

# Television Digest

with **ELECTRONICS** **REPORTS**

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**I—TV CONSTRUCTION, TOWERS & BUILDINGS:** A few new TV stations can get on the air this year and next, some of them fast -- if FCC starts parceling out CPs soon -- but most early ones may be "austerity" stations from the standpoint of towers and buildings. This contrasts with bright outlook for transmitting equipment (see p. 2).

"Towers will be the bottleneck in station construction this year," tower makers tell us flatly. And NPA's construction policy renders any hope for starts on new "Television Cities" or elaborate studio setups mere wishful thinking.

Eagerness of CP-holders to get on air, nevertheless, will certainly lead the way to some ingenious shortcuts and temporary measures. In view of severity of the materials shortage, and its desire to see new stations on air, FCC can be expected to be tolerant of "temporariness" of new outlets.

Some stations may find they can plant small TV antennas atop their AM or FM towers. Others may use tall buildings as temporary antenna sites. Even wooden structures have been suggested as temporary expedients to circumvent steel shortage.

Many new stations going on air during materials pinch probably will have no studios worthy of the name -- especially inasmuch as most of FCC's early grants are expected to be in smaller cities. Even converting an existing structure into a TV studio may require prohibitive amounts of precious copper wire and cable.

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Construction materials -- particularly copper and structural steel -- are due to remain desperately short through third, and probably fourth, quarters. The second quarter will see far less materials available for civilian construction than first, when no projects less than 20% complete received NPA materials aid.

"We hope we can continue allotting materials to projects we aided in first quarter," an NPA construction official told us. "But as to starting new projects, right now it doesn't look as if we'll be able to send any materials their way until first quarter 1953. With luck, maybe a few new civilian projects can be begun in fourth quarter of this year. The shortage should be over by mid-1953."

Prospects for station construction may improve somewhat latter half of 1952 if NPA's Industrial Expansion Div. is given job of allotting materials for TV-radio station building. Last November, when station construction was classified "industrial" for purposes of self-authorization (Vol. 7:43), it was assumed the Industrial Expansion Div. would dole out its materials. But for second quarter at least, task will be handled again by Construction Controls Div., which has to make less material stretch further. Decision hasn't yet been made for ensuing quarters.

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For rest of this year, then, telecasters who want to build stations will have to do some tight and careful planning -- and use their powers of self-authorization fully. They're permitted to self-authorize -- write their own priority tickets for -- 25 tons of steel, 2000 lbs. of copper, 1000 lbs. of aluminum per quarter.

The 25 tons of steel isn't enough to build a TV tower. A 500-ft. self-supporting tower requires about 115 tons, a guyed structure some 60 tons. Theoretically

cally, a builder could, over a 9-month period, self-authorize enough structural steel to put up a good guyed tower.

But tower manufacturers have their doubts. One of the biggest says he does not have enough steel for radar towers and other direct military work -- and he's afraid he wouldn't be able to honor self-allotment tickets for certain scarce types of structural steel used in TV towers.

Manufacturers now estimate it will take 6-9 months to erect 500-ft. tower, as against 4-6 months during normal times. But they say even this estimate is predicated on hoped-for improvement in structural steel situation.

Many would-be telecasters are trying to jump the gun, place orders with the tower manufacturers before they get their CPs. One tower maker says he can't accept these orders even with self-authorized priority tickets. The steel, he explains, is needed right now for defense projects. Even if he could take the orders, he doesn't want to be asked to buy the tower back if customer doesn't get a CP.

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That's the sizeup of things as they stand today. Whole picture could very well change a dozen times -- for better or worse -- before FCC makes first grant.

Pressures on NPA by telecasters, set makers, Congress and public will be terrific, once the Commission starts handing out CPs -- and NPA may be persuaded to loosen up enough to keep abreast of FCC's grants. It's hard to visualize Senator Johnson, for example, sitting idly by while CP for TV-less Denver goes to waste.

**II--TV CONSTRUCTION, TRANSMITTING GEAR:** Transmitting equipment still is no bottleneck constricting the early emergence of new stations. Manufacturers have planned and produced as far in advance as they believed prudent -- frequently beyond prudence. About only conceivable holdup currently in sight is in high-powered uhf.

Super-duper uhf transmitters (10 to 12 kw) won't be available until fourth quarter of this year. But number of CP-holders actually ready to accept delivery of such units is expected to be negligible before fourth quarter.

Between 100 and 150 transmitters, with most of their associated equipment, could probably be delivered this year -- if FCC could grind out that many CPs. That the transmitter makers are well prepared, is amply shown by following facts gleaned this week from our survey of all transmitter manufacturers:

(1) Now in hands of potential telecasters, or warehoused for those who have bought them, are 20-plus vhf transmitters -- mostly 5-kw units, a few smaller (500 watts, 1-kw and 2-kw).

(2) Ready for delivery now or in the next 2-4 months, are 20-30 more, also mostly 5-kw or under.

(3) Starting March-May, 20-kw to 35-kw amplifiers for existing 5-kw transmitters, plus complete transmitters at those powers, will be available.

(4) First uhf transmitters, 1-kw and 1.5-kw, are due about mid-year.

(5) High-powered uhf, 10-kw and 12-kw, are due fourth quarter and later.

(6) Top powers currently contemplated for vhf, 50-kw transmitters, are expected end of this year, at earliest.

(7) Actual rate of production and installation of equipment for new stations can reach 15-20 monthly by mid-1952 -- if demand is there. Existing stations with 5-kw units can be supplied with 20-kw and 25-kw amplifiers at the rate of 5-10 monthly at about the same time.

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Just as important as transmitters, sometimes more vital, are the hundreds of additional components of TV station. Manufacturers are making every effort to have enough on hand to accompany transmitters, believe they'll be successful. They point out significant difference between TV and AM-FM -- transmitter comprises only some 25% of total TV station cost, while transmitter usually absorbs over half the AM-FM equipment dollar.

One component not under control of transmitter makers is copper transmission line. A check with producers of lines reveals that, though their ability to deliver



this year appears to be considerably below that of transmitter makers, the chances are they'll be able to meet demand. C.R. Cox, Andrew Corp. v.p., estimates industry should be able to equip 30 stations in 1952 -- assuming most demand is for 1½-in. and 3½-in. lines, as has been case in past.

\* \* \* \*

What each manufacturer offers now and plans to produce later is listed below. It should be emphasized that prices and delivery dates for future production are estimates subject to change. It should be remembered, also, that prices of different manufacturers aren't necessarily comparable, since each includes different components in "package".

DuMONT: .5 & 5-kw vhf transmitters now in production, with .5-kw running \$35,750 for Channels 2-6, \$38,450 Channels 7-13; and 5-kw at \$65,450 for Channels 2-6, \$69,250 Channels 7-13. Due in fall are 20-kw & 40-kw or 50-kw amplifiers, the 20-kw running \$67,235 for Channels 2-6, \$68,885 Channels 7-13; and 40-50-kw at \$77,-670 for Channels 2-6, \$79,470 Channels 7-13. In uhf, 1-kw unit at \$40,000 is scheduled for mid-1952, 12-kw (employing klystron tube) at \$140,000 is due at year's end.

FEDERAL: Producing 1-kw vhf for \$36,000, 5-kw for \$65,000 on Channels 2-6, \$72,000 Channels 7-13. A 25-kw amplifier is scheduled for end of year, price not set. Uhf transmitters of 1.5-kw & 10-kw are planned, former by mid-year, latter by year's end or later -- both still unpriced.

GE: 5-kw vhf in production, at \$65,000 for Channels 2-6, \$69,000 Channels 7-13. Due fourth quarter are 35-kw amplifiers for Channels 2-6 at \$80,000, 20-kw for Channels 7-13 at \$75,000. Uhf scheduled: third quarter, 100-watts at \$35,000; first quarter 1953, 12-kw at \$138,000 including one set of klystron tubes; second quarter 1953, 1-kw at \$67,500.

RCA: .5-kw & 2-kw vhf available, with .5-kw running \$30,000 for Channels 2-6, \$34,850 Channels 7-13; and 2-kw at \$44,200 for Channels 2-6, \$49,200 Channels 7-13. Scheduled March-April are 25-kw transmitter for Channels 2-6 at \$145,500, 20-kw for Channels 7-13 at \$150,500. A 25-kw amplifier for existing 5-kw transmitter is \$75,000, 20-kw \$80,000. Due third quarter is 10-kw transmitter at \$79,000 for Channels 2-6, \$84,000 Channels 7-13. The 50-kw transmitter, due sometime in 1953, is expected to cost \$208,000 for Channels 2-6, \$212,000 Channels 7-13. First uhf unit, due fourth quarter, is 1-kw at \$64,700. The 10-kw uhf is set for 1953, probably late, at \$135,000.

**PROGRESS OF END-OF-FREEZE HUDDLES:** FCC got stopped at Mississippi River this week in its enormous job of deciding what channels should go to what cities -- jumped to West Coast and Mexican border, will return to Midwest later.

Though no substantial holdup is in sight, Commission still has so much to do in its daily sessions that final decision date around March 1 is still best bet.

What stymied Commission was this question: Which comes first -- specific city assignments or general rules stipulating minimum mileage separations? When it got to rural Midwest, it seemed that more people would be served by greater separations than in East.

Right now, commissioners are mulling whether country should be divided into regions with different separation criteria. But blanket minimum for whole country seems to have upper hand at the moment.

Priority system advanced last March in Commission's proposed end-the-freeze plan (Vol. 7:12) is headed for discard or drastic change, Commission having found out that it just doesn't work -- as some in the industry had predicted.

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To Mexico City next week go Comr. Hyde and Broadcast Bureau Chief Plummer. Purpose: To get Mexicans to agree to U.S. channel changes within 250 miles of the border, none affecting Mexican assignments. Comments filed after announcement of U.S.-Mexican agreement (Vol. 7:43-49) changed FCC's thinking.

Lifting of power ceilings appears crystallized, intention being to equalize coverage of all stations -- if possible through power hikes. It's expected that Channels 2-6 will retain 100-kw limit (20 db above 1 kw), Channels 7-13 be boosted

to 316 kw (25 db), uhf to 1000 kw (30 db). Antenna heights are due for rejujgling, too, but just how much isn't indicated.

Question of how to handle applications & hearings after freeze hasn't yet been considered by Commission, but principle of considering applications on channel-by-channel basis -- rather than lumping all together in each city -- continues to stand fairly good chance of adoption. Comr. Jones has been for such handling all along; Chairman Coy, perhaps others, are believed leaning that way.

Lifting of "5-stations-to-a-customer" rule, requested by NBC as method of hastening uhf (Vol. 8:1,4) was endorsed by ABC and Fort Industry (George Storer). ABC petitioned that 2 uhf be added to the 5 vhf, while Fort Industry wrote letter urging that limit be raised to 7 -- but with no distinction between vhf and uhf. ABC also urged that Commission act on proposal same time it lifts freeze.

\* \* \* \*

But what do all the technicalities mean in terms of stations on air after the freeze? Chairman Coy gave realistic response when queried after Jan. 28 talk to Sigma Delta Chi journalism fraternity in Cleveland. Allan Austin, of Austin Co., big TV-radio station builders, buttonholed Coy, asked him how many CPs would be granted this year. Coy held up both hands, fingers outstretched, said number could be counted on both hands. Then he hesitated, said: "Oh, there might be 20."

Which cities come first? There's no telling. Commission will definitely go to work on such cities as Denver and Portland, right off the bat. But that means merely that it will rush hearings for those highly competitive cities. Once hearings start, it's many months before CPs are finally awarded, months more before signals are actually being emitted.

As rule of thumb, you can say that speed with which stations will get on air is inversely proportional to the size of the city. In other words, the smaller the city, the fewer the probable competitors, the quicker the grant.

#### **COMPARISON OF VHF & UHF—A PRIMER: "Just how do vhf and uhf differ?"**

Question may appear elementary to those who deal regularly with allocations and facilities questions. But time seems ripe for recapitulation of situation in terms anyone can understand. As an ad executive wrote us recently: "I would appreciate very much...a layman's explanation of the technical and practical differences between uhf and vhf. I have had no small number of questions about this."

Answers break down into 3 basic parts, as we see it:

(1) Propagation. The higher you go in frequency, the more TV signals behave like light rays. Since uhf runs 470-890 mc, compared with vhf's 54-216 mc, net effect is that you have more areas of "shadows" in uhf -- weak or non-existent signals. These areas occur behind obstructions -- be they hills, buildings or the curvature of the earth itself.

(2) Equipment development. Much early leeriness of uhf stemmed from lack of proper transmitters and receivers. Until last year, in fact, no one had built a uhf TV transmitter good for more than 1 kw. Today, manufacturers are testing units of 10-12 kw. With today's high-gain antennas, such transmitters can produce 200 kw -- something that would have seemed incredible year or 2 ago. Receivers were big question mark short time ago, too. They were unstable, costly -- and only of fair performance at best. Now, virtually every manufacturer has a decent set ready.

(3) Economics of the "bird in hand". With 16,000,000 vhf sets in existence, supporting the whole of TV as we know it, it's easy to appreciate the difficulty of starting uhf. In all present TV markets, new uhf operation will face the unenviable chore of getting people to add uhf converters to vhf sets (at cost of \$25-\$75) or to buy new combination vhf-uhf sets.

For new TV markets, however, it may be presumed combination vhf-uhf sets will be available from scratch. What's more, FCC's proposed new allocation plan enhances desirability of combination sets. In top 50 markets, all save 3 cities would have vhf & uhf. Exceptions are Akron and Worcester, allocated uhf only, and Miami, with vhf only.



Though it's apparent uhf has certain handicaps, most of industry regards none of them as permanent. Regarding propagation, vhf apparently will always give better coverage, if you assume equal transmitter power and antenna height for vhf and uhf stations at the same location. But it looks as if this difference isn't vast by any means -- nothing like the difference in AM stations.

You may be sure that FCC will give uhf every break it can to equalize coverage with vhf. It has already given uhf a jump by allocating uhf channels so as to reduce or eliminate many kinds of interference that plague vhf. And you may be certain that Commission will give more power to uhf stations, if it will help equalize coverage, as long as extra power doesn't create new interference problems. Matter of fact, it's almost certain FCC's final freeze decision will lift power ceiling.

Another propagation factor may work to uhf's advantage -- the "ghost". Some engineers contend ghosts are not only less troublesome on uhf but may prove valuable. If good direct signal isn't available from station, reflection from hills, buildings, etc. may bounce into shadows, giving good picture.

From economic standpoint, if you're convinced nation can't support more than 500-600 TV stations, then you're justified in writing uhf out of the picture. The 12 vhf channels are good for only that many. If you see room for more, as FCC and most of industry do, uhf provides only possibility for expansion. Uhf's 70 channels, plus vhf's 12, will permit construction of 2000-3000 stations.

LET THE CRITICS and the skeptics praise or carp, the hard-headed business men who manage the stations carrying NBC-TV's 7-9 a.m. *Today* (Vol. 8:3) seem to be of one accord in their enthusiasm for v.p. Pat Weaver's radical experiment. And with several more spot sponsors signed and others dangling—though no really big one yet—the network itself shows no diminution of enthusiasm—particularly after American Research Bureau gave it cumulative rating of 18.0 for first week on air (which means 3,850,000 persons in 1,830,000 homes watched it at one time or another during the week).

We asked owners or managers of all 30 stations carrying *Today* to give us frank appraisal of show (a) as a program, (b) as a commercial vehicle. Their criticisms of the program were very much along same lines as trade critics, who were inclined to pick technical flaws but who were generally well disposed toward the experiment in contrast to the scoffing criticism of many newspaper critics.

Commercially, nearly all the 19 stations replying to date saw a bright future for early-morning TV, and several of them stated they had already sold local spots in it. The attitude of the managers is well represented by this comment by Glenn Marshall Jr., WMBR-TV, Jacksonville:

"I do not see why it cannot do as good a job [commercially] as any other program—maybe the commercials would have to be a little stronger on the audio side but I fully believe it would deliver sales for any advertiser within reason. My only hope is that NBC will be successful in selling enough of this show in order that they can continue it, as I think it is a great contribution to the TV industry."

Wrote Wilbur M. Havens, WTVR, Richmond: "*Today* is going to be an outstanding success . . . we have sold 17 spots locally in the program as of this date." Campbell Arnoux, WTAR-TV, Norfolk, also reports spot sales, and Leslie H. Peard, WBAL-TV, Baltimore, looks to *Today* to be "a repetition of the Kate Smith success."

George M. Burbach, KSD-TV, St. Louis: "I do believe this program has aroused more interest in TV in this area than anything since the Kefauver hearings. It is proving that TV, like radio, can be a round-the-clock operation . . . We have a number of advertisers who are literally ready to go as soon as they can be shown that the program has a rating of at least 3.0."

Nathan Lord, WAVE-TV, Louisville: "Results have been phenomenal. The president of a large industrial or-

ganization telephoned to complain that *Today* caused him to be late to his office. Another says he is acquiring a second TV set for his dining room. A set distributor is suggesting to his factory that it design a set with a cabinet that would go well in the kitchen . . ."

Other replies were in similarly favorable vein—none dubious. Robert Dunville, president of Crosley's operations (WLWT, WLWC, WLWD), foresaw household items like coffee and soap as winning "tremendous plus" from morning time, and stated: "Taking radio as a basis, for years radio stations were unable to sell early morning time, and time even before 7 a.m., to any but direct mail accounts. However, in the last 5 or 6 years this situation has materially changed and advertisers have found that even though ratings were comparatively low, results were actually high. It is my firm belief that, regardless of what the first ratings may or may not reveal, if NBC and its affiliates can continue *Today*, it will be a tremendous asset to the program schedule of the stations as well as a good buy for an advertiser with the right product."

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**Personal Notes:** Edward L. Norton, for last 2 years member of Federal Reserve Board, resigns as of Feb. 1, returning to Birmingham and to private business, including chairmanship of WAPI & WAFM-TV, Birmingham, and WMBR & WMBR-TV, Jacksonville . . . Jack Painter, GE application engineer who handled many of its TV installations, assigned to Washington to assist FCC attorneys and consulting engineers with post-freeze filings; he reports to Robert J. Brown, mgr. of Washington office, now in Wyatt Bldg. . . . D. L. Provost, Hearst Radio v.p. & gen. mgr., elected to board of KING & KING-TV, Seattle, in which Hearst bought 25% interest last year (Vol. 7:26) . . . George P. Moore Jr., ex-WLWT, Cincinnati, named gen. sales mgr., WLTV, Atlanta, succeeding Arch B. Ragan, resigned . . . Walter Dennis, of staff of Allied Stores Corp., New York, resigns to become sales mgr., WJIM, Lansing . . . Edward S. Reynolds, TV program director of National Collegiate Athletic Assn., handling its "experimental" TV football plan last season, joins TV-radio dept., Fletcher D. Richards Inc., N. Y. agency . . . Donald Saunders promoted to engineer in charge of technical operations, WTOP & WTOP-TV, reporting to Clyde M. Hunt, engineering v.p. . . . Wm. F. Loader promoted to promotion mgr., WHAS & WHAS-TV, Louisville.

**Telecasting Notes:** Campaign slogan of radio forces, combating TV inroads, is "Wherever you go . . . there's radio!" and, in all-out effort to promote self to public and sponsors, AM even has song with that title being circulated by BMI; its 2 pages of sheet music are printed "as an industry service" in Jan. 28 *Sponsor Magazine* . . . "Higher than Eiffel Tower" is way WBEN-TV, Buffalo, is promoting new antenna tower being readied for March completion; it's 1057 ft. above ground, 2699 ft. above sea level, has 56-dipole supergain antenna, will radiate 50 kw visual power, 25 kw aural . . . Seattle's KING-TV has contracted for own "Television Center" at 320 Aurora Ave.; it will occupy 30,000-sq. ft. of modern downtown building on which alterations begin March 1 . . . WOR & WOR-TV, now owned by Thomas S. Lee Enterprises Inc. (Vol. 8:3), names H-R Representatives Inc. (Frank M. Headley) for West Coast in lieu of Keenan & Eickelberg; H-R also recently named by Tom O'Neil group to represent WNAC-TV, Boston . . . Stock exchange reports via TV for 5 minutes at 10:30 a.m., 10 minutes at 12:30, 15 minutes at 2:30 Mon.-thru-Fri., and 10 minutes between 11:30 & 12:30 Sat., members of stock exchanges buying sponsorship spots, is idea being promoted by Morse Productions, 202 E. 44th St., New York (B. W. Morse) . . . Kling Studios reports

26 of *Old American Barn Dance* films have been completed, sold to 27 stations . . . NBC-financed *Dangerous Assignment*, film series starring Brian Donlevy and produced by Don Sharpe, reported booked on about 25 stations for local sponsorships; NBC-TV also set to back *Texas Rangers* series starring Joel McCrea . . . Bruce Eells, one-time KHJ and Young & Rubicam executive, now in radio transcription field, reliably reported in Hollywood to have taken option to buy Eagle Lion Studios from Pathe Industries for \$1,500,000; has formed National Film Distributors, with plans to produce TV versions of *Little Orphan Annie* and *Gasoline Alley* . . . Chicago Cubs' 77 home games will be carried on WGN-TV, which also is expected to sign White Sox daytime home games . . . Eddie Cantor has signed lifetime contract with Welch's Wine Div., Quality Importers Inc., presumably giving that firm first call on his TV-radio services . . . Associated Program Service, division of Muzak (Maurice B. Mitchell, gen mgr.), enters TV field as distributor of Encyclopedia Britannica Films Inc.'s catalog of more than 500 educational movies . . . Biltmore Theatre, on W. 47th St., New York, has been leased by CBS-TV for 10 years . . . IBEW-AFL won right to represent CBS-TV technicians throughout country in NLRB election decided this week.

**Network Accounts:** Anahist Co. Inc. (cold tablets) became fifth sponsor of *Today* when it bought 7:50-7:55 Fri. segment for 5 programs beginning Feb. 1, thru BBDO; also understood to be joining *Today* sponsorships is Doeskin Products Inc. (facial tissues), thru Federal Adv., N. Y. . . . Wine Corp. of America (Mogen David wine) March 13 moves *Charles Wild, Private Detective* from ABC-TV to DuMont, Thu. 10-10:30, thru Weiss & Geller, Chicago . . . Lever Bros. and General Tire & Rubber Co. will sponsor *Easter Parade* from N. Y. April 13 on NBC-TV, Sun. noon-1 p.m. . . . Admiral sponsors Mar. 7 finals of *Golden Gloves Tournament* from Chicago on DuMont affiliates west of Pittsburgh, Fri. beginning at 8 p.m. CST, thru Erwin, Wasey, N. Y. . . . Oldsmobile has dropped Tue. & Thu. sponsorship of *Douglas Edwards & the News* on CBS-TV, Mon.-thru-Fri. 7:30-7:45 . . . Vitamin Corp. of America sponsorship of *The Goldbergs*, scheduled for Feb. 4 on NBC-TV, Mon. 7:15-7:30, thru Duane Jones Agency, looks like it will go on; but Ekco Products Co. won't take Wed. segment, thru Earle Ludgin & Co., because of inability of network to clear 36 stations, and there's doubt now whether Necchi Sewing Machine Sales Corp. will take Fri. sponsorship, contracted to start March 7.

**Station Accounts:** Remington Rand (electric shavers) and Casco Products Corp. (steam irons) have combined to sponsor weekly 30-min. film, *Holiday in Paris*, spending about \$250,000 jointly, thru Lecford Adv. and Norman D. Waters agencies, with local cooperative showings and local newspaper promotions; first to get show is WFIL-TV, Philadelphia, starting Feb. 7, 10:30 p.m. . . . Westinghouse appliance div., J. R. Clemens adv. mgr., has record\* advertising budget of \$12,000,000 for this year, including \$3,000,000 for local cooperative advertising and increase from 1951's \$1,150,000 to \$1,650,000 this year for its CBS-TV *Studio One*—plus, of course, TV-radio coverage of political conventions and campaign (Vol. 7:52 et seq) . . . Helbros Watch Co.'s \$1,000,000 ad campaign for 1952, which includes TV & radio spots in 17 markets placed thru Wyatt & Schuebel, New York, ties in with Damon Runyon Cancer Fund, features 12 specially designed watches to be auctioned for benefit of Fund . . . E. J. Donovan, having sold 60 pairs of chinchillas for breeding purposes at average of \$1000 a pair via 9 telecasts on KNXT, Los Angeles, has renewed for 13 weeks thru Alan Lane & Associates; his retail outlets have grown from 2 to 9

since program started last Nov. 25, and he credits TV for expansion . . . Atlantic Refining Co. and Adam Scheidt Brewing Co. (Valley Forge beer) combine to sponsor all Philadelphia Athletics and Phillies daytime home games next season, with exception of second game of double-headers, on rotating basis on WPTZ, WFIL-TV, WCAU-TV, thru N. W. Ayer . . . Among other advertisers reported using or preparing to use TV: Seeman Bros. (White Rose tea), thru J. D. Tarcher & Co., N. Y.; Pfaff Sewing Machine Corp. (Dial-A-Switch sewing machine), thru Bozell & Jacobs, Chicago; Best Foods Inc. (Hellman's mayonnaise), thru Benton & Bowles, N. Y.; Relaxacizor (reducing machine), thru Wm. Warren, Jackson & Delaney, N. Y.; 5 Day Laboratories (5 Day deodorant pads), thru Grey Adv., N. Y.; Caloric Stove Corp. (gas ranges), thru Neal D. Ivey Co., Philadelphia; Mutschler Bros. Co. (Portabilt kitchen furniture), thru Juhl Adv. Agency, Elkhart, Ind.; Rheem Mfg. Co. (hot water heaters), thru Campbell-Ewald Co., N. Y.; Knapp-Monarch Co. (electrical appliances), thru Gardner Adv. & Olian Adv., St. Louis.

Sharpest slap at TV programming taken by FCC to date came this week when it considered license renewals for the 78 stations which were due for renewals Feb. 1. Applying to TV for first time its AM-FM practices, Commission renewed 52 licenses for regular period, placed 26 on temporary basis until May 1. Reason for temporary renewals: improper program balance—not enough education, religion, public service programs. No other reasons, such as "too many commercials", were cited. Commission is sending letters to the 26, giving reasons for action. When stations come back with explanations, renewals will be granted or stations will be set for hearing. Commission has yet to take away any station license for "program imbalance." Comr. Jones favored temporary extensions for all 78 on grounds FCC has not had time to study all cases.

Ambitious series of medical programs, called *Here's to Your Health*, begins Feb. 10, 5:30-6 p.m., on NBC-TV under supervision of New York County Medical Society. NBC is hunting sponsor, presumably one disassociated with medicine. Programs will comprise drama-documentaries on various diseases, will originate in laboratories, research centers, hospitals—as well as in TV studios. Two specialists will conduct each program, first of which is devoted to polio, originating from NYU-Bellevue Medical Center.



**I**NDUSTRY-NPA COLOR session Feb. 8 and its outcome will provoke lots of publicity, little else—since no one is in position to make color equipment of any kind immediately even if NPA lifts or amends ban (Order M-90). CBS-Columbia has made it clear that it can't produce color sets unless it gets great deal more materials from NPA. Eido-phor theatre-TV color gear, to be made by GE for 20th Century-Fox, appears nowhere near production stage, and there have been hints that it may be manufactured in Europe. Paramount's Chromatic TV Labs hasn't large enough NPA allotment to make much dent with Lawrence tri-color tubes. No one else seems interested.

NTSC, meanwhile, is in full-scale field tests of compatible system. DuMont has been telecasting signal, via uhf in New York, 5 days weekly, all day and up to 3-4 a.m. RCA has been transmitting color pictures, also during night, from WNBT's Channel 4. Signals are being picked up at undisclosed Long Island field test station. Also fed to station are closed-circuit signals produced by RCA in New York. Receivers of 7-8 manufacturers were tested.

On Feb. 12, tests move to Philadelphia area for experiments with signal from Philco's WPTZ, will continue for 2 weeks. Tests then move back to New York area.

FCC Chairman Coy still doesn't think much of industry's compatibility efforts. In Cleveland speech before newspaper group Jan. 28, he said: "Some people feel that this delay [due to NPA color ban] in the introduction of color in TV may be turned to advantage if, as some predict, a compatible system of color TV is ultimately shown to be practical. Such predictions heretofore have had a way of disappearing into the limbo when they have served their purpose of blocking developments by others. . . .

"If the delay in the introduction of color in TV imposed by the defense requirements does not result in a practical compatible system, we must realize that the result will be either the possible loss of any opportunity for color or great difficulties in the introduction of color because of the large number of black-and-white sets in the hands of the public. In the circumstances, it seems clear to me that the public has a right to expect now and until color sets are available that TV manufacturers at least offer it the protection of sets that are engineered so as to be quickly, and at reasonable costs, adaptable or convertible to color."

**G**EARING FOR UHF market, virtually all set makers have announced readiness to produce converters and complete vhf-uhf sets on demand. Some are making more point of preparedness than others, planning to produce some units even in advance of demand.

Stressing uhf in their promotion lately are Motorola, Raytheon and Sylvania—all scheduling continuous tuners to cover whole uhf band. Motorola reports tuners now available, at \$40 built-in and \$49.95 in external converter. Raytheon plans to begin production, within week, of \$29.95 unit to fit in set—to be installed in receiver by dealer at suggested fee of \$10. Sylvania expects to produce 2 new receivers with built-in uhf, beginning in March, at \$50 extra; external converter, also due in March, runs \$44.95 with "nominal" installation fee.

None of 3 reports any demand at all yet—everyone apparently waiting for freeze-end and uhf stations on air—or at least in process of construction,

Gill-Keefe & Perna Inc., with Helen Gill heading New York office at 654 Madison Ave. and Howard M. Keefe heading Chicago office at 75 E. Wacker Drive, is new radio and TV representative firm. John J. Perna Jr., attorney, serves in advisory capacity.

WNBC, New York, key of NBC radio network, went on 24-hour schedule Feb. 1, playing symphonic music after midnight news to 6 a.m. Mon.-thru-Fri., and to 8 a.m. Sat.

**Financial & Trade Notes:** "Wall St. sensitivity to potential TV values in the film libraries of old established pic companies was perfectly illustrated by the quick response this week to reports of a deal for a \$12,000,000 sale of RKO's backlog to tele," reports Jan. 30 *Variety*, which noted that the day it first published story trading in RKO mounted to 50,000 shares as against 1500 for previous day and that chief stockholder Howard Hughes "has been buying up RKO shares to add to his original 929,020-share hoard."

"It is this watchfulness on the Street for moves indicating a break in the majors' iron front against opening backlogs to tele," continues the journal of show business, "that has kept the film shares very stable in the past year. Aside from the possibility of a quick killing, the picture stocks have few friends among the pro traders.

"How much the deal would mean in the way of rapid-fire profits is evident in that the cash payment involved would amount to more than \$3 on each RKO share outstanding. It was selling last Wed. [Jan. 23] for \$4.25 . . .

"Although it was officially denied, some Wall St. insiders claim to have reason to believe the reports were correct and that a deal may yet be consummated . . ." Story goes on to relate that various Wall St. analysts feel certain "the dam would break some day"—i.e., the big producers will open their film vaults—which is good guess for the long term, at least, or when total "rental" outlets (TV stations) mounts to several times today's mere 109.

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Reasons for Motorola's extraordinary activity on the stock exchange in recent weeks may possibly be adduced from these comments: "Motorola has made one of the best showings of any unit in the TV industry," states George Bass, of Harris, Upham & Co. "It earned \$8 a share last year and probably will do as well this year. The price of the stock suggests a possible later splitup." Writes L. O. Hooper, of W. E. Hutton & Co.: "Among the electronic issues, Motorola Inc. continues to look like one of the best. It should not be forgotten that this company has a very favorable excess profits tax exemption base. Apparently it can earn \$7 a share in 1952 before being subject to the excess profits tax."

Though Motorola's annual report isn't due until end of this month, president Paul Galvin this week disclosed 1951 earnings will be between \$7.25 & \$7.50 per share vs. \$14.56 earned in 1950; that sales were approximately \$145,000,000 vs. \$177,000,000; and that 1952 volume should run \$165-175,000,000. There's no confirmation of repeated reports of stock split, though it has been considered and rejected at recent board meetings.

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Officers' and directors' stock transactions reported to New York Stock Exchange for December: R. S. Pruitt exercised options to buy 10,000 Avco, holds 31,420 common, 781 pfd.; John H. Briggs bought 7200 Gabriel Co., holds 21,988 common, 2750 pfd.; A. H. Blank gave 1000 United Paramount Theatres as gifts, hold 2595; Glen E. Swanson gave 5200 Standard Coil as gift, holds 414,210; G. R. MacDonald sold 2000 Motorola, holds 3150.

