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15 MORE CITIES ON TV NETWORKS SOON: In matter of a few weeks, new AT&T and private hookups will link 15 more cities -- so that by end of September 47 cities with 80 TV stations (out of total 107) can receive network programs direct. Right now, only 32 cities with 59 stations are interconnected (Vol. 6:29). In addition, first Los Angeles-San Francisco hookup starts, which with San Diego picking up Los Angeles off air might be considered as providing West Coast regional network.

Here's schedule of new cities to be served:

Sept. 1 -- Huntington, W.Va. links into present East-Midwest network with single private microwave circuit from Cincinnati, using 2 relays.

Sept. 1-15 -- Bloomington, Ind. links with private microwave circuit from Cincinnati, via one relay.

Sept. 15 -- Los Angeles-San Francisco hook up with 2 AT&T microwave circuits northward (one capable of being reversed).

Sept. 30 -- Nashville links with private microwave circuit from Louisville, via 5 relays. (Nashville's new WSM-TV due to start Sept. 20.)

Greensboro-Charlotte-Jacksonville-Atlanta-Birmingham link with 2 AT&T coaxial circuits southward from Richmond to Charlotte, thence one coaxial circuit to Birmingham.

Davenport-Rock Island-Des Moines (Ames)-Omaha link with 2 AT&T microwave circuits from Chicago to Des Moines, thence one microwave circuit to Omaha (second due Oct. 15).

Kansas City links with one AT&T coaxial circuit southward from Omaha.

Minneapolis-St. Paul link with 2 AT&T coaxial circuits northward from Des Moines.

Indianapolis links with 2 AT&T microwave circuits west from Dayton.

Louisville links with one AT&T coaxial circuit southward from Indianapolis (second due in December).

Besides foregoing, added New York-Chicago circuits, one in each direction, are being provided on Sept. 1 when AT&T microwave relay goes into service -- making 4 westbound and 2 eastbound circuits available fulltime. Also, 2 coaxial circuits will be added to Washington-Richmond, making 3 altogether (one part time). And the New York-Washington route gets added microwave circuit in each direction sometime in September, making 5 circuits southbound, 2 northbound.

AT&T also disclosed new 2-hop microwave between Binghamton, N.Y. and its Cherry Valley, N.Y. relay station now linking Schenectady-Utica, due March 1, 1951.

[For stations in each city, and for map outlining present and projected TV network routes, see TV Directory No. 11.]

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Note: Some 60 representatives of networks and stations are scheduled to meet with AT&T Aug. 7 in New York to allocate time on new circuits, as well as review allocations on existing connections. Addition of so many single-station towns may make meeting more acrimonious than usual.

ELECTRONIC TOPKICKS MEET AND PLAN: Lots of hustle, bustle and talk in Washington -- but, except for some letters of intent, no mobilization orders have yet come down for electronics industry. Everything still hinges on policy at top Executive levels and on Congress (consult your daily newspapers); but it's evident the military will be ready to make known their needs as soon as funds are available. Meanwhile:

(1) RTMA's 42-man board was called into emergency meeting in New York's Roosevelt Hotel next Tuesday, Aug. 8, at 10 a.m. to be briefed by President Robert C. Sprague on recent developments and to exchange views. RTMA has assured the Govt. that TV-radio industry is prepared to cooperate voluntarily in expediting military procurement. "The detailed requirements of the military have not yet been divulged," said RTMA statement Friday, while Mr. Sprague was in Washington, "but officials have indicated that the industry will be called upon to produce from \$1 to \$1.5 billion worth of electronic items during the next 12 to 15 months."

(2) Electronic Industry Advisory Committee (Vol. 6:30) meets with Munitions Board in Pentagon Monday, Aug. 14, including Brig. Gen. D. C. Langmead, chairman of military contingent; Maj. Gen. F. H. Griswold, Air Force; Brig. Gen. Harry Reichelderfer, Army; Rear Admiral Louis Dreller, Navy. Also present will be Munitions Board's electronics division director Marvin Hobbs. No official changes have been made in 29 industry members of committee, but it's understood Admiral, Crosley, DuMont representatives may be invited.

(3) Among subjects presumably to be discussed are raw materials, components, capacity, manpower, etc. -- possibly, by then, priorities and allocations. But essential situation as to these remains same as reported last week (Vol. 6:30), except that to list of components in short supply should be added transformers. It's clear TV-radio production may be upset by military priorities, but facts are that factory capacity is sufficient, due to expansions for TV; that industry is already handling large govt. contracts and can handle more; that govt. specifications are stringent, so it will take time to prepare them, let alone gear factories; that some items in short supply -- mainly components -- might be increased by third shifts.

(4) Manpower shortages don't loom as serious as first assumed, for reason that TV-radio plant personnel is 65% women (was 80% during last war). Labor Dept., in putting out list of critical occupations this week for guidance of draft boards, included electrical engineers, mathematicians, physicists. Dept. of Commerce issued "Tentative List of Essential Activities" that included most electronics and tele-communications pursuits (including telecasting & broadcasting). Pamphlets are available from those departments on request.

Over-all, there's calm attitude of "wait and see" -- and eagerness to cooperate. You hear about black and gray markets in components, but no one is specific. TV-radio manufacturers are, naturally, producing at top speed -- and nobody plans to cut back until there's "nothing in the bin". There seems to be general agreement industry will achieve its 3,000,000 TV units during remainder of year, making 6,000,000 for year -- though one of biggest manufacturers told us he thinks figure would easily have gone to 7,500,000 had Korea not touched off defense plans.

ANA WANTED AM RATE CUTS UP TO 55%: Enough has leaked out to indicate that what Assn. of National Advertisers wants -- and might have proposed had networks not refused to meet with it on subject of radio rates (Vol. 6:29-30) -- are not only network rate reductions of 15% but station rate cuts up to 55% in TV cities.

ANA study titled "Radio Time Values" was not released to press, but its basic points are known. It claims: (1) Average cost-per-thousand homes for network night show has risen 21% on one network, 18% on another over last year. (2) Listening is down 12.7% during 8-11 p.m. under year ago, despite gain of 3.6% in radio homes. (3) Listening has dropped 83% during night hours in TV homes. (4) Listening can be expected to drop 22% during night, figuring 9,000,000 TV homes at year's end.

Subject is far from closed, though current preoccupation with war and defense -- and consequent increase in news listenership -- may hold it in abeyance

awhile. Quite concerned, networks are hustling to meet "threat" by proof that radio is still "best buy".

Prime promoter of TV, NBC is out with presentation that admits TV's impact on radio but compares estimated 10,000,000 TVs by end of 1950 with 42,250,000 radio homes. Acknowledging 72% decline in radio listening in TV homes, NBC figures that still leaves 35,100,000 radio homes, only 6.7% less than 1948. Moreover, 40% of population remains in non-TV areas. Citing Hofstra College figures for Boston (Vol. 6:18,23), presentation compares following costs-per-thousand: Radio \$1.92, TV \$3.33, Life Magazine \$3.43, This Week \$3.59, Boston Post \$3.95.

At CBS program-promotion clinic this week, network revealed plan for "biggest newspaper and magazine advertising campaign in history of radio" -- 20,000 network-station cooperative ads in 250 newspapers, plenty of magazine space (40 half-pages, 3 full-pages in Look alone), plus considerable use of radio. Theme will be "This is CBS--The Stars' Address." Campaign runs end of August through October.

Tide Magazine recommends in Aug. 4 editorial some sort of cost-per-listener formula or radio version of newspaper milline rate. It also suggested networks look to discount structure -- 50% discounts are too high, it averred. Sponsor Magazine July 31 thought some single measurement for all media (not only radio or TV) should be worked out, recommended "time" as the gauge -- time spent on radio listening, TV viewing, newspaper and magazine reading, etc. Article makes point TV not only cuts into radio listening, but into other activities and media too.

Broadcasting Magazine editorial July 31 called on networks and stations to "hold the line" on radio rates, forecast further pressures. Yet magazine observed: "In the long run, radio rates in TV markets seem destined for adjustment, assuming TV is permitted to continue its present pattern of development. But the possibility that TV may be affected by the nation's rearmament program should not be ignored."

* * * *

Debate over AM rates and TV impact on listening stems largely from rating services, each at odds with other and all up against ardent AM and/or TV advocates. What may be showdown is being cooked up by Stanley Breyer, KJBS, San Francisco, who last month called on Hooper and The Pulse to run identical tests in his market, with an impartial research organization doing same. They've agreed. Since his suggestion in paid ad in Broadcasting, he's had requests from Nielsen and Sindlinger to participate also.

COLOR LABS RACE AGAINST TIME & FCC: FCC still hasn't made up its mind on color, after several more days of discussion this week. Or, if it has, it's best kept secret in FCC history. Despite claims of inside dope, everyone's really mum. "We don't want to affect the stock market," they say.

Talk of postponing decision, because of war, gets absolutely no verbal support at Commission, although idea is undoubtedly in some members' minds. Rumors impelled RCA's Gen. Sarnoff to write Chairman Coy: "On behalf of RCA and NBC, we wish to reiterate that we have not and do not favor any delay in the establishment by the FCC of commercial standards for color television."

* * * *

RCA's post-hearing achievements (Vol. 6:30), some of which sound striking, were detailed in report "prepared for the information of the radio industry," also filed with FCC this week. Improvements in following fields are claimed:

(1) Tri-color tube: Now achieving over 20 ft-lamberts in brightness (compared with previous 7-10), with 40-50 expected "before long." Greater brightness stems from new red phosphor eliminating "minus-yellow" filter (Vol. 6:13) and from new tube techniques; voltages remain same.

Dots have been increased to about 600,000 from 351,000, giving "resolution capabilities comparable to those provided by the 6-mc TV channel." Work continues with aim of providing enough dots to give comfortable margin.

Prominence of dot structure and moire pattern in color pictures have been "substantially eliminated" through better use of by-passed mixed highs. Progress

has been made in transmitter techniques to reduce dot prominence in standard monochrome sets.

Shorter tubes, with larger deflection angles and improved guns, "appear feasible." Single-gun tube now produces picture comparable with that of 3-gun. Pilot line production of tubes by January is goal.

(2) Receivers: Latest models have "substantially" same resolution and stability as black-and-white, use same number of controls as latter.

Production of earlier types of sets with tri-color tubes (100% brighter, however) continues. By September, 35 sets should be completed, with 5 more weekly thereafter. Some will go to other manufacturers, others to homes in Washington area for field testing.

(3) Station equipment: Four camera chains, for RCA use, are under construction. (Presumably, New York's WNBC will shortly get one of first). Ten flying spot scanners are being made, 2 of them for other manufacturers.

Work continues on new cameras, including one with single image orthicon. New one is due for September installation in Washington's WNBC.

(4) Coaxial transmission: Now being installed at WNBC is equipment providing, on color and monochrome, "pictures with resolution substantially equivalent to the standard monochrome picture from standard studio equipment when transmitted over 2.7-mc coaxial cable."

(5) Telecasting schedule: WNBC, Washington, is now programming 7 hours of color studio programs and 25 hours of color test pattern weekly. In fall, schedule will include studio shows Saturday-Sunday. More personnel and space are being added.

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Like CBS, RCA is determined to have last word as decision draws closer. RCA's Dr. C. B. Jolliffe wrote Dr. E. U. Condon, commenting on report of latter's committee (Vol. 6:28), saying he would have remained silent if CBS had (Vol. 6:30).

Condon Committee leaned over backwards to be fair to CBS, asserted Dr. Jolliffe. For example, CBS was given 2 columns in the tabular summary, including one for system it didn't even propose (use of horizontal interlace). This, he indicated, gave CBS chance for more "awards" than it deserved.

Dr. Jolliffe's main gripe was that Committee gave CBS some "superiors" in performance, based on use of disc, but failed to list disadvantages inherent in disc (such as limitation on size and angle of view). He referred, for example, to superior ratings accorded CBS for registration and fidelity. He couldn't see why CBS was allowed advantages of both disc and tri-color tube, yet drawbacks of neither.

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We visited Hazeltine's Little Neck, L.I. labs this week, got good look at its refinements of dot-sequential system and demonstration of CTI's (Vol. 6:24). Company's pitch, delivered by articulate research v.p. Arthur V. Loughren:

(1) Mixed highs are valuable band-saving device, valuable enough to lift dot-sequential system above the others which can't employ it. (2) Shunted (or bypassed) mixed highs can materially reduce dot structure. (3) Constant-luminance sampling reduces inter-dot "twinkle" and effects of interference. This seems to be a Hazeltine "exclusive," patent-wise, and company is making most of it.

Hazeltine is sold on dot-sequential system. Loughren said it started investigations with open mind, settled on system after exhaustive study of all 3.

Most interesting to us were shunted mixed highs and constant-luminance sampling. Former does indeed diminish dots to considerable degree. Latter undoubtedly cuts down "twinkle" or "shimmer". However, Hazeltine's rendition of RCA system, without constant luminance, seemed to have much more such motion than we ever recall seeing in RCA's own showings.

Nevertheless, most engineers feel Hazeltine really has something. Loughren insists that, practically and theoretically, you don't have to "pay" for these improvements with poorer performance in other respects, such as loss of resolution, etc. But some FCC people are skeptical about that, reiterating old adage: "You don't get something for nothing."

Network Accounts: Nestle Co. (Nescafe) buys Sun. 10:30-11 on NBC-TV, to start in Sept., time and program not yet set; period was dropped by Norge . . . Seeman Bros. (Air Wick) Oct. 5 starts *I Cover Times Square* on ABC-TV, Thu. 10-10:30 . . . Armour & Co. Sept. 6 starts *Stars Over Hollywood* on NBC-TV, Wed. 10:30-11 . . . Wine Corp. of America Oct. 3 starts *Can You Top This* on ABC-TV, Tue. 9:30-10 . . . Riggio Tobacco Co. (Regent Cigarettes) Aug. 20 starts *Leave It to the Girls* on NBC-TV, Sun. 7-7:30; program had been cooperative . . . Brown Shoe Co. Aug. 26 starts *Buster Brown Gang* on NBC-TV, alternate Sat. 6:30-7; show will be film version of radio program . . . Lionel Trains Sept. 23 starts *Joe DiMaggio Show* (on film) on NBC-TV, Sat. 5:30-5:45 . . . Hunt Foods Sept. 25 starts Bert Parks daytime show on NBC-TV, 3 days of weekday 3:30-4 series . . . Gospel Broadcasting Assn. Oct. 8 starts *Gospel Hour* on ABC-TV, Sun. 10-10:30 . . . De Soto Oct. 5 starts *You Bet Your Life* with Groucho Marx on NBC-TV, Thu. 8-8:30 . . . Campbell Soup Co. reported seeking network TV show . . . Nash-Kelvinator reported sponsoring Morton Downey on CBS-TV, Fri. 10-10:30, starting late Sept.

Station Accounts: Samuel Goldwyn's new picture, *Edge of Doom*, got big buildup via TV (mainly WNBT) in New York this week; besides spots, there were personal appearances by producer himself. It was another example of increasing use of TV medium to build up boxoffice (Vol. 6:30) . . . Pretentious new variety show on KNBH, Los Angeles, is *Natalie Kalmus Club Celebrity Show*, Tues. 10:30, promoting TV sets bearing her name . . . Fred Astaire Dance Studios in TV cities planning use of both TV and radio . . . Both Friedman-Shelby Div., International Shoe Co. (Red Goose shoes), thru Russell C. Comer Co., Kansas City, and National Shoe Stores, thru Emil Mogul Inc., New York, planning localized TV campaigns . . . Among other sponsors currently reported using or planning to use TV: Minnesota Valley Canning Co. (Green Giant peas), thru Leo Burnett Co., Chicago; Pearson Pharmacal Co. (Ennds deodorant), thru Harry B. Cohn Adv. Co., New York; Fawick Flexi-Grip Co., thru Fred Bock Adv. Co., Dayton; Wolverine Potato Chip Co., thru Ruse & Urban, Detroit; Vick Chemical Co. (VapoRub, Vatro-nol, cough drops, etc.), thru BBDO; Mogen David Wine, thru Weiss & Geller Inc., Chicago; Hudson Motor Car Co., thru Brooke, Smith, French & Dorrance, Chicago; O'cedar Corp. (mops), thru Young & Rubicam; White Motor Co. (trucks), thru D'Arcy, Chicago; Rockwood & Co. (Rockwood Chocolate), thru Platt-Forbes Inc., New York (WJZ-TV); International Furniture Co., thru Weiss & Geller; Glamour Products Co. (Vitrex dietary aid), Los Angeles, thru O'Brien & Dorrance; Knomark Mfg. Co. (Esquire boot polishes), thru Emil Mogul Co.; Olga Co. (Olga undergarments & swimwear), thru J. Walter Thompson, Los Angeles; Anthracite Institute, producing companies, thru J. Walter Thompson.

Emphasis on daytime audience, local shows, unorthodox programming, account for success of Scripps-Howard's WCPO-TV, Cincinnati, subject of long article in July 22 *Business Week*. Article notes: (1) Cost of building station was \$500,000; first year's operating expenses, \$250,000. (2) Of 100 hours on air weekly, 60 are local; only 30% of time is network. (3) Revenues derive 64% from local sponsors, 18% national spot, 18% talent and facilities charges. (4) Expenses run 50% for programs, 25% engineering, 25% miscellaneous. Said manager M. C. (Mort) Watters: "We could have been in the black long ago, but as income goes up we plow it back in. We haven't reached the point yet where we can stop expanding."

Personal Notes: Brig. Gen. Edward Lyman Munson, USA ret., named director of NBC-TV film div.; he headed Army Information Service during last war . . . Russ Johnston, former NBC-TV film director, recently with Jerry Fairbanks, Aug. 1 joined Ward Wheelock agency as TV-radio director . . . Marshall Grant, recently with Marshall Grant Productions and Grant-Realm TV, named executive producer of TV films, Ruthrauff & Ryan . . . Louis Hausman promoted to CBS v.p. in charge of sales promotion & advertising . . . Mrs. Doris Scadron, ex-N. W. Ayer, joins John Blair rep firm as asst. to Wells H. Barnett Jr., manager of sales development . . . Oliver Treyz promoted to ABC director of presentations, succeeding Maurice Gaffney, who died suddenly last week . . . *Charlotte News* Aug. 4 reported Charles Crutchfield, WBT, is being considered for director of proposed new Federal Censorship & Information Agency.

To amplify "Voice of America" broadcasts penetrating Iron Curtain, House Appropriations subcommittee this week recommended \$64,000,000 additional funds be provided. Unusual angle is stipulation that \$2,788,037 be used to buy some 200,000-250,000 small but efficient receivers to be smuggled into Communist-dominated countries. Six more powerful stations will be built. RCA's Sarnoff, on NBC-TV *Meet the Press* interview July 30, said he thought adequate receiver might be built for \$2. Lack of sets has been one of biggest problems in getting "Voice" across.

Hearing on McFarland Bill to amend Communications Act (Vol. 6:30) and FCC's recommended substitution therefor has been set by House Interstate & Foreign Commerce Committee for only one day, Aug. 9, scarcely enough to really cover it. Commission's proposal, issued by committee this week (Print No. 1), seems to be delaying tactic. Committee tends to go along with FCC's objections to McFarland measure. Full committee, Chairman Robert Crosser (D-O.) presiding, will hear testimony. So far, only FCC Chairman Coy and Gordon T. Brown, WSAY, Rochester, are scheduled to appear, but others have been notified and are expected.

Fantastic 1057-ft. tower of Atlanta's WCON-TV (and FM) is described and pictured in May-June issue of RCA's *Broadcast News*. A few statistics: weight is 430,000 lbs.; legs are 14 ft. apart up to 800-ft. level, are made of 10¾-in. tubes with 1½-in. walls; foundation contains 283,500 lbs. of concrete, 15,000 lbs. of steel; guy wires are 2¼-in. and 1¼-in.; guy anchors are 1000 ft. apart. TV antenna is RCA Supergain, has gain of 11.5, will radiate 52 kw from 5-kw transmitter. FM has 4-section Pylon with gain of 6; 4 more sections could be added to give gain of 12.

Progress Note: "Because of objections by the Mutual Broadcasting System to any discussion of television on its sustaining programs, the Northwestern University Reviewing Stand discussion scheduled for Sunday, Aug. 6, has been cancelled . . . topic *The Impact of Television* . . . Protests by some member stations of the MBS network, as well as by network officials that discussion of television is contrary to the interests of radio broadcasts, caused officials of the Reviewing Stand to withdraw the program." —Press release from Philip Lesly Co., Chicago (Meck).

Gem from the Hollywood cognoscenti: Humphrey Bogart quoted as describing TV as "hungry monster" which must be handled with greatest care until such time as it's "domesticated." *New York Herald Tribune* quotes him: "It is bound to devour ideas, stories and talent. The utmost skill will be required to cope with its ferocious appetite. It will ultimately mean more work for many more people when finally established in Hollywood, but it must be approached with the greatest of care."

Telecasting Notes: DuMont Network has leased Ambassador Theatre, W. 49th St., New York, from Shuberts for 5 years, starts using it early Sept. (in addition to its Adelphi Theatre, Wanamaker auditorium); DuMont also moving non-TV production offices, such as bookkeeping, to 9th floor, Look Bldg., releasing needed space at 515 Madison Ave. . . . KGHF, Pueblo, Colo., preparing to file for TV; owned by Gifford Phillips, who also heads Teevee Co., Hollywood program service . . . ABC-TV has made deal with Hollywood producer Walter Wanger (thru MCA) to turn out 30-min. feature *Aladdin and His Lamp*, as "pilot" or sample of what may be series Wanger will do specially for TV . . . Five cameras at Giants games in Polo Grounds (3 in press box, one alongside boxes on first base foul line, one in studio under stands for Chesterfield commercials), claimed by WPIX as some sort of record . . . Eight operas planned on NBC-TV this fall-winter, hour each, once monthly . . . First all-Negro TV program in area is *Sepia Review* on KRON-TV, San Francisco, Sun. 7:30 . . . Paramount's KTLA, Hollywood, has appointed Paul H. Raymer Co. as national rep, first TV station for Raymer . . . Trendex Inc., 347 Madison Ave., New York, is new network radio-TV coincidental survey service formed by E. G. Hynes Jr. and R. B. Rogers, both ex-Hooper . . . Jack Sharkey, ex-heavyweight champ, has sued NBC, Chesebrough Co. (vaseline), Cayton Inc. (agency) for \$300,000, alleging "invasion of personal privacy" in *Famous Fights* films; claims some of his fights telecast without consent . . . ABC's WENR-TV, Chicago, as of Sept. 1 boosts base rate from \$750 to \$1000, one-min. announcements from \$125 to \$200 . . . Same date, ABC's WXYZ-TV, Detroit, raises rates from \$600 base to \$800, one-min. spots from \$100 to \$140; and DuMont's WTTG, Washington, hikes from \$400 to \$450 and \$60 to \$90 . . . Washington Star's WMAL-TV has leased big Chevy Chase Ice Palace on Connecticut Ave., expects to have 3 big studios ready in 35,000 sq. ft. space by October; will move all TV activity, except transmitter, to new quarters . . . Cost-per-thousand TV sets for spot advertising has dropped from 86¢ in Sept. 1949 to 49¢ in July 1950; figures are estimated in latest Katz Agency *TV Spot Advertising Cost Summary*, listing film rates for Class A time for all TV stations as of July 1.

Looks like only 2 CPs for TV left on FCC pending roster (see TV Addenda 11-D herewith), FCC this week denying City of Jacksonville's WJAX-TV another extension of grant made Aug. 18, 1948. Actually, only one real CP survives—that of soon-to-start WSM-TV, Nashville, since facilities of Atlanta's WCON-TV are due to be substituted for WSB-TV. Decision in WJAX-TV case follows protracted legal arguments after it was cited in May 1949 (Vol. 5:19) for undue delays, got examiner's approval for extension early this year (Vol. 6:5), with FCC general counsel opposing (Vol. 6:8,13). FCC held city-owned grantee must be judged like any other, and local financial mixup given as cause for delay was no excuse. Comrs. Walker & Sterling dissented, Webster not participating. City can petition for reconsideration within 20 days; otherwise, CP is automatically deleted.

First experimental uhf booster station was granted this week to WEST, Bethlehem, Pa., to supplement its KG2XAZ coverage of Easton. KG2XAZ has been using pulsed transmission on 511-519 mc. Both station and booster will be on same frequency; latter will be beamed into Easton. Regular picture will be transmitted instead of pulse. New equipment will be either purchased or built by consultants McNary & Wrathall. KG2XAZ will radiate 4 kw, booster .5 kw. Operations could start in 4 months, consultants estimate, if no hitches develop.

A Disaster Communications Service is one of FCC's first mobilization steps. Proposed rules (FCC Docket 9749) were issued this week for service, with new channels in 1750-1800 kc band. Intention to set up service was announced in March; public conference was held in June. Virtually everyone with an FCC license of any kind (amateur, commercial, mobile, etc.) is eligible to participate after getting FCC permission. Service is designed to cover "armed attack" as well as peacetime floods, hurricanes, etc. Comments on Docket 9749 are requested before Sept. 15. Additional proposal (Docket 9748) would amend rules to permit non-govt. stations to use govt. frequencies; deadline for comments is also Sept. 15. FCC Board of Defense Communications comprises Coy, Sterling, Webster.

TV can't be blamed for decline in baseball attendance, if AP figures on paid attendance, released July 25, are any criterion. Bearing out thesis of Jerry Jordan survey (Vol. 6:19, 23), AP survey showed National League declined by 522,000 admissions, or 8% less than 1949 period; American League by 1,422,000, or 15% less than preceding year. But, non-telecast spectators of Pittsburgh Pirates dipped 18%, while TV-covered Philadelphia Phillies gained 39%. Yet, Philadelphia Athletics, also telecast, lost 65%.

Average annual income of fulltime radio or TV broadcasting employes, \$4469 in 1949, was second highest of all industries listed in July *Survey of Current Business* issued by Commerce Dept. Only employes of security and commodity brokers, dealers and exchanges were higher, \$5065. Average of all industries was \$2869. Number of fulltime employes was 49,000, compared with 47,000 in 1948. Average number of full and part-time employes was 54,000, compared with 51,000 in 1948.

August 1 sets-in-use, reported since NBC Research's "census" of July 1 (Vol. 6:29): Philadelphia 520,000, up 6000; Washington 150,325, up 7325; Dallas 36,440, up 3740; Miami 31,400, up 2200; Fort Worth 29,241, up 2541; Utica 19,800, up 3300; Greensboro 15,458, up 2258; Des Moines 12,298, up 798; Kalamazoo 11,640, up 740; Memphis 44,319, up 4319; Davenport-Rock Island 16,218, up 2118.

First criticism of Lawrence tri-color tube (Vol. 6:30) we've heard—from a responsible electronics physicist who seems to know something about it—is that it may be good only for field-sequential system. "We've made some calculations," he said, "that indicate it would probably have to be water-cooled if used with dot-sequential system."

NAB is questionairing broadcasting stations to determine number of active reservists employed, number of inactive reservists, age-marital-dependency status, number of World War II vets employed. One purpose is to determine manpower needed to keep broadcasting stations operating efficiently.

Happy solution to FM oscillator radiation problem in Crawfordsville, Ind., area (Vol. 6:30) turns out to be strikingly simple—changing frequency of FM station WFMU from 102.9 mc to 94.1 mc. Station, owned by city's *Journal-Review*, has agreed to apply for change.

FCC Comr. Hennock's visit with President Truman Aug. 2 had no FCC connotations; she says she has no intention of leaving Commission. Best guess is White House appointment had something to do with Democratic Party business.

Strike of 2400 IBEW-CIO workers in RCA TV-radio plant in Bloomington, Ind., halted work 2 days this week after contract expired Monday night. Strikers, mostly women, voted to return to work Thursday. No contract details were divulged.

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August 12, 1950

MOST TV STATIONS NOW DOING WELL: The business of telecasting is booming -- with station time so hard to clear for fall-winter shows that the networks, holding few firm option-time contracts because there are so many one-station areas (39 out of 62), are literally begging "affiliates" for clearances. Sponsors are plentiful, both nationally and locally, insuring forthcoming program season that should cause viewers to forgive and forget current summer letdown. To get their shows on stations, networks must rely largely on showmanship appeal, larded to some extent by AM network loyalties.

