., have defense backlog estimated at \$42,000,000. *Journal* says Kollsman div. earned \$760,000 and Standard \$975,000 in first 11 months of 1951. Reports current in Wall Street have it that Standard Coil and General Instrument Corp. may soon merge, but there's no comment from principals. It's said consolidation would be effected on basis of 5 shares of Standard Coil for 6 of General Instrument.

Of International Resistance Co.'s 325,000 shares registered with SEC for public sale (Vol. 8:1), 25,000 shares are being sold by these stockholders: Ernest Searing, president, holder of 78,496 shares (7.3%); Charles Weyl, executive v.p., 124,116 (11.6%); Mrs. Harold Pender, 99,709 (9.3%). Offering at \$5 per share was made this week.

Raytheon reports net profit of \$718,000 (35¢ a share) on sales of \$45,348,000 for 6 months ended Nov. 30, 1951 vs. \$1,278,000 (67¢) in same 1950 period.

Muntz TV Inc. reports \$20,487,607 sales for 8 months ended Nov. 30, 1951, compared with \$15,320,827 same 1950 period.

RIVALRY between film industry and TV is "bare-knuckles controversy," in blunt appraisal by Milton MacKaye in first of series of 3 articles titled "The Big Brawl: Hollywood vs. Television" in Jan. 19 *Saturday Evening Post*. Result of 3 months of research and writing in New York, Washington and Hollywood, author's approach is realistic, hard-headed, rational—and, if succeeding articles are as good as first, they'll make fine contribution to the reporting and thinking on a vitally important subject. Second article (Jan. 26) will deal with rise of TV production in Hollywood, third (Feb. 2) with problems of networks, advertising agencies, sponsors, etc., including costs of talent and programs.

What MacKaye calls the "entertainment revolution" is "not only promised but under way." He goes on: "It will be not only a war of showmen and technicians but a war of financiers. There will be, whether aboveboard or secret, great mergers and amalgamations, alliances between very strange bedfellows indeed. Because of the need for large pools of ready capital, because of the unpredictability of the future, this tentative choosing up of sides by powerful Wall Street and banking interests has now begun."

The writer pooh-poohs Hollywood statements that TV's maximum impact is over, says freeze-end station construction will lead to battle's climax. On financial side, he presents this summary of relationship between movie and TV stocks: (1) From 1946-1950, stocks of 4 major film companies (Columbia, Loew's, 20th Century-Fox, Warner Bros.) declined 40%, while stocks of 4 TV firms (Admiral, Motorola, Emerson, Philco) increased 243%. (2) "In the rising market of June 1948 to Dec. 1950, film company stocks remained practically unchanged, while the average price of TV company stocks increased 60%. During this same period the Dow-Jones averages of all listed stocks showed an advance of 46%." (3) From June 1947 to June 1949, when market as whole was at approximately same level, average price of movie company stocks dropped 25%, while TV stocks increased 71%.

Article quotes National Theatres chain president Charles P. Skouras (brother of 20th Century-Fox's Spyros) as predicting TV would eventually eliminate 50% of the some 22,000 present theatres in U. S., other theatre men seeing 25-33% casualty figure. In attempt to delve into what is happening at boxoffice, author examines Federal theatre tax admissions. These dropped from \$385,844,000 in 1949 to \$345,492,000 in 1951 despite soaring boxoffice prices and increasing national income and population. Tax figures also include admissions to legitimate theatres, baseball, football, circuses, etc., MacKaye points out, but "movie theatres pay the lion's share."

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Phonograph and record sales showed healthy increase in 1951, in spite of TV—or perhaps because of TV, which keeps people home. RCA Victor record div. sales mgr. L. W. Kanaga estimates public spent 10% more for records in 1951 than in 1950, and that record industry sold some 500,000 of 45rpm turntables last 4 months of this year. RCA president Frank Folsom reported December sales of 45rpm players were 40% above same month of 1950. He said 45 & 33½rpm long-playing records accounted for 90% of industry's classical record sales in 1951.

Current boom in record sales evidenced by report of Paul Wexler, sales v.p. of Columbia Records Inc., that more than 1,000,000 popular records were sold between Jan. 7 & 11, largest sales period in firm's history; 600,000 were accounted for by 11 hit discs.

DuMont now ranks about fifth in TV industry, Dr. Allen B. DuMont testified at Paramount hearings this week (see page 7). He added firm now employs 4500, at peak employed 5200, expects to have 6000 by end of year.

Telecasting Notes: DuMont will apply for vhf stations in Boston & St. Louis, thus probably drop its pre-freeze Cleveland & Cincinnati applications, if end-of-freeze allocations work out as it expects, said Dr. Allen B. DuMont at FCC examiner's "Paramount hearing" this week . . . NBC is alone as yet in asking for authority to apply for uhf, in addition to its 5-limit vhf (Vol. 8:1), but Dr. DuMont and ABC-TV's engineering v.p. Frank Marx are openly in favor of idea, and there are informal indications CBS-TV is, too. DuMont has 3 vhf, wants 2 more first; CBS-TV has only 2 vhf, 45% interest in another, wants 5 vhf first; ABC-TV, like NBC-TV, has 5 limit already . . . DuMont telecasting operations, as whole, went into the black last quarter 1951, Dr. DuMont also revealed, should show profit this year; but its 3 stations account for all profit, even after making up network losses . . . All the networks, overcrowded, reported seeking to rent space in new WOR-TV studios (Vol. 8:2); ABC-TV on Feb. 15 will have two 100x50-ft. studios available which it formerly leased to WOR-TV, making 8 in all in its TV Center . . . Look Magazine did so well with recent TV awards, with heavy promotion it got on each winning program, to say nothing of Groucho Marx plugs for recent articles about him, that it's hot for TV, plans dramatic series based on its articles; series will be titled *Look Preview Theatre*, offered for sponsorship via William Morris Agency . . . Twenty home-confined high school students, studying with aid of N. Y. Board of Education's TV program on WPIX, will receive diplomas during Feb. 1 telecast; 12 non-ambulatory students who can't attend will also get diplomas. Series continues to end of school year . . . How NBC-TV "smuggles" culture into programs is related in Jan. 21 *Time Magazine*, which tells how Milton Berle went offstage while Vice President Barkley talked about Lincoln, children's news-reel was slipped into *Howdy Doody*, *Aldrich Family* discussed sentence structure. Beginning this week, production chief Davidson Taylor is requiring every producer to list his contributions to "enlightenment" as part of NBC's "Operation Frontal Lobes."

Distilled-spirits commercials would be banned from TV-radio in bill (S. 2444) introduced this week by Sen. Johnson (D-Colo.), chairman of Interstate & Foreign Commerce Committee, and Sen. Case (R-S. D.). Hearing is set for Jan. 30, with dry forces expected to be led by Bishop Wilbur E. Hammaker, executive v.p., Board of Temperance of the Methodist Church. NARTB president Harold Fellows said record of TV-radio industry "hardly justifies such discriminatory legislation," indicated NARTB would file statement for hearing after its board considers bill. Measure would cover distilled spirits only, TV-radio only. Last week, Rep. Rankin (D-Miss.) introduced H.R. 5889, to ban all alcoholic beverages from TV-radio.

No free time for candidates for presidential nomination on network TV—that's implication of ABC's announcement this week that time on both TV and radio will be sold to candidates and their backers for first time in TV history. NBC-TV is known to be formulating policy similar to ABC's, and CBS and DuMont are expected to follow suit. Networks will offer equal opportunity for purchase of time to all candidates and groups.

TV industry deserves "a vote of confidence" for presenting programs fit for family audiences, said the Rev. Edwin B. Broderick, TV-radio director for Roman Catholic Archdiocese of New York, in sermon last week. He declared TV differs from other agencies that aim at "tearing down the fabric of the family," and assailed "the smut peddlers in their multi-million-dollar racket of uncomical comics" and publishers of "other magazines in the sewer-stream culture series."

Harry C. Butcher, who was Gen. Eisenhower's Naval aide throughout the war, has offered his services for the Eisenhower presidential campaign. He conferred this week with Sen. Lodge (R-Mass.) and ex-Sen. Darby (R-Kan.) while they were at San Francisco meeting of GOP National Committee, acting on suggestion of Roy Roberts, publisher of *Kansas City Star* and original Eisenhower-for-President booster. Capt. Butcher before war was CBS Washington v.p., after war started own station in Santa Barbara (KIST). If Eisenhower is nominated and elected, it's probable he would utilize services of several other key industry figures—RCA chairman David Sarnoff, who as brigadier-general handled Army communications for SHAEF, and CBS chairman William S. Paley, who as colonel headed radio phases of SHAEF's psychological warfare div. Both are close personal friends, and Paley was elected to Columbia U board of trustees at suggestion of Gen. Eisenhower.

Deletion of Channels 5 & 6 from TV use in Hawaii and their assignment to telephone communications, as proposed by FCC (Vol. 7:48), was opposed this week in comments filed by KULA and KIKI, Honolulu, and NARTB-TV. Main contention is that freeze, plus Commission's request that no applications be filed during freeze, makes it impossible to determine whether channels will be needed for TV. Objectors suggest FCC allow sufficient time for demand to be expressed in form of applications. Also requested is 30 days for NARTB engineers to study validity of phone company's claim that Channels 5 & 6 and FM Channels 251 to 300 are only satisfactory frequencies for inter-island communications.

FCC Comr. Paul A. Walker says his White House call on President Truman Jan. 14 was purely in nature of a "social visit"—unconnected with reports of retirement or of taking over FCC chairmanship should Wayne Coy resign. Now vice chairman, he's oldest member of Commission, 71, has had longest tenure (since 1934), and was due for retirement last year but granted extension by the President. Should Chairman Coy quit, as expected shortly after freeze is lifted, it's generally assumed Mr. Walker would get chairmanship for as long as Democrats remain in power.

Catalog of more than 50,000 movies, titled *Motion Pictures, 1912-1939*, has been completed by Library of Congress and is now available at \$18 from its Copyright Office. Volume comprises 1256 pages, including 268-page index, gives following information on pictures: title, date, producer, sponsor, information about published work on which film based, physical description, credits, claimant and date of copyright, author of film story. Work is under way on volume covering 1940-49.

Engineer Robert L. Easley was accused of using mails to defraud in his consulting practice, in Jan. 16 indictment by District of Columbia grand jury. He was charged with defrauding Tri-Country Bestg. Co., Hawkinsville, Ga.; Opp Bestg. Co., Opp, Ala. "and others". Easley has maintained offices, operating as Mason & Dixon and Broadcast Engineers Bureau, in Washington, El Paso, Columbia, S. C.

To clarify its patent-filing proposal (Vol. 7:48, 8:2) and to stem storm of protests from outraged non-communications organizations, FCC this week issued supplementary notice (Public Notice 52-43), pointing out that proposed rule applies only to those holding communications patent rights "and who in addition" render communications services which come under FCC jurisdiction.