Bendix Aviation's sales for fiscal year ended Sept. 30, 1951, totaled \$340,540,415, increase of 55% over last year's \$219,419,794. Net income for fiscal 1951 was \$11,818,600 (\$5.58 a share) vs. \$16,954,116 (\$8) in 1950. Financial statement gives no individual figures for TV-radio.

Muntz TV Inc. reports profit of \$741,440 (66½¢ a common share) on sales of \$23,832,633 for 9 months ended Dec. 31, vs. \$533,953 (53¢) on \$18,643,508 same 1950 period.

Sparks-Withington reports net profit of \$199,033 (21¢ a common share) after taxes of \$215,589 for 6 mo. ended Dec. 31 vs. \$515,991 (56¢) after \$817,514 for 1950 period.

**HOW THE TV TRADE WINDS ARE BLOWING:** The calm prevailing in TV-radio trade circles this week -- with production steady, demand reasonably firm, hopes high for early end-of-freeze -- was shaken by news of Tele-tone bankruptcy (see Topics & Trends).

That gave rise to rumors of others in trouble -- unverifiable. And the many new alignments of distributorships being currently reported conduced to belief that some sort of shaking down process is under way.

Smaller private-label manufacturers, who might be expected to be first to take beating in such a highly competitive business, don't seem to be suffering much, however. In fact, they're cashing in on ability of their sellers to advertise low prices while brand-name leaders confuse the market (and annoy the retailers) by their quotations of prices with or without taxes and/or warranties.

At week's end RCA repriced 4 models downward, but stuck to its decision to quote single price embracing tax & warranty; it extended picture tube warranty to full year, retained 90-day warranty on parts & receiving tubes.

Repriced leaders are RCA's 17-in. Colby table (17T150), down from \$260 to \$230; 17-in. Glenside table (17T151), \$280 price now including base formerly offered separately at \$18.95; 21-in. Selfridge table (21T159), \$379.50 price now including base; 21-in. Meredith open console (21T165), down from \$425 to \$399.50. These are all new models introduced at Chicago mart (Vol. 8:1), on which shipments began in mid-January. There were no other changes, except for extension of CR guarantee.

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The top manufacturers all say their business is good-to-excellent, but with some spotty wholesale-retail trade. Some are worried, though, because customers can still go into stores and enjoy "habit of dealers to give long discounts."

As for prices, there are those who think TVs are too closely priced right now. In words of one: "We've squeezed more than the water out of prices -- we're now squeezing the blood."

Fact is defense production increases are still far short of closing the gap caused by civilian curtailments, says important National Assn. of Purchasing Agents, reporting on nation's economy as a whole. It opines that December's firm prices were barely being maintained in January; that though inventories are lower and becoming better balanced, there are "more elements pointing to price declines than increases during the next few months."

The forces of inflation, says NAPA, have been spent, at least temporarily.

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Emerson's Ben Abrams is one who believes current NPA materials curtailments are proving boon to the industry. "Inventories are down," said he, "because our industry is selling more than it's currently producing. At around 100,000 sets per week output, inventories will continue to go down because the market can absorb more. I still think we're going to have TV shortages."

When? In about 2 months, said Mr. Abrams. "Over the long pull, we can't help but come out all right. Our output needed tightening up. We have learned the lesson of overproduction."

\* \* \* \*

Dun & Bradstreet December retail sales & end-of-December retail inventory figures, due by Feb. 1, weren't reported up to press time -- but RTMA disclosed that distributor inventory rose to 600,346 TVs as of Dec. 28 from 560,196 on Dec. 23; to 677,209 radios from 582,605. On Dec. 28, factory inventories stood at 206,741 TVs and 292,058 radios (Vol. 8:2).

Thus total factory-distributor TV inventories at end of 1951 were 883,950; D&B retail figure should complete this to show how trade really entered new year.



Production of TVs went to 111,101 for week ending Jan. 25, up from 105,673 week before (Vol. 8:4). Factory inventories fell to 205,663 from 227,196 -- a good drop but still higher than the 176,857 low of Jan. 4, 1952.

Radio production same week was 160,764 (66,777 private label) compared to 157,574 preceding week. Radio inventory rose to 294,339 from 257,707. The Jan. 24 week's radios were: 76,079 home sets, 15,433 portables, 18,331 clock, 50,921 auto.

\* \* \* \*

RTMA issued revised estimates of 1951 production this week -- 5,384,798 TVs compared with 7,463,800 in 1950, and 12,299,146 radios vs. 14,589,900 in 1950. The 1951 breakdown: 6,584,960 home sets, 1,264,319 portables, 4,449,867 auto. TV sets with FM circuits totaled 308,933 vs. 756,120 in 1950; radios with FM were 942,927 vs. 1,471,900 in preceding year.

Of the TV sets, 16-18-in. sizes (meaning mostly 17-in.) were far and away in lead: 2,108,594 consoles & consolettes, 1,829,695 tables, 235,872 combinations. Those with 19-21-in. ran poor second: 552,934 consoles & consolettes, 222,873 table, 65,619 combinations, 74,714 with radio. The 14-in. and smaller ran bare 250,000, and there were 958 projection-screen models listed for year.

**'RETREADS' A FACTOR IN CR TUBE TRADE:** Canvass of the major picture tube makers does not reveal any of them as yet in production of rebuilt tubes -- though "retreads," as they're called in the trade, are admittedly capturing a slice of the replacement market. Big firms indicate they may be forced to make reconditioned tubes to meet competition; if one makes a break, it's reasonably certain others will follow.

Sylvania's new trade-in policy for old tubes (Vol. 8:3) was interpreted by some to mean it would begin rebuilding tubes. But its officials firmly deny any such plans, say trade-in policy was purely a competitive move, old tubes being destroyed. RCA has new trade-in policy in works (Vol. 8:4), will make it known any day now.

"Retreads" undersell new tubes by as much as half, some guaranteed a year. Rebuilding works this way: (1) Worn out tubes with undamaged glass envelopes are bought for \$1.50 to \$4 and shipped to factory -- mostly small, reputable firms which can make a good product, though few are said to be fly-by-nights. (2) Old electron gun is taken out, tube washed, new phosphors put on screen. (3) New gun is welded in. Thus tube is virtually rebuilt from top to bottom, though some makers are said to be cutting corners by simply inserting new gun without washing out tube.

For dealers and distributors, trade-ins have become source of new income. Some who used to destroy old tubes, packed in cartons as safety measure, now simply seal up the cartons and ship them back to factory.

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Picture tube sales for new sets totaled 4,434,126 valued at \$106,150,834 during 1951, according to RTMA year-end figures released this week. Curiously, there were fewer tubes sold than sets made, which RTMA put at 5,384,798 -- indicating considerable holdover from preceding year. In 1950, sales were 7,473,614 tubes at factory value of \$198,737,428.

Trend to larger sizes continued, about 95% being 16-in. or over vs. 72% in 1950. RTMA breakdown shows: 16-18-in. rounds and rectangulars (mostly 17-in. rect.) comprised 72% of total vs. 61% in 1950; 19-in. or larger (mostly 20 & 21-in.) were 23% vs. 11%. The 24 & 30-in. tubes totaled only 18,770 units (.42%), projection units mere 480. Renewal market jumped to 674,284 in 1951 from 472,261 in 1950.

Receiving tube sales were 375,643,697 for year vs. 382,960,599 in 1950 -- the decrease due to decline in sales of new sets. There were substantial increases in exports, replacements and govt. purchases.

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Merger of Standard Coil Products Co. and General Instrument Corp. was agreed upon this week, 4 shares of SCP to be exchanged for 5 of GI. Standard Coil will operate GI as wholly-owned subsidiary, taking over plants in Elizabeth, N. J., Chicopee, Mass. and Joliet, Ill. SCP makes TV tuners, and through Kollsman subsidiary makes aircraft instruments; GI's main products are coils, condensers and record changers.

Covideo Inc., 212 Broadway, New York, would be barred from representing that it manufactures coin-operated TV sets, that it is old company, that it has competent staff of engineers or adequate facilities for TV research and experimentation, under terms of initial decision filed Jan. 31 by Federal Trade Commission hearing examiner J. Earl Cox (Vol. 7:39, 44). Covideo president Sidney I. Horwatt and v.p. Louis Brown have 30 days to appeal.

**Topics & Trends of TV Trade:** First major "casualty" of the tightened TV trade is Tele-tone Radio Corp., which this week petitioned Federal district court in New York under Chapter XI of the Bankruptcy Act with proposal to reduce unsecured claims by 50% and to settle at rate of 10% annually. Firm, headed by Sol W. Gross, was ranked ninth in TV production (175,000 units valued at factory at \$21,875,000) in Television Shares Management Co.'s "guesstimates" for 1950 (Vol. 6:8), though not among its top 10 for 1951 (Vol. 7:31).

New York petition Jan. 29 was voluntary, but on Jan. 31 an involuntary petition was filed in Newark against Tele-tone, whose main plant is in Elizabeth, N. J., listing claims of National Union Radio Corp. for \$41,980; Sylvania, \$39,624; Croname Inc., \$13,512. It alleged that Tele-tone had transferred \$200,000 of assets to certain creditors to give them preference, claiming also that a mortgage transferred to U. S. Govt. gave it preference.

Wilzin & Halperin, attorneys, stated firm has orders from Sears Roebuck in excess of \$600,000, lists assets at \$3,809,306, including \$2,873,000 stock in trade, \$929,544 accounts receivable, \$4812 cash, \$1200 trucks, \$750 patents & trademarks, plus real estate, insurance, etc. Liabilities total \$2,136,997, including \$810,512 unsecured claims, \$1,253,644 Federal taxes, \$72,841 New York and New Jersey taxes, plus secured claims of unknown amount.

Unsecured creditors listed in petition, referred to Referee Herbert Loewenthal, include: Fidelity Tube Corp., \$58,000; Sarkes Tarzian Inc., \$48,000; GE, \$47,000; National Union Radio Corp., \$32,000; RCA, \$31,000; Automatic Mfg. Co., \$25,000; United Wood Specialty Mfg. Co., \$25,000; Nunn Better Cabinet Co., \$22,000; Sylvania, \$21,000; Best Mfg. Co., \$18,000. Among 93 claims are following over \$5000:

J. Lefkowitz, \$51,250; Pyramid Electric Co., \$18,813; RCA, \$17,799; Bayview Cabinets, \$16,551; Hunt Bros. & Rosin, \$15,408; National Container Corp., \$15,206; Red Lion Furniture, \$15,194; Moses Shapiro, \$12,000; Glaser-Steers Corp., \$11,443; Precision Plastics, \$10,676; Croname, \$10,629; Quam-Nichols Co., \$10,414; Carbonneau Industries, \$10,197; Ratheon, \$10,145; Industrial Hardware & Mfg. Co., \$9411; Electronic Components Corp., \$8973; Dunwell Metal Products Co., \$8151; Teletran Corp., \$8022; Holyoke Wire & Cable Corp., \$7937; Todd-Tran Corp., \$7739; J. K. Lasser, \$7500; Radio Condenser Co., \$7477; Shatterproof Glass, \$7327; F. W. Sickles Co., \$7310; Edwin I. Guthman & Co., \$7224; A. W. Franklin Mfg. Corp., \$6627; Variable Condenser Corp., \$6601; Plastic Ware Inc., \$6458; Thomas Electronics Inc., \$6401; Aljon Photo Offset Service Inc., \$6315; Sprague Electric Co., \$6186; Judson L. Thomson Mfg. Co., \$5966; Model Engineering & Mfg. Inc., \$5757; Barreca Products Co., \$5668; Leonard Electric Products Co., \$5547; Eureka Tube, \$5003.

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GE this week laid off 1500 employes in Syracuse receiver plant after walkout of 50 welders and punch press operators caused shortage of parts for TV production. The strikers were UEW-CIO members, protesting suspension of an employe for carelessness. Union said strike was unauthorized, but only 7 returned to work. Company said it would not recall the 1500 until all 50 came back.

Canadian RTMA reports 78,438 TVs sold to end of 1951 at factory value of \$37,514,025, up 40,615 units from 1950 total of 37,823. Bulk of sales was shared by Windsor & Toronto-Hamilton areas, each taking 38% of total. Niagara Peninsula took 18%, remaining 6% going to other areas. Inventories totaled 15,102 as of Dec. 31.

National Assn. of Music Merchants holds 1952 show in New York's Hotel New Yorker, July 28-31.

**Merchandising Notes:** Some 10,000 buyers from 11 States, Alaska, Hawaii and western Canada due in San Francisco for Western Winter Market week of Feb. 4, the TV-radio-appliance trade dinner Feb. 6 to be addressed by Carl V. Kaecker, RCA Victor merchandise display mgr., speaking on "Capsule for Successful Selling" . . . RCA Victor's own distributing offices in Buffalo, Rochester, Detroit, Chicago, Kansas City and several others will handle Knapp-Monarch products henceforth, including Jack Frost oscillating fans, Koldair window fans, Duo-Aire fans . . . Gough Industries Inc., ex-Philco distributor in Los Angeles, planning to sell private-brand 24-in. TV set, called "Douglas," at \$595 in mahogany and Provincial, \$610 in blonde, manufactured by D. J. Roesch Co., Los Angeles (see *TV Factbook No. 14*) . . . "Fring-o-Matic" is name given new line of TV sets, ranging from 20-in. table at \$220 to 24-in. console at \$510, by Pacific Mercury Television Corp.; it will be shown in San Diego Feb. 6-8, Phoenix Feb. 14-17 . . . Emerson West Coast Corp., 111 Front St., San Francisco, has been established as factory distribution subsidiary covering northern California, retaining personnel of Century Distributing Co.; David J. Hopkins, Western regional sales mgr., named president; S. J. Cooper, v.p. & gen. mgr. . . . Appliance Distributors, 224 Dexter Ave., Seattle (Philip Toman, pres.), named CBS-Columbia distributor for State of Washington . . . Belmont (Raytheon) offering dealers week's all-expense trip to Mexico if they buy 50 sets in 3 months, to Bahamas if 30 sets . . . Scott Radio's John Meck says nearly half the TV-radio-phono combinations it now sells are in blonde cabinets, apace with trend to modern furniture, as against only about 15% year ago . . . DuMont has issued 115-p. manual for its distributors and servicemen, titled *Service Operations of the DuMont Distributor*.

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**Trade Miscellany:** Motorola has purchased, for \$1,250,000, plant of 200,000-sq. ft. adjoining its Chicago plant, using it for communications and electronics div. . . . Sylvania has purchased 55,000-sq. ft. Strickland Furniture Co., TV cabinet plant of Blair Park Furniture Mfg. Co., High Point, N. C., for \$350,000 . . . Chicago Coin Machine Co. reported by *Retailing Daily* to be "inspecting local TV plants with a view to buying into one of them and going into the TV business" . . . Aerovox, which bought out Electrical Reactance Corp. of Olean, N. Y., in 1949, has merged it into parent firm at New Bedford, Mass., now operates it as Hi-Q div.

First TV sets with "spot wobble" (Vol. 7:39) are being delivered by E. K. Cole Ltd. in Britain. New 15-in. table model has extra oscillator which moves spot up and down slightly as it crosses face of tube, removing prominence of lines. Selling for \$179.83 plus purchase tax, receiver has 13x10-in. picture, largest in United Kingdom for a table model. Meanwhile, BBC announced TV will be extended to Scotland for first time March 14 when station in Edinburgh area begins experimental transmission.

December excise tax collections on TVs, radios, components, phonographs, etc. totaled \$13,723,552, up from \$12,732,216 in November, more than double the \$5,483,962 of Dec. 1950. On phono records, Uncle Sam collected \$644,818 in December vs. \$1,419,846 in November and \$593,874 in Dec. 1950. Excises on refrigerators, air conditioners, etc. dropped to \$3,149,785 in December from \$5,185,582 in November and \$5,981,366 in Dec. 1950.

Salvage of tungsten rods from faulty tubes through ultrasonic device is reported by Raytheon. Company claims use of 27-kc frequency, which shakes glass beads from rods, is 10 times as fast as old hammering method. Device is also applicable to such glass-sealing alloys as molybdenum, platinum, kovar, rodar.



**Mobilization Notes:** Two out of every 3 dollars of military electronics procurement in fiscal 1953 will be for aircraft and related electronic equipment, if Congress approves military requests in President Truman's budget. President asked Congress to give armed forces authority to obligate \$52.4 billion more for military procurement in year ending June 30, 1953—\$9.3 billion less than the \$61.7 for current fiscal year.

This won't mean slowdown in defense production—far from it. Military output will increase steadily this year and next, as contracts signed earlier reach actual output and delivery stage. During fiscal 1953, Uncle Sam actually will pay far more for delivery of military equipment than in 1952—but most of these funds will be covered by obligational authority approved by Congress in 1952.

Of all military procurement programs, only aircraft will be maintained at same pace in fiscal 1953 as in fiscal 1952. Mr. Truman has asked for \$14.1 billion in new obligational authority for aircraft program in 1953 vs. \$14.9 billion in 1952. Authority for all other new procurement will come to \$7.6 billion, little more than half this year's \$14.5. While aircraft electronics contracts will continue to be placed at current high levels, other new electronics procurements are expected to drop to about 50% of fiscal 1952 rate. President Truman, in his budget message, pointed out that "in some of the new models [of aircraft], the cost of the electronic equipment alone represents more than the entire cost of World War II planes designed for the same type of mission."

Exemplifying the changing proportions of military procurement are these incomplete figures on electronics requirements of armed forces as stated in budget: Air Force requested \$300,000,000 in obligational authority for procurement of guided missiles vs. \$130,887,287 in 1952. Total guided-missile budget for all armed forces, therefore, is believed to be close to \$900,000,000—and electronics equipment comprises one-third to one-half the cost of guided missiles. Air Force also asked \$400,000,000 for electronics and communications equipment, exclusive of factory-installed equipment in aircraft—about same as 1952 figure. For research and development, Air Force's largest single request is \$110,381,000 for guided-missile work; \$68,697,000 is listed for Air Force electronic research and development, increase of \$14,000,000 over fiscal 1952.

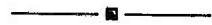
Army estimates \$225,909,000 for new electronics-communications procurement, just about half of its 1952 figure. Navy's request for ship electronics procurement is \$143,589,000, less than half the \$340,649,100 in 1952.

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Chrome stainless steel was removed from CMP this week in NPA's first major decontrol action. Adequate supply of non-nickel-bearing stainless eliminates necessity for controls on this metal, NPA explained. Principal use of the metal by TV-radio industry has been for metal-cone CR tubes (Vol. 8:2-3), but it may also find use as cabinet trim, antenna parts etc. The control agency named steel industry task group Jan. 30 to study problem of decontrolling other steel products which are in good supply. NPA tightened its curbs on use of nickel-bearing stainless simultaneously with its decontrol of chrome stainless, reducing from 1500 lbs. to 500 lbs. the amount of nickel-bearing which may be obtained quarterly by self-certification.

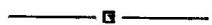
New atomic energy div. has been formed by Sylvania for expanded govt. research and development. Walter E. Kingston, formerly manager of Sylvania's metallurgical laboratories at Bayside, N. Y., is director of new division, which will be located at Sylvania Center, 56-acre research site at Bayside. Company is building 50,000-sq. ft. laboratory there for atomic work, expected to employ 500 persons.

**Trade Personals:** Edmund T. Morris Jr., having ended tour of govt. duty as chief of DPA Electronics Production Board and NPA Electronics Div., rejoins Westinghouse Feb. 4 to handle military contracts work . . . W. W. Watts, RCA engineering products v.p., seriously stricken with hepatitis (rare form of inflammation of the liver) several weeks ago, remains bedridden at his home in Wynnewood, Pa., probably will be on sick list at least month more . . . F. F. Duggan, ex-sales mgr., Avco American Kitchens Div., named asst. gen. sales mgr., Crosley Div., under W. A. Bles, succeeded by Charles K. Clarke . . . Paul Gaynor, ex-Buchanan & Co., ad agency, appointed v.p. in charge of merchandising, CBS-Columbia Inc.; Edwin Weisl Jr., adv. mgr., has resigned . . . Frederick W. Reynolds, ex-DuMont, joins application engineering staff of Sprague Electric Co., New York office . . . Charles McKinney named Belmont adv. mgr., succeeding Al Henry, now handling contracts; Charles Lunney, asst. adv. mgr., resigns to join Sylvania . . . W. R. McAllister, ex-Capehart-Farnsworth Eastern mgr., heading national sales for Shaw Television Corp., now expanding its distribution . . . Joseph G. DeVico promoted to director of adv. & sales promotion, Majestic . . . Harold Dittenhoefer, ex-Tele-tone & DeWald, appointed Olympic TV field service mgr. . . . Stanley W. Church, mayor of New Rochelle, N. Y., elected v.p. & director, Sightmaster Corp. . . . Hal Dietz promoted to gen. mgr., Emerson-New York Inc. . . . Robert E. Gramer, v.p., Gramer Transformer Corp., who sold control to James M. Blackledge, now president, has become western sales mgr. with headquarters at 2738 E. Third St., Phoenix . . . Hugh F. McTeigue appointed to direct RCA Service Co. accelerated military electronics training program under P. B. Reed, v.p. in charge of govt. service div. . . . Fritz P. Rice named mgr. of DuMont CR tube div. under Irving G. Rosenberg, now director of manufacturing, engineering & sales operations of TV plant in E. Paterson.



Justin R. (Ted) Sypher, chief of military equipment section, NPA Electronics Div., becomes acting chief of division's end equipment branch Feb. 4, replacing J. A. (Shine) Milling who takes over as division director. Mr. Sypher will serve in new post until man from industry is selected for job. K. J. Plucknett this week leaves division's transformer section to join Interior Dept. water & power div. Joseph Yanchulis, formerly of plant expansion section, has transferred to Consumer Durable Goods Div. flashlight & battery section.

Under 3 divisional sales managers headquartered in Cincinnati—E. W. Gaughan in charge of Eastern div., M. R. Rodger, Central; T. H. Mason, Western—Crosley has set up new sales organization of zone managers, one each for TV-radio, refrigerators and appliances. The TV-radio zonemen: P. J. Reed, New York; H. A. Hoffmeir, Philadelphia; J. C. McDevitt, Atlanta; L. Molenda, Cleveland; B. M. Morehouse, Cincinnati; H. T. Preston, Chicago; J. T. Caviczal, Kansas City; C. F. McGraw, San Francisco.



Minority stockholders of WIZE, Springfield, O., this week sued Secretary of Commerce Charles Sawyer, his wife and other directors for \$112,080 for allegedly making improper salary allowances to the Sawyers, charging Secretary Sawyer was paid \$70,000 salary in last 7 years for services allegedly "negligible in amount and cursory in nature" while Mrs. Sawyer drew \$16,800 as secretary though rendering "no service of any kind." Also sought is recovery of \$21,000 in rentals of space in Mr. Sawyer's law offices in Cincinnati. The minority group owns 112 of the firm's 250 shares. Secretary Sawyer also owns WING, Dayton, and recently bought WCOL, Columbus (Vol. 7:52).

### Count of TV Sets-in-Use by Cities

As of January 1, 1952

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

**F**INAL COUNT of 15,777,000 sets-in-use at end of 1951 is recorded by NBC Research in its monthly TV "census" report, which added 600,800 for December. No extraordinary gains were shown for any particular city, even New York being accredited with only 80,000 for month to bring total to 2,800,000. Chicago and Los Angeles are placed in tie for second with 1,090,000 each, Philadelphia holds third place by passing million-mark (1,001,000). Following is the Jan. 1, 1952 count (consult individual stations for their estimates of number of families within respective service ranges):

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
<i>Interconnected Cities</i>			<i>Interconnected Cities—(Cont'd)</i>		
Ames (Des Moines) .....	1	76,000	Omaha .....	2	112,000
Atlanta .....	3	152,000	Philadelphia .....	3	1,001,000
Baltimore .....	3	358,000	Pittsburgh .....	1	358,000
Binghamton .....	1	50,200	Providence .....	1	191,000
Birmingham .....	2	88,300	Richmond .....	1	105,000
Bloomington, Ind. ....	1	21,000	Rochester .....	1	125,000
Boston .....	2	848,000	Salt Lake City .....	2	70,200
Buffalo .....	1	248,000	San Diego .....	1	112,000
Charlotte .....	1	117,000	San Francisco .....	3	315,000
Chicago .....	4	1,090,000	Schenectady .....	1	194,000
Cincinnati .....	3	305,000	St. Louis .....	1	363,000
Cleveland .....	3	568,000	Syracuse .....	2	160,000
Columbus .....	3	191,000	Toledo .....	1	148,000
Davenport-Rock Island ..	2	85,100	Utica .....	1	64,000
Dayton .....	2	170,000	Washington .....	4	324,000
Detroit .....	3	604,000	Wilmington .....	1	90,000
Erie .....	1	58,900	<b>Total Interconnected</b> .....	<b>95</b>	<b>14,931,100</b>
Grand Rapids .....	1	81,000	<i>Non-Interconnected Cities</i>		
Greensboro .....	1	76,000	Albuquerque .....	1	13,000
Huntington .....	1	66,000	Brownsville (Matamoros, Mexico) .....	1*	10,300
Indianapolis .....	1	188,000	Dallas .....	2	149,000
Jacksonville .....	1	52,000	Fort Worth .....	1	116,000
Johnstown .....	1	133,000	Houston .....	1	82,000
Kalamazoo .....	1	69,000	Miami .....	1	78,400
Kansas City .....	1	181,000	New Orleans .....	1	92,300
Lancaster .....	1	131,000	Oklahoma City .....	1	39,000
Lansing .....	1	80,000	Phoenix .....	2	63,400
Los Angeles .....	7	1,090,000	San Antonio .....	1	125,000
Louisville .....	2	122,000	Seattle .....	1	77,500
Memphis .....	1	115,000	Tulsa .....	1	845,900
Milwaukee .....	1	306,000	<b>Total Non-Interconnected</b> .....	<b>14</b>	<b>845,900</b>
Minneapolis-St. Paul .....	2	302,000	<b>Total Interconnected and Non-Interconnected</b> .....	<b>109</b>	<b>15,777,000</b>
Nashville .....	1	54,800			
New Haven .....	1	224,000			
New York .....	7	2,800,000			
Norfolk .....	1	97,600			

\* Preliminary estimate, U. S. sets only.

Note: TV sets sold in Canada totaled 78,438 up to Dec. 31, 1951, according to Canadian RTMA (see p. 10). Since Canada has no stations of its own and nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The CRTMA area count as of last Dec. 31: Windsor 30,063, Toronto-Hamilton 29,728, Niagara Peninsula 14,139, other areas 4508.

Note: These sets-in-use figures supersede Dec. 1, 1951 figures used in tabulation on p. 108 of *TV Factbook No. 14*.

Theatre-TV hearing was postponed again by FCC from Feb. 25 to March 10 (Vol. 8:2, 4). At Jan. 31 meeting, Commission also extended deadline for filing appearances to Feb. 15, 1952 from original date of Feb. 27, 1950, granting requests for late appearances by Fair TV Practices Committee, Theatre Network TV Inc., AFL, Authors League of America, Radio & TV Directors Guild, United Service Artists Local Union 829, International Alliance of Theatrical State Employees. At same time, Commission enlarged hearing issues to include questions of competition between proposed theatre-TV systems and who would operate theatre-TV stations. NARTB informed Commission this week that engineering director Neal McNaughten and/or others would appear at hearing. United States Independent Telephone Assn. also declared intention of participating in proceeding to back AT&T's contention that common carriers can provide adequate theatre-TV facilities.

**N**ETWORKS JOINTLY added powerful statistical voice to buildup of radio this week by releasing new estimate of 105,300,000 radio sets-in-use, or "one set for every person of voting age." That's an increase of 9,300,000, or 9.7%, over the 96,000,000 radios estimated one year ago by Joint Radio Network Committee composed of researchers Don Coyle, ABC; Edward Reeve, CBS; Henry Foster, MBS; Hugh M. Beville Jr., NBC. During 1951, RTMA figures showed radio production of about 12,300,000 units, so that 9,300,000 added to radio count allows reasonable factor of obsolescence.

Of the new sets, 900,000 went into new radio households, 4,000,000 were secondary and portable units, 4,400,000 went into automobiles. For first time, a new category of sets is included—those in institutions, dormitories and barracks, accounting for 900,000. Here's the official JRNC tabulation:

	No. of Radio Sets as of	
	Jan. 1 1952	1951
Radio Households .....	42,800,000	41,900,000
Secondary & Portable Sets in Homes .....	34,000,000	30,000,000
Radio-equipped Cars .....	23,500,000	19,100,000
Sets in Institutions, Dormitories & Barracks .....	900,000	*
Sets in Other Places .....	4,100,000	5,000,000
<b>Total Sets</b> .....	<b>105,300,000</b>	<b>96,000,000</b>

\* Included with Sets in Other Places in 1951.

TV-radio isn't victim of discrimination in Johnson-Case bill (S. 2444) proposing ban on distilled-spirits commercials (Vol. 8:3-4), "dry" witnesses told Senate Interstate & Foreign Commerce Committee during first phase of hearings Jan. 30-31. Typical of statements by church leaders and other temperance witnesses were those of Dr. Sam Morris, associate editor of prohibition newspaper *National Voice*: (1) TV-radio knows no age limit, isn't hampered by inability of children to read as are newspapers and magazines. (2) Printed media are private enterprises, but radio frequencies belong to the people. Sen. Johnson (D-Col.) characterized present hard-liquor commercials in Hawaii and Alaska as distillers' "toe in the door," urged "preventive legislation" against further inroads. Bulk of opposition to bill, including NARTB, distillers, ad agencies, will appear at next phase of hearings Feb. 6, but 2 opponents testified this week—George D. Riley, AFL legislative representative, and Charles E. Sands of AFL's Hotel & Restaurant Employes and Bartenders' International Union. Riley epitomized their stand with question: "How long will it be before . . . same limitation [is] placed on the printed word as on the spoken word?"

Threat of libel suits resulting from political broadcasts would be considerably lessened for station licensees under bill (S. 2539) introduced Jan. 29 by Sen. Johnson (D-Col.). It differs from one introduced Sept. 25, 1951 by Rep. Horan (R-Wash.) in that political speakers would be required to post bonds equaling one year's salary of office sought. Licensee would then be liable only to extent of bond. Under Rep. Horan's bill, licensee would not be liable in any civil or criminal action resulting from political broadcast. Both bills would retain liability of licensee if he commits the libel himself.

Five applications filed with FCC this week brought total pending to 486, of which 29 are uhf. Requests, all vhf, came from KLCN, Blytheville, Ark., for No. 3; Sheldon Anderson, Visalia, Cal., No. 3; KRDO, Colorado Springs, Colo., No. 10; WSAL, Logansport, Ind., No. 10 and KFYO, Lubbock, Tex., No. 5. [For further details, see *TV Addenda 14-C* herewith; for listing of all applicants to date, see *TV Factbook No. 14* and Addenda to date.]



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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**COPIES OF FCC 'FREEZE-THAW' REPORT:** Television Digest will publish, as part of its regular service, the full text of FCC's Allocation Report ending the freeze -- with all channel tables, rules, regulations (including graphs), procedures and details necessary to present and prospective TV station operation. It will go out to all full-service subscribers as soon after release by FCC as we can print it.

FCC tells us document will run some 600 pages of single-spaced typewriter text, which means 200 or more pages of our usual printed supplement format. We have tentatively arranged for the services of 4 Washington printshops to get the volume out simultaneously with or within reasonable time after FCC release date, expected within month or so. FCC says it will have only limited supply of mimeo copies.

Each of our full-service subscribers will get one printed copy without charge. Orders for extra copies at \$5 each will be accepted before publication if they're in quantities of 10 or more. Price of single copies ordered after publication will be higher, depending on our print costs.

**FCC FREEZE PROGRESS & RTMA FORECASTS:** March 1 date for lifting freeze begins to look too optimistic -- even to FCC commissioners, some of whom now talk about March 15. But one major hurdle was passed this week when Commission tentatively, and perhaps permanently, resolved question of differing station spacings in various areas.

It looks like 3 separate mileage criteria will emerge, with these possible co-channel spacings: 170 mi. in East, 190 from Midwest to Pacific, 220 in Gulf area. Reason for variations is that more people can be covered with more stations. In East, population is largely urban; in Midwest, rural population dictated greater spacing; in Gulf area, greater tropospheric interference requires wider separations.

FCC met on allocations only 2 days this week, reason being it had to wait for staff to try various spacings on for size. It's expected most of next week will be devoted to subject, with FCC returning to specific city-by-city allocations.

