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AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

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with ELECTRONICS REPORTS

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WEEKLY NEWSLETTER

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November 1, 1952

'FEVER CHART' ON UPCOMING NEW STATIONS: So many subscribers have asked for a quick run-down on new-station prospects -- for a chart showing when each grantee can be expected to go on the air -- that we've recapitulated, into Special Report herewith, all of the blow-by-blow reports we've given you since the freeze was lifted.

In fact, we've added to our previous reports such information as we could get from the Washington counsel and consulting engineers of the mere dozen or so grantees who haven't yet responded to our continuing survey.

This is the best dope available to us (or to anyone else, we think) up to end of this week, most of it quoted direct from principals or spokesmen. On most of this week's 10 grantees (see Addenda 15-P), we naturally have no reports as yet.

You can regard this first tabulation as a sort of "fever chart" on upcoming new stations, and you can keep it up-to-date on basis of information in succeeding Newsletters and from your own sources. We caution you, however, that this chart is full of bugs and the starting dates given aren't guaranteed by us. In fact, all too often they represent mere wishful thinking on the part of the grantee rather than the hard realities of equipment availabilities (particularly for uhf) and the many hazards and exigencies involved in getting a new station on the air.

Our weekly Newsletters will continue, of course, to report latest data on new stations as fast as we can get it from best available sources. And from time to time, we'll revise and republish this "fever chart".

SPEEDUP CLICKING, FCC GRANTS 10 MORE: FCC granted 8 new uhf and 2 new vhf stations this week in some excellent markets, mostly in Group A priority list. This brought to an even 200 number of TV stations thus far authorized -- 108 pre-freeze, 92 post-freeze, 3 of latter already operating. (For complete list of post-freeze grantees, see Special Report herewith.)

Thus, the Commission's new procedure of passing over contested applications (Vol. 8:38) has begun to click. Working backward-&-forward in Group A, Commission got to 72nd city. It worked back in Group B-1 as far as 7th city. It has yet to dip into Group B-2 -- cities with stations operating but only uhf left for assignment.

This week's CPs included 2 more to Great Plains Television Properties Inc., which last week got uhf for Duluth (Vol. 8:43). New ones were for Little Rock, Ark., No. 23, and Sioux City, Ia., No. 36. Significance of these is that they reveal no FCC disposition to oppose grants because of absentee, multiple or theatre ownership.

Company is controlled by New Yorkers Herbert Scheftel and Alfred G. Burger, who own Telenews Inc., newsreel producers, and control a chain of newsreel houses; they're also applying for Springfield, Ill.

Other CPs this week all went to radio broadcasters: Pueblo, Colo., KSCJ, No. 5; Waterbury, Conn., WATR, No. 53; Muncie, Ind., WLBC, No. 49; Battle Creek, Mich., John L. Booth (WJLB, Detroit, and other stations), No. 64; Asheville, N.C.,

WISE, No. 62; Atlantic City, N.J., WFPG, No. 46; Bethlehem, Pa., WEST, No. 51; and Charleston, S.C., WCSC, No. 5.

Week's grants include a couple possible quick starters -- WFPG and WEST. WFPG has top priority for RCA transmitter, hopes to break records now (see below). WEST has long had experimental uhf station in Bethlehem, presumably could easily convert its home-built transmitter to new frequency and start with low power.

WEST grant brought a showdown among commissioners who split 4-3. WEST's owners (Steinman brothers) also own WGAL-TV, Lancaster, and WDEL-TV, Wilmington. Commission has already called for hearing on question of overlap between the 2 stations (Vol. 8:38). Comr. Hennock led dissenters, said there's no reason why WEST application shouldn't have been added to that hearing, since Bethlehem is less than 65 miles from Lancaster and Wilmington.

She pointed out that Steinmans own 6 AMs, 3 FMs and several newspapers in the area -- "an unusual concentration of ownership and control of the mass media of communications." Comrs. Walker and Merrill also dissented but issued no opinions.

Perhaps too much shouldn't be read into decision, but it's obvious presently constituted Commission doesn't look down its nose at overlap to degree its predecessors did. Decision undoubtedly improves chances that Crosley's overlap question, involving its WLWT, Cincinnati, WLWD, Dayton, and WLWC, Columbus (Vol. 8:38), will be resolved in Crosley's favor -- particularly since that case involves only long-established stations, no new CPs.

Crosley recently responded to FCC's hearing order, arguing that hearing is unfair and unnecessary. Crosley pointed out that FCC considered its overlap problem in 1946-47, ruled in company's favor; that the 3 cities have distinct characteristics and Crosley treats them differently; that stations don't and won't serve "substantially the same area"; that stations are pioneers with impeccable record of quality and quantity of service.

To show investment in stations which hearing would jeopardize, Crosley said they cost \$2,309,096, plus \$400,000 worth of Cincinnati facilities used jointly for TV and AM. Furthermore, operating costs total \$6,292,087 to date, and no profit was achieved until year ending Nov. 30, 1951 -- when net loss since start of TV operations was still \$911,557.

* * * *

FCC feels it's making haste in hearings as well as in granting uncontested applications. It assigned examiners to the 5 new hearings set for Nov. 17, and they in turn called pre-hearing conferences with eye to streamlining procedures. The hearings and examiners: Ft. Wayne, Fanney N. Litvin; Beaumont, Annie Neal Huntting; Flint, Benito Gaguine; Sacramento, Thomas H. Donahue; Duluth, Herbert Sharfman.

New rules on depositions were promulgated (FCC Notice 52-1371), an important legal technicality which relieves hearings of serious straitjacket (Vol. 8:42).

NEXT STARTERS, SURE AND NOT-SO-SURE: This month's crop of new TV stations definitely will include (1) KDUB-TV, Lubbock, Tex. (Channel 13), which at week's end advised us it will start test patterns No. 4, Election Day, still plans regular programming by Nov. 13 (Vol. 8:43), and (2) KTBC-TV, Austin, Tex. (Channel 7), authorized to start Nov. 15 if ready, but still not promising anything before Dec. 1 (Vol. 8:32-33).

Among uhf grantees, it's still likely that York's WSBA-TV can get on air by Dec. 1, despite mishap which halted its November starting plans (see story, p. 3).

December should open with Honolulu's KGMB-TV (Channel 9), definitely assured for Dec. 1; possibly Roanoke's WSL-TV (Channel 10), aiming for same date; Reading's uhf WHUM-TV, promised "prior to Dec. 10"; and then this week's uhf grantee WFPG-TV, Atlantic City, which looks good for promised Dec. 20 start.

There could be others, as previously reported, and more are certain during January (see Special Report herewith calendaring most of the 92 grantees to date).

Careful checkups on equipment availabilities indicate foregoing should all make it, barring unforeseen troubles. And it appears reasonably likely that these added vhf can get on air by end of year or by Jan. 15: KTSM-TV & KROD-TV, El Paso;

KHQ-TV & KXLY-TV, Spokane. Also, these uhf: WBRE-TV, Wilkes-Barre; WSBT-TV, South Bend; WICC-TV, Bridgeport; WEEK-TV, Peoria; WKAB-TV, Mobile; WWLP, Springfield; WHYN-TV, Holyoke, Mass., and WFMJ-TV & WKBN-TV, Youngstown.

There may be others -- indeed, others are reported by principals -- but the foregoing check with definite information from the manufacturers.

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We've undertaken to report, one by one, on every grantee responding to our continuing survey of CP holders, in which we ask each for information on his plans. This week's surprise early-starter was WFPG-TV, Atlantic City, thanks to fact it was at top of RCA's uhf priority list; according to manager Fred Weber, it already has 410-ft. AM-FM tower on which to surmount TV antenna, so that Dec. 20 starting date is definite, with tests probably sooner.

This week we had word on these other uhf grantees: WJTV, Jackson, Miss., stating that it can get going in matter of weeks if transmitter can be had; WAFF-TV, Baton Rouge, that it has "moved up its on-the-air date to Jan. 1, 1953"; WKNX-TV, Saginaw, that it's aiming for Feb. 1; WCTV, Flint, possibly February; WTUU, Scranton, sometime in January; WSJL, Bridgeport, maybe in February; WKNB-TV, New Britain, by Feb. 15; WEV-TV, Raleigh, soon after Jan. 1; WHP-TV, Harrisburg, March or April; WUTV, Youngstown, 12-kw GE equipment promised in May or June, enabling July start; WPTV, Ashland, Ky., 5-kw DuMont equipment in May or June, enabling start in July.

On the vhf side, we hear from KEPO-TV, El Paso (Channel 13) that it's starting construction immediately but has no definite debut date; KGNC-TV, Amarillo (Channel 4), that it has 6-8 month building schedule, might push start up to March; Radio Honolulu Ltd. (Channel 11), that it's going to push for Jan. 1 debut; WAKR-TV, Akron, next spring; WKAQ-TV, San Juan, Puerto Rico, "sometime after July 1, 1953."

Only a handful remain silent about plans, and we learn that some of these haven't even sought out the transmitter makers as yet. Local site problems are involved in a few instances; just plain inertia seems to be indicated in others.

YORK GETS READY FOR UHF—A CASE STUDY: We witnessed a heart-breaking spectacle in York, Pa. this week -- WSBA-TV's new Channel 43 uhf antenna plunging to ruin from top of 380-ft. tower. But sequel to story is far brighter than was feared at the time: No one was seriously hurt, physically or financially, and station will suffer only 2-weeks' delay in getting on air. Date has been moved from Nov. 15 to Dec. 1, which should still make WSBA-TV first commercial uhf station in the East.

By an amazing coincidence, we were standing with president Louis J. Appel Jr. on Monday, necks craned back, watching workmen preparing to raise antenna last few feet when it happened. In shocked disbelief, Appel cried out, "No, no, no, no!"

The 40-ft. 2050-lb. antenna buried itself 15-ft. into ground, bent at right angles -- a total loss. A workman at top of tower was whiplashed by cable attached to antenna, suffered fractured elbow and leg cuts, was helped down ladder. Crew said broken eyebolt caused accident. Insurance covered all damages.

RCA called emergency meeting, came out of it with vow that station would make Dec. 1 date no matter how much extra work it entailed.

Accident wasn't first of its kind. Supertturnstile antenna fell during installation at WFIL-TV, Philadelphia, a few years ago. It was pulled out of ground, repaired, hauled back up. FM antenna of WRR, Dallas, also took the plunge. There probably have been others.

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We went to York for purpose of sizing up what is probably a fairly typical incipient uhf market. Nub of our findings, and you can mark it down in your book, is that uhf definitely is not "another FM" in York.

You'd think that 50% saturation of vhf sets would be huge obstacle to establishment of uhf -- but exact reverse is true in York. Reason: weak 1-kw ERP signal from WGAL-TV, Lancaster, 23 miles away, is so unsatisfactory that viewers would be delighted to pay for conversion to get strong, steady picture. And families without sets will have much greater inducement to buy.

Station estimates 90,000 sets now in its initial service area -- 30-40 miles

with 20-kw ERP, 550-ft. above average terrain. Hike to 200-kw is planned.

Real proof of the uhf pudding lies in this statement by Appel: "We aren't claiming that we'll be in the black the first day, but we will be in a matter of weeks." Station starts with base rate of \$200 for Class A hour, \$37.50 for 1 min.

Second station in town will be WNOW-TV, DuMont-affiliated outlet which is due on air in March with 5-kw DuMont transmitter.

Population of city is 60,000, county 203,000, largely Pennsylvania Dutch -- hard-working, conservative, frugal. Their willingness to shell out for expensive antennas, boosters, rotors, etc., to get picture no better than fair, seems to be ample augury of fast uhf circulation growth. "We have no worries at all about sets," said Appel. What's his biggest problem? "Getting on the air, that's all."

Station is ABC-TV affiliate, will start right out with network service. Phone company was installing microwave at transmitter while we were there.

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Appel is young, aggressive, but insists on starting out conservatively. He's converting present FM transmitter building to house both studio and transmitter for TV -- and it's really tiny. Initial equipment includes one studio camera, one film camera. In 6 months or so, depending on business of course, Appel will consider construction of big studios.

WSBA manager Walter Rothensies will also manage TV. Much of rest of staff will double in TV and AM, though Wm. Lilling, ex-asst. production mgr. of ABC-TV, has been hired as program director, and Joseph Alloway, ex-Illustrators Inc., has been named art director.

One factor in his future operations does concern Appel considerably, and he's quite voluble about it -- the projected ABC-UPT merger.

"We're pinning our faith on the merger," he told us. "We certainly hope the FCC acts soon. We think that ABC has done a magnificent job, using what it has had to work with, but it needs the capital to compete with CBS and NBC."

* * * *

Our canvass of local distributors and dealers, during York visit, gave us some impressions that may be worth passing along to others in upcoming uhf markets. These 3 facts seemed quite obvious:

- (1) There are very few uhf devices in town as yet.
- (2) People won't buy until they see a uhf picture.
- (3) Vhf sales have slowed down as people wait for uhf.

How trade is getting ready for uhf in York, how public is being schooled for it, availability of uhf devices, are detailed in story below.

WHEN UHF COMES to York, Pa. next month, it will get hearty welcome from a public already pre-sold on TV by watching fringe-area pictures via vhf.

Manufacturers, distributors and dealers say they'll have uhf receivers and converters to sell--but, on our visit there this week, we found there aren't many in town now, and there's no rush to buy before station goes on air.

Estimates of 50% saturation now in city of York seem pretty reliable on basis of rough count of rooftop installations. To get usable picture from Lancaster, 23 mi. distant, TV-minded Yorkers use 20-40-ft. roof masts and boosters in combination with Yagi antennas and multi-stacked arrays; some also use antenna rotors to reach out for Baltimore stations 50 miles south across hilly countryside.

RTMA figures show York County bought as many TVs in 1951 (over 9000) as did Lancaster County, which has a TV station and 30,000 edge in population. York's 2 projected uhf TV stations expect to find ready market among public which has long put up with snowy, jumpy pictures and would willingly spend extra \$50 or so to get "the real thing."

Added to this potential market is large proportion of the non-TV half of York public--those who have seen fringe TV in neighbors' homes and are waiting for "something better," those who didn't want to stand the expense of high masts, fancy antennas and boosters to bring TV picture into their homes.

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Area's hard-headed Pennsylvania Dutchmen, by and large, aren't willing to buy converters until they can see the picture. True, there are reports of 300-500 converters already sold to consumers in area, with some dealers said to be taking "waiting lists"--but dealers and distributors concede stampede won't begin until first station takes the air.

Dealers, too, are wary. Almost every one has sample converter on display, but their reactions are summarized by comment of a small one-line retailer who told us: "Even if I could get a lot of these things, I wouldn't load up on them until I could see how they work and which kind works best."

Distributors don't quite know what to expect either. Some questions they're tossing around: Will owners of

small-screen sets trade them in for new vhf-uhf receivers, rather than spend more money for converters? Will housewives stand for another gadget on top of the set—a converter in addition to the present booster and antenna rotor control?

Uhf merchandise is hard to come by in York—especially the brand-name kind. Distributors say their companies have promised flood of uhf gadgets when station goes on air. But now "the converters all seem to be going to Portland."

WSBA-TV release gives these quotes from local trade channels: Sylvania distributor has ordered 1000 converters for October delivery, 2000 each for November and December; Motorola pledges early delivery of 1400 vhf-uhf sets and 3500 converters; Westinghouse distributor has ordered "several thousand" converters; RCA has promised 50-man crew "to convert all existing [RCA] sets by the time we are on air."

If these converters and sets are in area now, it's not evident to the naked eye. But there are some strips for turret tuners. Zenith sets now being sold there contain Channel 43 strip (WSBA-TV) but not Channel 49 (WNOW-TV), dealers say. And Admiral reportedly plans to distribute some 10,000 uhf strips free in next week or so to present owners of its sets in WSBA-TV area.

Very few all-channel sets are on display. Only ones we saw were at Sears Roebuck retail store, which has stock of Arvin-made Silvertones with "one-knob tuning" in table and console models. Sears TV dept. mgr. told us all-channel sets are outselling vhf-only by 7-1, despite fact that price differential between vhf and all-channel sets has been jacked from \$40 to \$50 in order to move vhf-only stock. Store reportedly has had some 200 Silvertone (Mallory) converters at \$39.95 (which manager said "aren't selling well yet") plus 60 or more all-channel sets. Motorola introduced its sets to York at dealers' meeting Oct. 30.

Some retailers said sales of vhf sets had slowed considerably in last month so so, but Westinghouse distributor reported "pickup in sales, backed by a heavy promotional campaign." Westinghouse sets are internally convertible to uhf with plug-in Sarkes Tarzian receptors.

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Most widely displayed converters in York are Mallory—under various brand names—and Sutco booster-converter (Sutton Electronics Inc., Lexington, Ky.; see next column). Sutton apparently has covered city, has its \$59.50 booster-converter displayed in most TV store windows, reports some 650 of them now in York.

One York firm which claims it's really ready for uhf is big independent distributor York Radio & Refrigeration (Leo & Joe Hochberger), which sells mainly to servicemen. Joe Hochberger says he has good stock of Sutco booster-converters, has been promised more of these and other makes "whenever we need them." He also had one sample Regency converter chassis.

As for antennas, he says he's adequately covered in all types, from single-channel uhf to 82-channel broadband. And transmission line: "We've got millions of feet of it—tubular, ladder line and the new Anaconda uhf line developed by RCA." WSBA-TV believes outdoor antennas won't be needed in 90% of homes within 10 miles.

York expects to tune in a lot of uhf stations. In addition to its 2 local outlets, Yorkers look for pictures from Harrisburg's 3 (22 miles north), Lancaster's 1 (23 miles east), Lebanon's 1 (30 miles northeast), Reading's 2 (45-50 miles northeast). And if Lancaster's WGAL-TV gets FCC's permission to move transmitter to Hallam, Pa., Channel 8 antenna will be closer to York than to Lancaster—about 10 miles east of city in York County itself, offering plenty strong vhf signal.

OUT TO MAKE A NAME in uhf field is Sutton Electronics Inc., 426 W. Short St., Lexington, Ky., now producing combination uhf converter-vhf booster (Vol. 8:32) at rate of 1000 a week. Company is headed by Walter Sutton, onetime RCA engineer who worked for Sarkas Tarzian for more than 3 years, then set up own plant in Lexington to subcontract tuners for Tarzian.

When TV business fell off, Sutton went into manufacture of boosters. About 18 months ago, company got idea of combination booster-converter, decided it would be saleable item in the many uhf communities which are also vhf fringe areas. After tests in Bridgeport, firm began production late in July of its Sutco booster-converter. For last 6 or 7 weeks, says Mr. Sutton, production has been at 1000-a-week rate, prior to that 100-150 a day. He says Lexington plant is equipped to make 600 a day, but shortage of tubes and crystals is holding output down. He expects to break materials bottleneck before Jan. 1.

Booster-converter sells at \$59.50, and Mr. Sutton says he has large backlog of orders. He adds that his merchandise is in stores in all areas where uhf station is due on air within 6-8 months (see Special Report herewith) and he has made distribution arrangements in every state. Device has own power supply, crystal mixer and 2 tubes, will feed into any TV set through uhf channel 5 or 6.

Built-in protection from inter-station interference is incorporated in several uhf converting devices and uhf-vhf sets now on market which convert incoming uhf signal directly to FCC's "standard" 41-mc intermediate frequency. In our uhf roundup in Vol. 8:42 we quoted engineer as saying "none of the conversion methods introduced to date takes advantage of the protection from interference which FCC provided in its allocation plan through the designation of 41 mc as standard IF." Westinghouse TV-radio engineering manager G. C. Larson takes exception, writes: "All Westinghouse receivers built since June 1950 have employed a 41-mc IF [and] all Westinghouse receivers built since December 1951, with the exception of a few leader models, are designed to use [tuning devices which] are bona fide single superheterodyne tuners working directly into a 41-mc IF system, and thus providing the protection of the FCC allocation plan." The engineering source we quoted in Vol. 8:42 tells us he has not tested Westinghouse converters or any of the several other makes which we are told convert uhf signal directly to 41 mc, and therefore his appraisal wasn't intended to apply to them.

A 75-kw klystron tube for uhf TV is expected by mid-1953, Dr. John W. Clark, sales mgr. of Varian Associates, testified during theatre-TV hearing this week. He said 15-kw tubes, capable of providing 300-kw ERP, are now in production, and added: "It is now generally accepted that (barring new developments) klystrons will be used in all stations above 5 or 10 kw and in most stations above 1-kw output." He estimated that 15-kw klystron (being used by GE), which lists at \$15,000, has life of 20,000 hours. Dr. Clark traced history of company, said it will produce 24,000 tubes of all kinds this year, 29,000 in 1953, is operating at annual rate of \$4,600,000, has backlog of \$3,744,000.

George B. Storer interests revealed as beneficial owners, under declaration of trust, of 95% of stock in Television de Caribe, S.A., said to hold Cuban govt. CP for TV station on Channel No. 11 in Havana. This is shown in document filed with FCC this week, listing Storer holdings, which include 4 TV stations (WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta; KEYL, San Antonio); he's also applicant for Cincinnati, Wheeling & Miami, where he owns AM stations.

Telecasting Notes: "What's all the fuss about a single rate structure for radio?" asks Ben Strouse, mgr. of Washington's WWDC (AM) who, noting trade reports about more broadcasters turning to idea, points out that WWDC has had it since Feb. 1950 and has enjoyed substantial increase in gross volume. Trend in radio now is to make night rates same as day, whereas they usually were double day rates prior to advent of TV... Single rate card for day and night broadcasting is coming, states *Broadcasting Magazine*, authoritative spokesman of the radio broadcasters, whose ace reporter J. Frank Beatty conducted cross-section survey of mid-Atlantic and southeastern broadcasters, found they favored idea 2-to-1, reports their comments in Oct. 27 edition... "Narrowing gap" between night and day radio time costs is called "revolution" by Oct. 24 *Tide Magazine*, which quotes Nielsen that average U. S. home hears radio 2.4 hours per day vs. TV's 1.73 hours, and that in TV-radio homes viewing is 4.33 hours per day vs. radio's 1.66... Tide concludes sponsors now buy time periods, either TV or radio, to get "greatest amount of impressions possible" and radio is selling itself better with data on car radios and other out-of-home audiences... Network radio and TV both doing all right these days (see PIB report for Sept.; Vol. 8:43). CBS continues to lead radio, and in TV its dollar volume for first 6 months of 1952 ran 90% ahead of same months of 1951... NBC's o-&-m radio stations in October were 18% ahead of Oct. 1951 in national spot; its TV stations were up 33% in same period, reaching record heights... Rise in radio attributed to "basic good health" of medium; in TV, networks are gaining from higher rates, daytime sales, larger networks... "Askathon" is how Archibald

Alexander, Democratic candidate for Senator from New Jersey, titled his Oct. 23 & 30 paid political TV shows on WATV, Newark, which ran 4 hours each, up to midnight, and during which he answered questions phoned in by voters... ABC buys \$17,000 worth of space in newspapers Election Day, mostly in N. Y., to plug its 5 o-&-m TV outlets... "Today it's all TV" in the columns of the newspaper radio editors, says *Variety*, "with the nearly 100% video accent likened to an infatuation for a big beautiful doll, while the old lady [radio] is relegated to the ash heap"; only the trade press is keeping radio from remaining "a deep dark secret," it adds... New England Provision Co., sponsoring *March of Time* on WNAC-TV, Boston, Sat. 6-6:30 p.m., is making available 16mm films of each program, after month's hiatus, for free use by schools, civic groups, charitable organizations, etc... WAVE-TV, Louisville, required to shift from Channel 5 to 3, has begun construction of new tower on Bald Knob, 7 mi. northwest of New Albany, Ind., across Ohio River; expects to have it ready with new transmitter by Feb. 1... Add to list of TV grantees represented by John E. Pearson (Vol. 8:42): WFPG-TV, Atlantic City; KSCJ-TV, Pueblo, Col.; KOLN-TV, Lincoln, Neb.; KCBD-TV, Lubbock, Tex.; WOUC (WMES), Chattanooga, Tenn. ... Correction: Adam Young Inc. represents XHTV, Mexico City, not XEW-TV, as erroneously reported (Vol. 8:42), and he does not represent Mobile TV grantee, which is WKAB-TV (Forjoe)... Avery-Knodel named national sales rep for new KDUB-TV, Lubbock, Tex. ... WDTV, Pittsburgh, will occupy 3 floors (6750-sq. ft.) of new Gateway Center at tip of city's famed Golden Triangle, including 70x75-ft. and 44x31-ft. studios.

ELECTION CAMPAIGN will wind up with unprecedented splash on TV—by political parties on election eve and by 3 TV-radio-appliance manufacturers election night. Climaxing huge spending spree, both parties have bought time on all TV & radio networks for last-minute election eve rallies. Republicans will present Nov. 3 simulcasts of Gen. Eisenhower and Sen. Nixon on NBC & ABC 10-10:30 p.m., plus speeches and entertainment on all networks 11-midnight. Democrats have reserved 10:30-11 p.m. on all networks for addresses by President Truman from Kansas City, Vice President Barkley from St. Louis, Gov. Stevenson and Sen. Sparkman from Chicago.

It's impossible to get clear picture of staggering sums spent for political campaigning on TV-radio, but Republican National Committee estimates it will have spent \$800,000 for 12½ hours of TV, \$500,000 for 17½ hours of radio. Democratic National Committee, for itself, National Volunteers for Stevenson and Stevenson Forum Committee will have shelled out \$1,320,000 for 22 hours of TV and \$550,000 for 23 hours of radio. But far more was billed to numerous state committees and volunteer groups for both parties for national, regional and local TV-radio programs, which can't be estimated at this time.

When speeches are over and America has made its choice, TV will begin the biggest reporting job in its history. TV-radio election night sponsorships will be same as for political conventions—Admiral on ABC, Philco on NBC, Westinghouse on CBS and on DuMont's 3 stations as well as on WGN-TV, Chicago. Full-time election night returns will begin 8-9 p.m., continue on all networks until winner is known—which may be earlier than in some previous elections, since all TV networks are using electronic brains or computers to spot trends "sooner than ever before."

All TV-radio networks will set aside two 5-minute periods each hour for locally sponsored cut-ins for local returns—offering plenty of opportunity for extra revenue for affiliates. Since there is only one circuit in AT&T

relay west of Omaha, each network will get 20-minute period on hookup to west coast, on rotating basis, and will have to feed its western stations from Los Angeles for the other 40 minutes. CBS-TV plans to feed its TV sound to west coast from New York full-time, even though picture will come from Los Angeles two-thirds of the time.