Unprofitable operation, moreover, is now the exception rather than rule. The picture sizes up something like this: (1) Due to freeze, there's not much competition, save in the relatively few cities with 2, 3, 4 or 7 stations [see TV Directory No. 11]. (2) Demand for time is snowballing, for spot as well as national and local programs. (3) Higher time rates are in effect, based on increasing TV homes. (4) Longer schedules have most stations now operating 7 days a week, many with daytime programs, quite a few with morning schedules -- some reporting complete sellouts of commercial availabilities. This, combined with higher rates, adds up to more revenue (Vol. 6:21). (5) Programs are improving, networks extending (Vol. 6:31).

Legend that TV cannot be made to pay is fast fading into limbo, though you still hear it. Over last 12 months or so, we've published reports on some 35 stations divulging they're operating in black, some with full depreciation, some even amortizing past losses. We know confidentially of at least a score more -- so that we'd estimate not less than 75 of the 106 operating stations, probably more, are earning some sort of profit or at least not losing money. Several well-placed and well-managed stations are now operating at gross income rate of \$1,000,000 or more. One successful TV-radio operator of multiple stations in both categories makes this observation:

"Any telecaster who isn't making money, or at least meeting expenses by the end of this year, had better quit the business. This is eventually going to be bigger and more profitable than radio ever was."

DEFENSE ELECTRONIC NEEDS & PLANS: Military and other govt. requirements from the electronics industry were still indeterminate this week -- but there was good reason to believe that the services, at least, would soon make known their over-all needs, schedules and many contracts. There were indications these might be heavier than first broached (Vol. 6:28-31) -- totaling up to \$2.3 billions, of which \$1.8 billion would be allotted between time Congress passes appropriations and June 30, 1951.

What will actually determine impact of military spending on civilian production (TV and otherwise) will be schedules for deliveries -- some of which may run as short as 12 months, others as long as 2 years.

Meeting of Munitions Board's Electronics Industry Advisory Committee (on Monday, Aug. 14, 10 a.m., Room 2D818, Pentagon Bldg.) may bring forth definite data that will enable industry to calculate forthcoming military and civilian demands upon it, for agenda includes:

(1) Summary of requirements for critical electronics components and products by Board's electronics division chief, Marvin Hobbs. (2) Balancing and coordination of civilian and military electronics requirements by National Security Resources

Board specialist, Leighton Peebles. After morning session, group will discuss capabilities of industry to meet requirements, set up committees and task groups to solve major and urgent problems.

This week, the electronics industry itself, as distinguished from govt.-appointed industry-military men on EIAC (for membership, see Vol. 6:30-31) decided to coordinate all industry mobilization activities and offer an advisory service to top govt. policy-making officials. At special emergency meeting of RTMA board, it was decided to establish a National Electronics Mobilization Committee jointly with National Security Industrial Assn., which is outgrowth of Navy Industrial League sponsored by late Secretary Forrestal. Chairman of NSIA is RCA president Frank Folsom, who was Navy Secretary's top civilian liaison with industry in World War II.

Western Electric's Fred Lack, who also is chairman of EIAC, was elected chairman of new 22-member National Electronics Mobilization Committee, which plans Washington office to maintain constant liaison with national defense officials and all agencies having to do with industrial mobilization and military procurement of radio and electronics products. Its counsel is John L. Sullivan, former Secretary of Navy, now head of Washington law firm of Sullivan, Bernard & Shea.

Thus, new NEMC -- unofficial and so able to act quickly -- will be "committee to top all committees" and its makeup (see below) is regarded as cross-section of entire electronics industry, which has pledged itself to "give top priority to govt. orders and expedite production of essential radio and electronics equipment and components."

Short of all-out mobilization, this is group that will be expected to advise at top levels on sometimes delicate balance between civilian and defense production. It's foregone certainty that latter will unbalance today's high civilian output, currently geared for 6,000,000 TVs, 10,000,000 radios and substantial quantities of already-contracted military materials. But military requirements will come first, and barring unforeseen developments should still leave room for "substantial" civilian production next year.

Members of National Electronics Mobilization Committee: F. R. Lack, Western Electric, chairman; Benjamin Abrams, Emerson; Charles Francis Adams Jr., Raytheon; Dr. W. R. G. Baker, General Electric; Max F. Balcom, Sylvania; Wm. Balderston, Philco; W. J. Barkley, Collins; Harold Buttner, IT&T; Walter Evans, Westinghouse; Malcolm P. Ferguson, Bendix; Frank M. Folsom, RCA; Paul V. Galvin, Motorola; R. E. Gilmour, Sperry; W. J. Halligan, Hallicrafters; J. J. Kahn, Standard Transformer; Arie Liberman, Talk-A-Phone; W. A. MacDonald, Hazeltine; E. F. McDonald Jr., Zenith; A. D. Plamondon Jr., Indiana Steel Products; Ross Siragusa, Admiral; Ray F. Sparrow, Mallory; Robert C. Sprague, Sprague Electric (president of RTMA).

* * * *

Still another industry advisory group was set up last week by Army Signal Corps to review current Army electronics procurement procedures and plans. Present at first meeting were Maj. Gen. Wm. H. Harrison, IT&T; Brig. Gen. David Sarnoff, RCA; Brig. Gen. C. O. Bickelhaupt, AT&T; Col. W. W. Watts, RCA Victor; Fred Lack, Western Electric; W. J. Halligan, Hallicrafters (West Point '24) -- all identified with Army communications and procurement during last war. They met with Archibald S. Alexander, Undersecretary of Army; Lt. Gen. T. B. Larkin, chief of logistics; Maj. Gen. S. B. Akin, chief signal officer, et al.

PLAN RADIO-TV DEFENSE COUNCIL: NAB-appointed Defense Council will be single agency through which Govt. will ask broadcasting-telecasting industry for help -- campaigns, etc. -- under present emergency plans. Council will be named by NAB president Justin Miller shortly, will include representatives of all segments of AM, FM & TV, both NAB members and non-members. NAB board at Aug. 7-8 Washington meetings heard Presidential assistant Dr. John Steelman and FCC chairman Wayne Coy give assurances there's no thought of unduly restricting radio or TV during these times (Vol. 6:28-29), that voluntary cooperation such as prevailed during World War II will suffice. NAB will issue Defense Bulletin several times monthly, to be sent all broadcasters and telecasters. Consensus of NAB meeting was that industry can and will regulate itself, should have one voice representing it in govt. councils.

TV NEWS GAINS STATURE COVERING WAR: Superb telecasts of United Nations, since Russia's Malik took over presidency, drive home point that TV is "ultimate" in one kind of news at least -- on-the-spot coverage of events accessible to camera. Certainly, it's beating the pants off newsreels from standpoint of immediacy, really making "Every Home a Newsreel Theatre" (Vol. 3:44, 5:48). But radio must still be accorded great respect for speed and flexibility, and for particularly fine job currently in covering Korean war.

TV pitched right into UN sessions -- ABC, CBS & NBC carrying varying amounts of 4-day-a-week schedule that has run as long as 3-7:15 p.m. CBS & NBC alternate camera-handling, while ABC picks up pooled signal. Frequently, UN has cut into commercial time, though there isn't much network daytime yet. NBC-TV's Howdy Doody (5:30) has been taking a real beating, but parents seem grateful for extended coverage. UN telecasts are earning kudos on all hands, aside from providing greatest fillip yet to daytime TV. New Yorker Magazine's usually cynical TV critic, Philip Hamburger, writes in Aug. 12 edition, on basis of watching first Malik session:

"I have a feeling that television came into its own that day. It is difficult to imagine that people attending the session had a better view of the proceedings than I had at home, and I would wager that they had a less dramatic one. The camera work and direction were nothing short of brilliant..."

In covering Korea, TV can't compare with radio in immediacy. But film negative can be slapped on air as fast as received, whereas theatres normally get but 2 editions weekly -- and then only after delays in sheer mechanics of providing positives for hundreds of theatres. TV suffers somewhat in that it must have closeups for best reproductions. Theatres can get away with long shots.

This puts TV photographers in tough spot, but they seem to be delivering. Besides having access to military film pool, TV could provide such remarkable fare as this: Washington's crack Jones twins, Charles & Eugene, 25-year-old ex-Marine combat photographers (now NBC), literally shook folks out of their easy chairs this week with battle closeups and shots made during 585-mile-an-hour jet strafing runs.

STATUS OF COLOR & RCA'S NEW RESULTS: If FCC doesn't have color decision fairly well in mind by now -- and there's no indication that it has -- chances of its coming out with full-fledged opinion by Labor Day seem slim. In fact, there's a little hedging on that commonly-guessed target date now. Chairman Coy told NAB board this week Commission is aiming at that date, but left impression there's possibility it may not be met. FCC deliberated color only one day this week.

A "don't delay" message to Coy came from CBS, following that from RCA (Vol. 6:31). Wrote president Frank Stanton: "I would like to underscore what the record already makes clear -- that Columbia has always wanted and now wants a prompt and definitive decision adopting a system of color TV and fixing full commercial standards therefor."

Sen. Johnson then ripped his spurs across FCC's flanks, in letter to Coy, goading it to avoid "any temporizing with a clear cut decision now." Patting CBS and RCA on the back, he sailed into "busy-body scandal mongers" who are spreading rumors "that a final and conclusive decision is to be postponed indefinitely, using the war as an alibi."

Even in connection with war, Johnson said, "immediate commercial utilization of color TV could be of vast aid to the defense effort" in testing jet engine flame colors, etc. "I have been in this campaign too long to surrender without a struggle," he concluded. He didn't hint who the "scandal mongers" might be -- though in past his prime whipping boys have been the TV set manufacturers, now so busy keeping going and preparing for war production that color TV is least of their worries.

* * * *

We went to Princeton this week to inspect RCA's latest refinements -- those described by Dr. C. B. Jolliffe in his "report to the industry" (Vol. 6:31). RCA has really backed up its claims -- much greater brightness, resolution, stability, clarity, simplicity, plus efficient coaxial transmission.

New use of mixed highs in receiver does a lot to sharpen up system. For

example, prominence of dot pattern has been reduced by about 70%. Over-all stability is enhanced. Reception of black-and-white on tri-color tube is vastly improved, balancing of 3 colors to get monochrome being far less critical.

Coaxial transmission of color came through as promised -- far better than simulated transmission during hearing (Vol. 6:14). Colors were stable and resolution was about 160 lines, close to that of black-and-white cable transmissions.

Signals traveled from Washington's WNBW to New York's WNBT, latter picked up direct at Princeton, some 45 miles away. RCA-NBC's uhf station KC2XAK, Bridgeport, rebroadcast WNBT signals which were received on color set in Westport, Conn., home of NBC engineering chief O. B. Hanson.

New tri-color tube, employing 600,000 phosphor dots and used with new mixed-highs circuits, provides better than 25 ft-lamberts of brightness and much greater resolution than 351,000-dot tube. Importance of brightness was particularly noticeable when the 2 tubes were side-by-side.

Construction of tube was shown. Metal mask, with myriad of tiny holes, is a nickel-copper alloy. Holes are pierced by photo-etch process. Dots are placed on face by silk-screen printing process. Aim now is to build tube with some 900,000 dots, perfect mass production techniques.

New camera, employing one image orthicon and 2 tiny vidicons, is nearing completion. Vidicons (for red and blue) greatly reduce size of camera.

Secret of new mixed-highs circuits, as we understand it, is to provide two paths for signal. One path carries 0-4 mc of monochrome directly to grid of tube. Other path carries 0-2 mc of color, through sampler, to cathode of tube.

RCA was lining up receiver in Washington, at week's end, expecting to show off new tube and techniques in week or so. Series of demonstrations will give FCC and others opportunity to judge improvements.

* * * *

FCC hasn't uttered a peep in regard to how much consideration, if any, it's giving to anybody's post-hearing work -- including RCA's, Hazeltine's, Lawrence's, GE's or CBS's. CBS, incidentally, has been remarkably quiet; if it has anything new in the laboratory, it's telling no one.

SHAPING UP EUROPEAN TV STANDARDS: Complexion of eventual European TV (Vol. 6:25) became a little clearer currently as result of 2 actions: (1) French turned down 625 lines, said they'll stick to 819. (2) Sub-group of CCIR Study Group 11 agreed on a number of specific standards during Geneva meeting.

U.S. observers had thought French might be sold on using dot-interlace with 625 lines (giving resolution of about 880 lines), dropping 819. But French finally said "no". However, Americans take some consolation in fact CCIR group accepted several of our standards. Here's what members agreed upon:

(1) 7-mc channel. (2) 625 lines, interlaced 2-to-1. (3) System independent of power supply. (4) Common line frequency of 15,625 with .1% tolerance (instead of originally proposed 15,700 lines) with 50 fields. (5) 4:3 aspect ratio. (6) Scanning left-to-right and top-to-bottom. (7) AM video and asymmetrical sideband operation. (8) Negative modulation. (9) FM sound with 50-kc deviation.

These standards aren't binding on countries belonging to CCIR, but participants usually follow group's recommendations.

England and France still remain out of fold, with their 405-line and 819-line systems, respectively -- and they show no intention of changing. Friend of ours, now in Paris, sends these wry impressions:

"(1) The flicker in the English TV is intolerable. (2) Spot wobble does a remarkable job in removing the line structure. I like the result. [We're told spot wobble is just what it sounds like -- producing a sawtooth sort of line.] (3) The English are deadly serious about getting sets out to the masses, and they are on the way. (4) The English insist that color in England must be compatible. (5) The English do not give a damn about color. (6) The French insist on the 819-line pic-

ture. (7) In France, engineers like to talk about color, but they are not serious. (8) In France, the engineers are also French, and that explains everything."

We lead world's TV systems in most respects, but British "are showing their heels to us in 4 departments," says Electronics Magazine editor Donald Fink who was member of official U.S. delegation to CCIR. Writing in July issue, he notes:

"(1) The transient response of the British TV studio equipment, coaxial cables, radio relays and transmitters is generally superior...(2) British transmission of movie films, by the flying-spot method of scanning, is wonderful to behold...(3) A new camera tube, the cathode-stabilized orthicon, is just coming into use and, for studio use at least, seems to have several distinct advantages over the image orthicon...(4) The new Birmingham station has a visual power at 35 kw into the antenna. Plans are afoot for future stations of 100 kw with antenna power gain of 4 times. We could use such power."

Network Accounts: Carter Products (Arrid), Ludens (cough drops) and Sterling Drugs Oct. 7 start *Sing It Again* simulcast on CBS-TV, Sat. 10-11; Carter takes first, Ludens second quarter hour, Sterling last half . . . Nash-Kelvinator Sept. 28 starts Morton Downey on CBS-TV, Fri. 10-10:30 . . . Admiral Radio Aug. 28 resumes *Lights Out* on NBC-TV, Mon. 9-9:30 . . . C. L. Bridge Co. (kitchen products) has live participations on *Kitchen Fare*, on DuMont, Mon. & Wed. 10:30-11, to Oct. 18 . . . Next (third) of Frigidaire Bob Hope holiday shows on NBC-TV set for Labor Day eve, Sept. 3, Sun. 8 p.m. . . . Peter Paul Inc. (candy) Sept. 9 starts *The Hank McCune Show*, comedy, films, on 39 NBC-TV stations, Sat. 7-7:15 . . . DuMont reports 41 stations lined up for 5 Notre Dame home games it will carry from South Bend under Chevrolet sponsorship, Sept. 30, Oct. 7 & 28, Nov. 4 & 11.

Station Accounts: Many and varied will be sponsorships of football, soon to start. For example: Esso sponsors 8 Eastern college games Saturdays, starting with Army-Colgate Sept. 30; Gunther Beer begins early with Baltimore Colts-Pittsburgh Steelers pro exhibition game on WMAR-TV, Sun., Aug. 13; Federal Old Line Insurance Co. signs for local scholastic grid games on Seattle's KING-TV. They're just the beginning . . . Wanamaker starts Sept. 11 its Mon. thru Fri. 10:30 a.m. to noon show on WCAU-TV, Philadelphia, while in Chicago Goldblatt store Aug. 21 begins Mon. thru Fri. 11-noon *Let's Have Fun* on WBKB . . . Standard Oil of Ohio placing its *Let's Explore Ohio* promotion on 8 TV stations in state . . . Baltimore's WMAR-TV claims record for consecutive sponsorships in Consolidated Gas & Electric Co's *How Well Do You Know Baltimore?* weekly quiz show, run 132 times since started in October 1947 . . . Beech-Nut Gum using 3-7 spots weekly on 42 stations . . . Florida Citrus Commission, in switching from Benton & Bowles to J. Walter Thompson this week, is considering adding TV for fall advertising of fresh citrus fruits . . . Shell Oil Co. uses TV for first time with Don Goddard newscasts on WNBC, New York, starting Aug. 28, Mon. thru Fri. 6:25-6:30, thru J. Walter Thompson . . . Electric Auto-Lite Co. (spark plugs) returning to TV for fall-winter campaign, thru Cecil & Presbrey . . . Among other sponsors using or reported preparing to use TV (agencies are N. Y. unless otherwise indicated): Pontiac Motors, thru MacManus, John & Adams, Detroit; Motorola, thru Ruthrauff & Ryan; Dad's Root Beer, thru Malcolm-Howard, Chicago; Jacob Rohner Ltd. (Swiss fabrics), thru Dundon Associates Inc.; North American Dye Corp. (Dytint), thru Atherton & Currier; Lipton Tea, thru Young & Rubicam (WPIX); Artistic Foundation Inc. (Flexees girdle), thru Thomas & Delehanty (WPIX); Zippy Products Inc. (liquid starch), thru Martin Agency, Philadelphia (WPTZ); Margo Wines Inc., thru J. M. Korn & Co., Philadelphia (WPTZ);

International Milling Co. (Robin Hood Flour), thru H. W. Kastor, Chicago; Dishmaster Corp., Pontiac, Mich., direct (WWJ-TV); Youngstown Kitchens-Mullins Mfg. Co., thru Brooke, Smith, French & Dorrance, Detroit (WWJ-TV).

Selling radio is to be single function of new BAB. TV can wait until it needs that kind of help. That's NAB board decision this week in setting up autonomous BAB, as of April 1951. TV will continue to be served by NAB's TV Dept. (Charles Batson, director). Special committee on BAB, headed by Robert D. Swezey, WDSU & WDSU-TV, New Orleans, suggested and board approved: (1) Annual operating budget of \$1,000,000. (2) Fee to be half highest hourly rate of station. (3) No fee for NAB members until March 31, 1952—with 30% of their NAB dues allocated to BAB, which should start new organization off with \$200,000. (4) Revision of NAB dues before April 1, 1952. Hope is to get networks and station reps into organization as well as stations.

Of 100 leading national advertisers ranked for first 6 months of 1950 in Aug. 7 *Advertising Age*, 42 used network TV—8 of them actually spending more for network TV than for network radio time and 6 using TV but not radio. The 8 are: General Motors, \$511,044 TV & \$323,196 radio; Ford, \$911,681 & \$633,769; General Electric, \$346,725 & \$39,650; Goodyear, \$206,956 & \$140,493; RCA, \$525,284 & \$431,574; Westinghouse, \$346,600 & \$152,895; Kellogg Co., \$130,064 & \$123,817; Texas Co., \$295,500 & \$183,442. The 6 TV users not using radio: Nash-Kelvinator, \$139,575; Avco, \$54,450; Goodrich, \$166,737; Admiral, \$346,819; International Silver, \$115,560; International Shoe, \$130,483. Ford's \$911,681 was biggest network TV expenditure, Gillette's \$642,482 second, RCA's \$525,284 third, General Motors' \$511,044 fourth. (Gillette spent additional \$902,116 on network radio.)

Personal Notes: First network TV employe reported recalled to active military service is ABC's John Serafin, TV maintenance engineer, Air Corps captain and radar technician . . . Albert M. Wharfield, ex-Hooper, elected v.p. of A. C. Nielsen Co. . . . J. B. (Steve) Conley, gen. mgr. of Westinghouse stations, transferred to Portland as mgr. of KEX, succeeding C. S. Young, returning to WBZ & WBZ-TV, Boston . . . C. H. Cottingham, Los Angeles v.p. of Erwin, Wasey, transferring to New York to head agency's TV-radio . . . Marshall N. Terry, merchandising v.p. of Crosley stations, resigns to devote time to other business interests.

Audience-measurer A. C. Nielsen will rely solely on audimeters for network TV after Sept. 1, dropping coincidental phone calls entirely. He promises change will bring increased accuracy, faster reports, separate ratings weekly, new types of information, measurement of national spot audience.

Telecasting Notes: NBC-TV's tremendous expansion of studio space includes leasing 3000-seat Center Theater, largest legitimate theatre in the world; reconstruction of Hudson Theatre; remodeling of its own studios 8-H, 3-A and 3-B. Last 2 will be ready by Labor Day; theatres will take about a month; 8-H several months . . . 141-hour weekly schedule of WCPO-TV, Cincinnati, from Aug. 14 includes starting weekdays at 6 a.m., running until 12:30 midnight. Weekends, there's no break, schedule running from 6 a.m. Fri. thru 1 a.m. Mon., including all-night disc jockey simulcasts Fri. & Sat. . . . Westinghouse Radio Stations Inc. moving all headquarters staff from Philadelphia to Washington in early fall, bringing under one roof v.p. Walter Benoit and staff . . . High rates for TV, in comparison with AM, epitomized by fact that combined base rates of 3 Storer TV outlets (WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta) are only \$125 under combined rates of his 7 AM stations . . . Latest to announce rate increase is WOR-TV, New York, up from \$1200 to \$1500. Among other rate boosts recently reported (Vol. 6:29-31) was \$2200 for WNBT, New York, up from \$2000 . . . WBRC-TV, Birmingham, Aug. 1 raised basic rate from \$150 to \$250, announcements from \$20 to \$37.50 . . . Crosley Ohio stations WLWT, WLWD & WLWC as of Sept. 4 start at 8:30 a.m., run to midnight, Mon. thru Fri., continue noon to midnight Sat. & Sun. . . . KRON-TV, San Francisco, adding Saturdays, goes to 7-day week in Sept. . . . Potpourri of vague, non-provocative answers to questions about TV advertising, asked of TV-radio managers, makes up 8-p. June-July *Advertising News Letter* published by U. S. Chamber of Commerce committee on advertising . . . TV as education medium takes long stride this fall when Detroit's WWJ-TV and U of Michigan launch TV extension course, with nominal tuition and certificate of completion, on weekly Sun. one-hour programs; in mind is idea this may develop equivalent of B.S. degree for qualifying viewers . . . Jimmy Durante latest star signed to exclusive NBC-TV contract, with plan to alternate him with Ed Wynn, Danny Thomas, Spike Jones as star every 4 weeks on new Wed. 8-9 show, starting in Oct.

Two TV applications—for Cincinnati and Lancaster—were filed this week, make total on file 352. For Cincinnati, WCKY asked for Channel No. 2; for Lancaster, WLAN refiled for No. 9. [For details, see TV Addenda 11-D.] Latter originally filed for No. 9 last May (Vol. 6:20), had application returned by FCC because no such channel had been assigned or was proposed for Lancaster; last week WLAN filed comment in Docket 8736 (Vol. 6:31).

Some 30 FM broadcasters got a lift out of NAB sessions this week, formed new industry committee (outside NAB in order to move faster). Purpose is to meet with set manufacturers and exhort them to put FM tuners into AM and TV receivers; set up organized promotion plan among FM stations; attack practice of "giving away" FM when programs are duplicated on AM. NAB's regular FM Committee told BAB Committee to give FM "full consideration" in new BAB setup. Industry committee comprises: Ray Green, WFLN, Philadelphia, acting chairman; Ray Furr, WIST, Charlotte; Harold Hirschmann, WABF, New York; Elliott Sanger, WQXR-FM, New York; M. S. Novik, labor station consultant.

Criticism of Lawrence tri-color tube—that it may have to be water-cooled for dot-sequential system (Vol. 6:31)—is laughed off by its developers. Says one: "That misapprehension seems to be shared by a lot of people. However, we've switched tube at far greater rate than dot-sequential requires, found no problems. Only trouble we have is getting delivery of parts." He said public demonstrations may be given before month's end.

Big Ten football games on theatre TV have been arranged for 3 Chicago Balaban & Katz theatres and one Detroit United Detroit Theatres showhouse (all United Paramount). Deal, arranged by John Balaban, calls for closed circuit pickups by WBKB of Northwestern and Illinois U home games, and projection via Paramount intermediate system on screens of State Lake, Uptown and Tivoli houses in Chicago; and same pickup by WWJ-TV of Michigan U games for Michigan Theatre in Detroit. Special admissions will be charged. Theatres aggregate about 15,000 seats. No financial arrangements have been made, whole idea being treated as experiment by both colleges and movie people. Paramount is reported spending \$200,000 to equip all houses with its large-screen equipment. There's some chance Minneapolis' Radio City Theatre will also get installation. First game is Sept. 30.

Liberty Broadcasting System, set up by Dallas enterprisers 3 years ago to feed big league baseball games to stations, through gen. mgr. James Foster announced this week it will emerge as full-fledged network as of Oct. 2, with 237 affiliates in 34 states already signed. All shows will be piped for local cooperative sponsorship. Key stations were announced as WINS, New York, and WOL, Washington. This week, too, Hollywood wires carried story that Progressive Broadcasting System, headed by program packager Larry Finley, plans Nov. 1 start of "new coast-to-coast radio hookup catering to smaller stations," claims applications for 228 stations on hand. These new network projects are announced even as combined gross sales of present 4 networks (about \$97,000,000 first 6 months of 1950), are running reported 3.7% under same 1949 period—all save CBS down in billings. The CBS billings are 7.5% ahead of same period last year, NBC down 1.7%, ABC down 17.2%, MBS down 17.4%.

Motorola's reported \$15,000,000 ad budget will include \$5,000,000 worth of daily radio spots in both TV and non-TV cities plus series of TV trailers, according to adv. mgr. Ellis Redden. Consumer magazine schedule from mid-August to December will embrace 16 magazines, 3 Sunday supplements, 4 farm papers, with expenditure of \$1,750,000. Newspaper campaign during September and November will comprise 9 full-page ads in 102 TV-area newspapers, on which \$750,000 will be spent. Additional promotions include 24-sheet posters, 5000 highway signs, brochures, campaign kits, manuals, etc.

Handy table of present TV channel allocations, state-by-state and city-by-city, has been prepared by The Katz Agency, which represents 15 TV stations. For each city, it sets forth estimated 1950 populations, number of (vhf) channels presently allocated, number of stations on air or CPs, number of applicants for remaining channels, number of channels not applied for; also breaks down FCC's proposed new vhf & uhf allocations (Supp. No. 64).

How to light room, where to sit while watching TV are graphically expounded in 8-p. booklet in comic book format published by Edison Electric Institute, 420 Lexington Ave., New York. Its titled *Wonder What a Television Set Thinks About?* and is available at \$2 for lots of 100.

Restaurant business has fallen off 7% in last year, and TV is reason, according to Andrew J. Crotty, president, National Restaurant Assn. He observed: People hurry home from work so they won't miss favorite programs. They won't take time to eat out, but bakeries in restaurants report spurt in trade thanks to TV fans who buy bakery goods to take home.

More Aug. 1 sets-in-use, reported since NBC Research's "census" of July 1 (Vol. 6:29): St. Louis 152,500, up 11,500; Kansas City 42,107, up 4507; Omaha 27,182, up 2782; Norfolk 23,420, up 2320.

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EXCISE TAX SEEN CERTAIN BY OCT. 1: It was valiant but futile effort Dr. Allen B. DuMont undertook Thursday, as chairman of RTMA excise tax committee, to stave off proposed 10% excise tax on TVs. Only few hours after he testified before Senate Finance Committee, it approved tax as part of \$5 billion war tax bill that also hikes corporation rates from 38% to 42%.

Committee experts must yet write specific provisions, but Senate passage is regarded certain when bill is reported next week. It then goes to conference with House committee, which pre-Korea had twice voted down TV excise (Vol. 6:15,18,23,31) but now undoubtedly will be more amenable to Treasury Secretary Snyder's proposal. Probability is new law will go into effect Oct. 1.