DuMont's petition for oral argument on whole allocation plan still hasn't been denied by FCC, leading to some speculation that company's request might be granted. But virtually all other such demands have been turned down, so DuMont is expected to fare same as rest--except that Commission is likely to wait until final decision in order to show that DuMont's nation-wide plan was considered throughout whole allocation deliberation.

Just what freeze-lifting will mean, in terms of new stations and new set demand, was predicted by RTMA's task force (Vol. 7:44) whose full report is expected to be released in week or so. Four-man committee headed by Philco's Wm. Chaffee sailed into 2-months' study with primary purpose of determining whether TV's post-freeze expansion can be accomplished without more materials than are being allocated -- and concluded it could be. Second purpose was to predict rate of post-freeze growth, and committee came up with these calculations:

(1) Increased demand for sets, due to new stations and increased coverage by existing outlets, will be between 750,000 and 1,660,000 by July 1, 1953.

(2) CPs for new stations will total 130 by end of 1952; 190 more will be granted in 1953. Ten existing stations will get power increases by end of 1952.

(3) New stations on air this year will number 22, all vhf, in 21 markets. By mid-1953, 64 new stations should be on air in 59 new markets and in 5 old. End of 1953 should see total of 193 new outlets, 64 of them uhf.

(4) Already delivered to prospective telecasters are 28 transmitters; 20 more are in manufacturers' stock, and 154 are in production with materials assured.

(5) Power hikes in 40 present markets will be effected by mid-1953, thus increasing area covered in those markets by 2½ times, population by 25%.

(6) Materials for tower-building construction "can be reduced to amounts presently allowed under NPA regulations by using presently existing structures and buildings." Towers are a "critical item," confirming our report of last week.

\* \* \* \*

Net conclusions of report seem realistic, despite fact that 130 CPs by end of this year sounds incredible. Salient point, which we've constantly tried to stress, is that market potential will undergo very gradual growth.

Those 130 new CPs were based on FCC estimates, presume that the grants will be handed out very quickly in small, uncontested markets -- long before big-city applicants have been weeded out through snail's-pace hearings.

Other members of task force besides Chaffee, Philco v.p. and purchasing director: Keeton Arnett, asst. to Dr. Allen B. DuMont; Adm. Edwin D. Foster, RCA v.p. and mobilization planning director; C.W. Michaels, GE marketing analyst.

Report will be sent to full-service subscribers as soon as it's available; we've arranged with RTMA to provide enough copies to meet our demand.

**PLENTY SOUND-&FURY—BUT NO COLOR:** No outright repeal of NPA color ban seems likely as result of industry-Govt. color TV conference Feb. 8 -- but resulting headline-producing "battle of the press releases" and resurgence of newcasts about color TV can surely add plenty more to public confusion.

What the uproar is least likely to produce is any real revival of the now moribund, though FCC-approved, incompatible color TV system -- certainly not while a compatible, all-electronic system is in the works.

Current tempest-in-a-teapot, sparked by Paramount Pictures and Senator Johnson, will probably result in amendment and clarification -- perhaps even rewriting of NPA Order M-90 banning color sets. One amendment being considered would confine ban to home color sets only, permit manufacture of color theatre-TV equipment.

But NPA has no intention of giving any manufacturer extra materials to make color sets even if M-90 should be revoked. Asst. NPA administrator Horace B. McCoy, made that clear at outset of 2-hour conference attended by score of manufacturers, govt. officials and one top labor leader. [For list of those attending, see p. 8.]

With that in mind, he told us as he emerged from meeting that scarcity of technicians and engineers -- not materials -- was biggest problem. "We can't act on basis of this meeting alone," he added. "There are other considerations. But if we do have an order, we want one that will work."

As for color theatre TV, Mr. McCoy said "it might not be necessary in light of today's conference" to grant request of the film industry for meeting to discuss revision of M-90 that would exempt theatre TV from ban (Vol. 8:4).

Further evidence of NPA's stand on M-90 may be discerned in this sentence from official press release of the meeting, approved by Mr. McCoy:

"The predominant view [of manufacturers and others attending] was that the order should be retained to prevent diversion of highly-skilled technicians from defense-related work to production of color TV equipment."

If NPA amends or repeals M-90, action could come within a week. Or it might take as long as 6 weeks, depending on the unanimity of officials concerned.

\* \* \* \*

Paramount Pictures Corp., as half-owner of Chromatic Television Labs, the developer of Lawrence tri-color tube, apparently is taking up the color-now campaign



where CBS left off, saying it wants to make and market the tube and receivers.

Industry forces are generally opposed or lukewarm -- including CBS -- even though some, notably both CBS & RCA, favored lifting ban and letting manufacturers do as they please with their materials allotments.

Paramount's motives were puzzle to most observers. If it should get its way and color order is rescinded, Chromatic obviously couldn't make much dent in the trade, with only a miniscule number of sets. And amount of colorcasting would probably be close to nil.

What worries manufacturers, merchandisers and telecasters most -- and that now includes CBS -- is that trade might get hurt at time it's approaching point of adjusting supply to demand. Even now, consumers are mainly buying lower-priced sets -- attributable to anticipation of uhf, unstable pricing, and probably lingering uneasiness lest color will suddenly "come in".

\* \* \* \*

What would Paramount do if NPA said, "O.K., go ahead"? Its president Barney Balaban told us: "We wouldn't expect to do any mass production. Perhaps we'd make 5, 10, maybe 40,000 sets and see what the public reaction was." Would he put color on Paramount's own KTLA, Los Angeles? "I don't know. We'd have to see what CBS does. They have a lot invested in color."

Paramount's current role of Lone Ranger in the color-now campaign even has own corporate partner DuMont baffled. It has given rise to all sorts of rumor and scuttlebutt, including these:

(1) Paramount wants to get lots of publicity for its Lawrence tube and to establish patent position in color generally.

(2) Big movie-producing company is anxious to "make character" with FCC in light of "monopoly" aspects of hearing now going on to determine Paramount's fitness as TV station licensee (see p. 6).

(3) Chromatic may be preparing for stock issue. Mr. Balaban denies this, told us Paramount has no plans for expanding either Chromatic or its subscription-TV system (Telemeter) through public stock sale. "We feel that at the current stage, we should spend our own money on development, not the public's," said he.

(4) Movie folk would welcome confusion in trade that would scare off set buyers, thereby slow down growth of TV audience which is manifestly developing at expense of movies to some extent. But this wouldn't seem to hold water in light of Paramount's big equity in DuMont and its eagerness to get more TV outlets of own.

\* \* \* \*

Meeting at NPA got off to angry start when RCA chairman David Sarnoff read strongly worded statement charging that Order M-90 "came out of a situation artificially created by one company to solve its own perplexing problems." He reviewed CBS pledges to FCC to produce its color set for \$300, converters for \$150, adapters for \$32 to \$50, and to program color 20 hours a week, some in prime evening hours.

CBS fulfilled none of these promises, but found itself "hopelessly on the hook," said Gen. Sarnoff. "It wasn't broadcasting its color as Mr. Stanton had promised, the price of CBS color sets was about double what CBS witnesses told the FCC it would be, the public was not buying CBS color sets, sponsors were not buying CBS color time, CBS affiliated stations were accepting few color programs, expenses were mounting terrifically."

Sarnoff went on to say he's convinced CBS itself now realizes its color system is "commercially impractical and not acceptable to the American public" and ventured opinion it wouldn't make color sets even if M-90 were rescinded.

Denying he was seeking to "embarrass a competitor," Gen. Sarnoff urged that the control be removed from end products, that set manufacturers be permitted to use allotted materials for either black-&-white or color, whether by amending order or rescinding it entirely. He also opposed ban on color theatre-TV equipment, said it wasn't discussed at Mobilizer Chas. E. Wilson's first color conference (Vol. 7:43).

Gen. Sarnoff's recommendations apparently were pitched to Dept. of Justice,

which is rumored to be investigating (at FCC behest) possible anti-trust aspects of manufacturers' near-unanimous stand against CBS system of color TV.

His remarks were also meant as answer to rumors that RTMA members had met in advance of Feb. 8 meeting to buck changes in order -- a rumor to which Paramount attorney Paul Porter alluded at meeting itself, drawing vehement denials.

\* \* \* \*

CBS president Frank Stanton, obviously angered, arose to say he didn't feel NPA meeting was proper place to reargue color controversy, so he would address self only to Order M-90. He explained that his interpretation of Oct. 25 agreement was that end products wouldn't be banned, but that manufacturers would be permitted to make color sets if they could do so with no additional materials. But he noted that M-90 specifically bans all "commercial production" of color sets.

"As a practical matter," said Stanton, "the result was the same [since] CBS-Columbia did not have enough materials allocated to embark upon a sufficient color production program." He recommended M-90 be withdrawn and superseded by an order or statement that NPA will grant no manufacturer extra materials to make color sets. He also asked clarification of question of "color equipment for non-broadcast use" and of built-in adapters and other aids to future color reception.

Stanton got in his licks against Sarnoff a few hours after conference when he issued statement charging RCA chairman with "ignoring the truth" and seeking to obscure CBS contributions to color by "unprincipled attacks." He said:

"Everybody knows that CBS has been the leader in the long and difficult struggle to bring color TV to the public, despite the persistent opposition of Mr. Sarnoff...[He] today abused the processes and machinery of the govt. defense program [to] carry on his bitter and desperate campaign to frustrate color...He continues to use every forum for his campaign, except the forum which has been designated by Congress to evaluate his claims -- the FCC.

"If Mr. Sarnoff really believes that the RCA system is now ready to be adopted, he well knows that the FCC, and not the NPA, is the place to go." Stanton challenged RCA to go to FCC and "once and for all put an end to the doubts and confusions which he has engendered." He also quoted from a hitherto undisclosed letter from Sen. Johnson, praising CBS's "courageous and unrelenting fight...on behalf of color TV." Johnson letter added:

"Because of you, the greatest improvement in the art since it came into being is at hand here and now and ready to serve the moment conditions permit. Of course, when NPA contended that national defense required all the materials which you were using to give the people better TV, there was nothing you could or would do other than click your heels and salute Old Glory...I glory in your spunk and in your tenacity of purpose and for the brave way you have accepted the blow from NPA."

\* \* \* \*

Chief protagonist of drive to erase M-90, despite byplay between RCA & NBC, was Paramount as half owner of Chromatic. Barney Balaban called M-90 order indefensible in that it regulates end products. He asserted:

"I can state flatly that Chromatic Laboratories has developed the Lawrence tube to the point where a set with that tube in it can produce a black-&-white or color picture, and yet uses no other materials than are utilized in any black-&-white set." He agreed with Stanton's contention that Oct. 25 agreement didn't ban color TV production as such, merely barred use of extra materials for color.

The color ban, said Balaban, "needlessly frustrates progress in TV." He asked whether M-90 was imposed on behalf of TV manufacturers "to tie up the loose ends of the October meeting and provide a decent burial for the Lawrence tube."

Sen. Johnson's remarks were brief and mild -- in marked contrast to his recent letter to Mr. Wilson stating that his Interstate & Foreign Commerce Committee "will not, without protest, stand idly by and see [color] delayed arbitrarily and capriciously." The Senator told NPA conference:

"I'm talking only for myself. I have not consulted my committee. I feel, from my own deep interest in the color matter, that you ought to revoke Order M-90 in the public interest." That was all.



The wide divergence of views at Feb. 8 meeting was in marked contrast to the apparent harmony of Oct. 25 conference with Mr. Wilson. All 20 manufacturers at session were given opportunity to comment.

Most of the manufacturers seconded GE's Dr. W.R.G. Baker, who said that if any manufacturer makes or promises color sets, all others would be obligated, for competitive reasons, to transfer enough materials and technical personnel to design and tool up for color production.

Dr. Allen B. DuMont said Order M-90 had permitted him to "cut out quite a few projects" such as tooling up for adapters, converters, discs, etc. If order is rescinded, he said, and if anybody undertakes to make color sets, there's no doubt manufacturers would need manpower which should be occupied on defense-related work.

One manufacturer, who told Oct. 25 meeting that 4-5% of his engineers were engaged in color development work, said if commercial color production were permitted now, he'd have to put 3-4 times that many on color production engineering to handle tooling up processes. Another reported that since M-90 was issued he had taken 40-50 engineers off color & reassigned them to other work, including defense.

IUE-CIO president James Carey spoke up to urge retention of M-90 so as to avoid another color-induced trade slump. But he urged that manufacturers be permitted to include built-in adapters in present sets "to protect the public."

\* \* \* \*

This was the general lineup of opinion, as expressed by company spokesmen when they were given their innings before NPA:

For rescinding order or amending it to permit color production: Chromatic, CBS, RCA, Wells-Gardner.

For letting order stand as is: Admiral, Crosley, Color TV Inc., DuMont, GE, Hallicrafters, Hazeltine, Magnavox, Motorola, Philco.

For amending order to permit color theatre TV: General Precision Labs, with some of the other manufacturers, notably Motorola.

No recommendation: Emerson, Trav-Ler, Webster-Chicago, Westinghouse, Zenith.

Said NPA officially, summing up: "The prime consideration will be whether M-90 is conserving materials and manpower for the defense effort."

**FCC NOT OUT TO 'GET' TV STATIONS:** No need for the telecasters to have kittens, or to fear program crackdown or "blue book" implications, in FCC's action last week granting 26 stations only temporary license renewals while issuing regular renewals to 52 (Vol. 8:5). Though the stations may have been caught off-balance, careful inquiry indicates they're no victims of any long-planned "plot".

Most aren't in any real trouble, though a few may be kept dangling awhile. This week saw rush of licensees and their attorneys to Commission, explanations in hand showing why their program schedules appeared to lack educational and religious offerings. Most are prepared to show that apparent imbalances are coincidences, that Commission's "composite" week for year gives false impression.

Actually, it's another case of "moral suasion" rather than big-stick threat -- scare headlines to contrary notwithstanding. At least, that's how it's taken at Commission, where members and staff are far too busy with end-of-freeze problems to take time out for more than a bit of nudging the industry not to overlook its public service obligations just because TV time is in such great commercial demand.

Manner in which matter came up indicates there was nothing calculated or devious in FCC action. Commission met, studied stations' reports of programming types. After noting that number showed no programs under religious or educational classifications, Chairman Coy made motion that such stations be given only temporary renewals. Majority agreed. Only Comr. Jones dissented, feeling that all ought to be put on temporary basis until reasons behind each discrepancy were fully explored.

Commission wasn't acting for fun of it, of course, but it isn't disposed to inflict "capital punishment" on stations -- not yet, and not until industry has had chance to try its new code which goes into effect March 1 and which Commission has repeatedly commended.

WITH ITS ANTI-TRUST "past" behind it, Paramount Pictures Corp. should now appear "clean" as a TV licensee, in eyes of FCC. At least, that's what company's top executives testified this week as second phase of complex "monopoly" hearing began. This week, also, Paramount president Barney Balaban enlarged on his thesis that there's no basic conflict between TV and movies, that the two can get along "like brother and sister."

At week's end, DuMont counsel filed motion for severance from rest of hearing, arguing that first phase of hearing (Vol. 8:3-4) proved Paramount has never controlled, and cannot control, DuMont through its 25% stock interest (electing 3 of 8-man board). But there are some at Commission who say severance motion is academic—that Commission can't sever DuMont without pre-judging Paramount case inasmuch as 3 Paramount men sit on DuMont board.

Second phase of hearing, which may last 4-8 weeks, will inquire into: (1) Renewals of licenses of KTLA, Los Angeles, and WBKB, Chicago. (2) Transfers of those 2 stations to the 2 corporations—Paramount Pictures Corp. and United Paramount Theatres—which resulted from consent decree splitup of old Paramount Pictures Inc. (3) Proposed merger of ABC-UPT, involving \$6,000,000 sale of WBKB to CBS.

Balaban and Stanton Griffis, chairman of Paramount's executive committee, and until recently U. S. Ambassador to Spain, testified that Paramount showed early faith in TV by investing in DuMont and other TV companies and by building Los Angeles & Chicago stations. Balaban said Paramount spends over \$1,000,000 a year on TV research.

Paramount has no ban on releasing movies to TV, Balaban said—it's just that TV hasn't been able to pay the price. Only \$35,000-\$50,000 per film can be realized from 108 TV stations, compared with \$125,000-\$750,000 from reissues to theatres. With 1000 stations, he said, TV may be able to compete. He believes subscription TV will be next big development in TV.

**Personal Notes:** Craig Lawrence, ex-mgr. of WCOP, Boston, & ex-v.p., Cowles Broadcasting Co., succeeds G. Richard Swift as gen. mgr. of WCBS-TV, N. Y., effective Feb. 18; Mr. Swift goes to Bolling Co., rep firm, as v.p. in charge of TV . . . Hulbert Taft Jr., president of WKRC & WKRC-TV, Cincinnati, had narrow escape Jan. 27, suffered only minor bruises, when Beechcraft plane he was piloting to Cleveland hit high tension wire coming down in fog at N. Lewisburg, O. . . Worthington Miner, producer of CBS-TV's Westinghouse-sponsored *Studio One*, quits that network April 1 to become NBC-TV producer; show continues under Donald Davis and Dorothy Matthews . . . Richard Paek, ex-WNEW, New York, joins WNBT as program mgr. March 10, succeeding Ivan Reiner, who becomes TV production supervisor; Paek was WNEW program director under gen. mgr. Ted Cott, now mgr. of NBC's WNBT & WNBC . . . Fred Shawn, TV operations chief, named to head NBC station relations for radio, succeeding Norman Cash, now with WLWT . . . Richard A. Schlegel promoted to operations mgr., WCAU-TV, Philadelphia . . . Phil Hoffman, mgr. of ABC's KECA-TV, Los Angeles, now reporting to Wm. Phillipson, network's western div. director, in separation ordered by president Robert Kintner; Don Tatum now in charge of network & regional TV in Hollywood, Robert Laws in charge of network sales, Wm. Larimer named ABC national spot sales mgr. in Los Angeles . . . J. Norman Nelson, ex-ABC western div. sales promotion mgr., named managing director, Southern California Broadcasters Assn. . . Arthur C. Schofield, ex-Raymer, named sales promotion mgr. of Fort Industry Co. (Sicer) stations, with headquarters in New York under

As far as movie business is concerned, Balaban said, his company moved quickly "to put its house in order" after consent decree. He said he has been a progressive business man; his theatres were first with air-conditioning, he said, and he conceived the deluxe theatre that became industry's model.

Commission counsel Fred Ford's cross-examination tried to determine, even though Paramount has complied with anti-trust consent decree, whether Balaban's old business philosophy is still same. Ford asked how he now felt about such outlawed movie-distribution practices as pooling agreements, setting of minimum admission prices, block booking. Balaban answered that he thought practices were good from business viewpoint, but that they were abandoned when ruled illegal.

Balaban was questioned closely about past business relations with his brother John, president of Balaban & Katz theatre company and a UPT director. Ford evidently sought to find out whether there might still be liaison between the producing and distributing firms through this family relationship—despite divorcement.

Ford wanted to know if Paramount's interest in "free" TV, subscription TV (50% interest in Telemeter), theatre TV, and in conventional movie distribution might lead to conflicts—presumably to detriment of TV through stifling of competition. Which would Paramount favor in the event all such media bid for same picture? Balaban answered that he didn't think there would be any conflict, that a certain type of film probably would go to each.

Griffis related how Paramount in late 1930's foresaw future of TV, at first failed in attempt to "ally" itself with Farnsworth, AT&T or RCA, finally bought into the then small firm of DuMont. He testified that it was purely a financial and scientific investment, with no thought of trying to control DuMont. Paramount, he said, has always considered public interest above profit making, keeping hands off companies in which it has invested.

sales v.p. Tom Harker . . . James H. Ferguson, program director, WSAZ, Huntington, W. Va., moves to WSAZ-TV as sales director . . . Richard M. Allerton, ex-Free & Peters and ex-Crossley Inc., named NARTB director of research, succeeding Dr. Kenneth R. Baker, who resigned last Sept. to organize Standard Audience Measurement Service, N. Y.

"Weep no tears for radio stations in markets where TV stations are operating," reads Feb. 6 press release from BAB, which reports that confidential poll of radio station managers in the 6 cities with highest TV penetration—New York, Philadelphia, Boston, Chicago, Detroit, Los Angeles—showed 1951 was best year in history for many: 55% reported billings ahead of 1950, 15% no appreciable change, 30% less. Gains or losses ran 5% to 10% of 1950, highest gain being 45%, largest loss 24%. Said BAB president: "This survey proves again that radio has not been affected substantially by TV . . ."

Dropping its third and last FM station, WFDR in New York, International Ladies Garment Workers Union estimated it had sunk some \$1,500,000 into FM. It's probable that Morris Novik, union's radio consultant, will buy station, make it adjunct to AM station WLIB, in which he and his brother are principal stockholders. ILGWU had previously closed down Chattanooga station and sold Los Angeles outlet to KFWB.

TV is blamed for 1951 closings of 91 out of Chicago's 336 movie theatres, or more than in preceding 25 years combined, by City Collector Wm. T. Prendergast, who reported movie slump has cost municipal treasury \$1,000,000 in license fees and amusement taxes in 3 years.



**Station Accounts:** Five new sponsors this week completed sellout of 11 five-minute *Dorsey Connors* shows weekly on WNBQ, Chicago; weekday 5:40-5:45 show is sponsored successively by Fred Harvey (restaurant chain), Gard Industries, Sawyer Biscuit Co., Jones Dairy Farm, Thor Dealers; six 10:10-10:15 p.m. shows by First Federal Savings and Standard Milling Co. (Ceresota flour) . . . New to TV, also on WNBQ, is Burpee Co. (deep fryers), local 5-min. newscasts during NBC-TV a.m. *Today* show, thru Buchanan & Co. . . . Nash-Kelvinator, with kitchen setup in studio, first partic. sponsor on *The Singing Kitchen*, Anne Harvey's new cooking show on WOR-TV, Mon.-thru-Fri. 4:30-5, thru Geyer, Newell & Ganger, N. Y. . . . Waffle Corp. of America, subsidiary of Donut Corp. of America, in \$500,000 campaign for Downyflake Frozen One-Minute Waffles, will use spots on 40 TV and 40 radio stations, thru J. M. Korn & Co., Philadelphia . . . Streitman Biscuit Co., sponsoring Bing Crosby Enterprises' *Royal Playhouse* films on WTVR & WHAS-TV adds WBTV, Charlotte, and WSAZ-TV, Huntington, thru Harry M. Miller Co., Columbus . . . Among other advertisers reported using or preparing to use TV: Swift Homes Inc. (factory-built houses), thru Rotham & Gibbons, Pittsburgh; Queen City Brewing Co. (Old German beer), thru James S. Beattie Adv., Washington; Warner-Hudnut Inc. (Scan's liniment), thru Kiesewetter Associates, N. Y.; Seidlitz Paint & Varnish Co., thru Carter Adv., Kansas City; Mitchell Mfg. Co. (lighting fixtures), thru George Brodsky Adv., Chicago; Milnot Co. (milk compounds), thru Henri, Hurst & McDonald, Chicago; Whitney & Co. (Red Rambler salmon), thru Burke Co., Seattle; National Homes Corp. (prefabricated homes), thru Applegate Adv., Muncie, Ind.; Timely Clothes Inc., thru Morton Freund Adv., N. Y.

**Network Accounts:** Florida Citrus Fruit Commission became first sponsor to sign for Mon.-thru-Fri. participation in NBC-TV's *Today* when it purchased five 5-min. periods weekly starting Feb. 11, thru J. Walter Thompson . . . Stassen for President Committee, first purchaser of network political time in current presidential campaign, was so pleased with results of Feb. 2 talk by Harold Stassen during intermission between Sat. night wrestling bouts on DuMont that it bought same time on same network for another such talk Feb. 9 . . . Schick Inc. (electric shavers) Feb. 5 cut sponsorship of *Crime Syndicated* on CBS-TV to alt. weeks, Tue. 9-9:30, thru Kudner . . . Ekco Products Co. (kitchenware) started sponsorship Feb. 6 of Wed. portion of *The Goldbergs* on NBC-TV, Mon.-Wed.-Fri. 7:15-7:30, thru Earle Ludgin & Co., Chicago; reports last week had Ekco dropping show for lack of station clearances . . . Bauer & Black (surgical dressings & medical supplies) April 16 starts sponsorship of Wed. 5:30-5:45 segment of *Howdy Doody* on NBC-TV, Mon.-thru-Fri. 5:30-6, thru Leo Burnett & Co., Chicago . . . Cannon Mills Inc. (towels, sheets, hosiery) starts *Give & Take* March 20 on CBS-TV, Thu. 3:30-4 . . . GE will use *Information Please* as summer replacement for *Fred Waring* on CBS-TV, Sun. 9-9:30, possible permanent spot if show proves as successful as radio version . . . Carling's Beer & Ale has again optioned 1952 Cleveland Browns pro football games, signed by DuMont . . . Admiral dropping NBC-TV *Lights Out* after 2 years of sponsorship, will continue to sponsor TV special events, is buying new 25-min. world news program on CBS-radio Sun. 5:30, starting Sept. 17.

"Advertising coup of the new year," says Feb. 8 *Tide*, occurred recently when NBC-TV's 7-9 a.m. *Today* was tricked into telecasting card reading: "Listen to Herb Sheldon Mornings on WJZ Radio, 6:30-8:15 a.m." Taking advantage of *Today's* practice of scanning crowds outside studio, Sheldon's cohorts mingled with onlookers, then flashed sign when camera pointed at them.

**DUMONT IS SEEKING** "fresh approach" to political convention coverage following collapse of its announced plans to collaborate with *Life Magazine* on telecasts for sale to local sponsors on co-op basis (Vol. 8:4). Program v.p. James Caddigan was scheduled to fly to Chicago this week end to survey the situation.

*Life* deal fizzled for many reasons, including DuMont's inability to clear any significant number of one or 2-station markets, many of which were already committed to NBC or CBS when DuMont-*Life* offer came out. Another big factor was *Life's* endorsement of Gen. Eisenhower for GOP presidential nomination, which didn't sit well with either GOP or Democratic committees.

DuMont's Chicago affiliate, WGN-TV, owned by Col. Robert McCormick's *Chicago Tribune*, which has endorsed Sen. Taft and is editorially hostile to *Time-Life* publisher Henry Luce, is reported to have rejected DuMont-*Life* coverage. Other affiliates were touchy about *Life*-Eisenhower tieup and free plugs for magazine. DuMont's ultimate convention setup will probably be less elaborate than other networks, with co-op sponsorship deal still probable.

Meanwhile, executive committee of Democratic National Committee appropriated \$1,000,000 for TV-radio timebuying in 1952, biggest single slice of 1952 campaign budget of \$2,800,000. GOP hasn't decided on budget yet, may not announce "commercial" plans until after convention next July. In 1948, Republicans spent \$460,000 for radio, only \$10,000 for infant TV.

Democratic committee chairman Frank McKinney said committee is considering plans to shorten nominating and seconding speeches, discourage demonstrations at convention to avoid boring TV audience. Committee's concern over this aspect of conventions underscores recent report by *St. Louis Post-Dispatch* Washington correspondent Raymond P. Brandt that both GOP and Democratic party staffs fear "the silly demonstrations and the long-winded speeches [may] nauseate the inexperienced [TV] onlookers." He pointed out neither party has ever been able to enforce time limits on debate, suggests answer may be up to TV networks. He notes they may find it advisable to insert standby studio shows during long demonstrations and speeches "with frequent cut-ins from the convention to show that the fatuous fol-de-rol is still going on."



Johnson-Case bill banning liquor commercials (Vol. 8:3-5) appeared to stand fair chance of favorable report by Senate Interstate & Foreign Commerce Committee as hearings ended this week. Sen. Johnson said report is certain and predicted Senate passage, but wouldn't go out on limb regarding House action. Langer bill in 1950, which proposed stopping liquor ads in all media, was barely defeated (by 7-6 vote)—despite fact radio forces were joined by heavy guns of printed media. Few spokesmen for printed media testified on present bill. NARTB president Harold E. Fellows summed up this week's opposition by stating that bill: (1) Is unnecessary because of industry's self-regulation. (2) Discriminates against one medium. (3) May encourage legislation against other products. (4) Might establish other commissions or bureaus, besides FCC, which could control station licenses. Novel sidelight on Sen. Johnson's sponsorship of bill, reported in Feb. 8 *Tide*, is fact that games of Western Baseball League, of which he is president, are sponsored in Denver by brewer.

Military won't buy TV time for recruiting campaign out of \$550,000 in unexpended 1951-52 funds, but radio will be allocated 18%, Army and Air Force announced this week. Air Force will, however, send 3 recruiting films to all TV stations for use on public service basis, including 60 & 20-sec. pilot training films, 20-sec. aircraft observer film. Grant Adv., Chicago, is handling campaign.

**T**ELEVISION STATION construction will enjoy no "privileged" status after freeze-end so far as NPA is concerned. At least that's how NPA administrator Henry Fowler feels about it. In response to press conference question this week, he said materials requirements of TV stations "will be conditioned as against all other demands." In NPA language, that means continuation of present policies in doling out materials for TV construction projects (Vol. 8:5).

NPA issued statistical breakdown of first quarter construction applications and allocations this week. Overall, it shows 77.4% of all first quarter applications were denied, compared with denial rate of 63% in fourth quarter 1951. Under heading "Radio & TV Stations" (which also includes community-antenna projects), breakdown lists 28 applications, of which 5 received allotments, 5 were found exempt, 18 denied. Materials-wise, TV-radio did rather well in first quarter; of the 5 projects approved, 3 were large TV projects. Most of the denied projects were small studio remodeling jobs.

The 5 approved projects (Vol. 7:51,8:4) included CBS-TV Hollywood studios, new WCAU & WCAU-TV studios in Philadelphia suburb, New York DuMont studios and 2 community antennas. Allotment was also made in first quarter for studios for radio station WEDO, McKeesport, Pa., but this wasn't included under TV-radio in breakdown because studio is being built in CIO Steelworkers union hall, for which materials allotment was made.

Of the 18 denials, 11 were TV projects, including 6 NBC-TV studio remodeling projects. Also denied were 4 radio station construction and alteration jobs, 3 community antennas. The 5 projects classified as exempt included 4 NBC-TV studio remodeling applications.

The 28 TV-radio-community antenna applicants requested materials for construction scheduled to cost total of \$13,103,721. They asked total of 4216 tons of carbon steel, 1954 tons of structural steel, 80,780 lbs. of copper. The 5 which received allotments represented projects costing total of \$9,961,805, and got total 3522 tons carbon steel, 1849 tons structural steel, 26,500 lbs. copper.

CBS-TV's Television City in Hollywood will begin broadcasting operations Oct. 1, president Jack Van Volkenburg announced Feb. 4—despite NPA's statements that very little civilian construction will be permitted during second quarter. It's understood that such projects as the \$5,000,000 TV center may be held to as little as 15-20% of their structural steel requirements for next quarter. CBS project, reported "more than 30% completed," will contain four 12,100-sq. ft. studios, 35,000 ft. of office space, three 4550-sq. ft. rehearsal halls. Built on 15 acres of Los Angeles' Gilmore Island and designed by architects William L. Pereira and Charles Luckman, new studios will be built for flexibility—building walls can be moved outward as much as 300 ft., then anchored back in place.

Compatible color field-test schedule, announced by NTSC chairman Dr. W. R. G. Baker this week, includes: Feb. 12-21 in Philadelphia, signals to be furnished by Philco's WPTZ, with FCC representatives invited to Feb. 16 demonstration; Feb. 25, in New York, with RCA, DuMont and Hazeltine pictures; later tests at unspecified dates at GE plant in Syracuse.

Another antenna-sharing arrangement, a la Empire State Bldg.—to conserve materials, best utilize best site—was proposed to all other Denver TV applicants this week by KFEL's Gene O'Fallon. He proposed use of his Lookout Mountain site, 2000 ft. higher than Denver.

A 1000-line TV scanner "with clarity of detail considerably exceeding that obtainable on 16mm film" has been developed by Telechrome Inc., Amityville, N. Y. Company reports one unit delivered to a movie research group.

**Trade Personals:** Richard Dooley, Admiral v.p. in charge of real estate operations, is retiring and was tendered testimonial dinner at Drake Hotel Feb. 8 . . . Bruno Dal Bianco, engineering chief of Fabbrica Apparecchiature Comunicazione Elettriche, of Milan, Italy, arrived in New York Feb. 8 to study TV here . . . Sanford M. Gordy, ex-Ludwig Baumann Stores, named gen. mgr. of Majestic's New York distributing branch; Louis Stutz, West Coast field representative, named to head Majestic factory sales branch in Los Angeles . . . Hans U. Hjermstad appointed engineering v.p., Sola Electric Co. . . . Harry Granat, ex-gen. mgr. of now-bankrupt Concord Radio Corp., named asst. sales mgr. in charge of private-label contracting for Jackson Industries Inc., succeeding George Wayson . . . Carl Blaker, ex-Lear Radio and Wood & Cies, named chief production engineer, National Electronics Mfg. Co. (Natalie Kalmus TVs) . . . James W. Kelso, ex-Stromberg-Carlson, recently United Nations artist-designer, joins Packard-Bell as chief cabinet designer . . . William C. Cole, ex-Admiral, named mgr. of Capehart-Farnsworth's Detroit sales region . . . Fred A. Lyman promoted to mgr. of DuMont New York factory distributor branch, succeeding Rowland Guilford, resigned . . . Charles P. Cushway, ex-executive v.p., Webster-Chicago, becomes v.p. of Crescent Industries Inc., Chicago, making phonos, record changers, wire recorders, etc.