AT&T says it's temporarily adding some 2800 channel miles of TV interconnections to existing circuits to provide more and better TV election coverage. Most important addition will be new eastbound Chicago-New York channel, making available 3 separate TV networks between New York, Chicago and Washington. Other additions include (1) channel from Los Angeles to Denver, making it possible for each of the 2 Denver stations to carry different network program at same time; (2) third westbound channel from Chicago to Omaha and from Oakland to San Francisco. Phone company estimates its 30,000 miles of intercity TV channels will carry election results to 99% of TV sets now in use—through 110 TV stations in 67 cities—only non-interconnected U. S. station being Albuquerque's KOB-TV.

CBS attacked Zenith's claims on Chicago's Channel 2 in elaborate brief filed this week. Proposing to buy WBKB for \$6,000,000 when FCC approves ABC-UPT merger, CBS argued that Channel 2 isn't thrown open to all comers simply because FCC ordered WBKB to shift from Channel 4 to 2 in its final freeze decision. Zenith asserts it has same right to Channel 2 that CBS does and that regular comparative hearing must be held to determine winner. In its brief, CBS claimed that Chicago situation differs from Lancaster case, wherein FCC granted WLAN comparative hearing with WGAL-TV which was ordered to shift from Channel 4 to 8. CBS says that WGAL-TV's license renewal had come up, giving WLAN same right to file competing application that everyone has when any station's license renewal is pending.

Personal Notes: Richard B. Rawis, ex-WCBS-TV mgr. of studio operations, recently ABC-TV director of station relations, appointed gen. mgr. of Meredith's KPHO & KPHO-TV, Phoenix, with John Mullins continuing as consultant . . . Joseph H. McConnell, NBC president, named chairman of 1953 Salvation Army drive for second year . . . Harold E. Fellows, NARTB president, named chairman of TV-radio committee for 1953 March of Dimes . . . Leslie C. Johnson, gen. mgr. of WHBF & WHBF-TV, Rock Island, reelected v.p., Illinois Chamber of Commerce . . . George T. Shupert resigns as v.p., Peerless Television Productions, will continue in film syndication field . . . John M. Rosenberg replaces Richard B. Holt as press representative, AT&T Long Lines Dept., Holt having been transferred to Cincinnati central area headquarters as asst. to gen. mgr. . . . Kenneth Brust heads new Los Angeles office set up as California div., Dresser-Stacey Co., Columbus (TV-radio towers), with John F. McVey in charge of tower sales . . . Frank Atkinson promoted to mgr. of ABC's newly integrated TV-radio co-op dept.; Ross Worthington promoted to asst. mgr. for TV, James O'Grady asst. mgr. for radio . . . Don W. Lyon, TV program director, Syracuse U, appointed director of TV-radio, U of Rochester; will also be asst. professor of TV education . . . Edward Ratner, ex-Product Services Inc., named TV-radio director, Friend-Reiss-McGlone agency . . . Fletcher Markle succeeds Donald Davis, resigned, as producer of CBS-TV's *Studio One* . . . Homer Canfield, asst. TV program director, NBC Hollywood, has resigned . . . Leil Tanenholz named DuMont Network personnel mgr. . . . Clarence Alexander, onetime NBC & DuMont, resigns as TV director of Radio Cadena Azul, Havana, to return to U. S. . . . Donald H. Quinn, ex-Benton & Bowles, named head of TV-radio timebuying section of media dept., Doherty, Clifford, Steers & Shenfield Inc. . . . Benjamin Eshleman, head of Philadelphia ad agency bearing his name, has joined in merger deal with Doremus & Co., merged company to operate in Philadelphia under name of Doremus-Eshleman Co., div. of Doremus & Co., with v.p. E. Howard York III continuing in charge of Philadelphia office . . . Joseph Creamer, ex-adv. & promotion mgr. of WOR & WOR-TV, now with BBDO in New York . . . Alfred L. Hollander, partner in Louis G. Cowan Inc., currently heading TV-radio for Citizens for Eisenhower, joins Grey Adv. Nov. 15 as TV-radio director.

FCC's onerous "rebroadcast rule" of May 14 (Vol. 8:20, 25) finally had most of sting taken out of it in new ruling issued this week (Public Notice 52-1372). Commission rescinded section which would have required originating station to file, within 10 days, reasons for refusing another station right to rebroadcast its programs. FCC now says it will require explanatory statement only upon complaint, but warned stations can't refuse requests "arbitrarily." Upon complaint, FCC will consider whether: (1) Group of licensees is illegally combining to refuse rebroadcasts. (2) Requesting station serves same area as originating station. (3) Request is for simultaneous or subsequent-date rebroadcast. (4) Requesting station will share costs. (5) Other parties, such as sponsors, agree to rebroadcast. (6) Program concerned has "public service aspects that make its wide dissemination . . . clearly desirable." FCC also scolded industry for not complaining about the rule when it was first proposed back in October, 1950, saying: "A great deal of effort and misunderstanding might have been avoided if the opportunity to comment on the proposed rule had been properly availed of by those who now comment adversely upon it." NARTB president Harold Fellows hailed new order, but deprecated Commission's continued intention to consider complaints.

THEATRE-TV hearing recessed until Jan. 12 after Oct. 27 session, without scheduled presentation of cost accounting figures by analyst Manfred Toeppen. Theatre-TV proponents said exhibits weren't ready and that Toeppen will appear in January. From motion picture industry sources, however, it was learned that rough figures based on Toeppen's estimates place over-all construction cost for 6-channel regional relay system, covering practically all theatres in 9 eastern cities, at about \$63,000,000.

Estimate envisions system which could feed 6 programs simultaneously to theatres in New York, Trenton, Philadelphia, Atlantic City, Reading, Allentown, Wilmington, Baltimore and Washington. Some 80% of cost covers distribution to theatres within the cities. Examples of costs in estimate are 6-program New York-to-Washington relay system at about \$6,600,000; six-circuit Washington intracity system, \$1,500,000; program source links, \$650,000. Intracity cost estimates for other cities are based on cost study for Washington area.

Annual operating costs based on 3-year amortization period, 6 hours operation daily: New York-Washington intercity link, \$1,600,000; Washington intracity system, \$580,000; program source links, \$250,000.

At Oct. 27 hearing, FCC general counsel Ben Cottone asked theatre-TV attorneys whether they will offer testimony at future hearings on feasibility of intercity and intracity connections by wire or cable. Theatre counsel replied that this will probably be brought out in January proceedings.

Commission heard testimony by Dr. John W. Clark, sales div. mgr., Varian Associates, who said company has developed klystron tubes which can be used in microwave bands. They are commercially available for 10-mc wide-band TV transmission, he said, and cost of klystron (now \$600) could be brought down to \$150 in mass production.

First 5-day en banc hearing was marked by impressive mass of highly technical testimony and exhibits representing large amount of work by theatre-TV engineers and attorneys. But FCC staff, as well as some commissioners, seemed irritated because theatremen didn't "wrap up" engineering testimony into short, easily understood package in advance, to let Commission know what they were "driving at." Cottone made point of asking theatre-TV counsel—Vincent B. Welch & James L. Fly for Motion Picture Assn. and Marcus Cohn for National Exhibitors Theatre-TV Committee—to present statements on substance of their witnesses' testimony before the Jan. 12 phase of hearing.

Metropolitan Opera is eyeing theatre TV as means of increasing opera audiences and boosting revenues. But its TV committee chairman Anthony A. Bliss told Met Opera Guild meeting in New York Oct. 29 that closed-circuit telecasts of operas to nation's theatres are "long way off." He said opening night opera will not be televised this year as it was in 1948-50 because of increase in TV rates and time-clearance difficulties, but he added that Ford Foundation's *Omnibus* program (CBS-TV) would carry several Metropolitan Opera productions, the first scheduled for early next year.

Propagation of 850 and 530 mc, based on experiments at Bridgeport and including pros & cons of tilting, beam-shaping and unidirectional transmission, is discussed in November *Electronics Magazine* by RCA Labs engineers Jess Epstein and D. W. Peterson. Some issue includes description of experimental 850-mc transmitter by G. A. Olive, also of RCA Labs.

New talent scout for CBS-TV, whose job is to travel around country to search out new material, is Milo Frank, ex-William Morris Agency's Hollywood office.

WYATT BUILDING

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Trade Report
November 1, 1952

ROUND 2—PARTS FIGHT TAKEN TO PUTNAM: RTMA carried fight for decontrol of parts prices to economic stabilizer Roger Putnam this week in letter from executive v.p. James D. Secrest urging him to rescind OPS action reimposing ceilings (Vol.8:42-43).

RTMA said OPS erred in declaring TV-radio parts were needed for defense purposes, saying "the majority of components sold to the military services are not of the standard types used in radio-TV sets and are specifically exempt from price control. Even in the purchase of standard components which are under OPS ceilings, the military services have ample protection against unjustified price increases."

Recent TV set price increases won't raise parts prices, RTMA told Putnam. "Components which went into these sets were purchased months before the sets were produced, and parts now being ordered will be used in sets to be manufactured early next year when the set market normally will be soft," RTMA letter stated.

Letter made spirited defense of small parts manufacturers, declaring OPS order "falls most heavily on those manufacturers which are least able to afford legal and accounting staffs necessary to keep check on price ceilings, particularly where one manufacturer may produce literally hundreds of types of components."

Much soul-searching went into RTMA decision to appeal to Putnam. In so doing, it went over heads of OPS review board, which normally is first step in chain of appeal. Although RTMA can still go back to review board if appeal to Putnam is not successful, OPS group would be "extremely reluctant" to make any recommendation contrary to the ruling of Putnam, a higher authority, OPS spokesman pointed out.

If appeals to Putnam and OPS review board fail, RTMA can take its case to defense mobilizer Henry Fowler or to Emergency Court of Appeals, a special tribunal set up to consider appeals for redress from defense edicts. As a final alternative, of course, RTMA can take it to the Supreme Court -- as a Washington grocery chain recently did on an OPS order, and lost.

STEEL SHORTAGE MAY CUT HIGH TV OUTPUT: For first time since start of mobilization effort, NPA officials fear materials shortages will limit production of TV receivers to a point well below demand, hitting in first quarter of 1953.

Though spectre of shortages has been with industry for last 2 years, low consumer demand for TV sets has made scarcities more or less academic in past. Now, with good market prospects ahead for all of 1953, govt. production planners say they see some real shortage-impelled cutbacks ahead.

This situation is aggravated by opening of uhf spectrum. During the coming months, more and more receivers will require 2 tuners -- vhf and uhf -- meaning more materials, more parts.

Steel shortage is biggest worry now, although copper and aluminum supplies have also received some setbacks. For first quarter, manufacturers of consumer hard goods have been allotted about one-third the amount of steel they used during average quarter of first-half 1950, the base period -- the tightest steel pinch yet. Copper and aluminum will be held to about 50% and 55% of base period use.

Although NPA has promised some 1,480,000 tons of additional steel during the first quarter, it's understood little or none of this is sheet or strip, the principal steel forms used by TV-radio. NPA officials are gloomy about prospects for any extra sheet or strip in first quarter, although they concede possibility of some change for the better when requirements and supply are re-audited.

March 1953 should be turning point in steel. That is the month when supply is expected to catch up with demand, and there should be plenty available after that -- possibly enough to warrant decontrol.

On the assumption most shortages will end in second quarter 1953, NPA thinks

TV-radio production next year will be high. Working estimates by Electronics Div. TV-radio chief Lee Golder are 6,200,000 TVs, 12,000,000 radios for year.

That "shortage blues" are beginning to afflict industry again, is evidenced by rapidly increasing number of emergency calls to NPA for help. TV-radio-phono makers report new component shortages -- tuners, transformers, phono motors.

Phono motor shortage threatens to ruin Christmas trade of smaller phonograph manufacturers, NPA was told by Phonograph Manufacturers Assn. this week. Trade group pleaded for more steel for its motor suppliers to overcome serious shortage.

Antenna manufacturers have been appealing for more aluminum in last few weeks. Their present rations won't take care of the demand, they say.

POLITICAL OUTCOME WON'T STAY UPTREND: Whatever your political preferences, results of elections should make little or no difference in upward trend of TV trade as a whole -- short term, at least.

Whether it's Eisenhower or Stevenson, you can be sure of an FCC now friendly disposed toward the industry -- just as eager to get new stations started as you are to see new markets opened up. As for problems of taxes, price & credit controls, inflation, employment, buying power, etc., they're part of the larger economic and political picture on which all of us can only have own personal predilections.

Today's TV market continues upgrade. We think continuance of that upward trend depends on, if it isn't already partially due to, new stations or the expectation of new stations. Some in the trade will argue this, pointing to current surges in older TV areas and the relatively few new markets as yet opened up.

But looking at the picture as whole, longer range, we give you the examples of newly-opened-up Denver & Portland and about-to-open-up York, Pa. (See stories this issue). We also cite the intensity of popular interest in such soon-to-be-served new markets as Austin & Lubbock, Tex., Honolulu, and the various other upcoming new-station areas fully listed in our Special Report herewith.

* * * *

Biggest problem of the trade right now seems to be to get new sets. Serious bottlenecks have arisen, ascribed to shortages of tubes, cabinets and tuners, especially uhf tuners. How long these will last, it's hard to say. But this business somehow always seems to arise to needs, especially when demand momentarily seems to be outrunning supply. Shortages are no chimera, however; if you want evidence, read story on NPA appraisal of materials situation (p. 8).

Factories tell us they're turning out all the sets they can, have demand for all that and more. Each boasting its own particular method of meeting uhf, they're of one accord in their confidence that the tuning problem will be met apace with the growth of uhf telecasting.

Distributors in newly-opened TV areas are in for same ripe pickings, if they can get the sets, that those in "saturated" areas have enjoyed and in many cases are still enjoying. Latter condition is epitomized in statement attributed to Ray Cox, Los Angeles Hallicrafters distributor, commenting on lack of highly-favored 21-in.:

"We are making every effort to supply our dealers, and the factory has been instructed to ship receivers by truck rather than wait until a full car has been made up by rail." He added that many sets are being flown in.

* * * *

TV output rose to new two-year high at 195,139 (13,638 private label) for week ended Oct. 24, which was 43rd week of this year. It climbed from 191,089 week preceding. At same time, factory inventories fell to year's new low of 97,506 from 120,126 week before -- far cry from June 6 peak of 491,834 (Vol. 8:24).

Radio output was 198,190 units (66,747 private label) on Oct. 24, down from 205,949 week preceding. Radio inventories fell to 180,098 from 195,965. Week's radios were 75,019 home receivers, 27,953 portables, 51,283 clock, 43,935 auto.

Note: With only 9 more weeks of statistical year to be counted, it's interesting to note that total TV output this year is already slightly over 4,400,000, total radio just over 7,500,000.

Topics & Trends of TV Trade: Fight to protect consumer against unethical TV service practices continued this week in 3 major cities: (1) Baltimore State's Attorney's office announced indictment of 4 servicemen on charges of fraudulent practices, said 6 other dealers are under study. (2) New York Better Business Bureau blasted service dealers who advertise "\$1 per call plus parts" and free estimate offers, recommended all advertised "guarantees" of service should be specific on actual terms. (3) Chicago City Council voted to ask Illinois legislature for authority to license servicemen in effort to halt malpractices.

Fair trade practices proposals, already discussed in 3 TV-radio industry trade conferences (Vol. 8:19, 25), will be presented at public hearing tentatively set for week of Dec. 15 at Federal Trade Commission, Washington. This will be final session before adoption of trade practice rules.

Federal Trade Commission complaint of Dec. 1949, charging Sylvania sold radio tubes to Philco for 7¢ to 9¢ less than to its own distributors in violation of Robinson-Patman Act (Vol. 6:2 & 8:25), is subject of FTC hearing set for Nov. 12-14.

* * * *

Picture tube sales for first 9 months of 1952 totaled 3,120,332 worth \$69,664,135 compared to 3,146,173 valued at \$78,852,954 in same period of 1951. Total includes September sales, which for first time reflect sales of entire industry rather than just RTMA members. For September, 640,793 were sold valued at \$14,326,017 vs. 394,605 worth \$8,913,358 in August and 294,951 worth \$6,138,517 in Sept. 1951. Rectangular 16-in. and larger represented 99.26% of September total. Receiving tube sales in September totaled 34,196,286 worth \$24,432,747 vs. Sept. 1951 sales of 27,946,193. For first 9 months of 1952, sales totaled 245,689,629 valued at \$176,938,899, of which 154,740,392 went for new sets, 57,543,670 replacement, 10,677,-964 Govt., 22,727,603 export.

Canadian RTMA report on Sept. TV set sales continued steady rise that month to 19,241 units at retail value of \$8,629,781. Sales for first 9 months of 1952 jumped to 70,209, worth \$32,016,790. Toronto-Hamilton led month's sales with 41.2%, Montreal 27.1%, Windsor 13.1%, Niagara Peninsula 12.7%, remaining 5.9% going to other areas. Factory inventory totaled 8773 as of Sept. 30. Cumulative sales of Canadian-manufactured TVs to that date were 148,647 valued at \$69,530,815.

New TV market opened up by KDUB-TV, Lubbock, Tex., due to begin test patterns Nov. 4, represents potential retail business of \$14,000,000 in next 14 months, says DuMont receiver sales mgr. Dan D. Halpin. He figures 40,000 sets will be sold in Great South Plains area covered by station, retailing at about \$10,000,000, plus \$4,000,000 for installation and servicing.

* * * *

OPS suspended clock radio ceilings this week, agreeing with RTMA petition (Vol. 8:42) that clock radios should be treated as table radios, not combination items, and therefore should have been included in general TV-radio-phono suspension order (Vol. 8:35).

GE now making uhf continuous tuners in its Auburn, N. Y. plant, which had been devoted exclusively to manufacture of Navy radar. Plant mgr. W. N. Maddox says 150 employes have been added to handle tuner production, which will not affect company's radar work.

Hallicrafters will introduce printed-circuit clock radio Nov. 1, first to use company's "foto-etch" process, which uses photographic printing process to duplicate circuit on chassis base.

Trade Miscellany: Arvin's TV-radio now account for 38% of company's business, said president Glenn W. Thompson this week before N. Y. Society of Security Analysts; he said 70,000 radios will be produced this year, but of TV would only state that 1953 volume will exceed 1952 by 40% . . . Sarkes Tarzian's tube plant in Hawthorne, N. J. closed as of Oct. 15; with sale of Batavia, Ill. plants to Avco (Vol. 8:43), he's out of tube business entirely, concentrating on tuners & rectifiers . . . Wells-Gardner, private-label manufacturer (Montgomery Ward, et al.), operating own retail store in Saginaw, Mich., reported considering expansion in retail field with own brand name . . . Raytheon raised prices of 11 models by \$10 & \$20, as of Oct. 27, v.p. W. L. Dunn stating company "attempted to hold the line in the face of general industry-wide price increases [but] the press of higher labor and material costs made these increases necessary . . . Webster-Chicago dropping 600 parts jobbers as franchisers for Webcor components, consolidating all consumer products distribution with the 162 distributors of its complete line . . . Among TV set makers who also manufacture and sell tubes, as listed in Vol. 8:43, we inadvertently omitted DuMont; we regret the error.

Distributor Notes: DuMont appoints Jaime Benarroch & Cia, Caracas, Venezuela (Jaime Benarroch, mgr.) in continuation of expansion in Latin America; company already has distributors in Cuba, Brazil, Puerto Rico . . . Motorola N. Y. distributor, Motorola-New York Inc., appoints Lou Raskin major account sales mgr.; Milton Allinson adv. & sales promotion mgr.; Robert Nash auto radio sales mgr. . . . Motorola Altoona, Pa. distributor, Dibert Radio Inc., names A. G. McGraw gen. mgr. . . . Stromberg-Carlson N. Y. distributor, Gross Distributors Inc., names David H. Rubinger sales mgr. . . . Bendix Radio Chicago distributor, Bendix Home Appliances Sales Corp., names Jack Gilhooley major accounts mgr.

IT&T's microwave developments, including directory of all its installations in service or under construction, are described in neat 36-page brochure, *Microwave Communications*, available from company at 67 Broad St., N.Y.

Trade Personals: Victor D. Kniss, ex-Firestone, appointed gen. sales mgr. of consumer products, Westinghouse Electric Corp., under consumer products v.p. J. M. McKibbin . . . Leonard F. Cramer, former DuMont executive v.p., now asst. gen. mgr. of Crosley Div., Avco, elected Avco v.p. in charge of TV-radio . . . Allen H. Center, ex-Parker Pen Co., named Motorola public relations director . . . Theodore W. Buchter, ex-Magnavox, appointed asst. to Olympic Radio president Percy L. Schoenen . . . Alfred A. Medica, ex-adv. mgr. of Orkil Inc., Hartford distributor, named Admiral's asst. adv. mgr. . . . Stanley Lunday promoted to sales v.p., Wm. M. Hummell to v.p. & treas., Admiral Corp. Ltd., Toronto . . . Edward Berlant, ex-CBS and onetime Tele King exec. v.p., named Starrett sales v.p. . . . Stanley H. Manson, Stromberg-Carlson, succeeds RCA's James M. Toney as vice chairman, RTMA public relations & adv. committee under John F. Gilligan, Philco . . . Harry J. Holbrook, on leave from Norge Div., Borg-Warner, director of NPA consumer durable goods div., resigns both positions to become marketing v.p., Universal Major Elec Appliances Inc. . . . Reinhold W. Schmidt promoted to mgr., DuMont tube div. equipment engineering & maintenance . . . Ray Hoefler, field sales mgr., appointed Zenith eastern sales mgr.; Martin J. Toothill, St. Louis mgr., named midwest district mgr.; Paul Bryant western sales mgr. . . . Frank Toler named Hallicrafters district sales mgr. at Nashville, covering Tenn., Ala., Ga., Fla.

Henry J. Dostal, 40, Tele King director of private-label sales, formerly with Crosley & Emerson, died Oct. 26.

Status Reports on All CPs

The 92 Post-Freeze New Station Grants to Date

With Their
Possible Starting Dates

Star (★) Indicates Station Already Operating. Dagger (†) Indicates Non-Commercial Educational Station
BPCT number is FCC file reference. Factbook or Addenda reference (in parenthesis) indicates issue in which original application with more complete data is digested.

Editor's Note: All grantees have been queried for latest information on prospective starting dates, and most have replied. Quotations are reports received directly from principals; indirect quotes are from other trade sources deemed reliable. We do not guarantee accuracy of information on starting dates; in fact, we caution you that very often it represents mere wishful thinking rather than hard reality. Weekly Television Digest Newsletters will continue to report the latest information on upcoming new stations as fast as received from the best available sources.

ALABAMA

WKAB-TV, Mobile—Pursley Bcstg. Service (WKAB). UHF Channel 48 granted 8-6-52; 22.5-kw visual, 12-kw aural, 250-ft. BPCT-988. (TV Factbook No. 15.) Plans to start "sometime before Christmas if possible."

WCOV-TV, Montgomery—Capital Bcstg. Co. (WCOV). UHF Channel 20 granted 9-17-52; 88-kw visual, 44-kw aural, 520-ft. BPCT-822. (TV Factbook No. 15.) "We hope to get on the air by March 1, 1953."

ARKANSAS

KRTV, Little Rock—Little Rock Telecasters. UHF Channel 17 granted 9-17-52; 22-kw visual, 12.5-kw aural, 490-ft. BPCT-1160. (Addenda 15-F.) "Feb. 1 or March 1, 1953."

KETV, Little Rock—Great Plains Television Properties Inc. UHF Channel 23 granted 10-29-52; 17.5-kw visual, 9.9-kw aural, 510-ft. BPCT-1169. (Addenda 15-F.) No report.

CALIFORNIA

KMJ-TV, Fresno—McClatchy Bcstg. Co. (KMJ). UHF Channel 24 granted 9-17-52; 105-kw visual, 53-kw aural, 1980-ft. BPCT-449. (TV Factbook No. 15.) About May 1, 1953.

† NEW, Los Angeles—University of Southern California, Allan Hancock Foundation (KUSC). UHF Channel 28 granted 8-28-52; 46-kw visual, 26-kw aural, 2910-ft. BPET-14. (Addenda 15-C.) No report.

COLORADO

★ KBTW, DENVER—Colorado Television Corp. (KVOD). Channel 9 granted 7-9-52; on air 10-2-52; 240-kw visual, 120-kw aural, 946-ft. BPCT-933. (Addenda 14-X.)

KDEN, Denver—Empire Coll Co. Inc. UHF Channel 26 granted 7-9-52; 105-kw visual, 52-kw aural, 1040-ft. BPCT-921. (Addenda 14-W.) By spring of 1953.

★ KFEL-TV, DENVER—Eugene P. O'Fallon Inc. (KFEL). Channel 2 granted 7-9-52; on air 7-18-52; 56-kw visual, 28.5-kw aural, 780-ft. BPCT-691. (Addenda 14-T.)

NEW, Denver—Mountain States Television Co. UHF Channel 20 granted 9-17-52; 89-kw visual, 53-kw aural, 440-ft. BPCT-1063. (Addenda 15-B.) No report.

KCSJ-TV, Pueblo—Star Bcstg. Co. Inc. (KCSJ). Channel 5 granted 10-29-52; 12-kw visual, 6-kw aural, 260-ft. BPCT-1103. (Addenda 15-C.) No report.

CONNECTICUT

WSJL, Bridgeport—Harry L. Lifting. UHF Channel 49 granted 8-13-52; 89-kw visual, 60-kw aural, 660-ft. BPCT-1019. (Addenda 15-A.) "Possibly February."

WICC-TV, Bridgeport—Southern Connecticut & Long Island Television Co. UHF Channel 43 granted 7-9-52; 81-kw visual, 46-kw aural, 700-ft. BPCT-944. (Addenda 14-Y.) "WICC-TV will be commercially telecasting as of Jan. 1, 1953."

WKNB-TV, New Britain—New Britain Broadcasting Co. (WKNB). UHF Channel 30 granted 7-11-52; 205-kw visual, 105-kw aural, antenna 970-ft. BPCT-870. (Addenda 14-Y & 15-P.) "We hope to be on the air during Dec. 1952," but later reports indicate no equipment availability before Feb. 15.