Levy will be on factory price, as with radios. It won't apply to shipments before effective date. As in case of radios, it isn't likely to be flat 10% on factory billings due to allowances for previously-taxed components. Nor is retailer likely to quote excise extra, since that might give customer wrong idea of markup. It will probably be incorporated into list, with every indication it will mark up full 10% or more beyond what customer must now pay for already-raised TV receivers.

Treasury estimates tax will bring \$42,000,000 a year, probably low in view of likely factory value of more than \$1 billion billings at current rates.

Dr. DuMont was able to get hearing in closed committee session at behest of New Jersey's influential Senator H. Alexander Smith. He got respectful attention to plea that TV industry is only 3 years old, is already suffering untimely price increases forced by current conditions, is vital for public morale and visual training in defense program. Committee comment was sympathetic, but members took view excise was wartime emergency fund-raising measure only.

WASHINGTON WANTS HEALTHY TV-RADIO: Uncle Sam, too, has an enormous stake in the \$2 billion civilian TV-radio trade (Vol. 6:22) -- what with its great military potential and its substantial niche in the national economy. Hence Washington wants a healthy industry, especially considering the employment it provides and the revenues it represents. On top of its very considerable normal taxes and upcoming excess profits taxes, TV like radio will soon be paying 10% excise on receivers.

Thus there was happy meeting of minds when, at this week's session of Munitions Board's officially constituted Electronics Industry Advisory Committee (Vol. 6:32), there were reciprocal assurances (1) that the industry is willing and able to meet any and all military requirements; (2) that the military have no present plans for abrupt cutoff of civilian production.

Military procurement may run up to \$2.3 billion next few years, but it will inevitably be gradual. Certainly, short of attack, there's no intention of deliberately slashing current TV-radio production. Nor is there any thought of curtailing either telecasting or broadcasting services.

Pentagon meeting was attended by 37 industry, 27 govt. and military executives (for complete list, see p. 4). Everything was off the record, but one general is reported as saying: "Industry shouldn't burn all its bridges and assume it won't

be making any more civilian goods." The term "production in parallel" was heard, indicating war business won't dry up civilian under today's planning.

Industry men were shown confidential charts illustrating how demand for critical components is expected to grow and indicating potential bottlenecks. EIAC was asked to come back Oct. 17 and tell what plant expansion it believes necessary in light of presently anticipated requirements and what kind of financing it recommends for such expansion. And to keep from crossing wires in getting equipment, Army, Navy and Air Force are setting up Electronics Procurement Resources Agency, headed up by personnel of colonel or captain rank from each of the 3 services.

Munitions Board appears sympathetic to industry's manpower problems, is working toward making military deferment policy clearer and showing industry how to go about appealing military draft of key personnel.

Capacity to produce components was reported adequate for the present. Shortages which have developed were said to be artificial, stemming from rush to stock up. Industry wants no govt. controls now, wants to do its own allocating of raw materials and components on voluntary basis.

* * * *

While Munitions Board's EIAC was holding its initial exploratory or "get-going" meeting, industry's own top-level policy group, set up as National Electronics Mobilization Committee, was preparing for meeting of its 22 members (Vol. 6:32) under chairmanship of Western Electric's Fred Lack, who also is EIAC chairman. But nothing was definite at week's end, according to office of committee's counsel John L. Sullivan, ex-Secretary of Navy. It was decided, however, to change name to Joint Electronics Industry Committee.

Out of talk about new defense controls over materials, rife in Washington, there came report (in Aug. 17 Washington Post) that Maj. Gen. Wm. H. Harrison, president of IT&T, might be given top Commerce Dept. job handling priorities, allocations and inventory control of industrial materials. He headed Signal Corps procurement during World War II.

COSTS AND INCOME OF TV STATIONS: Telecasting is moving so fast that last year's statistics, such as they are, become mere anachronisms in trying to size up station operations from cost and income standpoints. But someone had to gather the figures, and NAB's study on "Cost of Operating a Television Station," due out in few weeks, does point up some noteworthy factors. Study covers 1949 only, based on 50 stations responding to questionnaires sent early this year. Actually, there were 51 on air as 1949 began (Vol. 5:1), 98 as 1950 began (Vol. 6:1).

NAB labor relations chief R. P. Doherty found that while a few of these stations (which took the air before January 1949) managed to show a small profit, TV stations as a whole for full 1949 showed average monthly income ran approximately 50% of total expenses. "However," he notes, "a considerable number experienced progressively improved results as the year passed and, consequently, operated in the black during the last few months of 1949. (Our estimate is that 75 or more of the 106 now-operating stations are earning some sort of profit, or at least not losing money; see Vol. 6:32.)

NAB survey showed staff of about 60 in average TV station; average cost of operation close to \$47,000 per month -- though some ran \$30,000 and those coming on air after January 1949 averaged only \$24,000, presumably profiting by experience of earlier enterprisers. Expenses were distributed 35% for program dept., 30% general and administrative, 29% technical, 6% selling.

Wages and salaries ran higher for TV than for AM employes, but selling and administrative costs were lower -- largely because of joint ownership and management (all but 18 of today's 106 TV stations are owned by AM interests, almost invariably under same top management). Depreciation was 16% of total TV station cost, whereas in AM it averaged about 5%.

Currently, business of telecasting is booming (Vol. 6:32) -- and it's practically certain that this year's 107 stations (Nashville's WSM-TV soon to be added)

and the 4 networks will readily achieve \$75,000,000 or more gross sales this year vs. \$33,800,000 for 97 stations and 4 networks in 1949 (Vol. 6:21). Therefore, it would seem Mr. Doherty is much too cautious in his conclusion:

"The apparent indications are that the financial outlook of TV broadcasting will continue to improve during 1950. An increasing number of stations will, undoubtedly, be 'in the black' when the year-end results are calculated. However, the TV broadcasting industry as a composite whole will undoubtedly present a 'red ink picture' for 1950 even though the relationship between income and expenses will naturally improve over last year."

PROSPECTS OF HIGHER POWERS FOR TV: Handful of "foot-in-the-door" applications for high TV power (100 kw or so) doesn't have Chinaman's chance of favorable FCC action during freeze, but does point up interesting questions of jockeying for power and equipment availabilities.

In addition to recent application of Baltimore's WBAL-TV for 100 kw (TV Addenda No. 11-C), following requests are on file: WTMJ-TV, Milwaukee, 90 kw; WBEN-TV, Buffalo, 100 kw; WWJ-TV, Detroit, 100 kw. All are newspaper-owned.

Applications are generally "double-action," contrived to meet FCC's requirements for rural stations under existing rules or for metropolitan stations under proposed rules. They're filed with full knowledge, of course, that final rules may differ sufficiently to require further engineering studies, consequent extra costs.

Psychology behind each application has variations, but basically it's dual: (1) "You can't lose by being first." (2) It puts FCC on notice that such power is in demand in specific areas. Obviously, these reasons aren't considered particularly vital or there would be more such applications.

Eventually, higher powers for all stations are expected, since inter-station interference can remain the same, while public benefits from powerful signals permitting better and cheaper reception.

Parallel of TV and AM, in relating higher power and greater coverage, can't be pushed very far. Height is a major criterion in TV, not in AM. For example, stations on California's Mt. Wilson run roughly 30 kw at 3000 ft. (highest power and height yet). To get same coverage with 500-ft. antenna, in level country, you'd need 5000 kw.

Manufacturers are receiving orders for amplifiers and high-gain antennas allowing achievement of 100 kw or more, but delivery isn't promised until end of freeze. Again, stations' aim is to be first on list. Another factor encouraging orders is recent tax ruling favoring such expenditures.

Incidentally, there's something of a rush on currently for purchases of conventional equipment (additional cameras, consoles, projectors, etc.). This is attributed partly to "panic buying" fostered by fears of shortages, partly to need for more equipment to handle heavy programming schedules; e. g., WPIX uses 5 cameras for Giants' games.

CBS & RCA OUT TO CATCH COLOR EYE: Color decision could come in week or two, but there's no guarantee it will. There's still absolutely no indication that FCC has made any final commitment. It has slacked up considerably in number of meetings on subject, starting speculation that staff is working up drafts of final decision, or alternative decisions, for Commission consideration.

"Multiple standards" currently lead "guess parade" of decisions FCC might make. This, in spite of recommendations against such action from everyone, including CBS, CTI, RCA, Condon Committee, etc.

Sen. Johnson's big blast warning FCC not to delay color decision (Vol. 6:32) was answered politely by Chairman Coy. Regarding rumors that Commission might put off decision because of Korean war, Coy said he was so busy working on color that he hadn't heard them.

Much of actual form and wording of final decision may very well be handiwork

of counsel Harry Plotkin, who handled recent hearings and who is credited with masterful job of lucidity on 1947 color decision (Vol. 3:12).

* * * *

As did RCA in demonstrating latest refinements to its system (Vol. 6:32), CBS reaped nice harvest of publicity this week with well-timed announcement of agreement with Remington Rand whereby latter will manufacture and market industrial color TV equipment using CBS system. CBS will supply designs, run equipment tests.

Equipment will be called "Vericolor" by Remington Rand, which has been making monochrome industrial TV called "Vericon". Remington recently sold its Stamford picture tube facilities to Reeves Soundcraft (Vol. 6:19,22), and whole company is currently reported about to be sold to General Aniline & Film Co.

Type of equipment is same as that shown FCC at CBS's last New York demonstration (Vol. 6:17), featuring compact camera and neat control-monitoring console. Bandwidth may be 6 mc, though there's nothing to deter using more since equipment is closed-circuit, non-broadcast. DuMont's industrial color uses 18 mc (Vol. 6:9,10).

* * * *

This week, RCA tuned up its new tri-color tube and receiver circuits in Washington, picked up live WNBW transmissions, seemed elated with results. But RCA hasn't invited FCC or Congress to inspect latest developments, apparently fearful lest it be charged with attempting to delay decision by throwing new factors into case. In turn, no one at FCC has asked for demonstration.

Circuit diagram and description of new receiver went out this week to RCA patent licensees, who incidentally were told again recently that RCA contemplates no added royalty for use of color patents. Tube is reported to be brighter than ever, giving 50 ft-lamberts, and those who have seen it attest to enormous improvements -- offering at that luminance exceptional brilliance and clarity in room with 7-10 ft-lamberts of ambient light, plus remarkably good images on monochrome sets.

Converter to change monochrome set to color has also been developed, fulfilling promise made by Gen. Sarnoff at hearing (Vol. 6:18). RCA spokesmen claim converter can be built more cheaply for their system than for CBS's, both using same tri-color tube. Current tests are with the 600,000-dot screen (Vol. 6:32).

Electronics Industry Advisory Committee invited Admiral, Crosley and DuMont to join, had representatives from those companies on hand for Aug. 14 meeting in Pentagon (see p. 1). Industry attendants:

Benjamin Abrams, Emerson; T. B. Jacocks, GE; M. F. Balcom, Sylvania; W. A. Buck & W. W. Watts, RCA; E. W. Butler, Federal; A. A. Berard, Ward Leonard; R. W. Carter, Carter Motor; Monte Cohen, F. W. Sickles; A. Crossley, Electro-Products; R. O. Driver, Wilbur B. Driver; H. A. Ehle, International Resistance; R. C. Ellis, Raytheon; Walter Evans, Westinghouse; E. K. Foster, Bendix; G. M. Gardner, Wells-Gardner; W. J. Halligan, Hallicrafters; R. F. Herr, Philco; H. L. Hoffman, Hoffman; J. J. Kahn, Standard Transformer; John Kruesi, American Lava; F. R. Lack, Western Electric, chairman; W. A. MacDonald & J. K. Gowen, Hazeltine; D. E. Noble, Motorola; H. L. Olesen, Weston; A. D. Plamondon, Indiana Steel; R. C. Sprague, Sprague Electric; A. E. Thiessen, General Radio; G. E. Wright, Biley Electric; Richard Graver, Admiral; C. E. Williams, DuMont; L. M. Clement, Crosley. Listed as "visitors" were: C. Schneider, General Ceramics; J. J. Beauregard, of counsel for National Electronics Mobilization Committee; C. A. Rumble, Erie Resistor; G. E. Rickter, American Lava.

On govt. side were Munitions Board hierarchy: Hubert E. Howard, chairman; Maj. Gen. P. W. Timberlake, director of staff; Maj. Gen. J. V. Matejka, acting director of production management; Brig. Gen. E. C. Langmead, asst. director of staff. From Munitions Board's Electronics Committee: Brig. Gen. Harry Reichelderfer, Army;

Rear Adm. Louis Dreller, Navy; Maj. Gen. F. H. Griswold, Air Force; Col. Eugene V. Elder, Army alternate; Capt. T. B. McMurtrey, Navy acting alternate; Lt. Col. F. A. Gugliotta, Air Force alternate; Comdr. J. P. Jones, aide to Adm. Dreller. From Munitions Board's Electronics Division: Marvin Hobbs, chief; Thomas A. Perrott & K. A. H. Smith, assistants; Col. P. C. Gripper, Army; Comdr. W. D. Hudgins, Navy; Col. T. M. Natt, Air Force.

From other govt. agencies: Leighton H. Peebles & Walter Campbell, National Security Resources Board; Maj. Gen. H. M. McClelland, Joint Chiefs of Staff; Maj. Gen. F. L. Ankenbrandt, Dept. of the Air Force; Vice Adm. Edwin D. Foster, Dept. of the Navy; Donald S. Parris, Dept. of Commerce; James T. George, Bureau of Budget. Visitors: Col. K. Gonseth, Signal Corps; L. Gray, Navy; Albert Kay, Munitions Board Manpower Div.

Bill to amend Communications Act may be prepared by next week, says Rep. Dwight Rogers (D-Fla.), acting chairman of House Interstate & Foreign Commerce Committee's subcommittee which completed hearings on Senate-passed McFarland bill Aug. 14 (Vol. 6:31). FCC Chairman Coy's lengthy testimony in opposition to number of McFarland bill's provisions is believed to have considerably reduced chances of their approval. It's doubtful Senate and House can iron out differences any time soon.

Call letters PRF-3-TV have been assigned newly opened first station in South America in Sao Paulo, Brazil (Vol. 6:30), known as Emissoras Associados TV, owned by publisher-broadcaster Dr. Assis Chateaubriand.

Network Accounts: Food Stores Productions Inc. has purchased DuMont Network from Sept. 5, Tue. 10-11, for *Star Time*, featuring Lew Parker, Frances Langford and Benny Goodman; 13 major grocery groups in 31 cities with TV outlets are sponsoring . . . CBS-TV reports 15 sponsors now for its *Homemakers Exchange*, Mon. thru Fri. 4-4:30; they're California Walnut Growers Assn., Kelvinator, S.O.S. Cleaning Pads, Olney & Carpenter French Fried Onions & Potato Chips, Wearever Aluminum, G. Washington Coffee, Pure-Pak Ice Cream, Renuzit, Duff's Cake Mixes, Sun-sweet Prunes, Knox Gelatine, United Fruit, Wilbur-Suchard Chocolates, Lewyt Vacuum Cleaners, Swift Peanut Butter . . . Philco Sept. 13 takes full hour of *Don McNeill TV Club* from Chicago on ABC-TV, Wed. 9-10 . . . Sylvania Sept. 29 starts *Beat the Clock* on CBS-TV, Fri. 10-10:30 . . . Lever Bros. Oct. 2 starts *Lux Video Theater* on CBS-TV, Mon. 8-8:30 . . . Nash-Kelvinator Sept. 29 starts *Winner Take All* on CBS-TV, Fri. 10-10:30 . . . Block Drug Co. (Amm-i-Dent toothpaste) Sept. 19 starts *Mystery Playhouse* on CBS-TV, Tue. 10-10:30 . . . Chesterfield has taken CBS-TV from Oct. 2, Mon.-Wed.-Fri. 7:45-8, for undetermined show, probably Perry Como . . . AlSCO Inc. (aluminum storm windows, sashes) Aug. 23 starts *Through Wendy's Window* with Wendy Barrie on NBC-TV, Wed. 8-8:15 . . . Speidel Co. (watch bands) Sept. 18 starts unnamed drama on NBC-TV, Mon. 8-8:30 . . . Maison, Au & Magenheimer (Mason Peaks candy) Oct. 7 starts *Chester, the Pup* on ABC-TV, Sat. 12-12:15 . . . Kaiser-Frazer tentatively set to start *Ellery Queen* on DuMont Oct. 19, Thu. 9-9:30 . . . General Foods (Jell-O) Aug. 27 returns *Aldrich Family* with Dick Tyler as Henry in new series on CBS-TV, Sun. 7:30-8.

Station Accounts: Billings totaling more than \$500,000 are represented in 5-year contract of Adam Scheidt Brewing Co. (Valley Forge Beer, Ramshead Ale) with Philadelphia's WFIL & WFIL-TV, calling for one-hour disc jockey show 11-12 midnight on AM and 15-min. George Walsh sportscasts 7-7:15 on TV—both Mon. thru Sat., 52 weeks . . . KFI-TV signs Los Angeles Brewing Co. (East-side Beer), now co-sponsoring Angels baseball, to sponsor 5 feature films a week, Mon. thru Fri. at 8 after baseball season ends . . . Bruno-New York (RCA, Bendix, International Harvester distributor) Aug. 20 starts co-sponsorship with Friendly Frost Stores of *Say It with Acting*, charades, on WNBT, Sun. 6:30-7 . . . Seiberling Rubber Co. offering TV shorts and radio spots to promote fall tire sales, thru Meldrum & Fewsmith, Cleveland . . . Assn. of Southern California Drive-In Theaters is sponsor of 1-min. film announcements Fri. & Sat. on KTTV, Los Angeles . . . Among other accounts currently reported using or planning to use TV (all agencies N. Y. unless otherwise specified): Wildroot Co. Inc. (toiletries), thru BBDO; Baltimore Spice Co., thru Edward Prager Co., Baltimore (WPTZ); Tomat-O-Pep Co. (canned juice), thru Long Adv. Service, San Jose, Cal.; S & W Fine Foods Inc., thru Foote, Cone & Belding, San Francisco (KTTV); Southern Pacific R.R., thru Foote, Cone & Belding, Los Angeles; Bullseye Corp. (Plasticote car polish), thru Ted Sommers Inc., Bridgeport, Conn.; Skinner & Pelton Inc. (Silavox ear-phone attachment), thru Gourfain-Conn Adv., Chicago.

Admiral Corp. will sponsor 15 Los Angeles Rams pro grid games, 8 at home, 6 on film, one microwaved from San Francisco, under deal whereby Rams are guaranteed \$575,000 minimum gate receipts. Station is NBC's KNBH, and deal has Admiral responsible for \$151,000 of guarantee, KNBH assuming rest. Last year, Rams took in \$371,000 on 8 games. If attendance exceeds \$575,000, sliding scale makes it possible for sponsor and station to carry games at "little or no financial outlay."

Telecasting Notes: Gillette, sponsor of World Series in recent years on Mutual and special TV hookups, has matched DuMont offer of \$650,000 for TV rights (which MBS has had but couldn't keep for lack of a TV network); baseball commissioner Chandler's office said bidding would be kept open until Saturday, Aug. 19 . . . Metropolitan Opera has signed with ABC-TV again to telecast opening night and radio Saturday afternoon performances . . . WOR & WOR-TV have signed contract with IBEW, result of May NLRB election which led technicians to quit NABET . . . WFAA-TV, Dallas, and KPRC-TV, Houston, now represented nationally by Petry, whose total list will reach even dozen with WSM-TV, Nashville, starting next month; former rep. was Adam Young . . . *Buster Keaton Show*, hit on Los Angeles KTTV, where it was sponsored 15 weeks by Studebaker Dealers, now goes on 35mm sound film for syndication by Consolidated Television Productions Inc., which is backed by *Los Angeles Times* . . . Gen. Lucius D. Clay, chairman of Crusade for Freedom of National Committee for a Free Europe Inc., operating privately-financed Radio Free Europe, has named Roger Brown TV-radio chairman; public relations firm of Roger Brown Inc. handles Motorola account, among others, and he'll ask all American TV-radio outlets to cooperate in effort to get truth behind Iron Curtain.

"Does TV hurt sports?" question got strongest denial yet when Texas League attendance figures for first three-quarters of season were released this week. Houston attendance improved despite fact its team is lowest in league and it's only city in league televising all games. What's more, biggest losses, compared with 1949, have been suffered by Shreveport, with no stations, and San Antonio, with TV banned. From another quarter comes this comment: "Most of the men connected with sports are now willing to concede that many other factors besides TV influence sports attendance, and I feel rather confident that from now on TV won't be the single whipping boy that it has been in the past." Observer is C. L. Jordan, executive v.p. of N. W. Ayer, who has kept sharp eye on work of his son Jerry. Latter's well-known study on subject (Vol. 6:19,23) is now being distributed as 112-page booklet by RTMA, to 12,000 colleges, editors, stations, etc. In letter accompanying booklet, RTMA president Robert Sprague emphasizes that RTMA had nothing to do with study until it was completed and results announced.

Personal Notes: Hugh M. P. Higgins, ex-NBC Washington sales promotion director, then after war service, an asst. in NAB Broadcast Advertising Dept., presently mgr. of WMOA, Marietta, O., Sept. 1 succeeds Maurice Mitchell as director of BAB . . . Robert E. Kintner, ABC president, signed to new 5-year contract at \$75,000 a year, plus \$5000 annually on each \$250,000 if net exceeds \$1,000,000 a year . . . John K. Herbert, v.p. & general advertising mgr. of Hearst Magazines Inc., joins NBC Sept. 5 as asst. to president Joseph H. McConnell . . . Rod Mitchell promoted to asst. program director, WCBS-TV, New York . . . Norman Gladney, ex-Scheck Adv., Newark, joins Franklin, Bertin & Tragerman Inc. as TV v.p.; agency Nov. 1 becomes known as Franklin, Gladney & Tragerman Inc. . . . Pierce L. Romaine resigns as Raymer v.p. . . . Alex Nervo, radio director of J. Walter Thompson's Mexico City office, in New York this week studying TV in connection with Sept. 1 opening of new XHTV, Mexico City (Vol. 6:25).

President's Communications Policy Board (Vol. 6:4,5,7,10) has added to staff: William Plummer, on leave of absence from Glenn D. Gillett & Associates, Washington consultants; Ralph Smith, ex-president of Aeronautical Radio Inc.; Ernest Shaffer, on leave from Commerce Dept. Board's report to President Truman is due Oct. 31.

Mexico's director of telecommunications Miguel Pereyra, accompanied by his TV director Miguel Espejel, were in Washington this week to confer on TV and other matters. They disclosed that, besides publisher Romulo O'Farrell's XHTV on Channel 4 (Vol. 6:25,28), Mexico City has XEGC-TV on Channel 2 operated experimentally by inventor Guillermo Gonzalez Camarena; and that CPs have been issued to Emilio Azcarraga for XEW-TV on Channel 5 and to Radio Panamericana for XEQ-TV on Channel 9. Mexican Govt. has reserved Channel 6 for itself. Applications are also on hand for stations in Matamoros, Tijuana, Mexicali, Monterrey, Veracruz, Guadalajara, and CPs will be granted when frequency agreements are reached with U. S. (presumably awaiting our allocations). Senor Pereyra said there aren't many TVs yet in Mexico, where they cost about 3 times as much as in U. S., but receivers are now arriving against an RCA import permit for 10,000. Radio manufacturers and financial interests, he said, are anxious to initiate set production in Mexico, importing most supplies from U. S.

Hastening to be first on air in Cuba (Vol. 6:30), Union Radio Network of Havana (Kaspar Pumarejo, president) had RCA ship its 5-kw TV transmitter (8000 lbs.) and associated equipment (14,000 lbs.) via air this week, indicated it expects to get going this fall. RCA field engineer W. C. Cothron is supervising Union Radio's installation, hopes to have it on air in 6 weeks. He also handled Mexico City's new XHTV, which inaugurates Sept. 1.

How unions are eyeing TV was indicated at two conventions this week: (1) In Chicago, A. Frank Reel, AFRA executive secretary, warned members to watch out for AM broadcaster complaints "about competition of TV, cutting rates and the miseries of business." (2) In Detroit, International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators (IATSE), seeking place in TV sun, heard president Richard F. Walsh say: "There is developing a tendency for TV to move more and more into the theatres . . . and likewise more in Hollywood. As that continues, our position will be strengthened." IATSE is working with RCA in training theatre TV projectionists. First class of 25 operators will receive instruction at Camden during Sept. 11 week.

FCC this week told Atlanta Newspapers Inc. (recently consolidated *Journal and Constitution*) to make up mind by Sept. 8, choose between keeping WSB-TV on Channel 8 or WCON-TV on Channel 2 (Vol. 6:12,13,20); and, if latter is chosen, to be ready for program tests by Oct. 10. Newspaper firm wants to keep both going until Feb. 15 for propagation tests, also had asked hike to 50 kw for WCON-TV, which has official status of CP holder now testing with 4.9 kw visual power, 980-ft. antenna height. WSB-TV has 23.8 kw, 530-ft. antenna. Commission said it would be glad to get propagation data, but only after one station is surrendered; also, that power and height couldn't exceed WCON-TV's authorized facilities because of freeze.

City of Jacksonville has petitioned FCC to reconsider its denial of renewal of CP for WJAX-TV (Vol. 6:31), claiming this is first denial of an initial extension request, stating financial obstacles have been removed, promising construction will begin as soon as CP is reinstated.

ABC showed profit first half of 1950 of \$180,000 (11¢ per share) compared with loss of \$46,141 same period last year. First quarter profit this year was \$93,000 (5¢) vs. loss of \$64,000. For all 1949, ABC loss was \$519,085 vs. profit of \$468,676 for 1948.

Jack Benny slated by Lucky Strike and CBS-TV to do 5 or 6 Sun. night (probably 7:30) full-hour TV shows, spaced 2 months apart, starting Oct. 29.

Count of TV Sets-in-Use by Cities

As of August 1, 1950

Sets-in-use totaled 6,942,000 as of Aug. 1, according to NBC Research's monthly "census" report estimating TV receivers within 40-mi. service areas (.5Mv). NBC no longer publishes family figures, but those here listed are best available estimates of 1948 families within 40-mi. radius of city; note, however, that there are some overlaps, so that family figures are sometimes higher than actually served. Total represents 431,500 increase over July 1 count (Vol. 6:29).

Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Baltimore	3	732,000*	192,000
Boston	2	1,175,000*	447,000
Buffalo	1	323,000*	109,000
Chicago	4	1,438,000	555,000
Cincinnati	3	384,000*	143,000
Cleveland	3	695,000	260,000
Columbus	3	225,000*	78,000
Dayton	2	291,000*	76,000
Detroit	3	839,000*	282,000
Erie	1	112,000*	26,500
Grand Rapids	1	182,000*	30,000
Johnstown	1	250,000*	26,500
Kalamazoo	1	143,000*	13,100
Lancaster	1	85,000*	54,400
Lansing	1	168,000*	13,500
Memphis	1	177,000	44,300
Milwaukee	1	327,000	129,000
New Haven	1	557,000	90,300
New York	7	3,597,000*	1,475,000
Norfolk	1	196,000	23,000
Philadelphia	3	1,184,000*	540,000
Pittsburgh	1	742,000*	122,000
Providence	1	1,011,000*	71,800
Richmond	1	130,000*	38,900
Rochester	1	208,000*	45,900
Schenectady	1	258,000*	90,500
St. Louis	1	474,000	153,000
Syracuse	2	199,000*	56,200
Toledo	1	241,000*	50,000
Utica	1	127,000*	19,800
Washington	4	691,000*	150,000
Wilmington	1	183,000*	38,100
Total Interconnected	59		5,443,800

Non-Interconnected Cities

Albuquerque	1	22,000	4,000
Ames (Des Moines)	1	126,000	12,300
Atlanta	2	233,000	52,300
Binghamton	1	131,000*	18,700
Birmingham	2	196,000	15,100
Bloomington	1	104,000*	7,500
Charlotte	1	171,000	19,200
Dallas	2	277,000*	36,400
Fort Worth	1	269,000*	29,200
Davenport-Rock Island	2	133,000	16,200
Greensboro	1	165,000	15,500
Houston	1	217,000	32,200
Huntington	1	132,000	16,000
Indianapolis	1	281,000*	60,000
Jacksonville	1	94,000	11,700
Kansas City	1	275,000	42,100
Los Angeles	7	1,372,000	595,000
Louisville	2	188,000	39,200
Miami	1	117,000	31,400
Minneapolis-St. Paul	2	333,000	105,000
New Orleans	1	225,000	30,800
Oklahoma City	1	138,000	36,900
Omaha	2	132,000	25,800
Phoenix	1	49,000	14,800
Salt Lake City	2	93,000	21,100
San Antonio	2	130,000	22,200
San Diego	1	113,000	47,600
San Francisco	3	825,000	74,800
Seattle	1	307,000	33,100
Tulsa	1	125,000	32,100
Total Non-Interconnected	47		1,498,200
Total Interconnected and Non-Interconnected	106		6,942,000

* Family figures are based on estimates of 1948 population. Note that following coverages (hence total families) overlap: Bloomington-Indianapolis; Grand Rapids-Lansing-Kalamazoo; Detroit-Lansing; Detroit-Toledo; Syracuse-Rochester-Utica-Binghamton; Binghamton-Utica; Philadelphia-Wilmington; Rochester-Syracuse-Schenectady-Utica; Pittsburgh-Johnstown; New York-Philadelphia; Boston-Providence; Buffalo-Rochester; Cincinnati-Columbus-Dayton; Washington-Baltimore; Lancaster-Baltimore; Dallas-Fort Worth.