**A**TENDING NPA color-TV conference (see story, pp. 2-5) were these industry representatives: Richard Graver & Ray DeCola, Admiral; John W. Craig & L. M. Clement, Crosley; Barney Balaban & Paul Porter, Chromatic TV Labs; C. J. Burnside & Arthur Matthews, Color TV Inc.; Frank Stanton, Adrian Murphy & R. S. Salant, CBS; Dr. Allen B. DuMont & William Roberts, DuMont; Dorman D. Israel, Emerson; Dr. W. R. G. Baker & Robert M. Estes, GE; H. Barnett, General Precision Laboratories; R. W. Durst & H. J. Adler, Hallicrafters; Laurence B. Dodds & A. V. Loughren, Hazeltine; John Rankin, Magnavox; Paul Galvin, Motorola; Larry F. Hardy & David B. Smith, Philco; David Sarnoff & John T. Cahill, RCA; J. Friedman, Trav-Ler; H. A. Gumz, Webster-Chicago; Robert S. Alexander, Wells-Gardner; F. M. Sloan & Edmund T. Morris Jr., Westinghouse; G. E. Gustafson & Edward Wheeler, Zenith. Also, James Carey, president, IUE-CIO.

Govt. personnel included: Sen. Edwin C. Johnson, (D-Col.); Horace B. McCoy, asst. administrator, NPA (presiding); J. A. Milling, director of NPA Electronics Div., and chairman of Electronics Production Board; Donald S. Parris, deputy director, NPA Electronics Div.; Leon Golder, chief, radio & TV section, NPA Electronics Div.; Marvin Hobbs, electronics adviser to Munitions Board chairman and member Electronics Production Board; Joseph Kittner, asst. chief, FCC Broadcast Bureau.

Some of backstage maneuvering in recent color controversy—but by no means all—is recounted in "Lawyers and Lobbyists" article in February *Fortune*, which devotes whole issue to U. S. Govt. It relates how RCA counsel Clark Clifford, ex-Truman secretary, and George Allen, member of Avco board, discussed problem with FCC Chairman Coy from industry standpoint; how ex-Democratic chairman Wm. Boyle and Sen. Anderson (D-N. M.), and even President Truman, got into the act from political viewpoint, though latter never asked Coy either to change or delay decision. Article charges no wrong-doing, cites case of "color lobby" to show that influence due to personal friendships and political relations doesn't always work. But article fails to indicate that FCC and the pro-CBS color forces also exerted considerable influence and were quite active on the Washington scene during the ill-starred color imbroglio.



**MEANING OF INVENTORY & OUTPUT STATUS:** It's fairly clear now that the industry went into 1952 with 1,500,000-plus TV sets in all trade pipelines, as suspected. Latest Dun & Bradstreet figures show 650-800,000 in hands of dealers as of Dec. 31, which can be added to RTMA's end-of-December distributor inventory of 600,346 and factory inventory of 206,741 to bring total to 1,457,000-plus if you accept minimum dealer figure. More probably, the true figure is something over 1,500,000.

That's much too much for "normal comfort," of course -- yet there were no signs of pessimism at this week's RTMA midwinter conference in New York. At least not among the larger manufacturers, who produce 75% or more of the industry's total. Quite the contrary, they were extremely optimistic about the immediate and long-term outlook, evidenced in statement by Emerson's Ben Abrams to us last week (Vol. 8:5).

Said RCA consumer products v.p. Joseph B. Elliott after RTMA meeting ended Thursday: "Business is pretty good, and I think it will be good throughout the year. -- particularly so in the second quarter. The political conventions and elections are going to create a lot of public interest in TV. In fact, I think they will be as good a stimulus to our trade as the crime investigations."

Among the smaller firms, not too many of whom were on hand, there may have been some apprehension occasioned by the Tele-tone bankruptcy (Vol. 8:5), but there was disposition to believe its management troubles weren't symptomatic. The little producers, no less than the big, are looking forward eagerly to end of FCC freeze to hypo set sales. Even a few new markets this year -- about all that's promised -- may cause TV sets to be in as great demand this year as last.

Though supply of receivers is plentiful right now, there are many who think -- and it would seem with good reason -- that "we ain't seen nothing yet" in TV set demand. That is, given new post-freeze markets, adding ever-growing replacement of sets now 4, 5 & 6 years old, and second sets in the home.

Clouding the trade's horizon at moment is fear that more color talk, actual talk about impending uhf, ever-changing prices -- all these may conduce to make the buyer hesitant about investing in TV. Indeed, rightly or wrongly, there are many who think that today's "price shopping" and currently predominant sales of not-so-profitable low-end models may be attributed to "smart public holding its investment to minimum" while waiting for the trade to settle down.

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The Dun & Bradstreet report for Dec. 31 estimated 660,000 dealer sales in December, of which 267,000 were table models, 393,000 others. Thus sales went up nearly 100,000 from November (Vol. 8:1). Of the 650-800,000 inventory, 250-300,000 were table models, 400-500,000 others. End-of-year dealer inventory figure compares with 800-950,000 at end of November.

Recapitulating the 6 months it has been compiling figures, D&B reports sale of 2,929,000 TVs July 1-Dec. 31, of which 1,188,000 were table, 1,741,000 others.

Estimate of December radio sales was 1,017,000 home sets, 175,000 portables -- leaving 1-1,200,000 home and 200-250,000 portable sets in inventory. In last 6 months of 1951, radio sales were 3,269,000 home and 679,000 portable sets.

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TV production for week ended Feb. 1, fifth week of this year, was 104,148 units (only 304 private label), according to RTMA. That's down slightly from the 111,101 of Jan. 25 week, the 105,673 Jan. 18, the 102,684 Jan. 11, 69,198 Jan. 4.

Factory inventory fell to 186,875 from 205,663 preceding week -- leading to prevailing conviction that sales are now outrunning production.

Radio output for Feb. 1 week was 170,768 (74,985 private) up from 160,764 as of Jan. 25. Radio inventory was 260,807, down from 294,339. Week's radios were 78,887 home sets, 20,643 clock, 16,627 portable, 54,611 auto.

**Topics & Trends of TV Trade:** RTMA's new Govt. Relations Section, which will handle problems arising from military procurement, was set up at midwinter conference in New York this week under Western Electric's Ben Edelman as chairman and with 69 members from 43 companies attending. Five task committees were named with following chairmen and tasks: A. L. Richardson, Sylvania, patents & copyrights; Q. T. Scharffenberger, Federal, accounting & cost principles; Valentine Beale, RCA, termination & renegotiation; Ernest Leathem, Raytheon, facilities & govt. property; L. A. Connelly, RCA, general.

Machlett Labs' H. J. Hoffman, chairman of Transmitter Division, reported on change to Technical Products Div. (Vol. 8:2), while Western Electric's Fred Lack, for Joint Electronics Industry Committee, and Indiana Steel Products' A. D. Plamondon, for Air Force Small Business Survey Committee, reported on other mobilization activities. Mr. Hoffman was elected an RTMA v.p., succeeding Collins Radio's W. J. Barkley, who resigned.

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Strong fight to repeal Regulation W consumer credit controls altogether is being planned by National Foundation for Consumer Credit at Senate Banking Committee hearings starting March 4 on Defense Production Act. Foundation is headed by Philco v.p. John M. Otter and will argue, among other things, that: (1) Consumer credit is one type that does not cause inflation. (2) Production of TV and other durables is high and there are no shortages. (3) Even with cutbacks, high inventories would prevent scarcities, so there's no reason to restrict sales by making credit hard to get. (4) Consumer credit controls discriminate against low-income group.

"Fair traded" merchandise is important to National Appliance & Radio Dealers' Assn., despite fact that it comprised less than 5% of dealers' dollar-volume at fair trade's peak before Supreme Court took teeth out of states' fair trade laws last May (Vol. 7:21-22). So testified NARDA's legislative representative J. Henderson Stock at Feb. 7 hearings of House Interstate & Foreign Commerce subcommittee on McGuire Bill (H.R. 5767) which would restore binding effect of fair trade contracts on non-signers. He argued that fair trade enables small, independent dealer to promote product on basis of quality and service without fear of losing sales to competitors promoting on price and credit alone.

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**Merchandising Notes:** Consumer buying of TVs and radios in New York dept. stores during January was up 4 & 86% from January 1951 for 2 stores, down 39, 40, 47, 50, 54, 56, 56, 62 & 64% for other 9 reporting in *Herald Tribune's* monthly survey of retail trade . . . December TV sales totaled 6175 in Washington area, reports local Electric Institute, surprisingly close to Dec. 1950's 6528; for year 1951, sales were 56,090 vs. 82,039 in 1950. Year's radio sales were 62,697 vs. 49,770 in 1950 . . . Philco distributors selling their TV servicemen complete work uniform, comprising jacket and pants, for \$15.37; dark green jacket is patterned after famed Eisenhower wartime jacket . . . Motorola holds "national radio convention" in Chicago's Palmer House Feb. 15, showing its distributors new lines of home, portable and auto radios only . . . Philadelphia Electric Assn. reports total TV sales in area were 208,650 units in 1951 valued at \$67,082,181 at retail (average \$321 per set) vs. 364,233 valued at \$104,942,761 (average \$288) in 1950. Total TV sales of 17 top brands since V-J Day: 894,527.

Andrea is planning to extend distribution to more cities, announces new line comprising 17-in. *Gotham* table model at \$250, *Brewster* console at \$300, and 20-in. *Stratford* full-door console at \$489.50, all including FM.

DuMont is keying sales pitch to market for second sets in home, in addition to urging larger picture sizes, in introducing new models now ready for delivery. In New York alone, it claims, more than 1,000,000 sets (of the 2,800,000 in use) have 14-in. or smaller screen sizes. DuMont's new price list, including warranty but not tax, includes one 17-in. table model at \$270 and four 17-in. consoles with FM ranging from \$330 to \$370; plus five 21-in. consoles ranging from \$400 to \$520; and one AM-FM-3 speed combination at top of line at \$675.95 in mahogany, \$695.95 in blonde.

New approach to projection TV is envisioned in patents applied for by veteran inventor Lee De Forest and Phoenix inventor Dr. William Rhodes. As described in Feb. 11 *Newsweek*, their receiver would employ 3-in. projection tube, simple magnifying lens and "special light-sensitive screen." Pictures thrown on big screen would be controlled by voltages on screen itself.

RCA is closing down Pulaski, Va., cabinet plant April 1 due to curtailed TV-radio production, will rely mainly on Monticello, Ind., plant (nearer factory in Indianapolis now turning out its TVs); Pulaski property may be sold or leased, and RCA currently is seeking to relocate its 600 employees.

Sonora may return to field as TV producer under own name again shortly, according to Chicago reports.

**Financial & Trade Notes:** Telecasting became "a substantially profitable operation" in 1951 for Crosley Broadcasting Corp. (WLW-T, Cincinnati; WLW-D, Dayton; WLW-C, Columbus), says parent Avco Mfg. Corp. in annual report. Crosley's radio stations (WLW, Cincinnati, & WINS, New York), however, "sustained a decline in revenue . . . due primarily to the conversion to TV of the advertising budgets of many large national sponsors." Avco report gives no breakdown of earnings or sales among its divisions or subsidiaries, but corporation as a whole reported record sales of \$286,589,113 for fiscal year ended Nov. 30, vs. \$256,966,971 for fiscal 1950. Fiscal 1951's profits, second largest in Avco's history, totaled \$10,089,214 (\$1.10 a share on 8,819,385 common shares), declining from preceding year's \$12,635,633 (\$1.65 on 8,231,236 shares).

Emerson stockholders this week approved plan giving officers and 160 key employees options to purchase 100,000 unissued shares of \$5 par capital stock at price equal to market price at time options were granted. President Benj. Abrams reported that quarter ended Jan. 31 will be under that of year ago, when sales and earnings were at record heights; second quarter ending in April also will be under last year's, but prospects are encouraging, he stated. Currently, Emerson's output is about 75% civilian, 25% defense.

**Dividends:** Television-Electronics Fund Inc., 15¢ payable Feb. 27 to stockholders of record Feb. 15; Tung-Sol, 25¢ payable March 1 to holders Feb. 18; CBS, 40¢ payable March 7 to holders Feb. 21; Belden Mfg. Co., 40¢ payable March 3 to holders Feb. 18; Sparks-Withington, 10¢ payable Feb. 26 to holders Feb. 11; Aircraft Radio, 10¢ payable Feb. 15 to holders Feb. 5; Westinghouse, 50¢ payable March 4 to holders Feb. 11; General Tire & Rubber Co., \$1 payable Feb. 29 to holders Feb. 19.

Raytheon's offering of 434,189 shares of its \$5 common stock (Vol. 8:4) went out to stockholders Feb. 4, is at \$8 per share on basis of one share for each 4 held, traded on New York Curb, Midwest Stock Exchange and over-the-counter. Rights expire Feb. 18.

General Instrument Corp. reports net loss of \$471,831 for 3 months ended Nov. 30, 1951. For same quarter last year, firm reported profit of \$282,080 (58¢ a share).



**Mobilization Notes:** There's a little more optimism at DPA-NPA these days over prospects for third-quarter materials allocations to civilian industries. Last December it appeared virtually certain there would be new cuts in materials allocations for third quarter on top of second-quarter cuts. Now, planners hope to hold the line, give out about same amount in third quarter as second.

It's much too early to be sure about this or plan on it—but their optimism for civilian goods stems from top-echelon decisions to extend defense program into 1955. This means, however, period of shortages will last longer—peak of rearmament program won't be reached in 1952, as mobilizers once planned.

As result of this stretching of defense target dates, aircraft program is expected to turn back to DPA about 20,000,000 lbs. of aluminum for first and second quarters. Small part of this aluminum—perhaps 5,000,000 lbs.—will be redistributed to civilian industry, but biggest share will be "kept in the CMP system" to take care of overallotment in previous quarters. This week, NPA mailed CMP-4B forms for third quarter to all manufacturers of Class B products. They were warned to file them by March 1 "or run the risk of delayed or reduced allotments."

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Tax-aided expansion of new electronic production facilities to cost more than \$8,000,000 was approved by DPA Dec. 22-Jan. 18. Receiving certificates of necessity for accelerated tax amortization were these 18 electronics projects (amortized at 65% except where noted): Specialities Inc., Charlottesville, Va., aircraft fire control systems, \$3,473,886; Superior Tube Co., Wapakoneta, Ohio, \$2,038,600; RCA, Camden, \$769,733; RCA, Los Angeles, \$410,798; GE, Syracuse, \$384,440; Weston Electrical Instrument, Newark, aircraft navigation instruments, \$379,332; Western Electric, Winston-Salem, N. C., \$232,215 (70%); Permoflux Corp., Chicago, \$100,000 (70%); R. P. Bennett Co., Frederick, Md., \$90,256 (75%); Librascope Inc., Glendale, Cal., Navy fire control equipment, \$62,189 (75%); Brush Development Co., Cleveland, \$58,969; Pix Mfg. Co., Newark, \$32,491 (75%); A. B. Dick Co., Chicago, \$30,432 (75%); Radiation Inc., Melbourne, Fla., research, development & production, \$20,995; Daystrom Electric, Poughkeepsie, N. Y., \$16,968 (75%); W. L. Maxson Corp., New York, \$14,364 (70%); Magnavox, Fort Wayne, \$3996 (75%); Loral Electronics, Bronx, N. Y., \$3558.

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Complex new electronic weapons were displayed to Senators Feb. 5 by Defense Dept. as graphic illustrations of soaring cost of defense. Defense Secy. Lovett took wraps off Air Force's secret K-1 radar bombsighting system before joint session of Senate Appropriations defense subcommittee and Joint Congressional Economic Committee. K-1 system costs \$250,000, weighs a ton, and its components were displayed alongside famous World War II Norden bombsight, weighing 50 lbs. and costing about \$8000. Lawmakers were also shown models of Army's \$275,000 radar-controlled "sky-sweeper" 90mm anti-aircraft gun and its \$10,000 World War II manually operated 40mm counterpart.

Lear Inc. will begin construction of 70,000-sq. ft. plant addition in Los Angeles within 6 weeks, doubling its plant capacity there. Manufacturer of aircraft electronics and navigation equipment will add 300-350 employes to present 300 within year. New building will cost about \$350,000, fixtures and equipment \$200,000.

Beckman Instruments Inc. and associated Helipot Corp. and Arnold O. Beckman Inc., manufacturing precision instruments and electronic equipment in 14 small plants in South Pasadena area, combining them in 150,000-sq. ft. plant on 38-acre site near Fullerton, Cal.

Small Defense Plants Administration, under Gen. Telford Taylor, this week took over most of the functions, money and personnel of NPA's Office of Small Business by executive order of President Truman. Action climaxed tug-of-war between SDPA and Commerce Dept., which has jurisdiction over NPA. Among SDPA's new powers are: (1) Authority to assist small business in setting up "production pools" in which a number of small concerns could jointly handle a contract too big for any one of them alone; (2) Authority to advise small business on Govt. financial aid and inform Govt. on availability and capacity of small firms for defense work. SDPA already had authority to accept prime contracts from other govt. agencies and farm out subcontracts, but no money was appropriated for this program. President Truman has asked \$25,000,000 revolving fund for it.

U. S. dependence on foreign mica may be ended by new method of forming tiny mica particles into continuous strips, GE announced last week. Vital material in capacitors, most mica has been imported from India, where labor to hand-split mica is cheap. GE's new process treats ground-up mica so that an electric force holds particles together in sheets of .002 to .006 inch. Sheets are said to have better dielectric strength than machine and hand-laid mica. Capacitor manufacturers and mica fabricators told NPA last week that mica supplies currently are sufficient to meet military and civilian requirements, but quality is deteriorating and every effort must be made to use substitutes. They added that any sharp increase in military requirements for capacitors would impose severe strain on ability of manufacturers to meet them.

New \$22,000,000 research and development center will be started outside Ft. Monmouth, N. J. this spring or summer by Signal Corps. Five-story 6-wing building will be constructed on site of former Watson Laboratories of Air Materiel Command at Eatontown, will house all scientific work now carried on in widely separated Evans, Coles, Squier and Watson Labs.

New process for coating selenium rectifier plates is being investigated by NPA. Developed by Schrack A.G. in Vienna, vacuum deposition process reportedly uses only 5-10% as much critically scarce selenium as is ordinarily required in rectifiers. Mutual Security Agency reports Schrack has completed installation of new equipment which increases its productive capacity tenfold.

\* \* \* \*

"International television", starting with a western hemisphere hookup, was envisioned by Dr. T. T. Goldsmith, DuMont research director, in documentary program titled *Television: A Passport to Peace* presented Jan. 30 on WABD, New York, as part of third national conference of U. S. National Committee for UNESCO (United Nations Educational, Scientific and Cultural Organization). Also on program was Dr. Allen B. DuMont. Last week, DuMont plant in E. Paterson was subject of Voice of America radio broadcast beamed to Japan, where TV interest has been heightened by plans for TV network next autumn; on-the-spot broadcast was also recorded for rebroadcast over 114-station Japanese radio network.

Ellis Gibbs Arnall, attorney, ex-Governor of Georgia, will take leave of absence from presidency of Independent Motion Picture Producers Assn. to serve as Price Administrator, succeeding Michael V. DiSalle, resigning Feb. 15 to seek Democratic Senatorial nomination in Ohio.

DeForest Pioneers Inc., formed by veterans of radio fields who were associated with Dr. Lee DeForest, has elected E. N. Pickerill, president; Frank Hanners, v.p.; Emil J. Simon, treas.; J. Albert Stobbe, secy. Directors are officers and Dr. Allen B. DuMont and John V. L. Hogan.

**Telecasting Notes:** Big second-set-in-the-home campaign starts Feb. 11 in Cincinnati, sponsored by local Electric Assn. and Cincinnati Gas & Electric Co., using ads in local and 58 rural newspapers, spots on all local TV-radio stations, car cards, etc. . . . Technicians at CBS owned-&-managed stations voted 616 to continue IBEW-AFL as their union against 177 for NABET, 14 for no union; now IBEW says it will seek to wrest West Coast ABC & NBC representation away from NABET . . . Television Authority (AFL) picked by 1236 artists on all networks in NLRB election this week . . . Strike of WOW & WOW-TV engineers (Vol. 8:4) settled this week, and full staff returned to duty Feb. 7; TV station lost only 28 minutes sustaining time, radio none, though walkout occurred Jan. 15 . . . Screen Actors Guild, by 2-to-1 majority, won NLRB election this week upholding jurisdiction over all performers working on films produced for CBS-TV on West Coast; Guild got 32 votes to 16 for Television Authority . . . NLRB has ordered election at KTTV, Los Angeles, to determine whether employees want one or 2 unions, one comprising engineering people, other taking in program dept. stagehands, carpenters, scenic artists etc. . . . Ted Cott, gen. mgr. of NBC's WNBC & WNBTV, New York, credited with master-minding signing of Jackie Robinson, Brooklyn Dodgers' great Negro second baseman, to 2-year contract as TV-radio "director of community activities" at "good deal more" than half his reported \$40,000 baseball salary; he will continue in baseball, too . . . The 36-year-old, \$35,000-a-year Mr. Cott, incidentally, is subject of sketch in Feb. 11 *Time*, with picture, relating some of his promotional gimmicks . . . Add high cost of TV talent: Hollywood reports have it that actress Joan Crawford is available for 26 half-hour films a year at \$200,000 a year—plus 50% ownership of the films . . . Off to Winter Olympics in Oslo, Norway, went Sandy Spillman, program director, KPIX, San Francisco, Feb. 3 to film and tape-record games for weekly series . . . New York Giants home games signed by WPIX, which also has contract for Yankees . . . CBS-TV sets up film sales as separate service to advertisers, agencies and stations . . . WPTZ, Philadelphia (Philco) and WXEL, Cleveland (Herbert Mayer) join NARTB-TV, bringing total membership to 82 of the 108 on air . . . WFIL-TV, Philadelphia, raises Class A hourly rate from \$1400 to \$1500 on Feb. 15, one-min. from \$250 to \$300; KHJ-TV, Los Angeles, on March 1 raises Class A hour from \$750 to \$1000, one-min. from \$135 to \$180.

Justice Dept. resumed probe of NCAA's TV restrictions on college football games last week when asst. attorney general H. Graham Morison wrote to TV networks requesting outline of their experiences with NCAA's ban last fall. Morison asked networks whether they could obtain rights to telecast all games they desired and what efforts were made to gain additional telecasting privileges. Justice Dept., now preparing for Feb. 22 answer of National Football League to anti-trust charges, has said it considers any group restriction on sale of TV rights illegal (Vol. 7:47). This week, NCAA named 1952 TV committee, with Yale's strong anti-TV spokesman Robert A. Hall as chairman. Other members: Shober Barr, Franklin & Marshall; Jeff Coleman, U of Alabama; K. L. Wilson, Big Ten; Reaves E. Peters, Big Seven; Howard Grubbs, Southwest Conference; E. L. Romney, Mountain States Conference; W. O. Hunter, USC; Asa Bushnell, ECAC; Walter Byers, NCAA executive director.

Three applications filed with FCC this week boosted total pending to 489, of which 29 are uhf. Port Arthur College (KPAC) requested Channel No. 4 in Port Arthur, Tex.; KAUS, Austin, Minn., No. 6; American Television Co., Ft. Smith, Ark., No. 5. [For further details, see *TV Addenda 14-D* herewith; for listing of all applicants to date, see *TV Factbook No. 14* and Addenda to date.]

Pilot model of Eidophor-CBS color theatre-TV equipment will leave Switzerland by air for U.S. Feb. 28, officials of 20th Century-Fox say now. Departure was delayed in order to make several "improvements and adjustments," so that equipment will be ready to set up in 20th's New York home office theatre immediately upon arrival. Asked about reports that the theatre units will be produced overseas (Vol. 8:5), 20th Century technical director Earl Sponable said "plans aren't that far along yet." GE has contracted to produce the equipment. Film company plans to demonstrate Eidophor to FCC during theatre-TV hearing, scheduled to begin March 10.

Screen Actors Guild (AFL) reports it has signed union shop contracts with 12 TV film companies during last few weeks. It lists them as Allegro Pictures, Jimmie Allen Enterprises, Commodore Productions & Artists Inc., Donlevy Development Co., Fantasy Films, Sam Kerner Productions, Krasne-Gross-DeWitt, Landmark Productions, Mark VII Productions, Scripture Films, Visual Drama, all of Hollywood; and Times Square Productions, New York.

Sometime in latter March or early April is only promise now for "satellite TV network" operation projected by Circuito CMQ-TV, Havana, which already has Camaguey transmitter on air, Santa Clara outlet testing, Matanzas and Santiago outlets still not ready (*TV Factbook No. 14*); all will eventually be "fed" by microwave from Goar Mestre's CMQ-TV, Havana, meanwhile using films and kine-recordings of CMQ-TV's shows.

TV as aircraft aid, to avoid such disasters as recent Elizabeth, N. J. crash, is being explored by Govt., U. S. Weather Bureau official Benjamin Haynes told House Interstate & Foreign Commerce Committee this week. He said TV may be used to transmit accurate picture of ground conditions to pilot. British have announced plans to try TV-radar combination at London airport to transmit maps, radar displays, etc. to strategic spots (Vol. 7:46).

Consideration of McFarland bill (S. 658) to "streamline" FCC (Vol. 7:39, 42), by House Interstate & Foreign Commerce Committee, will take at least month more, committee members predicted this week after 2 sessions on bill. They attribute slowness to complexity of bill and difficulty of choosing between 3 viewpoints—Senate-passed version, Commission's counter-proposal, Comr. Jones' arguments.

Accent will be on uhf, with reports on propagation and equipment, at RCA's TV seminar for consulting engineers, attorneys and FCC to be conducted in Washington's Statler Hotel, Feb. 13-14. Headed by T. A. Smith, asst. mgr. of engineering products dept., company engineers and commercial men will discuss latest in transmitters, antennas, cameras, uhf tuners for receivers, etc.

Trans-oceanic TV via film-facsimile combination, is suggested by Dr. E. F. W. Alexanderson, one of TV's "grand old men," now GE consultant. He visualizes movies of overseas events being transmitted to U. S. via facsimile, then processed and telecast.

Research Arts, 270 Park Ave., New York, has been established by Dr. Paul Ilton, archaeologist, to provide technical advice to TV, radio, advertising and film industry; being handled by Wm. Morris Agency.

La Voz Dominicana, of Ciudad Trujillo, Dominican Republic, is ninth customer in Latin America to purchase a 5-kw RCA TV transmitter, reports Meade Brunet, RCA v.p. & managing director of RCA International Div.

TV programs for deaf children are in experimental stage in Britain. Special telecasts designed to tell story almost 100% visually are accompanied by strip of printed text moving across bottom of screen.

American Assn. of Advertising Agencies holds next annual meeting April 3-5 at Greenbrier, White Sulphur Springs, W. Va.



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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**ADD 6 CITIES FOR CONVENTION NETWORKS:** Network service to 6 more cities by political convention time in July appears virtually certain -- to be accomplished precisely along lines we reported last month (Vol. 8:4). This week's announcement by AT&T was carefully qualified, but there's little question these now non-interconnected cities will get conventions: Miami, New Orleans, Houston, Dallas, Ft. Worth, Oklahoma City. As expected, Tulsa and San Antonio won't make it. Said AT&T:

"Originally scheduled for the 'last half of 1952,' the network additions are being rushed to meet the earlier date. It was emphasized, however, that priority of construction for national defense and possible material shortages make it impracticable at this time to assure the advanced dates."

Method of making connection is through equipping existing Jackson-Dallas coaxial for TV, feeding signals north and south from Dallas. Alternative route, microwave south from Kansas City, couldn't be completed in time.

New cities will get only one circuit in July, so there's nothing to permit multi-network competitive service during conventions. But AT&T says cities with 2 stations (Dallas & San Antonio) will get 2 channels later in year.

**LATEST FREEZE GUESS—NEARER APRIL:** You'll get blue in the face if you're holding your breath waiting for end of freeze.

March 1 is now considered well nigh impossible, mid-March a possibility, and April 1 is mentioned occasionally.

There's no hidden reason behind constantly sliding date. Fact is job is big one, tremendous, and staff are proceeding carefully. Commissioners are learning the ropes far more expertly than they knew them when they issued last end-of-the-freeze proposal and allocations table just about a year ago (Vol. 7:12).

Commission met on allocations only 2 days this week, as staff checked and rechecked to make certain channel allocations are consistent throughout the country. Most of country has been allocated but complicating the job, says FCC, is fact that many conflicts have turned up in channel reallocation proposals overlooked by those making the proposals. But final draft of allocations table isn't far off.

\* \* \* \*

Though local demands grow more intense by the clock, though speculation grows wilder and wilder as to what will happen after final freeze decision, FCC has not yet had a single session on basic policy questions: how to handle applications, whether cases will be heard channel-by-channel, which cities come first, etc.

Every hint or scrap of information from FCC is avidly seized upon. Example of what Commission is telling applicants and other inquirers was carried in recent issue of Tampa Tribune (WFLA).

Newspaper quoted letter from Chairman Coy, in which he doubted that a dozen stations will get on the air this year. He stated he expected decision around end

of February, that there would then be 60-90 days for applications, then processing, then hearings, finally CPs and actual construction.

Applied to Tampa, said WFLA manager George Harvey, this means telecasting might begin in fall of 1953. That's as good guess as any for any good market area in which there inevitably will be more applications than there are channels.

\* \* \* \*

Commission has limited manpower, must decide its most equitable deployment. It has plenty of other tasks. In TV, the big question runs something like this:

Assuming first objective is to give TV to people now without service, what is quickest and fairest method? Suppose an existing station, through power increase, could serve an additional 100,000 people in mere few weeks or months after freeze. And suppose a new station in new area could serve equal number but must go through hearing first, or needs 6-12 months to build even if grant could be obtained without hearing. Which application should be processed first? Or should the 2 kinds of applications be mixed in specified proportions?

Estimate by RTMA task force (Vol. 8:6), that 130 CPs for new stations and 10 CPs for power increases would be granted this year, is sheer conjecture -- though former are possible in terms of smaller, non-contested areas.

Another question: Should Commission devote full time to getting service to non-TV areas -- ignoring present one-or-2-station areas indefinitely, even if it takes years? And most provocative question of all:

Will hearings lump all applications together, or should they take them up channel-by-channel? Choice may determine speed with which grants can be made.

Such subjects occupy full time of several FCC staff members, but Commission itself hasn't taken them up -- probably won't until everything else is nailed down.

Final decision will be "one package deal"; at least, that's the present FCC intention. Plan is to release one document that will tell everything -- what to apply for, where, when, how. We'll publish it when released (Vol. 8:6).

Commission's budget will have strong bearing on processing procedures. If Congress grants \$200,000 extra requested for broadcast activities (Vol. 8:4), 3-4 examiners will be added to present 7, and TV staff will be bolstered. Coy appeared before House appropriations subcommittee Feb. 13, is said to have received favorable reception. But there's many a slip between testimony and final appropriation. Committee's report is due sometime in April, final Congressional vote during summer.

**RCA SEMINAR—SHORT COURSE IN UHF:** Riding end-of-freeze spirit in the Washington air, and mindful of chary attitude towards uhf, RCA this week uncorked dual pitch for TV transmission to 200-300 consulting engineers and attorneys attending Statler Hotel seminar -- offering both vhf & uhf data and equipment but accenting uhf transmission and reception. [For RCA receiver/converter plans, see p. 10.]

Rest of transmitter makers -- DuMont, Federal, GE (and Westinghouse in uhf) -- are also stepping up campaigns. Competition will be stiff at NARTB convention in Chicago, March 29-April 2, when all will strut their stuff.

Uhf propagation expert Dr. George Brown led off with summary of knowns and unknowns of uhf coverage. Net effect of his report: the flatter the terrain, the higher the power, the lower the frequency -- the better the service. He didn't try to gloss over uhf's disadvantages, pointing out, for example, that signal drops to almost nothing close behind high hills.