WATR-TV, Waterbury—WATR Inc. (WATR). UHF Channel 53 granted 10-29-52; 245-kw visual, 125-kw aural, 800-ft. BPCT-965. (TV Factbook No. 15 & Addenda 15-O.) No report.

FLORIDA

WITV, Fort Lauderdale—Gerico Investment Co. (WBRD). UHF Channel 17 granted 7-30-52; 18.5-kw visual, 11-kw aural, 420-ft. BPCT-994. (TV Factbook No. 15.) "Sometime after Jan. 1953."

WFNL-TV, Fort Lauderdale—Gore Publishing Co. (WFNL). UHF Channel 23 granted 7-30-52; 100-kw visual, 56-kw aural, 270-ft. BPCT-997. (TV Factbook No. 15.) "Telecasting here is expected to begin March 1, 1953."

WSUN-TV, St. Petersburg—City of St. Petersburg (WSUN-ABC). UHF Channel 38 granted 10-8-52; 83-kw visual, 42-kw aural, 460-ft. BPCT-665. (TV Factbook No. 15 & Addenda 15-K.) Starts about May 1, 1953, according to local trade reports.

ILLINOIS

WEEK-TV, Peoria—West Central Bcstg. Co. (WEEK). UHF Channel 43 granted 8-28-52; 175-kw visual, 88-kw aural, 550-ft. BPCT-701. (TV Factbook No. 15.) "Somewhere around Dec. 15 and, as an outside date, the end of January."

WTVO, Rockford—Winnebago Television Corp. UHF Channel 39 granted 9-10-52; 15.5-kw visual, 9.2-kw aural, 640-ft. BPCT-1052. (TV Factbook No. 15.) "Between Feb. 1-15, 1953, if equipment is delivered and weather is favorable."

INDIANA

WLBC-TV, Muncie—Tri-City Radio Corp. (WLBC). UHF Channel 49 granted 10-29-52; 16-kw visual, 8.1-kw aural, 500-ft. BPCT-789. (TV Factbook No. 15 & Addenda 15-I & N.) No report.

WSBT-TV, South Bend—South Bend Tribune (WSBT). UHF Channel 34 granted 8-28-52; 170-kw visual, 88-kw aural, 540-ft. BPCT-1017. (TV Factbook No. 15.) Original target date reported as June 1953, but earlier equipment delivery promised and may get on air earlier.

IOWA

KWTV, Sioux City—Great Plains Television Properties Inc. UHF Channel 36 granted 10-29-52; 18.5-kw visual, 10.5-kw aural, 530-ft. BPCT-1189. (Addenda 15-F.) No report.

KANSAS

† KSAC-TV, Manhattan—Kansas State College of Agriculture & Applied Science (KSAC). Channel 8 granted 7-24-52; 52-kw visual, 26-kw aural, 450-ft. BPET-1. (TV Factbook No. 15.) Has composite equipment available, and might start operating before end of year.

KENTUCKY

WPTV, Ashland—Polan Industries. UHF Channel 59 granted 8-13-52; 250-kw visual, 130-kw aural, 470-ft. BPCT-1009. (TV Factbook No. 15.) "Equipment promised in May or June; we should be on the air in July."

LOUISIANA

WAFB-TV, Baton Rouge—Modern Bcstg. Co. of Baton Rouge Inc. (WAFA). UHF Channel 28 granted 8-13-52; 225-kw visual, 115-kw aural, 490-ft. BPCT-1026. (TV Factbook No. 15.) "We have moved up air date to Jan. 1, barring unforeseen difficulties."

MARYLAND

WFMD-TV, Frederick—Monocacy Bctg. Co. (WFMD). UHF Channel 62 granted 10-23-52; 105-kw visual, 54-kw aural, 1150-ft. BPCT-570. (TV Factbook No. 15.) "Depends on equipment availability."

MASSACHUSETTS

WSEE-TV, Fall River—New England Television Co. Inc. UHF Channel 46 granted 9-4-52; 19.5-kw visual, 9.8-kw aural, 400-ft. (Addenda 15-A.) "Earliest practical date [seems to be] in the vicinity of May 1953, although it is highly possible and we hope to begin sooner."

WHYN-TV, Holyoke—Hampden-Hampshire Corp. (WHYN). UHF Channel 55 granted 7-9-52; 65-kw visual, 35-kw aural, 990-ft. BPCT-463. (Addenda 14-W.) "Expect to be on the air March 1953."

WNBH-TV, New Bedford—E. Anthony & Sons Inc. (WNBH). UHF Channel 28 granted 7-9-52; 200-kw visual, 100-kw aural, 490-ft. BPCT-217. (Addenda 14-Y.) Plans reported "somewhat up in the air" due to difficulty in getting firm equipment delivery dates.

WWLP, Springfield—Springfield Television Broadcasting Corp. UHF Channel 61 granted 7-9-52; 115-kw visual, 58-kw aural, 980-ft. BPCT-955. (Addenda 14-Y.) "We feel very confident at this time that we will be on the air with full power and a complete station before the end of January."

MICHIGAN

WPAG-TV, Ann Arbor—Washtenaw Bctg. Co. Inc. (WPAG). UHF Channel 20 granted 9-25-52; 1.75-kw visual, .93-kw aural, 340-ft. BPCT-1119. (TV Factbook No. 15 & Addenda 15-I.) "We can probably make April 1953."

WBKZ-TV, Battle Creek—Booth Radio & Television Stations Inc. UHF Channel 64 granted 10-29-52; 24.5-kw visual, 14-kw aural, 230-ft. BPCT-1102. (Addenda 15-C.) No report.

WKAR-TV, East Lansing—Michigan State Board of Agriculture, Michigan State College (WKAR). UHF Channel 60 granted 10-15-52; 245-kw visual, 125-kw aural, 980-ft. BPCT-1126. (TV Factbook No. 15.) "Our present estimate is either July or Sept. 1953."

WCIV, Flint—Trans-American Television Corp. UHF Channel 28 granted 7-9-52; 17.5-kw visual, 8.7-kw aural, 490-ft. BPCT-930. (Addenda 14-X.) Unable to carry out plans for "late this fall" due to unavailability of equipment; possibly February.

WKNX-TV, Saginaw—Lake Huron Bctg. Corp. (WKNX). UHF Channel 57 granted 10-1-52; 1-kw visual, .6-kw aural, 470-ft. BPCT-1200. (Addenda 15-G & 15-H.) "We're thinking in terms of Feb. 1."

MINNESOTA

WFTV, Duluth—Great Plains Television Properties Inc. UHF Channel 38 granted 10-23-52; 17-kw visual, 9.6-kw aural, 620-ft. BPCT-1155. (Addenda 15-E.) No report.

MISSISSIPPI

WJTV, Jackson—Mississippi Publishers Corp. UHF Channel 25 granted 9-10-52; 205-kw visual, 105-kw aural, 490-ft. BPCT-719. (TV Factbook No. 15 & Addenda 15-F.) "Everything is being done to give some service by Christmas."

MISSOURI

KFEQ-TV, St. Joseph—KFEQ Inc. (KFEQ). Channel 2 granted 10-15-52; 52-kw visual, 26-kw aural, 810-ft. BPCT-425. (TV Factbook No. 15.) Reported expecting to be on air in about nine months.

KTTS-TV, Springfield—Independent Bctg. Co. (KTTS). Channel 10 granted 10-8-52; 12.5-kw visual, 6.4-kw aural, 260-ft. BPCT-1115. (Addenda 15-B.) Reported aiming for May 1 start.

NEBRASKA

KFOR-TV, Lincoln—Cornbelt Bctg. Corp. (KFOR). Channel 10 granted 10-15-52; 56-kw visual, 28.5-kw aural, 250-ft. BPCT-811. (TV Factbook No. 15.) "We hope to be on the air TV wise in about six months."

KOLN-TV, Lincoln—Cornhusker Radio & Television Corp. (KOLN). Channel 12 granted 10-1-52; 21.5-kw visual, 11-kw aural, 310-ft. BPCT-1044. (Addenda 15-B. & 15-J.) Expects to start Feb. 1, 1953.

NEW JERSEY

WFPG-TV, Atlantic City—Neptune Bctg. Corp. (WFPG). UHF Channel 46 granted 10-29-52; 18-kw visual, 9-kw aural, 430-ft. BPCT-269. (TV Factbook No. 15.) "Definitely will start commercially Dec. 20; we may test before that date."

WCCE, Asbury Park—Atlantic Video Corp. UHF Channel 58 granted 10-1-52; 100-kw visual, 50-kw aural, 470-ft. BPCT-1213. (Addenda 15-G.) "We are hoping and shooting for the end of '53."

NEW YORK

WRTV, Albany—University of the State of New York. UHF Channel 17 granted 7-24-52; 205-kw visual, 110-kw aural, 1410-ft. BPET-3. (TV Factbook No. 15.)

WQTV, Binghamton—University of the State of New York. UHF Channel 46 granted 8-13-52; 200-kw visual, 105-kw aural, 540-ft. BPET-11. (TV Addenda 15-B.)

WTVF, Buffalo—University of the State of New York. UHF Channel 23 granted 7-24-52; 205-kw visual, 105-kw aural, antenna 630-ft. BPET-4. (TV Factbook No. 15.)

WGTV, New York—University of the State of New York. UHF Channel 25 granted 8-13-52; 205-kw visual, 110-kw aural, 680-ft. BPET-5. (TV Factbook No. 15.)

† WROH, Rochester—University of the State of New York. UHF Channel 21 granted 7-24-52; 205-kw visual, 105-kw aural, antenna 700-ft. BPET-6. (TV Factbook No. 15.)

† WHTV, Syracuse—University of the State of New York. UHF Channel 43 granted 9-17-52; 200-kw visual, 105-kw aural, 560-ft. BPET-7. (TV Factbook No. 15.)

Note: L. E. Wilson, president of the University of the State of New York writes: "Funds have not as yet been made available for the construction and operation of the non-commercial stations [but] a special Legislative Commission has been authorized to study this problem and to make a report to the 1953 session of the Legislature."

NORTH CAROLINA

WISE-TV, Asheville—Radio Station WISE Inc. (WISE). UHF Channel 62 granted 10-29-52; 23-kw visual, 13-kw aural, 1140-ft. BPCT-1140. (TV Factbook No. 15.) No report.

WETV, Raleigh—Sir Walter Television & Bctg. Co. UHF Channel 28 granted 10-15-52; 280-kw visual, 145-kw aural, 490-ft. BPCT-1156. (Addenda 15-E & K.) Transmitter scheduled for delivery Jan. 1, 1953; "should be matter of few days."

OHIO

WAKR-TV, Akron—Summit Radio Corp. (WAKR). UHF Channel 49 granted 9-4-52; 145-kw visual, 73-kw aural, 320-ft. BPCT-230. (TV Factbook No. 15.) By spring of 1953.

WMAC-TV, Massillon—Midwest TV Co. UHF Channel 23 granted 9-4-52; 99-kw visual, 50-kw aural, 430-ft. BPCT-1010. (Addenda 15-A.) "We are shooting for a Feb. 1, 1953 opening date."

WUTV, Youngstown—Polan Industries. UHF Channel 21 granted 9-19-52; 170-kw visual, 85-kw aural, 530-ft. BPCT-948. (TV Factbook No. 15 & Addenda 15-G.) "Equipment promised in May or June; we should be on the air in July."

WFMJ-TV, Youngstown—Vindicator Printing Co. (WFMJ). UHF Channel 73 granted 7-9-52; 175-kw visual, 88-kw aural, 980-ft. BPCT-259. (Addenda 14-S.) Aiming for early in 1953.

WKBN-TV, Youngstown—WKBN Broadcasting Corp. (WKBN). UHF Channel 27 granted 7-9-52; 200-kw visual, 100-kw aural, 510-ft. BPCT-275. (Addenda 14-P.) Aiming for early in 1953.

OREGON

★ KPTV, PORTLAND—Empire Coil Co. UHF Channel 27 granted 7-9-52; on air 9-18-52; 88-kw visual, 44-kw aural, 1020-ft. BPCT-925. (Addenda 14-W & 15-I.)

PENNSYLVANIA

NEW, Bethlehem—Associated Bctrs. Inc. (WEST). UHF Channel 51 granted 10-29-52; 2.25-kw visual, 2.25-kw aural, 600-ft. BPCT-1199. (Addenda 15-G.) Grantee now operates experimental uhf station KG2XAZ (511-519 mc).

WHP-TV, Harrisburg—WHP Inc. (WHP). UHF Channel 55 granted 9-25-52; 240-kw visual, 120-kw aural, 920-ft. BPCT-192. (TV Factbook No. 15 & Addenda 15-B.) "March or April."

WKST-TV, New Castle—WKST Inc. (WKST). UHF Channel 45 granted 9-4-52; 20.5-kw visual, 10.5-kw aural, 370-ft. BPCT-985. (TV Factbook No. 15.) Aiming for Jan. 1953.

WHUM-TV, Reading—Eastern Radio Corp. (WHUM). UHF Channel 61 granted 9-3-52; 260-kw visual, 135-kw aural, 1770-ft. BPCT-268. (TV Factbook No. 15 & Addenda 15-G.) Formal opening date definitely promised "prior to Dec. 10, 1952."

WEEU-TV, Reading—Hawley Bctg. Co. (WEEU). UHF Channel 33 granted 9-3-52; 225-kw visual, 120-kw aural, 1030-ft. BPCT-239. (TV Factbook No. 15 & Addenda 15-G.) "Looks like about July 1, 1953."

WTUV, Scranton—Appalachian Co. UHF Channel 73 granted 8-13-52; 11-kw visual, 5.9-kw aural, 760-ft. BPCT-506. (Addenda 15-A.) Tentative plans call for start sometime in January.

WGBI-TV, Scranton—Scranton Bctrs. Inc. (WGBI). UHF Channel 22 granted 8-13-52; 290-kw visual, 150-kw aural, 1170-ft. BPCT-780. (TV Factbook No. 15.) "Shortly after Jan. 1, 1953."

WBRE-TV, Wilkes-Barre—Louis G Baltimore (WBRE). UHF Channel 28 granted 10-1-52; 1000-kw visual, 500-kw aural, 1220-ft. BPCT-134. (TV Factbook No. 15.) "Sometime between Dec. 15 and Jan. 15."

WILK-TV, Wilkes-Barre—Wyoming Valley Bctg. Co. (WILK). UHF Channel 34 granted 10-1-52; 250-kw visual, 130-kw aural, 1010-ft. BPCT-231. (TV Factbook No. 15.) "Late in January or by Feb. 1, 1953."

WNOW-TV, York—Heim Coal Co. (WNOW). UHF Channel 49 granted 7-9-52; 96-kw visual, 54-kw aural, 470-ft. BPCT-356. (Addenda 14-V.) "We hope to be on the air in March 1953."

WSBA-TV, York—Susquehanna Broadcasting Co. (WSBA). UHF Channel 43 granted 7-9-52; 170-kw visual, 86-kw aural, 530-ft. BPCT-302. (Addenda 14-U.) Due to start in November, but delayed by antenna accident (see *Television Digest* Vol. 8:44); on-air date now Dec. 1.

SOUTH CAROLINA

WCSC-TV, Charleston—WCSC Inc. (WCSC). Channel 5 granted 10-29-52; 100-kw visual, 50-kw aural, 310-ft. BPCT-808. (TV Factbook No. 15.) No report.

WCOS-TV, Columbia—Radio Columbia (WCOS). UHF Channel 25 granted 9-17-52; 89-kw visual, 45-kw aural, 650-ft. BPCT-1074. (TV Factbook No. 15.) Reported Sept. 23: "We anticipate it will require approximately 6 to 8 months to get on the air."

WNOK-TV, Columbia—Palmetto Radio Corp. (WNOK). UHF Channel 67 granted 9-17-52; 680-kw visual, 340-kw aural, 590-ft. BPCT-764. (TV Factbook No. 15 & Addenda 15-D.) "Our best estimate [is] would be sometime between February and April."

TENNESSEE

WOUC, Chattanooga—Chattanooga T-V Inc. (WMFS). UHF Channel 49 granted 8-20-52; 20-kw visual, 10-kw aural, 460-ft. BPCT-980. (TV Factbook No. 15.) No report.

WTVT, Chattanooga—Tom Potter. UHF Channel 43 granted 8-20-52; 275-kw visual, 140-kw aural, 1270-ft. BPCT-1043. (Addenda 15-B.) Lookout Mt. site indefinite; no starting date projected.

TEXAS

KFDA-TV, Amarillo—Amarillo Bcstg. Corp. (KFDA). Channel 10 granted 10-15-52; 56-kw visual, 30-kw aural, 550-ft. BPCT-1111. (TV Factbook No. 15.) No report.

KGNC-TV, Amarillo—Plains Radio Bcstg. Co. (KGNC). Channel 4 granted 10-8-52; 100-kw visual, 50-kw aural, 770-ft. BPCT-769. (TV Factbook No. 15.) Construction under way, "estimated time on air 6-8 months, perhaps as early as next March."

KCTV, Austin—Capital City Television Co. UHF Channel 18 granted 7-11-52; 210-kw visual, 105-kw aural, 320-ft. BPCT-785. (Addenda 14-X.) "No developments [to report] until after the November election."

KTVA, Austin—Tom Potter. UHF Channel 24 granted 8-20-52; 280-kw visual, 145-kw aural, 640-ft. BPCT-1037. (Addenda 15-B.) Faces site problems; no starting date projected.

KTBC-TV, Austin—Texas Broadcasting Corp. (KTBC). Channel 7 granted 7-11-52; 100-kw visual, 51-kw aural, 740 ft. BPCT-876. (Addenda 14-W & 15-G.) Holds STA to begin operating on or after Nov. 15, 1952.

KEPO-TV, El Paso—KEPO INC. (KEPO). Channel 13 granted 10-23-52; 120-kw visual, 60-kw aural, 1000-ft. BPCT-1015. (Addenda 15-A.) "Immediate construction start," promised by president Miller C. Robertson, "with completion date to be timed to fit availability of a representative network schedule."

KROD-TV, El Paso—Roderick Bcstg. Corp. (KROD). Channel 4 granted 7-30-52; 56-kw visual, 28-kw aural, 1050-ft. BPCT-673. (TV Factbook No. 15.) "We fully expect to be on the air by Jan. 1, 1953."

KTSM-TV, El Paso—Tri-State Bcstg. Co. Inc. (KTSM). Channel 9 granted 8-13-52; 64-kw visual, 32-kw aural, minus-60-ft. BPCT-999. (TV Factbook No. 15.) "On or about Jan. 1, 1953."

† **KUHT**, Houston—University of Houston: Houston Independent School District (KUHF-FM). Channel 8 granted 8-20-52; 30.2-kw visual, 15.4-kw aural, 310-ft. BPET-9. (TV Factbook No. 15.) No report.

KCBD-TV, Lubbock—Bryant Radio & Television Inc. (KCBD). Channel 11 granted 10-8-52; 92-kw visual, 46-kw aural, 750-ft. BPCT-1088. (TV Factbook No. 15.) "Our best guess is April 1953."

KDUB-TV, Lubbock—Texas Telecasting Inc. Channel 13 granted 10-8-52; 31-kw visual, 15.5-kw aural, 980-ft. BPCT-1118. (TV Factbook No. 15.) Holds STA to begin operating on or after Oct. 31, 1952; formal start set for Nov. 13, 1952.

VIRGINIA

WSLS-TV, Roanoke—Roanoke Bcstg. Corp. (WSLS). Channel 10 granted 9-10-52; 250-kw visual, 125-kw aural, 1970-ft. BPCT-855. (TV Factbook No. 15.) "Although Dec. 1, 1952 is our objective, there may be unforeseen circumstances which can cause some delay."

WROV-TV, Roanoke—Radio Roanoke Inc. (WROV). UHF Channel 27 granted 9-17-52; 105-kw visual, 62-kw aural, 670-ft. BPCT-689. (TV Factbook No. 15 & Addenda 15-B.) "We hope to be on the air in December."

WASHINGTON

KXLY-TV, Spokane—KXLY-TV (partnership) (KXLY). Channel 4 granted 7-11-52; 100-kw visual, 55-kw aural, 840-ft. BPCT-972. (Addenda 14-Y.) Target date stated as "Christmas of 1952", with closed-circuit service scheduled to start Nov. 1.

KHQ-TV, Spokane—KHQ Inc. (KHQ). Channel 6 granted 7-11-52; 100-kw visual, 55-kw aural, 940-ft. BPCT-885. (Addenda 14-U.) "Soon after the New Year."

TERRITORIES

KGMB-TV, Honolulu, Hawaii—Hawaiian Bcstg. System Ltd. (KGMB). Channel 9 granted 8-6-52; 35-kw visual, 17.5-kw aural, 1770-ft. BPCT-1004. (Addenda 15-A.) Holds STA to begin commercial operation Dec. 1, 1952.

KAMI-TV, Honolulu—Radio Honolulu Ltd. Channel 11 granted 10-23-52; 125-kw visual, 74-kw aural, 1740-ft. BPCT-984. (TV Factbook No. 15 & Addenda 15-J.) May get on air by Jan. 1, 1953.

WKAQ-TV, San Juan, Puerto Rico—El Mundo Bestg. Corp. Channel 2 granted 7-28-52; 100-kw visual, 50-kw aural, 1280-ft. BPCT-952. (TV Factbook No. 15.) "After July 1, 1953."

Financial & Trade Notes: RCA sales reached all-time record volume of \$473,501,673 during first 9 months of 1952, comparing with \$431,281,782 in same 1951 period. Earnings after taxes of more than \$18,000,000 were \$17,847,110 (\$1.12 per common share) vs. \$18,356,841 (\$1.15) for corresponding 1951 period.

Third quarter sales, also a record, totaled \$167,663,848, net profit \$6,547,180 (42¢) vs. \$118,948,849 sales and \$2,653,480 profit (13¢) for same 1951 quarter.

During whole of 1951, RCA achieved record volume of \$598,955,000, of which 73.5% was attributed to RCA Victor, RCA Labs and RCA International divisions, 22.9% to NBC (Vol. 8:9). Both categories are operating at substantially higher rate this year, so that it's quite probable the company will approach if it does not actually achieve \$700,000,000 gross for all of 1952.

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Zenith shows net profit of \$1,239,855 (\$2.52 a share) on sales of \$35,637,794 for quarter ended Sept. 30, about 4 times comparable quarter of 1951, when profit was \$309,833 (63¢) on \$22,115,879. Spurt brought net profit for first 9 months to \$2,576,212 (\$5.23 a share) on sales of \$82,563,305 after deduction of \$3,054,627 for depreciation and taxes compared to \$2,689,630 (\$5.46) after \$3,313,697 deductions corresponding 1951 period. Company oversold its stock in third quarter this year, will be unable to fill all its TV-radio orders in last 3 months, says president E. F. McDonald Jr. Shipments of govt. orders were second highest in company's postwar history.

Stromberg-Carlson reports net profit of \$779,614 (\$2.06 a share) on sales of \$31,333,382 for first 9 months of 1952 vs. \$159,121 (17¢) on \$22,126,003 same 1951 period. Though TV market has firmed, president Robert C. Tait attributes tremendous increase to sales of new Custom 400 line of high-fidelity home recorders.

Collins Radio reports earnings of \$1,685,651 (\$4.24 a share) on sales of \$64,130,371 for fiscal year ended July 31 vs. \$737,682 (\$1.79) on \$19,330,319 during previous fiscal year. Backlog, including military orders, exceeded \$250,000,000 on July 31.

Magnavox lists net profit of \$637,827 (86¢ a share) on sales of \$11,336,096 for 3 months ended Sept. 30 vs. \$20,366 (2¢) on \$5,011,131 corresponding 1951 period.

Hoffman Radio reports net profit of \$994,282 (\$1.74 a share) on sales of \$25,728,140 for 9 months ended Sept. 30 compared to net loss of \$126,957 on \$12,750,221 for same 1951 period.

Sprague Electric Co., according to president Robert C. Sprague, this year is enjoying sales well ahead of the record \$38,491,215 of 1951, and profits will be better than the \$2,720,334 net of 1951. It now employs 5500 in 9 plants in 6 communities.

Dividends: Clarostat passes Nov. dividend, has paid 30¢ this year; Westinghouse, 50¢ payable Dec. 1 to holders Nov. 11; Avco, 15¢ Dec. 20 to holders Nov. 28; Magnavox, 37½¢ Dec. 15 to holders Nov. 25; Aircraft Radio, 10¢ Nov. 17 to holders Nov. 7; Belden, 40¢ Dec. 1 to holders Nov. 17.

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NPA Electronics Div. has moved to General Accounting Office Bldg., 5th & G Sts. NW, Washington. Offices of director Richards Cotton, deputy director Donald Parris and military production specialist Justin Sypher are in suite 2W15, other members of divisions in 2W14. Most telephone extension numbers are unchanged.

M. H. (Deke) Aylesworth, first NBC president who died Sept. 30 at age of 66 (Vol. 8:40), left estate of less than \$10,000 after debts, according to will filed for probate in Surrogate's Court in New York.

Electronics Reports: There are "no serious shortages" of receiving, transmitting, power or special purpose tubes, despite heavy increase in military production and demand. That was consensus of members of receiving & transmitting tube industry advisory committees at meetings with NPA in Washington, Oct. 29-30. NPA estimated 1953 receiving tube production at 487,000,000, compared with 375,643,697 for 1951 and 245,689,629 for first 9 months of 1952. The 1953 estimate is based on NPA's forecast of 6,200,000 TVs, 12,000,000 radios and 80,000,000 renewal tubes next year, and includes estimated 60% increase in production of military tubes over 1952.

Tubemakers reported no "alarming" materials problems, although they have experienced difficulties in obtaining some nickel alloys. Transmitting tube committee recommended Govt. stockpile high-grade nickel alloy melts for cathodes. Both committees expressed strong opposition to any plan for centralized military procurement of tubes. Several manufacturers of transmitting and special purpose tubes said they may be forced to make "mild layoffs" by first of year unless military orders pick up. NPA Electronics Division's Elmer C. Crane presided at both meetings.