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DEFENSE MEASURES NEARLY READY: Defense production, appropriations, tax bills were nearing Congressional approval at week's end -- and their impact on TV-radio and other electronics industries should be known more clearly in matter of days.

You can expect limited mobilization controls (probable first step: inventory reports) and military procurement (large and small equipment orders) that will start slowly but move up to annual rate of \$2.3 billion or more before end of next year. Most immediate impact will be 10% excise tax on TV, contained in new tax bill (H.R. 8920) now snagged in Senate on basic policy question of general excess profits tax.

TV tax as now written ostensibly would merely extend present 10% radio tax -- but it isn't that simple due to taxes on components, etc., that would apply even to govt. purchases. Section 3404 is so loosely worded (even taxes auto TVs!) that everybody recognizes it needs clarification, which has been promised.

Since tax itself seems inevitable, effort now is to have it apply only to home receivers -- a flat 10% on whole home entertainment unit as shipped by manufacturer -- and not on industrial and military TV and components. Set manufacturers, resigned to tax, are thinking in terms of including it in their suggested list prices, as they have long done with radio. As presently planned, receivers already shipped would not be taxed when excise goes into effect, probably Oct. 1.

IF AND WHEN FREEZE LIFTS, WHAT THEN? Even after FCC decides color, holds vhf-uhf allocations hearing, finally lifts freeze (next May is fair guess, assuming no more hitches) -- even then, chances are that end of freeze will be little more than empty gesture, in non-TV areas at least, if war emergency continues. Like it or not, under either a partial or full mobilization economy, non-TV cities face bleak prospects for new facilities -- regardless of FCC or those who hope for business as usual.

Cry to end freeze, heard mainly from manufacturers and retailers, has in fact abated lately. Set makers have little reason for nagging right now. Existing markets, far from saturated, are gobbling up record output of sets -- and mobilization-induced curtailments are staring them in face. New markets might be little more than headaches.

TV applicants may be laying off because color decision is imminent, freeze hearing promised immediately thereafter. On other hand, those in non-TV areas may be wondering if their chances of building TV audience are shot for the duration anyway. Where will sets come from?

Take Denver, for example, biggest city without TV. Assume freeze ends and assume city's 7 applicants still want to nail down the 5 channels FCC proposes there (TV Directory No. 11). By time FCC gets around to hearing, choosing 5 victors, and by time these get on air, it's bound to be well into 1952. Denver will have tough time building a TV audience from its limited share of limited receiver production.

In TV areas, however, end of freeze might mean something. In many one-station or 2-station cities, for example, built-up audiences are waiting, plus choice of several networks. Main problems of applicants will be to lick competing applicants, corner transmitting equipment. Last item is hard to nail down. During much of long freeze, gear has been gathering dust in factory warehouses, begging for

customers, some going into export. Currently, stations are buying for expansion, replacement and out of plain precaution.

As for color and uhf, chances of either getting good start become slimmer daily. That goes for anybody's color. Conceivably some transmitting equipment might be made. But it's hard to visualize manufacturers interrupting production lines for anything but military orders. Matter of fact, when big govt. orders are finally let, designs of even present black-and-white vhf are likely to become frozen. Munitions Boards' electronics chief Marvin Hobbs ventures that manufacturers may well find themselves sticking to existing designs simply because their engineering brainpower has been siphoned off into military equipment development.

Regardless of confusion -- war, production, color, uhf -- you can bet there will be plenty competition for vhf channels in any good-sized market, perhaps even for uhf in some areas. Applicants' attitude: Get the CP first, ask questions later; don't miss the boat, as in 1946-49, even though its sailing may be delayed.

\$2500 PER HOUR & \$525 PER SPOT: Underlining upward trend in rates in small but booming business of telecasting (Vol. 6:32), we now see CBS's New York key WCBS-TV out with new base rates of \$2500 per hour, \$525 per announcement -- highest ever levied by any station. It was only last Feb. 15 that WCBS-TV went to \$2000 & \$350 from \$1500 & \$250. And as of Aug. 1, NBC created quite a stir by raising its New York key WNBT's hourly base from \$2000 to \$2200 and announcements from \$400 to \$500 without discounts (Vol. 6:29).

Highest comparable rate in radio is WCBS's \$1350. New WCBS-TV Rate Card No. 8 is effective Sept. 1, with protection for 6 months for advertisers continuing without interruption. Base rates apply to Class A time, 6:30-11 weekdays, 6-11 Saturdays & Sundays.

Will the traffic bear such hikes? Second only to NBC in now flourishing TV network and station time sales, with ABC and DuMont trailing, CBS thinks it will, points out that New York area's TV sets-in-use now represent about 40% of homes -- so that cost-per-thousand actually is lower. Accepted figure for New York 40-mi. area is 1,475,000 receivers and 3,597,000 homes (1948) as of Aug. 1 (Vol. 6:33) -- just 41%. It was 1,060,000 sets last Feb. 1 (Vol. 6:8) -- about 30%.

It's foregone certainty other New York outlets will increase, too, WOR-TV already going from \$1200 to \$1500 as of Aug. 15 (Vol. 6:32). It's good guess WNBT will go up again by next Jan. 1. ABC's WJZ-TV last February went to \$2000 & \$360 (network rate \$2200); DuMont's WABD on April 1 went to \$2000 & \$350 from \$1500 & \$200. WPIX is \$1200 & \$200 but new rate card is due shortly. In nearby Newark, WATV has stuck to \$600 & \$125 since Nov. 1, 1949.

Rate increases are order of the day elsewhere, too -- along with expansions of telecast schedules, as regularly reported in these columns. Since publication of our July 15 TV Directory No. 11: Television Rates & Factbook, we've reported nearly a score of station increases (Vol. 29-32), and more are in the making. This week, too, it was indicated all 5 NBC-owned TV stations by Oct. 1 will expand 7-day-a-week schedules to 9 a.m. to midnight-or-later.

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War-stimulated interest in listening has given radio such a fillip that Broadcasting Magazine reports (Aug. 21) that aural radio time sales even in TV areas are on upgrade and will set new records this fall-winter. Authoritative spokesman for radio broadcasters paints very rosy picture of present business and immediate prospects in comprehensive regional surveys, notes brightest is spot advertising which it says will be up 10% or more from last year's record. Even the AM networks, all but CBS currently lagging behind last year, face good chances of total 1950 business better than 1949.

An accelerating boom is also seen in TV, with unavailability of program or spot time freezing out many advertisers who want in. Surveys, however, deal mainly with AM, report many stations breaking all-time sales records. "This goes for areas that have TV stations, with TV appearing to draw much new money..."

FCC NULLS COLOR, IGNORES NEW CLAIMS: Color Television Inc. this week made desperate last-minute stab at breaking down FCC's "closed-door" policy on color, imposed at close of hearing. But like everyone else bearing word of post-hearing developments, CTI got cold shoulder.

FCC is still driving for decision by Labor Day. Commissioners seem to be waiting around as staff works away. Chairman Coy even took off Wednesday for long weekend -- and that's really unusual. Commission begins considering drafts of decision Monday, may come to agreement before week's end.

Condon Committee is still alive, it turns out. Sen. Johnson says he hasn't asked it to disband, hasn't assigned it any new chores -- formally. "I've talked informally to members of the Committee about new color developments," he told us, "but what they do is up to them. Scientific development doesn't stop, thank God, and the Committee was set up to advise Congress."

So it's entirely possible that Condon Committee may dig into things FCC says it can't consider now -- GE system, RCA progress, CTI's new system, Lawrence tri-color tube, etc.

Apparently abandoning line-sequential system, CTI president Arthur Matthews wrote Coy that company has "wholly new" system, called "Uniplex," with none of old system's faults or those of CBS or RCA. He asserted he realized record is closed but he asked that patent counsel Col. Donald Lippincott and 2 engineers be permitted to discuss system with FCC next week. Letter gave no technical details.

Answering quickly, Coy called attention to GE's and RCA's post-hearing work (Vol. 6:30-33), said: "As recognized in your letter, the Commission must decide the color issues upon the basis of the record before it..." However, he added, FCC would be glad to hear about new work.

Catch came when CTI counsel and FCC discussed dates for meeting. Former wants it right away, naturally. Latter suggested -- uh -- how about late September? Decision is expected before then, of course.

Since line-sequential system's chances are generally considered slim anyway, CTI may give FCC more legal trouble than anyone else. FCC is well aware of that, but seems not at all fazed.

GE's frequency-interlace system (Vol. 6:30) is beginning to stir up the experts. All say they have to see it before they commit themselves, but some very competent men feel GE may have something. Demonstrations, expected in late October, may tell tale.

Description of GE system, as filed with FCC, is published in September Electronics Magazine. Basic patents are in public domain, apparently. Bell Labs' Frank Gray was assigned them in 1930, so they've expired. GE's Robert Dome has done so many new things with it, however, that he may have some new patents.

TV CAN BUILD MOVIE BOXOFFICE BUT--: Movie makers have finally done the obvious -- given TV a real test to see how well it can sell movies. Answer to date: "Very well." But producers' statisticians are still poring over costs and returns to see whether TV is to get another steady customer.

Most ambitious recent experiments were those of Columbia Pictures and Samuel Goldwyn. Former really saturated Los Angeles and New York with TV buildup of film "711 Ocean Drive." Latter concentrated on one-station pitch, through New York's WNBT, for "Edge of Doom."

Columbia cut all other media to the bone, spent some \$14,000 to feed number of stations in both cities a variety of material prepared by its TV packaging subsidiary Screen Gems -- ranging from movie-type trailers to interviews with stars.

Researchers went to work, counted boxoffice, asked audiences where they first heard of picture, measured proportion of TV owners among customers, etc.

Officials say they're definitely impressed with overall results, but can't tell where they go from here until data is analyzed. Columbia hasn't indicated whether it will release findings when completed.

Goldwyn shot the works to tune of some \$5,000. WNBT ran half-hour documen-

tary on Goldwyn himself, conducted interviews with him and his staff, ran trailers, etc. He admits results weren't bad.

This week, MGM capitulated, announced it would make TV trailers for forthcoming "Right Cross," "King Solomon's Mines," "Devil's Doorway," "A Life of Her Own." Billboard says MGM is apparently so sold (headline: MGM Now Loves TV) that it's willing to buy 52 weeks if necessary to get good time periods.

Use of TV by exhibitors has shown great growth in last 6 months or so, but practice is still largely experimental, nothing like an accepted routine of heavy expenditures. National Screen Service, big maker of regular trailers for exhibitors, is starting TV trailer service.

Despite these apparently rosy impressions, there still seem to be number of problems. Who's going to pay for TV? Normally, producers and exhibitors share advertising costs. No such modus operandi has yet been devised for TV.

More troublesome, perhaps, is way movies' exhibition pattern and TV stations' area coverage don't jibe. First-run movies are generally shown in only one or two top theatres in each city. But TV stations blanket metropolitan areas and reach into the country.

Movie people can't see paying for that kind of coverage, consider much of it waste. When movie finally hits neighborhood theatres, original TV campaign has been forgotten by public, must be bought again. Moviemen aren't sure it's worth cost.

Then there's Petrillo, of course. TV trailers can't use movies' music, must dub in other music or use none at all.

Problems or not, some movie folk are quite sold on TV's future in building boxoffice. Says one: "Maybe we'll have to revise our booking pattern to conform with TV's coverage." Another: "It's an absolute natural. I'm completely convinced not only that movies' greatest ad expenditures will be on TV but that movies will become one of TV's biggest advertisers, if not the biggest."

Telecasting Notes: Nashville's WSM-TV got delivery this week of transmitter, is pushing completion of tower, hopes for tests in early Sept., opening probably Sept. 30 with Notre Dame-North Carolina game from network via own relay from Louisville. Promotion drive in new TV market (last for 1950) included TV Carnival at State Fair Grounds last week that saw turnout of 112,000 . . . CBS-TV's Hollywood Television City to be built on 13-acre Gilmore Stadium site will cost \$35,000,000, will include at least 5 buildings (one 13-story administration building), may be ready for first TV show in 1952, v.p. Howard Meighan reported this week . . . Zoomar's Jack Pegler and Dr. Frank G. Back touring TV stations en route to Mexico City for Sept. 1 inaugural of new XHTV (Vol. 6:25, 33) . . . NABET engineers called off 3-day strike against WWJ Aug. 21, during which picket line kept owner *Detroit News* printers out of plant so that Monday morning edition couldn't be printed. WWJ-TV & FM were silenced, but AM was kept on air by supervisory personnel. Union demanded \$125 weekly wage against current wage of \$116.50 . . . CBS-TV has leased Mansfield Theater for 5 years, its fifth Broadway playhouse . . . *Baltimore News-Post* has installed TV set in editorial dept., using it to shoot important events; claims scoop in picture of Soviet's Jacob Malik from UN . . . WCAU-TV, Philadelphia, Sept. 11 adds 5 hours to daily schedule, running 17 hours per day Mon. thru Fri. (9-2 a.m.), 15½ hours Sat., football afternoon Sun. . . . KTSL, Los Angeles, Sept. 16 adds full Sat. night schedule to present Mon. thru Fri. 6 p.m.-midnight.

Cost of tubes for Milwaukee's WTMJ-TV for 2½ years ending June 1: \$27,189 for 23 orthicons (\$3.20 per tube per hour); \$1758 for 4 iconoscopes (58¢ per hour); \$8290 for 6 transmitter tubes, Model 8D21 (\$1.45 per hour). For costs as of June 1, 1949, see Vol. 5:37.

Bitter hassles over time allocations on expanded AT&T coaxial-microwave circuits (Vol. 6:31) reached impasse Wednesday, arguments having to do mostly with one and 2-circuit "legs" that are inadequate to provide all 4 networks with facilities. No problem was encountered over 4 circuits westward, 2 eastward, soon to be available. NBC and CBS, with sponsor time just about sold out but station outlets scarce, are opposed by ABC and DuMont, demanding equal treatment. Most new circuits open Sept. 30, so many more long meetings are in prospect. AT&T must be arbiter, though dissident parties can appeal to FCC on legal grounds of misapplication of tariff. FCC had Stratford Smith, common carrier attorney, sitting in this week on network committee meetings—but only as "observer."

July network TV billings (excluding DuMont) totaled \$1,450,254, to bring first 7 months of 1950 to \$15,428,049, according to Publishers Information Bureau. Seven-month figure is more than 3 times that for same period last year. Network radio (AM) for July for first time this year ran ahead of comparable 1949 month; but for 7 months totaled \$109,293,958 vs. \$112,870,545 for same period last year. The PIB tables:

NETWORK TELEVISION				
	July 1950	July 1949	Seven Months 1950	Seven Months 1949
ABC	\$ 220,466	\$119,674	\$ 2,156,194	\$ 470,313
CBS	292,784	114,401	4,833,615	1,173,309
DuMont	*	73,714	*	486,487
NBC	937,004	317,775	8,438,240	2,746,396
Total	\$1,450,254	\$625,564	\$15,428,049	\$4,876,505

NETWORK RADIO				
	July 1950	July 1949	Seven Months 1950	Seven Months 1949
ABC	\$ 2,275,133	\$ 2,788,151	\$ 21,790,145	\$ 26,253,312
CBS	4,515,645	3,779,469	40,587,495	37,331,254
MBS	1,057,200	1,133,315	9,550,844	11,412,589
NBC	4,455,431	4,384,305	37,365,474	37,873,390
Total	\$12,303,409	\$12,085,240	\$109,293,958	\$112,870,545

* Not available.

HIGHER SET PRICES—PLUS EXCISE TAX: First TV "casualties" of the war:

(1) Price structures, markedly downward since early last year due to plentiful demand and mass production, definitely and sharply have reversed that trend -- with such companies as Philco, Stromberg-Carlson, Tele-tone, Zenith this week following action of DuMont & Emerson in raising prices, while smaller producers like Tele King, Trav-Ler, Mercury and others are reported doing same.

(2) TV's immunity from 10% radio excise tax is now apparently a lost cause -- Treasury Secretary Snyder this week asking (and almost immediately securing) Senate Finance Committee approval of that new levy in pending revenue bill on plea that "television is now a strong competitor with alternative forms of entertainment, such as radio, motion pictures, and professional sporting events, all of which are subject to the Federal excise tax."

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Reasons for price hikes, which with 10% excise tax may raise some sets as much as 20%, were fairly well stated by Philco, whose average is 7% across board:

"When Philco introduced its new TV and radio lines in June, price reductions averaging about 25% were put into effect in anticipation of expected declines in material costs and the savings that would accrue from a very large increase in TV production this fall. It is now evident that these cost savings cannot be realized, and the company is therefore forced to rescind...prices on the current lines [which] still show a reduction of approximately 18% as compared with the old line."

Stromberg raised prices \$5 to \$20 on 8 of its 18 sets, Tele-tone \$10 to \$30 on 9 of its 20, Zenith \$10 to \$20 on 6 of its 22 (for details, see Topics & Trends, p. 3). Last week's hikes by Emerson ran 3-16%. DuMont's was flat 10% (Vol. 6:30).

All echo facts that factory savings at "running rates" are now out the window; that promised reductions by suppliers have not materialized; that, instead, costs have gone up on many items. Philco's James Carmine, however, sees some balm in fact that TVs are about only major appliances that have shown consistent downward scale of prices, whereas higher prices have been order of day in most other fields.

An RCA spokesman, asked if prices are likely to go up, said it depends on over-all costs, which depend on so-called "program pricing." If some models have to be cut down, due to war demands, present pricing will be thrown out of kilter. Cost items are mounting, one by one, he said. "If steel, tin, copper, aluminum are allocated, it means trouble."

Motorola president Paul Galvin attributed price increases -- his company announced line and prices only last week (Vol. 6:30), so presumably took into account higher costs -- to scaling down of production volume estimates on which earlier prices were based. Admiral's Ross Siragusa took strong stand against price rises (Vol. 6:30), but his company this week revoked added discounts up to 2% given distributors 3 weeks ago (Vol. 6:27).

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As for excise tax, out of which Govt. says it will derive \$42,000,000, it was apparent on Capitol Hill that industry-labor forces had little chance of stopping it this time -- though RTMA steering committee under chairman A. M. Freeman (RCA) was busy in Washington this week trying to get public hearing. TV tax was added along with one on freezers and increase in jukebox tax. House cuts on other excises are all rejected by Senate Committee in view of Korean emergency.

Industry position is that TV sales should not be stifled now, what with increasing costs already raising set prices and need for having as many sets-in-use as possible during emergency. RTMA letter to Senate committee notes that industry has

had no Senate hearing; TV is already under competitive handicap (freeze); interim revenue bill is no place to eliminate "competitive inequalities" (referring to Mr. Snyder's argument that TV be taxed because radio, amusements, etc. are taxed). NAB, which opposed the tax before House committee, has also written letter of protest to Senate committee. The broadcasters' spokesman, in writing Senator George, committee chairman, called TV "more than a means of entertainment" and noted: "It is the only medium for communication of ideas which offers immediacy, sight, sound, and motion."

Senate Finance Committee is considering House-passed tax reduction bill (HR-8520), which omitted TV tax after Mr. Snyder had first asked for it last spring but House Ways & Means Committee had voted it down twice, 14-11 and 14-10 (Vol. 6:15,18,23). Now, in current war climate, slim chance is seen that House conferees will again reject it. When Senate committee is finished with bill, possibly this week end, it goes to Senate for passage, then to House-Senate conference committee.

EXPANDED PLANT IS TUBE ANSWER: One of the Big Eight receiving tube producers (Vol. 6:28) is National Union, whose president Kenneth C. Meinken offers an additional slant -- and very pertinent one -- on receiving tube shortages (Vol. 6:30) in letter he has given us permission to quote:

"There is no question of a doubt in my mind that radio receiving tubes will be in short supply. This is due to several factors; mainly, the increased standards of quality required by the manufacturers...

"Radio receiving tubes were originally designed for radios of all types which had very low voltages. With the introduction of TV, of course, these voltages were more than tripled, which meant that electrically and mechanically these tubes had a greater load to carry. Therefore, in their manufacture greater exactness had to be employed, which decreased speed of production. Tube manufacturers are increasing their facilities but this cannot be accomplished for another 12 or 18 months.

"If the military suddenly imposed upon the civilian production the added requirements of radio receiving tubes, and correspondingly cut civilian production for TV and radio, all tube manufacturers would have to expand their facilities in order to produce the correct types for military users. It is my opinion that the first step the Government should take is to immediately expand machinery and production facilities for all tube manufacturers. This would insure fulfillment of requirements for military defense and for civilian production, and safeguard the morale and information given to the American people. Planning for added facilities is the best insurance for national defense.

"There is no doubt in my mind, disregarding govt. orders, that prices of tubes would normally be increased for very basic reasons. Tubes are not selling any higher today than a little more than 10 years ago; while it is true we have learned the techniques for increasing our production to offset added cost by labor, costs in the tube industry have increased approximately 150%. This also holds true for materials, administrative, selling and advertising expenses while there has not been a corresponding increase in tube prices."

AS PAUL GALVIN SIZES THINGS UP: Motorola's president Paul Galvin put his finger on TV trade situation, as of today and near future, when he told New York Society of Security Analysts Aug. 2:

"Our least difficult task in the coming months will be selling our sets. What we will have to concentrate upon will be the problems of maintaining a sufficiently steady volume of production to keep our dealers supplied."

Almost any major manufacturer could say exactly the same thing. The veteran Mr. Galvin's company is generally given 4th ranking among TV producers (after Admiral, Philco, RCA, each claiming first). It has always been an important govt. contractor, so that some of his other remarks also bear repeating -- particularly as they relate to his prediction of "high level of production from now through the holiday season":

"I am not overlooking the international situation and the present Korean conflict, but there are certain basic facts about our economy today which lend sup-

port to the belief that output can continue. It seems apparent that there will be a need for this nation to maintain high production in all of industry in order to keep people at work and the lifeblood of our economy flowing.

"Measured in terms of the country's annual turnover of approximately \$250 billion, the \$10 to \$20 billion expenditures now visualized to carry on the Korean war is relatively small, and should have an effect on industry in direct proportion to its share of annual national turnover. The effect, therefore, of this relatively small shift in economy, should be reflected in a correspondingly small shift in the nation's industry.

"But, even if the electronics industry were to be shifted over to war production, we know from World War II experience that this would take a considerable period. In the last war, it required 7 months or more to make the switch.

"At this time, the Government has barely begun to take the first initial steps in determining what will be needed and in what quantities. This will take time, after which still more time will be needed to decide who is to make what, to buy the materials, tool for new jobs and get production lines rolling.

"Only two other things, other than the widely known parts shortages, are likely to disturb the radio and TV production picture during the next few months. One of these is the allocation of steel, the other the reimposition of credit controls. But, measured by the standards of many other industries, TV and radio use a relatively small proportion of steel output. I think it is to be expected, barring 100% war effort, that we will continue to receive such limited quantities.

"If more rigid credit restrictions are imposed, our dealers' jobs will be a little more difficult. But I am confident that this is a complication which we can overcome by aggressive promotion and training of sales personnel."

Topics & Trends of TV Trade: Squeeze of higher prices, shortages, excise tax, new credit controls must inevitably take their toll at retail level—but general feeling in TV-radio trade is that it will nevertheless be able to sell all merchandise available this fall-winter. At any rate, distributors and dealers are signing for all they can get; and, currently, unseasonal rush for receivers has been prompted by news that adds up to an impulse to buy now.

Another Regulation W, administered by Federal Reserve again, seems inevitable in view of war situation. Fact that 70% of TVs are sold on installment basis (Vol. 6:24) indicates importance of that item.

There's lot of guesswork how stringent controls will get. The usually well-informed *U. S. News*, for example, notes that a \$200 TV set that can now be bought for \$20 down and \$5.90 per month may require \$40 down and \$9.60 per month. That periodical, discussing prospective cuts in output of civilian demand, also reckons present annual production rate of 7,000,000 TVs will be cut to 4,500,000, and radios from 11,000,000 to 7,000,000.

Industry still anticipates 3,000,000 output last half of this year (to add to 3,000,000-plus produced first 6 months; Vol. 6:30). But July figures may loom small, when made known in 2-3 weeks, which will be due entirely to vacation shutdowns. First July week, reported by RTMA auditors, for example, showed less than 10,000 output—but it must be remembered that most plants, including the top producers, were shut down first 2 weeks in July.

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Philco was biggest of firms announcing raises in prices this week. Philco prices went up \$10 to \$55 as of July 31, covering whole line. New lists are as follows (amount of increase in parentheses); for description of each set, see Trade Report, Vol. 6:25:

12½-in. models: 1207, \$169.95 (\$20); 1208, \$189.95 (\$20); 1231, \$229.95 (\$30); 1282, \$289.95 (\$20).

14-in. rectangulars: 1443B, \$219.95 (\$20); 1443M,

\$239.95 (\$20); 1443L, \$259.95 (\$20); 1443X, \$279.95 (\$20); 1443XL, \$299.95 (\$20); 1443PW, \$359.95 (\$20); 1443PM, \$379.95 (\$20); 1443PL, \$399.95 (\$20).

16-in. rounds: 1601, \$219.95 (\$20); 1602, \$259.95 (\$20); 1604M, \$269.95 (\$20); 1604L, \$289.95 (\$20); 1606, \$269.95 (no change); 1634M, \$299.95 (\$20); 1634L, \$319.95 (\$20).

17-in. rectangulars: 1836M, \$359.95 (\$10); 1836L, \$379.95 (\$10); 1838, \$449.95 (\$20); 1870, \$379.95 (\$20); 1872, \$429.95 (\$30); 1874M, \$479.95 (\$30); 1874L, \$499.95 (\$20); 1875, \$549.95 (\$50); 1876, \$599.95 (\$25). Model 1835, 17-in. rect. console, at \$299.95, has been discontinued.

20-in. rectangulars: 2134, \$429.95 (\$30); 2136, \$479.95 (\$20); 2138, \$575 (\$50); 2175, \$695 (\$45); 2176, \$750 (\$55).

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Stromberg-Carlson raised prices Aug. 2 on 8 of its new 18-set line (Vol. 6:26), average under 5%. Here are the new prices (increase in parenthesis): Model 116TM Mercury, 16-in. rect. table, \$269.95 (\$10); 116TDM Treasure Chest, same with doors, \$289.95 (\$10); 116TDA, same in blonde, \$299.95 (\$10); 116CM Provincial, 16-in. round console \$339.95 (\$10); 116CA & 116CF, same in blonde and maple, \$349.95 (\$10); 116CDM Chippendale, same with doors, \$395 (\$5); 17RPM Kenwood, 17-in. rect. console combination, \$585 (\$10); 119CM Empire, 19-in. console, \$429.95 (\$10); 119CDM Georgian, same with doors \$499.95 (\$5); 119RPM 18th Cent., same in combination, \$695 (\$20).