Experiments with antenna "tilting" (Vol. 7:19) and "beam-shaping", to improve service, were also reported. Dr. Brown illustrated how tilting beam down one or 2 degrees effects tremendous improvement in service for heavily populated areas, though signal drops in periphery. He intimated practice should be given serious consideration, at least until very high powers are available -- particularly since it permits use of higher powers while reducing tropospheric interference.

Among unknowns in uhf propagation, Dr. Brown said, is the effect of antenna height on coverage. He found little correlation when comparing different heights used in Washington, New York and Bridgeport experiments.

To resolve height questions, RCA is planning to transmit from new site "in



New York area" simultaneous uhf signals from 200, 400, 600 & 800-ft. levels. Said Dr. Brown: "I'm rather thrilled, looking forward to the experiments. My wife says it sounds kind of dull." He raised an understanding laugh from audience.

\* \* \* \*

Availability of uhf transmitting equipment appears better than RCA has indicated up to now (Vol. 8:5). A 1-kw transmitter will be ready this October, and 10-kw is due first quarter 1953.

Uhf slotted antenna now offered was termed "much simpler" than one employed at Bridgeport. It has gain of 24-27, will be available in September. Transmission lines will include 2 sizes of waveguides in addition to 3/8-in. and 6/8-in. coaxial.

Offset carrier operation in uhf, to reduce interference and widen station service areas, is now as feasible as in vhf, according to RCA engineers. They report that they have achieved more than adequate frequency stability -- something that worried FCC no end year or 2 ago.

To assist consultants making uhf site tests, RCA plans to lease them field truck and 100-watt transmitter -- giving actual picture for measurements. Company is now equipping truck.

Full line of vhf and studio equipment was also described, including new camera, new film projector, improved methods of telecasting film.

Applicants are placing orders for uhf as well as vhf, said T. A. Smith, asst. mgr., engineering products dept. They usually "go the whole hog," he added, specifying maximum powers contemplated by FCC up to now.

That most applicants are ready, willing and able to build, is indicated by fact that to date only 5 prospective equipment purchasers have been turned down by credit dept., said RCA officials.

**NARTB-TV CODE 'READY FOR BUSINESS':** NARTB's self-censorship TV code (Vol. 7:49) is all set, ready to go into effect, and awaiting subscribers following appointment of Code Review Board and approval of administrative details by association's TV board meeting this week at Lost Valley Ranch, Bandera, Tex.

Majority of NARTB's 82 TV station members, and all 4 networks, are expected to be charter subscribers to the code, which becomes effective March 1. It will be administered and policed by 5-member Review Board, meeting 5 times a year. Many of 26 non-members of NARTB-TV are expected to adhere, use seal on screens (see p. 14).

Named to head Review Board by NARTB president Harold Fellows and confirmed by TV board was veteran broadcaster and telecaster John E. Fetzer, owner of WKZO & WKZO-TV, Kalamazoo. Other board members: J. Leonard Reinsch, WSB-TV, Atlanta, vice chairman; Mrs. Scott Bullitt, KING-TV, Seattle; Walter J. Damm, WTMJ-TV, Milwaukee; E. K. Jett, WMAR-TV, Baltimore, former FCC commissioner.

Code administration budget of \$40,000 for first year was approved by the TV board. NARTB said the 4 TV networks "will assist substantially in defraying administration cost," but didn't reveal amount they will contribute.

Initially, it will cost stations \$520 a year to subscribe. If subscriber is member of NARTB, \$250 of this amount will be credited against his dues, making his net code payment \$270.

Subscription fees will be reduced in proportion to the number of subscribing stations. When 90 have subscribed, for example, the fee will be cut to \$405 per station, with \$250 of that amount credited toward dues of NARTB member-subscribers.

NARTB's enthusiasm for new code was matched by that of Sen. Johnson, who this week told Baltimore's WAAM Seminar (see p. 14):

"If telecasters follow [the code] faithfully, this new and exciting medium will prove to be the greatest influence for clean thinking and clean living since Moses published the Ten Commandments on slabs of stone. Telecasters now join 'men of the cloth', the school teacher and the parents in advancing the cause of high moral standards. It should be inspiring to be associated with an industry which thus promotes the better things of life."

Note: Full text of code, published Dec. 8 as our Supplement No. 76, is contained in TV Factbook No. 14; separate reprints are available at \$1 each.

**GRAND JURY PROBE OF COLOR & PATENTS?** Dept. of Justice attorneys, moving quietly and rather mysteriously, are understood to be preparing to lay evidence before a Federal grand jury purporting to show anti-trust activity in electronics field -- prompted either by (1) charges of industry collusion in connection with virtually unanimous opposition to CBS system of color TV, FCC approved but "frozen" by NPA order, or by (2) allegations of patent monopoly, most likely involving mainly RCA, with eye on expiration of its licensing agreements in 1954.

At least one subpoena is known to have been issued, presumably on RCA, asking for vast quantities of records, and several manufacturers have been questioned from time to time by Dept. of Justice agents. But nothing definite about nature and scope of inquiry is obtainable beyond these facts:

(1) RTMA and its officers haven't been served with subpoenas.

(2) No Dept. of Justice people were present at last week's NPA meeting on color (Vol. 8:6), where Paramount counsel Paul Porter evoked vehement denials when he remarked on an apparent "concert of action" against CBS color by manufacturers.

(3) Oft-initiated inquiries into RCA anti-trust charges lay quiescent in Dept. of Justice as recently as 3 weeks ago.

(4) FCC has officially designated its general counsel Benedict P. Cottone and chief engineer Edward W. Allen to "discuss" matter with Dept. of Justice, though it didn't assign attorney William Bauer despite fact he has for years been conducting a one-man inquiry into patent situation.

Best guess is that it's sort of preliminary probe, sanctioned if not urged by FCC, looking into the possibility of action against RCA and other companies for allegedly thwarting the Commission's will in failing to manufacture CBS-type color receivers. Whether NPA ban and RCA-NTSC current tests of compatible color systems will have bearing on case, it's impossible to say yet.

**PENTAGON CONSULTED ON COLOR TV BAN:** Prospects for production of color sets remain close to nil. Question is now largely matter of manpower -- and military, through the Munitions Board, is almost certain to rule that engineers just can't be spared.

But NPA's color TV Order M-90 will be amended, rewritten or supplanted by a new regulation to make its language more explicit and less restrictive. Best bet is that NPA will permit manufacture of color theatre-TV equipment, confine regulation to home receivers only. There's also slight possibility it will permit production of TV sets with built-in adapters to receive incompatible signals in black-&-white.

New or revised order won't be issued for 10-30 days. NPA officials are not yet at writing stage -- they're still investigating. Thus foregoing deductions are based on present stage of inquiry, represent best thinking as of today.

Some tentative decisions may be made next week. And it's entirely possible that further investigation will convince NPA that its purpose can best be accomplished by sending each TV manufacturer a letter "requesting" him not to divert any skilled personnel from defense work to color -- without any formal order.

"We're going to take our time on this, and consider every possibility in a purely objective light," one NPA official said. "There'll be no hasty action."

\* \* \* \*

When smoke cleared after Feb. 8 industry-Govt. color conference (Vol. 8:6), NPA production controllers found they were faced with these facts:

(1) Majority of manufacturers favored retention of M-90.

(2) Three of the 4 who asked abolition of the order (Paramount's Chromatic, CBS, RCA) made strong cases by arguing that M-90 went further than Oct. 25 agreement between set manufacturers and defense mobilizer Charles E. Wilson (Vol. 7:43).

(3) No manufacturer spoke out explicitly against permitting production of color theatre-TV equipment.

(4) M-90 is not saving any materials; regardless of whether it stays on books, NPA won't allot extra materials for color set production.

(5) Revocation of M-90 might cause heavy drain on technically skilled manpower needed for military production.



This last factor is tipping the scales in favor of retention of M-90. Much more was made of manpower angle at Feb. 8 conference than at Oct. 25 meeting. Most manufacturers agreed that if M-90 were erased they would be forced to assign scarce engineers to color developmental work, if only to maintain their competitive positions in the industry. Minority of set makers denied this would be important factor.

\* \* \* \*

Reviewing the situation, NPA planners decided that revocation of M-90 would increase civilian requirements for engineers specializing in development, production, design, process, quality control and application, plus draftsmen.

Then they asked Pentagon to conduct thorough inquiry to determine whether military production is being impeded by shortages of such personnel.

Defense Dept. made preliminary investigation, told NPA Feb. 13 that severe shortage of engineers and draftsmen is one of sore spots in defense production picture, that many military contracts have indeed been delayed by scarcity of the very type of talent required for research and development engineering in TV industry.

\* \* \* \*

Burden of rewriting M-90 will fall on NPA administrator Henry Fowler, asst. administrator H. B. McCoy and Electronics Div. director J. A. Milling, assisted by NPA legal staff. Not unmindful of last week's statement by Paramount's Barney Balaban that his Chromatic TV set with Lawrence tube can receive color as easily as black-&-white and with "no other materials," Mr. McCoy told us:

"The public interest must be considered, too. If any company can make a set that will receive all color systems and protect the public's investment that way -- well, we'll have to consider that." [If NPA seeks to determine "public interest" as regards rival color systems, it may find itself in as lengthy and unhappy a controversy as did the FCC.]

Thus it now appears likely that Mr. Balaban's protests, which prompted NPA to call last week's color TV session, will succeed in forcing modification of M-90 -- but not enough to permit him to mass-produce Chromatic color TV receivers or to impel other manufacturers (including CBS-Columbia) to mass-produce for CBS system.

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**Personal Notes:** A. Davidson Dunton, 39-year-old ex-newspaperman, reappointed governor and chairman of board of Canadian Broadcasting Corp. for 10-year term . . . Amon Carter Jr., 32, elected president of Carter Publications Inc., Fort Worth, publisher of *Star-Telegram* and licensee of WBAP & WBAP-TV; his father becomes chairman of board . . . John H. Reber, sales mgr. of WNBT, New York, named NBC-TV national spot sales mgr., with Robert Leder leaving post of NBC Eastern radio sales mgr. to become national radio spot sales mgr.; Richard H. Close, Eastern spot sales mgr. for TV, becomes national mgr. for represented stations—all reporting to James V. McConnell, director, national spot sales dept. . . . Terry Hamilton Lee, ex-Young & Rubicam, Chicago, at one time with KPRC-TV, Houston, joins WFAA-TV, Dallas, as sales mgr. . . . Mort Weinbach, business mgr. of radio program dept., named ABC-TV national operations director . . . Robert Hennig, ABC-TV production mgr., joins NBC-TV as mgr. of TV network building and studio operations . . . Michael Dann, NBC trade editor recently named coordinator of program package sales, promoted to NBC-TV supervisor of special broadcasts, reporting to Davidson Taylor . . . J. R. Poppele, engineering v.p. of WOR & WOR-TV, observes 30th anniversary with organization Feb. 16 . . . C. T. (Swanee) Hagman resigns as executive v.p. of WLOL, Minneapolis (Atlass), to head group buying 50-kw WDGY there, succeeded by Marvin Rosene, from KIOA, Des Moines . . . Edward J. Content, consulting engineer, back from Saudi Arabia where he worked on govt.'s broadcasting installations at Jeddah and Mecca . . . Alexander Klein named director of TV & films, J. D. Tarcher & Co.

Last stage of FCC's reorganization was accomplished this week when Commission set up Field Engineering and Monitoring Bureau (George S. Turner, chief), taking it from under wing of chief engineer, and realigned several other offices. Among other changes: (1) Office of the General Counsel—set up Litigation Div. and Legislation, Treaties & Rules Div., abolished Los Angeles field office. (2) Office of the Chief Engineer—now has 3 divisions, namely Frequency Allocation & Treaty, Technical Research, Laboratory. (3) Office of the Secretary new name for Bureau of the Secretary, with following divisions—Docket, Minute, Library, Technical Assistance. (4) Broadcast Bureau takes over broadcast license functions formerly under secretary. (5) Office of Administration—now 4 divisions, Budget & Fiscal, Organization & Methods, Personnel, Administrative Services, takes over number of secretary's duties.

Two more FCC lawyers resign—asst. gen. counsel Max Goldman to become director of Office of Industrial Tax Exemptions for Puerto Rican Govt., and George MacClain to become asst. gen. counsel, National Security Resources Board. Goldman will live in San Juan, reports there Feb. 25. A peak point in his career came when he argued color case before U. S. District Court in Chicago (Vol. 6:46). MacClain has been FCC counsel in "Conelrad" project designed to render U. S. stations useless for purposes of enemy plane and missile homing.

IT&T elects Charles D. Hilles Jr. as v.p. & gen. attorney. Godfrey A. Ogilvie, v.p. formerly in charge of telephone operations, named v.p. & secy.; M. Richard Mitchell, ex-asst. gen. attorney, now gen. solicitor; Paul F. Swantee, now controller. W. H. Pitkin continues as vice chairman but relinquishes post of gen. attorney.

**N**EW PHASE in DuMont's strategy to rid itself of stockholder Paramount Pictures (about 25%) became evident in this fourth week of FCC hearing—and case is still long way from consideration of ABC-United Paramount Theatres merger, subject of most interest to industry.

It's apparent that DuMont counsel William Roberts is no longer trying merely to assure Commission that Paramount doesn't control DuMont. He's now bent on convincing FCC that it should force Paramount to divest itself of DuMont stock because of Paramount's anti-trust history and its interest in developments presumably competitive to TV stations—such as subscription TV and theatre TV—as well as in movie production.

Hearing examiner Leo Resnick gave newsmen this estimate of time case will run: more testimony, with short recesses, until April 1; then 40-60 days for proposed findings; then at least 3 months, or until about Sept. 1, for his initial decision. After exceptions and oral argument, final FCC decision could come near year's end. Slowness of hearing is attributable to fact Resnick is extremely liberal in permitting extensive testimony and cross-examination, feeling case is truly basic and precedent-setting in determining future movie-TV relationships.

Most of week's testimony was concerned with Paramount's long anti-trust case. President Barney Balaban, v.p. Paul Raibourn and director Edwin Weisl spent most time buttressing Balaban's previous testimony (Vol. 8:6): how now-outlawed movie practices of block-booking, pooling, etc. grew in normal competitive scheme of things but were dropped when Supreme Court ruled them illegal.

Commission counsel probed witnesses in attempt to determine whether Paramount's officers might be inclined to institute similar practices in TV.

Paramount's reluctance to furnish movies for Zenith's Phonevision tests was also scrutinized. Correspondence between Zenith and Balaban showed latter didn't

agree to provide films until Justice Dept. became interested (see below).

TV has very little effect on top movies, Raibourn testified, but he reported that boxoffice settles down to 20%-30% decrease in TV-saturated areas after TV novelty wears off. He estimated that average family spends \$30 a year on movies, but \$100-\$200 on TV—including cost of set, installation, service, etc. Only \$15-\$20 of TV bill goes for entertainment, whereas much larger percentage should go directly to entertainment, he said.

Sessions became most acrimonious to date, with Roberts and Paramount counsel Paul Porter frequently snapping at each other.

\* \* \* \*

Heated correspondence between Zenith president E. F. McDonald Jr. and Paramount president Barney Balaban in 1950, concerning McDonald's request for movies for Phonevision test (Vol. 7:50), was entered in record of Paramount hearing this week. Some choice excerpts: "I believe your test is being conducted under highly abnormal and unrealistic circumstances accentuated by the artificial light of intense publicity [and it] can have no value as a practical test," wrote Balaban. To which McDonald replied: "I am surprised to see you decide to remain with the rest of the members of the Motion Picture Assn. of America in refusing to rent us films for this test." Balaban: "You attempted to establish the false assumption that Paramount is supporting some 'group' in refusing to rent pictures for your 'test' and is acting in concert with other members of MPAA. This I deny flatly." McDonald: "We both cannot be right. I don't think it will take too long to ascertain which one of us is going to give our advisers hell." Balaban, after some correspondence with Dept. of Justice: "We have decided to cooperate with the FCC by making available to you a fair and representative sample of our pictures . . ."

**W**ESTINGHOUSE plucked highly-prized Pittsburgh market, its home-town, for its presidential campaign coverage this week—but at heavy cost. Deal involved purchase of 4-station DuMont network—DuMont's WABD, New York, WTTG, Washington and WDTV, Pittsburgh, and *Chicago Tribune's* WGN-TV. DuMont, which was left without any political coverage plans when its joint venture with *Life Magazine* fell through (Vol. 8:4), apparently will pick up the Westinghouse telecast from CBS (Vol. 7:52). DuMont's announced plans are identical with those of CBS, and include coverage of both political conventions in July, election night returns and 13 weekly "get-out-the-vote" programs.

So ended the spirited bidding for Pittsburgh's only station, DuMont-owned WDTV, by rival networks and sponsors—CBS for Westinghouse, NBC for Philco, ABC for Admiral. New York, Washington and Chicago each will have identical Westinghouse coverage on 2 channels.

Meanwhile, networks continued battling for the one-station markets that were left, each offering plenty of inducements. All 3 networks now offer plenty of time for local news and commercials in their political schedules. And at least one sponsor reportedly is dangling bait of cash bonuses to stations in important markets. But one source says all major one-station markets are now sewed up—all of them by NBC-Philco except Pittsburgh, Bloomington (WTTV), Kalamazoo (WKZO-TV), Charlotte (WBTV), Greensboro (WFMY-TV), Nashville (WSM-TV).

Edward Lamb, owner of WICU, Erie, and WTVN, Columbus, also of AMs WTOD, Toledo, and WHOO, Orlando, Fla., has purchased 5-kw WIKK, Erie, for reported \$150,000, will tie it up with his *Erie Dispatch* and WICU.

**I**T'S A "PUZZLEMENT"—the NBC-TV 7-9 a.m. show *Today*, with Dave Garroway, now going into sixth week. Station commercial "returns" now range from \$5000 a week worth of local cut-ins reportedly sold by NBC's New York WNBT to scattered local spots by some other affiliates to zero on such a top-hole station as WWJ-TV, Detroit. Of the 30 affiliates carrying it, 4 more have replied to our questionnaire since we last reported on what 19 stations think of such early-morning telecasting (Vol. 8:5). To a man, the managers are enthusiastic or at least favorably disposed—but this reaction from WWJ-TV's Wm. Walbridge speaks volumes:

"We have not sold anything in *Today*. The advertiser's attitude seems to be wait-&-see [but] the public likes it! Our letters are almost unanimous in praise . . . No measurements of the audience are available, but the morning it was delayed here our switchboard became clogged after 268 calls . . . National timebuyers react the same way—reluctant to make the first move. I'm certain that if *Today* gets one big scoop, an on-the-scene broadcast of a major news event, to demonstrate its potential, then the cool boys will quickly turn hot.

"There will be criticism of the vague format or patchwork quality of presentation. Crosby and others have ridiculed the show. They may live to eat their words if NBC continues to have the courage and the cash to keep it going.

"When we prove good audience, the format will adjust to take care of any lack of adaptability it might have commercially. It's a good deal for local stations. Any 2 hours of programming that gives us 10 one-minute spots, 10 twenty-second commercials and 20 five-minute newscasts (local) per week certainly gives us all the opportunity for sales that we will need."



**Station Accounts:** Hughes Aircraft Co., sponsoring new type of sports program titled *Here's How with Harmon*, alt. Wed. on KNXT, Los Angeles, at about 7:40-8 p.m., following kine-recorded versions of Pabst prizefights; each show, Tom Harmon interviews sports luminary relating and demonstrating the "how" of respective sports . . . Esso Standard Oil Co. trying out TV version of *Esso Reporter*, 15-min. around dinner hour, on WPIX, New York; WBAL-TV, Baltimore; WTOP-TV, Washington; WTVR, Richmond; WDSU-TV, New Orleans; placed thru Marschalk & Pratt, feature doesn't mean reduction of 53-station radio news campaign, but TV will be expanded if it clicks . . . U. S. Envelope Co. (Self-Seal Envelopes), thru S. R. Leon Co., and Locatelli Inc. (Provolino cheese, olive oil, salami), thru H. C. Rossi Adv., new participations in *Kathi Norris Show* on WABD, New York . . . Crawford Clothes has bought 13 weeks of *The Cases of Eddie Drake* and 26 weeks of *The Files of Jeffrey Jones* for placement on WABD, Thu. 9:30-10, starting March 6, thru Al Paul Lefton Co., N. Y. . . . Lutheran Church-Missouri Synod, Clayton, Mo., to spend \$750,000 on 26 thirty-min. films titled *This Is the Life*, to be produced-distributed by Lutheran Television Productions (Rev. Herman W. Gockel, religious director of project; Ian B. Smith, exec. producer, Hollywood) . . . Chicago Auto Show telecast for 2 hours on WGN-TV Feb. 16 had 20 auto manufacturers as co-sponsors . . . Unaffiliated with any AM station, Miami's WTVJ has nevertheless joined with WBRD, Ft. Lauderdale, to present regular Wed. a.m. simulcast, 5 retail stores participating, titled *McCauley Callin'* and featuring disc jockey Elliott McCauley . . . Among other advertisers reported using or preparing to use TV: Venice Maid Co. Inc. (Chili Mac), thru Schoenfeld, Huber & Green, Chicago; Marie Designer Inc. (contour chairs), thru Walter McCreery Inc., Beverly Hills; Coleman Co. Inc. (gas & oil water heaters), direct; Genesee Brewing Co. (Genesee beer & 12 Horse ale), thru Rogers & Porter, Rochester, N. Y.; H. Fendrich Inc. (La Fendrich cigars), thru G. A. Saas & Co., Indianapolis; Senator Hotel Corp. (Senator Hotel, Atlantic City), thru Dorland Adv. Agency, Atlantic City; Taylor-Reed Corp. (Chin Lee Chinese dinners), thru Tracy, Kent & Co., N. Y.; Sitroux Inc. (Sitroux facial tissues), thru Franklin Bruch Adv. Corp., N. Y.; Lamour Hair Products Inc. (Color Comb & Shamp-o-Pads), thru Kenneth Rader Co., N. Y.; Biscaglia Bros. Wine Corp. (Paradise wine), thru St. Georges & Keyes, N. Y.; G. N. Coughlan Co. (Spandy disinfectant), thru Lewin, Williams & Saylor, Newark; Chin & Lee Inc. (canned & frozen food products), thru Kaster, Farrell, Chesley & Clifford, N. Y.; Charles G. Summers Inc. (Superfine Limagrands canned lima beans), thru Kal, Ehrlich & Merrick, Washington; Walter Bainum Inc. (Mary Lowell lotions, creams, deodorants), thru Robert Acomb Inc., Cincinnati; Lejon Freres Inc. (Neckline beauty creams), thru Weightman Inc., Philadelphia; North American Sweets Corp. (Sweetop creamed frosting), thru Weiss & Geller, N. Y.; Texas Rice Promotion Assn. (Rice-Its preparation), thru Wilkinson-Schiwetz & Tips, Houston; Atlas Fence Co., thru Ecoff & James, Philadelphia.

**Network Accounts:** Westinghouse adds DuMont's 3 owned-&-managed stations (WABD, WTTG, WDTV) plus *Chicago Tribune's* WGN-TV for coverage of political conventions in July (Vol. 7:52 & 8:6), presumably will tie them into its CBS-TV network, thru Ketchum, McLeod & Grove, Pittsburgh (for further details, see story on p. 6) . . . Columbia Records, starting Feb. 26, sponsors Tue. & Thu. segments of *Douglas Edwards and the News* on CBS-TV, Mon.-thru-Fri. 7:30-7:45, thru McCann-Erickson, N. Y. . . . Procter & Gamble (Ivory Flakes) begins sponsorship Feb. 26 of Tue. & Thu. segments of *The Egg & I* on CBS-TV, Mon.-thru-Fri. noon-12:15, thru Compton Adv., N. Y.

**WHY HAS ADMIRAL**, one of earliest and most consistent sponsors of network TV programs, decided to drop its *Lights Out* program on NBC-TV (Vol. 8:6) and turn to network radio—using CBS world news roundup Sun. 5:30-5:55 p.m., starting Feb. 17? Admiral president Ross Siragusa explains in press release Feb. 13 in which he says radio and newspapers need not fear TV inasmuch as those media have "a permanent place in the American way of life." He figures it this way:

"The total circulation of daily and Sunday newspapers has registered increases in each postwar year, and it is obvious that the newspaper can never be replaced. One cannot minimize, either, the power of the more than 2275 AM broadcast stations and the estimated 105,000,000 radios now in use in American homes, hotels, institutions and automobiles. These sets reach into practically every home in the U. S. and provide a powerful medium for carrying coverage of many election year features that cannot be telecast."

Admiral is sponsoring both TV and radio coverage of forthcoming political conventions via ABC (Vol. 8:4), also telecasts of special events, but hasn't used any radio except spot in recent years. Siragusa explained that "Admiral feels so strongly about the future of radio, it has provided a standard AM radio in 9 of its 1952 table model and console TV receivers . . ."

New obstacle to release of recent movies to TV is this week's agreement between Screen Actors Guild and Independent Motion Picture Producers Assn. Seven-year pact provides: (1) Each actor in list of 70 feature films made since Aug. 1, 1948 shall receive additional payment of 12½% of his original salary if film is sold to TV for less than \$20,000, and 15% if film brings \$20,000 or more. (2) None of the 70 films may be released to TV until at least 3 years after their first theatre showings. (3) Producers must negotiate with Guild before releasing to TV any other films made since Aug. 1, 1948. American Federation of Musicians also has standing demand that sound tracks of theatrical films released to TV be re-recorded and 5% of film's gross from TV be paid to AFM royalty fund (Vol. 7:17). Screen Writers Guild also plans to open negotiations with IMPPA for extra-pay arrangement, and Screen Directors Guild is contemplating similar move.

All 4 TV networks have filed appearances for theatre-TV hearings, now scheduled to begin March 10. At deadline Feb. 15, ABC & NBC filed as result of FCC action enlarging issues to include questions of (1) competition between types of TV service and (2) whether home TV networks should be permitted to distribute theatre-TV programming (Vol. 8:5). ABC's petition says it will participate "inasmuch as [the added issues] may have a bearing on the proceeding concerning the merger of United Paramount Theatres and ABC." CBS and DuMont filed Jan. 25 (Vol. 8:4). Motion Picture Assn. and National Exhibitors Theatre-TV Committee jointly filed list of 18 additional witnesses to their earlier star-studded array of 43 (Vol. 8:4). New list includes producers Cecil B. DeMille, Darryl Zanuck, Screen Actors Guild president Ronald Reagan, Theatre Owners of America director Gael Sullivan, other film industry notables.

Those Chicago theatre closings in 1951 (Vol. 8:6)—91 out of city's 336—aren't necessarily or primarily attributable to TV, says Chester B. Bahn in Feb. 11 *Film Daily* editorial. He points not only to growth of drive-ins, but to higher living costs and taxes, theatre obsolescence, population shifts, increased business of remaining theatres. Overall income of movie business is better index to theatres' health than individual closings, he argues, giving example of United Paramount Theatres, whose latest quarterly report shows \$6,400,000 greater gross than same 1950 period.

"Road to top is through successful specialization," says NARTB-TV brochure titled *Station Management Takes a Look at Television Jobs*, released this week at TV seminar conducted by WAAM, Baltimore. Offered as preliminary survey, 17-page study analyzes present and prospective future employment in telecasting, notes only 7000 employes in nation's 108 stations, many of them doubling in AM, plus 3800 fulltime employes in the 4 networks. Station pay-rolls should go to 60,000 in 5 years, says report, assuming average of 50 persons in 1200 stations, and to 100,000 in 10 years if average is 40 persons in 2500 stations. Current employes are 36% in programming, 36% engineering, 16% general administration, 7% sales, 5% film depts. Study attempts to evaluate basic TV jobs in terms of aptitude, personality, education, experience.

Five of 7 Los Angeles TV stations have withdrawn support and membership from Academy of Television Arts & Sciences in protest against its "national" policy for "Emmy" awards. They announced they will support purely local Hollywood Society for Television Achievement. KLAC-TV, KTTV, KTLA, KECA-TV and KHJ-TV said ATAS isn't primarily interested in Hollywood-area TV and has "gone far afield of its original intent." KNXT (CBS-TV) and KNBH (NBC-TV) will remain in ATAS, but both stations are also members of HSTA. "Emmy" awards are to be presented at Feb. 18 dinner after vote by 150 TV editors for best dramatic, comedy, variety shows, best actor, actress, comedians.

Director of 1952 TV program for National Collegiate Athletic Assn. will be Eastern College Athletic Conference commissioner Asa S. Bushnell, named by NCAA executive committee Feb. 11 after mail vote by 17-member NCAA council. He succeeds Edwin Reynolds of New York, specialist hired last year to direct NCAA "experimental" TV football schedule. Executive committee held 2-day session in Chicago, set tentative budget for 1952 TV program. NCAA TV committee chairman, Yale's Robert A. Hall, said no definite program will be offered for mail vote by full membership until April, following final report on 1951 survey.

Abolition of "squatter's rights" on frequencies, both nationally and internationally, is objective of new policy statement issued this week through office of President's Telecommunications Advisor Haraden Pratt. Mr. Pratt said idea is to eliminate old practice, by various foreign countries and domestic agencies, of claiming priority on frequencies simply because they "got there first"—whether frequencies are used or not. Statement is considered major step toward implementing 1947 international agreement reached in Atlantic City. First application is to 4-27.5 mc band.

Uhf site tests, such as those conducted in Scranton and New Brunswick (Vol. 6:31), are proposed by WROW, Albany, and KICD, Spencer, Ia., in requests filed with FCC last week. Former wants 6-month special temporary authority to test 515-mc airborne radar pulse transmitter (Model ASB-5, Type CRR 52 APL) from Helderberg Mt. site formerly used for microwave relay by WRGB, Schenectady. Latter, planning to file for uhf in town of 7000, asks permission for 10-day test of 5-watt oscillator on Channel 42 (668-674 mc).

TV would have been ideal for Lincoln, in opinion of poet Carl Sandburg, famed Lincoln biographer. Sandburg's comment was in response to reporters' questions after he appeared on CBS-TV's Feb. 10 *See It Now*, originating from Lincoln Memorial. He also suggested that Lincoln-Douglas debates would have made excellent campaign fare on TV, but added with a laugh: "They ran 2 to 3 hours, you know, and I rather doubt that they could get a sponsor for that length."

NARTB Broadcast Engineering Conference, to be held in connection with convention in Chicago's Conrad Hilton Hotel, March 29-April 2, will feature symposium on uhf headed by Stuart Bailey, of Jansky & Bailey, with following on panel: Ralph N. Harmon, Westinghouse; James McNary, consulting engineer; John Battison, National Radio Institute; John Young, RCA; Robert P. Wakeman, DuMont. Symposium on small TV operations will be headed by John H. DeWitt, WSM-TV, includes Frank P. Bremer, WATV; Nevin Straub, WJAC-TV; R. A. Isberg, KRON-TV; J. E. Mathiot, WGAL-TV & WDEL-TV. List of technical papers is dominantly TV, including among others DuMont's Rodney Chipp discussing TV control room layouts; Federal's H. Thomas, TV switchboard for studio & master control; NBC's Allen A. Walsh, camera switching; RCA's John Roe, new TV camera; CBS's Wm. Lodge, lighting for TV.

Voice of America's first seagoing station, commissioned Feb. 15 in Hoboken, is Coast Guard's 5800-ton, 338-ft. cutter *Courier*. Ship is equipped with one 150-kw transmitter and two 35-kw transmitters, described by new Voice chief Dr. Willis Compton as "electronic weapons for combatting Soviet jamming and [enabling] the Voice of America to cover areas beyond the reach of present broadcasts." Cutter is manned by crew of 80, including 10 radio-trained officers, will serve chiefly as relay base, although small studio permits originations if necessary. State Dept. also announced it has under construction two \$7,000,000 stations, at Wilmington, N. C. and Seattle, to be more powerful than any others in the world.

TV oddities: (1) Feb. 18 *Time Magazine* reports cases of "TV tummy" among Syracuse youngsters—stomach spasms produced by too much excitement, "often resulting in needless X-ray examinations for appendicitis." (2) *Time* also recites case of CBS-TV newscaster Walter Cronkite, who called his physician, was told he had tracheal bronchitis even before he described symptoms. Doctor said: "I've been watching you on TV . . . and was wondering how soon you'd call." (3) TV bugs—the cockroach type as differentiated from electronic or human kinds—are a menace to TV set owners, according to National Pest Control Assn. Attracted by tube heat, roaches don't harm receivers though they eat excess cabinet glue, thriving because laymen are fearful of dismantling sets to get at the pests.