Only application for new TV station filed this week came from KGVO, Missoula, Mont. (A. J. Mosby), seeking Channel 13. This brings total pending to 480. [For details, see *TV Addenda 14-A*; for complete list of all other pending applications, see *TV Factbook No. 14*.]

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JAN 28 1952

January 26, 1952

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CONVENTIONS SPUR NETWORK EXPANSION: More network interconnections by time of the Chicago political conventions (Republican July 7, Democrat July 21) are probability -- so that most remaining TV cities in South and Southwest can be served.

Though hint of possibility was discerned several months ago (Vol. 7:48), AT&T has yet to give firm assurance it can meet dates, to anyone, including networks which appear to be taking added cities for granted in their fierce competition for convention-campaign-election outlets for already-signed sponsors (see p. 14).

Importance of added coaxial and/or microwave links is manifest: Not only does network service bring immediate stimulus to sale of sets, but extended links mean that much quicker network service in relay way-cities when post-freeze station construction begins. Latter will get that much added impetus to hasten on air.

Past performance of ultra-conservative AT&T generates optimism that early dates can be met, when its best-informed spokesmen go so far as to say: "We're working on it, but it's too early to be positive."

Even if it weren't for pressures from stations and networks, AT&T would be eager to keep fresh the laurels it won by completing coast-to-coast hookup for the Japanese treaty conference month ahead of schedule (Vol. 7:36). As AT&T spokesman says: "These extensions are so important to the country, in connection with the elections, that we'd be breaking our necks to complete them anyway."

Only 11 of the 63 TV cities in U.S. are still non-interconnected. When presently planned extensions are completed, only 3 will remain without network service, namely Seattle, Phoenix, Albuquerque -- plus Matamoros-Brownsville area.

* * * *

As shown by our network-station map accompanying TV Factbook No. 14, AT&T's proposed TV extensions have been scheduled officially for "second half 1952," and company has been using Oct. 1 as target date. Specifically, here's what needs to be done -- city-by-city -- before service can begin, according to AT&T and FCC:

- (1) Miami: Coaxial from Jacksonville now installed for phone use but must be equipped with TV facilities -- repeaters and equalizers -- every few miles.
- (2) New Orleans: Coaxial from Jackson, Miss., now being laid, must also be equipped for TV.
- (3) Oklahoma City, Tulsa, Ft. Worth, Dallas, San Antonio: Microwave from Kansas City now under construction, but an emergency alternative -- coaxial from Jackson to Dallas -- is more likely to meet July dates.
- (4) Houston: Coaxial from Dallas now in, must yet be TV-equipped.

* * * *

For Miami and New Orleans, problem appears to be straightforward job of rushing previous plans. But story is different for other cities. Microwave from Kansas City is given very small chance of getting under the wire. But the Jackson-Dallas coaxial can be equipped for TV, probably in time. This would serve Dallas, Ft. Worth, Oklahoma City, Houston.

Not widely known, however, is fact that Tulsa and San Antonio have much

poorer chances of meeting July 7 & 21 dates than others. Their microwaves just aren't far enough along. AT&T doesn't give them much hope.

AT&T is understandably leery of using the Jackson-Dallas coaxial. It has 8 tubes, 4 in each direction. Three tubes in each direction will be carrying heavy phone traffic by July. Other 2 are emergency spares; these are the ones which would be used for TV. If a phone tube breaks down, TV runs risk of being bumped by phone, to which AT&T gives highest priority.

Remaining 3 TV cities of U.S. -- Seattle, Phoenix and Albuquerque -- plus Matamoros-Brownsville area, appear to be out in the cold indefinitely, since AT&T doesn't yet quote dates for them. Coaxial from Sacramento to Portland is now being used for phone, and Portland-Seattle microwave is planned for 1953. AT&T's main southern coaxial runs through Phoenix, but company hasn't even mentioned equipping it for TV. And there's no word at all regarding either coaxial or microwave for Albuquerque and Matamoros.

FREEZE MELTING PROCESS IN FULL SWING: FCC is "rolling westward" -- disposing of each city's channel allocation, narrowing its sights on the 2 weeks between Feb. 15 and March 1 for final freeze decision. Excitement grew daily as Commission spent entire week on freeze, and feeling began to spread that this is finally "it" after 3½ years of fits and starts.

Week's work comprised first go-around on many general standards, plus blocking out of channel assignments from New England to Midwest. On Jan. 28, Commission will plunge in where it left off, will again sit whole week. After all channels are tentatively assigned, Commission will take a breather, go back for final vote. But so many vitally important factors besides city allocations -- such as post-freeze application-handling procedures -- are yet to be considered by commissioners themselves, that March 1 appears to be safer bet than Feb. 15 for final decision.

* * * *

Rumors about decisions FCC is said to have made sweep industry constantly, but fact is many important questions won't actually be answered until just before final decision is issued. At the moment, however, there are strong probabilities regarding number of factors, such as:

- (1) Minimum station-separation mileages will be lowered in some areas.
- (2) Educational channel reservations won't be changed radically.
- (3) Uhf flexibility channels will be used where urgently demanded.
- (4) Power ceiling will be lifted -- at least in uhf.
- (5) Of the 31 stations FCC proposed to shift to other channels, few if any will be unhappy with final assignments.

* * * *

Speculation about application-processing plans of Commission is agitating industry as much as guesses about which channels will be allocated where. Until recently, the "one pot" theory for hearings -- all uhf & vhf applications thrown together into one big hearing in each city -- seemed to carry most weight at FCC. Currently, channel-by-channel idea is picking up steam. Under this procedure, applicant would specify channel he wants. If anyone else wants it, there's a hearing. It not, applicant is free for immediate grant.

But pros and cons are yet to be argued before commissioners. Prime argument of channel-by-channel proponents: faster grants, particularly uhf -- Commission's most ardent desire. Opponents see applicants with best "espionage" systems emerging with grants by choosing right channel at right time.

* * * *

Bigger FCC budget for year ending June 30, 1953, submitted to Congress this week by President Truman, doesn't seem to offer as many prospects for greater speed in processing applications as had been hoped.

President asks that FCC be given \$8,075,000, compared with the \$6,116,650 authorized for current year. But portion proposed for "broadcast activities" is

increased only \$202,303 -- going from \$929,036 to \$1,131,339 -- instead of the \$600,000 more FCC was expected to request (Vol. 7:44).

Only 3-4 more hearing examiners are contemplated in the budget, instead of 7 more to be added to present 7. Commission wants to hike total number of employes from 1205 to 1410. Budget estimates that 504 TV applications (for new stations or changes in old) will be processed in fiscal 1953 (July 1, 1952-June 30, 1953).

Lion's share of budget increase would be for field engineering and monitoring -- increasing from \$2,484,994 to \$3,627,035 -- largely for "Conelrad" project to control electromagnetic radiations.

Though Congress intends to apply pruning shears to President's whole budget, FCC may fare better than average, since most Congressmen have heard from constituents regarding delays in TV service.

'ROLL CALL' FOR FCC THEATRE-TV HEARING: Just how serious the movie producers and exhibitors are about their proposal for a nationwide theatre-TV frequency allocation can be judged from imposing array of big-name witnesses who will present their case at the FCC hearing, scheduled to begin Feb. 25.

List filed on Jan. 25 deadline date by Motion Picture Assn. of America and National Exhibitors Theatre-TV Committee contains names of 42 witnesses, is studded with top names from ranks of movie producers, theatremen, engineers, etc. Theatre-TV proponents promise to produce 10-15 additional "important" witnesses, "thousands of pages of exhibits" when they have their inning before Commission.

On basis of lists of witnesses filed Jan. 25, hearing will certainly take several months -- could conceivably become involved and lengthy as color squabble.

Even if publicity-wise film industry doesn't come out of hearings with TV channels, it's going to get its money's worth in publicity. Press interest is already high. New York Times Jan. 26 gave theatremen's plans big page 1 story.

Film industry's all-star lineup faces twofold burden: First, it must prove need for nationwide theatre-TV service; then convince Commission that exclusive facilities and frequencies are necessary to operate such a service.

Opposing them will be some of AT&T's top brass -- including its engineering director Frank A. Cowan, its Long Lines operations director H. I. Romnes, Bell Labs electronic & TV research director W. H. Doherty. They'll seek to convince FCC that Bell System can provide adequate, economical facilities for theatre-TV transmission.

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One highly qualified source expresses opinion that theatre-TV backers stand fair chance of getting special frequencies for intra-city pickups and distribution, but that odds are against any allocation of channels for exclusive city-to-city use in place of AT&T's facilities.

MPA-NETTC witnesses include top executives of 20th Century-Fox, Republic, Paramount, Columbia, Universal, Warner Bros.; heads of all national theatre owner groups and most big theatre chains, representatives of Army & Air Force, Federal Civil Defense, NPA (Commerce Dept.); such personalities as New York Times dramatic critic Brooks Atkinson, Theatre Guild's Theresa Helburn, theatrical producer Richard Condon; exec. secy. Asa Bushnell of National Collegiate Athletic Assn.; William Morris Jr. of William Morris talent agency.

These men with telecasting connections will testify for theatre folk: Paul Raibourn, president, Paramount TV Productions (KTLA, Los Angeles); Theatre Owners of America president Mitchell Wolfson who owns WTMJ, Miami; William Kusac, chief engineer of United Paramount Theatres' WBKB, Chicago.

Principal topics to be covered by film industry testimony: Composition and history of movie industry; history of theatre TV; public need and demand for theatre TV; theatre-TV programming; technical requirements and standards for theatre TV; transmitting, receiving and projection equipment; how or by whom theatre-TV service should be supplied; feasibility of theatre TV; theatre-TV plans and proposals.

Other groups which will present witnesses are CBS and DuMont networks, Paramount TV Productions, Theatre Network TV, Western Union, equipment manufacturers RCA

and Skiatron. Several talent unions have requested permission to present testimony.

"Fair TV Practices Committee," self-appointed spokesman for public, headed by New York attorney Jerome W. Marks (Vol. 7:25), asked permission this week to enter late appearance. It had promised to enter hearings to prove theatre-TV allocations illegal. MPA-NETTC group will probably oppose its petition.

FCC rejected petition by 20th Century-Fox to enlarge hearing issues to include question of whether theatre TV could be assigned frequencies already allocated to industrial radio services, on shared basis (Vol. 7:36,50). Commission didn't bar discussion of industrial frequencies, merely held such an issue didn't require any special petition. But it did rule out Fox's suggestion that theatre TV might use frequencies already assigned to motion picture studios without changes in FCC rules.