Zenith raised prices \$10 to \$20 on 6 models of new line of 22 sets (Vol. 6:27), effective Aug. 1. These are new prices (amount of increase in parenthesis): H2329R, 16-in. rect. leatherette table, \$239.95 (\$10); H2352R, same in wood console, \$299.95 (\$10); H2438R, 16-in. round console, \$299.95 (\$20); H2449E, same in blonde, \$319.95 (\$20); H3267R, console combination, \$469.95 (\$20); H3475R, same in different cabinet, \$525 (\$25).

Tele-tone jumped prices from \$10 to \$30 on 9 of its 20 new sets (Vol. 6:27), effective July 31. These are the new

prices (amount of increase in parenthesis): Model 322, 14-in. rect. plastic table, \$149.95 (\$10); 323, same in mahogany plastic, \$169.95 (\$20); 318, same in wood table, \$179.95 (\$20); 324, 16-in. rect. table, \$199.95 (\$20); 335, same in console, \$219.95 (\$20); 325, same in console, \$239.95 (\$20); 325, same with half doors, \$279.95 (\$30); 328, 19-in. console, \$339.95 (\$20); 327, 17-in. console combination, \$369.95 (\$30).

Starrett has lowered prices on 7 models, raised them on 3, added 2 new ones to line of 19 shown at NAMM show (Vol. 6:28). Here are new lower prices (reduction in parenthesis): 16-in. mahogany console, \$249.95 (\$20); same in blonde, \$259.95 (\$20); same with AM-phono, \$319.95 (\$10); 17-in. rect. console, \$349.95 (\$20); same in blonde, \$369.95 (\$20); 19-in. console with doors, \$399.95 (\$30); same in blonde, \$429.95 (\$30). Prices raised (increase in parenthesis): 19-in. console, \$349.95 (\$10); same with AM-FM-phono, \$525 (\$25); same in blonde, \$550 (\$20). New sets are 16-in. walnut console with AM-phono, \$299.95; 19-in. walnut console with AM-FM-phono, \$499.95.

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Warning that TV manufacturers "can seriously injure the entire future of their industry by raising prices this year" was issued Aug. 2 by John Meck. He thought "unjustified" increases during shortage period ahead, combined with tighter credit regulations, would "take TV out of reach of the great mass of the market . . . limited number of sets available will go to high-income families and tend to make TV a rich man's toy. TV's amazing growth the last 2 years has been due to its reaching the 50% of the people who earn less than \$3000 a year." He said he will try to retain present prices of his Meck and Scott receivers as long as possible.

CR Tubes Notes: Neither DuMont nor Sylvania, for present at least, is following lead of GE in reducing prices of 19-in. metal-coned tubes (Vol. 6:30) . . . I-T-E Circuit Breaker Co. reported sampling 24-in. metal envelopes . . . DuMont has received delivery of first 21-in. envelopes for rectangular metal-coned tubes, but does not plan use in own sets, or production for tube customers, before end of year . . . Another 17-in. rectangular tube manufacturer is GE, which has started making them (Model 17BP4-A) at its Buffalo and Syracuse plants; it's third rectangular type to be made by GE, others being 14 & 16-in., also glass.

Among larger military contracts for electronics equipment announced by Commerce Dept. for 3 weeks ending Aug. 3: Bendix, \$10,592,614, radio components and spare parts; Collins Radio, \$1,465,073, radio test equipment; Federal, \$1,057,909, radio direction finders; Transducer Corp., Boston, 638,802, radar training sets; Federal Telecommunication Laboratories, \$424,841, antenna assemblies; Sperry Gyroscope, \$338,449, airspeed control systems & \$156,182 beam guidance systems; Western Electric, \$202,681, wave and power meters; Espey, \$1,734,569, radio terminal sets; GE, \$2,019,578, detector sets.

Crosley showed new TV line to distributors at Civic Opera House, Chicago, this weekend, said it won't announce line or prices until press showing in New York Aug. 30.

Trade Personals: Jack L. Hobby, ex-Capehart-Farnsworth, appointed Andrea advertising-sales promotion mgr. . . . Si Newman, ex-Starrett, now national sales mgr., Regal . . . J. H. Chrysler now GE tube divisions representative, Minneapolis . . . John K. Koepf, ex-WLW, Procter & Gamble and Storer stations, has joined RTMA as asst. to gen. mgr. James Secrest . . . George Hakim, *Stars & Stripes* (Africa) veteran, recently with George N. Kahn agency, joins DuMont as asst. adv. mgr. . . . Ray Durst, Hallicrafters executive v.p., back from tour of Europe.

Financial & Trade Notes: CBS nearly doubled profit for first half of 1950, compared with same period 1949—in fact, appears to be headed for record earnings year. For 26 weeks ended July 1, net income was \$3,182,070 (\$1.85 a share) on gross from all sources of \$60,276,582. This compares with \$1,709,391 (\$1) profit on \$52,885,319 gross for corresponding 1949 period and \$2,228,237 (\$1.33) profit on \$48,816,986 for corresponding 1948 period. For all 1949, CBS net income was \$4,184,079 (\$2.44) on \$105,197,580 gross (Vol. 6:13).

RCA's gross income of \$248,093,813 for the first half of this year (compared with \$187,257,987 same period last year) leaves little doubt total 1950 income will hit half billion dollar mark. Net profit of \$20,961,643 (\$1.397 per share on 13,881,016 shares of common outstanding) for 6 months of 1950 compares with \$10,122,049 (\$.616) first 6 months last year. Gross income for second 1950 quarter was \$121,414,808, net \$9,725,412 (\$.644) vs. \$94,930,159 & \$4,189,965 (\$.245) for same period 1949, \$127,369,550 & \$11,236,231 (\$.753) first quarter 1950 (Vol. 6:18). RCA volume, about 60% attributed to TV, now running at rate nearly quadruple \$128,000,000 level of prewar 1940.

Raytheon's new offering to stockholders (Vol. 6:28) went out this week—289,459 shares of common at \$6.75 a share, stockholders having rights up to Aug. 14 to buy one new share for each 5 held. With issue, outstanding shares will total 1,736,753. Proceeds go into working capital. This week, also, Raytheon disclosed its consolidated income statement for fiscal year ending May 31, showing \$59,533,260 sales, \$935,413 (49¢ per share) net profit vs. \$56,360,460 and \$946,211 (49¢) for preceding year.

Hoffman Radio achieved all-time high 6 months ended June 30, reporting \$11,229,000 sales, \$930,279 profit (\$2.19 per share). No comparable 1949 period is reported due to internal changes, but half-year figure compares with \$11,987,000 sales, \$1,276,036 profit (\$3.01) for full year 1949. President H. L. Hoffman advised stockholders, in letter this week, company will deliver some \$6,000,000 worth of equipment to Air Force and Navy remainder of this year.

Muter Co. reports net income of \$525,883, or 88¢ per share on 592,000 capital shares for 6 months ended June 30, compared with \$163,378, or 28¢ on 296,000 shares outstanding for same 1949 period—latter profit-per-share adjusted to account for 100% stock dividend of May 1950.

National Union reports \$5,600,874 sales, \$528,557 profit before taxes for half-year ended June 30 vs. \$3,677,038 & \$10,873 same period last year. Quarter ended June 30 accounted for \$3,115,127 sales, \$218,174 profit before taxes vs. \$2,013,244 & \$102,503.

Tung-Sol reports \$12,834,508 sales, \$1,460,592 (\$4.27 per share) profit for 6 months ended July 1 vs. \$6,747,968 sales, \$290,391 (69¢) profit in corresponding 1949 period. Dividend of 50¢ per common share was paid Aug. 1.

Webster-Chicago sales were \$7,907,740, earnings \$734,913 (\$2.54 per share) for 6 months ended June 30, compared with \$5,174,953 sales, \$366,708 (\$1.26) earnings for same 1949 period.

Packard-Bell reports \$3,200,218 sales, \$289,855 profit for quarter ended June 30 vs. \$1,442,848 gross, \$64,873 profit same period last year.

Motorola will sell \$130,000,000 worth of merchandise during calendar 1950, compared with \$81,000,000 last year, president Paul Galvin reported last week. Defense orders will not change total appreciably, he said, as volume lost in civilian output would shift to govt. production, already quite high. He sees no reason to cut output below present capacity of 110,000 TVs per month on 2-shift basis.

EXCISE TAX FOR SURE, OUTPUT ZOOMS: Faint hope that TV might escape 10% excise tax (Vol. 6:31) was pretty well dispelled this week when Senate Finance Committee decided against requested hearing on grounds House Ways & Means Committee (which voted down the tax, pre-Korea) had already heard industry's case. On Capitol Hill, it was quite evident TV would be put in same boat as radio, taxed 10% since before last war.

Industry's effort now is mainly directed toward assuring that TV isn't unduly penalized in final wording of over-all tax bill (H.R. 8520); that TV and radio components are not taxed separately; that distribution pipelines should not be taxed when bill goes into effect. Practice followed previously on excise taxes is that they fall solely on factory inventory, do not touch stock in distributor warehouses or on dealer shelves.

Tax bill would become effective first of month following President's signature -- unless that's less than 10 days away, in which case it goes into effect first of following month. To become effective Sept. 1, bill would have to be signed not later than Aug. 21, seen quite unlikely at moment. (Same bill includes increased corporation tax up from 38 to 45%). Proposed excess profits tax seems out of picture until next session of Congress, which convenes in January.

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Even before threat of revival of 10% excise, in haste to fulfill distributor-dealer demands, beat looming shortages and stockpile for fall-winter trade, the TV-radio factories began pushing production. First 2 July weeks are traditionally vacation shutdown periods for most producers (Vol. 6:20), and RTMA reports only 8672 and 37,646 TV receivers, respectively. But third week zoomed to 123,912, which is highest ever for any single week -- next highest having been 116,680 in fifth week of March (Vol. 6:17). Final July figures are due from RTMA next week. It should be remembered, too, that RTMA figures represent only about 75% of entire industry.

Note: During same periods, radio production also went up, RTMA reporting 38,897 first week, 123,037 second, 266,401 third.

TV FACTORY & MARKET STORY AS OF NOW: Call it panic buying or what you will, there's no doubt Mr. John Q. Public does well to buy his TV set now -- while there still are sets. For the fact still remains (1) that higher costs and the prospective 10% excise tax (Vol. 6:31) have definitely reversed downward trend in prices; (2) that factory and dealer shortages, already being felt, seem certain to become more acute; (3) that fall-winter telecast programs are so promising that anyone who has any intention of buying a TV and can afford to, yet still holds back, is plain foolish. Same factors prevail in radio, too.

This isn't mere ballyhoo, for manufacturers and dealers alike would prefer normal and ordinary patterns of demand geared to output. As prudent business men, they'd be better off without any panic rush. In TV-radio, whose normal productive limits for rest of year can be pretty well calculated, that's especially true. Industry will be lucky to turn out another 3,000,000 TV sets during second half 1950 -- and we heard one manufacturer say he'd "trade next year for total of 3,000,000." That was 1949 total; it's also number turned out first 6 months of 1950 (Vol. 6:30).

As for radios, expected to run to 10,000,000 this year, it's freely forecast that they'll be cut back in favor of more lucrative TV production.

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Several more companies raised prices this week: Air King, Bendix, Freed, Muntz, Raytheon, Atwater -- making well over dozen, large and small, who have done so in recent weeks (Vol. 6:30-31). You'll find details in Topics & Trends columns.

Up and coming Majestic (see Financial Notes) reported it was revising prices

within week, but on Aug. 10 its president Leonard Ashbach warned dealers against scare buying, urged industry to police itself. He did say, though: "We do not deny there are components shortages...but there is plenty of merchandise to go around."

GE said it's "watching rising cost situation closely but has no definite plans to increase TV prices in the immediate future." Westinghouse replied in much same vein. Other top producers, like RCA and Admiral, say their situation is unchanged; they're not upping prices -- not yet, at least. Others like Motorola (Vol. 6:30) and Olympic & Sentinel (see p. 3) came out late with new models and priced them accordingly.

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Even aside from prospective war orders, with their inevitable impact on civilian production, some shortages are becoming so serious that DuMont had to shut down partially several days this week due to unavailability of certain receiving tubes. Muntz closed down Chicago plant (old Howard factory) one afternoon this week when it ran out of electrolytic condensers.

Illustrative of acuteness of receiving tube shortage, DuMont actually is shipping some sets without certain miniatures -- notably the 6AU6, 6AH6, 6TH -- on theory that it's much easier for distributors and dealers to buy them in small numbers than for factory to get them in 6 & 7-figure quantities. This could conceivably become a new sort of "allocation" gauge. Earlier, Admiral field men were instructed to comb its distributors and dealers for certain tubes in short supply.

Tele-tone president S. W. Gross told Aug. 11 Wall Street Journal that lack of tubes is beginning to slow production, added: "Planned fall increases in production are now out the window and we'll be happy to hold what we've got. We even have our sales force out beating the bushes for tubes and other scarce parts. We don't know what to do with the new plant now." New Tele-tone plant at Bayway, N. J., was due to start Sept. 5.

There's still talk of black and gray market in materials and components, but still no open charges. Medium-sized set maker told us that wood and hardware for his TV cabinets had gone up \$18 to \$28 per unit this week, for phono motors 90¢. Among some smaller companies, practice of trading and bartering (even borrowing) of components is said to have assumed considerable proportions.

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That TV sets are selling as fast now as during busiest seasons, is indicated in retailer reports from almost every TV area. The authoritative Retailing Daily for several weeks has carried local stories reporting heavy buying in anticipation of shortages, prices, taxes, new credit controls. Some of its headlines tell eloquent stories: Baltimore TV Sales Continue at Top Speed...TV Sales in Milwaukee Running 300% Over Year Ago...Dallas 3 Weeks Video Sales Reported 'Unseasonably' Good...TV Sales Soar in Bridgeport, New Haven...Philadelphia Video Set Sales Up 15-25% Despite Lack of Sets...Possible TV Tax Stimulates Sales Activity in Chicago...Note Terrific Minneapolis TV Sales Rise...High Los Angeles Sales Threatened by Shortages.

Trade Personals: Rear Admiral C. A. Rumble, USN ret., since 1945 head of electronics branch, Chief of Naval Operations, joins Erie Resistor Co. as Washington mgr. . . . E. H. Ulm, ex-sales engineer, Sylvania electronics div., named mdsg. mgr. . . . T. R. Mathews promoted to distributor mgr., TV radio div., Stromberg-Carlson . . . George D. Hulst, ex-RCA and Tung-Sol, recently in patent dept. of DuMont research div., promoted to mgr. of DuMont special projects lab, electronic parts div. . . . Fred S. McCarthy, ex-Phileo and Sampson, new sales promotion mgr., Westinghouse TV-radio div. . . . Leonard Ashbach, president of Majestic-Garod and Wilcox-Gay, reported to be backer of disc jockey Jack Eigen's new night club (taking over former Beach Club at 54th & Madison, New York) to be known as Jack Eigen's Room . . . Harry P. Weston, ex-v.p., Graham-Paige Corp., new executive v.p., Reeves Soundcraft Corp. . . . Larry Offenbecker, ex-Hotpoint Inc., new Scott Radio adv. mgr.

That the 12½-in. tube is about to vanish, as did 7 & 10-in., is abundantly clear in June tube sales figures released by RTMA. Of 566,942 total, 505,941 (89%) were 14-in. or over. (Seems about time RTMA started reporting number of each size 14-in. and up.) There were only 58,116 (10.2%) in 12½-in. category; 276 in 10-in.; 2443 in 7 & 8½-in.; 128 projections. Factory value aggregated \$15,054,810. Total was below May's 599,667 (Vol. 6:27).

"Phonevision will ultimately far exceed the total box office of all the motion picture theatres in the United States," stated Zenith's E. F. McDonald this week in press statement replying to TOA consultant Nathan L. Halpern's pessimistic economic data in speech before Southern California TOA last month (Vol. 6:30). McDonald averred Halpern was "indulging in wishful thinking," had estimated "a ridiculously low figure" for Phonevision's income. Zenith president also took occasion to chide producers for not renting him films for Oct. 1 Chicago experiment.

Topics & Trends of TV Trade: New lines from Olympic and Sentinel, and more companies announcing price increases (see p. 1), featured week's news from the TV manufacturers. In addition, Tele King informed us it has not changed prices, as we reported (Vol. 6:31) but will have new line with new prices at end of August.

Though prices are now on upswing, it's significant to note that average factory price of TV sets first 5 months of this year (well before Korea) had dropped to \$170.79 from \$217.29 for same 1949 period. This is based on most authoritative source. Monthly breakdown for 1950 follows (corresponding 1949 figure in parentheses): January, \$163.77 (\$217.20); February, \$176.06 (\$220.49); March, \$174.99 (\$218.58); April, \$168.81 (\$225.54); May, \$170.31 (\$205.64). Same source, incidentally, disclosed 31.4% of all receivers sold those 5 months were TVs, representing 76.5% of TV-radio manufacturers' dollar volume.

Average TV set price of \$273 (retail) first 6 months 1950, compared with \$378 same 1949 period was reported this week by Electrical Assn. of Philadelphia. It reported 150,912 units sold at \$41,259,511 retail first half of year vs. 78,548 units at \$29,736,905 same 1949 period.

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Olympic showed line of 18 sets, of which 9 are new, to distributors at New York convention this week. Spokesman said company hopes to turn out 1200 a day by end of August, plans extensive national advertising campaign using magazines for first time. Full line:

12½-in. models: DX214 Governor, mahogany table, \$179.95 (reduced \$40); DX214B, same in blonde, \$189.95 (reduced \$40); DX215 Vanderbilt, same in mahogany console, \$239.95 (reduced \$50); DX215B, same in blonde, \$259.95 (reduced \$50). Sets have 21 tubes, 2 rectifiers.

16-in. rectangulars: 755 Challenger, mahogany table, \$219.95; 752 Riviera, same in mahogany or blonde deluxe cabinet, \$239.95; 762 Riviera, same with special chassis, \$249.95; 753 Monte Carlo, mahogany console, \$289.95; 753B, same in blonde, \$304.95; 764 Broadmoor, same in mahogany console with doors, \$319.95; 764B, same in blonde, \$339.95; 766 Catalina, mahogany console with AM-FM-phono, doors, \$449.95; 766B, same in blonde, \$469.95. Sets have 17 tubes, 2 rectifiers.

16-in. rounds: DX621 El Dorado, mahogany console with AM-FM-phono, \$499.95; DX621B, same in blonde, \$519.95; DX621C Shangri La, same in hand-painted Chinese console, \$569.95. Sets have 21 tubes, 2 rectifiers.

19-in. rounds: DX932 Diplomat, mahogany console, \$369.95; DX931 President, same with doors, \$399.95 (reduced \$80).

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With Columbia Records now making 45rpm records, all major record makers are now turning out 3-speed—in keeping with phono manufacturers whose turntables have been 3-speed for last 6-9 months. Last of holdouts (Vol. 6:28), Columbia announced it is testing 2 popular recordings on 45 rpm in several markets. Meanwhile, scuttlebutt about new record with speed between 10 and 33 1/3 rpm, first mentioned by Zenith's E. F. McDonald at stockholders meeting 2 weeks ago (Vol 6:30), got verification this week when Wagner-Nichols Co, 150 W. 56th St., New York (Robert Wagner, president), announced it planned library of "talking books" on 14rpm records as well as 78 & 33 1/3rpm.

Sentinel announced new line of 5 models at end of series of distributor meetings Aug. 7. Models are: 420-TVM, 16-in. rect. table, \$239.95 (blonde \$249.95); 423CVM, same in console, \$289.95 (blonde \$299.95); 424CVM, same with doors, \$329.95 (blonde \$349.95); 428CVM, 19-in. console, \$359.95 (blonde \$399.95); 425CVM, same with doors, \$429.95 (blonde \$449.95). All have 18 tubes, 2 rectifiers.

Air King upped prices \$10 to \$30 on 8 of its 10 new sets (Vol. 6:26). These are the new prices (increases in parentheses): 12T2, 12½-in. walnut table, \$169.95 (\$20); 12T1 same in mahogany, \$179.95 (\$20); 12C1, same in console, \$219.95 (\$30); 14T1, 14-in. rect. table, \$199.95 (\$20); 16M1, 16-in. rect. metal table, \$199.95 (\$10); 16T1, same in mahogany, \$239.95 (\$10); 16C1, same in console, \$279.95 (\$20); 718, same in console with doors, \$329.95 (\$30). Air King also prices Model 16K1, 16-in. rect. console with AM-FM-phono, at \$399.95, and has added year's warranty on parts—\$3 for 12½-in., \$4 for 14-in., \$5 for 16-in., \$7 for 19-in., \$9 for combinations.

Bendix raised prices \$20 Aug. 7 on 3 of its new 9-set line (Vol. 6:25). New prices: 16-in. rect. table \$240, console \$280, console with doors \$300. Bendix has ceased 12½-in. production, will end 14-in. Aug. 21, intends to change from 16-in. rect. to 17-in. rect. early in fall, from 19-in. rect. to 20-in. rect. late in fall.

Freed prices on four 16-in. models went back to June 14 list, when reductions were effected; they're now up \$20-\$30. Prices of 19-in. models are retained. These are new prices (increases in parentheses): 55, mahogany Hepplewhite console, doors, \$429.50 (\$30); 54, same in modern console, \$449.50 (\$20); 56, same in blonde, \$449.50 (\$20); 68, same, Heirloom Sheraton console, \$479.50 (\$30).

Muntz raised prices \$50 to \$100 on 4 of its 5-model new line (Vol. 6:28), has discontinued 12½-in. \$130 table. Here are new prices (increases in parentheses): M31, 16-in. walnut table, \$219.95 (\$50); M32, same in console, \$259.95 (\$60); M33, 19-in. walnut console, \$349.95 (\$70); M34, same with AM-FM-phono, \$499.95 (\$100). Muntz hopes to reach 22,000 sets per month by September, sold more sets in July than last December.

Packard-Bell reports it's increasing only one item in new 8-model line (Vol. 6:30), namely table model No. 2101, upped \$10. "No further increases will be made unless the cost of raw materials and components increase so sharply that present prices do not enable us to operate profitably," said sales mgr. Kenneth R. Johnson.

Raytheon jumped prices from \$10 to \$30 on its new line (Vol. 6:27) effective Aug. 4. These are the new prices (amount of increase in parentheses); for descriptions of sets see *TV Directory No. 11*: 12½-in. models: M1106, \$189.95 (\$10); C1104, \$239.95 (\$20). 16-in. round: C1602, \$299.95 (\$20). 16-in. rect.: M1403, \$239.95 (\$10); M1404, \$249.95 (\$10); M1402, \$259.95 (\$10); C1401, \$289.95 (\$20); C1615, \$299.95 (\$20); C1616, \$319.95 (\$20); RC1618, \$425 (\$25); RC1619, \$439.95 (\$10). 17-in. rect.: C1715, \$309.95 (\$20); C1716, \$329.95 (\$20); RC1718 \$435 (\$25); RC1719, \$449.95 (\$10). 19-in. rect.: C1901, \$399.95 (\$20); C1902, \$419.95 (\$20); RC1905, \$600 (\$20). 20-in. rect.; C2001, \$429.95 (\$30); C2002, \$449.95 (\$30); RC2005, \$625 (\$30).

Trav-Ler boosted prices on 6 of its 9 new sets (Vol. 6:25). Here are new prices (increases in parentheses): 16-in. rect. leatherette table, \$179.95 (\$30); same in mahogany, \$199.95 (\$20); same in console, \$229.95 (\$30); same in console with doors, \$299.95 (\$30); same with AM-phono, \$329.95 (\$30); 16-in. round console, \$279.95 (\$30).

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National Electronic Distributors Assn. has nearly 100 firms signed for exhibits at its Cleveland convention and show, Aug. 27-31. Convention meetings will be in Hollenden Hotel exhibits open Aug. 29 in Cleveland auditorium. Most of sessions will be technical, but Monday opening meetings will include address by Sylvania president Don Mitchell on "Building for the Future."

Multiple Television Mfg. Co. has new 16-in. console \$270, in console with doors \$300; 19-in. table \$329, in console \$370, console \$399, commercial model \$499.

Financial & Trade Notes: Plan for merger of Wilcox-Gay with Majestic, new company to be known as Wilcox-Gay-Majestic Corp., will be placed before Wilcox-Gay stockholders at meeting Aug. 22 in Charlotte, Mich. It's proposed to increase present capital stock of 1,250,000 shares of \$1 par value to 1,750,000; to authorize additional 1,600,000 no par value shares with equal voting and earnings rights; to approve acquisition by Wilcox-Gay of Majestic (wholly owned by Leonard Ashbach) by issuing in exchange therefor 500,000 shares of Wilcox-Gay \$1 par stock and 1,600,000 no par stock; to authorize sale of an additional 500,000 shares of \$1 par to public at estimated \$2 net to company.

Mr. Ashbach recently became president and chairman of Wilcox-Gay (Vol. 6:15,16,28) after Majestic acquired 100,000 shares for \$100,000, Dr. E. E. Mayer resigning as president but remaining on board, Frank C. Painter remaining as secretary and board member, Chester M. Wilcox also remaining on board; and the following additional Majestic directors elected: Benjamin R. Ross, G. Frank Langford, Louis Silver, Harold Ashbach, Arthur Homans.

Notice to stockholders dated Aug. 1 shows Wilcox-Gay net worth of \$42,257 (or about 7¢ per share), its income statement for 5 months ending May 31 showing loss for period of \$377,093 (on sales of \$1,498,337); 1949 net operating loss was \$755,761, 1948 loss was \$483,607. Majestic earnings statement for 9 months ended May 31 showed sales of \$7,076,527, net income of \$231,132; and consolidated balance sheet of Majestic (with Garod subsidiaries) shows net worth of \$931,711.

Wilcox-Gay board approved plan July 14, and statement signed by Mr. Ashbach and Mr. Painter notes benefits: "Wilcox-Gay, in acquiring Majestic, obtains an old established company with some 650 employes, with an annual sales volume of approximately \$10,000,000 and a company that has operated at a profit over a period of many years. The added working capital which would be acquired through the sale of additional stock to the public should make it possible to increase the annual sales to \$20,000,000, including not only our regular line of radio and TV receivers and recording devices, but also U. S. Army contracts for electronic devices."

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Among officers' and directors' stock transactions reported by SEC for June (see Vol. 6:28 for May): Earl E. Anderson, sold 500 shares ABC, now holds 8500; Robert E. Kintner, sold 3600 ABC, holds 7000; Dee S. Lenfesty, sold 200 Arvin, holds 4800; S. B. Withington, bought 1000 Avco, holds 1000; William A. Blees bought 15,000 (options) Avco, holds 20,000; Edwin R. Palmer, bought 200 Bendix Aviation (May purchase), holds 400; Dr. W. R. G. Baker, bought 100 GE, holds 1000; Richard A. O'Connor, sold 203 Magnavox (May sale), holds 65,412; Laurence A. King, bought 300 Muter Co., holds 1600; William Gammell Jr., sold 200 Raytheon, holds 14,558; Raymond E. Carlson, bought 200 Tung Sol, holds 772; Louis Rieben, bought 300 Tung Sol, holds 11,111.

Scott Radio, now owned by Meck, will probably exceed \$500,000 sales for June-August quarter, as against \$604,900 for entire previous fiscal year, president John Meck told stockholders meeting this week. Gross profit for quarter is expected to exceed \$40,000. Sales ran \$79,000 in June, \$156,000 in July, expected to run \$300,000 in August.

Avco has offered to exchange 2 shares of its common stock for each common share of Bendix Home Appliances Inc., and is mailing prospectus to Bendix stockholders as soon as SEC registration statement is filed. Avco is already largest stockholder in Bendix, recently acquiring 167,500 shares, or 16% of stock outstanding (Vol. 6:29).