Community-antenna system projected by Fred Allman, WSVA, Harrisonburg, Va., would pick up signals from Washington and Richmond, each 120 mi. away, pipe them to homes via \$100,000 master TV system. He's first broadcaster to undertake such project, thinks it won't matter when Harrisonburg gets own TV outlet since subscribers may want to get choice of programs and may not be able to do so if, as seems likely, community has only one uhf station.

Article on color TV in January *Princeton Engineer* concludes: "The FCC will probably accept the recommendations of the NTSC, but color TV will be of minor importance to the public until the present emergency is over." Author: George H. Brown Jr., class of 1955, son of the RCA color expert (twin brother, also of scientific bent, is Harvard freshman). George Sr. says: "I don't endorse everything he says in the article."

Feb. 1 sets-in-use reported since NBC Research's census of Jan. 1 (Vol. 8:5): Dallas-Ft. Worth 154,228, up 5228; Norfolk 101,833, up 4233; Memphis 118,600, up 3600; Utica 67,000, up 3000; Richmond 108,878, up 3878; St. Louis 372,000, up 9000; Washington 335,715, up 11,715; Kansas City 189,161, up 8161; New Orleans 81,764, up 3364; Johnstown 138,454, up 5454.



**Financial & Trade Notes:** Among officers' and directors' stock transactions reported by SEC for Dec. 11, 1951 to Jan. 10: Maurice S. Despres bought 100 Admiral, gave 100 as gift, holds 3900; Irene O. Siragusa gave 2500 Admiral as gift, Ross D. Siragusa gave 1500 Admiral as gift, together hold 732,732 personally and through trusts and foundations; Irving B. Babcock exercised option to buy 10,000 Avco, holds 10,797 common, 25 pfd.; W. A. Mogenssen exercised option to buy 3446 Avco, holds 10,000; R. S. Pruitt exercised option to buy 10,000 Avco, holds 31,420 common, 781 pfd.; Ralph F. Colin gave 28 CBS "A" as gift, holds 1000; Allen B. DuMont gave 600 DuMont "A" as gift, holds 54,400; Max & Helen Abrams Foundation bought 800 Emerson; Max Abrams holds 153,640 personally and through trusts and foundations; John H. Briggs bought 7200 Gabriel, holds 21,988 common, 2750 pfd.; S. Sloan Colt inherited 90 GE (Oct.), holds 2290 personally and through trusts; J. Harry LaBrum bought 100 Hallicrafters, holds 100; Hickey & Co. sold 600 Motorola, holds none, M. J. Hickey Jr. holds 2500; William Balderston gave 960 Philco as gift, holds 6208; Harold W. Butler gave 70 Philco as gift, holds 11,145; Larry E. Gubb gave 145 Philco as gift, holds 28,785; Leslie J. Woods gave 300 Philco as gift, sold 1200 (Mar.-Sept. 1951), holds 8805; James T. Buckley gave 200 Philco as gift, holds 19,787; Robert L. Werner bought 100 RCA, holds 100; John J. Smith bought 500 Sparks-Withington, holds 4400; James O. Burke gave 200 Standard Coil as gift, holds 339,660; R. E. Peterson gave 2700 Standard Coil as gift, holds 197,880; Glen E. Swanson gave 5200 Standard Coil as gift, holds 414,210; John S. Learoyd sold 200 Sylvania, holds 387; Don G. Mitchell gave 70 Sylvania as gift, holds 3004; A. H. Blank gave 1500 United Paramount Theatres as gift, holds 3095 personally and through trusts; E. F. McDonald gave 77 Zenith as gift, holds 42,114 personally and through Seneca Security Corp. New York Stock Exchange reports Thomas A. Kennally sold 1832 Philco in January, holds 18,102.

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Magnavox earned \$587,795 (79¢ a share) on sales of \$15,702,911 in the 6 months ended Dec. 31, 1951 vs. \$1,814,500 (\$2.53) on \$25,788,921 same 1950 period. Second quarter net earnings after taxes were \$567,428 on sales of \$10,691,871 vs. \$1,033,878 on sales of \$15,575,083 same 1950 quarter. President Frank Freimann's report noted that increasing portion of company's capacity is being shifted to defense production, and forecast TV-radio business will improve in second half of current fiscal year.

Dividends: Magnavox, 37¼¢ payable March 15 to stockholders of record Feb. 25; Cornell-Dubilier, 30¢ payable March 28 to holders Feb. 26; Electrical & Musical Industries Ltd., 4¢ from sale of subscription rights, payable March 4 to holders Feb. 19; Paramount Pictures, 50¢ payable March 28 to holders March 17; 20th Century Fox, 50¢ payable March 29 to holders March 14; Warner Bros., 25¢ payable April 4 to holders March 3.

Walt Disney Productions reports net profit of \$429,840 (65¢ a share) in year ended Sept. 29, 1951, vs. \$717,542 (\$1.06 a share) in previous fiscal year. Gross income was \$6,287,538 vs. \$7,293,859 in previous year.



Chatham Electronics Corp., Newark, N. J., has been awarded \$988,460 five-year 5% RFC defense production loan to build plant for production of thyratron radar tubes. Army will provide some \$2,500,000 worth of equipment for plant.

Federal Telephone & Radio Corp. (IT&T) sets up mobile radio communications dept. at Passaic plant to handle equipment in that field formerly made by Capehart-Farnsworth.

**Mobilization Notes:** Stretching out of defense target dates—especially aircraft production goals (Vol. 8:6)—has resulted in revised estimates of military electronics production for 1952. Roughly, the Pentagon estimates current going rate of defense electronics production at \$1.5 billion on annual basis. By midyear rate should reach \$2.5 billion, and by end of 1952 military output of electronics industry should be at annual rate of \$3.5 billion.

These figures, passed on to the NPA, pose problem for materials planners. Electronics Div. is now working out schedules to balance materials allotments with anticipated military production for 1952. Toughest problem is to determine proper levels at which to support production of components, so that component output will mesh with military end product manufacturers' requirements.

Electronics Div. faces similar problem in consumer goods field—coordinating allocations of materials for components with allocations of materials such as carbon steel and copper wire that go directly into TV-radios-phonos. Planning of this type heretofore has been hit-or-miss; in 1952 miscalculations could cause stoppages in military or civilian production.

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Important changes in NPA's classification of electronic components and end products go into effect with third-quarter CMP applications. These will result in larger allotments of materials for some items, smaller allotments for others. Several new product class codes for electronics have been added to official list, and some products have been moved from one classification to another. For example, uhf converters are now in same class code with home TV-radio receivers—meaning that manufacturers will have to use materials allotted for receivers to make converters. They formerly were listed under "components." Changes are listed in new *Official CMP Class B Product List*, available at Commerce Dept. field offices.

Defense Dept. has obligated about \$4.5 billion for electronics-communications equipment in 18-month period from outbreak of Korean war through December 1951. This is estimate of govt. electronics experts based on Pentagon announcement that it obligated \$45.2 billion for "hard goods" during that period—using "rule of thumb" that electronics-communications represents about 10% of hard goods procurement. Some \$15.2 billion was obligated for hard goods during last half of 1951. During the 18-month period, total of \$69.8 billion in obligational authority for procurement of hard goods has been made available to Defense Dept.

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Tax amortization aid for expansion of electronics production facilities to cost some \$3,700,000 was approved by DPA Jan. 19-25. Receiving certificates of necessity for 5-year tax writeoffs were these 12 electronics and related projects (amortized at 65% except where noted): Superior Tube Co., Evansburg, Pa., tubes, \$1,100,055; Hughes Tool Co., Culver City, Cal., electronic research, \$1,091,085; General Instruments Inc., Dallas, electronic equipment, \$1,027,133 (70%); Aircraft-Marine Products Inc., Cumberland County, Pa., aircraft & electronic equipment, \$160,137 (50%); Electro Craft Inc., Stamford, Conn., electronic communication devices, \$101,965; Arma Corp., Brooklyn, electronic instruments, \$40,282; Calnevar Co., Los Angeles, electronic equipment, \$35,106 (80%); Bogart Mfg. Corp., Brooklyn, electronic equipment, \$34,909 (80%); S. Sterling Co. & Sterling Instrument Co., Detroit, test equipment, \$25,000 (45%); Raytheon, Boston, electronic equipment, \$15,586; Edo Corp., College Point, N. Y., naval ordnance, \$15,000 (70%); Magnavox of Ky., Paducah, ordnance, \$14,230 (75%).

**RCA GEARS FOR ALL UHF CONTINGENCIES:** Full-scale disclosure of uhf receiver plans, first by major manufacturer, came from RCA this week during TV seminar for Washington engineers and attorneys. Since virtually every manufacturer of consequence has demonstrated uhf receivers and/or converters, it may be expected more will indicate production schedules -- now that freeze-end appears "imminent". We hope to have comprehensive all-industry uhf outlook report for you shortly.

With its NBC subsidiary hell-bent to build uhf stations (as are ABC, DuMont, presumably CBS, among the networks) -- if FCC relaxes its limit of 5 stations per entity -- RCA accompanied receiver announcement with description of its transmitting equipment, covering performance, prices and availabilities (see p. 2).

"Well in advance of any expected uhf transmissions" -- late August or early September, according to Allen Mills, merchandise mgr., home instrument dept. -- RCA will have available the following; prices are "targets" only, too early to be final:

(1) One-channel converter, attachable to back of any set, feeding signal through unused vhf channel. Cost \$10, to be installed by serviceman, "probably at his minimum charge for a call."

(2) Two-channel converter to be placed on or near set, feeding through unused vhf channel. Self-powered, attachable by any layman in home. Price: \$25-\$30.

(3) All-channel converter, continuous tuning, covering all 70 uhf channels. Self-powered, attachable by set owner, at \$50.

(4) Combination vhf-uhf sets, containing new 16-position turret tuner giving any desired combination of vhf & uhf stations through the use of strips. Prices: "slightly more than vhf-only." Sets to be "tailored" by dealer to local vhf & uhf stations. All RCA sets built since August 1951 contain vhf tuners electrically and mechanically replaceable by new vhf-uhf tuner.

If uhf antenna and transmission line are needed -- likely in most cases, at least until high powered stations get going -- cost of the complete installation is increased. Simple uhf antennas will run less than vhf, others about same as vhf.

**2nd QUARTER METALS CUTS—ROCK BOTTOM?** Rations of controlled materials to makers of civilian goods should reach lowest ebb next quarter.

That's the new theme song of mobilization chiefs -- notably NPA boss Henry Fowler and Munitions Board chairman John D. Small -- since decisions at Presidential level stretched military target dates 1-2 years beyond Pentagon's original plans.

Recent statements by both officials have been cautiously worded, full of "ifs" and "buts". Nevertheless, they've helped clear the air and, barring worsening of international situation, the Govt. probably won't go back on its word during this national election year.

Messrs. Fowler & Small have sketched materials prospects for rest of 1952, so that for first time it's possible to survey prospects for entire year. Based on these and other recent materials developments, here's how TV-radio picture looks:

Second-quarter CMP allotments will soon be in mail, and TV-radio producers will find their copper and aluminum rations cut more than 10% from the first-quarter level, steel held at about same as first quarter (Vol. 8:3). Unlike auto makers, TV-radio makers won't get any additional windfall of second-quarter materials.

Set makers might as well get used to living on such scanty dole; it will be a fact of life for some time. It's now anticipated that third and fourth quarter allotments will be at about same rate, but with perhaps some loosening of aluminum toward the end of the year.

In 1953, steel and aluminum should ease considerably as metals production capacity expands. But copper will continue to be very tight.



What does all this mean in terms of set production? First let's take a look at 1952 output to date:

During first 6 weeks of this year, TV production has averaged quite close to 100,000 sets a week, radio about 156,000. At this rate, first quarter production should total about 1,200,000 TVs, 1,900,000 radios.

"Guesstimate" of production averaging 1,000,000 TVs a quarter for remainder of year isn't outlandish -- so long as there's a market for the sets. Thus reasonable estimate of potential 1952 TV output might be in neighborhood of 4,200,000.

\* \* \* \*

There's been some puzzlement, both in Govt. and industry, about the current relatively high rate of TV production as indicated by RTMA statistics (see below). Here are some of the logical explanations:

(1) Carryover of sub-assemblies and materials from fourth quarter by the set manufacturers. Many TV firms returned big amounts of materials to NPA last quarter.

(2) Extremely productive conservation measures, developed throughout 1951 and now saving large quantities of scarce materials.

(3) Consumer-dictated trend away from large combinations and console models to low-end table model sets, which use less materials.

(4) Trend to concentration on TV production at the expense of radio.

Latter point is principal reason why it's difficult to make a very accurate forecast of TV production. Manufacturers' "mix" between TV and radio is changing. For example: First 6 weeks of 1952 saw approximately 40% fewer TVs produced than first 6 weeks of 1951. During same period, radio production dropped about 50%. Set makers have chosen to make radio bear heavier burden of materials cuts than TV.

Thus it's even conceivable that the industry, if it chooses, could turn out close to 6,000,000 TVs in 1952 -- at sacrifice of large amount of radio production.

\* \* \* \*

NPA is asking all civilian manufacturers not to reduce production of lower and medium-priced lines out of proportion to cuts in output of higher-priced items. Says form letter which went out this week: "NPA is anxious to avoid the necessity for the issuance of regulatory orders designed to achieve balanced production."

It goes without saying that TV manufacturers will gladly cooperate -- what with market conditions now dictating unusually heavy emphasis on low-priced lines at the expense of higher-priced models.

Avalanche of conservation orders, originally expected in early 1952, won't be forthcoming, says NPA. Officials now say they're satisfied with manufacturers' conservation efforts, plan no "intense dictation" of how to use allotted materials.

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Manufacturers now are turning out TVs at rate of slightly more than 98,000 per week, according to RTMA figures. Sixth 1952 week (ended Feb. 8) brought forth 97,130 sets (449 private label), down only slightly from 104,148 the week before (Vol. 8:6). First 6 weeks of this year, industry as whole produced 589,934 sets, which compares with 967,805 (average about 160,000) during same 6 weeks of 1951.

TV inventory went up to 198,319 as of Feb. 8 from 186,875 on Feb. 1, which may or may not reflect diminution of popular demand -- it's too early to tell yet.

Radio production totaled 179,453 (81,192 private) for Feb. 8 week, up a bit from the 170,768 of preceding week and highest unit and private-label total for any week this year. Radios were 77,645 home, 11,774 portable, 22,232 clock, 67,802 auto.

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In Buffalo, where Greater Western New York Taxpayers Assn. has been getting signatures to petitions demanding FCC authorize more TV stations in area, live-wire distributor-dealer group, cooperating with Niagara-Mohawk Power Corp., will hold Feb. 27 meeting along lines of RTMA's 1950 "town meetings." Some 1000 dealers will gather to hear facts about freeze, receivers, uhf, etc. from FCC Comr. George Sterling, Admiral's Richard Graver, GE's Dr. L. R. Fink, RCA's J. B. Elliott, plus report via

closed circuit from Washington. One-station Buffalo (WBEN-TV) has been scene of much-publicized civic drives, in which unions have joined, indicating dissatisfaction with limited program choice and urging channel allocations that will give city at least 4 stations. Senator Ives' aide, Dwyer Shugrue, sought conference with FCC Chairman Coy on matter, but latter declined on grounds this would be "improper" while FCC is currently engaged in city-by-city allocations (still uncompleted, still secret.)

**Topics & Trends of TV Trade:** No shortage of TV antennas is likely this year—but some ingenious substitutes for aluminum may find acceptance toward end of 1952, if TV production is high. That's the word from 9 producers representing some 114 U. S. antenna manufacturers at meeting with NPA Feb. 12. They indicated that far from being scarce, TV antennas now are practically a drug on the market.

Dealers and the public have refused to accept antennas made from substitutes so long as conventional-type antennas are still available, antenna men explained. Some even suggested that NPA should issue conservation order limiting industry to certain standards to eliminate competitive disadvantage suffered by manufacturers who employ conservation. Substitutes which have been used include wood masts and crossbars, plastics, fiberglass and steel. NPA said no such order is contemplated.

Antenna manufacturers estimated 1952 demand for their product at 8-11,000,000, on basis of replacement antennas for half 4-5,000,000 sets installed before 1950 plus 6-8,000,000 antennas for new sets (although NPA estimates only 3-4,000,000 TV sets can be produced this year). They gave these statistics on TV antenna production: 60% are built for outside installation, 30% indoor, 10% for incorporation within TV sets.

Growing popularity of TV in fringe areas is complicating manufacturers' materials problems, they said, since 2-5 bays generally are required for good reception.

Conservation measures discussed included limiting use of tubular aluminum to components (thus excluding masts); reduction of elements' diameter and wall thickness; 2½-lb. limit on aluminum per bay. Two manufacturers reported they are substituting plated-steel stampings for aluminum foundry castings. Another said that standardization of his product has cut his materials waste from 7% to 0.1% and cut his aluminum usage from average 3.1 lbs. per antenna to less than one pound.

Leon Golder, chief of radio & TV receiver section, NPA Electronics Div., presided at meeting attended by: Girard Burggraf, Elrob Mfg. Co.; L. H. Finneburgh, Finney Co.; Nat Louis, Louis Bros.; Harry Pomeroy, R. D. & Harry Pomeroy; J. L. Wade, Trio Mfg. Co.; Walter L. Schott, Walter L. Schott Co.; Milton Spirt, Spirling Products; Herbert H. Brown, Technical Appliance Co.; George A. McAllister, Ward Products Corp.

\* \* \* \*

Tele-tone plant in Elizabeth, N. J., now involved in bankruptcy proceedings (Vol. 8:5-6), reopened this week to permit completion of work on 3000 TV sets for which there were firm orders. Counsel for Tele-tone, A. Halsey Cowan, of Wilzin & Halpern, said factors contributing to firm's troubles were general market conditions, labor problems and financial difficulties of West Coast distributor which he said owes Tele-tone some \$400,000. Tele-tone lost \$2,000,000 in 1951, at end of which its liabilities stood at \$2,714,000, assets \$2,306,000.

Regal Electronics Corp. offering 7 models, own brand, prices including tax, optional warranty extra: 17-in. sets are mahogany table \$199.50, open-face console \$217.50, blonde \$229.50; 20-in. are mahogany table \$240, open-face mahogany \$260; other sets are 21-in. console \$299.50 and 24-in. open-face \$397.50.

Inclusion of tax and warranty in advertised TV set price is urged by 90.3% of dealers in partially completed NARDA survey. Of 550 responses, 4.3% want warranty only included, 3.1% tax only, 2.3% neither.

Crosley this week reduced prices \$20 each on four 17-in. consoles, which now list for \$270, \$290, \$300 and \$320, tax included; warranty is \$7 extra.

**C**URIOSLY ENOUGH, there were shipments of some TV receivers last year into states (like Idaho, Montana, Nevada, North Dakota, Oregon, Wyoming) still far removed from telecasting operations and remote from consistent TV signals. That's one of interesting facets of RTMA's all-industry estimate of TV set sales to dealers, state-by-state and county-by-county, released this week, covering the 52 weeks ended Dec. 28, 1951.

Report shows there were shipments to every state, totaling 5,095,563, compared with 7,068,000 in 1950. The 1951 production figure was 5,384,798 (Vol. 8:5). The difference, RTMA explains, is accounted for by the delay in distribution of sets by the manufacturers. County-by-county tabulation of shipments (35 pp.) is available from RTMA to bona fide inquirers; the state-by-state count follows:

State	Total	State	Total
Alabama	41,938	Nebraska	45,301
Arizona	12,561	Nevada	122
Arkansas	8,681	New Hampshire	15,848
California	437,172	New Jersey	237,171
Colorado	64	New Mexico	4,225
Connecticut	122,815	New York	776,419
Delaware	15,796	North Carolina	80,158
District of Columbia	59,561	North Dakota	42
Florida	51,305	Ohio	475,043
Georgia	65,828	Oklahoma	45,717
Idaho	52	Oregon	40
Illinois	350,643	Pennsylvania	540,489
Indiana	160,176	Rhode Island	38,241
Iowa	85,702	South Carolina	18,349
Kansas	24,513	South Dakota	922
Kentucky	61,284	Tennessee	47,918
Louisiana	27,715	Texas	123,957
Maine	5,019	Utah	22,673
Maryland	95,492	Vermont	3,062
Massachusetts	231,755	Virginia	71,920
Michigan	281,515	Washington	55,412
Minnesota	78,094	West Virginia	30,331
Mississippi	6,525	Wisconsin	86,614
Missouri	151,188	Wyoming	77
Montana	123		
		<b>TOTAL</b>	<b>5,095,563</b>

Five New York TV-radio-appliance dealers with 9 stores have merged to form Good Neighbor Stores Inc., 552 Fifth Ave., Brooklyn, which they claim will represent annual volume of \$10,000,000, put them in fourth or fifth chain position, enable them to buy and sell more effectively. Officers, one from each company: Martin Schoenfeld, Schoenfeld Electric Co., president; Arthur Swire, Swire Bros. Inc., v.p.; Emmanuel Y. Perlman, Perlman Pianos Inc., secy.; Jules Brecher, Lincoln Co., treas.; Benjamin Zises, asst. treas.

Tighter TV-set ad policy has been started by *Louisville Courier-Journal & Times* (WHAS-TV), similar to action taken by *Milwaukee Journal* and others (Vol. 7:43). New rules require that all ads must: (1) Contain accurate and explicit descriptions. (2) Carry price next to set illustration. (3) Use exact illustrations, year, model, brand with each set. (4) State whether equipment shown is standard. (5) State only actual price. (6) State any additional charges for warranty, tax, service contract, antenna, etc. (7) Refrain from "No Money Down" claims unless phrase is qualified "adjacently" to mean trade-in equals down payment. (8) Make guarantees specific.

TV "\$1 sales" case against Electrical Center, Washington retailer (Vol. 7:45, 51), was ended this week when Federal Trade Commission accepted consent settlement. Dealer agreed not to advertise falsely that purchase of TV, radio or appliance at regular price entitles customer to buy for \$1, another article "of same kind and value."

TV receiver advertising in newspapers led radio ads by 11-1 last year, Advertising Checking Bureau reports in survey of 49 TV cities. Combined TV-radio newspaper lineage dropped slightly—from 78,762,000 in 1950 to 78,323,000 in 1951. Bureau says about 75% of TV-radio ads were inserted by dealers, 25% by manufacturers.

Standard Coil Products Co. acquisition of General Instrument Corp. (Vol. 8:5) due to be effected about May 1.



**S**HORTAGES OF TV-RADIO receiving tubes are not in prospect, barring further curtailments of materials. That's general opinion of tubemakers, whom we queried for their opinions last week when trade reports were current that such shortages were in the offing. We asked for statements from all 12 makers of receiving tubes (*TV Factbook No. 14*). The 9 largest replied, of whom only one thought there might be shortages. Gist of their comments:

Canadian Marconi Co. (S. M. Finlayson): "Although from our information there may be some shortage in the supply of tubes in this country in the latter half of this year, we do not at the moment consider that it will be a severe one and, in any event, the shortage is likely to be limited to a few types."

GE (J. M. Lang): "In my opinion, a shortage of TV and radio receiving tubes will result only if material is not available. I believe there is adequate manufacturing capacity in the country to take care of current needs."

Hytron (L. H. Coffin): "It is possible that there may be a shortage of the more popular TV and radio receiving types [because] some vital materials (such as nickel) used in tube manufacture are in short supply due to govt. restrictions [and] a growing demand for receiving tubes is predicted by the military . . . The tube industry is just beginning to feel the tremendous demand for replacement receiving tubes in TV receivers. Because of the relatively large number of tubes in the average TV receiver, this TV replacement demand is a much greater factor than radio tube replacements have been."

National Union (Kenneth C. Meinken): "I cannot foresee any tube shortage in the year 1952, thinking strictly of commercial radio and TV and not of military types." Mr. Meinken says that there are enough productive facilities; that industry has developed conservation and substitution methods; that tube requirements for the military have been proceeding at such snail's pace that they're not curtailing commercial production.

RCA (L. S. Thees): "There is no general shortage in receiving tubes at this time. A certain few critical TV types may be in short supply from time to time, but based on average estimates of industry leaders of about 4,400,000 TVs and 10,000,000 radios in 1952, and current indications of material availability, there should be no shortage. However, if there is a substantial increase in TV-radio production, a real shortage could develop."

**Trade Personals:** Raymond W. Saxon, aide to RCA Victor consumer products v.p. J. B. Elliott, named gen. sales mgr., home instrument dept., Allen B. Mills becoming mgr. of merchandising div., and H. M. Rundle heading newly created new product development div. . . . C. A. Haines, Sylvania v.p. formerly in charge of radio & picture tub div., named director of new executive dept. to supervise planning of plant expansion; Matthew D. Burns succeeds him in charge of tube div. . . . Alexander G. Evans, recently with Pittsburgh Coke & Chemical Corp., named asst. national sales mgr., DuMont receiver sales div.; P. S. Rinaldi promoted to asst. mgr., instrument div.; G. Robert Metzger, engineering mgr.; Emil G. Nichols, technical sales mgr.; Melvin B. Kline and Wm. G. Fockler, asst. engineering mgrs. . . . Leslie E. Woods, Raytheon director of industrial relations, named member of New England Labor-Management Committee for Defense Manpower by Secy. of Labor Tobin . . . David J. Hopkins named president, Emerson West Coast Distributing Corp., factory-owned; S. J. Cooper, v.p. & gen. mgr.; James D. Lane, secy.; John DeGolia, treas. . . . Newell L. Webster succeeds late Dan True as Sparks-Withington's Boston district representative . . . George Avakian appointed director of new popular LP dept., Columbia Records Inc.

Sylvania (C. A. Haines): "We do not believe there will be any great shortage of any regular receiving tube types, providing industry continues to get its present allocation of critical materials. However, there is a shortage of special and odd type tubes that may continue for some time."

Tung-Sol (R. E. Carlson): "While the material situation for TV and radio receiving tubes varies from week to week, in general I think the industry is doing a pretty good job and it is my personal opinion that there will be no over-all shortage."

The one respondent who asked that his name and company's identity be not divulged simply wrote: "There could well be a shortage of a few types of receiving tubes as well as some of the larger tubes, but in general it appears there will be plenty of tubes for both new sets and for replacement, assuming no shortage of materials."

Much the same thought was contained in response from spokesman for Philco's Lansdale tube subsidiary: "It is our belief that there is plenty of tube capacity with more being added every month. We also believe that material shortages in the set industry will probably limit production at least equal to similar limitations in the tube industry. Therefore, perhaps these 2 items will be in balance so that set manufacturers will not have too serious trouble in obtaining the tubes they need." This respondent added, however, that there is "potential danger" in that "we are continually faced with shortages of tungsten, copper, nickel and nickel substitutes, particularly nickel and copper."

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NPA polled distributors in January, found spot shortages of various tube types, principally little-used types (Vol. 7:50). Such shortages were said to be caused chiefly by fact there's not enough demand to require tubemakers to produce them continually, so that they turn them out in batches according to demand. In recent months, manufacturers apparently have been more cautious about starting up runs of lesser-used types.

Most tubes considered "short" in NPA survey weren't TV tubes. They were principally metal tubes not used in TV to any great extent; also "loktals" or lock-in tubes used principally in portable radios, and various old-fashioned types. One NPA executive said there's more likely to be shortage of CR tubes than receiving tubes, if manufacturers should continue producing sets at last year's 5,300,000-plus rate (Vol. 8:5).

Success of FM promotion campaign sponsored by NARTB and RTMA (Vol. 7:46, 50, 52) was indicated in Feb. 15 report of first results from North Carolina test. Figures showed 14 of 18 distributors shipped 2376 sets to dealers first 3 weeks of drive. NARTB's FM director J. H. Smith Jr. returned from 4-week survey of North Carolina and Wisconsin, reported best availability of FM sets for several years. Wisconsin figures are expected soon. FM promotion campaign in District of Columbia starts March 1.

Handy, compact economic reference material is contained in newly issued 11th edition of 663-page *Economic Almanac*, published by National Industrial Conference Board, 247 Park Ave., New York (\$5). Subjects include communications (TV-set production and distribution, telephones, etc.), population, resources, labor force, prices, savings, national wealth, consumption and standard of living, manufacturing, trade, govt. agencies, glossary of business terms, etc.

Sonora, planning to resume own trade name (Vol. 8:6), now producing private-label sets for Montgomery Ward, Firestone, et al., at Chicago plant.

Robert M. Macrae mgr. of new RCA Victor regional distribution office, 200 Berkeley St., Boston, opened Feb. 18.

**Telecasting Notes:** "Guaranteed time" periods for national spot programs, available just as option time is available for network shows, is proposed in presentation by biggest rep firm, Katz, being laid before its 19 stations at Chicago meeting Feb. 16-17. Among its arguments favoring spot in TV—throwing gauntlet down to networks: advertiser need take no "must" stations; greater choice of stations; time safeguarded from network preemption; better picture quality [than kine]; better program production at lower cost, including use of Hollywood talent on films; advertiser control of own program properties; lower rates than network; higher payments to stations . . . If Katz idea clicks, networks, which already have own spot and film depts., seen certain to enter field competitive with reps, as they now do in representation field. Katz meanwhile servicing own stations with own catalog of film programs available for sponsorship by national spot advertisers . . . Baltimore's WAAM, which recently granted \$10,000 to Johns Hopkins to help its TV projects, including the *Johns Hopkins Science Review* on DuMont, has set up annual "WAAM Fellowship" amounting to \$4500-\$6000, providing that "one mature person of high standing and currently active in TV may have 9 months free from professional duties to pursue special studies which will add to his effectiveness when he returns to his regular work." Application blanks are available from Johns Hopkins U, Baltimore, must be filed by May 15 . . . Lots of blarney—that talk of "microwaving" telecasts of Queen Elizabeth's coronation to U. S.; transatlantic TV is still long way off, requiring elaborate, costly and untried system of relays via aircraft flying at "line-of-sight" intervals over ocean to do same kind of complicated job as AT&T transcontinental microwave system of 108 relay stations . . . CBS definitely revealed as stockholder in Bing Crosby Enterprises, percentage undisclosed . . . All home games of Los Angeles Angels and Hollywood Stars, 180 in all, signed by KHJ-TV for reported \$150,000 . . . Harold Lloyd sues NBC for \$250,000, KTTV for \$50,000, in Los Angeles Federal court, claiming unauthorized use of old film *Safety Last* . . . Lord's Day Alliance of Pennsylvania has complained to FCC against TV-radio advertising of Sunday sales in Philadelphia . . . WNBK & WNBK-TV, Binghamton, N. Y., buys 3-story, 21,000-sq. ft. building for \$100,000, which will permit expansion and also be occupied by Clark Associates Inc., ad agency owning stations . . . Biltmore Theatre, on W. 47th St., N. Y., leased by CBS for 685-seat TV studio.

Seven applications for new TV stations this week, all for vhf, indicate eagerness of new enterprise to get going, for they may have to amend requested facilities (as will good share of the 496 applicants now pending) after FCC releases its proposed new channel allocations and rules. This week's applicants: KLX, *Oakland* (Cal.) *Tribune*, owned by U. S. Senator Wm. F. Knowland and family, seeking Channel No. 2; WVJS, Owensboro, Ky., No. 10; Minnesota Television Public Service Corp., St. Paul, headed by builder Robert Butler, ex-Ambassador to Cuba and Australia, No. 11; WJHL, Johnson City, Tenn., No. 11; WCYB, Bristol, Va., No. 5; WBLK, Clarksburg, W. Va., No. 12; WSAU, Wausau, Wis., No. 7. [For further details, see *Addenda 14-E* herewith; for listing of all applicants to date, see *TV Factbook No. 14* and *Addenda*.]

Urging lift of 5-station limit (Vol. 8:1-2), DuMont this week joined NBC, ABC and Fort Industry Co. (Storer stations). DuMont's petition to FCC differs from others in that it proposes limit of 8 stations—rather than 7 or indefinite number—with vhf to be limited to 5. FCC reports that a few stations have filed informal objection to lifting ceiling.

Colorado's Senator Johnson, chairman of powerful Committee on Interstate & Foreign Commerce, doesn't like fact "this year for the first time networks are treating all candidates for office as clients and are not considering any public speeches as public service programs." Though that isn't exactly accurate estimate of situation—for public figures as distinguished from active candidates are still invited to appear on public service shows—Johnson told WAAM's TV seminar in Baltimore this week: "This year the telecaster will hand the candidate the rate card and say, 'If you want to make a speech, brother, get out your checkbook.'" Hint that he may be thinking of introducing bill—or at least exerting "moral force" of his office—to require free time for candidates may be contained in his next remarks: "Voters like to know their candidates. Other things being equal, the candidate financially able to use TV will have a distinct advantage over the non-user. It follows then that only the wealthy or persons financed by pressure groups or by special interests can afford to seek public office. An interesting question arises whether or not some time should not be made available to candidates free of charge in the public interest . . ."