TELECASTING'S MOUNTING DOLLAR VOLUME: Closest guarded business secret in TV, quite naturally, is the individual station's balance sheet, though now and then someone tells all -- as did WTMJ-TV's Walter Damm to Fortune Magazine (Vol. 8:1). But gross income figures are often revealed, and it's no secret that, having weathered red ink years they may still be writing off, nearly all TV stations are now operating in the black. How well the industry as whole is doing, we won't know until FCC annual audit for 1951 is released later this year; meanwhile, individual station & network gross and net are kept highly confidential, except for network "gross time sales without discounts and other allowances" compiled monthly by PIB (see p. 14).

This week, at FCC examiner's Paramount-DuMont hearing, some gross figures came to light in testimony of DuMont controller B.L. Graham. They don't reveal the profit side of the ledger, but are worth reporting (a) because everybody likes to pry into other fellow's business, and (b) because they epitomize the accelerating pace of TV station time sales and dollar income volume.

Covering DuMont's own 3 stations, they show WABD did gross business of mere \$71,184 in the few months it operated commercially in 1946, \$187,268 in all 1947, \$804,482 in 1948, \$1,168,434 in 1949, \$2,069,219 in 1950. No 1951 figure was given, but on basis of knowledge of huge upsurge in TV sales generally during 1951 it can be assumed it was double 1950 at very least, more likely triple. No profit figures were revealed, of course, but the major expense item -- programming -- ran \$149,001 in 1946, \$332,536 in 1947, \$850,134 in 1948, \$723,800 in 1949, \$1,422,997 in 1950.

For WDTV, Pittsburgh, which began operating in January 1949, revenue was \$328,663 that year and \$1,000,419 in 1950, and it can be deduced it went to twice or thrice that in 1951. No program cost is given for 1949; it was \$471,535 in 1950.

For WTTG, Washington, starting in January 1947, income of only \$31,435 was listed for that year, \$140,056 for 1948, \$187,410 for 1949, \$411,745 for 1950. In 1947, program costs ran \$155,917; 1948, \$149,190; 1949, \$120,347; 1950, \$132,476.

Note: Dr. DuMont has reported all 3 stations now well in black, though the network is still running deeply in red. Over-all telecasting operations should show profit this year, however, he said (Vol. 8:3).

JTAC's SOCIO-ENGINEERING TOUR DE FORCE: A remarkable document will be issued soon, under deceptively unexciting title of "Conservation of the Radio Spectrum." Acting as sort of "consulting engineers to the world," RTMA-IRE's Joint Technical Advisory Committee has come up with a volume that should find its way to desk of every govt. and industry policy-making executive.

Deliberately written so any perceptive layman can understand it, book is organized into 5 parts: history of allocations, propagation characteristics, ideal approach to allocations, critique of present allocations, "dynamic conservation."

Criticism of helter-skelter growth of radio, nation-wide and world-wide, is inherent in the work, of course. But authors go on to show what can and should be done about it.

"We realize there's a lot that can't be undone," says RCA's Philip Siling, at whose urging study was undertaken, "but there are plenty of places in the world where such a report is valuable right now. Take India. It has barely started using radio. It can avoid our mistakes."

Volume is too big (200 pages, typewritten double-spaced) to digest here, but a few points indicate range covered:

(1) "A [microwave] relay could be built from New York to the southern tip of South America, from New York through Alaska and across Bering Strait into Asia, Europe, Africa and via a chain of islands into Australia. The greatest overwater distance involved is approximately 90 miles."

(2) Ideal allocation would give 100-700 mc to TV, 180-1200 kc and 700-720 mc to radio. Practically speaking, AM at around 200 kc should be adopted wherever possible, and TV should be concentrated into not more than 2 continuous bands, instead of present 54-72 mc, 76-88 mc, 174-216 mc, 470-890 mc.

(3) TV transmitter powers should be 500 kw or more.

(4) International high-frequency broadcasting isn't sound, engineering-wise. Such program distribution should be accomplished via relays or recordings.

(5) "New phenomena, perhaps including biological effects" may possibly occur at top end of 3000-300,000 mc part of spectrum. Another eventuality around 300,000 mc: "Concentration of high power in very small area beams becomes possible. Such concentration...may have other applications than communication, as for example, mechanical operations such as the drilling of holes."

* * * *

Report was prepared by JTAC subcommittee comprising Donald Fink, chairman, Haraden Pratt (now President's Telecommunications Advisor), and Mr. Siling. Consultants: Dr. J.H. Dellinger, Arthur F. Van Dyke, Trevor H. Clark, Dr. G.C. Southworth, J.P. Veatch. Other contributors: Mrs. M.L. Phillips, W.S. Duttera, Dr. T.N. Gautier, Dr. C.R. Burrows, Austin Bailey, T.L. Bartlett, I.F. Byrnes, A.J. Costigan, Harry Edwards, A.N. Goldsmith, R.F. Guy, John Huntoon, C.B. Jolliffe, J.H. Muller, D.E. Noble, F.M. Ryan, Julius Weinberger.

COLOR CONTROVERSY STIRS IN ITS SLEEP: No grand reopening of the big color dispute is implicit in recent developments leading to new NPA parley on color TV (Vol. 8:3).

While future events will bear close watching, and minor changes in NPA color order M-90 are possible, no real fight is probable because principal issue -- that of "color TV now" -- is lacking.

In this new bitterness, CBS appears to be assuming the role of a bystander, involved only indirectly. Chief color proponents now are (1) Paramount's Chromatic TV Laboratories, developer of Lawrence tri-color tube, and (2) movie producers and theatre owners who may want to buy color theatre-TV equipment in the future.

Neither group is ready for real mass production of color TV. And CBS is now a manufacturer of black-&-white TV, faced with same merchandising problems as other set makers. Too, CBS this week reiterated point it made at the Oct. 25 meeting with defense mobilizer Charles E. Wilson: it can't go into color set business since NPA has refused to allot it more materials (Vol. 7:43).

Sen. Johnson, poking around in ashes of color battle, succeeded in getting NPA to call new manufacturers' meeting Feb. 8 (Vol. 8:3), made trade press headlines when he released text of acid letter to Mr. Wilson.

Large majority of manufacturers at meeting is bound to oppose any change in M-90, which banned commercial production of color TV equipment -- and thus ended the "wait-for-color" uncertainty that long plagued the TV set market.

Set makers' approval of M-90, however, doesn't necessarily mean order won't be amended. NPA isn't obligated to abide by majority vote of its industry committees. Although odds are that M-90 will be retained intact, Congressional and other pressures could result in some changes.

* * * *

Sen. Johnson's bristling letter to Mr. Wilson accused NPA of "unwarranted... arbitrary and discriminatory action" in imposing M-90. He broadly implied it was part of a plot against color TV in general and CBS in particular -- and he warned that his Interstate & Foreign Commerce Committee may take action if Wilson doesn't.

Senator quoted trade press accounts of Oct. 25 meeting of TV manufacturers with Mr. Wilson (Vol. 7:43) to indicate "it was apparent...that the Chromatic Tele-

vision Laboratories Inc., an affiliate of Paramount Pictures Corp., or anyone else for that matter, could go ahead and manufacture color equipment so long as additional materials, other than those duly allocated, were not required." This, he said, was "sound and logical".

Order M-90, which followed meeting, is something else again, Sen. Johnson wrote. "This order," he told Mr. Wilson, "is just another unwarranted crippling blow aimed directly and specifically at color TV."

Letter praised "herculean efforts" of CBS, without which "color TV would have been years away," and asserted that "every conceivable legal maneuver and technical roadblock has been used in the past years to delay the availability of color TV to the general public."

J. A. Milling, chief of NPA Electronics Division's end equipment section, was given job of administering M-90, Senator noted. Mr. Milling, letter said, "is an RCA Service Co. vice president...loaned on a dollar-a-year basis to NPA...Mr. Milling knows of the long, hard struggle the TV industry has experienced in developing color TV to the point of acceptability to the FCC. I am sure he will agree that this is no time to start moving backward in the TV art with new roadblocks."

[Mr. Milling, who replaces Edmund T. Morris Jr. as director of Electronics Div. Feb. 1 (Vol. 8:2), has been succeeded as administrator of M-90 by Leon Golder, chief of the division's radio & TV section.]

Mr. Wilson's matter-of-fact reply, dated Jan. 22, insisted that order M-90 "closely follows the consensus of views expressed at the [Oct. 25] meeting."

"In view of the fact that there is misunderstanding on the part of one company [apparently a reference to Chromatic] as to the nature of the discussion at the Oct. 25 conference, and since other members of the industry have a natural and direct interest in the problem," Mr. Wilson wrote, "another conference of the entire industry will be held on Feb. 6 [later postponed to Feb. 8]..."

* * * *

Another color TV letter went out this week -- this one from film exhibitor and producer exponents of theatre TV. Motion Picture Assn. of America, Theatre Owners of America, National Exhibitors Theatre-TV Committee wrote NPA for clarification of M-90, which NPA legalists have said bans manufacture of color theatre-TV as well as home TV equipment (Vol. 7:47).

They requested interpretation excluding theatre TV from color ban, or at the least, "an opportunity to confer with you, in the same manner in which you conferred with representatives of the home TV receiver industry."

Theatre-TV backers made these principal points: (1) Home TV manufacturers were consulted before M-90 was issued; theatre interests weren't. (2) "Little, if any, critical material will be required for color projection over and above that now permitted for black-&-white theatre TV."

Personal Notes: Walter W. Krebs, president-publisher, Tribune Publishing Co., Johnstown, Pa. (WJAC & WJAC-TV) named alternate delegate-at-large to Republican national convention in Chicago July 7... Lawson Wimberly, national TV-radio director of IBEW, Washington, has been assigned to TV fulltime; Al Hardy, ex-shop steward, WTOP, Washington, now handling radio... Robert E. Kintner, ABC president, named chairman of Radio & TV Div. of 1952 Heart Fund Drive... William Forest Crouch, ex-Filmeraft Productions, named executive producer of new TV film dept. set up by Sound Masters Inc., N. Y.... John Bourcier promoted to ABC radio's New York audio operations supervisor, succeeding George Fisher, resigning to join his father's silk manufacturing firm; Lawrence Williams now maintenance supervisor, Pierre Verseput recording supervisor... Warren C. Abrams, ex-Metropolitan Life, appointed CBS-TV asst. research mgr. under Fay Day... Charles A. Hammarstrom, recently with Raymer, formerly with Morse International and Kenyon & Eckhardt, joins Katz New York office to handle spot radio

sales by direct contact with advertisers... Eugene S. Thomas, ex-WOR-TV sales chief, has joined George P. Hollingbery Co., station representatives, as v.p. for TV... David H. Polon, ex-R. T. O'Connell Co., named director, TV-radio dept., Emil Mogul Co.