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New labor shortage in field of highly skilled wiring men was reported to NPA by manufacturers of broadcast transmitting equipment industry at advisory committee meeting Oct. 28. Long-standing scarcity of engineers and draftsmen is being met by importation of foreign engineers and in-plant draftsmanship training of high school graduates. Only significant change in component and materials problems reported by manufacturers was large increase in supply of crystals for military and civilian orders, coupled with apparent decline in quality. NPA said crystal output has risen from 45,000 a month in 1950 to rate of 500,000 for October 1952, but manufacturers reported heavy increase in rate of crystal rejections.

NPA Electronics Div. director Richards W. Cotton termed production and operating efficiency losses in military equipment "a very serious problem." Air Force Col. T. M. Natt, Munitions Board, again told manufacturers that the military recognizes the problem and is "considering" simplification of design. J. Bernard Joseph of Electronics Div. presided at meeting, attended by representatives of Collins Radio, Continental Electronics, DuMont, Federal, Gates, GE, RCA, Standard Electronics, Westinghouse.

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Under court order, RCA began consultations this week with govt. officials in New York on ways and means of complying with grand jury subpoena for voluminous documents relating to patents, color and FM for sweeping investigation of electronics industry (Vol. 8:9). New York Federal District Court Judge Weinfeld, in denying RCA's motion to quash or modify subpoena (Vol. 8:43), last week ordered RCA and Justice Dept. anti-trust officials headed by Malcolm Hoffman, special asst. to the Attorney General, to get together on a "modus operandi" for compliance with a "minimum of inconvenience" to RCA. Meanwhile, RCA attorneys are studying possibility of appealing Judge Weinfeld's ruling. They're not clear as yet as to legality of an appeal from such a ruling since company contested only that portion of subpoena relating to patents, which it contended had been covered previously by 1932 Delaware consent decree. Judge Weinfeld ruled company was raising latter issue "prematurely" since all 19 respondents were still in position of "witnesses," might never be defendants if grand jury found nothing illegal in its investigation.

Truscon Steel Co., Youngstown, which makes TV-radio towers, became division of Republic Steel Corp. Nov. 1.

Count of TV Sets-in-Use by Cities

As of October 1, 1952

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

PORLAND is included for first time in Oct. 1 sets-in-use count by NBC Research, that city's KPTV having gone on air Sept. 18. It's credited with 4000 receivers. Other post-freeze TV city, Denver, now with 2 stations and listed for second time, is credited with jump in month from 15,000 to 33,000 sets. Nov. 1 count, due at end of that month, is expected to be considerably higher, inasmuch as set sales have been booming in those areas.

Addition of 413,100 sets-in-use during September brought total to 19,124,900. With current boom, it's foregone certainty figure will go well above 20,000,000 during 3 months yet to be counted. Increases during September included 35,000 in New York area, 20,000 Chicago, 16,000 San Francisco, 15,000 Los Angeles, 14,000 Boston & Cleveland, 13,000 New Haven, 12,000 Baltimore, St. Louis & Seattle, 11,000 Philadelphia & Houston, 10,000 Milwaukee & Atlanta.

Following is Oct. 1 "census" by areas (consult individual stations for their estimates of total families within respective service ranges):

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
Interconnected Cities			Interconnected Cities—(Cont'd)		
James (Des Moines)	1	91,800	Minneapolis-		
Atlanta	3	211,000	St. Paul	2	326,000
Baltimore	3	422,000	Nashville	1	80,400
Binghamton	1	91,000	New Haven	1	335,000
Birmingham	2	126,000	New Orleans	1	122,000
Bloomington (see Indianapolis) 1(a)	2	946,000	New York	7	3,135,000
Boston	1(b)	293,000	Norfolk	1	125,000
Buffalo	1	163,000	Oklahoma City	1	98,000
Charlotte	4	1,255,000	Omaha	2	145,000
Chicago	3	345,000	Philadelphia	3	1,097,000
Cincinnati	3	661,000	Phoenix	1	39,900
Cleveland	3	230,000	Pittsburgh	1	495,000
Dallas	2	189,000	Portland	1	4,000
Fort Worth	1	146,000	Providence	1	229,000
Davenport-Rock Island	2	202,000	Richmond	1	142,000
Dayton	2	33,000	Rochester	1	159,000
Denver	2	748,000	Salt Lake City	2	78,000
Detroit	1	91,800	San Antonio	2	97,500
Grand Rapids & Kalamazoo	1(d)	180,000	San Diego	1	122,000
Greensboro	1	99,000	San Francisco	3	464,000
Houston	1	188,000	Schenectady	1	230,000
Huntington	1	94,600	Seattle	1	183,000
Indianapolis & Bloomington	1(a)	313,000	St. Louis	1	433,000
Jacksonville	1	72,000	Syracuse	2	174,000
Johnstown	1	177,000	Toledo	1	209,000
Kalamazoo (see Grand Rapids)	1(d)	232,000	Tulsa	1	77,500
Kansas City	1	167,000	Utica	1	75,000
Lansing	1	105,000	Washington	4	395,000
Los Angeles	7	1,255,000	Wilkes-Barre	1	120,000
Louisville	2	155,000	Total Inter-connected	110	19,095,500
Memphis	1	149,000	Non-Interconnected Cities		
Miami	1	111,000	Albuquerque	1	18,300
Milwaukee	1	363,000	Brownsville (Matamoros, Mexico)	1(e)	11,100
Total Inter-connected and Non-Inter-connected	2	29,400	Total Non-Inter-connected	2	29,400
Total Interconnected and Non-Inter-connected	112	19,124,900			

(a) Bloomington separately 195,000. Indianapolis separately 274,000.

(b) Does not include estimated 71,000 sets in Canadian area reached by Buffalo station.

(c) Does not include estimated 40,000 sets in Canadian area reached by Detroit stations.

(d) Grand Rapids separately 140,000. Kalamazoo separately 151,000.

(e) Estimate for Texas area. Estimated 2500 additional sets in Mexican area of Matamoros station.

Set estimates for stations may be added together for network purposes. Where coverage areas overlap, the sets have been divided between the stations involved. Therefore, the estimate for each station is an unduplicated figure. Stations with overlapping coverage have total TV installations higher than the unduplicated network figures shown here. For spot & local purposes, anyone interested in total number of sets reached by an individual station should consult the station or its representative.

Note: TV sets sold in Canada totaled 148,647 up to Sept. 30, 1952, according to Canadian RTMA (Vol. 8:44). Since nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The CRTMA area count as of last Sept. 30: Windsor 42,092, Toronto-Hamilton 58,473, Niagara Peninsula 23,131, Montreal 16,999, other areas 7952. In addition, Cuban sources claim 70,000 sets-in-use in Havana, 20,000 more in rest of Cuba.

Only 3 vhf applications for new TV stations were filed with FCC this week, but there were 9 for uhf—making total vhf-uhf now pending 767 (306 being uhf). Seeking Channel No. 10 in Norfolk is new group that includes owners of WNOR there; No. 7 in Amarillo, Tex., Mrs. Loula Mae Harrison, owner of oil and real estate properties; No. 8 in San Angelo, Tex., KTXL owners Armisted Rust, rancher and mayor of the town, with B. T. Bludworth, advertising and oilman. The uhf applications include one for No. 26 for non-commercial educational in Washington, D. C. Other uhf applications were for Dover, Del., No. 40, and for Fayetteville, N. C., No. 18, both filed by John W. Rollins group, owners of WJWL, Georgetown, Del., WRAP, Norfolk, and other AM stations; Orlando, Fla., No. 18, by publishers of *Orlando Post*, a weekly; Pittsburgh, Pa., No. 47, and Lansing, Mich., No. 54, both by Ronald Woodyard and group; Decatur, Ill., No. 17, by local investor W. L. Shellabarger, with Harold G. Cowgill, attorney in Washington firm of Segal, Smith & Hennessey, as 10% stockholder (his home town); Shamokin, Pa., No. 65, by WISL owners; Tulsa, Okla., No. 17, by Arthur R. Olson, oilman & manufacturer. [For details about foregoing applications, see *TV Addenda 15-P* herewith; for listing of all post-freeze, applications, grants, hearings ordered, etc., see *TV Factbook No. 15* with weekly Addenda to date.]

Three educational applications for Connecticut filed last week (see *TV Addenda 15-O*) are going to be followed very quickly by applications from St. Louis, Oklahoma City and Tulsa, according to Ralph Steetle, executive director of Joint Committee on Educational TV. One was filed for Washington, D. C. this week. JCET held a "let's take stock" session in New York Oct. 21 attended by educational topkicks from Syracuse, St. Louis, Detroit, Denver, Cleveland, Los Angeles, Pittsburgh—plus representatives of Southern Regional Education Board and Ford's Fund for Adult Education. Next major educational confab is Nov. 6-8 convention of National Assn. of Educational Broadcasters at U of Minnesota, featuring as speakers FCC chairman Paul A. Walker and Sen. Hubert Humphrey (D-Minn.). In New Jersey, Dept. of Education appointed 10-member TV commission including 3 industry representatives: Dr. Allen B. DuMont; Dr. Elmer W. Engstrom, RCA Labs v.p.; Robert B. MacDougall, educational director of WATV, Newark. In Washington, American Council on Education issued 36-page brochure summarizing its April 20-24 TV Programs Institute at Pennsylvania State College; it's a "preprint" of complete proceedings to be published later.

Output of TV transmitters and other broadcast equipment isn't being hampered by military orders or materials and parts shortages. This assurance came from leading manufacturers at NPA industry advisory committee meeting in Washington Oct. 28. Committee members said industry has additional production capacity available for some types of military equipment without sacrificing commercial output. Orders for transmitting equipment for new TV stations may backlog for considerable period, some manufacturers said, since it's impractical to gear production to rate of FCC grants.

Westinghouse dropped application for uhf in Ft. Wayne this week, though it operates AM station WOWO there—telling FCC that it's seeking station in different market—through purchase or application. Company owns WBZ-TV, Boston, has applications pending for Philadelphia, Pittsburgh, Portland, Ore. Ft. Wayne is assigned 3 channels, all uhf, one of them reserved.

Station Representatives Assn. Inc. is new simplified name for National Assn. of Radio & TV Representatives Inc., announced this week by president Joseph Weed.

MARTIN CODEL'S

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

Television Digest

with ELECTRONICS REPORTS

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SOME NEW TV-RADIO REGULATORS DUE SOON: There will be changes in top personnel and very likely in the temper and tempo of TV-radio regulation in Washington as result of Dwight D. Eisenhower's election.

Whether they're to the good, time and the character of his appointments will tell. Certainly, such few vestiges of the Big Stick as may be holding over from the crackdown policies and attitudes of recent memory are likely to disappear.

If this Administration is going to be friendly to business, as anticipated, particularly to new businesses created out of the genius of American laboratories and American enterprise, we can expect the youthful TV-electronics industries to be encouraged if not actually coddled.

Self-appointed king-makers will be naming all sorts of names for this-&-that job opening up under the new Administration -- but they're sheer guesswork as yet; indeed, the mere naming of names is more often than not a publicity buildup designed to butter up the persons named. What may happen at other govt. agencies is related on p. 8; what's likely to happen at vitally important FCC is this:

Chairman Paul Walker, whose regular term expires next June 30 but who holds office under executive order extending his retirement for age (71) could be permitted to finish out his term -- but the chairmanship belongs to the majority party and so a new one will be named early. It's possible, though not certain in light of the prize nature of the job, that Comr. Rosel Hyde, Idaho Republican, might get it.

Comr. Eugene H. Merrill, Utah Democrat who got recess appointment in October to fill out unexpired term of Republican Comr. Jones (Vol. 8:41), is certain to be superseded by a Republican by simple expedient of sending new name to Senate.

While he hasn't said so, Comr. E.M. Webster, politically independent, who is now 63 and whose govt. service since his 1912 graduation from U.S. Coast Guard Academy has earned him his retirement pay, may elect to quit before term expires in June 1956. None of the others is likely to quit -- next term expiration being due in 1955 for Comr. Hennock, a product of the New York Democratic machine.

* * * *

Some changes at staff level are expected -- but not many and few, if any, on Civil Service rolls. Much depends on predilections of new chairman and pressures on Commission. Main focal point is gen. counsel Benedict Cottone and some of his assistants who have much to do with formulating and defending FCC policy.

They aren't resigning automatically with change in Administration, but will do so of course if Commission requests. Otherwise, they'll wait to see whether policies undergo such marked changes that they find it "impossible to live with" the new Commission, as one top member put it.

But the FCC has already begun to swing away from characteristically New Deal thinking, in last year or so, and several influential people have already left (Coy,

Jones, Plotkin, Goldman, et al). Cottone himself has no plans to leave now, avers his staff hasn't been chosen with eye to political labels, points to such Republicans as his own assistant Dee Pincock, broadcast bureau chief Curtis Plummer, hearing division chief Fred Ford. He added:

"I don't know and I don't think the Commission knows or cares what the affiliations are of chief engineer Edward Allen, chief accountant William Norfleet and bureau chiefs Edwin White, Jack Werner and George Turner."

But there's no question some staff members will leave as soon as they can find jobs elsewhere. And few will stick around if they're going to be demoted.

Staff holds widely varying views about the changes in policy to come. Some think no sudden, radical changes are in offing. However, perhaps recalling how badly Commission stubbed its toes on the abortive color issue that prolonged the TV freeze by several years, they do foresee much less zeal for pushing issues unpopular with the industry. Few visualize the FCC, under Republican control, initiating anything that smacks of crackdown or that would align the industry against it.

* * * *

Though FCC Chairman Walker moved quickly to end freeze and give the newborn TV industry its head when he took over last spring, what seems inescapable is memory of rampant "ideologies" that prolonged freeze unnecessarily for several years; that saw even lower-echelon FCC staffmen assume attitudes of masters rather than servants of the public and of legitimate industry; that for a long time alienated the whole electronics industry -- from highest military experts to laboratory and factory and unions; in fact all the way down to outraged local appliance dealers.

It's a fair conclusion that most of TV-radio and associated industries -- even the ever-fearful, easily-intimidated and usually silent licensees of stations -- were antagonized by the Washington regime, particularly by FCC. Their resentment and influence have been underrated by an inbred and too-powerful bureaucracy.

WHO WILL ADVISE PRESIDENT EISENHOWER? One person reasonably sure to have ear of incoming new President on TV-radio matters, at outset at least, will be his brother Milton, the president of Penn State, who once worked with Dept. of Agriculture and with wartime OWI. He knows quite a bit about radio, if not TV and electronics, knows most of the top personalities -- certainly knows the merits and demerits of Comr. Hennock's personal crusade for non-commercial educational TV stations.

It's sheer nonsense to talk about some of Milton Eisenhower's old colleagues and Gen. Eisenhower's personal friends as the new "influences" in Washington. Name of Sam Pickard has been bruited, for example; he's a onetime Dept. of Agriculture man who was elevated to old Radio Commission, became a CBS v.p., earned a fortune in the stock market and in radio station deals, now is retired in Florida. Or Harry Butcher, now a California station owner; he's ex-CBS Washington v.p. and was wartime naval aide to Gen. Eisenhower. Both burned their Washington bridges long ago.

Key men in matter of appointments will be new chairmen of Senate and House Committees on Interstate & Foreign Commerce -- the fiery Sen. Tobey (R-N.H.), a vigorous "trust buster" who replaces the powerful Sen. Johnson (D-Colo.), and the conservative Rep. Wolverton (R-N.J.), replacing aged Rep. Crosser (D-Ohio). Johnson particularly has held sway over FCC for long time, epitomized by his ill-starred color crusade. Both committees will be reshaped as result of elections (see p. 12).

On his wartime staff, high in radio, Eisenhower got to know RCA chairman David Sarnoff (brig. gen. in Signal Corps) and CBS chairman William Paley (colonel in psychological warfare) particularly well. Paley, in fact, sits on his board of trustees of Columbia U, might realize oft-reported ambition to be an ambassador.

Gen. Sarnoff already is working in Washington several days a week as head of special commission appointed by Defense Secretary Lovett to probe war establishment with view to economy and efficiency (Vol. 8:43); job will last well into next Administration and is one close to Eisenhower's ken.

There were quite a few radio folk in the Republican campaign -- particularly advertising, station and newspaper people. But it's hardly expected that the BBDO-Kudner crowd wants patronage; or GOP chairman Summerfield's aide Stanley Pratt, who owns KS00, Sault Ste. Marie, Mich.; or newspaper-radio owner Sen. Fred A. Seaton

(R-Neb.) who served an interim term in the Senate. George Allen, personal friend of Ike's, who owns an adjoining farm near Gettysburg, is an Avco (Crosley) director, and so is Gen. Wedemeyer, who plumped first for Taft, then for Eisenhower.

Quite a few members of Congress are station owners -- notably Sen. Lyndon Johnson (D-Tex.) whose new KTBC-TV, Austin, is due on air Dec. 1. Eisenhower sweep also brought in Prescott Bush as Senator from Conn.; he has long been on CBS board. Senators Taft (R-Ohio), Knowland (R-Calif.), Kerr (D-Okla.), Sparkman (D-Ala.) are identified with radio station ownership, usually through family interests, and they're all back; also Reps. Harris Ellsworth (R-Ore.) and Alvin O'Konski (R-Wis.).

6 UHF CPS, STATIONS SEEK POWER HIKES: FCC squeezed 6 CPS, all uhf, out of agenda this week, went through 13 more cities on Group A list -- to 85th city. Commission didn't touch Group B-1 this week -- and it obviously hesitates to get into B-2, the cities with operating stations and uhf-only channels left for assignment.

There is now total of 98 CPS outstanding, 24 vhf & 74 uhf. Though uhf CPS outnumber vhf 3-to-1, there have been more vhf grants than were commonly expected before end of freeze. This week's grants:

Gadsden, Ala., Jacob A. Newborn Jr., No. 21; San Bernardino, Cal., KITO, No. 18; Elmira, N.Y., Elmira Television, No. 24; Warren, O., WHHH, No. 67; Wichita Falls, Tex., White Television Co., No. 22; Lynchburg, Va., WWOD, No. 16.

Gadsden and Wichita Falls grantees are new to radio. Mr. Newborn is in real estate and laundry businesses. White Television Co. is owned by W. Erle White, who owns White's Auto Stores. Elmira company is partnership of T.K. Cassel, owner of WDAD, Indiana, Pa. and WATS, Sayre, Pa., and John S. Booth, WCHA, Chambersburg, Pa.

* * * *

Hearings have been going along at good clip, all things considered, but some are beginning to run into delays. In addition to usual problems -- illness of witnesses, etc. -- there are growing number due to overloading of applicants' counsel and engineers. Some simply have too many cases to handle at once.

An example is Sacramento, which starts Nov. 17, runs engineering testimony couple days, then recesses to Dec. 15. Denver is recessed to Dec. 15 because of heart ailment of KMYR's A.W. Meyer. Bitterly fought Portland cases are moving along, but they won't conclude before February -- and they started Oct. 1.

Tampa-St. Petersburg cases were enlivened by 2 scathing letters from Florida Gov. Fuller Warren attacking applicants Times and Tribune. He charged that Tribune prints false and libelous material and suffers from "journalistic schizophrenia" and that Times' owner Nelson Poynter has an "almost pathological craving for political power." Commission politely asked Gov. Warren to specify date for taking his deposition on the charges, hasn't heard from him yet.

* * * *

No power-height increases for existing stations have been authorized by FCC, except among the 30 required to shift channels. Half-forgotten, however, is fact that the Commission's processing procedure now requires a statement of policy about processing applications for such increases (see p. 96, TV Factbook 15). In week or two, FCC will tell whether it will start granting increases now. When the processing does start, first to be considered are stations in largest single-station markets, leading off with St. Louis' KSD-TV.

Most stations have already filed for the increases. One of most remarkable is that of WFAA-TV, Dallas, proposing 1747-ft. above ground (see story below).

1747-FT. TEXAS TV TOWER WORLD'S TALLEST: Dallas News' WFAA-TV, in proposing to FCC that it be permitted to erect 1747-ft. tower in connection with request for maximum power, would build world's highest man-made structure.

Ideco tower actually would stand 1673-ft., would be surmounted by 74-ft., 12-section RCA antenna operating on Channel 8. Tallest tower in world now is Air Force's 1212-ft. structure used for loran studies near Rome, N.Y. Tallest in TV today is WSB-TV's 1062-ft. in Atlanta. Empire State Bldg., with antennas, is 1470-ft.

Cost of tower-antenna is specified at \$833,000, and total cost of changes,

including boost of power to 316 kw, is \$1,210,438. Station says antennas of WBAP-TV and KRLD-TV could also be accommodated on tower, below WFAA-TV's.

CAA would have no objection to tower, except for problem of daytime marking. Consulting engineer A. Earl Cullum proposes that high-powered light be installed, will demonstrate one next week to representatives of FCC, CAA and other agencies. Station will test, from the top of 650-ft. WFAA(AM) tower, a battery of 10,000,000-candlepower Westinghouse neon lamps.

FCC has never required daytime lighting before, and lighting proposal recently recommended by informal TV-aviation-Govt. committee (Vol. 8:35) merely suggests "aeronautical study" to determine type of lighting for towers over 1500-ft.

Westinghouse light is most powerful readily available, and observers will see whether it can "compete with the sun." Since there are no criteria for marking such high towers, WFAA-TV is ready to accept CP "with the condition that it will provide whatever daytime lighting may be adopted by FCC and CAA."

Scarcity of structural steel still looms as formidable barrier to giant towers in immediate future. NPA officials say they will allot no steel to begin new TV tower projects during fourth quarter 1952 or first quarter 1953 (Vol. 8:39). But after next March, they hopefully suggest, it may be clear sailing.

MORE REPORTS ON UPCOMING NEW STATIONS: You can record the new KDUB-TV, Lubbock, Tex. (Channel 13) as definitely on the air -- fourth post-freeze station to go into operation. Test patterns began this week from 5-kw DuMont transmitter and interim 202-ft. antenna (pending 1000-ft. tower due in March) -- and excellent signals are reported up to Lockney, Tex., 40 mi., with some pickups reported from as far away as Stamford, 125-mi. southeast, & Amarillo, 110-mi. north. Commercial debut is Nov. 13.

Those due on the air next are still as reported in Vol. 8:43-44 -- notably KTBC-TV, Austin, Tex. (Channel 7), KGME-TV, Honolulu (Channel 9), both definitely promised Dec. 1; WSBA-TV, York, Pa. (Channel 43), still likely to make Dec. 1; and WSLS-TV, Roanoke, Va. (Channel 10), still aiming for that date.

Our continuing survey of upcoming new stations yields data this week on 4 listed with "No report" in our Special Report of Nov. 1 recapitulating status and prospective starting dates of nearly all grantees to that date. Two others report altered plans. We suggest you record these changes in your own "fever charts":

(1) KSCJ-TV, Pueblo, Colo. (Channel 5) is shooting for March 1, writes mgr. Douglas Kahle, will speed this if equipment is available. Rep will be Avery-Knodel.

(2) WLBC-TV, Muncie, Ind. (Channel 49) has ordered RCA equipment, Lehigh tower, has begun building; RCA transmitter, says owner D.A. Burton, is firmly promised for Feb. 15, so it should be on the air by March 1. No rep yet chosen.

(3) WKNX-TV, Saginaw, Mich. (Channel 57), says president Wm. J. Edwards, is "looking toward February opening." Rep will be Gill-Keefe & Perna Inc.

(4) WEEU-TV, Reading, Pa. (Channel 33) has moved up its anticipated opening date to May 15, using GE equipment, according to trade reports. AM rep is Headley-Reed. WHUM-TV, Reading (Channel 61) still says early in December (Vol. 8:44).

(5) WCSC-TV, Charleston, S.C. (Channel 5) has ordered DuMont transmitter, 520-ft. Truscon tower, 6-bay RCA antenna, "hopes" for April 1 start -- but owner John M. Rivers says candidly, "I have had so much experience with construction that I frankly just do not know." Rep will be Free & Peters.

(6) KFDA-TV, Amarillo, Tex. (Channel 10) has ordered GE equipment mainly, Andrews tower, promised for February delivery, so expects to be on air in March, says mgr. Leslie E. Smith. Sales rep is Branham.

(7) This week's uhf grantee for Elmira, N.Y. (Channel 24) reports March 15 target date, depending on delivery of RCA equipment already ordered. Forjoe is rep.

And Spokane's KHQ-TV (Channel 6) got delivery of 5-kw GE transmitter this week, with 35-kw amplifier, 5-bay antenna, so that 100-kw ERP operation right after Jan. 1, as promised, seems now assured. Two new call letters this week: KONA to Honolulu's originally announced KAMI-TV; KUSC-TV to U of Southern California.

Telecasting Notes: "Fait accompli," is reply of Empire Coil Co.'s Herbert Merriwether Mayer to our inquiry as to how soon he expects to see his new KPTV, Portland, Ore., operating in the black. This despite fact country's first uhf outlet didn't begin commercial operation until Sept. 20 and area is credited as yet with less than 20,000 receivers (only 4000 as of Oct. 1; Vol. 8:44) . . . KPTV's rate card Class A base is \$250 per hour, \$50 per spot; it feeds from all 4 networks, is represented by NBC Spot Sales, includes these among current spot advertisers: Kools, Viceroy, United Air Lines, Bulova, Wonder Bread, Elgin, Amazo, DeSoto-Plymouth, Trico, Frigidaire, Hoffman TV, S.O.S., National Biscuit Co., National Carbon Co. . . . Film syndicators, notably those of networks, doing nice business these days booking their stuff on new stations not yet operating; CBS-TV Film Sales, for example, reports El Paso's upcoming KROD-TV has purchased *Gene Autry Show*, *Range Rider*, *Cases of Eddie Drake*, *Files of Jeffrey Jones* . . . Some new outlets report sponsors already for various film series and local shows, although they often don't really know when station will get on air (see Special Report, Nov. 1) . . . Reading's uhf WHUM-TV, promised prior to Dec. 10, will start with enough sponsors to operate in the black, reports gen. mgr. Humboldt Greig . . . Advertisers Research, for whatever it's worth, reports that nearly every TV family reads a Sunday newspaper, all but 4% a daily newspaper, and 3 out of 4 read magazines . . . Newspaper reading has survived competition of TV, says ANPA, which reports weekday circulation in last 32

ALL ISN'T BEER-&SKITTLES for the networks, despite fact that their TV grosses will run very high this year, as already manifested in PIB monthly network billings figures (Vol. 8:43). According to *Variety's* George Rosen, NBC-TV as a network will wind up 1952 with gross of about \$80,000,000, CBS-TV about \$70,000,000—better than best years they ever had in radio. But, he adds, when balance sheets are tallied, NBC-TV will be lucky if it comes through with a net of \$1,000,000, CBS-TV will run short of that.