Dividend Notes: Avco has placed common stock on quarterly instead of semi-annual dividend basis, has voted initial quarterly payment of 15¢ a share payable Sept. 26 to stock of record Sept. 8; last semi-annual payment May 25 was 20¢, total in 1949 was 30¢ . . . Hytron declared 10¢ dividend payable Sept. 15 to stock of record Aug. 29; same amount was paid June 15 . . . Sparks-Withington has authorized 10¢ dividend on common payable Oct. 5, first since similar payment in December 1948 . . . *Wall Street Journal* quotes analysts as indicating Motorola dividend will be raised before end of year; currently, it's 37½¢ quarterly, up from 25¢ quarterly rate in 1949, with year-end extras last 2 years. Dividend action is expected about Sept. 12.

Aerovox earnings for first 6 months of 1950 are reported at \$1,220,745 (\$3.52 per share, after allowing for full conversion of preferred into common) vs. \$233,167 (67¢) for same 1949 period. Sales for first half of year were \$10,800,000 vs. \$2,500,000 for same 1949 period, and it's expected year's volume will run between \$20,000,000 & \$25,000,000, compared with \$8,753,340 in 1949. Orders for capacitors and other components have required 500 more employes since last spring and by fall another 500 will be on payroll, making 6000 in all—3500 of them in New Bedford (Mass.) plant.

RCA has arranged through Lehman Brothers to sell privately \$40,000,000 of its notes to investing institutions, this borrowing being additional to placement of \$60,000,000 notes in May 1949. Additional funds will be used for working capital. All notes are 3%, payable May 1, 1974.

GE is not only expanding its Owensboro, Ky., and Tell City, Ind., receiving tube plants by adding total of 134,000 sq. ft. of space and new equipment, but its electronics dept. has purchased Illinois Cabinet Co., Rockford, Ill., supplier of TV-radio cabinets. GE has been part owner since 1947. President Oscar M. Lindgren continues as gen. mgr. . . . Belmont's new plant addition in Oelwein, Ia., 88x260 ft. and costing \$90,000, will be ready for TV assembly lines in October, will add 120 to present payroll of 240 . . . Sarkes Tarzian new tuner plant at K & Erie Sts., Philadelphia, will triple old space, permit 500% increase in production.

Fourteen pages devoted to TV articles and pictures in *August House Beautiful* suggest how, when, what to buy, offer tips on installation, decorating, enjoying TV, do's-don'ts for televiewers. Articles also: (1) Note that more than half sets now in use are table models, but trend is toward consoles. (2) Estimate 98% sets being sold are direct view, but hint reversal to projection. (3) Warn buyers "you will soon want a larger screen than the one you bought." (4) Point out that half new-set service requests are unnecessary. (5) Deny that TV is bad for eyes or causes more strain than "movies, reading, sewing, or driving a car" (Cornell's Dr. Milton Berliner).

"Business Report Card" of *Wall Street Journal* Aug. 1 tallies 321 firms whose quarterly net profits of \$1,122,704,155 as of June 30, 1950, were 31.8% above preceding quarter, 46.5% ahead of same quarter 1949. Among them, 11 electrical and radio firms (unnamed) represented \$66,474,749 net profits as of June 30, up 12.9% from March quarter, up 60.2% from June 1949 quarter.

More than 300 apartments in 3 buildings covering square block in Chicago can be fed by Jerrold Mul-TV central antenna installed atop 3500 block, Lake Shore Drive. Initially, 45 apartments signed up at \$55 installation charge plus \$10 a year for service.

Capehart-Farnsworth reports contract let for expanded factory facilities in Fort Wayne, new \$250,000 structure increasing TV and radio-phono area by 58,000 sq. ft.

160,147 TVs MADE IN LAST JULY WEEK: Furious pace of TV-radio production is indicated by RTMA estimate that fourth July week's output reached high peak of 160,147 units, up from third week's previous record of 123,912. Coming in wake of first week's mere 8672, second's 37,646 (due to vacation shutdowns), total of more than 330,000 compares with 486,000 in 5-week June (Vol. 6:30) and 470,000 in May (Vol. 6:25). It also indicates output for first 7 months of this year of approximately 3,430,000. These figures are all projections from RTMA auditor reports (Haskins & Sells), so as to embrace whole industry; RTMA member totals with breakdowns by models and tube sizes, etc. aren't due until next week. Projected July figures for radio also are high: 38,897 first week, 123,037 second, 266,401 third, 294,183 fourth -- total of 722,518. It's expected August will surpass all previous months, including 5-week March's record 655,000 (Vol. 6:17).

PRICES CONTINUE TRENDING UPWARD: It's becoming increasingly doubtful whether top producers like Admiral, GE and RCA can continue to hold their TV-radio price lines in face of mounting costs and the abnormal production factors (including 10% excise tax) that are developing even before Uncle Sam makes known his electronic needs. This week, Emerson (for second time), Westinghouse and Majestic also raised prices, as did several smaller producers (for details, see items on p. 3). And it's quite likely others are doing so without benefit of publicity.

Thus in last few weeks many of best known producers have posted price increases generally ranging \$5 to \$30 per TV set, a few higher (Vol. 6:30-32). Those announcing increases to date: Air King, Andrea, Bendix, DuMont, Emerson, Freed, Majestic, Muntz, Packard-Bell, Philco, Raytheon, Starrett, Stromberg-Carlson, Tele-tone, Trav-Ler, Westinghouse, Zenith.

Radios, too, are going up -- but raises are relatively small; Emerson, for example, this week tacked \$1-\$10 on lists for 12 models, \$20 on one radio-phonograph. Hallcrafters added \$10 to prices of 8 communications type receivers.

New Crosley and Capehart-Farnsworth lines are latest released by majors -- former with 23 models, latter 13 (for available details, see Topics & Trends).

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Increases are usually attributed to shortages of components, particularly receiving tubes (Vol. 6:28, et seq), as well as higher prices for short materials and cries of hoarding and gray markets. Shortages are real, creating erratic production lines in some of the biggest and best-managed plants, which are finding they sometimes cannot complete an assembly due to lack of tubes, capacitors, etc.

Since prices are largely based on schedules of production, slowdowns or stoppages for any reasons will affect best laid plans for amortizing tooling costs, utilizing labor most efficiently, allocating costs per unit, etc. At the moment, production is at highest rate in industry's history (well over 150,000 per week) but there's many a line that ends with "some sets minus something," to quote a leading manufacturer. "Scarcities of components have hindered production continuity and have therefore adversely affected production costs," was way Emerson's Ben Abrams put it.

Sets for market are plentiful, right now, with inventories higher than ever before, it's said. Public isn't breaking down doors to buy, but landrush is seen after Labor Day when the facts of the excise tax and a probable new Regulation W sink into buyers' consciousness. Right now, sales are abnormally high for the season; but the great demand for sets is from distributors and dealers eager to stock up for big fall-winter market and to hedge against inevitable war-born shortages.

Bound to suffer by tightening TV conditions is private-label business, for most such manufacturers also produce for own brand-names and are inclined to feed

their own distributor pipelines first. Also certain to find the going hard are the big mail order and retail chains, like Sears Roebuck, Montgomery Ward, Spiegel, and the dept. store buying groups; they're reported already feeling the pinch of short supply and of inability to beat brand-name prices much.

Radio production may be cut down by tightening TV supplies, though some of bigger companies say "somebody has to make radios" and they don't intend to let radio schedules decline this year. Seen almost certain to fade from scene is 12½-in. picture tube (as did 7 & 10-in.); that size represented only about 10% of June CR output (Vol. 6:32), probably is running less now. Some 30 manufacturers have 12½-in. in present lines, 24 have 14-in. rectangulars. But it looks like these will be dropped in favor of 16-in. and larger -- and don't be surprised if RCA drops the three 12½-in. jobs in its present line.

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Retailing Daily's B. H. Hellman, reporting Aug. 16 on New York trade, notes that many customers who planned to buy next fall are buying now, which "tends to put a cap on the fall boom." New York stores for most part, he notes, are backlogged on orders for major brands, especially 16-in., are quoting prices as at delivery time due to current increases. "Despite short supplies of major brand units, most retail outlets have refused thus far to fill in with secondary or unknown lines," writes Mr. Hellman. "Several times in the past, stores were burned when they took on such lines during shortage periods, only to find that they had to be dumped when things eased up. As a result, sets manufactured by small and medium-sized producers are in good supply at present, although there are indications that if parts shortages continue, distributing sources will begin competing heavily for these units also."

Topics & Trends of TV Trade: One effect of shortages developing in brand-name lines is the curtailment and cancellation of advertising schedules, mainly at local levels—meaning mostly newspaper cooperative advertising. Magazine schedules, contracted on long-term basis, are already whooping up fall-winter lines and will probably continue to do so for some time. But prospects for the huge local splashes planned for this fall—TV and radio as well as newspapers—are dimming.

RCA Victor distributors, for example, are not going all-out on dealer cooperative newspaper advertising, as at first planned, though big pitch for 45rpm players and records will continue. Bruno-New York, biggest RCA distributor, is reported to want 4 times number of receivers it can get from factory, and Raymond Rosen Co., Philadelphia distributor, tells its dealers the shortage is "overwhelming." Hence their RCA co-op advertising will be largely institutional in character.

On the other hand, Motorola still has big advertising plans (Vol. 6:32), and it looks as though TV-radio manufacturers will continue this fall to be among leading telecasting-broadcasting sponsors. Majestic's new line is being launched with sizeable newspaper, radio and TV campaigns, ad mgr. Joseph G. DeVico stating that company does not intend to curtail dealer co-op advertising because "we consider it an obligation to the dealer to provide him with the ammunition to help sell our product, and also to permit him to continue his advertising during shortage periods when merchandise is not easily available."

Advertising TVs via TV and radio has never figured much in Zenith schedules, but it's announced in Buffalo that Joseph Strauss Co., Zenith distributor, has undertaken on own to sponsor 37 J. Arthur Rank films ("none over 4 years old") via WBEN-TV.

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Capehart-Farnsworth's new line, shown to distributors at Fort Wayne this week, comprises 13 models designed by engineering v.p. Antony Wright, featuring new

CX-33 chassis and cabinet styling. All are 16 & 17-in., save one 19-in. combination at top of line at \$850. Lists start at \$280 for 16-in. table. Capehart also is bringing out 7 new radios, all AM-FM-3 speed consoles, ranging from \$230 to \$395. The Capehart TV models, all mahogany unless otherwise indicated:

16-in. rectangular: 321-M Nantucket, table, \$279.95; 321-B Bedford, same in bisque, \$289.95; 3012-M & 3012-B Blackstone, console, \$319.95 & \$339.95; 322-M Monmouth, 18th Century console with half-doors, \$339.95; 325-F New Englander, French Provincial console with full doors, cherry wood, \$399.95; 327-M Ticonderoga, 18th Century console with AM-3 speed, \$550.

16-in. round: 332-M & 332-B Chicagoan, mahogany & bisque console, \$349.95 & \$369.95; 323-M Georgetown, 18th Century mahogany console with full doors, \$379.95; 324-M William Penn, 18th Century console with full doors, \$399.95.

17-in. rectangular: 320-M Spinet, console on legs, \$299.95; 324-M Virginian, 18th Century console with full doors, \$389.95; 328-M Saratoga, 18th Century console with AM-FM-phonos, \$650.

19-in.: 337-M New Amsterdam, 18th Century console with AM-FM-3 speed, \$850.

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With nearly everybody of consequence now committed to 45rpm recordings (Vol. 6:32), RCA will shortly cut \$2 off price of its self-amplified 45EY unit to \$27.95 and will begin making a similarly priced unit from same molds for Decca trademark. Decca also will market plug-in attachment like RCA's for \$12.95, and a radio-phonos table model at \$59.50. Meanwhile, RCA is launching big newspaper, radio, TV ad campaign Sept. 27 to promote 45rpm, with magazine advertising kicking off in *Life* Oct. 2. It will also introduce new Model 45EY3, self-contained portable, to list at \$34.95; and a children's Model 45EY15, with Disney decalcomanias, to sell for \$29.95. RCA is doubling 45rpm record production at Canonsburg, Pa., plant, which now has 100 presses turning out 70,000 records daily.

Latest of the majors to come out with new TV line, Crosley is still holding back details pending dealer meetings over next few weeks—but it's learned that it has 23 new TV models, 9 new radios. Hitherto lagging in TV, Crosley is pitching for one of top positions, has tripled productive capacity to be able to turn out 60,000 sets per month. But, like others, it's meeting certain components difficulties, including even such items as decorative brass.

Crosley's low end of each size is \$189.95 for 12½-in. TV-only walnut console; \$229.95 for 16-in. mahogany table; \$469.95 for 17-in. AM-3 speed in blonde (also top of line); \$399.95 for 19-in. mahogany console. There's also superior-styled 19-in. console at \$449.95. Its radios range from \$19.95 table to \$259.95 radio-phono console. Only FM item in line is one AM-FM table at \$59.95.

At recent distributors' meeting, orders were taken for \$68,000,000 worth of TVs, radios and white goods such as ranges, freezers and refrigerators for August, September, October shipments—3½ times volume for same 1949 months. Distributors tried to place 50% more than their allotments, according to W. A. Blees, sales v.p.

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Emerson's second price boost covers entire line, runs \$10-\$30, is effective Aug. 21. These are new prices, the increases in parentheses being from last prices reported in Vol. 6:30 (for description of sets, see *TV Directory No. 11*): 12½-in. models: 673, \$189.95 (\$20); 660, \$199.95 (\$20); 664, \$229.95 (\$30); 665, \$329.95 (\$30). 14-in. rect.: 662, \$199.95 (\$10). 16-in. rect.: 663, \$249.95 (\$20). 16-in. round: 661, \$259.95 (\$20); 668, \$289.95 (\$30); 667, \$329.95 (\$30); 666, \$429.95 (\$30). 19-in.: 669, 429.95 (\$30). Blonde models continue \$10 higher.

Westinghouse hiked prices on 8 of its 11 new sets (Vol. 6:25) from \$10 to \$30. New prices (increases in parentheses) are: Model H624T16, 16-in. rect. plastic table, \$219.95 (\$20); H624TB16, same with console base, \$249.95 (\$20); H626T16, 16-in. rect. mahogany table, \$249.95 (\$10); H628K16, 16-in. round mahogany console, \$299.95 (\$20); H627K16, same with doors, \$329.95 (\$30); H629K16, same in blonde, \$325 (\$25); H633C17, 17-in. rect. console with AM-FM-phono, doors, \$469.95 (\$20); H634C17, same in blonde, \$489.95 (\$20). Prices of 12½ & 14-in. models remain unchanged, nor were 10 radio models affected. But two table radios were raised \$2, one \$1, and AM-FM-phono console was hiked \$30, blonde \$20.

Majestic raised prices \$5 to \$20 on its new line (Vol. 6:20), effective Aug. 15. These are the new prices (increases in parentheses): Model 120, 12½-in. leatherette, plastic front, \$149.95 (\$10); 121, 12½-in. mahogany table, \$174.95 (\$5); 141, 14-in. rect. mahogany table, plastic front, \$189.95 (\$10); 142, 14-in. rect. mahogany table, \$209.95 (\$10); 1400, same in console, \$239.95 (\$10); 162, 16-in. rect. leatherette table, \$199.95 (\$10); 160, 16-in. rect. mahogany table, \$239.95 (\$10); 1600, same in console, \$269.95 (\$10); 1605, 16-in. round mahogany console, \$279.95 (\$10); 1610, same with doors, \$319.95 (\$20). Near capacity production is reported now underway at both Brooklyn and Charlotte, Mich. (formerly Wilcox-Gay) plants.

Andrea also has increased prices, its Mayfield 16-in. table with FM now listed at \$329.95, blonde \$342.45, both up \$10; Sutton console with FM at \$439.50, blonde \$466.50, both up \$20; Fleetwood 16-in. console with FM-phono \$529.50, blonde \$561.50, both up \$30.

Starrett has lowered prices on 2 models, raised them on 5, of which 2 had been cut previously (Vol. 6:31), and has added one new model to line. Here are new lower prices (reduction in parentheses): 17-in. rect. mahogany console with doors, \$329.95 (\$20); same in blonde, \$349.95

(\$20). Prices raised (increase in parentheses): 12½-in. leatherette table, \$159.95 (\$10); same in mahogany, \$179.95 (\$10); 16-in. round mahogany console, \$269.95 (up \$20 to original list price); same in blonde, \$279.95 (up \$20 to original list); 16-in. round mahogany console with AM-phono, \$339.95 (\$20, up \$10 from original list). New set is 19-in. blonde console at \$369.95.

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New Electronic Parts Manufacturers Assn. is being formed, headed by Charles C. Koch, president of Merit Transformer Co., Chicago, with Washington attorney J. Gerald Mayer and Alfred P. Hirsch, president of Micamold Radio Corp., Brooklyn, as vice presidents. Group has no connection with Assn. of Electronic Parts & Equipment Manufacturers which this week elected Rockwell M. Gray, Rauland-Borg Corp., Chicago, as chairman; John H. Cashman, Radio Craftsmen, vice chairman; reelected Helen S. Quam, Quam-Nichols, treasurer; reelected Kenneth C. Prince, executive secretary and counsel. Founders of new EPMA say that there's no competition with AEPPEM; that they'll represent parts manufacturers while latter comprises sales managers who sell to jobbers; that number of companies belong to both. Nor do they have quarrel with RTMA, they say, pointing out that their problems differ from end-product makers. Membership is said to number 40-50 at present. Temporary headquarters is 1010 Vermont Ave., NW, Washington, D. C.

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Mahogany console bases that include radios and record players, designed to convert table TVs into console combinations, are being offered by Madisco Inc., 2029 No. 6th St., Philadelphia (Fred Robin, president), which also is regional distributor for Majestic. They're available in 15, 18 & 21-in. widths. One base with pull-out drawer will list at \$29.95, without drawer \$19.95. Complete base with 3-speed phono using any TV's amplifying system lists at \$44.95, with self-contained amplifier \$49.95. Model with radio-phono is \$69.95. Six-inch speaker and 3-tube amplifier are used.

Reeves Soundcrafts' president Hazard E. Reeves and associates have acquired control of Cinerama Process from corporation formerly controlled by Laurence S. Rockefeller and Time Inc. Fred Waller and W. French Githens will continue as chief executive officers, with new offices at 304 E. 44th St., New York. Process is based on "peripheral vision" projection on a large curved screen to give third dimensional effect without artificial visual aid.

RCA has surrendered to public domain 3 of its well-known trade-marks: Iconoscope, eye of TV camera; Kinescope, receiver picture tube; Acorn, miniature radio tube used in portables. "Now that TV has become established," said president Frank Folsom, "RCA finds gratification in the fact that the industry uses these names in a generic and descriptive manner."

Among Signal Corps contracts for electronics equipment announced by Commerce Dept. this week, for week ending Aug. 12: Motorola, \$951,737, radio sets (1180 units); Espey, \$726,909, radio terminal sets (104 units) and radio relay sets (61).

GE's 1,000,000th picture tube was turned out Aug. 16 during ceremonial at Buffalo plant; Dr. W. R. G. Baker predicted 9,000,000 sets in use by year's end [industry figures indicate 10,000,000 or more].

Standard Coil Products Inc., Chicago, has sued Automatic Mfg. Corp., Newark, in Federal court for southern New York district, alleging TV tuner patent infringements.

Financial & Trade Notes: Philco achieved highest sales and profit for any similar period in its history during 6 months ended June 30, reporting \$147,012,000 sales, \$6,672,000 net income (\$3.86 per common share). This compares with \$103,267,000 sales & \$1,998,000 profit (\$1.08) in same 1949 period and \$124,617,000 sales & \$4,215,000 profit (\$2.68) in same 1948 period. During all 1949, Philco's sales were \$214,884,000, profit \$5,691,796 (\$3.17).

Philco's 1950 second quarter sales were \$67,525,000, profit \$2,598,000 (\$1.49) vs. \$50,261,000 & \$1,083,000 (59¢) same period last year. During second quarter, it absorbed costs of developing and starting production of its new line of receivers (Vol. 6:25), besides defraying complete expenses (estimated at \$1,000,000) of 5000 distributor-dealer delegates at its big Atlantic City June convention (Vol. 6:24). President Wm. Balderston, in report dated Aug. 14, stated company now operates separate facilities for govt. contracts in radar, electronics and thermal fields and is in position to increase govt. work substantially while maintaining high civilian volume.

From high Philco sources, it's learned that no cut-backs are in prospect—except as may later be dictated by govt. needs—and that company still expects to turn out 600,000 TVs last 6 months of this year, making 1,000,000 for year.

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Television Fund Inc., investment trust, proposes to change its name to Television-Electronics Fund Inc. at stockholders meeting Sept. 8. This week, reporting that as of Aug. 10 the corporation had 476,172 shares of common stock outstanding, letter from president Chester Tripp to stockholders stated:

"There is little question that the investing public has overstressed the TV aspects in the picture while neglecting the tremendous importance of other electronics in warfare"

"Companies in the TV and electronics group offer an ideal combination. While the dynamic expansion in home TV might be slowed by a period of active rearmament, more stable world conditions would permit the industry to resume full-scale production of civilian goods. In the meantime, although pre-tax margins will be lower on govt. contracts and higher taxes will reduce the percentage brought down to net, these factors in many cases may be offset to a large extent by increased volume.

"Our studies and investigations show clearly that the industry's volume will continue to rise, and that military demands for electronic equipment—including to a greater degree than generally appreciated, TV—may result in an expansion of productive capacity as well as more intensive use of present facilities."

Stockholdings in Television Fund's portfolio as of July 31 are listed as follows (for April 30 holdings, see Vol. 6:19): Electronics Other Than TV (24.56%)—American Bosch 9000, Bendix 3000, Consolidated Engineering 2000, Cutler-Hammer 7000, Fairchild Camera 2000, General Precision Equipment 1000, IBM 1100, Minneapolis-Honeywell 6500, Remington Rand 7000, Sperry 3000, Webster-Chicago 3000. Primarily TV (16.1%)—Admiral 4200, DuMont 'A' 6600, Emerson 8000, Motorola 5000, Philco 6000, Trav-Ler 1000, Zenith 1000. TV & Electronics (36.72%)—Aerovox 2000, ABC 6000, American Phenolic 2000, CBS 'A' 7600, Corning Glass 2000, Fansteel 4000, GE 6000, Hazeltine 1000, I-T-E Circuit Breaker 1000, LaPointe-Plascomold 5000, Malloy 1000, Muter 4800, Oak Mfg. 6000, Owens-Illinois 4000, Pittsburgh Plate Glass 1000, RCA 14,500, Raytheon 4000, Sprague 2000, Stromberg-Carlson pfd. 200. Television Associates Inc. 2400, Westinghouse 8700. Miscellaneous (22.62%)—AT&T 1000, Capitol Records 3000, Decca

5000, Disney 5000, Eastman 5000, Federal Enterprises Inc. 2000, Hammond Instrument 1000, Joslyn Mfg. 2000, Loew's 6000, Otis Elevator 5500, Reliance Electric 2500, Haloid Co. 1000, Time Inc. 3000, 20th Century-Fox 5000, United Specialties Co. 2500, Warner Bros. 2000.

Total equities of \$4,937,812.50 plus \$101,000 U. S. treasury notes plus \$141,494.42 cash and receivables add up to total net assets of \$5,180,306.92, as against \$6,082,747 last April 30 and \$2,780,795 at end of October 1949.

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Standard Coil Products Inc., Chicago tuner maker, has filed with SEC for public offering of 367,000 shares of \$1 par common (representing 25% of holdings of 3 top officials owning all 1,470,000 outstanding shares). Company reports 1949 sales of \$16,594,626 and profit of \$2,571,779 vs. 1948 sales of \$3,348,408 and loss of \$45,711. For first 6 months this year, sales ran \$16,038,859, profit \$3,135,393 (\$2.13 per share).

Raytheon stockholders bought 282,433 shares of the 289,459 offered at \$6.75 (Vol. 6:28,31), leaving only 7026 to be taken up by underwriters headed by Hornblower & Weeks and Paine, Webber, Jackson & Curtis—so no public offering will be made.

Trav-Ler reports net income of \$575,055, or 91¢ per common share, for 6 months ended June 30, no comparison available for same period last year. Sales were \$6,391,244 vs. \$2,200,511 for same 1949 period. Set production will be almost doubled after Sept. 1 due to new plant addition at Orleans, Ind.

Arvin Industries Inc. (formerly Noblitt-Sparks) reports net profit of \$936,357 (\$1.05 a share) for quarter ending July 2, compared with \$454,913 (51¢) corresponding period last year. Quarter ended April 2 showed net profit of \$718,496 (81¢) vs. \$502,067 (56¢) same period last year.

Sparks-Withington and subsidiaries report profit of \$459,083 (48¢ per share) for year ending June 30 (after loss of \$67,938 due to devaluation of Canadian dollar) vs. profit of \$25,709 preceding year.

Oak Mfg. Co. reports net profit of \$1,179,334 (\$2.62 per common share) for 12 months ending May 31 vs. \$776,437 (\$1.73) for preceding fiscal year.

Dividend Reports: Philco put dividends on \$3 annual basis this week, declaring 75¢ quarterly payment Sept. 12 to holders of record Aug. 29; regular quarterly 93¾¢ will be paid on "A" preferred Oct. 1 to holders of record Sept. 15 . . . DuMont declared interim dividend of 25¢ on common, payable Sept. 20 to holders of record Sept. 8 . . . Magnavox declared 25¢ on common payable Sept. 15 to holders of record Aug. 25; also 25¢ on "A" cumulative preferred, payable Sept. 1 to holders of record Aug. 15.

Trade Personals: Joseph Kattan, Emerson Radio Export Corp. v.p., adds duties of distribution mgr. for parent company . . . Matthias Little newly elected president of Quam-Nichols, succeeding James P. Quam, now chairman . . . Norman J. Cooper, ex-Stewart-Warner, new Hallcrafters national service mgr. . . Sol Predeger, Majestic purchasing chief, elected v.p. . . Wm. H. Rinkenbach, ex-Philco, joins Capehart-Farnsworth as sales research mgr. . . J. Grayson Jones, chief engineer, elected v.p. of Conrac Inc. . . Harry J. Noznesky named sales v.p. of Bowers Battery, Reading, Pa. . . Scott Radio elects L. M. Sandwick, mdsg. mgr., and R. C. Freytag, asst. to president John Meck, as vice presidents . . . C. J. Werner, ex-Diversey Corp., named Motorola traffic mgr.

Ray. Rice, 49, since 1945 Raytheon publicity chief, World War II major on staff of Gen. Omar Bradley, died Aug. 18 in New York Hospital of heart ailment.

MORE TV PRICES UP, RADIOS SHORT: Admiral raised TV prices average of 8.7% this week end -- and on Monday RCA will announce lists up about 8% on its entire line of 18 sets. This week, also, GE and Hoffman hiked 2 sets each in their extensive lines, and Stewart-Warner announced across-the-board increases. It's more than likely Motorola will follow, which would mean that all top producers and many smaller ones will have raised all or part of their lines during last few weeks (Vol. 6:33).

[For details of latest increases, see Topics & Trends, p. 4.]

What this portends for fall-winter market, added to now apparently inevitable 10% manufacturers' excise that in itself will add anywhere from 6-10% at retail level, is anybody's guess. At moment, set makers can sell everything they can produce -- and belief prevails new programs, added network cities, more staying-at-home after Labor Day can only spell continued high demand for available merchandise, even at higher prices.

Biggest headache for most TV-radio makers seems to be how to supply pipelines with enough radios as well as TVs. Larger radio producers like Emerson, GE, Motorola, Philco, RCA, Westinghouse and Zenith all say orders are running far ahead of shipments. Smaller companies like Trav-Ler and Jewel are producing at capacity. Emerson, Philco and Westinghouse raised radio prices recently along with TVs. RCA hiked 7 table models \$2 to \$5, five radio-phono consoles \$10 to \$20, held line on 14 others, including all portables. Admiral's new radio lists hike table and portable radios \$2 & \$3, table radio-phono \$20.

GE says it plans no increase in its 25 radio models -- not as of this writing, at least. Motorola says it's "studying" both radio and TV price structures.

For obvious reasons, all are favoring non-TV areas with radio shipments, often to bitter annoyance of TV-area distributors-dealers -- for radio demand is high in TV areas, too; highest, in fact, because they generally have largest populations. Demand for large radios is notably high -- "out of this world," as one of biggest set makers put it. This one indicated he would let production of some units "run out," cut down a few lower-priced units in favor of higher priced sets.