NARTB-TV membership jumped to 80 stations (out of nation's 108) with addition this week of ABC-TV's 5 owned-&-managed stations. At same time, ABC-TV network itself joined association, meaning that all 4 networks are now members. With NARTB-TV code due to go into effect March 1, president Harold Fellows is scheduled to submit names of 5 candidates for TV Review Board to board of directors meeting Feb. 14.

NARTB convention March 30-April 2 in Chicago's Conrad Hilton (Stevens) Hotel now being arranged, and pre-registration and hotel registration forms will shortly be sent members.

Lloyd Thomas, owner of KGFW, Kearney, Neb., and onetime NBC and Westinghouse radio station executive, died in Kearney Jan. 21 at age of 62.

WHYS & WHEREFORES of attempted divorcement proceedings between "unhappily married" DuMont and Paramount Pictures—who wanted to divorce whom and with what kind of settlement—highlighted second week's testimony before FCC examiner Leo Resnick in "monopoly" investigation.

Intent on freeing itself in time to apply for 2 more TV stations, once freeze is lifted, DuMont said it will file next week for severance from complex Paramount hearing (Vol. 8:3). But there's no telling whether Commission will act fast enough to permit it to join in race for new facilities immediately at freeze's end—if, in fact, FCC does decide Paramount stockholdings (about 25%) are not controlling in the DuMont operations.

Next phases of hearing, which resumes Feb. 4, involve inquiry into: (1) Long-pending renewals of KTLA, Los Angeles, and WBKB, Chicago. (2) Transfers of those respective stations to the 2 corporations—Paramount Pictures Corp. and United Paramount Theatres—which resulted from splitup of old Paramount. (3) Proposed ABC-UPT merger, and proposed sale of WBKB to CBS for \$6,000,000 (Vol. 7:21). It looks like long-drawn-out hearing, lasting many weeks and bringing top-level executives to witness stand.

On stand most of 3½-day sessions this week, Paul Raibourn, Paramount v.p. and DuMont treasurer (one of 3 Paramount directors on 8-man DuMont board), disputed Dr. DuMont's testimony that Paramount has been unwilling to sell out. While indicating no such present intention, he testified that as recently as April 5, 1950, Dr. DuMont was ready to sign agreement whereby Paramount would give up its holdings.

Paramount proposed to give its DuMont stock to its own stockholders in exchange for Paramount stock—no more than 5000 shares to any one stockholder so that stock would be spread thin and there would be no chance of wresting control from Dr. DuMont.

Raibourn said he was "shocked" when at last minute DuMont rejected deal because "banking friends had told

him that the relationship between the 2 companies had been a successful and profitable one." Dr. DuMont testified last week that he didn't sign because Paramount would have retained most of its control even after getting rid of most of its stock.

Raibourn also described tentative cash offers by DuMont, by brokerage firms and by Avco (Crosley) to take over Paramount holdings. But, he said, DuMont's cash offers never were "firm" and none of other companies wanted to buy that much stock (560,000 Class B, 43,200 Class A) without gaining control of DuMont.

Testifying for 2 full days, Raibourn repeatedly denied that he, as treasurer, could control DuMont. He said treasurer and other officers elected by Paramount stock were merely recording officers, and checks did not necessarily need his signature. He conceded that Paramount could have gained control by buying more stock in open market, but said Paramount's policy always was to leave Dr. DuMont in control—satisfied with his management.

James P. Murtaugh, attorney for Paramount, and Edwin P. Falk, attorney for DuMont, filled in details of negotiations that led to Dr. DuMont's refusal to sign on April 5, 1950. Murtaugh testified that Paramount "gave ground" continually during several months' negotiations; final draft of agreement provided for elimination of all Class B directors after only half of stock was exchanged; and DuMont had everything to gain and nothing to lose by signing.

Falk on other hand said Paramount had backed out of \$10,000,000 cash deal earlier in 1950 because of tax reasons, after Kuhn, Loeb & Co. had indicated it would finance transaction. He explained that Dr. DuMont refused to sign April 5 proposal because there was no guarantee that Paramount would get rid of stock within certain time limit.

DuMont controller B. L. Graham testified that he actually carried out most duties of treasurer. Though he makes weekly reports to Raibourn, he said he operates nearly 100% independently of him.

Telecasting Notes: Arthur Godfrey's call to month's active duty with Navy at Pensacola, starting Feb. 11, comes not a bit too soon for him to take leave of his TV-radio chores and to do a little reflecting on how big a comic can get and how far he can go. He's reaping bitter harvest of wrath for off-color quips lately, particularly on his 10:15 a.m. weekday TV-radio show. Jack Gould took him to task severely in Jan. 21 *New York Times*, referring particularly to radio pickup from his Virginia farm during which he "ran the gamut and made Capt. Billy's *Whiz Bang* seem like a primer for kiddies." WDAF-TV, Kansas City, dropped his Monday night *Talent Scouts* because of complaints . . . Godfrey's Jan. 23 TV show got Trendex rating of 49, which CBS-TV publicists gleefully attributed to adverse publicity from Gould and also in John Crosby's *N. Y. Herald Tribune* Syndicate column . . . Good deal for Walter Winchell: Warner-Hudnut Inc., radio sponsor, votes him option to buy 10,000 shares of its common stock at \$17.50 a share; it's currently quoted on exchange around 19 . . . General Teleradio Inc., corporate name of licensee of WOR & WOR-TV, just transferred to General Tire subsidiary (Vol. 8:3), may be name adopted soon for whole of General Tire's TV-radio operations, now known as Thomas S. Lee Enterprises Inc. . . . NBC negotiating again to buy KMPC, Hollywood, owned by Richards estate and now out of FCC trouble; if it buys, it would sever AM affiliation with KFI, which last year sold its KFI-TV to General Tire interests (Vol. 7:23, 32, 36) and is now Don Lee's KHJ-TV . . . Getting ready for TV, Colorado Springs' KVOR is publishing regular newsletter for its clients reporting on own progress in TV,

latest telling of receipt of complete camera chain and projectors which it has already set up for closed-circuit telecasts; first "sponsorship" was demonstration this week of new Buick . . . Canadian Broadcasting Corp. conducting course for some 60 new TV employes being prepared for opening of new Montreal and Toronto stations in August (see *TV Factbook No. 14*); TV director in Montreal is Aurele Seguin, in Toronto Fergus Mutrie . . . "Beany Restaurants," named for Paramount Productions' *Time for Beany* film show now carried on many TV stations, may soon dot nation's highways under licensing agreement entered with John Howell, Paramount TV sales-merchandising director . . . Baltimore's WAAM holds its Second Annual Regional TV Seminar Feb. 15-16, starting with panel on "Getting into TV" . . . Chemical Bank & Trust Co., New York, having foreclosed on group of 10 films it had financed, leased them direct to WCBS-TV, New York, then turned over rest of syndication effort to TV Exploitation Inc. . . . Fine music does lend itself to visual treatment, says *New York Times* TV-radio columnist Jack Gould, who cites example of NBC-TV's *Recital Hall* (10:30 p.m. Wed.), says program is "triumph of impeccable taste and beauty . . . For the viewer there is a relaxation difficult to find elsewhere on TV's harried channels" . . . Fortune Magazine uses *Television Digest's* comments on its January article titled "WTMJ-TV" (Vol. 8:1) as theme for coupon ad in Jan. 28 *Broadcasting*, offering *Fortune* issue at \$1.25.

Union Trust Co., big Washington bank, through its agency Doremus & Co., hastily asked WTOP-TV to change time of its Sun. 10 p.m. spots this week when it found they followed CBS-TV 9:30-10 *Break the Bank!*

Network Accounts: Veteran comic Al Pearce is latest daytimer to be offered by CBS-TV, which announces *Al Pearce Show* to start Feb. 11 from Hollywood, Mon.-thru-Fri. 10:45-11:30 a.m., to be offered to advertisers in units of one or more quarter hours as in CBS-TV's *Garry Moore Show* . . . Ranger Joe Inc. (popped wheat) begins *Ranger Joe* March 2 on CBS-TV, Sun. noon-12:15, originating at WCAU-TV, Philadelphia; agency is Lamb & Keen Inc., Philadelphia . . . Cannon Mills Inc. (towels, sheets, hosiery) sponsors *Give & Take* on CBS-TV, Fri. 10-10:30, starting date to be announced . . . Burlington Mills (Cameo hosiery) Jan. 22 started *The Continental* on CBS-TV, Tue. & Thu. 11:15-11:30 p.m., thru Hirshon-Garfield Inc., N. Y. . . . Kaiser-Frazier replaces Eversharp Feb. 16 as alt. week sponsor of 10-10:30 portion of *Your Show of Shows* on NBC-TV, Sat. 9-10:30, thru Wm. H. Weintraub & Co., N. Y. . . . Sweets Co. of America (Tootsie Roll) Feb. starts *Tootsie Hippodrome* on ABC-TV, Sun. 12:15-12:30, thru Moselle & Eisen, N. Y. . . . General Mills, starting Feb. 4, sponsors *Bride & Groom* on CBS-TV, Mon.-Tue.-Wed.-Fri. 10:30-10:45, with Hudson Pulp & Paper Co. retaining Thu. time.

Station Accounts: "Oldest continuously sponsored program in TV," according to Philadelphia's WPTZ, is *Gimbel Handy Man*, how-to-do-it show on that station Fri. 7:15-7:30, renewed this week for sixth consecutive year . . . Similarly a TV "natural," *Walt's Workshop* on WNBQ, Chicago, Fri. 7:30-7:45 CST, has just been renewed for fourth consecutive year by Edward Hines Lumber Co., thru George H. Hartman, Chicago . . . Bache & Co., investment brokers, buys two 5-min. local news spots weekly on WNBT, New York, during NBC-TV's *Today*, 7:55-8 a.m., thru Albert Frank-Guenther Law Inc., N. Y. . . . General Petroleum Co., subsidiary of Socony (Mobiloil, Mobilgas) sponsored KTTV coverage of Los Angeles and Southern California floods, thru West-Marquis Inc., Los Angeles . . . Ballantine (beer & ale), sponsoring *Foreign Intrigue* film series on many stations, won't renew TV-radio sponsorship of big league baseball in Boston and Philadelphia . . . Crown drug store chain buys *Craig Kennedy* film series for placement on WDAF-TV, Kansas City, and KOTV, Tulsa, thru R. J. Potts-Calkins & Holden, Kansas City . . . Lippert spent \$3000 for daytime TV spots in women's programs in campaign preceding Hollywood opening of new film *For Men Only* . . . Packard's film series titled *Rebound*, produced by Bing Crosby Enterprises, has been placed for Fri. 9-9:30 p.m. release on all 5 ABC-TV owned-&-managed stations, plus 14 other markets, thru Maxon Inc. . . . Bristol-Myers (Vitalis & Bufferin) has purchased 15-min. *INS This Week in Sports* and new sports newsreel called *Telenews Sports Extra* for placement in 30 markets, thru Doherty, Clifford & Shenfield, N. Y. . . . Among other advertisers reported using or preparing to use TV: John O. Gilbert Chocolate Co. (candy), thru Guy C. Core Co., Jackson, Mich.; King Kone Corp. (Old London melba toast), thru Courtland D. Ferguson Inc., Washington; Plax Corp. (plastics), thru Charles Brunelle Co., Hartford, Conn.; Frawley Corp. (Paper-Mate pens), thru Elwood J. Robinson & Co., Los Angeles; Willys-Overland Motors Inc. (Aero Willys), thru Ewell & Thurber Associates, Toledo; Sawyer Biscuit Co., div. of United Biscuit Co. (cookies & crackers), thru George H. Hartman Co., Chicago (WNBQ); Nash Coffee, thru Erwin, Wasey, Minneapolis; McCormick & Co. (tea & spices), thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; Technical Color & Chemical Works Inc. (Red Devil paints), thru Blackstone Adv., N. Y.; Wink Soap Co. (waterless hand cleaners & mechanics' soap), thru Rodgers & Smith Inc., Chicago (WTMJ-TV).