This anomaly he calls the "No. 1 Ripley in American industry today." The networks, he says, are far from convinced as to the economic feasibility of coast-to-coast TV—i.e., the costly coaxial cable and/or microwave hookups—a thesis originally propounded by RCA's Gen. Sarnoff. And it's a fact in TV, as it was long said to be in radio, that the networks' profitable owned-&-managed stations carry the fiscal load for their not-so-profitable network operations. Reporter Rosen adduces that:

(1) NBC affiliate WTMJ-TV, Milwaukee, will probably close the fiscal year with a profit equaling if not surpassing that of NBC-TV network, apparently basing this on its amazing 1951 showing (Vol. 8:1). And Paramount's WBKB, Chicago, for which CBS is "plunking down \$7,000,000 [actual figure is \$6,000,000] is expected to show profit for year matching that of entire CBS-TV operation. [Editor's Note: WBKB profit this year probably will run more than \$2,000,000 on \$4,000,000 gross; Vol. 8:34.]

(2) How networks eat up profits is manifest from fact that NBC's WNBT, New York, will this year exceed 1951 gross of \$10,000,000, will earn between \$2,000,000 & \$3,000,000; NBC's 4 other TV outlets are profitable, too, as are other network-owned stations. Therefore, says Rosen, networks have job of "priming the pump that's pouring gold into the affiliate stations."

(3) "Even assuming that the day is not far off when the major TV networks achieve their potential of 100 to 150 affiliates," *Variety* article continues, "instead of the present 30-40-50-station lineup, how many sponsors are around who can indulge in such lavish expenditures and how much higher can the webs go beyond the present

years has increased from 28,000,000 to 54,000,000 . . . Top magazine agency J. Walter Thompson this year for first time will bill more TV-radio time than magazine space, reports *Sponsor Magazine* . . . Promotional coup: WNBT, New York, has deal with Simon & Shuster's Little Golden Books whereby each paper-backed volume carries plug for its children's programs, and with Pocket Book Publishing Co., which also inserts plugs for station's shows and sponsors . . . Cleveland joins cities using TV-movie promotion tie-ins, with 9 first-run theatres and 7 distributors signing for 30-min. of trailers on WXEL for 13 weeks beginning Nov. 16 at 1 p.m. . . . Big new CBS-TV "Television City" in Hollywood, whose initial 15-acre unit is said to be world's largest TV plant, to be formally dedicated with all-star show headed by Jack Benny, 9-10 p.m., EST, Sat., Nov. 15 . . . Alcoa's first *See It Now*, the Ed Murrow Sun. show on CBS-TV, being shown as feature film in New York's Victoria Theatre; it's the one dealing with mock bombing attack in New York City . . . NBC-TV's *Victory at Sea* may also soon get theatre distribution . . . DuMont Network circulating pop-up brochure illustrating its new "Tele-Centre" to be opened soon at 205 E. 67th St., N. Y. . . . Add to the lexicon of TV: One station-break commercial is called "spot"; 2 are "twin availabilities"; third is "proximity." If you take "hitch hiker" at end of network show, "cow catcher" at beginning, you have 5 commercials in row . . . New WFGP-TV, Atlantic City, due on air Dec. 20 (Vol. 8:44), will have base rate of \$150 per hour, \$20 per 1-min., \$15 per 20 sec.

\$29,000 per half-hour tab?"

Though the article seems to reflect some crying-on-his-shoulder by somebody at the networks, Reporter Rosen's basic point—that the economics of network TV are by no means sound and settled as yet—warrants plenty of thought. Stations may regard this as buildup against their demands for higher take from network shows; could blame networks for extravagance and what Rosen calls "overlapping administrative brass." On their part, networks point not only to higher union scales, constantly rising programming and technical costs, line charges. "If there's a way out, into greener pastures and some lush profits, the networks are still groping for the solution," concludes Rosen.

* * * *

Along much the same line, *Billboard's* Joe Csida reports that NBC o-&-o stations (5 TV, 5 AM) will turn in net profits of somewhere between \$9,500,000 and \$10,000,000 on combined grosses of just under \$30,000,000 and that CBS's own stations (7 AM, 2 TV, 47% of third TV, 45% of fourth) will rack up between \$7,500,000 and \$8,000,000 on grosses of about \$23,000,000. Best NBC earners are WNBT, with net of about \$3,000,000; best CBS is WCBS-TV, about same. NBC's second best is WNBQ, Chicago, doing better than \$1,500,000; healthy third is WNBK, Cleveland, poor fourth and fifth WNBW, Washington, and KNBH, Los Angeles. CBS's KXNT, Los Angeles, and partially-owned WCCO-TV, Minneapolis, and WTOP-TV, Washington, are rated only fair earners.

"These net profits in relation to gross business" relates Csida, "are in startling contrast to the gross vs. net picture of the 2 network operations as distinct from the o-&-o and spot sales divisions. On grosses of \$100,000 or better each, the 2 network operations will be lucky if they come out with \$1,000,000 net. Just how much gross or net is attributed to the network operations vs. the o-&-o plus spot sales setups, of course, is largely a matter of bookkeeping techniques but the fact remains—and grows horrifyingly more glaring—that it's a tough task to earn a net dollar out of network operations these days, whether in radio or TV."

JOHN CROSBY, the TV-radio columnist, is out with a book titled *Out of the Blue* (Simon & Shuster, N. Y., 301 pp., \$3) that's so delightful and worthwhile that we think it merits more than casual review. It's composed of selected columns which, even if you've read them in the newspapers, make excellent retrospective and introspective reading for anyone in the business who can take some roughing as well as kudos. As a matter of fact, the magic of book type, plus a very thorough index, render those columns vastly better reading than in the ephemeral pages of a newspaper. Some are especially good bedside reading, a chapter at a time, after you've turned off TV or radio.

John Crosby's *New York Herald Tribune* column is the most widely syndicated and read in the business. Liked or disliked, it's also the most talked about among the denizens of the TV-radio ulcer belt—management, creators, performers, advertising folk. Such a following as he has earned all over the country doesn't just happen. This newspaper lad from Milwaukee, assigned all unprepared to be his paper's "radio critic" when he came out of the Army 6 years ago, can write—and this collection of his "selected works" certainly underlines the fact.

Some of the older hands in the TV-radio trade, and we're sure all of the people on whose toes he has trod, may be inclined to regard Crosby as a smarty-pants who cutely contemplates his navel and then issues forth with personal and impulsive first impressions and neatly turned phrases that run away with simple good judgment. And with good reason, occasionally.

His was a premature and, as it turned out, utterly untenable snap judgment on the first experimental efforts of Dave Garroway and NBC-TV's 7-9 a.m. rise-and-shine program *Today*; after 10 months, it has turned out to be a fine news, documentary and all-around show—and, proof of the public's eating—a very substantial commercial success (Vol. 8:3, 40).

Thus, too, his early nasty attacks on CBS-TV's *Toast of the Town* with Ed Sullivan as m.c., reputedly one of TV's very decent guys, whom he jumped on mainly (as we recall) because he didn't like Ed's peculiar manner of smacking his lips and genuflecting to celebrities.

There was also an inept remark, in the heat of an *Author Meets Critics* argument on DuMont, about "copy boys who joined the FBI in wartime to escape the draft"—unfortunate words that John Crosby later ate.

Quite properly, these items aren't in this book. But Crosby does do a barbed job of debunking, deflating and cutting down to size many a celebrity and situation. He's especially devastating in his treatment of Louella, Hedda and Jimmy and their fatuities from Hollywood, of Sherman Billingsley and his inanities from the Stork Club, of Bill Stern and his fictionalized "real life" sportscasts—to say nothing of soap operas, souped-up newscasts, daytime TV, etc.

Personal Notes: Robert H. Wormhoudt has resigned as sales mgr. of Unity Television Corp., film syndicate, to head Vitapix Corp., newly formed producer-syndicate whose stockholders are said to include Wm. F. Broidy, Hollywood producer; Don G. Campbell, Hollywood film supplier; and these figures from TV radio field: John E. Fetzer, WKZO-TV, Kalamazoo; Howard Lane, KOIN, Portland, and KJR, Seattle; Harry Wilder, ex-WSYR-TV; Richard Borel, WBNS-TV; Horace Lohnes, Washington attorney . . . I. S. Becker resigned as CBS-Radio v.p. in charge of business affairs to become managing director of Air Features Inc., succeeding Maurice Scopp . . . Albert John Gillen, ex-Compton Adv., New York, and WSYR-TV, Syracuse, named sales mgr. of WHAS-TV, Louisville; John M. Fouts promoted to radio sales mgr. for WIIAS . . . Wm. R. Alford named sales mgr., WSYR & WSYR-TV, Syra-

He's downright cruel to Milton Berle, Faye Emerson, Ilka Chase, Mary Margaret McBride, Margaret Truman, Kate Smith and her Svengali Ted Collins, to name a few.

But for critical common sense, in a field in which he ranks pre-eminent along with the heavier-handed but much more soberly reflective and penetrating Jack Gould, of the *New York Times*, John Crosby's average rates high and he cuts a lot of ice. His is an undoubted influence in helping keep TV-radio management alert to bounds of common sense and good taste.

He has shown that a TV-radio editor, even if he chooses to use the down-the-nose approach, needs to be more than a mere compiler of today's program schedules and rewriter of handouts about shows and stars. Crosby is much more—a commentator on the people, events and mores of our times, as reflected or wrought by the TV-radio media. He's a good critic and, when he essays to be, a superb story-teller in the tradition of Alexander Woollcott, whom he obviously worships.

On the serious side, he was right as rain in pointing out the phoniness of the ill-starred FCC "color television" issue of recent memory, and he never swallows any of the planted nonsense from the network or advertising publicity boys. In this book, he soberly and enthusiastically reviews that terrific NBC-TV operatic success *Amahl and the Night Visitors*—which was a rarity in that it was written expressly for the TV medium and immediately won a place as an oft-repeatable classic—in a column dated less than three years after one joshing radio unmercifully for its "Shakespeare's Romeo, U. S. Steel's Juliet."

His dissertations on Fred Allen's run-ins with NBC's anonymous censor, the overcautious and sometimes silly "Mr. Pineus"; his reports on the significance of the TV efforts of Senator Kefauver and Ed Murrow; his poignant stories on the passing of Al Jolson ("He Was Too Good a Man to Be Sick") and on the scant attention paid the Duke of Windsor's broadcast appeal for the Salvation Army only a decade after he had commanded the greatest world audience of all time—these are writing of a high reportorial and critical order.

On the downright funny side, his best in this book is a takeoff on a poor-little-Hollywood-children's Christmas party, replete with gilt, glamour—AND microphones—as contrasted with the Christmas of his own and the average American boyhood. It's delicious reading, good for some real belly laughs for the whole family if read aloud.

John Crosby really works at his column, and while his publishers perhaps go too far in calling his book "a virtual biography of American radio and television over the past decade," it is a fact that he holds a merited place in the literature of current journalism and that, more often than not, he voices reactions to TV-radio which are "not only [my] own grievances, opinions and hopes, but everyone else's . . . especially grievances."

cuse . . . Milton D. Friedland promoted from traffic mgr. to national spot sales mgr., WBKB, Chicago, succeeded by Julian P. Kanter . . . Donald W. DeSmit Jr. new sales director, WKZO-TV, Kalamazoo . . . David J. Miller Jr., ex-WPTZ & WFIL-TV, Philadelphia, onetime ABC eastern technical operations supervisor, named technical director of Reading's WEEU & new WEEU-TV, due in May; Harold Schearer, chief engineer, named asst. . . Prof. Raymond J. Stanley, production mgr. of U of Wisconsin radio station WHA, heads university's new TV lab, operating closed-circuit . . . C. E. (Bee) Arney Jr., NARTB secy., returned Nov. 3 from Europe . . . Wm. A. Boerger Jr., in charge of Raytheon account for past 2 years, named v.p. of Cowan & Dengler Inc. . . . Peter Finney, v.p. of Harry B. Cohen Adv., N. Y., placed in charge of all TV-radio except timebuying.

AT & T's LATEST PLANS, in its efforts to provide network service to new TV stations as fast as they're built, are outlined in applications filed with FCC this week. In addition to proposal to build new St. Louis-Kansas City microwave to give latter city 2 more services, Bell System plans to equip many of its existing coaxial tubes to handle TV. Though AT&T gives no estimate of completion dates, the following are listed (for ease of checking routes, consult *Television Digest* 1952 TV map of U. S.):

- (1) Oklahoma City-Amarillo. Equip 3 coaxial tubes for westbound service.
- (2) Charlotte-Jacksonville. Equip 2 tubes southbound.
- (3) Chattanooga-Knoxville. Equip 2 tubes eastbound.
- (4) Dallas-Houston. Equip 2 tubes southbound.
- (5) Dallas-Jackson. Equip 1 tube eastbound.
- (6) Jackson-New Orleans. Equip 2 tubes southbound.
- (7) Little Rock-Memphis. Equip 3 tubes westbound.
- (8) St. Louis-Memphis. Equip 2 tubes southbound.
- (9) Orlando-Tampa. Equip 3 tubes westbound.

In addition, AT&T is installing receiving terminals at many intermediate cities on these routes, to tap off service for new stations. Installations are planned in following cities: Macon, Ga.; Meridian & Jackson, Miss.; Columbia, S. C.; Augusta, Ga.; Terre Haute, Ind.; Tyler, El Paso, Longview & Abilene, Tex.; Mason City, Ia.; Orlando & West Palm Beach, Fla.; St. Joseph, Mo. AT&T also announced plans for interconnecting stations in Holyoke, Springfield and New Britain from microwave tower about 120 miles north of New York.

These comprise latest proposals. Many other routes are already under construction, and AT&T has tentative plans for many more. For example, its present coaxial can provide only one network service from Jacksonville to Miami. To serve additional stations in Miami, it is reportedly planning to build an Atlantic-Miami microwave, application for which hasn't yet been filed.

Station Accounts: These 39 national advertisers used 25 or more markets for spot TV schedules during third 1952 quarter, according to network & spot section of latest *Rorabaugh Report on TV Advertising* just released: Bulova 63 markets, Kools 61, Etiquet Deodorant 56, Crosley 54, National Biscuit Co. 54, Viceroy's 53, Colgate Shave Cream 51, Ronson Lighters 51, Lever Bros. (Shadow Wave) 50, Trico Windshield Wipers 47, Clorets 44, Nescafe 44, Eveready Batteries 43, Army-Air Force (recruiting) 42, Rival Dog Food 41, Benrus Watch 40, S.O.S. 40, Gruen Watch 39, Westclox 36, Hudson Paper 36, Borden 35, Procter & Gamble (Cheer) 34, Antell 32, Alka-Seltzer 32, Ideal Dog Food 32, Lever Bros. (Clorodent) 31, Oh Henry Candy 31, Ballard & Ballard (Oven-Ready Rolls & Biscuits) 30, Champion Spark Plugs 29, Procter & Gamble (Shasta Shampoo) 29, General Foods (Swans Down) 28, Mystik Adhesives 28, Princess Plate Mat 28, Elgin Watch 27, Lever Bros. (Breeze) 27, Sunoco 26, Hellman's Mayonnaise 25, Star-Kist Tuna 25, Alliance Tenna Rotor 25 . . . N. C. Rorabaugh Co., 347 Madison Ave., New York, recently sold radio portion of service to Executives Radio-TV Service, is now printing TV network & spot and TV local-retail sections separately, each quarter—latter for third quarter listing 4952 local-retail advertisers active on 103 stations. These services, with their careful documentation of current advertisers, programs, agencies, etc., are a "must" for commercial depts. of all TV stations . . . "Daytime TV is entering a bull market," said Craig Lawrence, gen. mgr. of WCBS-TV, New York, in announcing CBS-TV flagship starting telecasting day at 9 a.m. as of Nov. 3. Since last April, station has increased daytime advertisers from 27 to 46, he said, daytime spots from 58 to 267, and he listed these among

Network Accounts: Amoco for second year will sponsor *Year of Crisis* New Year's Day on CBS-TV, following Orange Bowl game or approx. 4:30-5 p.m., thru Joseph Katz Co., Baltimore . . . Murine Co. (eye drops) buys nine 5-min. segments of NBC-TV's early-morning *Today*, starting Nov. 4, thru BBDO; Parker Pen Co. takes five 5-min. portions starting Dec. 10, thru J. Walter Thompson . . . Snow Crop Marketers Inc. (frozen foods) Dec. 2 starts alt. sponsorship with French Sardine Co. (Star Kist tuna) of 10:15 segment of *Arthur Godfrey Time* on CBS-TV, 10-11 a.m. Mon-Thu.; agency is Maxon Inc. . . . S. C. Johnson & Sons (wax products) Dec. 2 starts alt. week sponsorship of *The Name's the Same* when it goes to new time on ABC-TV, Tue. 10:30-11 p.m., thru Needham, Louis & Brorby; C. A. Swanson & Sons (frozen foods) continues as alt. week sponsor Dec. 9, thru Tatham Laird, Chicago . . . Toni Co. (White Rain shampoo) Oct. 31 started alt. week sponsorship of *Down You Go* on DuMont, Fri. 10:30-11, thru Weiss & Geller; other sponsor is Carter Products Co. . . . Block Drug Co. (Ammi-dent toothpaste) Nov. 25 starts sponsorship of 4:30-4:45 segment of *Kate Smith Hour* on NBC-TV, Mon.-thru-Fri. 4-5, thru Cecil & Presbrey; James Lees & Sons Co. (carpets & rugs) starts 4:15-4:30 period Dec. 8, thru D'Arcy Adv. . . . H. Johnson Candy Co. (Power House candy bar) starts *Rootie-Kazootie* Jan. 3 on ABC-TV, Sat. 10:30-11 a.m., thru Franklin Bruck Adv., N. Y. . . . Burton-Dixie Corp. (mattresses) Nov. 16 starts commentator *Paul Harvey* on ABC-TV, Sun. 11-11:15 during time period being vacated Nov. 9 by *Drew Pearson*, thru Turner Adv., Chicago . . . Ekco Products Co. (kitchenware) Nov. 3 started sponsorship of Mon. 3:30-3:45 segment of *Welcome Travelers* on NBC-TV, Mon.-thru-Fri. 3:30-4 . . . Sweets Co. of America (Tootsie Rolls) Nov. 22 starts sponsorship of *Paul Whiteman TV Teen Club* on ABC-TV, Sat. 7-7:30, thru Moselle & Eisen Adv., N. Y. . . . Gulf replacing *Gulf Playhouse* Jan. 2 with *Life of Riley* on NBC-TV, Fri. 8:30-9.

sponsors: General Foods, Bab-O, Vicks, Lever Bros., Ponds, Best Foods, Hudson Paper, Philip Morris, Flako, Taylor-Reed, Bordens . . . Pure Milk Assn., representing 14,500 milk producers in Chicago area, to spend \$75,000 on TV-radio to combat ice cream substitutes (vegetable fat ice cream at 19¢ a pint) offered by big dairy products firms, thru Mel DuMunn & Associates, Chicago . . . Coca-Cola signs *Sense & Nonsense*, across-board audience partic. on WNBT, New York, 6-6:30 p.m., starting Nov. 24; *Esso Reporter* moves to WNBT from WPIX Nov. 15, daily 6:45 . . . United Artists buys TV spots in N. Y. for new movie, *Breaking Through*, thru Charles Schlaifer & Co., N. Y. . . . Flako running TV-radio spot campaign to plug its Pie Crust Mix for apple pie with special mentions for pumpkin pie up to Thanksgiving . . . Among other advertisers reported using or preparing to use TV: A. C. Gilbert Co. (electric trains), thru Charles W. Hoyt Co., N. Y.; Magic Pantry Co. (freezers), thru Walter McCreery, Beverly Hills, Cal.; Broil-Quik Co. (Broil-Quik infra red chef), thru Zlowe Co., N. Y.; Buddy Boy Popcorn Co. (popcorn & vending machines), thru Schwimmer & Scott, Chicago; Gate City Steel Co. (steel warehouse & fabrication), thru Zimmerman Agency, Omaha; North American Airlines, thru Holzer Co., Hollywood; Revlon Products Corp. (Indelible Creme lipstick), thru Wm. Weintraub, N. Y.; Bostwick Laboratories Inc. (Air-Gene deodorant), thru Lewin, Williams & Saylor, N. Y.

Worthwhile reading: "The Broadcasters' Ordeal by Polities" in November *Fortune Magazine*, excellent discussion of problems facing TV-radio station management in handling political use of facilities during campaign. Author is Edwin H. James, senior editor of *Broadcasting*.

WYATT BUILDING

WASHINGTON 5, D. C. • TELEPHONE STERLING 1755

Trade Report
November 8, 1952

MORE TVs THAN RADIOS, INVENTORY PLUNGES: TV unit output actually exceeded radios in week ended Oct. 31 -- first time that's happened in TV's scant 6 years of production life. Week's 205,957 TV production (14,318 private label) is highest since November 1950 when first week brought forth 218,378 (Vol. 6:45).

Radios totaled 205,931 during Oct. 31 week (69,469 private label) -- only a handful fewer than TV, but significant nevertheless. Radio inventory of 189,833 isn't much changed from other October weeks. Radios produced during week ending Oct. 31 were 85,758 home sets, 30,628 portables, 45,522 clock, 44,023 auto.

Factory inventories of TV fell to mere 80,108, lowest since fourth November 1950 week's 79,148 (Vol. 6:49). This would seem to bear out our repeated reports last month that demand has been outrunning supply.

Also verifying this trend, beginning even earlier, is RTMA's dealer sales report for September, second to be released since it took over task from Dun & Bradstreet. It shows 875,290 TVs sold that month (when 755,665 were produced) compared with 700,490 during all 3 preceding months. September radio sales were 892,761 (vs. output of 865,654) against 1,139,467 during June-July-August combined.

Note: With only 8 more weeks of statistical year to be counted, preliminary tally shows slightly under 4,610,000 TVs already produced so far this year & nearly 7,700,000 radios -- so that it's virtually certain TVs will hit 6,000,000 mark or higher, but radios will fall under 1951's 12,627,361 (some 4,500,000 of them auto).

GOP VICTORY MAY MEAN END OF CONTROLS: Two govt. agencies most directly concerned with the electronics industry -- OPS and NPA -- face shakeups and, in the case of former, probable outright elimination as result of the Republican election sweep.

Resignations, dismissals and cutbacks will be the inevitable consequences of GOP victory as party hews to its traditional policy of opposition to govt. controls over industry. There's little doubt Eisenhower will follow such a policy, as long as it's consistent with defense requirements and national security.

OPS particularly faces prospect of elimination. Agency is officially due to expire April 30 and is regarded as almost certain to die on or before that date. The Republican party platform declared inflation can best be stopped by getting rid of controls, a policy reflected in retrospect by fact that 65-70% of GOP membership in Congress voted against extension of OPS when bill was before it this year.

OPS administrator Tighe Woods announced this week he'll resign, along with other Truman appointees, immediately after inauguration Jan. 20. At that time, he said it was possible Eisenhower could abolish OPS by executive order. A more prudent prediction, however, is that he'll let the agency die a slow death by April 30.

Materials controls, unlike price controls, are likely to continue in one form or another. Steel, copper and aluminum--all scarce materials--are allocated to industry under Controlled Materials Plan, which has military and industrial backing as the fairest way to parcel out scarce materials. CMP itself is scheduled to be dropped by June but Congress, even a GOP Congress, is likely to extend some form of control authority beyond that date in deference to military needs alone.

Defense mobilizer Henry Fowler will resign Dec. 31, leading a general exodus from NPA. The agency staggered its dismissals in last half of year after slash in its appropriation and next wave is scheduled to leave at year's end. After that, NPA entrusts its fate to the not-so-tender mercies of a Republican Congress dedicated to giving industry as free a hand as possible.

Favoring NPA's continuance is fact that many \$1-a-year electronics industrialists were recruited for key jobs. They know the score in their fields, and Congress might be inclined to keep agency alive if so urged by these experts.

The military production pattern for balance of the current fiscal year has already been set by last Congress. Money has been appropriated and is largely obligated. On short-term basis, therefore, new Administration is committed to carrying out procurement plans inherited from Democrats. Long-term effect on military electronics procurement is anybody's guess. It is futile to speculate whether the new Administration will step up military procurement, stretch it out or leave it as is.

AUTOMOBILES & TVs—are they "production brothers"? Maybe it's little more than coincidence, but there's a striking parallel between unit output of passenger cars and TV sets, which may or may not mean something to the trade. If they prove nothing else, they give the figure filberts some fine fodder. So, for whatever they're worth, we're compiled comparisons for your appraisal.

To understand the comparisons, of course, it's necessary to remember that passenger car output is limited by strict govt. mandate. This year, for example, they're limited to 4,500,000 autos. TV production, on the other hand, is basically control-free, limited only by public demand and such business-wide variables as labor requirements and material shortages, both largely unpredictable.

So make what you will of statistics showing TV production at just over 4,600,000 for first 44 weeks of year through week ended Oct. 31 compared to auto output of 3,577,429 for same period. Month-by-month 1952 breakdown reveals even sharper parallel in production curves:

	TV	Auto
January	404,933	286,525
February	409,337	330,224
March	510,561	377,320
April	322,878	411,503
May	309,375	394,443
June	361,192	395,364
July	198,921	160,144
August	397,769	236,739
September	755,665	441,424

Analysis of above statistics shows some interesting factors. Starting at lower production level in January, autos made gain of 44,000-odd units compared to only modest gain in TV receivers. In March, auto production lagged to about 75% of TV output, which was then near peak. Situation was reversed in April as TV sets slumped while autos spurted. Both tailed off in May, both advanced in June. Summer found both items falling below 200,000 for first and only time of year—auto drop due to strikes, TV for summer shutdowns. Since then, curves have followed similar production gains.

Going back a few years, we find 975,000 TV sets produced in 1948 compared to 3,911,333 autos. Not much parallel there, but look at the next years:

	TV	Auto
1949	3,000,000 (est.)	5,118,293
1950	7,463,800	6,658,510
1951	5,384,793	5,330,594
1952 (44 weeks)	4,609,783 (prelim.)	3,577,429

For 1953, auto production has been established at 5,000,000, with sales of 4,700,000 anticipated by Automotive Manufacturers Assn. As for TV, you can have your choice of guesstimates ranging from predictions of 5,800,000 to 6,200,000.