Only 26 of the 108 TV stations in U. S. aren't yet members of NARTB-TV, yet many are expected to subscribe to *Code of Practices for Television Broadcasters* that goes into effect March 1 (see story, p. 3, for full text of code, see *TV Factbook No. 14*). With all networks and their own stations now enrolled, these are the non-members: WPIX, New York; WFIL-TV, Philadelphia; WMAL-TV & WTOP-TV, Washington; WBKB & WGN-TV, Chicago; WNAC-TV & WBZ-TV, Boston; WBEN-TV, Buffalo; KDYL-TV & KSL-TV, Salt Lake City; KHJ-TV & KLAC-TV, Los Angeles; KRON-TV, San Francisco; KOB-TV, Albuquerque; WAFM, Birmingham; WDAF-TV, Kansas City; WICU, Erie; WKTV, Utica; WNHC-TV, New Haven; WMBR-TV, Jacksonville; WOI-TV, Ames, Ia.; WOAI-TV, San Antonio; WLTV, Atlanta; WOOD-TV, Grand Rapids; WTVN, Columbus.

Havana's third outlet, being built on Channel 2 by Radiotelevision El Mundo, S.A. (see *TV Factbook No. 14*), should be ready to begin transmissions in May or June, using 20-kw visual temporarily and later boosting to 70-kw, according to Ventura Montes, technical director. Coincidentally, Channel 3 outlet is to be built in Santa Clara, which will also serve as relay to Santiago, linked by what Mr. Montes says will be first microwave system in Latin America, with outlets in Matanzas, Las Villas & Pinar del Rio. New firm includes Angel Cambo, auto distributor and a founder of Circuito CMQ, president; Amadeo Barletta, publisher of *El Mundo*; Amadeo Barletta Jr., publisher of English-language *Havana Herald*; Humara & Lastra, RCA distributor. Equipment is RCA.

Cincinnati Times-Star, controlled by Taft family and owner of WKRC & WKRC-TV, which in turn owns 20% of WBIR, Knoxville, has purchased *Cincinnati Enquirer* for \$7,500,000 from estate of late John R. McLean, subject to court approval. Sen. Taft and his brother, Charles P., along with cousin Hulbert Taft (editor) and Hulbert Taft Jr. (TV-radio mgr.), are major stockholders in *Times-Star*. At one time there were negotiations with Avco Mfg. Corp. (Crosley) for purchase of the *Enquirer*, embracing plans to make FCC Chairman Wayne Coy the publisher, but they fell through.

Millionaire oilman Glenn H. McCarthy, owner of Houston's KXYZ and of famed Shamrock Hotel and applicant for TV there, reports that Guatemala has granted him TV rights in that country. He plans to have first station operating in Guatemala City in about 8 months, initial investment running \$1,500,000, equipment ordered from RCA. Concession also gives him rights to retail TV receivers.



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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**MEANING OF RTMA POST-FREEZE FIGURES:** You'll be able to see for yourself how RTMA's freeze "task force" came up with its estimates of station-market growth (Vol. 8:6) by perusing the full 55-page report titled 'The Impact of TV Expansion', now in mails to full-service subscribers (a few left for others, first-come-first-served).

What should be abundantly clear is that estimates involve no "inside dope"; that there's no "secret list" of stations "all set to go after freeze is over"; that estimates were derived solely by taking a set of assumptions and sticking to them despite fact they produce numbers of stations which appear disconcertingly precise.

Most uncertain element in report is rate at which CPs will be granted by FCC. Committee relied on Commission's estimates, was told CPs could be granted at rate of 80 per quarter once processing starts (60-90 days after actual freeze end) -- if Congress appropriates money for more staff. FCC's most pessimistic estimate was that total of 100 CPs would probably be turned out during second and third quarters of 1952, 20 per quarter thereafter.

Where committee is on firmer ground is in estimating amount of transmitting equipment to be available, and time it takes to get stations on air. Throwing all factors together, task force came up with those estimates of 22 new stations this year, in 21 new markets, then 64 next year in 59 additional new markets.

But no one has slightest idea where those stations will be, if indeed the "guesstimate" is even close -- except that it's fairly certain the earlier stations will go into those smaller cities where competition for channels is light.

**QUESTIONS RAISED AS COY QUILTS FCC:** Who's going to succeed Wayne Coy as chairman of the FCC? Will his sudden resignation last Thursday (Feb. 21) and his departure from office the very same day, to join Time Inc. as of April 1 in "consultant capacity," further delay ending of the 41-month-old TV freeze?

Just about everyone in the industry is asking those questions -- and the best answers at week's end seemed to be that:

(1) Coy's successorship is in laps of the political gods, with the industry keeping its fingers crossed hoping someone of real stature and ability is appointed -- not a mere party hack.

(2) Coy's departure in midst of freeze-thaw deliberations may very well result in further delays, though possibly not too long ones, while Commission awaits new leadership; his intimate knowledge of plans and staff planners will be missed.

That's our sizeup of situation at this writing, though on second point we could be wrong -- indeed, hope we are. Commission and staff, prodded by Congress and public opinion, may really be able to hold to schedule now calling for new allocations and rules by mid-March. (For latest on freeze, see p. 3.)

\* \* \* \*

Coy presumably will have say on successorship, though he disavows this. He is taking job with the publishers of Time, Life, Fortune and other magazines, who avowedly seek to gain foothold in TV -- and he wants to stand aloof from any sem-

blance of influence. Henry Luce interests are planning applications for stations that will inevitably be affected by Commission's current allocations deliberations.

He was asked by President Truman, when he went to White House with letter of resignation, to suggest possible successor. Certain names were gone over, but it's a toss-up who will be selected -- except that it's reasonably certain the new person named will assume chairmanship, not a present member of Commission.

Among the men believed to be on President's list:

Robert T. Bartley, 43, Texan, nephew of Speaker Sam Rayburn, currently on uncle's Capitol Hill staff. He's former v.p. of old Yankee Network, was 1943-47 NAB director of war activities, then its govt. relations man, for a while on FM promotion. Speaker Rayburn has long eyed an FCC job for Bartley, is supposed to have had a commitment from the President.

Frank P. Graham, 65, ex-president of U of North Carolina, interim appointee to U.S. Senate who failed of election, currently United Nations representative in India and Pakistan mediating Kashmir border -- a very highly regarded public figure.

Justin Miller, 63, ex-Federal appeals court judge, now chairman and general counsel of NARTB, recently offered post of Attorney General when it appeared McGrath would resign due to Dept. of Justice scandals -- a job he had accepted, only to see offer shelved. It's possible President Truman may feel beholden to him. He's currently serving part time as chairman of Salary Stabilization Board.

Neville Miller, 58, onetime mayor of Louisville, ex-president of broadcasters' association, now a Washington attorney -- and a close friend of Vice President Barkley. He's been approached before, and like Judge Miller would be decidedly persona grata to all segments of the industry for ability and integrity.

J. Leonard Reinsch, 43, TV-radio director of the Cox newspaper interests, heading its stations in Dayton, Atlanta & Miami. He was Mr. Truman's first "radio advisor," is credited with having taught President the techniques of radio -- but he left White House staff before TV became important factor. He knows industry well.

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Any one of these or some hitherto unmentioned dark horse might get the job. Meanwhile, Republican member Rosel Hyde was designated acting chairman for the long Washington's Birthday weekend, veteran Paul A. Walker taking over next week.

President designates chairman from his party. He may have trouble finding someone to accept job in light of possibility Democrats may not be in power at end of this year. As things stand now, FCC's dominant personality is Robert F. Jones, ex-Ohio Congressman who, though a Republican, is far from being a conservative and who caused the industry plenty of headaches during recent color imbroglio.

Reported move to get Comr. Frieda Hennock the chairmanship isn't believed to stand much chance; she was nominated for Federal judge last winter, failed to get Senate approval, isn't likely to relish going through another Senate probe ordeal. It can be stated that her elevation would be far from popular not only with industry but also with certain members on Capitol Hill.

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Suddenness of Coy's resignation took his colleagues and friends by surprise. Story came out at White House where he told newsmen, as he stated in letter of resignation, that he could not continue in \$15,000 job because "my meager resources are much too close to the vanishing point for comfort" and that "it costs a lot of money" to have one son in college and another in prep school.

He asked to be relieved immediately "so I can negotiate for a good job in private life." He told newsmen he had good idea what job was, but didn't feel free to close negotiations while on FCC. He left for New York same day with his personal attorney, Philip G. Loucks, to sign contract with Time Inc. It's reported his job will pay \$45,000 a year, plus other emoluments.

Story went rounds first that he was joining CBS, stemming probably from his close personal friendship with Frank Stanton. But rumor was quickly denied, understandably, for he could hardly join firm for whose color system he had plumped so hard against opposition of virtually entire TV industry -- an opposition that kept



his administration embroiled much of the time since he became chairman in 1947 and FCC imposed freeze in 1948.

Though at odds with most of manufacturing industry, including TV-radio trade at all levels, Coy was highly popular with FCC staff and made host of friends during years in public office here that included wartime tour of duty at White House as one of President Roosevelt's "young men with a passion for anonymity."

Letter from President Truman praised him warmly for acquitting his job with "the patience of Job and the wisdom of Solomon, as well as judicial balance, tact, discretion, integrity and common sense." And Colorado's Senator Johnson arose in Senate Feb. 21 to regret his resignation and praise him in highest terms.

**SHAPE OF TV ALLOCATIONS LEFT BY COY:** Huge question mark was stamped on FCC's prospective freeze-ending decision with Chairman Coy's startling resignation this week. At Commission there's feeling Coy's absence won't have damaging effect on timing of decision or on actual nature of decision itself.

It is conceded nevertheless that delays and major changes can occur -- particularly if strong new chairman with novel ideas is installed immediately.

But if there's substantial hiatus until new man takes office, acting chairman Paul Walker might well move things faster than if Coy were there. Comr. Walker is noted for his brusqueness, his readiness to slam down gavel and bring things to vote -- as opposed to Coy's habit of letting people wear themselves out talking, a frequently unrewarding practice.

Also lending some hope that no great delays may develop is fact that Comr. Walker is more inclined to keep check-rein on general counsel Benedict Cottone, who has number of misgivings regarding staff recommendations on procedures for handling applications after the freeze. Coy has generally given Cottone sympathetic ear. Procedures will be presented to Commission next week, could be decided quickly.

Coy hasn't held controlling vote on most allocations issues so far, and Walker has generally voted with majority -- further evidence generating hope that a reasonably quick decision may yet be forthcoming.

Where Coy's resignation does leave FCC in hole, on other hand, is in fact he has kept everything "tentative" so far, never bringing matters to an ultimate vote. This had virtue of keeping Commission moving, but it now leaves dangerous condition wherein weak leadership might permit members to fly off in all directions when chips are finally down.

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As matters now stand, Commission has been through virtually everything but procedures. When procedures are wrapped up, plan is to go through entire decision from beginning, for last time. Before Coy left, thinking was that entire package could be released "sometime in March" -- probably near end.

Coy estimated mid-March during speeches in Muncie and Ft. Wayne this week, reiterating his belief that only 10-20 stations would actually get on air this year.

Coy also defended Commission for taking so long on freeze. "My opinion is," he said, "that the 3½ years the Commission has devoted to laying the foundation for our new, improved and expanded national system of TV has been well spent. I'm proud of the gruelling work and long hours the Commission and its staff have devoted to this task...It would have been craven, it would have been folly to have rigged up a jerry-built plan and sacrificed integrity for speed."

Most important broad aspects of FCC's forthcoming plan are generally known. Whether they will emerge in the final document, now that Coy's gone, remains to be seen. The basic principles:

(1) Co-channel vhf spacings of 170 miles in Zone 1 (Eastern U.S. to about Mississippi), 190 miles in Zone 2 (Mississippi to West Coast), 220 miles in Zone 3 (Gulf area including Florida and Southeast Texas). U.S. allocations near Mexican border rejuggled to our advantage, now that Mexico's consent has been obtained.

(2) Power ceilings of 100 kw for Channels 2-6, 316 kw for Channels 7-13, 1000 kw for uhf. Antenna ceiling near 2000 ft. in all zones, with few exceptions.

(3) Educational reservations to remain fairly close to those proposed in

plan issued last year (TV Allocations Report, Vol. 7:12), though Comr. Hennock has continued to kick up fuss in meetings to get more and more.

Applicants may calculate, with fair accuracy, what channels they may apply for, assuming these factors stick. Next burning questions -- procedures on how to apply for them & when, giving good indication as to nature of probable competition in each city -- may be decided next week.

**BAN ON HOME COLOR TV SETS TO CONTINUE:** Although final decision won't be made until early next week, it's now pretty sure bet that efforts by Chromatic TV Laboratories (Paramount Pictures) and Sen. Edwin C. Johnson to kill off NPA's color TV Order M-90 (Vol. 8:6-7) will not succeed.

Mood of NPA officials, plus the flat statement by Pentagon that electronic engineers just can't be spared for color work, indicate that M-90 will be amended or revised in this fashion:

(1) It will ban commercial production of home color TV receivers and components designed especially for them. As before, it will permit research and development of color TV as well as production of color receivers for laboratory study.

(2) Commercial production of non-home type color TV equipment will be permitted -- theatre, industrial, merchandising (dept. stores), etc.

(3) To reassure Chromatic and any other companies wanting to produce home color sets, new order may specifically require that entire issue be reviewed at a certain future date -- possibly January 1953, but no later. If this provision isn't in order itself, same point will be stressed by NPA in statement accompanying order.

Three men will make final decisions on order this week. They are DPA chief Manly Fleischmann, NPA administrator Henry Fowler, asst. administrator Horace McCoy. Because of controversial nature of subject -- and in view of the acrimony at Feb. 8 TV manufacturers' meeting (Vol. 8:6) -- NPA Electronics Div., much of whose staff is from TV-radio industry, has voluntarily stepped out of policy-making picture.

Amended order can be expected week of March 2, if all goes smoothly. There is slight possibility it will be out by end of next week.

**STATION BUILDING--CRISIS MAY BE OVER:** All TV-radio broadcast station construction and alteration projects now under way can continue -- and get guarantee of enough materials to finish.

After freeze-end, sufficient steel probably will be available to permit TV station building at rate comparable to FCC's progress in grinding out CPs. But new stations will have to be modest, for there'll be no surplus materials for some time.

That's present outlook, based on actions and thinking of those who run govt. materials program. Supply of steel is steadily improving. It's even likely that NPA will permit starts on new civilian building in third quarter.

But no new starts on non-defense construction will be approved in the second quarter. However, there's this good news for broadcasters who already have begun construction or alteration of station buildings or towers with NPA's permission:

They'll get materials next quarter and thereafter to finish the job.

Task of making allocations for TV-radio station construction has been turned over to NPA's Industrial Expansion Div. (IED), despite fact Construction Controls Div. (CCD) had already determined some of the second-quarter allocations. The advantages of this move are:

(1) IED has far more materials to allot than CCD, handles the "more essential" type of construction.

(2) IED is maintaining close liaison with NPA Electronics Div., which will examine every station construction application and make recommendations. The latter division has staff of electronics experts and is in contact with FCC. On the other hand, CCD and Electronics Div. are scarcely on speaking terms.

For first quarter, NPA through CCD allotted materials only for those jobs which were 20% or more complete. Beginning in second quarter, IED will dole out materials for all projects which are under way, regardless of percentage complete. And if builder states his requirements for entire project, he will be allotted the



materials he needs to complete it without having to come back to NPA each quarter for new allotment.

TV-radio station construction applications already processed by CCD for the second quarter will be sent to IED for revision.

Community antenna projects -- unlike TV-radio stations -- are still handled by CCD. But they, too, will probably get more liberal treatment next quarter. Again, there'll be no new starts; but all such projects now under way stand good chance of getting materials to finish. Community antennas may soon be reclassified as "industrial" construction, putting them on par with stations -- and letting them reap benefits of larger self-authorization quotas (Vol. 7:43).

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Why this sudden "easing up" on materials front -- coming so close on heels of recent bearish statements by govt. authorities that "the worst is yet to come"?

Standard NPA explanation is that it's due to the "phasing out" of military production plans, stretching target dates far beyond original goals. Behind it all, it's not hard to speculate, was pressure by Congress and public -- and Govt. seems particularly sensitive to this type of pressure in a Presidential election year.

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**M**OST MINUTE DETAILS of Paramount's 30-year business history were rehashed in this fifth week of FCC's movie industry-in-TV hearing, as Paramount's testimony slowly neared end. Witnesses were Y. Frank Freeman, Hollywood studio production chief, and v.p. Austin C. Keough, an attorney with intimate knowledge of Paramount's anti-trust history.

Commission's intense interest in Paramount case is more apparent than ever, as FCC counsel probed detail after tedious detail—all designed to determine basic question: Are Paramount officials likely to be upright "non-monopolistic" TV licensees?

Also indicative of Commission's interest is fact that at least one staff member has recently spent considerable time on West Coast, reportedly looking into Paramount affairs.

It's likely long-awaited United Paramount Theatres portion of hearing will begin next week. This phase should eventually get around to ABC-UPT merger. Paramount has only one more witness, Klaus Landsberg, manager of KTLA, Los Angeles. UPT will then open its 3-part case: (1) License renewal of WBKB, Chicago. (2) Transfer of WBKB to UPT from old Paramount Pictures Inc. (3) ABC-UPT merger (in conjunction with ABC witnesses). UPT will offer 22 witnesses, from president Leonard Goldenson on down. Adding these to ABC lineup, this phase will take minimum of 2 weeks—and possibly longer.

Freeman's testimony this week related how Paramount bought up theatres in 1920's to assure showing of its pictures. Like previous witnesses, he explained and defended block-booking, pooling, etc. as both legal and good business—at the time. As for TV, Freeman said he just doesn't know much about it. He did say that Paramount movies would be sold to TV when stations could afford them, but pointed out that other factors would have to be considered—particularly restrictions by Screen Actors Guild and American Federation of Musicians.

Keough summarized all the 531 anti-trust cases against Paramount since 1920. Of these, 164 were won by Paramount or dismissed, 141 are pending, and 226 were lost or settled—for total of approximately \$10,500,000.

Other developments: (1) Fred Ford, Commission counsel, filed motion opposing DuMont's petition that it be severed from hearing and given quick FCC action (Vol. 8:6)—as was expected. Ford said record was incomplete in the case of 3 Paramount directors on DuMont board, and that DuMont proposal should first be given initial

**Personal Notes:** Randall Jessee, program director of WDAF-TV, Kansas City, honored for his part in aiding flood refugees last July by dedication of city's new Randall Jessee Community Center this week . . . Karl Shullinger, TV supervisor, Young & Rubicam, joins American Tobacco Co. March 3 to head all TV-radio . . . Seymour L. Adler, from New York office, onetime with WLW and Ziv, named TV-radio representative in William Morris Agency Chicago office under mgr. Phil Lampkin . . . Frank King, ex-KTTV, Los Angeles, named sales mgr., KECA-TV taking over former duties of Robert Laws, now heading ABC-TV western div. sales . . . Judson Bailey, producer, promoted to CBS-TV director of sports . . . Chester F. X. Burger, CBS-TV news dept., named temporary chairman of new Radio-TV Working Press Assn. of New York; Fred Dietrich, Telenews, vice chairman; Jack Fern, MBS, secy. . . . Don Petty, ex-NAB gen. counsel, now member of firm of McClean, Salisbury, Petty & McClain, 650 So. Spring St., Los Angeles, formed as result of merger of McClean & Petty with Stuart M. Salisbury offices . . . Minnie Sparks, confidential asst. to Comr. Rosel Hyde, with FCC 17 years, married Nov. 9 to John Blake, owner of KSNY, Snyder, Tex. . . . Willard Green leaves NPA Electronics Div. Feb. 25 for post with FCC Technical Assistance Activities Branch under Mrs. Irene Durgin.

Frederick I. Thompson, 76, onetime publisher of *Mobile Register* and *Birmingham Age-Herald*, died in Mobile Feb. 19. He served from April 1939 to June 1941 on FCC by appointment of President Roosevelt.

Mrs. Frederic William Wile Jr., wife of the NBC-TV production v.p., died in New York Hospital Feb. 21. Besides her husband, she leaves a son and daughter, her mother and 2 brothers.

Educational TV Programs Institute will be conducted April 21-26 for some 60 college presidents and school superintendents at Pennsylvania State College, whose president is Milton Eisenhower.

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decision by hearing examiner Leo Resnick. UPT and Balaban & Katz filed motion offering no objection to DuMont severance plea. (2) DuMont indicated that as long as its case isn't severed, it wants right to delve into all phases of hearing, including qualifications of UPT and proposed merger with ABC. Most other parties, if not all, oppose DuMont's continued participation. They feel that cross-examination by DuMont counsel would needlessly complicate hearing, add to its length.

**Station Accounts:** TV-radio being used, along with other media, in \$500,000 "Winner Dinner" campaign during March-April, in which Associated Blue Lake Green Bean Cannery Inc., California Tuna Industry and National Macaroni Institute have combined forces to promote related-product recipes using green beans, canned tuna and macaroni, requiring only 19 minutes to prepare and costing 19¢ per serving; campaign coordinator is merchandising dept., Can Manufacturers Institute . . . Two college professors discussing brews and brewing through the ages provide commercials for C. Schmidt & Sons (Schmidt's beer & Tiger Head ale) on WPTZ & WFIL-TV, Philadelphia, thru Al Paul Lefton Co.; filmed anecdotes portray such episodes as ancient Egyptians offering beakers of beer as tokens of betrothal; how Queen Shu-bad of Mesopotamia sipped beer through a golden straw; drinking of English ale; George Washington's recipe for "small beer," etc. . . . Cott Beverage Co. (Cott's Extra Dry Ginger Ale) using WBZ-TV, Boston, and WNHC-TV, New Haven, in promotion campaign for "less-sweet" ginger ale, plans expansion in New England-New York State areas, thru John C. Dowd Inc., Boston . . . Associated Distributors (RCA) sponsoring Saturday games of Indiana state high school basketball tournament on WFBM-TV, Indianapolis, biggest sports event in state that's traditionally "basketball-crazy" . . . Liebmann Breweries Inc. (Rheingold beer) signs Herbert Marshall to narrate *The Unexpected*, starting March 5 on WNBT, N. Y., Wed. 10:30 . . . Among other advertisers reported using or preparing to use TV: Fruehauf Trailer Co., thru Allman Co., Detroit; Studebaker Corp., thru Hill & Knowlton, N. Y.; J. Ossola Co. (Pasta Fazool), thru Carlo Vinti, N. Y.; Milady Foods Co. (frozen foods), thru Kastor, Farrell, Chesley & Clifford, N. Y.; Badger Paper Mills Inc. (Freshrap waxpaper), thru Richard H. Brady, Stevens Point, Wis. (WTMJ-TV); Clinton Clothing Mfg. Co. (men's clothing), thru Milton Weinberg Adv. Co., Los Angeles; Weco Products Co. (Dr. West's Flexite tooth brush), thru J. Walter Thompson, Chicago; Eskimo Pie Corp. (ice cream bars), thru Buchanan & Co., N. Y.; Amana Refrigeration Inc. (Amana home freezer), thru Maury, Lee & Marshall, N. Y. (KLAC-TV); Eno-Scott & Bowne (Brylcreem hair tonic), thru Atherton & Currier, N. Y. (KNXT); Kota Products Inc. (aluminum screens & storm windows), thru Flint Adv. Associates, N. Y. (WOR-TV); Lee Pharmacal Co. (Shadow Wave home permanent), thru McCann-Erickson Co., Los Angeles; Schulze & Burch Biscuit Co. (Flavor-Kist crackers), thru Gordon Best Co., Chicago (WTMJ-TV);

TV is now shut out from Defense Dept. funds for recruitment advertising, and appears unlikely to receive any in 1952-53 budget. Lt. Col. Wm. Berkeley, publicity chief, Military Personnel Procurement Supply Div., gives as reasons that TV's cost is too high, and TV stations don't provide enough coverage for Dept.'s limited advertising program—currently aimed only at women and prospective aviation cadets. Although no breakdown is available for new budget, on which hearings will begin in House Appropriations Committee Feb. 28, inference is that same reasons will preclude purchase of TV time for next fiscal year. Army's use of radio, which received \$511,568, or 46% of funds spent from July 1, 1951 to March 1, 1952, will continue, NARTB was assured at Feb. 18 conference with Defense Dept. officials. Col. Berkeley is preparing complete review of Army-Air Force ad plans for NARTB, to be available by March 1.

Freedom from "annoying TV commercials" is promised by TVX Co., 217 Riverdale Ave., Yonkers, N. Y., in ad announcing new device called "Com-muter," designed to turn off TV sound by remote control. Gadget retails for \$2, consists of off-on button connected to set by 20 ft. of wire, is claimed to be easily installed by consumer.

**Network Accounts:** Carter Products Inc. (Arrid, Rise, Little Pills) beginning April 6 sponsors *Drew Pearson* on ABC-TV, Sun. 11-11:15, thru Sullivan, Stauffer, Colwell & Bayles, N. Y. . . . Susquehanna Waist Co. (Ship'n Shore blouses) bought first half of *Easter Parade* April 13 on CBS-TV, Sun. 1-2, thru Mervin & Jesse Levine, N. Y. . . . Anson Inc. (men's jewelry) April 16 starts alt. week sponsorship of 8:30-9 segment of *Kate Smith Show* on NBC-TV, Wed. 8-9, thru Grey Adv., N. Y., taking time being vacated by Norge . . . Palm Beach Co., subsidiary of Goodall-Sanford Inc. (Palm Beach suits) will present final 2 hours of *Palm Beach Golf Tournament* from Wykagyl Golf Club, New Rochelle, N. Y., May 18 on CBS-TV, Sun. 4-6, thru Ruthrauff & Ryan . . . Green Giant Co. (canned corn & peas) starts *Life with Linkletter* on weekly basis March 14 on ABC-TV, Fri. 7:30-8, thru Leo Burnett Co., Los Angeles . . . General Foods (Swansdown cake mixes, Maxwell House instant coffee) March 31 moves *Claudia* from NBC-TV to CBS-TV, Mon. 9:30-10 . . . International Shoe Co. (Red Goose shoes) March 1 adds 14 stations (kine) to its DuMont lineup for *Kids & Co.*, Sat. 11-11:30 . . . Goodyear Tire & Rubber Co. dropping *Paul Whiteman Revue* March 30 on ABC-TV, Sun. 7-7:30 . . . Cluett, Peabody & Co. (Arrow shirts) cancels *Herb Shriner* April 3 on ABC-TV, Thu. 9-9:30 . . . Hazel Bishop Inc. (lipstick) reported ready to share alt. week sponsorship with Regent cigarettes of *Cameo Theatre* on NBC-TV, Sun. 10:30-11, thru Raymond Spector Co., N. Y.; starting date unannounced . . . Stassen for President Committee again purchased Sat. night wrestling intermission on DuMont Feb. 23 for its candidate, third such buy this month.

To conserve hard-won tax gains, all-industry (not NARTB-only) clinics for telecasters are being held by TV Broadcasters Tax Committee which wrested concessions from Congress last year (Vol. 7:37-38, 42). Until Bureau of Internal Revenue interprets new tax laws (expected in about 2 months), committee feels that good pattern for industry can be set only if telecasters are well informed. Total of 72 stations have been represented at conferences in San Antonio last week, Washington this week. Panel of experts at Washington meeting, chaired by NBC v.p. Frank Russell, comprised: John Poole, Fort Industry; Kenneth W. Hoehn, CBS; John Cotello, RCA; C. Rudolph Peterson, Washington attorney; Lovell Parker, legislative counsel for committee.

More support for lifting 5-station limit on TV ownership (Vol. 8:1, 2, 5, 7) was added this week when group of Idaho-Utah-Montana stations (KOPR, KLIX, KWIK, KIFI, KUTA, KGEM) filed joint petition asking for 7-station limit, with no distinction between vhf and uhf. NBC filed original petition which has been endorsed, with minor variations, by ABC, Fort Industry, DuMont. Two oppositions have been received—from WVVW, Fairmont, W. Va., and KIEM, Eureka, Cal. Former is apprehensive of encroachment by Fort Industry's WMMN. Latter's president Wm. B. Smullins wrote FCC Chairman Coy: "We're much less disturbed about another possible FM 'fiasco' [failure of uhf] than we are about the enlarging of control by a few in the field of TV."

McFarland Bill to amend Communications Act may be hard to recognize when House Interstate & Foreign Commerce Committee finishes with it. From this week's sessions on bill, it's apparent committee is still impressed with some of FCC's objections to bill—particularly on matter of commissioner's consultation with staff on certain types of decisions. McFarland bill would preclude such consultation. House committee also considered station renewals this week, found considerable difference of opinion. Emergence of final bill from House still appears long way off.



SIX TV STATIONS became "first" subscribers to NARTB's TV Code Feb. 21 (Vol. 7:49, 8:7)—just 2 days after NARTB put applications in the mail. Each obviously wanted distinction of being "No. 1"; some brought applications in personally, others wired Feb. 20 that their subscriptions were in mail. NARTB declared it a dead heat. The initial subscribers (alphabetically):

KING-TV, Seattle (whose owner, Mrs. Scott Bullitt, is member of Code Review Board); WDSU-TV, New Orleans (whose v.p.-gen. mgr. Robert Swezey was chairman of committee which drafted code); WJAC-TV, Johnstown; WNBF-TV, Binghamton; WTMJ-TV, Milwaukee (whose v.p.-gen. mgr. Walter Damm is member of Code Review Board); WWJ-TV, Detroit. These stations will be entitled to display NARTB seal of approval—but not until March 1, when code officially goes into effect.

As sort of sendoff to Code, Comr. Walker this week made speech before Cleveland's Temple Men's Club citing numerous complaints Commission has received on dubious TV-radio programming. Talk was similar to one he made last October (Special Report, Vol. 7:40), was especially concerned with surveys which show that some 70% of children's programming depends mainly on crime and violence.

Comr. Hyde released to press letter from a San Francisco mothers' club which said: "The gun, the gat, the rod, the six-shooter is the prime motivator of most 'children's' TV programs . . . The programs say, in effect, look children, MURDER is the greatest thing in the world. It's the most fun, the greatest excitement, the best game of all, little ones. The angels in Heaven must weep."

Change of pace on this theme was contributed by the Rev. Edwin Broderick, TV-radio director for New York archdiocese, who asked Catholics not merely to scold when programs are offensive, but to drop a note of praise to producers of wholesome programs.

Channel numbers, rather than call letters, have become far and away most common means of TV station identification. NBC Research made study of Trendex program ratings, found 98.5% of New Yorkers know stations primarily by numbers, 97.4% in Washington, 75.2% in Los Angeles, 75.6% in Chicago, 60.3% in Cleveland. Probably contributing to public's habit is fact that most TV sets are switch-type, non-continuous tuning, with dials marked in channel numbers; that channels have low numbers, easy to remember; that number of stations in each city is still small (though channel number means little in one-station city); that newspapers and program magazines emphasize channel numbers in logs. Very few people outside industry know what channels stand for in megacycles (see pp. 81-87 *TV Factbook No. 14*). Feb. 23 *Billboard* reports New York's WCBS-TV, WJZ-TV & WNBT are so impressed with findings that their forthcoming promotion will place far greater stress on channel numbers.

Those CBS raids on NBC radio talent—are they going to be repeated in TV? *Variety* notes attempts made, but reports NBC's Joseph McConnell & Pat Weaver and RCA's Mannie Sacks on Pacific Coast this week in counter-moves to snare Jack Benny for TV, Red Skelton for radio (he's already on NBC-TV for Procter & Gamble). *Variety* says CBS, which has Skelton on radio, unsponsored as yet, is pitching to get Skelton's TV show away from NBC and to snare Phil Harris for both TV & AM. Jack Benny is under CBS contract, but trade journal quotes McConnell as saying there's loophole that makes it possible for him and sponsor American Tobacco Co. to shift back to NBC. Significantly, *Hollywood Daily Variety* this week also headlined: "Crosby, Hope, Bergen, Benny, Skelton Fading Off AM as Sponsors Go TV."

Investigation of TV-radio programming by 15-member House committee is proposed in resolution (H.Res. 520) introduced by Rep. Gathings (D-Ark.) and referred to Rules Committee. Proposed investigation would determine: (1) Extent of "immoral" programs; (2) availability of "offensive" pocket-size books; (3) adequacy of existing law to eliminate "undesirable" programs, promote higher standards, prevent publication of "offensive" books. Committee would be chosen from Commerce, Judiciary, Post Office & Civil Service committees, plus 3 members-at-large, with power of subpoena for hearings. Rep. Gathings said his staff worked on survey for several months, reported improvement in programming, commended NARTB Code. No hearing has been scheduled and Rep. Gathings feels election-year activity will preclude action for "maybe 2 or 3 years."