TV-radio, newsreels, photographs at Congressional hearings—except those on pending legislation—were condemned by New York State Bar Assn. Jan. 25 in resolutions which advocated code of procedure for Congressional investigations. Companion resolution urged statutory prohibition of the media at judicial trials. Action was taken on recommendation of civil rights committee (Vol. 7:51), and followed by 10 days refusal of New York City Bar Assn. to approve similar resolution (Vol. 8:3). Civil rights committee chairman Louis Waldman said hearing room had been converted into "veritable studio, where even a polished actor would have forgotten his lines." Little opposition was expressed, with only Stuart Sprague, well-known music copyright attorney, speaking against action, saying public interest requires TV at hearings.

Omaha's WOW & WOW-TV are operating normally despite strike of 25 engineering and technical employes stemming, according to management, from discharge of 2 transmitter engineers for shutting down both stations Jan. 11 for about 20 minutes while writing grievances. Strike started Jan. 15, was officially sanctioned by NABET Jan. 20, which announced it is filing unfair labor charges against WOW Inc. and which wired advertisers urging them to suspend schedules during strike. Frank Fogarty, gen. mgr., said company will enter complete denial, pointing to NABET contract requiring compulsory arbitration. NABET, he said, has agreed to arbitrate if discharged and suspended employes are first reinstated, which management has refused to do. Executive and supervisory employes are keeping station on air, with loss of only 28 minutes first day and no advertisers lost, said Fogarty.

Hollywood buzzed with report this week, unverified, that NBC has made outright purchase of 8 former Universal-International films, produced in 1943-46, from UI production heads William Goetz and Leo Spitz, for reported \$1,500,000. Titles are *Casanova Brown*, with Gary Cooper & Teresa Wright; *It's a Pleasure*, Sonja Henie; *Along Came Jones*, Gary Cooper & Loretta Young; *Belle of the Yukon*, Gypsy Rose Lee & Randolph Scott; *Woman in the Window*, Joan Bennett & Edward G. Robinson; *The Dark Mirror*, Olivia deHaviland & Lew Ayres; *Tomorrow Is Forever*, Orson Welles & Claudette Colbert; *The Stranger*, Orson Welles.

Educators weren't expecting any payment from networks when they proposed that their TV stations be permitted to carry commercial network programs until regular commercial stations serve their areas. So stated Joint Committee on Educational TV in reply to attack filed with FCC by 3 irate Illinois stations last week (Vol. 8:3). "It would be unthinkable," said JCET, that FCC would call an educational station commercial "simply because it broadcast [GOP and Democratic conventions] which this year happen to be sponsored by Westinghouse and Philco."

Indicted for using mails to defraud (Vol. 8:3), consulting engineer Robert L. Easley issued press release this week stating: "For years I have conducted an effective consulting radio engineering practice according to my own successful, even though somewhat unorthodox, methods. The envious persons who have acted secretly behind the scenes to promote some simple business disagreements into criminal charges certainly will not be allowed to break up my practice in order to satisfy their own envy and petty malice." Trial date hasn't been set.

Intent on nailing ABC, despite fact FCC excluded him from intervening in ABC-UPT merger hearing (Vol. 8:3), Gordon Brown, operator of WSAY, Rochester, now asks Commission to set ABC's license renewals for hearing. He claims ABC, by monopolistic practices, has deprived him of over \$1,000,000 in revenues from national advertisers.

"Blacklisting" of TV-radio performers and writers on suspicion of communism this week came under fire of Authors League of America, which petitioned FCC for hearing. It passed resolution against "political controls," asked FCC for opportunity to discuss screening of writers and others by TV-radio licensees. Letter to Chairman Coy from ALA president Rex Stout declared: "Practice of blacklisting has spread to such an alarming extent that it has assumed the proportions of what may properly be characterized an industry policy." TV Authority continued its fight for actor Philip Loeb when executive secretary George Heller announced TVA is working with industry on plan to deal with blacklisting—outgrowth of Loeb's charge he was dropped from *The Goldbergs* because his name appeared in *Red Channels* (Vol. 8:3). Joint statement by TVA, Loeb and Mrs. Gertrude Berg, program's owner, said Loeb will get hearing he requested, emphasized that TVA considers blacklisting "diametrically opposed to the time-honored American principle that an accused person [is] innocent until proven guilty."

Add critical comment on NBC-TV's *Today* (Vol. 8:3): Editor Joe Csida, in Jan. 26 *Billboard*, suggests that "confusion and chaos is the overwhelming impression" and show is "urgently in need of some drastic simplification." [Editor's Note: Studied effort toward calmer pace and less confusion was manifest all this second week.] Csida also thinks that the mere 2 minutes of news per quarter hour means "shameful paucity of detail"; that there's "fantastic overemphasis" on weather, no rhyme or reason for selection of recordings, too many gadgets. He suggests hiring "name" book and play reviewers, an attractive female reporter, more planning and preparation of interviews. Long review ends thus: "Notwithstanding the rough spots in the first week, NBC and all *Today* rate a deep bow for great try. We'll keep our fingers crossed..."

In latest of its how-big-I-am ads, full pages in New York dailies this week, *Life Magazine* ranks 2 TV and 3 radio networks among top 10 media. Using PIB figures for 1951 (gross), here's "how business ranks national media": *Life*, \$91,519,576, CBS-Radio \$68,784,773, *Saturday Evening Post* \$66,676,911, NBC-TV \$59,171,452, NBC-Radio \$54,324,017, CBS-TV \$42,470,844, ABC-radio \$33,708,846, *Time* \$29,950,738, *Ladies' Home Journal* \$22,318,862, *Better Homes & Gardens* \$21,937,270. Next 10 national media are ranked as follows: *This Week* \$20,604,862, *Look* \$19,946,982, *Collier's* \$18,835,923, ABC-TV \$18,585,911, Mutual-Radio \$17,900,958, *Good Housekeeping* \$15,722,977, *Newsweek* \$12,597,516, *American Weekly* \$12,513,279, *Woman's Home Companion* \$12,410,419, *McCall's* \$11,446,186.

TelePrompter Service Corp., 270 Park Ave., New York, which leases electronic device for cueing TV actors, speakers, et al., has signed minimum guarantec deal of \$200,000 a year for 5 years with CBS-TV—its over-the-counter stock taking upward swing accordingly this week. Firm is headed by Irving Kahn, ex-TV promotion chief for 20th Century-Fox; device is idea of Fred Barton, actor, and third original incorporator was Hubert Schlafly, 20th Century research chief. Company charges \$30 an hour to rent device, which includes service crew, hasn't yet branched into station field much outside New York but plans to do so shortly.

Radio time sales in 1951 climbed to \$485,492,606 from previous record of \$453,564,930 in 1950, reports 1952 *Broadcasting Yearbook*, prompting its editors to note that "gloom was hardly justified." Local accounted for \$227,434,786, or 46.8%, up from preceding year's \$203,210,834, or 44%; national network \$116,641,381, or 24%, down from \$124,633,089, or 27.5%; national & regional non-network \$134,291,439, or 27.7%, up from \$118,823,880, or 26.2%; regional & miscellaneous network, \$7,125,000, or 1.5%, very close to \$6,897,127, or 1.5%.

COMMUNITY ANTENNA planners are finding their biggest obstacle is materials shortage—particularly copper for coaxial cable. Unlike TV-radio stations, which have been classified as "industrial" projects (Vol. 7:43), community TV antennas are "commercial" for purposes of NPA materials allotments. As such, they must apply to NPA if their quarterly materials requirements are more than 2 tons of steel, 200 lbs. of copper, any aluminum at all. Builders of broadcast stations, however, may self-authorize quarterly allotments of as much as 25 tons of steel, 2000 lbs. of copper, 1000 lbs. of aluminum.

For first quarter 1952, NPA has allotted materials to build 2 community antenna projects, denied requests of 3 others. NPA's first-quarter policy has been to approve only projects which are more than 20% completed. Allotment policy will be even tougher for second quarter, when defense plant expansion will require bigger share of available construction materials. One community antenna project appeared on final first-quarter allotment list, released this week. It was Eastern Pennsylvania Relay Stations Inc., Shamokin, 75% completed and expected to cost \$73,000, scheduled to begin service next October. Its builder had requested 3400 lbs. of carbon steel, 1400 lbs. of coaxial cable (well below the amounts of materials which broadcasters are permitted to self-authorize, incidentally). It received allotment of 2 tons of steel, 1100 lbs. of cable. Earlier, NPA announced allotment to Tele Service Co., Wilkes-Barre, Pa., whose \$75,000 project is 90% complete (Vol. 7:51). Same company's application had been rejected for fourth-quarter 1951 allotment (Vol. 7:43).

NPA denied these first-quarter applications: Blue Ridge TV Inc., Asheville, N. C., to cost \$25,000, on grounds project hadn't been started; TV Antenna System Inc., for New Philadelphia, Dover, Midvale, Uhrichsville, Dennison and vicinity (all Ohio), on grounds application was indefinite as to start of project; Mathews Inc., Carlisle Borough, Pa., 60% complete, on grounds project had been begun without NPA authorization (Vol. 7:51). For fourth quarter 1951, NPA denied application of Pennwire TV Co., Lewistown, Burnham & Derry township, Pa., cost \$85,000 (Vol. 7:40).

These denials don't mean work on these projects can't continue. New community antennas can be begun, and those already started can continue, without NPA authorization. However, work on these will progress very slowly, since their builders must confine themselves to the very small amounts of steel and copper which they are permitted to self-authorize. It's expected that community antenna proponents, through their newly formed Community Antenna Assn. (Vol. 8:3), will petition NPA for same self-authorization privileges as TV-radio stations.