Let's get deeper into statistics. It costs the average American motorist \$850 a year to operate his car, including depreciation, gas, oil, repairs, according to American Automobile Assn. That's a far cry from \$42 which *Electronics Magazine* estimates average TV owner spends annually for servicing (Vol. 8:14).

Average life of an auto is 13½ years to time of scrapping. And the average motorist turns in his new car after

only 2½ years. Unfortunately, accurate statistics aren't available on obsolescence and life of TV sets, since very little of the original production has been scrapped. However, it's difficult to imagine an average TV set lasting as long as 13½ years.

Statisticians don't know what to make of the TV-auto comparisons. Most of those we talked to don't believe it's more than a coincidence. "But they're interesting," they chorused—and we agree. □

Trade Personals: Donald McGregor, Zenith production chief who recently was elected president of Webster-Chicago, has left that job after 3 weeks to return to Zenith . . . H. Everett Smith has resigned as president of Wilcox-Gay . . . Richard A. Wilson, gen. mgr. of Magnavox industrial & defense products, onetime RCA manufacturing mgr. in Indianapolis and div. mgr. for P. R. Mallory, appointed Magnavox v.p. . . . Robert C. Tait, Stromberg-Carlson president, named chairman of finance committee, American Planning Assn. . . . William Wight succeeds John Kuneau, resigned, as Philco public relations chief; he quits Dec. 1 as v.p. in charge of Carl Byoir Washington office . . . Joseph J. Sullivan, ex-Sylvania Ohio sales mgr., named field sales mgr., replacing Arthur A. Currie, now asst. gen. sales mgr. . . . Richard J. McCusker, recently on defense contracts, named asst. sales mgr. of Westinghouse TV-radio div. under Joseph F. Walsh; he succeeds J. W. Hitchcock. Frank H. Barnett promoted to Westinghouse TV-radio div. mgr. of application engineering, Wilbur H. McKnew his asst. . . . Frank Uriell, Admiral v.p. & gen. counsel, named v.p. & a director of Radar-Radio Industries of Chicago Inc., succeeding Richard F. Dooley, ex-Admiral v.p. . . . Colan McKinnon, ex-Hales dept. store, appointed Hoffman Radio adv. & sales promotion mgr. . . . John R. Howland named to new post of commercial sales mgr., Stewart-Warner TV-radio-electronics products div. . . . Eugene M. Keys, ex-sales v.p., E. I. Guthman & Co., Chicago parts firm, elevated to executive v.p. & sales director . . . Mike Meyers, ex-Conlan Electric Co., appointed chief RMS field engineer . . . Clifford T. Burgett promoted from production engineer to Pacific northwest field service engineer for Capehart-Farnsworth, succeeding R. E. Kazan, resigned . . . W. Lindsay Black and C. R. Sawyer, Bell Labs, and Price Fish, CBS, elected fellows of Audio Engineering Society; also chosen were John Hilliard, Altec Lansing, Ernest Franck, Reeves Soundcraft, and these RCA men: Harry F. Olson, John Preston, Albert A. Pulley, W. E. Stewart . . . Edward A. Malling promoted to ingr. of marketing, GE components dept., Syracuse . . . H. B. Steinhauser promoted to mfg. engineer, L. E. Florant to head of engineering services, A. W. Russell to head of electrical design, DuMont instrument div. □

New IRE officers: president, Dr. James W. McRae, Bell Labs v.p. who succeeds General Radio's Dr. Donald B. Sinclair. Directors: Stuart L. Bailey, Washington consulting engineer, and B. E. Shackelford, RCA International Div. Regional directors: John R. Ragazzini, Columbia U; Conan A. Priest, GE; Archie W. Straiton, U of Texas; John T. Henderson, National Research Council, Ottawa, Can. Post of v.p., traditionally given to foreigner, went to S. R. Kantebet, gen. mgr. of Govt. of India Overseas Communications.

Topics & Trends of TV Trade: If cold trade statistics aren't convincing enough (see p. 8), have a look with us at some of the trade news releases and clippings crossing our desk this week—all pointing to much the same trend of the times:

Philco's James H. Carmine, executive v.p., says every Philco distributor is on allocation of TVs and there's no inventory.

Admiral's W. C. Johnson, sales mgr., says distributors are crying for merchandise, their inventories down to one-third what they were year ago; factory is shipping sets as fast as made.

Crosley's Leonard Cramer, asst. gen. mgr., says factory inventories are lowest in its history.

Emerson's David J. Hopkins, sales director, says sales are running up to 200% ahead of last year, with no inventory on hand and orders far in excess of scheduled production for rest of 1952.

DuMont's Irving G. Rosenberg, operations director, says 13-week period to Nov. 2 saw shipments running 153% ahead of same 1951 period.

Raytheon v.p. Wm. L. Dunn says shipments to distributors in third quarter ran about 500% ahead of last year's, predicted healthy industry all next year.

Trade generally benefited from political campaign, though *Retailing Daily* reports dept. stores and retailers in many areas where business is good are uncertain whether World Series, football or politics was most responsible. Its survey had some dealers saying many customers who had planned to buy TVs for Christmas bought earlier, so that they're apprehensive a poor Christmas may result. In some cities, however, dealers who rented sets for elections felt they had good chance to sell them to renters whom they regard as hot prospects.

Healthy 1953 seems certain, thanks to new markets being opened up by new stations and good replacement trade in saturated areas.

* * * *

Preparing for uhf, 21 TV dealers sponsored full-page ad in Atlantic City newspaper this week to answer public's questions about new station WFPG-TV, due to start Dec. 20 (Vol. 8:44). Ad states that all present sets can be converted to uhf at small cost, urges public not to "hold off buying a set until Dec. 20," inasmuch as vhf sets bought now can be converted later. Meanwhile, Philadelphia Raytheon distributor Frank Elliott Co. announced it has delivered more than 1000 vhf-uhf sets to Reading-Bethlehem-Allentown-Easton area, preparatory to opening of Reading's uhf WHUM-TV, due early in December. And WSBA-TV, York Pa., due Dec. 1, reports uhf merchandise "is trickling in slowly, but the expectations are that in the next 2 weeks sizable shipments should arrive." Station is arranging with local chamber of commerce to make weekly tally of uhf receiver and converter sales.

Austin, Tex. (1950 pop. 131,964), where new KTBC-TV on Channel 7 is due to start regular operation Dec. 1, is reported to be selling about 500 sets a week through some 100 retail establishments in area, served by 17 distributors. More than 8000 homes already have TVs, partially in anticipation of new station, mainly because town is 70-mi. from San Antonio and so gets fringe reception from the 2 stations there. Local Commodore Perry Hotel has installed 50 Admirals.

Singer TV Mfg. Co., San Gabriel, Cal., which once announced color developments (Vol. 7:7), reported seeking to revive projection TV receivers, long dead duck in U. S. market; several sets shipped to Portland market, but president Gene Singer admits hopes for set's future rest largely with educational TV when classroomis presumably could demand larger screen units than the 24, 27 & 30-in. already available via direct view.

Trade Miscellany: Statistical clinic looking to compiling industry-wide uhf statistics on set and converter production will be held by RTMA in Washington Nov. 13 for market researchers of member manufacturers, who will report to set division's Nov. 20 meeting in Chicago. Statistical clinic for tube industry is set for Nov. 12 in Washington . . . State-by-state and county-by-county shipments of TVs for 9 months through Sept. are tabulated in report issued this week by RTMA . . . RCA tube dept. sets up business & financial consulting service for company's distributors of tubes, parts, test equipment, batteries—called Distributors Financial Services and headed by Robert B. Sampson . . . Symposia to acquaint manufacturers with RCA plans for development and application of tubes, semiconductors, other components being held by RCA; first in series was 2-day session in Philadelphia this week, attended by 110 . . . Philadelphia Electrical Assn. reports Sept. TV sales at 20,728 vs. 23,409 in Sept. 1951; cumulative for 9 months was 109,654 vs. 141,200 . . . NARDA's convention Jan. 11-13 at Chicago's Conrad Hilton Hotel to feature sessions on uhf, TV service and educational TV.

Distributor Notes: DuMont New Orleans distributor, Modern Appliances & Supply Co., opens Jackson, Miss. branch . . . Hallicrafters appoints David E. Lindsay Co., Portland, Ore. . . . Avco appoints Peaslee-Gaulbert Corp., Dallas, replacing Lone Star Wholesalers Inc. . . . Arvin names Aisenstein & Gordon, Philadelphia . . . Kaye-Halbert names Western Furniture Sales, Phoenix (Joe Williamson, pres.) . . . National Electronics Mfg. Co. (Natalie Kalmus) names Alvin M. Goldstein & Associates, St. Louis; United Distributors Inc., New Orleans; Natalie Kalmus of Texas, Houston; Sid Dunn, Baltimore . . . DuMont appoints Consolidated Appliances Inc., Amarillo; names Frank J. Hogan mgr. of Chicago factory distributorship, receiver div.

Spokane distributors-dealers-servicemen, looking to TV set promotion that will begin this month, in preparation for 2 vhf stations due in December, are being urged by Inland Empire Electrical League to cooperate with Better Business Bureau, steer clear of quick-buck gimmicks, work together on long-range planning that won't "starve the hen that lays the golden eggs while trying to force silver eggs from a pullet," balance salesmen's incentives so they won't neglect white goods—and otherwise cooperate "to avoid a debacle like that which hit Denver."

* * * *

Closed-circuit color TV clinics on cancer will be fed to 19 cities by CBS, with American Cancer Society underwriting \$250,000 project designed to educate doctors in detecting and treating the disease. Officials hope to reach most of the 55,000 doctors (of nation's 157,000) located in the 19 cities. Project is under direction of CBS Labs v.p. Dr. Peter Goldmark who estimates 10,000 lives may be saved annually after first year. Series starts in about 6 months, will be fed initially to eastern cities Tue. 6-7 p.m. Plans include following cities: New York, Chicago, Los Angeles, Philadelphia, Boston, Detroit, Washington, San Francisco, Baltimore, Pittsburgh, Cleveland, Denver, Providence, Omaha, Salt Lake City, Toledo, Des Moines, Lancaster, Johnstown.

Community antenna system in Palm Springs, Cal., operated by International Telemeter Corp. (Vol. 8:38), was rushed to completion in time to carry election night results. Last 2 miles of cable was installed over weekend by Phelps-Dodge Copper Products Corp., which supplied new "styroflex" cable. Battery of receivers was set up on tennis courts of famed Racquet Club. In addition to service from Los Angeles' 7 TV stations, system will provide separate channel for coinbox subscription-TV system to begin operating early next year.

British TV receivers totaled 1,564,254 at end of July, increase of 25,703 during month.

Financial & Trade Notes: CBS and subsidiaries increased gross income to \$159,357,292 in 9 months ended Oct. 4 from \$120,303,260 in same 1951 period—this year's figures including Hytron and CBS-Columbia income from merger of June 15, 1951. Earnings were only slightly higher, however, the net after all charges (including \$5,640,000 for taxes) amounting to \$3,807,171 (\$1.63 per share). 2,340,896 shares outstanding. Year ago net income, after \$5,250,000 taxes, was \$3,532,666 (\$1.81) on 1,956,003 shares then outstanding. Failure of earnings to keep pace with big increase in gross is explained as due to higher operating costs. During all 1951, CBS earned \$6,360,097 (\$3.10 a share on 2,051,491 shares outstanding) on gross sales of \$175,695,587 (Vol. 8:12).

Admiral Corp. sales for 9 months ending Sept. 20 were \$122,134,507, net earnings \$3,741,107 (\$1.91 per share) as against \$134,919,187 sales and \$5,400,156 (\$2.76) profit same period in 1951. Third quarter sales were \$39,119,116, up 24% from \$31,331,832, but net earnings were down to \$1,217,752 (62¢) from \$1,306,735 (67¢) in same 1951 quarter due to high starting costs for the 1952 TV line. For the 9 months, provision for taxes was \$2.40 per share, or 26% more than net earnings. Fourth quarter sales and earnings, said president Siragusa, will exceed last year's. Total 1951 sales were \$185,925,058, net profit \$9,586,833, or \$4.97 a share after taxes of \$9,138,788 (Vol. 8:9).

Tung-Sol and subsidiaries earned net profit of \$1,288,324 (\$2.49 a share) for first 9 months of 1952 on sales of \$23,826,264 vs. \$1,524,628 (\$3.16) on \$23,297,782 during same 1951 period.

Erie Resistor Corp. reports net profit of \$195,242 (70¢ a share) for 28 weeks ended July 13 compared to \$217,570 (79¢) corresponding 1951 period.

Dividends: CBS, 40¢ payable Dec. 5 to holders of record Nov. 21; International Resistance, 5¢ Dec. 1 to holders Nov. 14; Tung-Sol, 25¢ extra Dec. 2 to holders Nov. 17; General Precision Equipment, 25¢ Dec. 15 to holders Nov. 25; Universal Pictures, 50¢ Dec. 5 to holders Nov. 20; Paramount Pictures, 50¢ Dec. 20 to holders Dec. 5.

“Business Has Its Bureaucracy, Too” headlines Nov. 3 *Washington News* story by its govt. affairs columnist John Cramer, who relates how an unnamed network (we learned it was CBS-TV) invited an unnamed Interior Dept. officer to New York for a telecast, offering to compensate his \$50 expenses before he left studio. He wasn't paid then, but 3 weeks later the network sent him a contract of employment and loyalty form, which he filled out. Then came a letter notifying him he had become a network employee; finally, 6 weeks after the telecast, he got a check—not for expenses but for salary, with taxes dutifully deducted.

Possible first break into closely-held vaults of major film producers may be at hand if pending \$3,000,000 purchase of 2000 old Paramount film shorts by CBS-TV is concluded, reports Nov. 8 *Billboard*. Story reports Paramount will probably stop making shorts if deal, which may well be forerunner of similar purchase from other top studios, goes through. It speculates, too, that network could provide badly-needed films to its affiliates or could offer package to new stations coming on air as inducement to affiliate with it.

Highest radiation points in land are claimed for KSL-TV & KDYL-TV, Salt Lake City, both completing new transmitters this month—former atop 9425-ft. Coon Peak and latter at 8700-ft. Mt. Vision, both about 17-mi. west of city. Sites and towers will give them more than 7 times height of Empire State Bldg., will more than double coverage of both.

Electronics Reports: Promise of more steel for first quarter 1953 may take some of the sting out of threatened steel shortage at time when demand for TV sets is expected to be high (Vol. 8:44). DPA announced this week it's allotting to NPA Electronics Div. an extra 500 tons of sheet steel and 3000 tons of strip to parcel out to the industry in first 3 months of 1953.

This 8000 tons of additional steel is about 20% of the 36,000 tons allotted to electronics industry by NPA for first quarter, and a considerably smaller percentage of industry's stated first-quarter requirements of 60,000 tons. All segments of the industry will be entitled to share in the extra steel—manufacturers of end-products and standard type components. Distribution method hasn't yet been decided, but so-called hardship cases are expected to get top priority.

Deputy director Donald S. Parris of NPA Electronics Div. told Electronics Production Board Nov. 3 that production of sheet and strip steel should “come into balance with controlled demand” some time in first quarter of next year. Copper and aluminum supplies, he said, are falling considerably short of original DPA estimates for fourth quarter 1952 and first quarter 1953. “There does not appear at this time a prospect that sufficient raw materials can continue to be provided for an expanded civilian demand equal to pre-Korean base periods plus anticipated military requirements and resumption of scheduled rates of stockpiling,” he concluded.

Holdings in 2 TV applications—KOIN, Portland, and KJR, Seattle—were liquidated this week by Ralph Stolkin, Edward Burke Jr., and Sherrill C. Corwin, who resigned 2 weeks ago as officers and directors of RKO Pictures because of “unfavorable publicity” (Vol. 8: 43). Trio owned total of 43.5% in each station as members of group which recently purchased them from Marshall Field (Vol. 8: 27). KOIN's TV application is currently in hearing with KGW and KXL for Channel 6 in Portland. Station petitioned Commission to amend application to change ownership, some 30 KOIN employees having purchased the 43.5% interest for \$304,500. Theatreman Ted Gamble, holding 43.5%, becomes principal stockholder. KGW Nov. 7 countered by asking FCC to dismiss KOIN application, charging proposed amendment represents “substantial change” in application, was filed too late for consideration, could give KOIN unfair advantage over competing applicants. Attached to KGW petition were photostats of *Wall Street Journal* articles on past activities of Stolkin and associates. Hearing examiner Elizabeth Smith is expected to hold oral argument on KOIN and KGW petitions Nov. 12 or 13. Channel 6 phase of Portland hearing is scheduled to begin Nov. 19. KJR hasn't yet petitioned FCC to amend its application, but it's understood the Stolkin-Corwin-Burke holdings in that station have been purchased by Mr. Gamble, who previously held 43.5%, and by station mgr. Arch Morton. KJR is slated for hearing with KXA for Seattle's Channel 10.

Big pitch for off-hour use of theatre TV for business sales meetings, conventions, etc., was made by Victor Ratner's Theatre Tele-Session div. of Theatre Network TV Inc. in advertisement in Oct. 27 *Wall Street Journal*. Hailing Lees Carpets' first coast-to-coast theatre-TV sales conference Dec. 8 (Vol 8: 43), ad tells business executives: “Theatre Tele-Sessions can be held in virtually any major market today, using as many or as few cities as you wish. And TNT provides everything required for your meetings. This includes the TV ‘pickup’ of your program from one or more origination points; complete AT&T transmission facilities into individual cities; complete local theatre operations—[all handled] through one contact and one contract with TNT.”

KEEEN COMPETITION for San Francisco's Channel 2 is foreshadowed by third application filed this week by Channel Two Inc., Oakland, headed by Stoddard P. Johnston, son of Mrs. John A. Kennedy, owner of KFMB & KFMB-TV, San Diego. New applicant must buck earlier applicants General Teleradio, the General Tire subsidiary headed by Tom O'Neil and operating Don Lee Network, and *Oakland Tribune's* KLX, owned by Knowland family.

Week's 7 new TV applications included one other for vhf—Harry L. Nace theatre interests seeking Channel No. 12 in Mesa, Ariz.

The 5 uhf applicants were for Wichita, Kan., No. 16, sought by Durwood Theatre interests of Kansas City; Lake Charles, La., No. 25, Southland Telecasters (Charles Lamar Jr. & T. E. Gibbens); Lansing, Mich., No. 54, WILS; Buffalo, N. Y., No. 59, Buffalo-Niagara TV Corp.; Fayetteville, N. C., No. 18, WFNC.

This week's applications brings to 766 total of those now pending, 304 of them for uhf. [For details about foregoing applications, see *TV Addenda 15-Q* herewith; for listing of all post-freeze applications, grants, hearings ordered, etc., see *TV Factbook No. 15* with weekly *Addenda* to date.]

Strike which could choke off production of commercials—live as well as filmed—is scheduled Nov. 23 by Screen Actors Guild. Other talent unions including AFTRA, which has jurisdiction over live commercials, have pledged support of SAG in its action against American Assn. of Advertising Agencies. Nub of dispute is additional payment to actors for re-use of filmed commercials, and restrictions on number of times such films may be shown. Meanwhile, strike of Screen Writers Guild against Hollywood's Alliance of TV Film Producers (Vol. 8:33) ground through 13th week, with no evidence that settlement is imminent.

Two of FCC's "problem children"—channel shifts of WGAL-TV, Lancaster, and WBKB, Chicago—seem destined to keep Commission busy for some time. This week, FCC dismissed protest of Lancaster's WLAN against grant permitting WGAL-TV to shift from Channel 4 to 8 and operate with minimum power. It also dismissed WLAN's application to operate temporarily on Channel 8 with 29 kw. WBKB case has precipitated all kinds of briefs and petitions from Zenith, CBS and WBKB licensee Balaban & Katz. Case is critical because it's tied up with ABC-UPT merger, could delay or actually stymie merger.

"We don't see how the Commission can turn us down," chairman S. H. Fabian of National Exhibitors Theatre-TV Committee (NETTC) told press luncheon in New York this week. He was referring to request by NETTC and Motion Picture Assn. for allocation of microwave channels to theatre-TV service. Engineering testimony occupied 5 days before en banc FCC last month (Vol. 8: 43-44); hearing is scheduled to resume Jan. 12. Mr. Fabian called engineering testimony "the most thorough ever to go before the FCC," assailed published reports Commission was cold to idea of theatre-TV allocation.

Initial decision on ABC-UPT merger and rest of famed Paramount case should be issued any day now. Examiner Leo Resnick has driven himself at fierce rate in compliance with Commission's request for speed, says "I'd like to be done with it by Nov. 15." He points out that mechanics of reproducing decision provide an imponderable time element, since document will run over 100 pages. After initial decision, FCC will provide time for filing exceptions, may hold oral argument, putting probable final decision date near year's end.

FCC Comr. Robert F. Bartley addresses N. Y. chapter of Armed Forces Communications Assn., Nov. 17.

Surviving the elections and returning to next Congress are 8 members of Senate and 26 of House Interstate & Foreign Commerce Committees, which have charge of radio legislation—thus leaving 4 vacancies on Senate side, 4 on House. Republican Senators returning include Tobey, N. H., who will be chairman; Capehart, Ind.; Bricker, O.; Williams, Del. Democratic Senators include Johnson, Col., retiring chairman; Magnuson, Wash.; Johnson, Tex.; Hunt, Wyo. Not returning will be Republicans Brewster, Me. and Kem, Mo., and Democrats McFarland, Ariz.; O'Conor, Md.; McMahon, Conn. (deceased). Republican Representatives returning will be Wolverton, N. J., new chairman; Hinshaw, Cal.; O'Hara, Minn.; Hale, Me.; Dolliver, Ia.; Heselton, Mass.; Scott, Pa.; Bennett, Mich.; Hoffman, Ill.; Chenoweth, Col.; Beamer, Ind. Democratic Representatives returning will include Crosser, O., retiring chairman; Priest, Tenn.; Harris, Ark.; Rogers, Fla.; Klein, N. Y.; Stanley, Va.; Granahan, Pa.; Carlyle, N. C.; Williams, Miss.; Mack, Ill.; Thornberry, Tex.; Heller, N. Y.; Roberts, Ala.; Moulder, Mo.; Staggers, W. Va. Not returning will be Republicans Hall, N. Y. and Denny, Pa., Democrats Beckworth, Tex., & McGuire, Conn.

Football TV plan of National Collegiate Athletic Assn. faced another challenge this week. Dr. Allen B. DuMont wrote 6 university presidents, requesting permission to carry these games over DuMont-affiliated stations in local communities only on Nov. 15 & 22: Columbia at Navy, North Carolina State at Pittsburgh, Princeton at Yale, Yale at Harvard, Penn State at Pittsburgh, Washington & Lee at Virginia. Meanwhile, National Professional Football League team owners are discussing plan to sell TV-radio rights to all league games as package before season starts, but at least 2 obstacles preclude any immediate decision. Washington Redskins owner George Marshall says he opposes "package deal" unless contract would run at least 5 years at minimum of \$1,500,000 per year. Four other teams—Pittsburgh, New York, Cleveland, Philadelphia—still have 2 years to go on 3-year TV-radio contracts with Atlantic Refining Co. (Vol. 8: 21).

Nation's Capital may provide "test tube" for FCC Comr. Frieda Hennock's pet "educational TV"—District of Columbia school board last week, after personally meeting with Chairman Walker and Miss Hennock, approved budget of \$300,000 for construction, \$100,000 for first year's operation of uhf outlet, dependent on Congressional appropriations. Since Washington has 4 commercial vhf, is entitled to one commercial uhf, is center of many great educational and cultural institutions, this might well be showcase of public acceptability as well as practicability of Hennock plan, which has won little enthusiasm among most of the radio fraternity—not only because of its preemption of facilities but because history of AM & FM has shown educators to be pretty poor broadcasters, most surviving educational radio stations pretty bad audience winners. Board of Education filed last week for Channel 26 (see *TV Addenda 15-P*).

Speed and more speed was urged on educators in applying for educational TV channels by FCC chairman Paul Walker in address this week to National Assn. of Educational Broadcasters convention at U of Minnesota. So far, 9 CPs out of 18 applications have been issued for educational channels. Illustrating difficulties of educators in financing their applications was report this week from Hartford that majority of state legislators, who must provide minimum of \$1,200,000 for 3-station educational network sought by Connecticut Education Dept. (see *TV Addenda 15-O*), disapprove any such outlay as long as state is faced with \$10,000,000 budget deficit.

For the novice, FCC has issued helpful 22-page *Radio Broadcast Primer* hitting high spots of its functions.

MARTIN CODEL'S

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

Television Digest

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ABC-UPT MERGER LOOKS LIKE SURE THING: Initial decision by FCC examiner Leo Resnick, approving long-delayed ABC-United Paramount Theatres merger, had all parties in jubilant spirits this week -- for it gives them even more than they had dared hope for and is almost certain to be rubber-stamped by the Commission in final decision to be issued as soon as possible. Final action in month or less is good guess.

Not only did Resnick bless merger in 140-page report (FCC Mimeo 83222) of Nov. 13 -- not only did he find Paramount Pictures Corp. shiven of any past anti-trust sins -- but he found Paramount doesn't control DuMont. Latter is reversal of all previous FCC rulings, would remove thorn in side of both.

The findings are eagerly welcomed by principals -- even more particularly by ABC employees and affiliates, both TV and radio, who have seen jobs and business fade away under the uncertainties created by Washington. Everybody in the trade is convinced there's nothing wrong with ABC that money and know-how cannot cure.

Paramount-DuMont ruling undoubtedly comes as delightful surprise to the two companies themselves, even though they've vehemently insisted FCC has been wrong all along. There's been feeling Commission wouldn't break habit of holding that control exists. When finalized by FCC, ruling would permit Paramount to acquire 4 TV stations in addition to its one, DuMont to add 2 to its 3.

* * * *

No one visualizes FCC reversing Resnick on any point in its final decision. Only Commission's own Broadcast Bureau may conceivably object to his decision; it has argued for denials all along the line. But if it does file exceptions and ask for oral argument, it will be indulging in most quixotic venture, involving the most wasted motion ever undertaken by Commission's staff. Everything FCC has said and done in recent months implies approval of Resnick's decision.