A \$12,000,000 anti-trust suit against baseball's major leagues and clubs, charging "continuing conspiracy to monopolize and restrain competition" in radio broadcasts of ball games, was filed in Chicago Feb. 21 by Liberty Broadcasting System president Gordon McLendon. He asks triple damages for \$4,000,000 in losses he claims his network suffered due to major league restrictions which he says ban *LBS Game of the Day* broadcasts in Southwest and on Pacific Coast. TV is not directly involved, but outcome of case, like Justice Dept.'s suit against National Football League (Vol. 7:41, 44, 48,52), should set precedent with regard to league restrictions against TV and radio. Owner Fred Saigh of St. Louis Cardinals retorted that he's considering counterclaim against LBS, which he accused of "misrepresentation, defamation and conducting unauthorized broadcasts."

"It's none of FCC's business." That, in effect, is NARTB's comment filed this week in opposition to Commission's proposal to require more detailed information on station employes. Proposal (Public Notice 52-26, Doc. 10107) was released Jan. 11, constituted revision of Annual Report Form 324 which all stations file. FCC had proposed that stations supply more data on employes' titles, duties, working hours, compensation, etc. NARTB contended requirement is illegal, unnecessary, has no bearing on qualifications of licensees. Only other opposition, NBC's, calls proposal unreasonable burden, points out that "Congress hasn't seen fit to require it of any industry." Upshot will probably be compromise, after informal discussions among FCC staff and industry representatives.

Warning TV networks they may be in for probe patterned after the perennial Hollywood Red-hunt, House Un-American Activities Committee says in report to Congress that "Communists will endeavor to infiltrate TV on a large scale because it is rapidly becoming an important entertainment medium in the United States." Report deals principally with alleged Red "manipulation in the Hollywood motion picture industry," drew charge from Motion Picture Assn. president Eric Johnston that it was "misleading and unfair." Typical of TV networks' response to committee's warning is statement by CBS-TV Hollywood v.p. Harry Ackerman that TV industry is "clean as a whistle" and that there's not much chance for even small-scale infiltration.

Although Britain got TV going as govt.-operated public service before war, and well ahead of U. S., it reports total of only 1,095,559 sets-in-use as of last Nov. 30, mostly in London area—or about same number as in Los Angeles area (Vol. 8:5). British TV detectives are tracking down "bootleg" TV sets with new direction-finding trucks. Postmaster-General estimates that 100,000-200,000 of today's British TV receiver owners haven't paid their \$5.60-a-year license. Disclosure started speculation that Britishers may be viewing favorite programs at local "peek-easies".

**RTMA'S ESTIMATE OF NEW TV MARKETS:** A belief long and widely held in TV industry -- that demand for sets jumps sharply as additional stations open in TV areas -- has been exploded by RTMA's report on 'The Impact of TV Expansion' (see p. 1).

"Very thorough study" yields no evidence to support this theory, says RTMA.

"Many areas of all types were studied, comparing the rates of receiver sales and total receiver sales," report declares. "In spite of these exhaustive studies, no conclusive evidence was developed which indicated a significant change in the rate of receiver sales as new stations were added."

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Predictions of potential post-freeze increase in demand for TV sets as the result of new stations and increased coverage by existing outlets make RTMA report good reading at all levels of TV trade -- as long as it's remembered that report is only a fair guess because of imponderables involved.

Increased demand for sets by mid-1953, RTMA estimates, will total between 750,000 and 1,660,000, with "most realistic" figure about 811,000. These forecasts are based on study's freeze-end timetable, as reported on p. 1.

Potential increased receiver demand by July 1, 1953 as result of grants in areas now unserved will total 717,972 to 1,441,080, with 750,834 a "realistic" estimate, RTMA says. Potential boost in set market as result of height and power hikes is estimated at 33,642 to 219,108, "realistic" estimate 60,078.

Here are RTMA's "realistic" estimates of total increased demand for TV sets on quarter-by-quarter basis:

1952: third quarter, 23,136; fourth quarter, 106,560. 1953: first quarter, 246,858; second quarter, 434,358. Total to July 1, 1953 -- 810,912.

Making sets to supply this extra demand shouldn't put too much strain on the limited supply of materials available for TV sets, RTMA believes. "Most optimistic" estimate of new potential demand for receivers in second half 1952, about 250,000, is but 11.3% of RTMA's "guesstimate" of second-half 1952 production (2,250,000), or 13.8% of NPA's prediction for second half (1,850,000), based on materials available.

"Realistic" estimate of new demand for sets in the second half of this year, about 130,000, is 5.8% of RTMA production estimate, 7% of NPA's. Concludes survey:

"Increased demand for TV receivers can be met in all areas, although not necessarily completely satisfied [assuming NPA's materials allotments for all of 1952 average about same as first quarter]."

**TV TRADE APPEARS TO BE STEADYING:** TV set production continues to hold its own -- now obviously geared to more calculable demand and steadily diminishing inventory.

Seventh week's RTMA output figure of 98,522 (1236 private label) runs only slightly higher than preceding week's 97,130. Cumulative for the 7 weeks to Feb. 15 is 688,456 (3278 private), so that average is holding at about 98,000 per week.

Factory inventory of TVs was 197,232 as of Feb. 15, down mere 1000 or so from 198,319 the week before.

Feb. 15 week's radios totaled 199,309 (85,540 private), factory inventory 288,930. Output went up in week from 179,453, inventory up from 239,700. Week's radios were 83,654 home models, 17,607 portables, 27,830 clock, 70,218 auto. Total radios for the 7 weeks is 1,135,348.

Thus it would seem output of 1,200,000 TVs & 1,900,000 radios in 13 weeks of first quarter, as predicted (Vol. 8:7), isn't out of line -- and even with new NPA "rock bottom" materials cuts for second quarter, it's still a fair guess that the 1,000,000 per quarter average can be maintained for rest of year.

Natural question, though, is how well will market absorb these -- plus what are still left in the all-trade inventories of 1,500,000 or so estimated as of be-



ginning of year (Vol. 8:6)? There's certainly very little pessimism in general run of trade, particularly among the major producers accounting for most sales, nearly all of whom claim their inventories in all pipelines are "normal".

If the big fellows claim normal inventories, where are the "overproduced" sets? They're private label in large part, say some -- pointing to RTMA's weekly output figures, which currently show extraordinarily few private-label TV sets.

Of the 688,456 units produced so far this year, mere 3278 were reported as private label, or average of about 440 per week. Low figures may well cause eyebrow lifting and some question whether RTMA is being given accurate reports on private-label TVs. One manufacturer opines that such big buyers as Sears Roebuck, Montgomery Ward and Western Auto have full warehouses and have stopped buying for own brand.

Some factories may be warehousing the private-label sets they make, said this usually very canny observer, who thinks these may account for sizable chunk of the weekly factory inventory reported by RTMA.

Private-label normally account for 10% of the industry's output, he states, but that seems high in light of 1951 RTMA figures -- 213,104 out of 5,384,798.

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**Topics & Trends of TV Trade:** Involuntary petition in bankruptcy filed in Federal court in New York against Starrett Television Corp., coming so close on heels of Tele-tone bankruptcy (Vol. 8:5-7), raises natural question: Is it symptomatic? Surprising number of industry people think it is, including some who should know, like vendors and other types of creditors of manufacturing companies. Others say, "No, the TV-radio business is still quite good, and getting better." The reasoning, as stated by industry people whose names are withheld for obvious reasons:

"Every time there's a slump, it usually catches up with those who have let themselves go too far, usually those who are underfinanced for the scope of business they've set themselves up to do."

"The squeeze on some little companies has been too great during tough year or year-and-half of heavy inventories, intense price-cutting and severe competition."

"Casualties are to be expected in an industry like ours, subject to so many materials restrictions and market ups-&-downs."

"You have to be in good financial position to sweat out the period between now and the opening of new markets after the freeze; long-range prospects are excellent, especially if materials restrictions continue, that demand for TV sets will exceed production."

That's some of the comment you hear, with the big fellows hastening to assure you they're in no trouble because their financial positions are strong, their brand names and distributor organizations solidly entrenched. Also, they could add, they hold sizable defense contracts, which some companies didn't try, or weren't able, to get. Some think it's surprising more haven't gone through the wringer.

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Surprisingly few bankruptcies or liquidations have marked TV-radio industry since its postwar emergence. Scanning the records, we find Sonora was first to fall on bad days, in January 1949 (Vol. 5:4, 23, 25), followed by Majestic in May of same year (Vol. 5:22). There were none worth mentioning in 1950; then, last year, came Richmond Television Corp. (Vol. 7:7, 10, 17); Vidcraft Television Corp. (Vol. 7:7, 9); Freed Radio Corp. (Vol. 7:10); Commander Television Corp. (Vol. 7:26); and now, of course, Tele-tone and Starrett. During early 1951, such minor TV producers as these also faded out of TV set manufacturing: Altee-Lansing, Natalie Kalmus, Mercury, Mitchell, Reeves Soundcraft, Rembrandt, S. M. A. Co., True-Vue, U. S. Television Mfg. Corp. Some of these brand names are being continued by other companies.

In the dealer and servicing fields, casualties have been more commonplace, especially lately, including last month's

bankruptcy of Conlan Electric Corp., Brooklyn (Vol. 8:4), and the folding of Concord Radio last July (Vol. 7:28).

Starrett creditors filing the involuntary plea were: Croname, \$5968; Aerovox, \$1100; Barreca Products, \$324.

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**Trade Miscellany:** RCA's first cylindrical-faced all-glass tubes are 17-in. magnetic focus (17QPA) and 17-in. electrostatic (17LP4), announced this week; no plans indicated yet for 20 or 21-in. cylindricals . . . Sentinel has completed 49,500-sq. ft. addition to plant at Evanston, Ill., president Ernest Alschuler stating production will exceed \$30,000,000 this year, with present working force of 475 doubled . . . Westinghouse leases plants at Lima, O. and Greenville, Pa. to produce cores for electronic transformers, releasing space at Sharon, Pa. plant . . . Philips Laboratories Inc. has purchased 44-room mansion with 13 acres at Irvington-on-Hudson, N. Y., which it has occupied as lab since 1944 . . . Brush Development Co. merging with Cleveland Graphite Bronze Co.

**Merchandising Notes:** Federal Reserve Board survey of 175 dept. stores shows 1951 TV-radio-phono sales were 15% below 1950, inventories 39% less at the end of 1951; December sales were 9% lower than same 1950 month . . . Motorola forecasts its sales of home radios during first 6 months of 1952 will exceed same 1951 period by 30-35%; that portables will run 2-3 times more . . . Belmont (Raytheon) has cut prices \$10-\$30 on table models, \$20-\$155 on consoles; prices still include tax and year's warranty . . . Fada out this week with new line of eleven 17, 20 & 24-in. TV sets ranging from \$200 to \$400 . . . Two dozen pairs of nylons with purchase of TV set or other major appliance is come-on tried by Westchester County (N. Y.) chain . . . Cincinnati reports say drive touting "Best buy in TV—a second set" has proved fairly successful, stimulated by special section of *Enquirer*.

Zenith has introduced these 6 new 21-in. sets featuring cylindrical-face tubes: leatherette table \$320, mahogany table \$360, open-face leatherette console \$390, open-face mahogany \$420, blonde \$450, full-door mahogany \$470. Prices include year's warranty on picture tube and parts; tax is extra.

GE's new 1-kw uhf transmitting tube, ceramic-metal, will be shown at Waldorf-Astoria March 4, during IRE convention. It's air-cooled version of tube unveiled at last year's convention (Vol. 7:12).

First TV assembly factory in South America was opened in December by Industria e Comercio de Radio Invietus Ltda., Sao Paulo, Brazil, first production run being 3000 sets with 17-in. screen.

**Trade Personals:** Timothy E. Shea promoted from asst. v.p., AT&T, to v.p., Bell Labs, succeeded at AT&T by W. C. Hudgins, ex-personnel relations . . . Walter A. Weiss, in charge of Sylvania receiving tube plant in Burlington, Ia., succeeds Matthew Burns, now gen. mgr. (Vol. 8:7), as manufacturing mgr., Sylvania radio tube div. . . . Thomas Adams named sales mgr., Zenith Radio Corp. of Canada Ltd., Windsor, Ont. . . . Wm. S. Parsons, sales v.p., elected president of Centralab Div., Globe-Union Inc. . . . L. M. Salisbury, ex-Bendix Radio and Frigidaire, appointed controller, Crosley Distributing Corp. . . . L. D. Shiplett promoted to Bendix Radio service mgr. and succeeded as asst. service mgr. by C. E. Bowers; Mort Fagan, styling dept., becomes asst. to W. P. Muller, TV div. product mgr. . . . Dr. P. S. Christaldi, engineering mgr., promoted to asst. mgr., DuMont instrument div. (not P. S. Rinaldi, as erroneously reported last week) . . . Terrence M. Allen Jr. promoted to Denver area mgr. for Motorola Inc. . . . William Nagy, Brooklyn sales mgr. for Philco Distributors Inc., named factory representative for Florida, headquartering in Jacksonville; Wally Meyers succeeds him . . . Carl Krumrei, sales v.p., named gen. mgr. of Radio Specialty, Milwaukee Philco distributor, succeeding late Alvin Van Antwerpen; Kenneth W. Brown now sales mgr. . . . George K. Otis elected v.p., Lear Inc. . . . Russell C. Dubois Jr. named sales mgr., RCA Victor mobile & microwave communications equipment . . . Roland J. Kalb reelected president of Phonograph Manufacturers Assn., along with Ben Birns, v.p., and Joseph Dworken, secy.-treas.

More comments on patent-filing proposal of FCC (Vol. 8:2-4), received by Feb. 21 deadline, came from AT&T, inventor Edwin H. Armstrong, National Assn. of Manufacturers, American Petroleum Institute. AT&T reported it has 9109 U. S. patents, has right to license some 22,000 owned by others, said rule as written is "virtually impossible" to comply with, suggested amendment to require reports on patents only on "matters already known" by those reporting. Maj. Armstrong also suggested modification to specify uses "known to the patent holder." And he said that requiring list of names of licensees "may operate in favor of corporate holders of large aggregations of patents." NAM pointed to "the great difficulty, if not the impossibility, of finding out what patents are in use in commercial equipment at any particular time." Petroleum Institute said it believed rule wouldn't affect Petroleum Radio Service, but was "unalterably opposed" to it if FCC considers that it does. Proposal is "entirely unnecessary to the fulfillment of the mandate placed upon the Commission," group said.

Record Industry Assn. of America, 270 Park Ave., New York, has chosen as executive secretary John W. Griffin, ex-Columbia Records and onetime RCA Victor eastern sales mgr. Directors of newly-formed organization: Paul A. Barkmeier, v.p., RCA Victor; James B. Conkling, president, Columbia Records; Irving B. Green, president, Mercury Records; Milton R. Rackmil, president, Decca Records; Dario Soria, Cetra-Soria; John Stevenson, Children's Record Guild; Glenn E. Wallich, president, Capitol.

Devices which transistor may make possible, according to RCA Labs v.p. Dr. E. W. Engstrom, are such remarkable developments as these: (1) Watch-size radio run by body heat, no batteries. (2) Transmitter-receiver size of telephone handset. (3) Vest-pocket radio, size of cigarette package, already produced experimentally by RCA engineers. (4) Portable computers which could do jobs now done by huge devices with thousands of tubes.

Philco International Corp. sponsoring weekly short-wave radio program, consisting of recorded interviews and designed to build goodwill abroad, via WRUL, Boston.

**Mobilization Notes:** NPA may give more sheet steel to consumer goods manufacturers if they can use it to boost their second-quarter output without requiring additional copper and aluminum. DPA chief Manly Fleischmann told newsmen this week that decision will be made soon whether to ask for applications for additional rations of this type of steel, supply of which is easing considerably. Most TV-radio manufacturers will probably find they don't need the extra steel—since copper is limiting factor in their production—but it may be of help in certain individual cases.

NPA administrator Henry Fowler officially announced second-quarter materials allotments for civilian products. As previously reported (Vol. 8:2-3), TV-radio-phono manufacturers will receive these rations of controlled materials (in percentages of rate of use in first half 1950): steel 50% (vs. 50% during current quarter); wire mill products 35% (vs. 40%); brass mill products 30% (vs. 35%); copper foundry products—not used to any extent in TV-radio—12.5% (vs. 35%); aluminum 30% (vs. 35%).

Allotments for so-called "less essential" products have been increased. Jukeboxes, only electronic products coming under this heading, will receive same percentage allotments as TV-radio in second quarter—a considerable increase from their current 50% of steel, 14% copper, 20% aluminum (Vol. 7:45).

Mr. Fleischmann said he envisioned no shortages of consumer goods as result of second-quarter allotments, gave much of credit to manufacturers' conservation and substitution of critical metals. Said he: "Radio is the best example, where cobalt has been practically eliminated and a high rate of production maintained."

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Engineers, draftsmen, skilled workers and components—not materials—are principal bottlenecks in production of defense and industrial communication radio equipment. Called to Washington for NPA industry advisory committee meeting, 8 manufacturers in this field said they're having very little difficulty getting materials, but listed connectors, crystals, plugs, sockets, relays, transformers and special-purpose tubes as hard-to-get components. They gave conservation some credit for current high productivity, one manufacturer declaring he has substituted copper-plated steel wire for copper wire, thereby saving 85% of the copper he normally used in marine antenna cables.

J. Bernard Joseph, chief of NPA Electronics Division's broadcast & communication equipment section, presided at session attended by: R. M. Clave, Federal, Clifton, N. J.; John Silver, Motorola, Chicago; E. Garfield, National Aeronautical Corp., Ambler, Pa.; George F. Schecklen, Radiomarine Corp. of America, N. Y.; A. E. Keleher Jr., Raytheon, Newton, Mass.; L. P. Clark, Raymond Rosen Engineering Products, Philadelphia; Clifford A. Harvey, Harvey Wells Electronics, Southbridge, Mass.

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Harry A. Winne, GE engineering policy v.p., and Dr. Hans A. Bethe, Cornell U physics professor and veteran of Los Alamos project, named to Defense Dept. Research & Development Board's committee on atomic energy. Maj. Gen. Kenneth D. Nichols, deputy director of guided missiles in Office of Defense Secy., named Army member of Research & Development Board.

NPA has revoked allocation controls over Teflon (poly tetra-fluor ethylene), used as insulation in coaxial cable, wire, cable connectors, electronic fittings, etc. It stated increased production made decontrol possible.

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Canadian Assn. of Radio & Appliance Dealers holds annual convention and exhibit in Toronto's Royal York Hotel, March 31-April 2.



**Financial & Trade Notes:** Thanks to TV income, especially of its highly successful 5 owned-&-managed stations, ABC will show considerably better overall sales record for 1951 than its \$45,000,000 of 1950 (Vol. 7:13) and its net profit will "exceed \$300,000" when 1951 annual report is released in mid-March preparatory to stockholders meeting set for April 8. Any hope, however, that this will be the last financial report for ABC as a separate corporate entity, in light of its projected merger with United Paramount Theatres Inc. (Vol. 7:21), gets more shadowy each week as current FCC hearing on so-called "Paramount cases" proceeds at snail's pace (see p. 5). It's generally believed merger will eventually be authorized, but Washington proceedings are slow and tortuous and likely to last until end of year.

ABC's 1950 gross sales were \$45,879,660, net profit \$84,605; in 1949, sales were \$40,267,488, deficit \$519,085; 1948, sales \$37,110,726, profit \$468,676; 1947, sales \$35,955,004, profit \$753,911. Last financial report from ABC covered first 9 months of 1951 (Vol. 7:47) and merely revealed net profit of \$77,000.

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RCA has arranged to borrow \$50,000,000 from investing institutions on 3 3/4 % notes maturing May 1, 1977, proceeds to be used for working capital and general purposes. Financing was arranged through Lehman Brothers. Upon issuance, RCA's long-term debt will total \$150,000,000, of which \$100,000,000 of 3% notes are due May 1, 1974.

Stromberg-Carlson has borrowed another \$3,000,000 from Metropolitan Life Insurance Co., to go with \$2,000,000 borrowed last November, for its program of financing small telephone companies to buy switchboards, phones, etc.; as result of firm's small financing, says v.p. Gordon G. Holt, some 200 companies have applied and Stromberg has built up 18-month backlog of orders.

Olympic Radio's net profit was \$260,428 on sales of \$11,456,359 for 9 months ended Sept. 30, 1951, compared with \$895,920 on sales of \$13,648,538 same period preceding year. Sales for year ended Dec. 31 are estimated at \$15,500,000 for year ended Dec. 31, as against \$21,937,000 for preceding year, in report filed with N. Y. Curb Exchange. TV units produced in 1951 totaled 70,414 vs. 138,785.

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**Dividends:** Philco, 40¢ payable March 12 to stockholders of record Feb. 28; Oak Mfg. Co., 35¢ payable March 15 to holders March 1; Webster-Chicago, 25¢ payable March 20 to holders March 10; Driver-Harris, 50¢ plus 10¢ extra payable March 12 to holders Feb. 29; Hazeltine, 25¢ payable March 15 to holders March 1; I-T-E Circuit Breaker, 50¢ payable March 5 to holders Feb. 26; Loew's Inc., 3 1/2¢ payable March 31 to holders March 12; Sperry, 50¢ payable March 19 to holders March 3; Wells-Gardner, 15¢ payable March 15 to holders March 3; Sprague Electric Co., 50¢ payable March 14 to holders Feb. 29.

Short interest in TV-radio and related stocks on New York Stock Exchange showed these changes between Jan. 15 & Feb. 15: Admiral, 18,290 Jan. 15 to 19,345 Feb. 15; Avco, 19,380 Jan. 15 to 18,280 Feb. 15; GE, 11,251 Jan. 15 to 10,463 Feb. 15; Magnavox, 12,446 Jan. 15 to 12,418 Feb. 15; Motorola, 13,595 Jan. 15 to 14,385 Feb. 15; Philco, 8878 Jan. 15 to 8395 Feb. 15; RCA, 33,930 Jan. 15 to 37,960 Feb. 15; Zenith, 23,816 Jan. 15 to 20,966 Feb. 15.

Gabriel Co. reports 1951 net profit of \$591,992 (\$1.07 a share on 521,792 shares) compared with \$824,271 (\$2.20 on 356,508 shares) in 1950. Net sales were \$15,795,488 against \$12,670,250.

Columbia Pictures Corp. and subsidiaries netted \$437,000 (45¢ a share) in the 6 months ended Dec. 29, 1951 vs. \$660,000 (77¢) same 1950 period.

**FINANCIAL REPORT OF CBS** hasn't been released yet, but its 1951 billings totaled \$69,000,000 in radio, \$42,000,000 in TV—radio down about \$1,000,000 from 1950, TV more than tripled. This was disclosed at San Francisco Press Club Feb. 18 by president Frank Stanton, who is also quoted in dispatches from that city as opining that lifting of freeze will bring 20-25 new stations by end of this year. Eventually, country will have 1500-2000 stations, he said.

Stanton forecast readjusted talent costs when more stations come on the air, also higher sponsorship costs for national TV coverage. Radio will regain a lot of its attractiveness as TV costs rise, he's quoted as saying; even now, there are 3 times as many radio homes as there are TV homes, not to forget 22,000,000 auto radios.

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**T**HEATRE TV hopes to present hit Broadway musical, Metropolitan Opera and Radio City Music Hall's Easter show this spring if enough of the nation's 60-plus TV-equipped theatres sign up. Nathan Halpern's Theatre Network TV reportedly has submitted this program to theatre owners: March 3—*Two on the Aisle*, Broadway musical starring Bert Lahr and Dolores Gray. March 17—Metropolitan Opera's *Carmen* with Rise Stevens. April 13 (Easter Sunday) & 14—Music Hall Easter show. For the musical and the opera, theatres would pay 75¢ per admission or 60% of gross; charge for Music Hall show would be 35¢ per seat, 45¢ per admission.

Sports scheduled for theatre TV include Sugar Ray Robinson-Bobo Olson middleweight championship from San Francisco March 6 (30¢ per seat for network charges plus 40¢ per admission), National Invitation Basketball Tournament semi-finals from Madison Square Garden March 13, finals March 15 (20¢ per seat plus 25¢ per admission); National Golden Gloves finals from Madison Square Garden March 24 (45¢ per seat total); Olympic Games basketball finals from Madison Square Garden April 1 (45¢ per seat).

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Republic Pictures' TV expansion plans disclosed in report to stockholders this week include Hollywood Television Service Inc. as wholly-owned subsidiary to distribute films to TV stations and acquisition of Major Film Laboratories Corp., New York, which will be equipped and expanded for quick service for TV. Republic also owns Consolidated Laboratories, Hollywood, expanded for TV. Said president Herbert Yates: "We believe that by making our pictures available to TV, by the expansion of our facilities at the studio and the laboratories, we are developing a new source of business and revenue which will enable us to participate on a profitable basis in the future expansion of the television industry."

Warner Bros. Pictures reports net profit of \$2,605,000 (46¢ on 5,619,785 shares) on gross sales of \$29,558,000 for first fiscal quarter ended Dec. 1, 1951. This compares with \$1,813,000 (26¢ on 6,821,600 shares) on sales of \$27,926,000 for same period in 1950. Included in 1951 profit figure is \$933,000 profit from sales of capital assets. Company officials predicted net profit for second fiscal quarter, which ends March 1, will be substantially less than the \$2,014,000 of second quarter year ago.

Companies which have made tri-color tubes with phosphor dots on face, along lines of those made by RCA, include DuMont, GE, Zenith. DuMont reports that its tube (16-in. round) has 1,000,000 dots, produces resolution 70% greater than possible with earlier tri-color tubes. Sets capable of receiving NTSC color signals have been made, and used during current NTSC field tests, by GE, RCA, Philco, Zenith, Motorola, Westinghouse, Crosley, Hazeltine.

**Telecasting Notes:** More rate increases going into effect March 1: ABC-TV increasing network rates of 4 of its own stations—WJZ-TV, New York, from \$4000 to \$4250 per Class A hour; WENR-TV, Chicago, from \$2000 to \$2200; WXYZ-TV, Detroit, from \$1350 to \$1500; KGO-TV, San Francisco, from \$850 to \$1000; KECA-TV, Los Angeles, remains \$2000 . . . Local base rates of WXYZ-TV go up March 1 from \$1100 to \$1250 per hour, from \$200 to \$225 per 1-min.; KGO-TV, up from \$600 to \$750 & \$120 to \$150—other ABC outlets' local rates remaining same as published in *TV Factbook No. 14* . . . No announcement from CBS-TV yet, but it's good guess its WCBS-TV, New York, will now up its \$4000 per hour network rate, what with WNBT at \$4500 and WJZ-TV at \$4250 . . . Other rate-card hikes as of March 1: WFBM-TV, Indianapolis, from \$580 to \$600 per Class A hour, \$100 to \$120 per 1-min.; WAVE-TV, Louisville, from \$450 to \$550 & \$97 to \$110; KPHO-TV, Phoenix, from \$300 to \$400 & \$60 to \$80; WKZO-TV, Kalamazoo, 1-min. up from \$90 to \$100 . . . WNBQ, Chicago, now accepting only "live" spots from 7 a.m. sign-on to 5 p.m. henceforth; according to v.p. Harry Kopf, purpose is "to personalize the sales message and the station alike—highly desirable goals not always achieved by the slide and film method" . . . "Outdoor studio" of about 4 acres, consisting mainly of 80x165-ft. area circled by cinder track, with plans eventually for bleacher, projected by WTMJ-TV, Milwaukee, adjoining present studio building; work due to start this spring . . . New 63-p. CBS-TV sales presentation is devoted to showing how network TV can be bought economically by small-budget advertisers . . . Sylvania TV Awards will again be made this year; Deems Taylor again heads panel of 12 judges, who last November gave 12 prizes but could find no single program meriting grand award for "greatest contribution to creative TV technique, including social responsibility" . . . Screen Gems, TV subsidiary of big Columbia Pictures, to have Hollywood offices adjoining Columbia lot; now represented in Hollywood by Jules Bricken, aide to Ralph Cohn, who heads Screen Gems in N. Y. . . Good program idea: *Six Bells*, bi-weekly on WMAR-TV, Baltimore, devoted to boating on the Chesapeake, conducted by Comdr. William B. Matthews; it has done big job in increasing enrollment in U. S. Power Squadron training classes . . . Well-earned award: Among the recipients of Freedoms Foundation top medal awards this week was WPIX, New York, for *Brundage Crime Report* (Kefauver hearings) . . . Sarkes Tarzian's picture graces cover of Feb. 23 *Business Week*, with story on his WTTV, Bloomington, Ind., "How to Make Small-Town TV Pay Off."

Westinghouse Radio Stations Inc., operating WBZ & WBZ-TV, Boston, got on uhf bandwagon this week, filing for Channel No. 17 in Philadelphia, where it operates radio station KYW. It also has vhf applications pending for Pittsburgh, Ft. Wayne and Portland, where it has AM outlets, may possibly change channels sought in one or another of these to uhf after allocations are made known. Only other application filed this week was by WSLs, Roanoke, Va., seeking vhf Channel No. 10. Withdrawn was applications of C. C. Woodson for Waco, Tex., thus leaving 497 now on file with FCC, 30 of them uhf. [For further details, see *TV Addenda 14-F* herewith; for listing of all applications to date, see *TV Factbook No. 14* and Addenda.]

Planning to file for TV in Detroit (Vol. 7:23), United Auto Workers (CIO) this week disclosed intention to apply also for Toledo. In latter city, it invited AFL unions, Railway Brotherhoods and various civic organizations to participate through purchase of stock in corporation to be capitalized at \$250,000. UAW operates WDET-FM in Detroit, used to own now-defunct WCUO(FM), Cleveland.

**I**T'S GUARANTEED TIME we're after—not option time, per network operation, as reported in *Television Digest* Feb. 16. When a specific program time is bought, we want the station to guarantee it against preemption up to 52 weeks. We have not asked, nor do we intend to ask, for blocks of time to be optioned to us. I trust this clarifies our stand."

Thus big Katz rep firm corrects our misinterpretation of proposal it laid before its 19 stations at Chicago last week (Vol. 8:7)—and we're glad to set the record straight. Katz plan is generally interpreted as effort to free TV stations from alleged network domination, and to win bigger place in sun for spot film sponsorships. At Katz "convention" these resolutions were unanimously adopted:

(1) That the greater flexibility of spot advertising be extended by encouraging the dual sponsorship of programs.

(2) That, consistent with current contractual obligations, all advertisers should have equal opportunity to the use of their facilities; and that national spot advertisers be protected against preemption up to 52 weeks.

Consensus of meeting was that "shared spot announcements by 2 or more advertisers is not in the interest of good programming [and] should be discouraged," and it was suggested that "universally acceptable yardstick of audience measurement" be established by Joint action of NARTB (stations), NARTSR (reps), AAAA (agencies), ANA (advertisers). Katz Agency also recommended stations consider giving rate guarantee for national spot schedules up to 52 weeks to enable advertisers to plan budgets for full year.

A novel satellite-community-antenna-subscription-TV combination for Palm Springs, Cal., is proposed in experimental application filed this week by Howard-Yale Inc. (Jules J. Howard). Company proposes to pick up signals from the Los Angeles stations, 104 miles away, amplify them to 1 watt, scramble them, retransmit them via directional antenna. Paramount has been planning to test its Telemeter system of pay-as-you-look TV in Palm Springs via wired community antenna system, for which FCC approval is currently unnecessary. Commission has been viewing all satellite proposals cautiously, fearful of fostering TV set sales before guaranteeing commercialization of such systems—and all 3 facets of Howard's proposed system (satellite, community antenna, subscription) are due for long FCC scrutiny, probably including extended hearings.

Expansion of AT&T microwave network between Chicago and San Francisco to 3 channels westbound and 2 eastbound, by early 1953, is contemplated in application filed with FCC this week. Present service comprises one channel each way, plus one channel from Chicago only as far as Omaha. One of the additional westbound channels is due late this year, rest are scheduled sometime in 1953. Channels will be added by installation of more transmitters in existing microwave stations. Estimated cost, \$3,500,000.

### Copies of FCC's 'Freeze Report'

Each subscriber to the full services of *Television Digest* will receive one copy of printed full text of FCC's *TV Allocation Report* ending the freeze, including city-by-city channel tables, and full text of Rules & Regulations and Procedures. We'll print them simultaneously with release by FCC, now expected in mid-March but quite likely to be further delayed. Commission says document will run about 600 single-spaced mimeo pages, which means 200 or more pages of our supplement format. Preprint orders for extra copies are now being taken at \$5 each.