TV magnetic tape recorder is in works at DuMont, according to testimony of Rodney D. Chipp, director of network engineering, at Paramount hearing this week. How much progress has been made was not revealed, but project evidently is not yet as far advanced as claimed for Bing Crosby Enterprises' tape recorder demonstrated last November (Vol. 7:46). Acceptable model of Crosby equipment—one giving higher-quality pictures than present kinescope recordings—at that time was said to be possible by mid-1952. Chipp also told about study DuMont made of possibility of building its own nationwide microwave relay system. He said study showed plan, never completed, was feasible from engineering standpoint and cheaper than using AT&T's facilities.

Eric A. Johnston, ex-Stabilization Chief, recently resigned to return to presidency of Moton Picture Assn. of America, has accepted President Truman's appointment as chairman of International Development Advisory Board, handling Point 4 program, working on part-time basis.

TRADE MUSINGS—FACTS & FANCIES: These are days when the trade's oracles may be pardoned if they indulge in some musings and fancies calculated to raise eyebrows, provoke discussion -- and win a good deal of well-merited publicity.

Some say these are dog-days in the TV trade, though the general attitude at all levels is anything but depressed or gloomy as factories resume "normal" output and the retail sales picture is reported bright in various areas (notably Chicago).

Week's most quotable flight of fancy comes out of speech by Motorola executive v.p. Robert Galvin, able son of an able father, who told Chicago TV Council that atomic-powered TV sets, tri-dimensional and in color, can be visualized 10-15 years from now. And 5 years from now, he predicted, transistors will revolutionize the industry by making possible small, cheaper, more reliable TV receivers.

"The time may come," he added, "when sets will be produced by a machine that will take parts in at one end and bring out the finished product at the other."

Coming closer to immediate reality, young Galvin adduced that the industry is geared to produce minimum of 4,000,000 sets this year, possibly 5,000,000, but he sees market for 6,000,000. "We could sell 6,000,000 in 1952 if we could build them," he said -- indicating an optimism far greater than most of his fellow manufacturers and govt. experts (Vol. 8:2-3).

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Some industry executives think govt. experts, absorbed with shortage idea, are inclined to sell industry ingenuity short because of materials limitations that have been ordered. NPA electronics specialists deny this. Many from the industry themselves, they say privately that TV manufacturers will produce as many sets as they can sell this year, materials shortages or no.

All of those queried felt industry could produce as many as 5,000,000 sets or more this year. But if that many are made, they say, many would be different from current models. Said one: "Sure, you can make a gutless wonder with far fewer parts and materials than today's good sets have."

The govt. folk agree, by and large, with thesis of our recent articles on conservation (Vol. 7:45), namely, that to date manufacturers have conserved without degrading the end product, and that they're not likely to put real "austerity sets" on the market unless they're faced with far heavier demand than now seems probable.

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"Superpower TV sets" are in effect meeting the station freeze, in words of RCA consumer products v.p. Joseph B. Elliott, speaking this week before group of dept. store executives. "With the broadcasters frozen in their tracks," AP quotes him as saying, "the set manufacturers have taken over. We're expanding TV's service area, not by installing more transmitters but by manufacturing better receivers. Some of the sets on the market today can bring in quality reception in fringe and difficult areas that have always been considered television dust bowls."

Outlook is favorable for year, said Elliott, with "inventories a problem no longer" and with "distributors and dealers finding their stocks returning to normal levels." Materials pinch will be felt mostly first half of year, should ease second half unless military needs run greater than expected, he said. As for set sales, he thinks politics will be great stimulus this year; and prices recorded their lows last summer -- "will certainly not go lower during 1952, and may go higher because of increased manufacturing costs."

This year, too, should see beginnings of commercial uhf, Elliott adds, and it promises to be "the major area of TV's future expansion." He noted:

"Going into the upper reaches of the radio-frequency spectrum with TV was comparable to a new geographic exploration. The problems encountered were complex

and difficult but all major obstacles have been overcome, and we now know that uhf TV is entirely practicable.

"Although probably not more than 6 or 8 uhf stations will begin commercial operation before the end of 1952, we can look forward to an ultimate uhf service of over 1300 stations. These, combined with an expanded vhf service, mean eventually 50,000,000 TV receivers in American homes."

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TV set output for week ending Jan. 18 went up to 105,673 (only 133 private label) from 102,684 & 69,198 of preceding 2 weeks of new year (Vol. 8:3). Factory inventory went down only slightly -- to 227,196 from 239,700 week earlier, still quite a way up from 11-month low of 176,857 achieved as of Jan. 4.

Radio output fell to 157,574 (66,597 private label) from 173,981 week before, and radio inventory fell to 257,707 from 287,798. Radio output for Jan. 18 week comprised 72,576 home sets, 10,454 portables, 21,959 clock, 52,585 auto.

Topics & Trends of TV Trade: RCA is increasing prices of 110 more types of receiving tubes about 5%, effective Feb. 11, bringing them up to OPS ceilings. Similar increases were ordered last Dec. 19 on 58 types. Hikes are attributed to increased production costs.

RCA tube dept. also is understood to be planning big campaign to encourage replacement of kinescopes, offering trade-in allowances to distributors to be passed on to consumers. Details will be announced shortly, plan said to be somewhat different from that announced by Sylvania last week (Vol. 8:3).

RCA disputes idea that cylindrical-face glass picture tubes and electrostatic focusing, adopted by many manufacturers (Vol. 7:47 et seq), indicate trend—and Tube Dept. sales mgr. Larry S. Thces states that RCA's 21-in. metal kinescopes are outselling comparable glass types by wide margin. He also reports RCA has added another metal-shell tube, with low-voltage electrostatic focus; demand on RCA, largest of tube makers, has been mainly for magnetic focus, he said. Claiming various advantages for metal kines, notably weight (18 lbs. for 21-in. vs. 30 for glass) and use of alloys as against scarce nickel in buttons of glass, he said metal type currently accounts for more than 25% of all kinescope sales.

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Fantastic story of employe pilfering—how they systematically stole some \$400,000 worth of TV parts, and service company found it out only after 4 years—unfolded this week in connection with bankruptcy petition filed by big Conlan Electric Co., Brooklyn. Firm's lawyer gave opinion that similar conditions prevailed throughout TV servicing field. Indictments are expected after probe by district attorney, 37 of firm's 200 employes having admitted taking components which were used either in their own independent businesses or resold—sometimes even to other employes in same firm. Installation and delivery records also were falsified.

There was no explanation why no inventory was taken in all that time, or how so many parts could disappear without arousing suspicion even without an inventory. Conlan's 20,000 service contracts—on sets bought at Gimbels, Wanamakers, Macy's and other big dept. stores—are expected to be fulfilled by several bonding concerns which plan to set up new servicing firm to be run by Conlan.

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County-by-county TV set shipment figures, covering first 47 weeks of 1951 and totaling 4,415,422, were issued by RTMA last week, accompanied by map of U. S. showing concentration of shipments. RTMA issues shipment figures monthly; these are the first prepared by its own statistical dept.

Invited to NPA color TV conference Feb. 8 (see story, p. 5) were same manufacturers who attended Oct. 25, 1951 conference with defense mobilizer Charles E. Wilson (Vol. 7:43) plus H. G. Place, president, General Precision Laboratory, manufacturer of theatre-TV equipment, and Comdr. E. F. McDonald Jr., president of Zenith. Others invited to Feb. 8 meeting: Richard Graver, Admiral; John W. Craig, Crosley; Richard Hodgson, Chromatic; Arthur Mathews, Color Television Inc.; Frank Stanton, CBS; Dr. Allen B. DuMont; Benjamin Abrams, Emerson; Fred Gluck, Fada; Dr. W. R. G. Baker, GE; William Halligan, Hallcrafters; W. A. MacDonald, Hazeltine; Frank Freimann, Magnavox; Robert Galvin, Motorola; William Balderston, Philco; Gen. David Sarnoff, RCA; J. Friedman, Trav-Ler; John Meck, Scott Radio Laboratories; Herbert Gumz, Webster-Chicago; R. S. Alexander, Wells-Gardner; J. M. McKibben, Westinghouse. Each industry representative has been invited to bring one other member of his firm.

Anticipating lifting of freeze on new stations, DuMont Transmitter Div. announces plan for sales reorganization program involving (1) regrouping of major sales areas into 3 districts—Eastern, Western and Central—and appointment of many new sales reps; (2) setting up of sales offices in key cities; (3) provision for more cooperation between each division and its field reps in order to give "tailor-made" service to stations.

Cited as one deflationary sign, in report of New York City Dept. of Purchases this week, was fact that TV has become "concrete ally of retrenchment" for the average householder, who is spending less money on sports events and as direct consequence of ownership of TV set.

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Merchandising Notes: "TV Five-Thousand" is the unique name and "TV 5000" unique phone number of new servicing organization that began operating in Washington this week, comprising group of servicemen who pooled equipment, facilities, experience to set up big shop to deal exclusively in TV service . . . Starrett this week released new line of 5 sets, quoting warranty and tax extra: 17-in. mahogany table \$170, open-face mahogany console \$200; 20-in. mahogany table \$220, open-face mahogany \$250, full-door mahogany \$330 . . . Zenith follows lead of other big set makers (Vol. 8:2-3) by including warranty in list prices and quoting tax extra; new sets are 17-in. mahogany table at \$270 and 17-in. AM-FM-phono \$500 . . . Gough Industries, ex-Philco, named Sylvania distributor for Southern California and Phoenix, Ariz., effective Feb. 1 . . . Crosley out with new AM-FM table model at \$65 in choice of 4 colors . . . Prices of Crosley's 4 new TV sets, including tax but parts warranty \$10 extra, are 17-in. console \$300 and 21-in. console \$350, blonde \$370, combination \$480.

Mobilization Notes: Electronics Production Board, responsible for over-all coordination of defense electronics production program, adds Marvin Hobbs, electronics adviser to Munitions Board chairman John Small, as member, succeeding C. W. Middleton, now working in field for Defense Dept. On Feb. 1, J. A. (Shine) Milling, RCA v.p. on leave, director of NPA Electronics Div., takes over board's chairmanship, succeeding Edmund T. Morris Jr., who returns to Westinghouse (Vol. 8:2). Other members are Harry A. Ehle (International Resistance v.p.), consultant to Undersecretary of Army; Don. G. Mitchell (Sylvania president), consultant to Undersecretary of Air Force; Capt. F. R. Furth, director, Naval Research Lab; F. H. Warren, Atomic Energy Commission.

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Cathode ray tube industry isn't being asked to switch from glass to metal cones, NPA Electronics Div. stressed this week in clarification of last week's announcement of availability of extra amounts of chrome stainless steel (Vol. 8:2). Division had announced larger allotments of stainless would be available for uses where it could save scarce materials, citing fact that metal-cone tubes don't require nickel-containing high-voltage lead-in buttons used on all-glass tubes.