Further evidence that decision is likely to become final is fact that Resnick is held in such great esteem as an examiner -- even by the FCC staff which "prosecuted" case. As far as counsel for victorious parties is concerned, here's the reaction of one: "I've always said that Resnick is a great guy. Even if he'd ruled against us, I'd still say it--though it would probably take me 2 or 3 months."

Climate of public opinion mustn't be discounted in case, particularly in regard to merger. Everyone was for it. Editorialists of such newspapers as N.Y. Times and Herald-Tribune, as well as trade press, argued that benefits of strengthened ABC far outweigh remote and speculative lessening of movie-TV competition. And if DuMont can get 2 more stations, a possibility which hadn't received much popular consideration, that network's ability to compete is substantially enhanced.

Boon to uhf is another result which must inevitably flow from decision. Too few cities have more than 2 vhf channels, which means that third and fourth networks must rely heavily on uhf affiliates. For them, strong network fare is a must.

These will be specific results of decision, effective when approved by FCC:

(1) ABC and United Paramount Theatres will merge into company to be called American Broadcasting-Paramount Theatres Inc. (AB-PT). In deal costing UPT about \$25,000,000, ABC stockholders will acquire, for each share of ABC stock, \$7.50 in common stock of AB-PT measured at \$19 a share and \$7.20 of preferred stock measured at its par value of \$20. ABC chairman Edward J. Noble, now 53.38% owner of ABC, will control 9.72% of AB-PT common and 55% preferred -- becoming the largest single stockholder. AB-PT will own TV, AM & FM stations in New York, Chicago, Los Angeles, San Francisco and Detroit, plus 50% of an AM & FM in New Orleans.

(2) Paramount Pictures Corp. will be free to acquire 4 stations besides its KTLA, Los Angeles. DuMont will be able to add 2 to its WABD, New York; WTTG, Washington; WDTV, Pittsburgh. Paramount president Barney Balaban, while saying he is pleased with examiner's decision, in that it "gives us a green light for further plans," says it would be "presumptuous" to say more before final decision.

Dr. Allen DuMont has testified that he's interested in acquiring stations in St. Louis & Boston. He was gratified by decision, called it "declaration of independence," pointed to current expansions, looked for accelerated growth of network.

(3) UPT would sell its WBKB, Chicago to CBS for \$6,000,000, since it would have ABC's WENR-TV there and can't keep both. However, CBS isn't assured it can buy WBKB unless FCC rules station has clear title to Channel 2, to which it must shift from Channel 4. Zenith claims that WBKB has no more right to Channel 2 than does any new applicant and so must go through comparative hearing.

Three things struck us as we read Resnick's decision:

* * * *

(1) FCC so circumscribed anti-trust evidence he could weigh that it would have been difficult for him to find parties "tainted". He frequently referred to "the record as presently constituted," meaning that record had been shorn of ancient anti-trust violations by FCC's ruling (Vol. 8:31). This was chief ostensible reason for protracted hearing, sparked by ex-Comr. Jones.

(2) He took industry witnesses at their word. Said he: "We have a reasonable expectation that the anti-trust activities which the Paramount people are abandoning in the unregulated field of motion picture distribution will not be imported into the licensed field of broadcasting. They have not done so in their broadcast operations in the past and we do not anticipate that they will in the future... They have committed themselves on the record and we shall hold them to it."

His attitude contrasts markedly with that which has permeated FCC in the past -- when Commission at times appeared to distrust entire industry.

(3) His awareness of realities of situation. Speaking of Paramount-DuMont control issue -- and this is heart of decision -- Resnick stated:

"In our opinion, the merger will not only fail substantially to lessen competition but will promote competition. The merger will provide ABC with the financial resources to carry out its plans to strengthen its programming and improve its physical plant and thereby provide substantial competition to the other networks, enabling both its owned-&-operated stations and its affiliates to improve their service to public, and stimulating the other networks & stations to compete in turn.

"Furthermore, the increased competition which the merger will foster appears certain, substantial and immediate whereas the lessening of competition which may occur would be minor, limited and remote."

Document makes good reading, detailing history, officers and finances of all companies involved. Resnick analyzes movies vs. TV and network vs. network competitive factors, concludes that AB-PT has far more to gain from promoting TV than from suppressing it in effort to hike attendance in its theatres.

Hearing ran 93 days between Jan. 15 and Aug. 20 of this year, and Resnick took the 140 pages to wrap it up. For a long time, he has worked 7 days a week, complying with Commission request for haste. He'll take vacation now.

Though decision was issued after stock market closed for day, ABC and UPT had begun to rise, continued up next day, both going about 1 point higher.

FCC GRANTS 10, PROCESSES B-2 LIST SOON: Grant of 10 CPs this week (6 vhf, 4 uhf) makes 108 since freeze -- exactly equal to number of stations on air before freeze end. Commission again confined actions to applications in Group A, working its way through 11 more cities to 96th in line.

Though FCC didn't make any Group B grants, and it has yet to move beyond B-1 into cities with stations, we're told it's only a coincidence and that staff is already scanning B-2 applications.

Since most channels are hotly contested from B-2 on, and since Commission is bypassing competing applications, it's expected to breeze through list from here on.

Power-height increases for existing stations are under discussion, with no decision yet. Any day, FCC should indicate whether it will process them now.

* * * *

Two of this week's vhf grants went to Tucson, Ariz. -- Channel 4 to KVOA, same ownership as Phoenix's KTAR; Channel 13 to KOPO, controlled by the cowboy actor Gene Autry and with interlocking ownership in Phoenix's KOOL.

The other vhf grants were for: Santa Barbara, Cal., No. 3, group headed by Harry C. Butcher (KIST) and Colin M. Selph (ex-mgr. of KDB); Pueblo, Colo., No. 3, KDZA -- city's second grant, other to KCSJ-TV having been for No. 5; Lynchburg, Va., No. 13, WLVA (Edward A. & Phillip P. Allen); Green Bay, Wis., No. 2, WBAY (Norbertine Fathers, religious order which also operates WHBY, Appleton, both commercial).

The uhf grants: Fort Smith, Ark., No. 22, KFSA -- owned by publisher Donald W. Reynolds, who has interest in recent CP for KRTV, Little Rock; Pensacola, Fla., No. 15, Charles W. Lamar Jr. & T.E. Gibbens, also interested in CP granted for Baton Rouge, La.; Williamsport, Pa., No. 36, WRAK and Williamsport Gazette and Bulletin; Waco, Tex., No. 34, Clyde Weatherby, auto dealer, owner of KCLW, Hamilton, Tex.

* * * *

Another court appeal from freeze decision was filed this week -- WSAL, Logansport, Ind., taking Commission to D.C. Court of Appeals for failure to allocate Channel 10 to its city. It also petitioned FCC for reconsideration of the denial. Other appeals pending, still in preliminary stages (filing of record, etc.):

(1) WWSW's request that Channel 4 be allocated to Pittsburgh. Commission has put the channel into Irwin, Pa., 17 miles from Pittsburgh.

(2) WISC's effort to have the sole vhf channel in Madison, Wis. assigned to educational use so that commercial telecasters will all compete on uhf.

(3) KROW's appeal from decision wiping out pre-freeze San Francisco hearing.

Two appeals became moot when FCC gave appellants what they wanted -- more vhf channels. Those appealing were KVOL, Lafayette, La., and WLOA, Braddock, Pa.

UHF WORKING WELL—COVERS 95% OF PORTLAND: Unrestrained enthusiasm for uhf and its potentialities runs all through RCA's report on its exhaustive field tests of first commercial uhf station -- KPTV, Portland, Ore., which began operations Sept. 18.

Report is significant in that it's first comprehensive survey of how uhf is covering Portland -- and as such is useful guide to what can be expected in other uhf cities. On basis of Portland tests, RCA engineers concluded that uhf stations can provide good service to nearly as large audiences -- in terms of percentage of total population served -- as vhf stations with same transmitter power.

Survey team was headed by engineer John P. Taylor, RCA engineering products advertising mgr., whose previous attitude toward uhf might best be described as skeptical. But in Portland report he says "the performance of KPTV has been such as to startle the industry," and adds: "Most of the experienced radio men investigating it in person have agreed that it is 'much better than expected.'"

We urge you to read the full report, printed by RCA as special edition of its Broadcast News, and illustrated with maps, graphs and aerial photos. It's available on request from RCA Engineering Products Dept., Camden, N.J.

* * * *

RCA crew covered almost every street in Portland and roads for 40 miles in every direction, in field truck with continuously operating TV receiver and field

intensity meter. Engineers pored over maps, talked to broadcasters, distributors, dealers, servicemen. These are highlights of impressive data they gathered:

"KPTV is delivering Class A coverage (74 dbu) to about 20 miles in all directions where there is population, and Class B coverage to 30 or more miles in the directions where there is favorable terrain."

Station can furnish "good" pictures to 95% of the 383,700 people living within Portland city limits and to 88% of the 739,400 in 4-county trading area, with its present transmitter (1 kw) and antenna height (about 1000-ft. above average terrain). A vhf station of same power at same location would probably reach 94% of trading area's population with good signal.

Gaps in coverage area were "dead spots" behind hills and knolls; but survey team found that in nearly all of these locations some signal could be detected -- leading to conclusion that higher transmitter power would cut down unserved area.

Engineers found that signal level of 2 mv/m (66 dbu) was just enough to eliminate snow in test pattern; this level was considered "good picture" for purposes of survey, and is quite close to FCC's requirement of 64 dbu (1.6 mv/m) for Class B coverage. It compares with "good picture" level of about .5 mv/m on vhf receivers -- giving good idea of relative sensitivity of uhf and vhf sets.

Receiving antennas aren't giving as much trouble as anticipated, the report notes. Taylor found that "required antenna installations are no more complex than vhf and are easily handled by servicemen with even slight experience." Lack of good uhf receivers and difficulties with makeshift conversions caused some trouble at first -- but these should clear up in "matter of weeks" as deliveries increase.

As guide to telecasters and manufacturers in judging potentialities of uhf, Taylor draws these conclusions from Portland study:

(1) Coverage -- "Portland is a larger city than most uhf-only cities. Therefore, if KPTV does a good job of covering the Portland area it would seem safe to conclude that [uhf signal] will satisfactorily cover any of the others which have equally favorable terrain."

(2) Power -- Portland tests indicate 1-kw transmitter "should be sufficient as a starter for nearly all other areas providing that a reasonably high antenna is provided." Increase to 10-kw should greatly reduce size of close-in dead spots.

HIGH HOPES FOR UPCOMING UHF STATIONS: There's still lots more wishful thinking than certainty in reports from uhf grantees promising early starting dates. While the chances are good that 75 to 100 new stations, vhf & uhf, will take the air between now and end of 1953, we repeat our caution to take with grain of salt most promised on-the-air dates -- albeit they're usually given in good faith.

Four of the 108 post-freeze grantees, only one of them uhf, are already on air, and a few others will start before this year ends, as previously reported. But simple fact is that, while vhf transmitters can be had, uhf equipment won't be as speedily available as most think -- to say nothing of winter construction slowdowns.

This week's reports in our continuing survey of new-station plans (which was last recapitulated in our Special Report of Nov. 1, with added data in Vol. 8:45) are mainly from uhf grantees. There's one, however, from KTTS-TV, Springfield, Mo. (Channel 10) which says RCA equipment has been ordered, AM facilities are being enlarged for 40x40-ft. TV studio, starting date is "this spring, probably April."

From uhf grantees, we have these reports: Jacob A. Newborn, Gadsden, Ala. (Channel 21), begins building in 45-60 days, aims for April start. KITO-TV, San Bernardino, Cal. (Channel 18), equipment not yet ordered or construction started, but figures to get on air "one year from date". WFTV, Duluth, Minn. (Channel 38), local dealer ad quotes grantee as saying he's assured delivery of transmitter by Feb. 1, expects to start by March 1, will use FM tower of WEBC. WHHH-TV, Warren, O. (Channel 67), land purchased but not equipment, has no starting plans yet. WNOW-TV, York, Pa. (Channel 49) has ordered 5-kw DuMont equipment, expects to get on air "in spring of 1953". WKST-TV, New Castle, Pa. (Channel 45) now says "sometime during February". White Television Co., Wichita Falls, Tex. (Channel 22) says equipment

is ordered, tower is on hand, construction starts at once, air time is April 1953.

Action on Denver's Channel 20 grant (call letters: KIRV) has been delayed by death of president Irving Jacobs, one-third owner. Widow has taken over, plans to go ahead. Other Denver uhf, Empire Coil's KDEN, is being delayed by site trouble.

IKE'S BROTHER STRONG FOR EDUCATIONAL TV: The election elated some educational TV proponents for simple & important reason that the President-elect's younger brother Dr. Milton S. Eisenhower is not only a staunch booster for educational TV but a nationally prominent educator and an experienced "communicator" as well.

Whether or not he exercises direct "influence" on new Administration, Dr. Eisenhower is thrust automatically into a strong position. He's president of Penn State College and outgoing president of Assn. of Land-Grant Colleges & Universities. There are 69 land-grant schools, most of which are largest schools in their states.

Dr. Eisenhower has held remarkable series of jobs, ranging from city editor of Abilene Daily Reflector to vice consul in Edinburgh, Scotland; information director of Agriculture Dept.; director of War Relocation Authority; associate director of OWI, and membership on many important national and international commissions.

In address this week at Washington convention of land-grant schools, Dr. Eisenhower significantly singled out TV among all recent educational developments:

"We know that new instruments of education are at hand, such as television, which may very well be the greatest single aid to both resident instruction and adult education devised in this century."

* * * *

We interviewed Dr. Eisenhower, found him solidly optimistic about educators' prospects for putting reserved channels to use. Asked why he thought educators' TV experience will differ from their weak radio history, he said:

"There are two reasons: (1) Educators have learned their lesson. They were shortsighted in the early days of radio. (2) The audio-visual effect is 10 times more effective than audio alone for the 'how to do it' sort of thing, such as demonstrating soil conservation techniques. In presentation of ideas, the visual isn't so important, though it frequently helps considerably in holding attention."

In financing TV projects, schools will have "both successes and failures, as in any other undertaking," he said. He reported that many institutions have had good luck to date, said he's getting cooperation of Pennsylvania officials. Gov. Fine gives keynote address at Nov. 19-20 educational TV confab at Hershey, Pa.

Other sources of funds are available, he pointed out. Besides endowments and philanthropies, he foresees alumni chipping in.

Dr. Eisenhower is careful to credit commercial stations for educational TV efforts, saying: "I'm glad to see that the problem is getting out of the realm of commercial vs. educational. A great many commercial broadcasters are doing, or are desirous of doing, a job in this field. Education isn't just the schools' job."

But commercial stations alone aren't enough, he said. "You don't have any 'insurance' if you don't have your own facilities."

He's opposed to sponsorship of educational programs. "I was against it when I handled the Farm & Home Hour," he said. "However, I think that educational stations should be able to carry sponsored programs of great importance that they can't afford -- such as the elections and UN sessions. Also, I understand that we'd be permitted to accept help from a company for, say, a remote pickup, and mention that the facilities were furnished 'through the courtesy of' the company, but that we couldn't advertise their products."

How long should channels be reserved? "Well," he said, "you know that it takes legislatures a good deal of time to act. However, I understand that the FCC will extend the time if the school is making progress toward taking up the channel."

Manufacturers have shown willingness to help, Dr. Eisenhower said, by offering equipment at a discount. "After all, they get their men from us, and they don't want them trained with obsolete equipment."

FCC chairman Paul Walker also spoke at the convention, again warned educators to make concrete plans for using channels or risk losing them after next June 2

when FCC will consider commercial applicants' requests to free them. In addition, he urged that statewide networks should be goal of all groups, that they should ask for more channels if they don't have enough now -- "if you are not already too late." Dr. Eisenhower said that Pennsylvania plans such network, needs one more channel to cover the entire state with satisfactory signal.

Comr. Walker's "June 2" warning, a recurring theme in his many speeches, is sore point with Comr. Hennock. In her talks, she insists that no time limit should be put on reservations. Reflecting her position, speakers told New York educators at TV session in Schenectady this week that channels should be reserved "in perpetuity", and group passed resolution to that effect.

THOSE FCC VACANCIES soon to occur as result of Gen. Eisenhower's election (Vol. 8:45)—who will be chosen to fill them? Nobody really knows, but there's plenty of gossip and conjecture and there will be no lack of candidates. Rounding up such information and scuttlebutt as came to hand this week, including what fellow newsmen are saying, we give you this dope for whatever it's worth:

Among candidates for the first 2 Republican vacancies on the Commission, one of which will be the chairmanship, will be Lewis Allen Weiss, ex-president of Don Lee Network, onetime chairman of Mutual, recently an NPA executive, a friend of Vice President Nixon and a longtime GOP worker and contributor in California.

Another likely candidate is Harold V. Bozell, ex-Kansas editor and retired president of General Telephone Co., an early Eisenhower enthusiast who took leading part in fund-raising campaign for the Eisenhower museum in Abilene, Kan.

Thad H. Brown Jr., whose late father served as a radio commissioner and was once lieutenant governor of Ohio, is quite certain to be pushed by his politically important mother. He's now TV director of NARTB. His mother is Republican national committeewoman for District of Columbia. She remarried, is wife of Howard Coffin, former GOP Congressman from Michigan and former gen. mgr. of Socony-Vacuum, Detroit. Young Thad is an attorney, Princeton graduate, quite wealthy, definitely available.

Comr. Rosel Hyde, Idaho Republican and a career man who came up through FCC's legal ranks, is getting strong backing for the chairmanship. He stands high with the mountain states Congressional delegations, is extremely well liked by his colleagues and staff and is highly regarded by the industry.

There's always possibility that a Republican worker like Edward T. Ingle, TV-radio chief of Republican National Committee, might be chosen. He's an Ohioan, was contemporary at U of Michigan with Gov. Tom Dewey; it's recalled President Roosevelt made Democratic publicity chairman Paul Porter FCC chairman after 1944 campaign.

On Capitol Hill, Sen. Tobey (R-N. H.), who succeeds to chairmanship of Senate Interstate Commerce Committee, can be expected to prod Commission and industry vigorously. His House counterpart, Rep. Wolverton (R-N. J.), has already spoken out against "alphabetical autocrats" operating "independently of Congress" and says they will be summoned to "justify their existence."

It's generally believed that FCC's civil service jobs will go unmolested—that no ripper legislation is indicated. But some top appointive jobs are quite likely to change hands, including Benedict Cottone's as general counsel and Thomas J. Slowie's as secretary.

As related on p. 5, Gen. Eisenhower's brother Milton, the president of Penn State College, knows the radio score fairly well, can be expected to help size up the industry and its people pretty clearly. It develops, too, that brother Earl, a GE engineer who lives in Charleroi, Pa.,

holds interests in 2 small radio stations—WESA, Charleroi (10%) and WLIO, E. Liverpool, O. (20%)—for whatever that may betoken.

Two returning Congressmen we overlooked last week in listing those with radio holdings are Rep. Frazier Reams (Ind.-Ohio), who owns WTOL, Toledo, and Rep. Richard W. Huffman (R-Ill.), owner of WHFC, Chicago.

Personal Notes: Haraden Pratt, telecommunications adviser to President Truman, was White House caller Nov. 13, giving rise to rumors he was resigning; he says he has not resigned, had called to make one of his periodical progress reports . . . John J. Lanigan, ABC-TV sales v.p., resigns to join NBC-TV as mgr. of TV-AM eastern sales; Ed Hitz moves to Chicago to be NBC-TV central div. sales mgr., replacing Eugene Hoge, resigned . . . Layman W. Cameron has resigned as mgr. of XELD-TV, Matamoros (Brownsville, Tex.) . . . Roy Hofheinz, operator of KTRH, Houston, and other stations, and onetime president of old FM Assn., elected mayor of Houston . . . Jerry Leichter now editor & publisher of *Ross Reports on Television*, 551 Fifth Ave., N. Y., succeeding Wallace Ross, now with MCA . . . James K. Martindale, ex-Dancer, Fitzgerald & Sample, Wm. Esty Co. and Kenyon & Eckhardt, joins N. Y. office of Hutchins Adv. as v.p. in charge of Philco account . . . F. Winslow Stetson Jr., ex-v.p., Foote, Cone & Belding and supervisor on General Foods account, joins Sherman & Marquette as v.p. . . . Kenneth Baldwin, ex-NBC, named supervisor of production, Marathon TV Newsreels Inc. . . . Herbert W. Hobler, ex-NBC-TV sales, joins CBS-TV network sales . . . Robert Reuschle, ex-TV-radio timebuyer, McCann-Erickson, has joined new WHUM-TV, Reading, Pa., as national sales mgr. . . . Haan J. Tyler, ex-gen. mgr. of old KFI-TV, Los Angeles (now KHJ-TV), named west coast sales director, Guild Films Inc. . . . John C. Peffer, gen. operations mgr. of WTAR & WTAR-TV, Norfolk, was married Nov. 7 to Suzanne Arnoux, daughter of Campbell Arnoux, president of WTAR Corp.

George Shropshire, ex-mgr. of George B. Storer's WGBS, Miami, now residing in Havana representing Storer interests controlling Television de Caribe, S.A., holding CP for Channel 11 (Vol. 8:44). RCA equipment is reported to have arrived, tower order given to American Steel of Cuba, studio arrangements being made with Teatro Blanquita, newest theatre in Havana. Storer is associated with M. D. Autran, radio veteran who recently won court order for Channel 11.

Graydon Ausmus, of U of Alabama, elected new president of National Assn. of Educational Broadcasters, succeeding Seymour Siegel, WNYC, New York; Burton Paulu, U of Minnesota, v.p.; James Miles, Purdue, secy.; Frank Schooley, U of Illinois, treas.

"Report on Portland," pamphlet describing uhf receiving antenna performance in nation's first "uhf city" is available from Ward Products Div., Gabriel Co., 1523 E. 45th St., Cleveland.

Telecasting Notes: More sponsors for Ford Foundation's *Omnibus*, in addition to Willys-Overland, should be forthcoming readily after "gee whiz" reviews that followed show's premiere Nov. 9 on CBS-TV. "Bravo" and "revolutionary" were terms used by *New York Times'* Jack Gould in hailing show, typical of most critics; *New York Herald Tribune's* John Crosby found first of 90-min. weekly shows (Sun. 4:30-6 p.m. EST) "magnificent [though] not especially native American or breathtakingly original." Sole exception among laudatory reviewers was *Variety's* George Rosen, who described it as "a distinct letdown." As we saw it, highlight of 5-segment experimental show, which may prove as revolutionary in its field as NBC-TV's *Today*, was Lilli Palmer's performance in Maxwell Anderson's play, *Trial of Anne Boleyn* . . . Biggest junket in TV-radio history was one this week end to Nov. 15 dedication of CBS' magnificent new "Television City" in Hollywood (Pereira & Luckman, architects)—with chairman Paley, president Stanton and CBS-TV president Jack Van Volkenburg heading big list of CBS brass, admens, affiliates, newsmen, etc., going out via special chartered planes . . . CBS-TV was host to 53 top women's and fashion editors Nov. 10 on tour of huge Hollywood plant; they were in town for annual conclave . . . Network's radio affiliates advisory board met in Hollywood Nov. 14 for one-day session before joining "Television City" parties . . . Coronation of Queen Elizabeth will be televised next June—powers-that-be, yielding to public clamor, reversing original ruling that cameras would have to stop just inside Westminster Abbey and that TV would later be given an "edited" newsreel of the religious phases . . . Special TV spots featuring Henry Fonda being supplied by Advertising Council for Crusade for Freedom drive Nov. 11-Dec. 15 to raise \$4,000,000 for Radio Free Europe and Radio Free Asia, headed by Henry Ford II . . . Bausch & Lomb's first award to TV-radio programs and to writers on scientific subjects, shaped like binoculars, went this week to NBC-TV's Chicago-originated *Mr. Wizard* . . . How much each currently sponsored network TV program costs, exclusive of time charges, is tabulated in Dec. 12 *Variety*—a very useful compendium . . . Famed old Summit Hotel atop Mt. Penn overlooking Reading, Pa., now known as Tower Hotel, will be home of new WHUM-TV, due on air in Dec.; it affords excellent line-of-sight to 1036-ft. tower, 23 mi. from Reading, due to be completed week of Nov. 24 . . . Explosion in circuit breaker caused flash fire at WHEN, Syracuse, at 1:20 p.m. Nov. 12, was quickly extinguished by staff which got station back on air with emergency equipment.

Testing service to determine effectiveness of commercials and reactions of audiences to sales approaches before they go on air was offered by NBC this week to its TV & radio advertisers; network will offer at cost its New York studio facilities for rehearsal and shooting of rough commercials, which will be kinescoped and later played back to audiences selected by Schwerin Research Corp. to check effectiveness. NBC also released results of Schwerin survey of some 2000 commercials which have appeared on NBC-TV in 48-p. illustrated report titled *How to Increase the Effectiveness of Television Commercials*. Survey showed that the best-remembered commercials (1) correlate audio & video by pointing to special features of product; (2) demonstrate product by actual use; (3) employ simplicity and brevity; (4) use appealing demonstrator, such as child; (5) keep settings authentic.

Goodbye to another educationally-owned radio station—one of AM's real pioneers, founded before there was radio regulation: WCAT, Rapid City, S. D., operated non-commercially by South Dakota State School of Mines, 100 watts part time on 1230 kc. It is giving up ghost because of outmoded equipment and lack of funds.