Most set makers favor TV for available components, and some were unprepared for resurgent demands for radios. Even with Quincy, Ill. plant devoted entirely to radios, with 50% more production scheduled this year than last, Motorola says it can't meet demand. In over-all production and industrial mobilization picture, TV and radio are in same boat.

SET & TUBE OUTPUTS AT PEAK RATES: Shortages notwithstanding, TV-radio industry from all indications is maintaining peak-production levels reached in latter July -- for RTMA statistics committee disclosed Friday that first August week showed 159,755 TVs, 276,264 radios. These are projected estimates for whole industry, not merely RTMA members. They compare with 160,147 TVs, 294,183 radios in last week in July (Vol. 6:33), or just after vacation shutdowns.

January-to-July sales of receiving tubes, certain types of which are now real bottleneck, reached 191,503,938 units (149,276,662 shipped to manufacturers for new sets). Total shipments compare with 198,753,295 for all 1949. Vacation-month July tube shipments were 21,128,017, of which 14,600,533 went for new sets.

High receiving tube figures show what TV has done to expand military electronics potential. Present rate means at least 325,000,000 output this year, whereas peak war year (1944) had shipments of only 125,765,945. By this year's end, currently expanding capacity appears certain to surpass 350,000,000, possibly 400,000,000 -- and with war orders expected for this key item, we've even heard goal of 600,000,000 mentioned for next year.

Note: Though some receiving tubes are in short supply, there seems to be

little or no complaint of shortages of CR picture tubes. There are only 8 major receiving tube makers (Vol. 6:28), but 35 make cathode rays (TV Directory No. 11). Letters' capacity, plus glass bulb and metal-cone availabilities, far outweighs any prospective war orders.

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June TV set shipments to dealers, 289,000, brought 6-month 1950 total to 2,612,000, RTMA reported this week. Total shipped compares with estimated 3,114,000 produced in same period. Difference was accounted for by manufacturers' and distributors' inventories and sets in transit. Breakdown of shipments, by counties, covers 38 states and D. C.

PLENTY OF BRASS, PLENTY OF KNOW-HOW: Since this war emergency requires plenty of electronics materials and know-how, it's a happy circumstance for both Govt. and industry that civilian TV-radio manufacturing and communications are literally honey-combed with "electronic veterans" of World War II's civilian as well as military establishments.

Hence appointment of IT&T president Maj. Gen. Wm. Henry Harrison, to head new National Production Authority in Dept. of Commerce, a sort of "little WPB" that will handle priorities and allocations of most basic materials, is a particularly fortunate one for industry in general and electronics in particular. He's a man of tremendous ability and capacity and great integrity -- a "truly great American," as described by top figure in electronics, who worked closely with him during last war.

Gen. Harrison will hold office of Under Secretary of Commerce. His formal appointment pends passage by Congress of defense production bill, but it's definite. He already has started work in Washington, has selected Manly Fleischman, ECA consultant and wartime OPA asst. general counsel, and George Wilde, a New England banker, to aid in preliminary plans.

Gen. Harrison's office will fix priorities (Division of Program Determination) and allocate materials (Division of Industrial Relations) with various industry and labor committees as advisors. It's part of President Truman's plan to have each govt. agency have own setup, rather than one centralized agency; however, if greater emergency occurs all can be pulled together into another WPB. Commerce has biggest function under present plans.

Former v.p. and chief engineer of AT&T, Gen. Harrison in 1940 joined Wm. Knudsen in govt. and became production chief of OPM. In June 1942 he was commissioned a colonel, then promoted to brigadier general in post of director of procurement, Services of Supply. In July 1943, he was made major general in charge of Signal Corps procurement and distribution, handling all radio-electronics requirements of Army and Air Force. He has been IT&T president since 1948.

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Quick survey of former top brass now in electronic industry executive posts, all presumably available for Uncle Sam's services if needed, shows RCA and IT&T particularly heavy on military men. There are some, too, who held key civilian jobs during last war, e.g.: Western Electric v.p. Fred R. Lack, who was director of Army, Navy Electronics Production Agency; RCA president Frank Folsom, chief of Navy procurement; Raytheon v.p. Ray C. Ellis, chief of WPB Radio-Radar Div.; Frank H. McIntosh, Washington consulting engineer, asst. director of WPB Radio-Radar Div.

FCC Comr. E. M. Webster, as commodore, was director of all Coast Guard communications. RCA chairman David Sarnoff, as brigadier general, was consultant on communications to Allied Supreme Command, serving mostly overseas. RCA Victor v.p. & general manager Rear Adm. Walter Buck was former Paymaster General and chief of Navy Bureau of Supplies and Accounts.

Elsewhere on the manufacturing side, all officers on retirement lists: Commodore Jennings B. Dow, ex-asst. chief of electronics, Bureau of Ships, is now Hazeltine executive v.p.; Capt. David R. Hull, now Raytheon, held same post, as did Hazeltine's Capt. Dan Shea. Rear Adm. Stanley F. Patten is now assistant to Allen B. DuMont. Commodore John B. Small, former administrator, Civilian Production

Agency, is executive asst. to Emerson president Benj. Abrams. Raytheon v.p. & secretary Col. Paul F. Hanna was communications dept. chief, GHQ, AFPAC. Erie Resistor's new Washington manager Rear Adm. C. A. Rumble was electronics chief, Naval Operations. Maj. Gen. James A. Code Jr., now Automatic Electric Co., was asst. Chief Signal Officer. Zenith's Col. John Howland (Annapolis graduate) was Signal Corps materiel planning control officer. RCA engineering products v.p. Col. W. W. Watts was Signal Corps parts procurement director.

In civilian communications are many more retired officers: AT&T v.p. & secretary Brig. Gen. Carroll O. Bickelhaupt; Western Union v.p. Rear Adm. Joseph R. Redman, former Chief of Naval Communications; Maj. Gen. Harry C. Ingles, former Chief Signal Officer, now president, RCA Communications; Rear Adm. Thos. P. Wynkoop, president, Radiomarine Corp. of America; Capt. George Shecklen, USCG, executive v.p., Radiomarine Corp.; Maj. Gen. George L. Van Deusen, president RCA Institutes; Maj. Gen. Samuel M. Thomas, executive v.p., RCAC New York district.

IT&T family has these additional executives, all retired top brass: Fleet Adm. William F. Halsey, chairman, All America Cables & Radio; Rear Adm. Ellery W. Stone, president, American Cable & Radio Corp.; Adm. Luke McNamee, chairman, Mackay Radio & Telegraph Co.; Lt. Gen. Pedro A. del Valle, USMC, president, IT&T of South America; Brig. Gen. Alfred W. Marriner, IT&T director of aviation; Maj. Gen. Roger B. Colton, president, Federal Telecommunications Laboratories; Brig. Gen. Peter C. Sandretto, asst. technical director, Federal Telecommunications Labs.

There are many others throughout the related industries -- particularly holders of Army colonel and Navy captain ranks. In the broadcasting field are quite a few: CBS president Wm. S. Paley and vice presidents Lawrence Lowman and Adrian Murphy held colonelcies. Ex-Chief Signal Officer, Maj. Gen. Frank S. Stoner, is now a broadcast consulting engineer heading Seattle office of Weldon & Carr. Brig. Gen. Edward L. Munson, ex-chief of Army Pictorial Service, is now director of NBC Film Division. Comdr. Mortimer Loewi, head of DuMont Network, was in Bureau of Ships.

Noteworthy, too, is fact that RTMA president Robert C. Sprague is an Annapolis graduate, Hallicrafters' Wm. J. Halligan a graduate of West Point.

NO SHORTAGES OF PARTS FOR SERVICING: Though some components are tight in receiving set factories, with grey market purchases commonplace, there's no immediate threat of serious shortage of replacement parts for TV-radio servicing. RTMA president Robert C. Sprague so reported Aug. 25 after spot check in New York City, where Better Business Bureau and others had reported complaints. Distributors generally stated they're well stocked with replacement parts for TV requirements, though many have been allocating certain components due to unusual dealer demands. Allocations, he said, were brought on by small minority of dealers and servicemen trying to hoard receiving tubes, resistors, antennas, condensers -- and even picture tubes.

Despite heavy demands from manufacturers, regardless of large military requirements in offing, supplies are available for normal requirements for set servicing elsewhere as well as New York, said Sprague, whose Sprague Electric Co. is major producer of capacitors. "I am confident most dealers and servicemen, along with the distributors, are trying to treat the public favorably and avoid hoarding," he stated. "However, a few unscrupulous dealers, if permitted to do so, could create shortages of components whose full production is required to meet normal requirements of manufacturers and distributors."

Note: On own payroll, with assent of RTMA directors and reorganization committee chairman Max Balcom, president Sprague has had New York industrial consultant Percy H. Crane visiting and spot checking RTMA members to learn their needs, gripes and ideas for strengthening RTMA. Sprague himself was elected as sort of interim president pending possible selection of a permanent paid president (Vol. 6:23), dividing time between his own business in North Adams, Mass. and RTMA Washington offices. Crane suggestions may have bearing on his recommendations to board, which meets next Sept. 18-20 in New York's Hotel Roosevelt. Balcom's reorganization committee will probably meet just before that.

Topics & Trends of TV Trade: Details of price increases ordered by Admiral, RCA and others, in wake of those previously imposed by score of other set makers (Vol. 6:33), reveal no startlingly large boosts. Most unit hikes are \$10, \$20 or \$30—forced by effect of materials shortages on previously planned production schedules. Set makers say competitive prices were pushed so low earlier this year that they think public will not balk at relatively modest reversal of trend, point to exceptional current demand for high-priced models as indicating price may not be dominant factor in fall market.

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New RCA prices are generally \$20 and \$30 higher per unit, though one is raised only \$10 and top of line item is up \$55. All 18 models are increased, effective Aug. 28. Twelve radio models are also increased—7 table units \$2 to \$5, all 5 radio-phono consoles \$10 to \$20. Prices are held on 14 radio models, including portables and 45rpm table models. Following are new TV prices (increases in parentheses); for descriptions of sets, see *TV Directory No. 11*:

12½-in. models: 2T51, \$179.95 (\$20); 2T60, \$209.95 (\$20); 2T81, \$329.95 (\$30).

16-in. models: 6T53, \$219.95 (\$20); 6T54, \$249.50 (\$10); 6T64, \$279.50 (\$20); 6T65, \$299.50 (\$20); 6T72, \$329.50 (\$30); 6T74, \$359.50 (\$30); 6T75, \$369.50 (\$20); 6T76, \$389.50 (\$30); 6T84, \$459.50 (\$20); 6T86, \$525 (\$30); 6T87, \$575 (\$25).

19-in. models: 9T57, \$349.50 (\$20); 9T77, \$425 (\$35.50); 9T79, \$450 (\$25); 9T89, \$750 (\$55).

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Admiral raised prices \$20 to \$50 on 23 of its 24 TV units (Vol. 6:25), effective Aug. 24. Only item spared was 12½-in. table Models 12X11 & 12X12 which continue at \$169.95 in ebony plastic and \$179.95 in mahogany plastic. Whole list averaged an increase of 8.7%, distributor cost went up 6.9%, average discount up 1%. These are the new prices (increases in parentheses); for description of sets, see *TV Directory No. 11*:

14-in. rectangular: Model 34R15, \$329.95 (\$30); 34R16, \$349.95 (\$30).

16-in. rectangular: 16R12, \$229.95 (\$30); 26R12, \$249.95 (\$20); 36R45, \$399.95 (\$20); 36R46, \$419.95 (\$20); 36R37, \$465 (\$20).

16-in. round: 26X55, \$299.95 (\$30); 26X56, \$309.95 (\$30); 26X57, \$319.95 (\$30); 26X65, \$329.95 (\$30); 26X66, \$349.95 (\$30); 26X67, \$369.95 (\$30); 26X75, \$349.95 (\$40); 26X76, \$369.95 (\$40).

19-in. round: 29X25, \$429.50 (\$30); 29X26, \$449.50 (\$30); 29X17, \$475 (\$30); 39X35, \$549.50 (\$50); 39X36, \$569.50 (\$50); 39X25, \$645 (\$50); 39X26, \$665 (\$50); 39X17, \$725 (\$50).

Admiral's table radios went up \$3 each to \$17.95, \$19.95 & \$22.95; one portable went up \$3 to \$32.95, another \$2 to \$36.95. Radio-phono table went up \$20 to \$89.95.

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GE price increases apply to only 2 of its 17 models (Vol. 6:28), are effective Aug. 28. Model 16C113, 16-in. console, is hiked from \$279.95 to \$299.95; Model 16K1, 16-in. AM-FM-phono console, from \$449.95 to \$469.95. Prices of 25 radio models are unchanged.

Stewart-Warner raises 14-in. table model \$35 to \$225; 16-in. table \$10 to \$269.95; 19-in. console \$25 to \$550. Ten other sets, all 16-in., are variously raised \$10 to \$35.

Hoffman hikes prices of 2 of its 14-in. table models (out of 22-model line; Vol. 6:30): Model 630, blonde, up \$10 to \$229.95; 631, up \$20 to \$219.95.

Details and prices of Crosley's new line of 23 models (Vol. 6:33) were disclosed this week, along with fact that 12½-in. models have 17 tubes & 2 rectifiers, 17-in. combinations have 27 & 4, all others 20 & 3. Chief innovation is so-called "Versa-tv", matching combination consisting of 3 separate units: 17-in. TV, radio-phono, record-storing base. Receiver is table model Model 11-42MU that lists at \$249.95, but prices on radio-phono and base cabinet have not yet been set. The line:

Three 12½-in. sets: Model 11-461WU, walnut console, \$189.95; 11-441MU, mahogany console, \$199.95; 11-471BU, blonde console, \$219.95.

Six 16-in. rectangular: 11-459MU, mahogany table, \$229.95; 11-465WU, walnut console, \$269.95; 11-445MU, mahogany console, \$279.95; 11-475BU, blonde console, \$299.95; 11-447MU, mahogany console, doors, \$369.95; 11-477BU, blonde console, doors, \$389.95.

Two 16-in. round: 11-446MU, mahogany console, \$319.95; 11-476BU, blonde console, \$339.95.

Eight 17-in. rectangular: 11-442MU, mahogany table, \$249.95; 11-472BU, blonde table, \$259.95; 11-453MU, mahogany console, \$329.95; 11-483BU, blonde console, \$349.95; 11-460MU, mahogany console, doors, \$379.95; 11-470BU, blonde console, doors, \$399.95; 11-444MU, mahogany console, AM-phono, doors, \$449.95; 11-474BU, blonde console, AM-phono doors, \$469.95.

Four 19-in. round: 11-443MU, mahogany console, \$399.95; 11-458MU, mahogany console, half-doors, \$429.95; 11-484BU, blonde console, half-doors, \$449.95; 11-454MU, mahogany Penrod console, \$449.95.

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New Capehart models (Vol. 6:33) with CX-33 chassis contain 20 tubes, 2 rectifiers; combinations, 22 & 3 . . . Magnavox has new 16-in. rectangular consolette, Biltmore, at \$259.50 . . . International Television reports 4 new 16-in. rectangular at \$250 to \$330, one 19-in. consolette at \$350.

Bendix has advised dealers all 14-in. rectangular models have been discontinued; however, 16-in. rectangulars will continue until 17 & 20-in. are available . . . Sightmaster has new 19-in. blonde consolette called Tropicana at \$495, available with Sightmirror at \$535.

IUE-CIO finally won out over left-wing UEW in RCA Camden plant this week, when NLRB certified former as sole bargaining agent. UEW had protested May 18 election, which IUE had won 2857-to-2532, claiming that IUE, RCA and NLRB had influenced voting.

DuMont raised wage rates for production, maintenance and clerical workers in its New Jersey plants 10¢ an hour, or \$4 per week, effective Sept. 11. Increase means starting rate for unskilled workers of \$1.10 per hour, will add about \$1,000,000 to payroll.

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American Radio & Television Inc., North Little Rock, Ark. (Vol. 6:20), formerly Americana Furniture Inc., specializing in Bevelacqua designs, clarifies its position in this letter from G. J. Sliter, secy.-treas.: "We are not affiliated or a subsidiary of Artkraft Mfg. Corp., of Lima, even though many of our stockholders, officers and directors are also officers, stockholders and directors of Artkraft. Our president, Mr. Trubey, is also president of the Baltimore Porcelain Steel Corp. We are making private labeled radio-phonograph combination sets for Allied Stores Corp., Mercantile Stores, Interstate Dept. Stores, National Dept. Stores, Aimcee . . ." Emerson has revealed it's making AM-FM chassis for Americana, and latter states it's producing TV-radio cabinets only for Motorola. Despite previous reports, it has not yet gone into TV sets.

Financial & Trade Notes: Wilcox-Gay stockholders this week approved plan whereby that company acquires Majestic Radio & Television Inc. and its subsidiary Garod Radio Corp., while president-chairman Leonard Ashbach will become controlling stockholder of newly formed Wilcox-Gay-Majestic Corp. Merger was authorized essentially as proposed (for details, see Vol. 6:32), and it was left to directors to arrange details of new public stock offering. Meanwhile, H. Everett Smith, v.p. of Marine Midland Trust Co., New York, was elected to Wilcox-Gay board, and Mr. Ashbach was authorized to negotiate for acquisition of an additional plant in Los Angeles area.

Mr. Ashbach stated after Aug. 22 meeting that combined output of Brooklyn and Charlotte, Mich. plants may enable company to increase allocations of its TV, radio and phonograph items to distributors, although "both plants are already oversold for the balance of this year."

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Tele-tone this week offered 100,000 shares of \$10 par Class A cumulative and convertible at \$10 a share, and 135,000 previously outstanding \$1 par common at \$5.50, through underwriters headed by Sills, Fairman & Harris Inc. Proceeds from Class A will be used for working capital and for new plant, including factory at Elizabeth, N. J. Company will also acquire all stock of Rico Television Corp., table radio set manufacturer in Porto Rico, supplier of Tele-tone. After financing, capitalization will comprise 100,000 shares of Class A and 425,000 shares of outstanding common. Sales for 4 months ended April 30 were \$6,375,602, net earnings \$262,297.

Hoffman Radio directors this week voted to recommend split of its common shares outstanding on basis of 1½ for one, subject to stockholders' approval; they also voted to pay cash dividends henceforth on quarterly basis . . . Stromberg-Carlson declared regular quarterly dividend of 50¢ on preferred stock payable Oct. 1 to stock of record Sept. 9 . . . Stewart-Warner declared 25¢ dividend Oct. 7 to stock of record Sept. 15. . . . Aerovox declares 100% stock dividend Oct. 18 to stock of record Oct. 4, subject to stockholder approval Oct. 3, and also declared 20¢ cash dividend.

New York Curb Exchange Aug. 23 authorized listing of 1,945,829 shares of Class A DuMont common, heretofore traded over-the-counter. Of total authorized, 145,253 shares are reserved for issuance upon the conversion of the 5% cumulative preferred.

Bendix Aviation reported consolidated net income of \$12,098,179 (\$5.71 per share) for 9 months ended June 30, compared with \$4,967,129 (\$2.35) comparable previous period. Net for June quarter was \$4,735,575 (\$2.23), compared with strike-caused \$176,269 deficit same 1949 period.

Stewart-Warner sales were \$33,649,039 first half of 1950, up 20.7% from \$27,875,957 same period 1949. Net profit was \$1,884,833 (\$1.45 per share) vs. \$796,564 (62¢) for same 1949 period. Second quarter sales were \$18,098,523, up from \$15,550,516 first quarter and \$13,169,802 same quarter last year. Net profit second quarter was \$1,122,157 (86¢) vs. \$392,272 (30¢) in June 1949 quarter.

Avco Mfg. Corp., holding company for Crosley, has acquired stock control of Bendix Home Appliances (Vol. 6:29, 31) through ownership of more than 50% of outstanding stock on basis of 2 Avco for one Bendix. Latter has no connection with Bendix Aviation, which produces TVs and other electronics equipment.

General Instrument Corp. reports net income of \$258,810 (53¢ per share) for quarter ended May 31 compared with loss of \$187,840 for same 1949 period.

"Our Next Frontier . . . Transoceanic TV," by RCA Chairman David Sarnoff, is to appear in Sept. 12 *Look*, on stands Aug. 29. He asserts that inter-continental transmissions are nearer than most people think, and that "the prospect promises more for real understanding among all peoples, for making human brotherhood a reality, than perhaps anything since the invention of the printing press." Two possibilities for accomplishing task, he says, are: (1) "radio air lift" chain-of-planes relaying to each other across ocean, and (2) laying of coaxial cable.

Another survey conducted for John Meck by Philip Lesly Co., Chicago, concludes that more than 30% of families owning TVs are considering buying second set, leading Mr. Meck to remark: "We must raise our sights by at least 30% over original estimates of the saturation that represents the market potential. It also means a larger volume of replacement." Survey in Chicago area showed 10-in. size owned by 38.5%, 12½-in. by 32.4%, 16-in. by 17.6%, 7-in. by 4.4%, 19-in. by 2.75% of set owners. Asked what picture size they would want on next set, replies were 46% for 16-in., 16.3% for 19-in., 12.2% for 12½-in.

FCC seems dissatisfied with technical quality of many TV stations' signals, particularly with regard to interlacing. After counting number of lines in pictures submitted as part of proof of performance, FCC engineers concluded some stations' transmissions are so poorly interlaced as to give half normal vertical resolution much of the time. Some consultants put blame on inefficient monitors from which pictures are photographed. Commission has written number of stations, asking for explanation.

Meeting on oscillator radiation (Vol. 6:8-31) between 2 RTMA committees and FCC staff has been scheduled in Washington Sept. 12, at request of RTMA. Committees R-15 (radio interference, K. A. Chittick, RCA, chairman) and R-6 (FM receivers, J. E. Brown, Zenith, chairman) have presumably accumulated sufficient data to warrant coming to FCC with recommendations. RTMA groups plan preliminary meeting Sept. 11.

By-product of atomic energy development, radioactive gas, will be used by ABC-TV to detect leaks in transmitter coaxial lines in its 5 stations, beginning with WJZ-TV, New York, when new 5-station multiple antenna is completed atop Empire State Bldg. (Vol. 6:27). Non-toxic gas will be mixed with nitrogen; leaks will be tracked down with Geiger counters.

FCC's form letter to color inventors went to Fred W. Schule, Central Square Bldg., Cambridge, Mass., this week. In response to Schule's statement he has new color system, FCC said it would be glad to get full details.

FCC wants sample uhf tuners from anyone making them, asking they be sent to Laurel, Md., labs for tests. So far, it has written directly to DuMont, GE, Philco, RCA.

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Trade Personals: Lee E. Pettit, GE, appointed chairman of RTMA advertising committee, succeeding Stanley Manson, Stromberg-Carlson; H. F. Guenin, RCA Victor, is vice chairman; V. S. Mameyeff, Raytheon, renamed chairman of export committee . . . Warren Frebel, ex-Meck, joins Majestic as purchasing agent . . . J. William Costello, ex-GE Supply, joins Capehart-Farnsworth as sales promotion mgr. . . . RCA president Frank Folsom was White House caller Friday.

Munitions Board's Electronic Industry Advisory Committee (Vol. 6:30-33) this week set up its first subcommittee for studying critical components. It covers power tubes, comprises: H. J. Hoffman, Machlett, chairman; J. A. McCullough, Eitel-McCullough; Sam Norris, Ampere; G. W. Henyan, GE; C. E. Burnett, RCA.

Network Accounts: Chesterfield will divide sponsorship of *Arthur Godfrey & His Friends* on CBS-TV when it returns Sept. 27, Wed. 8-9, Toni taking first quarter hour, Pillsbury second 15-min.; previously Chesterfield sponsored whole show . . . Philip Morris Oct. 2 replaces *Candid Camera* with Horace Heidt show on CBS-TV, Mon. 9-9:30 . . . Camels Oct. 10 starts Vaughn Monroe on CBS-TV, Tue. 9-9:30 . . . Kellogg Co. Oct. 2 starts *Tom Ranger, Space Cadet* on CBS-TV, Mon. 6:45-7 . . . Lever Bros. Oct. 5 starts video version of *Big Town* on CBS-TV, Thu. 9:30-10 . . . Bymart Inc. (Tintair) Oct. 18 starts unnamed mystery drama on CBS-TV, Wed. 9-9:30 . . . Buick has purchased Wed. 9-10 on CBS-TV as of Jan. 3, when Tintair show and Embassy Cigarettes' *The Web* will be moved to new times . . . International Latex (Playtex girdles) Sept. 18 starts *Look Your Best*, beauty hints, on CBS-TV, Mon. & Fri., 3:30-4; Wed. show will be sustaining . . . Dodge Oct. 1 starts *Showtime U.S.A.*, variety, on ABC-TV, Sun. 7:30-8 . . . Packard returns *Holiday Hotel* to ABC-TV Sept. 14 with Don Ameche replacing Edward Everett Horton, Thu. 9-9:30 . . . Exquisite Form Brassiere Inc. Sept. 29 starts *The Robbins Nest*, with Freddie Robbins m.c., Fri. 11-11:15 p.m. . . General Mills due to start *The Erwins*, with Stuart Erwin, on ABC-TV Oct. 21, Sat. 7:30-8 . . . Nestle Co. (candy) Sept. 17 starts *Take a Chance* on NBC-TV, Sun. 10-10:30 . . . Minute Maid Corp. first purchaser of 5-min. segment of *Kate Smith Show*, participating, starting Sept. 25 on NBC-TV, Mon. thru Fri. 4-5; takes Thu. 4:30-4:45 . . . Motorola and still-unnamed household appliance company have signed with NBC-TV as 2 of 3 sponsors due to alternate new variety show planned for Wed. 8-9, starting Oct. 4.

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Personal Notes: Edward R. Borroff, ex-ABC v.p., appointed sales mgr. of Westinghouse Radio Stations Inc., handling both TV-radio; offices shortly to be moved from Philadelphia to Washington . . . Benjamin Margolis, asst. to CBS controller E. L. Saxe, appointed CBS-TV sales service mgr. as of Sept. 1, replacing Hermino Traviesas, who joins BBDO's TV dept. . . . Robert Fryer, asst. to Worthington Miner, promoted to CBS-TV casting director, succeeding Eleanor Kilgallon, resigning to open own consulting service . . . Charles M. Higgins, ex-MBS and Outdoor Advertising Inc., joins William Weintraub Inc. as account executive on newly acquired Blatz Beer account (TV-radio only) . . . Coincident with C. H. Cottington taking charge of TV-radio at Erwin, Wasey in New York, Richard L. Eastland becomes TV director, Keith B. Shaffer (from KMBC, Kansas City) radio director, Ray Simms continues as TV-radio timebuyer . . . Tom Hicks, ex-radio-TV director of Fletcher D. Richards Inc., joins Geyer, Newell & Ganger as executive TV-radio producer . . . James Kovach, NBC radio operations mgr., new NBC-TV Production Services Dept. operations coordinator . . . Joe Herold, technical director of WOW, Omaha, and gen. mgr. of WOW-TV, and Russ Baker, WOW-TV production mgr., have resigned; future plans were not announced . . . Ed Driscoll, film director of WHAS-TV, Louisville, left Aug. 18 for active duty with Marines, succeeded by Libbye Higgins, his asst. . . . Frank Kratokvil, chief of FCC monitoring branch, promoted to asst. chief of field engineering & monitoring div., succeeding late L. C. Herndon . . . Frank Fletcher and John H. Midlen, Washington radio counsel, have formed partnership of Fletcher & Midlen, Munsey Bldg., as of Sept. 1 . . . John H. Reber, program mgr., promoted to sales mgr. of WNBT, New York. . . Frank P. Fogarty new gen. mgr. of WOW Inc., Omaha; was v.p. of local wholesale grocery firm and onetime manager of Omaha Chamber of Commerce.