Electronics Div. statement this week said: "If all users of materials for which chrome stainless could be substituted would switch to its use, a shortage would develop in this material. While all possible savings of nickel should be given serious consideration, it does not follow that this indicates a switch from glass to [metal-cone] picture tubes. Experiments are under way to develop an alternate material for the buttons in glass CR tubes which requires no nickel. Members of the industry indicate that there is a real possibility that this can be worked out before the industry's present supply of nickel alloy buttons is exhausted."

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Selenium rectifier plants face shutdowns—some within 3 weeks—as result of selenium shortage, rectifier manufacturers told NPA Jan. 24. Some firms said they received no selenium allotment for January, while others reported receiving only 20% of amount requested. They recommended inventory limitation on selenium (Order M-91) be increased to 60 days from present 30. Represented at NPA meeting were Fansteel Metallurgical Corp., Federal Telephone & Radio Corp., GE, Kotron Rectifier Corp., Syntron Co., Radio Receptor Co., Sarkes Tarzian, Vickers Inc., Westinghouse.

Pentagon will relax security rules it imposed last March (Vol. 7:10) and return to policy of making public full award information on unclassified military contracts in excess of \$25,000 as aid to "businessmen who may want to become subcontractors." The periodic lists of contract awards are available at Commerce Dept. field offices.

Revised "list of essential activities," issued by Commerce Dept. for guidance of draft boards, Defense Dept., etc. is substantially same as list issued last April (Vol. 7:14). All military electronics-communication production is included. Like previous list, telecasting, broadcasting, civilian TV-radio manufacturing classifications are omitted.

Aircraft electronics manufacturers will discuss production problems of current Air Force and Navy programs at Jan. 30 Pentagon meeting called by Undersecretary of Air Force R. L. Gilpatric and Assistant Secretary of Navy John F. Floberg.

Lewyt Corp., Brooklyn vacuum cleaner manufacturer, plans to double military electronic production this year by addition of 45,000 sq. ft. of factory space; plans to hire 400 additional employes and install \$600,000 worth of machinery in next 6 months; has \$50,000,000 in defense contracts.

Trade Personals: Irving G. Rosenberg, mgr. of Du-Mont cathode ray tube div., promoted to director of Du-Mont operations with headquarters at E. Paterson plant . . . Roger Brown promoted by Emerson Radio to national sales mgr., Stanley L. Abrams to director of purchasing, Irwin M. Koenigsberg to mgr. of purchasing div. . . . Albert Axelrod, ex-Loral Electronics Co., named senior engineer in advanced development laboratories of CBS-Columbia in expansion program preparatory to moving its TV-radio production to new plant in Long Island City . . . Harry Alter, Chicago Crosley distributor, reelected president of Electric Assn. of Chicago; John M. Price, Allen-Bradley Co., v.p.; A. H. Kahn, GE Supply Corp. district mgr., treas. . . . Walter J. Fitzpatrick promoted to central regional sales mgr., GE replacement tubes, Chicago, moving from district office in Los Angeles . . . Herbert F. Koether, Crosley radio sales section mgr., promoted to mgr. of refrigeration sales section, succeeding C. L. Stoup, now heading builder sales section . . . William Cole, ex-Admiral, Milwaukee, named Capehart-Farnsworth Detroit regional mgr., succeeding C. A. Bejma, now Chicago mgr.; John F. Conger, Northwest mgr., named Southwest sales regional mgr., headquartering in Dallas, succeeding W. H. Rickenbach, now special asst. to West Coast mgr. C. R. Ward . . . George Crane, from Portland branch, named mgr. of new Crosley factory branch at 1534 First Ave. So., Seattle, taking over territory formerly served by Commercial Appliance Co. . . . Richard A. Scott named Hoffman Sales Corp. gen. mgr. in San Francisco, Byron W. Brown sales mgr. . . . Donald A. Quarles, Bell Lab v.p., nominated for president of American Institute of Electrical Engineers . . . John H. Bose, engineer associated with Maj. Edwin H. Armstrong, elected 1952 president of Radio Club of America; Ralph Batcher, RTMA, v.p. . . . Frank D. Langstroth, ex-Starrett, appointed v.p. in charge of operations, Video Products Corp. and its affiliated Sheraton Television Corp.



Position of planets, not sunspots, causes most interference to shortwave communications, said RCA Communications' John Nelson at Jan. 24 meeting of American Institute of Electrical Engineers in New York. He discounted long-held theory that sunspots are principal villains disrupting world-wide communications, put blame on certain angular relationships of planets. Nelson said 7-year study indicates 1952 will be bad year because of positions of Saturn, Neptune and Uranus. To get around interference, RCAC has set up new relay station at Tangiers, North Africa, to route traffic to Europe during magnetic storms.

RCA inaugurates TV sales clinics for dealers and salesmen, "believed to be the most intensive ever undertaken," to be conducted by its distributors Feb. 4, March 3 and March 31. Clinics were prepared with help of Amos Parrish & Co., New York merchandising consultants, were prompted by fact, RCA says, that: (1) Customers have become discriminating. (2) "Hidden qualities" of RCA sets need to be pointed out by well-schooled salesmen. "Prove It Yourself" is slogan of campaign which features \$50,000 contest for salesmen.

For Ford dealer convention in Atlantic City's Traymore Hotel last week, RCA set up closed-circuit TV and 20-ft. theatre-TV screen so that 1200 people could see demonstrations of new car, closeups, etc. Room with car wasn't big enough for all to see, particularly close up, hence hiring of TV setup with crew.

Course in TV-radio law, taught by Walter R. Barry, of Coudert law firm, starts at New York U Feb. 6, running for 14 Wednesdays, 6-8 p.m. Topics include: property rights in ideas, slogans, programs; defamation; contractual relationships; use of testimonials, photographs, music; giveaways & premiums.

Financial & Trade Notes: Long-range optimism for TV investment prospects keynotes report in January *Television Magazine* by security analyst Robert Gilbert, of Investors' Management Service, 90 Broad St., New York. He gives these reasons for bullishness: (1) "Possibility of 300 TV stations in 1953"—regarded more important than fact that 1952 construction will be slight. (2) Networks' 1956 gross may be 4 times that of 1951. (3) Set production will rise to estimated 5,700,000 in 1953 after 1952 decline. (4) Electronic defense business and carryover of TV inventories will cushion 1952 decline. (5) Theoretical demand, based on 42,000,000 wired homes, exists for 23,000,000 more sets. (6) Annual demand after saturation is reached may hit 6,000,000 sets. Most of industry would agree with Gilbert's long-range outlook, but "300 TV stations in 1953" seems impossible as of now (Vol. 8:2) and 5,700,000 sets in 1953 can be based on no more than hunch.

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Raytheon has filed statement with SEC registering 434,189 shares of \$5 par common stock to be offered to present stockholders on basis of one new for every 4 held, through underwriters Hornblower & Weeks and Paine, Webber, Jackson & Curtis. Purpose is to raise about \$4,000,000 for plant expansion and increased working capital. Backlog of govt. orders was stated as about \$171,000,000 as of last Nov. 31. Officer remuneration for fiscal year ended May 31, 1951, was listed as follows: Charles F. Adams Jr., president, \$40,083; David T. Schultz, v.p.-treas., \$39,450; Percy L. Spencer, v.p. & mgr. of power tube div., \$27,500.

Cornell-Dubilier directors won proxy fight over dividend payments at Jan. 23 meeting, were re-elected over opposition led by Gregory Grinn, owner of 3300 shares and representing 40,000 shares. Grinn protested payment of only \$1 dividend for year ended Sept. 30, 1951, although earnings totaled \$3.71 per common share on sales of \$33,082,683 (Vol. 8:1). Executive v.p. Haim Beyer said February board meeting will consider a larger dividend, possibly stock dividend. He called backlog of orders "satisfactory," predicted new defense contracts soon. Sales in quarter ended Dec. 31, 1951, he said, were \$9,100,000 vs. \$8,049,393 same 1950 period.

Short interest in TV-radio and related stocks on New York Stock Exchange showed these changes between Dec. 14 & Jan. 15: Admiral, 23,070 Dec. 14 to 18,290 Jan. 15; Avco, 20,850 Dec. 14 to 19,380 Jan. 15; Corning Glass, 4370 Dec. 14 to 5010 Jan. 15; GE, 10,419 Dec. 14 to 11,251 Jan. 15; Magnavox, 12,266 Dec. 14 to 12,446 Jan. 15; Motorola, 14,624 Dec. 14 to 13,595 Jan. 15; Philco, 8921 Dec. 14 to 8878 Jan. 15; RCA, 33,655 Dec. 14 to 33,930 Jan. 15; United Paramount Theatres, 7120 Dec. 14 to 4920 Jan. 15; Zenith, 23,475 Dec. 14 to 23,816 Jan. 15.

Dividends: Stewart-Warner, 35¢ extra payable March 8 to stockholders of record Feb. 15; American Phenolic, 20¢ payable Jan. 25 to holders Jan. 11; Olympic, 3% stock dividend payable Jan. 28 to holders Jan. 15; Indiana Steel Products, 25¢ payable March 10 to holders Feb. 20; Columbia Pictures, \$1.06¼ payable Feb. 15 to holders Feb. 1; Weston Electrical Instrument Co., 50¢ payable Feb. 27 to holders Feb. 10; Clarostat, 10¢ payable Feb. 15 to holders Feb. 1; P. R. Mallory & Co., 30¢ payable March 10 to holders Feb. 12; Avco, 15¢ payable March 20 to holders Feb. 29; Standard Coil Products, 25¢ payable Feb. 15 to holders Feb. 2.

Packard-Bell sales were \$6,024,900 for its first fiscal quarter ended Dec. 31, 1951, net earnings \$428,671 (73¢ per share) after providing for \$461,700 taxes. This compares with \$7,355,805 sales, \$736,381 net after taxes for comparable 1950 period.

Second Saturday Evening Post article in series of 3 on "The Big Brawl: Hollywood vs. Television," Jan. 26 edition, is about as badly done as first was well done (Vol. 8:3). In this one, author Milton MacKaye covers the Hollywood-films-for-TV angle, evidently got bogged down in Hollywood dazzle and hyperbole, particularly was sold bill of goods on Paramount's "dominant" position in TV, got many facts wrong or half-wrong. For example, "Paramount's" WBKB in Chicago becomes "WKTB," and no differentiation is made between WBKB's owner United Paramount Theatres and Paramount Pictures whose KTLA in Los Angeles was evidently the only station in that city contacted; Paramount Pictures ostensibly is still in the theatre business (no mention of Dept. of Justice anti-trust decree); the Lawrence tri-color tube (50% controlled by Paramount Pictures through its half ownership of Chromatic) is the be-all and end-all of color TV; Paramount Pictures' pay-as-you-look Telemeter (and maybe Phonevision) are just around the corner—though they have high hurdle of FCC policy-making yet to leap, let alone industry apathy. Third article, Feb. 2, will go into even more intricate problem of networks, TV advertising, etc.

