One Family in Seven Now Has Television

By C. E. Butterfield

NEW YORK (P.) — Television sets continue to come off the production lines at such an accelerated pace that the national total is estimated already to have passed the six-million mark. This was the figure originally projected for the end of 1950.

Available data supplied by the Radio Manufacturers' Association show that its members turned out a total of 1,647,956 receivers in the first quarter of this year alone. These represented approximately one-third of the grand total for all types produced, which was 4,921,614.

Basis for the six-million figure is found in the monthly compilation by NBC researchers, who reported that on May 1 the number of sets installed in the country's 60 or more television areas had reached 5,846,000. With the monthly production well around a half-million, the June 1 compilation should easily register the new total.

Taking the country as a whole, it is estimated that about one out of every seven families now owns a TV receiver. Projecting this only into TV areas, the ratio changes sharply to one out of every four families.

A steady demand which shows little indication of letting up has forced production upward. The increased output and keener competition have had the opposite effect on retail prices.

A 10-inch receiver, once rated at $370, now can be bought for as low as $99. Models with larger screens, where the present attention is being centered, run around $165 for 12½-inch and $280 for 15-inch sets.

Sale prices in some metropolitan areas have gone even lower—$70 for discontinued 10-inch models and $40 for used 7-inch sets.

Burns and Allen, on vacation from CBS, are getting ready for a television audition. Hollywood is the prospect of spending their time before the cameras next season rather than the microphone.

FREEMAN GOSDEN, who plays Amos and De King on CBS 'Amos 'n Andy,' has arrived in New York from Hollywood, following the season's end of the popular comedy program, for several weeks' visit to the East Coast. Accompanied by Mrs. Gosden, he planned to attend the graduation of his son, Freeman Gosden, jr., at Princeton June 11-13, and then to entertain his son in New York before the younger Gosden leaves to join a Texas oil firm. Gosden's daughter, Virginia, who was graduated from the Juilliard College in Boston last year, also will visit her parents here. After a stay of two or three weeks in the metropolis, Mr. and Mrs. Gosden will visit Washington and Godden's home in Hollywood before returning to their home in Hollywood.

The William Wrigley, jr., Co. of Chicago, sponsor of CBS' "Gene Autry Show" and "Life with Luigi," has bought 36 half-hour summer broadcasts, from June 14 to August 8, of six Columbia package radio programs.