Station Accounts: Co-op sponsors currently placing or planning TV thru local dealers, as reported this week by BAB, include Dayton Rubber Co. (tires & tubes), Thor Corp. (washers & ironers), Magnavox Co. (TVs & radios), Belton Hearing Aid Co., Canada Dry Ginger Ale Co. . . . Philco distributors also placing TV film spots . . . Time Inc. to test TV as stimulant to *Life* newsstand sales with topical film spots in Baltimore, Richmond, Schenectady, Wilmington, thru Young & Rubicam . . . Owens-Corning Fiberglas Corp. (for marquisette curtains) doubling TV schedule, thru Fuller & Smith & Ross, Cleveland . . . Seven retail grocery chains using daytime on 4 Los Angeles area stations, spending estimated \$7500 weekly, reports *Printers' Ink* . . . Capitol Records reported planning to use TV-radio in fall sales promotion campaign . . . Milwaukee Gas Co. on WTMJ-TV and Oil Heating Assn. of Baltimore on WMAR-TV examples of new local utilities attracted to TV medium . . . WCBS-TV, New York, reports House of Meyers (houseware appliances) has signed for *Variety Quiz* from Aug. 13, Wed. 11:10-11:55 p.m.; station also has added spots for Levi-Strauss & Co. (Levis & western sportswear), thru Honig Cooper Co., San Francisco; Vick's Vaporub, thru BBDO; Ladies Home Journal, thru BBDO; Vitalis, thru Doherty, Clifford & Schenfeld . . . Picture Craft Co., Decatur, Ill., using 10-min. weekly demonstration of simplified method of oil painting, on WMAR-TV Baltimore . . . Among sponsors currently using or reported planning to use TV [all agencies N. Y. unless otherwise stated]: American Steel Wool Mfg. Co., thru Needham & Grohmann (WNBT); Anthracite Institute, thru J. Walter Thompson (WNBT); Supak & Sons Mfg. Co. (snow suits & sportswear), thru Friend-Sloane Adv. (WABD); Stahl-Meyer Inc. (Ready to Eat Meats), thru Dowd, Redfield & Johnstone (WABD); Hickok Mfg. Co. (men's belts, jewelry, etc.), Kastor, Farrell, Chesley & Clifford (WOR-TV); A. O. Smith Corp. (gas burners), thru Cramer-Krasselt Co., Milwaukee (WTMJ-TV & KSD-TV); Quinlan Pretzel Co., thru Lynn Fieldhouse Co., Philadelphia (WCAU-TV); Skinner Mfg. Co. (macaroni & spaghetti products), thru Bozell & Jacobs, Omaha; Glenwood Range Co., thru Alley & Richards, Boston.

Either an existing network or all comers will carry telecasts of World Series, Gillette having landed rights for total \$975,000—\$800,000 for TV, \$175,000 for AM. DuMont had bid \$800,000 for TV rights, with Chevrolet as prospective sponsor, but Gillette exercised option. Gillette's radio outlet is MBS, which has no TV network, but joint deal means only TV stations definitely lined up as yet are its stockholder-owned WOR-TV, New York; WGN-TV, Chicago; WNAC-TV, Boston. Gillette and MBS also had 1949 rights, for TV portion of which \$200,000 was paid, games being offered all stations on no-pay basis. First TV rights in 1947 went for \$65,000.

Better use of privately-owned TV microwave relays became possible this week when AT&T came through with two new arrangements: (1) Permitted, as of Aug. 24, private relays to use their own audio facilities as well as video. Previously, AT&T supplied all audio lines. (2) Permitted, as of Sept. 7, hooking up of private relays into AT&T facilities at any practicable point. Previously, AT&T would allow private relays to interconnect only wherever there were TV transmitters or studios.

Uhf propagation measurements in Ft. Wayne area will be conducted for next 90 days by Westinghouse, under STA granted by FCC this week. Transmissions in 505-511 mc band will comprise 5-kw pulses fed into 10-ft. parabola (gain of 50) on 453-ft. WOWO tower. Last year, Westinghouse made similar study in Pittsburgh (Vol. 5:42,50).

MORE ABOUT PRICES, SHORTAGES, TAXES: Roll call of TV manufacturers hiking prices continued to swell this week -- with Arvin, Crosley, Magnavox, Motorola, Sparton and Sylvania releasing new lists, and GE getting ready to do so when it became strike-bound. Most increases are across-the board, big Motorola's prices up \$20 to \$50. Crosley's \$10-\$20 hikes come only few weeks after release of its new models and prices to distributors Aug. 7 (Vol. 6:34). Magnavox added \$10 to \$20 on only 5 of its 22 models. GE's changes were under consideration just week after announcing it was hiking only 2 models (Vol. 6:34). [For available details of latest price increases, see Topics & Trends, p. 2-3.]

Roster of companies formally announcing price increases is virtually a Who's Who of TV-radio, now includes all top-ranking producers, and there are probably lesser ones who have hiked prices without any announcement. Thus far, we've reported (Vol. 6:30 et seq) price rises by following:

Admiral, Air King, Andrea, Arvin, Bendix, Crosley, DuMont, Emerson, Freed, GE, Hoffman, Magnavox, Majestic, Motorola, Muntz, Packard-Bell, Philco, Raytheon, RCA, Starrett, Sparton, Stewart-Warner, Stromberg-Carlson, Sylvania, Tele-tone, Trav-Ler, Westinghouse, Zenith.

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Most factories are still turning out TVs at top speed, believed to be maintaining over-all output rate of about 160,000 units per week (Vol. 6:34). But as if to aggravate already tight components situation, particularly in receiving tubes, GE's Tell City, Ind. tube plant struck last Tuesday, forcing "furlough" of some 3000 workers at its Syracuse TV-radio plants. Then IUE-CIO strike spread to Syracuse and other GE plants, and was on at week's end. A prime tube supplier, GE was forced to suspend deliveries to its customers.

Shortage of certain receiving tubes also is forcing DuMont to continue shipping completed receivers without them -- and there was talk that others were doing likewise, including Capehart-Farnsworth. Method is reported fairly successful, with distributors-dealers picking up tubes in local markets. Some manufacturers are still combing the hustings for tubes and other parts, offering higher prices and depleting local replacement supplies.

That factor has led some local dealers and servicemen to take issue with RTMA president Sprague's statement (Vol. 6:34) that there's no serious shortage of replacement parts. Mr. Sprague, of course, was considering component makers' output and allocations for replacement needs, probably didn't take sufficient cognizance of gray market activity. "In their haste to knock out as many sets as possible," a New York dealer ruefully told Retailing Daily, "the manufacturers are ignoring the part of the industry that keeps those sets working."

With respect to higher cost of materials, few will tell what they're paying to get scarce stuff -- but Trav-Ler's president Joe Friedman told Wall Street Journal: "Steel we should be getting for \$90 is costing us as much as \$320 a ton. We haven't even been able to get all we need at that price. Receiving tubes and resistors are also very tight. It's gotten to be a free for all with whoever is willing to pay the highest price getting the scarce items."

Another larger producer said he was hard-pressed to balance inventory, fore-saw "mad scramble for materials of all descriptions, even wood, just like after the war." Steel situation is bad, he said, and it looks like copper will get worse.

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Senate passed tax bill (H.R. 8920) Sept. 1 without changing wording of provision putting 10% excise on TVs (Vol. 6:34). Final chance to revise wording now is

in House-Senate conference on bill. Industry has been trying to eliminate headaches involved in tax on components as well as end products; in fact, Sen. Williams (R-Del.) for Sen. Martin (R-Pa.) and Sen. Myers (D-Pa.) had proposed revision, but in rush of final Senate night session it wasn't reached. There's still hope for revision when conference committee meets -- which won't be until Sept. 11 when House resumes after Labor Day recess. Bill must be signed by President by Sept. 21 to become effective Oct. 1.

Topics & Trends of TV Trade: They cheered when RCA's H. F. Bersche, tube renewal sales chief, painted a grand and glorious statistical picture of the future of electronics distribution at Cleveland convention this week of National Electronic Distributors Assn. But his roseate forecasts, written before Korea set off America's huge mobilization program, were frankly academic—for war orders, military demands for technicians, shortages of critical materials seem bound to throw his figures askew.

It was a painstaking research job, though, that merits summation since it shows what's happening in electronics distribution now, what might have happened next 5 years, what may yet happen when we revert again to normal civilian economy. This is essence of what Bersche told 2100 NEDA conventioners:

(a) There will be 125,000,000 home and auto radios in use in 1955, compared with 85,000,000 in 1949 and 93,000,000 in 1950. At average 6½ tubes per set, 1955 should see 800,000,000 receiving tubes in use.

(b) 38,000,000 TV sets in use by 1955 vs. 3,800,000 in 1949, 10,000,000 in 1950. At 20 receiving tubes per set, that means 700,000,000 such tubes—plus the 38,000,000 picture tubes in use.

(c) Add another 162,000,000 tubes for mobile, amateur, broadcast and industrial users—and you have 1.7 billion total tubes in use.

(d) 1955 replacement market, therefore, would be 150,000,000 receiving tubes, 5,000,000 picture tubes, having \$1 billion sales volume. This year's replacement market is 60,000,000 receiving tubes, 350,000 picture tubes, \$360,000,000 sales. (Replacement is figured at 10-15% of total tubes in operation.)

(e) 130,000 servicemen will be needed in 1955, compared with estimated 65,000 now practicing. TV alone will require 75,000, estimated on basis of 4-hours-a-year maintenance per set.

(f) 1000 telecasting stations by 1955 should be spending \$300,000,000 on replacements of tubes and parts, compared with \$3,000,000 spent by 100 stations in 1949.

(g) 2600 electronics distributors and branches should be operating in 1955 vs. 1900 this year, 500 in 1938, 200 in 1934.

Bersche speech was highlight of big NEDA convention, Aug. 28-31, which was featured by eager demand for products and which elected following new officers: Arthur C. Stahlman, Ithaca, N. Y., president; Dahl Mack, Scranton, Pa., first v.p.; A. W. Greeson Jr., Greensboro, N. C., 2nd v.p.; Hoyt Crabtree, Dallas, secy.; Max Epstein, New York, treas.

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How electronic industry's postwar expansion has occurred under impetus of TV's growth, was cited by RCA's Gen. Sarnoff in Aug. 28 speech before Veterans of Foreign Wars. He disclosed these figures: 425 manufacturers in electronics in 1940, 1200 today; \$500,000,000 value of industry's peacetime products in 1939, today's rate \$2.5 billion. Should war come, he said military strategists, even across the seas, could view battles no matter where fought (referring doubtless to aerial TV methods just getting

under way when last war ended). He even posed this eerie and unwelcome prospect: "It is within the range of possibility that the public will watch the action on battlefields while sitting at home in front of television sets."

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Crosley price increases run from \$10 to \$20 on all 24 models in new line (Vol. 6:34), became effective Aug. 30. At press conference in New York that day, gen. mgr. John W. Craig said Crosley has tripled TV production since first of year, can turn out 60,000 TVs a month if components are available, will spend \$14,000,000 on advertising of its TV, radio and white goods lines next 12 months—plus dealer co-op advertising amounting to \$5,000,000. Orders for deliveries through October, white goods as well as TV-radio, ran \$100,000,000, according to sales chief W. A. Blees.

"Our current ratio of TV receivers to radio sets is 60-40," Mr. Craig told newsmen. "We are going to put all available tubes in TV. Then what is left over will go into radio." New price list:

12½-in., each up \$10: Model 11-461WU, walnut console, \$199.95; 11-441MU, mahogany console, \$209.95; 11-471BU, blonde console, \$229.95.

16-in. rectangular, each up \$20: 11-459MU, mahogany table, \$249.95; 11-465WU, walnut console, \$289.95; 11-445MU, mahogany console, \$299.95; 11-475BU, blonde console, \$319.95; 11-447MU, mahogany console, doors, \$389.95; 11-477BU, blonde console, doors, \$409.95.

16-in. round, each up \$20: 11-446MU, mahogany console, \$339.95; 11-476BU, blonde console, \$359.95.

17-in. rectangular, each up \$20: 11-442MU, mahogany table, \$269.95; 11-472BU, blonde table, \$279.95; 11-453MU, mahogany console, \$349.95; 11-483BU, blonde console, \$369.95; 11-460MU, mahogany console, doors, \$399.95; 11-470BU, blonde console, doors, \$419.95; 11-444MU, mahogany console, AM-phono, doors, \$469.95; 11-474BU, blonde console, AM-phono, doors, \$489.95.

19-in., each up \$20: 11-443MU, mahogany console, \$419.95; 11-458MU, mahogany console, half-doors, \$449.95; 11-484BU, blonde console, half-doors, \$469.95; 11-454MU, mahogany console, \$469.95.

Model 11-459MIU, 16-in. rect. table, previously unreported, was raised \$20 to \$249.95.

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Magnavox raised prices on 7 of its 27 TV models, only 2 of its 11 radio-phonos—latter \$20 each. New lists are effective Sept. 7, as follows (increases in parentheses):

MV315 Biltmore, 16-in. rect. mahogany console, \$279.50 (\$20); MV215 Metropolitan, 16-in. rect. mahogany table \$269.50 (\$20), blonde \$279.50 (\$20); MV33F Playhouse, 16-in. rect. mahogany console, \$329.50 (\$31), blonde \$339.50 (\$20); MV26 Shoreham, 16-in. round console, mahogany or maple, \$329.50 (\$31); MV41 Cosmopolitan, 16-in. round mahogany console with doors \$359.50 (\$20), blonde \$369.50 (\$20); MV78 Contemporary, 16-in. rect. mahogany TV-radio-phono, \$475 (\$15.50), blonde \$495 (\$15.50).

Motorola hiked prices \$20 to \$50 on entire line of 29 TVs (Vol. 6:30), effective Sept. 1. New prices (increases in parentheses):

14-in. rect.: 14T3, walnut plastic table, \$189.95 (\$20); 14K1, mahogany wood console, \$259.95 (\$20); 14K1B, same, blonde, \$269.95 (\$20).

17-in. rect.: 17T3, walnut plastic table, \$219.95 (\$20); 17T1, mahogany wood table, \$259.95 (\$20); 17T1B, same, blonde, \$269.95 (\$20); 17T2, mahogany table, different cabinet, \$259.95 (\$20); 17T2B, same, blonde, \$269.95 (\$20); 17K4, mahogany console, \$269.95 (\$20); 17K1, mahogany console, different cabinet, \$289.95 (\$20); 17K1B, same, blonde, \$299.95 (\$20); 17K2, mahogany console, half-doors, \$329.95 (\$40); 17K2B, same, blonde, \$339.95 (\$40); 17K3, mahogany console, full doors, \$359.95 (\$30); 17K3B, same, blonde, \$379.95 (\$30); 17F5, mahogany console, AM-FM-phono, \$429.95 (\$30); 17F5B, same, blonde, \$449.95 (\$30); 17F1, mahogany console, AM-FM-phono, different cabinet, \$449.95 (\$30); 17F1B, same, blonde, \$469.95 (\$40); 17F2, walnut console, Provincial, AM-FM-phono, \$479.95 (\$30); 17F3B, same, modern blonde, \$499.95 (\$30); 17F4, mahogany console, period, AM-FM-phono, \$499.95 (\$30).

19-in.: 19K2, mahogany console, \$369.95 (\$30); 19K2B, same, blonde, \$389.95 (\$30); 19K3, mahogany console, half-doors, period, \$429.95 (\$50); 19K4, same, traditional, full doors, \$449.95 (\$50); 19K4B, same, blonde, \$469.95 (\$50).

20-in. rect.: 20F1, mahogany console, AM-FM-phono, traditional, \$625 (\$50); 20F1B, same, blonde, \$650 (\$50).

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Sylvania raised prices \$10 to \$30, effective Aug. 31, on 23 sets of new line (Vol. 6:27), also substituted four 17-in. rectangular models for previous 16-in. rectangular sets, dropped one 12½-in. model. Prices of 7 radios were raised \$2 to \$3. New TV prices (increases in parentheses):

12½-in.: Model 246, mahogany table, \$199.95 (\$10); 245, console, \$229.95 (\$10); 128, console combination, \$319.95 (\$20). Company plans to drop 12½-in. when current inventory is exhausted.

14-in. rect.: 4120M, mahogany table, \$209.95 (\$20); 4130W, same, walnut console, \$249.95 (\$20); 4130M, same, mahogany, \$259.95 (\$20); 4130B, blonde, \$269.95 (\$20).

16-in. rect.: 6110X, mahogany table, \$249.95 (\$20); 6120W, same, walnut, more sensitive chassis, \$259.95 (\$10); 6120M, same, mahogany, \$269.95 (\$10); 6120B, same, blonde, \$279.95 (\$10); 6130W, same, walnut console, \$309.95 (\$10); 6130M, same, mahogany, \$319.95 (\$10); 6130B, same, blonde, \$339.95 (\$20).

16-in. round: 1110X, mahogany table, \$219.95 (\$20); 247, console, \$299.95 (\$20); 090, same, doors, \$339.95 (\$20).

19-in. round: 5130W, walnut console, \$409.95 (\$10); 5130M, same, mahogany, \$429.95 (\$10); 5130B, same, blonde, \$459.95 (\$10); 5140M, same, mahogany deluxe console, \$479.95 (\$10); 5140B, same, blonde, \$509.95 (\$10); 5150M, same, AM-FM-phono, \$675 (\$30). Models 5140M & 5140B were originally priced at \$539.95 & \$559.95 respectively (Vol. 6:27) but were cut in mid-July.

Four new 17-in. rect. sets are: 7140W, walnut console, doors, \$359.95; 7140M, same, mahogany, \$369.95; 7150M, same, AM-FM-phono, \$479.95; 7160B, same, blonde, \$509.95. All 16-in. rect. will be replaced by 17-in. rect. as tubes become available.

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Sparton boosted prices \$10 to \$30 on 14 of 21 new sets (Vol. 6:25) effective Sept. 1. These are new prices (increases in parentheses):

16-in. rectangular: Model 5025 Belmar, mahogany

table, \$249.95 (\$10); 5026, same in blonde, \$254.95 (\$10); 5029 Gorham, mahogany table, \$269.95 (\$10); 5030, same in blonde, \$274.95 (\$10); 5076 Lynbrook, mahogany console, \$299.95 (\$20); 5077, same in blonde, \$309.95 (\$20); 5079 Ardmoor, same, mahogany, doors, \$319.95 (\$20); 5080, same in blonde, \$329.95 (\$20); 5088 Westmont, same with AM-FM-phono, mahogany, \$419.95 (\$20); 5089, same in blonde, \$429.95 (\$20); 5082 Nassau, same, different cabinet, mahogany, \$459.95 (\$20); 5083, same in blonde, \$469.95 (\$20).

19-in. round: 5085 Carnegie, mahogany console, doors, \$429.95 (\$30); 5086, same in blonde, \$439.95 (\$30).

Sparton now producing 500 TVs a day.

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Arvin raised prices \$10-\$30 on entire line (Vol. 6:25), dropped 4 models held over from 1950, including its one 10-in. set. New prices (increases in parentheses):

8½-in.: 4080T, metal table, \$129.95 (\$10).

12½-in.: 2123TM, mahogany table, \$169.95 (\$20); 2121TM, same, better cabinet, \$189.95 (\$20); 2126CM, console, \$199.95 (\$20); 2120CM, same, better cabinet, \$219.95 (\$20); 2124CCM, console, AM-FM-phono, \$299.95 (\$20).

16-in. rectangular: 2161TM, mahogany table, \$239.95 (\$20); 2164CM, console, ¾ doors, \$299.95 (\$20); 2164CB, same in blonde, \$319.95 (\$30); 2162CCM, console, AM-phono, 18th Century, \$379.95 (\$30).

16-in. round: 2160CM, mahogany console, \$269.95 (\$20); 2160CB, same in blonde, \$279.95 (\$20); 4162CM, same in better cabinet, more sensitive chassis, \$349.95 (\$20); 4162CB, same in blonde, \$369.95 (\$30).

Models dropped: 4081T, 8½-in. green metal table, \$119.95; 3100TM, 10-in. mahogany table, \$199.50; 3120, 12½-in. console with more sensitive chassis, \$279.95; 3160CM, 16-in. console with more sensitive chassis, \$349.50.

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DuMont's recently announced 10% increase (Vol. 6:30) actually ranges from \$20 to \$55 and covers only 9 of its 17 sets (Vol. 6:29). It's made effective Sept. 5 instead of Sept. 1, as originally proposed. In releasing new lists on the 9 models, DuMont stated other models will have new prices later. These are DuMont's new prices (increases in parentheses):

17-in. rectangular: Brookville, modern console, FM-phono-jack, \$389.95 (\$30); Burlingame, same with doors, \$429.95 (\$30); Revere, same in Colonial, \$439.95 (\$40); Tarrytown, console, AM-FM-phono, mahogany, \$630 (\$55).

19-in. round: Ardmore, modern console, FM-phono-jack, \$439.95 (\$40); Westerly, same with doors, \$489.95 (\$30); Mount Vernon, same in Georgian, \$499.95 (\$20); Hanover, same in Hepplewhite, \$589.95 (\$25); Sherbrooke, same, 18th Century, AM-FM-phono, \$745 (\$50).

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Among larger military contracts for electronics equipment announced by Commerce Dept. for week ended Aug. 30 (all let through Signal Corps, Philadelphia): Sperry Gyroscope, \$4,000,000, radar sets (214 units); Federal Telephone & Radio Corp., \$3,250,000, radio sets (no. units not given); Western Electric, \$400,000, radio sets (535 units); RCA, \$270,000, radio sets (10,291 units); Lewyt Corp., \$200,000, radio sets (1130 units).

New Westinghouse TV-radio division main plant will be in Metuchen, N. J., where 50-acre tract has been acquired for construction of 400,000-sq. ft. factory due for completion April 1, 1951. Present Sunbury (Pa.) plant, employing about 3000, will continue. Plans are to triple TV manufacturing capacity.

Financial & Trade Notes: John Meck Industries has filed SEC registration statement covering its first public offering—150,000 shares of common, to be marketed through group headed by Otis & Co., Cleveland. Offering price will be set on or about Sept. 19. Capitalization will then comprise 552,850 shares of common, Meck and family now owning all 402,850 shares outstanding. Firm also owns 131,600 of 419,000 shares of Scott Radio, and holds option to buy additional 80,920 at \$1.75. Registration statement shows Mr. Meck's salary \$25,000 plus 10% of annual net up to \$100,000; as president of Scott, he receives \$10,000 plus 5% of annual net.

Emerson Radio reports consolidated net earnings of \$3,559,827 (\$2.02 per share) for 39 weeks ended Aug. 5, compared with \$2,256,718 (\$1.28) for corresponding period year earlier. Net is figured on 1,759,610 shares now outstanding, whereas there were 800,000 shares outstanding July 30, 1949.

Packard-Bell stockholders have approved 2-for-1 stock split, were told at meeting last week that, based on results for first 10 months, sales for fiscal year ending Sept. 30 can be estimated at more than \$13,000,000, profit more than \$1,100,000 before taxes. This compares with \$5,436,585 sales, \$183,630 profit for preceding fiscal year. In anticipation of increased military procurement, company has set up military production dept. headed by Col. David Miller, ex-chief of contracts and negotiation, materiel, AAF western district; Commodore A. V. Spriggs, USN ret., ex-director, Electronics Office, Chief of Naval Operations; John Krause, ex-Philco phonograph dept. chief.

Graybar Electric Co., wholly owned by employes, has applied to SEC for registration of 72,000 shares of \$20 common stock to be offered to employes on basis of one share for each \$175 of annual salary, with top executives entitled to 150% more, general dept. heads 100% more. No underwriters are involved in plan, which will increase outstanding shares to 503,204, and proceeds go into general fund. Registration statement discloses Graybar last year paid \$158,456 to president A. H. Nicoll, \$106,655 to v.p. G. F. Hessler.

Dividend reports: Bendix Aviation declared quarterly dividend of 75¢ plus special of \$1 on common, both payable Sept. 30 to stock of record Sept. 9; last quarterly was 50¢, and year-end extra of \$1.50 was paid last December . . . Collins Radio declared dividend of 50¢ payable Sept. 15 to stock of record Sept. 8 . . .

Tele-tone stock offering (Vol. 6:34) was reported oversubscribed first few days of sale . . . Avco chairman Victor Emanuel announces \$2.25 cumulative convertible preferred now convertible into 6.05 shares of common; at time of issue, it was set at 5.88 shares.

We erred seriously in Vol. 6:33, in reporting Remington Rand arrangement with CBS to produce "Vericolor" industrial TV apparatus, when we stated Remington Rand was reported about to be sold to General Aniline & Film Co. Actually, Remington Rand has been negotiating with Alien Property Custodian to acquire General Aniline & Film Co. We deeply regret the inadvertent error.

Haydu Brothers reports acquisition of second plant, to be located in Los Angeles and produce TV picture tubes. Plant in Plainfield, N. J. will continue making electron guns for CR tubes and assembling antenna rotators . . . National Electronics Inc. will double production of industrial tubes when in November it adds 5000 sq. ft. to its 6000-ft. plant in Geneva, Ill.

Maj. Edwin H. Armstrong, FM inventor, quiescent for quite some time, came out with characteristic blast this week, on subject of oscillator radiation (Vol. 6:34). In letter to RTMA engineering chief Dr. W. R. G. Baker, with copies to FCC, he charged that it's a "disgrace to the engineering profession" to have problem come up in FM and TV after it had been solved and forgotten 2 decades ago in AM. He recommended that RTMA be careful to "do its own engineering [for] if it does not do this, it will find its engineering being conducted for it by some government bureau, perhaps on a lower plane of competence . . ." Charging that large part of industry is violating rules known 20 years ago, he submitted report of tests made June 23, 1949, showing that an RCA FM receiver (8X71) radiated 50 times as much as a Zenith model (7H822). Then he lambasted Motorola "for a correspondingly bad example in the engineering of television sets." He commended FCC Chairman Coy for bringing problem into open.

Plans for "Iron Curtain" receivers to be smuggled into communist-dominated areas to pick up Voice of America radio programs (Vol. 6:31) have been submitted to State Dept. by Emerson, GE, Pilot, RCA. House has appropriated \$2,860,000 for purchase and distribution of some 200,000 sets, expected to cost up to \$15 each. Senate has yet to act on measure.

Promotion-minded Admiral has spectacular new electric sign atop Mandel-Lear Bldg. on Water St., Chicago, overlooking Michigan Blvd. It's 75 ft. high, 104 ft. long, simulates 5 rockets rushing skyward, each bursting 3 times per minute with 2,000,000 candlepowers of light apiece. It's said to have cost \$250,000.

DuMont is plugging its new Inputuner, continuous tuner providing FM as well as TV, both for new sets and for replacement in existing sets. Designed to be interchangeable with most switch-type tuners, unit sells for \$13 to manufacturers, \$17 to distributors, \$25.50 to dealers, \$42.50 list.

Trade Personals: Crosley's John W. Craig named chairman, Philco's Leslie E. Woods vice chairman of RTMA Industrial Relations Committee; Standard Transformer's J. J. Kahn reappointed chairman of Membership Committee; Capehart-Farnsworth's W. H. Rinkenbach new chairman of Market Research Committee . . . Walter Ostman named Philco division mgr., Pacific-Mountain area, headquartering in San Francisco, succeeding Tom Kirby, now Pittsburgh . . . L. E. Record named division engineer, G. F. Callahan staff assistant, GE cathode ray tube div. . . . Arthur W. Rhinow, ex-Federal sales-adv. director, now business mgr. of Protestant Radio Commission . . . Henry Jasik, antenna specialist, Airborne Instruments Laboratory, named delegate-at-large to International Scientific Radio Union assembly in Zurich, Switzerland, Sept. 11-12.

Maj. Gen. S. B. Akin, Army Chief Signal Officer, who was Gen. MacArthur's signal officer in World War II, left Aug. 31 for Korean fighting front to inspect signal equipment, signal troops, communications. Accompanying him were Col. James S. Willis, chief of development, Army General Staff; Col. D. G. McBride, chief of communications & electronics div., Army Field Forces headquarters; Dr. Albert Tradup, military electronics specialist, Bell Labs.

FCC Comr. George Sterling will speak at banquet last day of Sept. 13-15 Pacific IRE annual convention in Long Beach, Cal. He'll also be chairman of TV symposium during afternoon same day. Other panel members: James McLean, Philco; Cameron Pierce, ABC; Merrill Trainer, RCA; Robert Sanders, Hoffman.