"Battle of the ads" may be on in earnest, with big newspaper rep firm Moloney, Regan & Schmitt splurging in *New York Times* Jan. 22 with cartoon ad showing family moving second and third TV set into living room and saying, "Excuse us a moment—three of our favorite programs come on at the same time." Says sub-caption: "In newspapers the reader can look at all the advertisements in the same issue." Ad's catch-line is "Challenging thoughts for 1952's Million-Dollar Advertisers" and it goes on with this curious provocative argument, sure to draw quick fire from the TV boys: "A million dollars these days no longer buys a big TV campaign but a million dollars spent in newspaper advertising will buy a big newspaper campaign of 1000-line advertisements every other week for a full year in the 79 newspapers in the 63 TV cities and will deliver a net paid ABC circulation of 20,000,000 families per insertion—in contrast to approximately 14,500,000 TV sets in the entire U. S."

Theatre boxoffice declines as TV saturation increases. That's sizeup by *Film Daily* of city and state admission tax figures for 1950 and 1951. Jan. 22 issue gives these samples: Chicago—while TV sets-in-use rose from 800,000 to well over 1,000,000 in 1951, amusement tax collections dropped 12%. Columbus, O.—sets rose from 120,000 to 200,000, monthly tax decline averaged 10%. Reading, Pa. (in Philadelphia TV area)—admission tax drop averaged 19%. Iowa—TV has made little inroads on most areas, tax off 4% first 3 quarters of 1951. Mississippi—no TV, collections up 7%. Oklahoma—TV covers about half state's area, combined tent show-movie tax collections showed "negligible fractional change" compared to 1950. Pittsburgh—TV sets rose from 215,000 to 330,000, collections dropped only 2% in 1951, but had slumped 15.85% in 1950 when sets-in-use rose from 71,000 to 215,000.

UHF is main theme of Hugo Gernsback's *Radio-Electronics Magazine's* annual TV number for January, which also includes articles on military field use of TV, fringe-area problems, DX-ing in TV, antenna developments, table of characteristics for most makes of receivers. NBC's Raymond F. Guy discusses lessons learned at Bridgeport experimental uhf station, while 2 articles are devoted to uhf antennas and uhf converters for vhf receivers. Army use of "caravan" trucks to televise maneuvers is called "boldest stroke in education by TV ever made." DX article by Edward P. Tilton, vhf editor of *QST*, analyzes 1951 reports—all of them on Channels 2-6. Long-distance reports of reception on Channels 7-13 are limited to few hundred miles.

Network TV-Radio Billings

December 1951 and January-December 1951
(For November report, see *Television Digest*, Vol. 7:52)

NETWORK TV BILLINGS of \$14,247,061 for December, only slightly under radio networks' \$14,619,048, brought total network TV for year to \$127,989,713 or nearly thrice the 1950 total of \$44,356,772, according to Publishers Information Bureau. NBC-TV's December billings of \$6,592,673 continued to forge ahead of its radio billings (\$4,343,307) and now lead all network revenues. CBS-TV is second with \$4,736,368, but its radio continued to lead its own TV and all other radio networks with \$5,278,508. (We erred, in analyzing last PIB report, in stating that CBS-TV revenues had jumped ahead of its radio.)

For year, NBC-TV's \$59,171,452 beat out its radio network's \$54,324,017, but CBS and ABC radio networks continued to run well ahead of their TV. Trend seems plain, however—TV billings are upgrade, radio down, latter manifested by fact that total 1951 network radio ran \$174,718,594 as against \$183,519,037 in 1950. That TV by end of 1952 will surpass radio, albeit there will be only 100-odd interconnected TV stations, seems fairly evident in light of higher TV network rates and lower radio network rates ordered last year. Detailed PIB figures:

NETWORK TELEVISION				
	December 1951	December 1950	Jan.-Dec. 1951	Jan.-Dec. 1950
NBC	\$ 6,592,673	\$ 3,274,757	\$ 59,171,452	\$ 21,185,692
CBS	4,736,368	2,304,602	42,470,844	12,964,531
ABC	1,980,145	1,298,616	18,585,911	6,628,662
DuMont	937,875	*	7,761,506	3,577,887
Total	\$14,247,061	\$ 6,877,975	\$127,989,713	\$ 44,356,772
NETWORK RADIO				
CBS	\$ 5,278,508	\$ 6,544,490	\$ 68,784,773	\$ 70,744,669
NBC	4,343,307	5,077,740	54,324,017	61,411,546
ABC	3,300,219	2,898,508	33,708,846	35,270,845
MBS	1,697,014	1,312,393	17,900,958	16,091,977
Total	\$14,619,048	\$15,833,131	\$174,718,594	\$183,519,037

* Figures for 1950 not available.

Network TV and radio figures for January-December, including revisions of previously revised PIB figures:

NETWORK TELEVISION TOTALS FOR 1951					
	ABC	CBS	DuMont	NBC	Total
Jan.	\$1,328,719	\$ 2,601,165	\$ 435,527	\$ 4,187,222	\$ 8,552,633
Feb.	1,254,851	2,600,339	406,079	3,949,360	8,210,629
March	1,539,470	2,993,902	457,811	4,654,063	9,645,246
April	1,432,319	2,906,891	574,025	4,758,309	9,671,544
May	1,385,901	3,066,249	622,646	4,946,338	10,021,134
June	1,437,593	2,900,782	564,478	4,244,240	9,147,093
July	1,351,168	3,434,659	645,359	3,477,952	8,909,138
Aug.	1,444,593	3,734,551	763,071	3,359,856	9,302,071
Sept.	1,622,482	4,159,213	738,578	5,405,243	11,925,516
Oct.	1,897,427	4,731,219	768,684	7,060,289**	14,457,619
Nov.	1,911,243	4,605,506	847,373	6,535,907**	13,900,029
Dec.	1,980,145	4,736,368	937,875	6,592,673	14,247,061
Total	\$18,585,911	\$42,470,844	\$ 7,761,506	\$59,171,452	\$127,989,713

NETWORK RADIO TOTALS FOR 1951					
	ABC	CBS	MBS	NBC	Total
Jan.	\$ 3,099,418	\$ 6,833,626	\$ 1,542,887	\$ 5,215,947	\$ 16,691,878
Feb.	2,702,721	6,097,737	1,426,705	4,731,626	14,958,789
March	2,891,339	6,793,966	1,648,006	5,085,636	16,418,947
April	2,980,183	6,487,717	1,539,801	4,897,882	15,905,583
May	2,991,227	6,745,098	1,510,818	5,329,752	16,576,895
June	2,720,268	6,201,963	1,191,691	4,739,193	14,853,115
July	2,267,674	4,387,193	1,347,841	3,728,687	11,731,395
Aug.	2,210,352	4,440,261	1,329,375	3,808,906	11,788,894
Sept.	2,165,971	4,645,527	1,324,061	3,713,235	11,848,794
Oct.	3,158,714	5,615,723	1,759,468	4,414,200	14,948,105
Nov.	3,220,760	5,257,454	1,583,291	4,315,646	14,377,151
Dec.	3,300,219	5,278,508	1,697,014	4,343,307	14,619,048
Total	\$33,708,846	\$68,784,773	\$17,900,958	\$54,324,017	\$174,718,594

** Revised as of Jan. 21, 1952.

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

Note: Foregoing tables replace those for January-November published on p. 32 of *TV Factbook No. 14*.

DUMONT AND ABC political convention TV plans were revealed this week as battle for station clearances (Vol. 8:1) went on with renewed vigor. Following pattern of CBS-Westinghouse (Vol. 7:52) and NBC-Philco (Vol. 8:1) deals, ABC announced Admiral will sponsor complete TV-radio coverage of Democratic and Republican national conventions as well as election returns. Contract was placed through Erwin, Wasey, New York. DuMont came up with unique deal whereby *Life Magazine* supplies staff of more than 30 editors and reporters, picture morgue, *March of Time* film clips, etc. for local sponsorship on co-op basis.

It's not likely ABC or DuMont will make much of a dent in one and 2-station markets, but they'll scrap it out in the nine 3-station areas. Strictly from viewpoint of revenue to stations, DuMont offer is most attractive, since ABC, CBS & NBC will pay affiliates for only part of the time they carry the coverage. Young & Rubicam, representing *Life*, will participate in DuMont coverage as programming and production counsel.

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First political time sale by network in 1952 presidential campaign was to Stassen for President Committee, which has bought 15-min. intermission (approx. 11-11:15) between Sat. night wrestling bouts on DuMont Feb. 2 to present Mr. Stassen speaking from New York.

Distillers and ad agencies are due to carry burden of opposition to "drys" in Jan. 30 hearing on Johnson-Case bill (S. 2444) before Senate Interstate & Foreign Commerce Committee (Vol. 8:3). Bill would outlaw TV-radio commercials of distilled spirits. NARTB and station reps are expected to file statements, though distilled spirits have never been accepted by the industry. House Interstate & Foreign Commerce Committee hasn't yet set date for hearings on Rep. Rankin's bill (H.R. 5889) to outlaw commercials for any alcoholic beverage, which would include beer and wine.

Addition of several uhf stations to the 5 vhf which single entity is permitted by FCC to acquire, proposed by NBC (Vol. 8:1), was backed this week by National Appliance & Radio Dealers Assn. when president Mort Farr wrote FCC Chairman Coy that: "It will give the retailers strong teammates in the introduction of the new type of TV receivers to the public, speeding the development of a uhf audience by assuring a goodly number of quality programs being offered consistently."

Sole application filed with FCC this week for TV station came from WVET, Rochester, N. Y., seeking Channel 10 and proposing to use same tower as WHAM-TV. Total pending is now 481. [For details, see *TV Addenda 14-B*; for complete list of other pending applications, see *TV Factbook No. 14* and Addenda to date.]

Its patent-filing idea still under attack (Vol. 7:48, 8:2-3), FCC this week granted further extension of time for parties to submit comments—from Jan. 31 to Feb. 21. Those filing comments so far generally find proposal of little value to FCC, too broad in application, great and unnecessary burden on patentees and Commission.

Emilio Azcarraga, Mexican TV-radio tycoon, has ordered complete TV stations for Monterrey (Channel 6) and Guadalajara (Channel 10), as approved by Mexican govt. (Vol. 8:1), from International Standard Electric Corp. (IT&T), most equipment to be supplied by IT&T's Federal.

TV-radio restrictions on members' football games were retained by National Football League in its constitution at meeting this week in exact form as last year, despite Justice Dept.'s suit charging unreasonable restraint (Vol. 7:41, 44, 48, 52).