Station Accounts: "More eating out" by the American public will be promoted by National Restaurant Assn. in TV-radio-newspaper drive designed to offset decline in restaurant dinner volume attributed in part to staying-at-home to watch TV; president J. Fred Vollmer told N. Y. newsmen this week that promotion will be aimed at increasing sales of restaurant-prepared meals for home consumption, stressing their convenience . . . Purity Bakeries (Tastee Bread) has signed with United Artists TV for new series of half-hour films titled *Cowboy G-Man*, starring Russell Hayden and Jackie Coogan, produced by Telemount Pictures Inc., and Mutual Television Productions Inc., to be placed Feb. 1 in 15 markets, thereafter in at least 9 other new TV markets, thru Young & Rubicam, N. Y. . . . Mennen Co. (baby products) sponsoring new show titled *Oh, Baby!* on WABD, New York, Fri. 7:30-7:35 p.m., thru Grey Adv. . . . Gadgets and how they work, where available, etc., provide subject matter for *Gadget Gallery*, new twice weekly afternoon program on WOR-TV, New York, sponsored by Long Island carpet firm and a furniture store . . . Jewelry Academy, retail jewelers' association headed by Sidney M. Brownstein, N. Y., plans TV-radio spots as part of \$500,000 campaign for Christmas trade . . . Among other advertisers reported using or preparing to use TV: Aluminum Fabricating Co. (Slason aluminum doors & windows), thru Marsteller, Gebhardt & Reed, Pittsburgh; Jordan Refrigerator Co. (commercial & domestic freezers), thru Gresh & Kramer, Philadelphia; Colonial Airlines, thru Hilton & Riggio, N. Y.; Waring Products Corp. (Waring Blender), thru Hicks & Greist, N. Y.; Revco Inc. (Chill Chest food freezer), thru Beeson-Reichert Inc., Toledo.

Network Accounts: Packard Motor Car Co. will sponsor CBS-TV and radio coverage of President-elect Eisenhower's inauguration Tue., Jan. 20, General Motors having previously announced sponsorship on NBC-TV (Vol. 8:43). Sponsorships will embrace procession from White House to Capitol beginning at 11:30 a.m., parade back to White House reviewing stand at 1 p.m. There will be no sponsorship of noon to 1 p.m. period during which President will be sworn in and deliver his inaugural address. Packard will also sponsor inaugural ball from 11-midnight. Unofficial reports are that CBS is packaging total TV-radio charge to Packard at around \$250,000, so that same amount or more is likely to be paid NBC . . . Besides new *Today* sponsors on NBC-TV, weekdays 7-9 p.m., reported last week (Vol. 8:45), these were added this week: Curtis Circulation Co., thru BBDO; Eastco Inc. (proprietary), thru Ruthrauff & Ryan; Dictograph Products Inc., thru Buchanan & Co.; Pond's Extract Co. (skin creams), thru J. Walter Thompson; Sawyer's Inc. (Personal cameras), thru Carvel, Nelson & Powell . . . Carter Products Inc. (Little Liver Pills), Dec. 24 starts *Drew Pearson* on DuMont, Wed. 7:30-7:45, thru Ted Bates & Co. . . . Kellogg Co. (cereal) starting Jan. 2 will sponsor 1:45-2 Fri. segment of *Garry Moore Show* on CBS-TV, Mon.-thru-Fri. 1:30-2, thru Leo Burnett Co. . . . Allis-Chalmers Mfg. Co. (farm equipment) for 5th year sponsors *International Livestock Exposition* in Chicago on NBC-TV Dec. 2, Tue. 3-4 p.m., thru Bert S. Gittens Adv. . . . General Electric may shortly offer Bing Crosby on CBS-TV, possibly once monthly in period occupied by *Fred Waring Show*, Sun. 9-9:30 p.m.

Joy Elmer Morgan, editor of the *Journal of the National Education Assn.*, who waged bitter but unsuccessful fight against advertising by radio in late '20s and early '30s, demanding govt. ownership, sees TV breeding a "mentality of trivia and crime" and charged its impact on children was "terrible, terrific and unknown." He spoke Nov. 14 at Baptist Brotherhood Council in Washington.

Trade Personals: Admiral Edward L. Cochrane, USN ret., dean of MIT engineering school, onetime chairman of Maritime Board, elected to board of Raytheon . . . Maj. Gen. Edmond H. Leavey, USA ret., who handled operational and administrative jobs in engineering during active Army service which ended recently, elected IT&T v.p. . . . R. F. Blash, chairman of Webster-Chicago, has resumed presidency of company following resignation of Donald MacGregor, who returned to Zenith as v.p. . . . R. K. Gilbert, ex-Philco, appointed operation mgr. of Chicago plants of Standard Ceil Products, assisting production v.p. Stanley Andrews . . . W. B. Creech promoted to mgr. of marketing, Westinghouse electric appliance div., under v.p. J. H. Ashbaugh; P. Y. Danley named mgr. of Springfield products . . . E. C. Buurma promoted by RCA Service Co., Camden, to be gen. sales mgr. for Teleprompter service, which RCA recently signed to handle (Vol. 8:41) . . . John Ottman, ex-adv. mgr. of Stewart-Warner, named Admiral TV-radio sales promotion mgr. . . . Edward A. Stevens elected v.p., International Resistance Co. . . . Edward M. Sheridan, ex-RCA new products div., named industrial sales mgr., Earl Kirk promoted to distributor sales mgr., in sales expansion program of I.D.E.A. Inc., Indianapolis booster and uhf converter manufacturer . . . James Brent now adv. mgr., Mercury TV & Radio Corp. . . . Daniel Price, handling Long Island area, succeeds Henry Easterly as Magnavox N. Y. district mgr., Easterly named to handle Philadelphia area . . . Morton F. Blakeslee, ex-Arvin and RCA, joins CBS-Columbia as eastern sales mgr. . . . Gerry Goetten, DuMont asst. regional sales mgr. in Chicago, has resigned . . . Bert P. Cain, ex-ARA Distributing Co., appointed Crosley zone mgr. for TV-radio sales in St. Louis area.

Booster to serve Williamson, W. Va. is proposed in experimental application filed this week by WSAZ-TV, Huntington. Since Williamson already has community antenna system, booster proposal has ominous ring to system operators. Station proposes to erect antenna on ridge near Williamson, 50 miles from WSAZ-TV, feed signal down hill to 1-watt transmitter with directional antenna. It's estimated Channel 3 signal will serve 7-10,000 people in 5.57-sq. mi. area, and station asserts no interference with its own or other station signals will result. Cost of project is stated as \$2600, Taco equipment will be employed, consulting engineer is William L. Foss. Three other booster or satellite operations are operating or proposed: Sylvania is licensee of two stations in Emporium, Pa.; WSM-TV, Nashville, is testing booster in Lawrenceburg, Tex.; Howard-Yale Inc. has application pending for satellite to feed subscription-TV scrambled signal to Palm Springs, Cal. (see *TV Factbook* 15, p. 37).

Cecil M. Dunn elected president, Robert A. Seidel chairman, of new RCA Estate Appliance Corp., new wholly-owned RCA subsidiary formed following purchase of Noma Electric Corp.'s Estate Stove Co., Hamilton, O. Mr. Dunn was president of Estate, Seidel is an RCA v.p. Other officers: Gordon Kemp, v.p. & treas.; Ellsworth Sims, manufacturing v.p.; Loretta Welsh, secy.; Robert Ireland, comptroller; Robert Isinger, asst. treas.

L. G. Hall, president, Stackpole Carbon Co., elected president of National Electrical Mfrs. Assn., succeeding James F. Lincoln; A. F. Metz succeeds Mr. Hall as treas. Vice presidents elected: A. A. Berard, Ward Leonard Electric Co.; J. W. Corey, Reliance Electric Co.; W. A. Elliott, Elliott Co.; Hoyt P. Steele, Benjamin Electric Mfg. Co.; John L. Bosey, GE.

Henry C. Forbes, 53, onetime chief engineer of old Colonial Radio Corp., Buffalo (now Sylvania), who with Earl Wagner in 1948 founded Forbes & Wagner, Silver Creek, N. Y., electronic design consultants and manufacturers of components, died in Buffalo Nov. 8.

MANUFACTURERS aren't overlooking big new uhf market in thickly populated eastern Pennsylvania, scheduled to come to life next month with debut of York's WSBA-TV (Dec. 1), Reading's WHUM-TV ("before Dec. 10") and possibly Wilkes-Barre's WBRE-TV (Dec. 15-Jan. 15) and Bethlehem grantee WEST (which has experimental uhf station now).

WHUM-TV, showcase for GE's pilot 12-kw uhf transmitter (Vol. 8:36), predicts it will start off with audience of about 100,000 sets, including those hooked up to community antennas. Humboldt Greig, gen. mgr., who includes in prospective service area such cities as Allentown, Bethlehem, Easton, Lancaster, Harrisburg & York, says area distributors have already received commitments from 7 manufacturers that they will have 33,200 vhf-uhf receivers and 15,500 converters in area by Christmas: Arvin, Crosley, DuMont, Hallicrafters, Motorola, Raytheon, Westinghouse. He reports one manufacturer has already sold 5000 vhf-uhf sets in area, another (not included in the 7) has more than 15,000 converters there now.

Another early uhf market will be Atlantic City, where Fred Weber's WFPG-TV is slated to go on air Dec. 15 with test pattern, Dec. 20 with programs. After meeting in Chicago with Motorola v.p.'s Robert W. Galvin & Edward R. Taylor and Atlantic City distributor Frank Kearns, Weber said arrangements had been made for delivery of more than 2500 uhf "Super Strata-Tuners" made by Motorola for installation in existing Motorola sets.

Arvin, which specializes in vhf-uhf receivers, said this week it will discontinue production of vhf-only sets by next spring "if conditions warrant." Harlan Foulke, v.p., announced output of all-channel sets has been stepped up from 35% to 50% of total production because of high demand. By January, he added, vhf-uhf sets will account for 80% of production, by February 90%.

Stromberg-Carlson, in trade ads this week, stressed simplicity of its own approach to uhf strip conversion. Ads noted that recent Stromberg sets can be converted without removing chassis from cabinet ("a screwdriver is your tool kit") and that each set takes up to 6 uhf strips.

Devoted completely to transistors, November *Proceedings of the IRE* contains 51 articles, occupies 528 pages—biggest issue in journal's history. Though transistor is popularly regarded as a substitute for vacuum tubes, newly elected IRE president Dr. J. W. McRae, v.p. of Bell Labs, where new device originated, says this: "There will undoubtedly be many cases in which transistors will be able, by replacing vacuum tubes, to reduce the cost and increase the convenience or effectiveness of existing services. But the benefits will be greater if transistors can penetrate into portions of our present services where vacuum tubes are not yet widely used. It will be still better if some new area of electronics can so capitalize on transistors as to be able to expand significantly." Included in issue are discussion of new "unipolar" transistor which can amplify voltage as well as current and a technique for increasing frequencies up to tenfold through use of "tetrode" transistors. Coinciding with publication of the special issue, RCA is holding its first public demonstration of transistor uses at Princeton labs Nov. 17.

New IRE awards, to be presented March 25 during annual convention at Waldorf-Astoria: (1) Newly established Founders Award, commemorating Institute's founders, to Brig. Gen. David Sarnoff, RCA chairman. (2) Harry Diamond Memorial Award, for outstanding contributor to the art in govt. service, to Dr. Robert M. Page, Naval Research Lab. (3) Browder J. Thompson Memorial Prize, for best paper by author under 30 years old, to Richard C. Booton Jr., MIT. (4) Editor's Award, for literary excellence, to Edward O. Johnson and William M. Webster Jr., both of RCA Labs.

Trade Report
November 15, 1952

BUSINESS SEES 'SQUARE DEAL' OUTLOOK: All things won't come to all men during the new Administration in Washington -- but there's no mistaking the lifted spirits that Gen. Eisenhower's election engendered among the business community in general and the TV-radio-electronics fraternity in particular.

Business is good in TV-radio, currently, and of course defense production is at high peak -- making total electronics field one of the age's industrial giants.

But uneasiness has long been felt, stemming not merely from controls & taxes but from the sometimes incomprehensibly antagonistic attitude of the bureaucrats towards business, especially successful business. Case of the FCC's various forays of recent memory, notably its color crusade and the TV freeze, is very much to point.

Things will be different now -- at least that's the hope and expectation, with new faces on the Washington scene and with current business quite good.

"Cordial relations will exist between Govt. and business," writes New York Herald Tribune financial writer Thomas F. Conroy, "instead of the mutual distrust which generally marked the last two decades." Business, he states, now expects a "square deal" instead of a "new deal" or a "fair deal".

* * * *

First quarter 1953 should afford real clues as to direction the economy is headed; but meanwhile, we have such reports as these from top business observers:

Gains in Christmas trade are expected to develop normally -- up to 10%, says survey by Standard Factors Corp., New York, that covered TV-radio-appliance stores, among other retailers. And the National Assn. of Purchasing Agents, looking at picture as a whole, adds that there's nothing in the present industrial picture that would lead to scare buying and there's no complaint about excessive inventories.

Dun & Bradstreet, surveying 1322 executives of large manufacturing, wholesaling & retailing businesses around the country, found that 59% expect to increase their dollar sales in first quarter, 32% expect no change, only 9% expect decline.

Durable goods manufacturers dominated those who said they expect increases. Fully 97% look to profitable operations after taxes, 34% of these expecting greater profits than before. General view was that selling prices have about stabilized.

That's the over-all business picture, as reported; to this might be added what United Business Service lists as consequences to be expected from Eisenhower's sweeping victory and a Republican-controlled Congress: (1) More efficiency, less waste in Govt. (2) Lower taxes -- eventually. (3) Vastly improved investor and business confidence. (4) Reluctance on part of Federal Govt. to stick its "long nose into private business except in time of trouble."

* * * *

Somewhere between 5,500,000 & 6,000,000 sets -- and mostly sold -- is still the TV production prospect for this year. Week ended Nov. 7, the 45th of RTMA's statistical year, saw 196,164 TVs produced (14,556 private label) -- down somewhat from preceding week's record 205,957. Total for year to date is thus about 4,805,000.

Factory inventories are still low, though they went up slightly as of Nov. 7 -- to 89,215 from 80,108 the week preceding.

Radio output for week was 205,136 (73,557 private label), just about same as week before. Radio inventories were 168,878, down in week from 189,833. Week's radio output comprised 94,238 home sets, 29,620 portables, 40,342 clock, 40,936 auto.

Note: Chicago dispatch to Wall Street Journal, reporting manufacturers as "jubilant" about current TV business, includes cautionary comment by an unnamed manufacturer, described only as a "conservative producer," that's worth repeating: "I'm afraid the industry as a whole will go hog-wild and then find itself suddenly, one day, in the same inventory glut that undermined it a year ago."

Topics & Trends of TV Trade: Every State in the Union, even though some haven't any TV stations yet and their towns are still remote from signals, took some part of the 3,573,980 TV sets sold to dealers during first 9 months of this year (39 weeks ending Sept. 26), according to RTMA's cumulative state-by-state and county-by-county report just released. This compares with 3,371,624 shipped during same 1951 months. It also compares with total 9-month production of 3,670,591 TV units during period, and stands with factory inventories of 172,631 as of Sept. 26 (Vol. 8:40) and distributor inventories of 582,576 same date. The RTMA state-by-state figures (county-by-county tables available from RTMA on request):

State	Total	State	Total
Alabama	42,945	Nebraska	31,011
Arizona	14,993	Nevada	32
Arkansas	9,447	New Hampshire	12,816
California	368,643	New Jersey	139,734
Colorado	41,002	New Mexico	4,899
Connecticut	75,979	New York	433,564
Delaware	12,435	North Carolina	67,982
Dist. of Columbia	34,405	North Dakota	199
Florida	61,184	Ohio	267,429
Georgia	68,129	Oklahoma	62,481
Idaho	190	Oregon	2,095
Illinois	200,065	Pennsylvania	291,235
Indiana	134,186	Rhode Island	21,490
Iowa	59,909	South Carolina	15,691
Kansas	22,071	South Dakota	505
Kentucky	47,314	Tennessee	48,281
Louisiana	38,458	Texas	162,613
Maine	5,752	Utah	17,810
Maryland	61,198	Vermont	4,269
Massachusetts	142,309	Virginia	63,862
Michigan	147,356	Washington	53,696
Minnesota	50,462	West Virginia	39,661
Mississippi	10,358	Wisconsin	53,694
Missouri	93,253	Wyoming	725
Montana	133	GRAND TOTAL 3,537,980	

Note: Similar figures covering the 4,599,083 radios sold to dealers during same period (during which production was 6,689,537 units, ending Sept. 26 with factory inventories of 244,631 and distributor inventories of 783,294) were also compiled by RTMA.

* * * *

Distributor Notes: International Harvester Co., which usually sets up own distributorships, appoints Motorola-New York, Motorola subsidiary, as distributor for its refrigerators, home freezers, room air conditioners and dehumidifiers; branch president Edward L. Pincus says his company, which has been confined to TV-radio, has set up separate sales branch to handle IHC products . . . Admiral N. Y. distributor, Admiral-New York, appoints Leonard Rutstein adv. mgr.; he's ex-Gross Distributors sales promotion mgr. . . . Stromberg-Carlson names Harry Arnsberg Co., Portland, Ore., and Schueler-Dollar Wholesale Distributors, Fort Wayne . . . Hoffman Radio appoints Oregon Television Distributors, Portland . . . Arvin appoints Stern & Co. Inc., Hartford . . . Sentinel Chicago distributor, TV Distributors Corp., promotes John Straus from sales mgr. to president, replacing Wm. A. Cox, resigned; National Electronics Mfg. Co. (Natalie Kalmus line) appoints Vim Electric Corp., Brooklyn, exclusive in greater N. Y. area, and appoints Taran Distributing Inc., Miami.

RTMA board considers whether to back educational TV stations at Nov. 21 meeting in Chicago's Palmer House, after Emerson's Ben Abrams, who has donated \$10,000 each to the first 10 such stations to go on the air, gets together with his special educational committee Nov. 20. Other committee meetings in Chicago: Nov. 19, parts, industrial relations, public relations & adv., sales managers, service; Nov. 20, parts executive, school equipment, set executive, tube, minimum wage, amplifier executive, membership promotion, organization, finance. In New York's Roosevelt Hotel on Nov. 19 there will be meetings of microwave and land mobile communication committees; at Waldorf-Astoria same day export committee meets; Nov. 20, technical products executive.

Raytheon premiered its film *How to Interpret What You See in UHF*, produced as part of its training service program, at meeting Nov. 13 in Rockford, Ill.

Make TV ads believable, is cry of Philadelphia's Better Business Bureau, which drew up code of stricter advertising standards with cooperation of group of local dealers. Fourteen large-volume dealers have agreed to abide by standards. Mort Farr, Upper Darby, Pa. retailer and retiring NARDA president, presiding at meeting last week, said code provided advertiser should have sufficient stock of advertised merchandise on hand to meet "reasonable" public response; "no money down" statements should not be used in ads if charges are made for warranty, installation or service; imperfect sets should be advertised as such. Newspapers have also agreed to abide by new regulations, which participating dealers will pay \$50 a year to BBB to enforce. BBB's current drive to clean up Philadelphia servicing resulted in one local company president, Allen D. Bernstein (Alan's Radio & TV Center) being held for the grand jury in \$1500 bond on charges of conspiracy and obtaining money by false pretenses after 20 consumers testified they were overcharged or their sets were returned in non-working order.

Sylvania undersold radio tubes to Philco by 7-9¢ less than to its own distributors because it was forced to foot the bill for advertising and popularizing company's radio service sign. Controller Walter R. Seibert presented this justification at Federal Trade Commission hearing Nov. 13 on FTC complaint of Dec. 1949 (Vol. 6:2; 8:25, 44). The hearing was adjourned to Jan. 19, when Philco attorney Henry Weaver will present his company's case.

Crusade for ethics in repair of TV receivers was joined in Philadelphia this week by group of servicemen themselves, who formed new organization, Television Servicing Dealers Assn., to draw up set of "fair treatment" rules in effort to police their own trade.

Picture tube tester and rejuvenator developed by Revacto Co., Louisville, being rented to TV repair shops; refrigerator-sized unit is said to diagnose and in some cases restore tube to full power in 15 minutes for \$9.95 fee paid by consumer.

Philco says it will accent appliances at Boca Raton, Fla. distributors convention Jan. 4-6, after which its brass will leave for west coast convention at Ambassador Hotel, Los Angeles, Jan. 11-12.

Settlement of price discrimination cases under Robinson-Patman Act by voluntary trade conferences rather than by exclusive use of formal complaints will be subject of closed meeting of Federal Trade Commission Nov. 18.

Fair trade practices conference, originally scheduled for public hearing week of Dec. 15 (Vol. 8:44), has been postponed to latter part of January by Federal Trade Commission in deference to retailers' busy Christmas season.

Admiral planning campaign next year to promote 2-set couplings, handled by its accessory div., enabling consumer to run 2 TV sets from one outdoor antenna.

General Instrument Corp. had sales of about \$3,000,000 in October, record volume, reports chairman Abraham Blumenkrantz, who predicts sales for fiscal year ending next Feb. 28 will approach record \$30,000,000. Defense order backlog, he reported, is \$9,000,000, civilian orders above \$4,000,000. Company reported loss of \$993,557 on sales of \$18,527,974 for fiscal year ended Feb. 29, 1952 (Vol. 8:24).

TV is credited with financial revival of Hollywood's 8-stage General Service Studios by co-owners George & James Nasser, in announcing plan to file petition for discharge of bankruptcy Dec. 11. Company has been in bankruptcy for 2½ years, now anticipates small profit for current fiscal year, thanks to earnings of nearly \$200,000 from release of 4 pictures to TV.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for Sept. 11-Oct. 10: Bruce A. Coffin sold 700 CBS "A," holds 13,383 "A," 17,300 "B"; Lloyd H. Coffin sold 900 CBS "A," holds 13,358 "A," 16,158 "B"; Stanley F. Patten bought 100 DuMont, holds 210; H. S. Morgan received 650 GE distributed from estate, holds 3650; R. W. Durst gave 1500 Hallicrafters as gift, holds 50,200 personally, with wife and through trust for son; Wm. J. Halligan gave 1250 Hallicrafters as gift, holds 197,350 personally, with wife and through trusts; Paul V. Galvin gave 88 Motorola as gift, holds 322,962 personally and through trust; Kenneth C. Meinken sold 4000 National Union, holds 33,600; Harold W. Butler gave 70 Philco as gift, holds 11,055; Charles M. Odorizzi bought 300 RCA, holds 1000; Wm. H. Raye bought 300 Raytheon, holds 300.

Philco increased sales to record high of \$247,383,000 in first 9 months of 1952 from \$228,431,000 in same 1951 period—although earnings were down to \$6,073,000 (\$1.64 a share) from \$7,963,000 (\$2.18) last year, due largely to higher operating costs and increase in taxes from \$7,835,000 to \$8,241,000. For 3 months ended Sept. 30, sales also set new quarterly record, reaching \$82,227,000, up from \$57,408,000 corresponding 1951 period. Third quarter earnings after taxes of \$2,181,000 were \$1,784,000 (48¢ a share) vs. \$2,222,000 (60¢) third quarter last year, when company received tax credit of \$812,000 and refund of excess profits taxes on 1945 income. Sales potential continues to exceed output, says president Wm. Balderston, noting new Philadelphia plant to increase TV capacity by 50% will begin operations early next year. Total 1951 sales were \$305,328,670, earnings \$12,168,046, or \$3.35 per share on 3,525,372 shares outstanding (Vol. 8:11).

Hallicrafters' sales for year ended Aug. 31 set new high of \$42,001,023, a 19% increase over preceding year's \$35,383,718, but net earnings dropped to \$378,460 (46¢ a share) from \$678,946 (82¢) due to completion of fixed-price pre-Korea govt. contracts, according to president William J. Halligan. Profit outlook for first quarter of new fiscal year is considerably brighter, he said, predicting company's net earnings for current quarter will equal earnings for all of fiscal 1952. He estimated first quarter sales at \$13,500,000 vs. \$10,058,000 for same quarter last year. Govt. order backlog is remaining constant at about \$21,000,000.

Motorola's sales increased more than \$5,000,000 to \$106,967,680 in 9 months ended Sept. 30 from \$100,194,572 in same 1952 period, but net income dropped to \$4,079,262 (\$2.11 a share) from \$5,327,442 (\$2.75). During all of 1951, company earned \$7,289,102 (\$8.29) on sales of \$135,284,086 (Vol. 8:12). Third quarter 1952 profit was \$949,558 (49¢) on \$37,174,629 sales vs. \$1,570,579 (81¢) on \$26,744,728 for third quarter 1951.

Dividends: Television-Electronics Fund, 12¢ from investment income plus 22½¢ from realized capital gains, payable Nov. 29 to stockholders of record Nov. 18; Sprague Electric, 40¢ and 2-for-1 stock dividend Dec. 15 to holders Nov. 20; I-T-E Circuit Breaker, 56¼ Dec. 1 to holders Nov. 19, plus 5% common stock dividend Dec. 15 to holders Dec. 19; United Paramount, 25¢ Dec. 19 to holders Nov. 28.

Valuable asset to uhf designers has been DuMont's experimental station KE2XDR, New York, in operation since Sept. 24, 1951. Station operates with 5-kw ERP on 708-714 mc, 9:30 a.m.-4:30 p.m., Mon.-thru-Fri. It was originally set up to provide readily available NTSC color signal, as well as uhf transmissions, when FCC prohibited color transmissions on commercial stations during regular programming hours. Station has transmitted more than 1000 hours of color in addition to black-&-white.

Electronics Reports: Steel outlook for first quarter 1953 is "still not too good," in words of one NPA official—but there's considerably more optimism over steel supply now than there was 2 weeks ago, before announcement that electronics industry would be eligible for extra allotments of 8000 tons of steel (Vol. 8:44-45).

Even with this steel dividend—and another potential one Dec. 10 when supply again will be measured against demand—NPA electronics officials freely predict TV set shortages in first quarter as result of scarcity of steel vs. high consumer demand. But steel pinch should be short-lived, with plenty available by second quarter when disastrous effects of steel strike will have been overcome.

It's known that some of the larger TV-radio and component manufacturers are now feeling materials squeeze. Several are known to be using conversion steel because their regular steel allocations are far from sufficient. They're allowed to buy up to 500 tons of the much higher priced conversion steel to supplement their allotments—and some have already bought up to the limit, despite the relatively large increase in production costs entailed by use of this type of steel. The extra allotment of first-quarter steel will be distributed on basis of supplemental applications from manufacturers.

* * * *

General Electronics & Receiver Section is new name for RTMA engineering dept.'s enlarged receiver section. L. M. Clement, Crosley, is chairman of section's executive committee. R. J. Biele, GE, continues as vice chairman and is in charge of activities of receiver committees, and 2 new vice chairmen will be appointed to supervise work of general electronics and general committees. New committees will be set up in section to cover such fields as electronic computers, magnetic amplifiers, nuclear instrumentation, etc.

Bendix Radio has begun production of electron tubes for aircraft, radar and other specialized purposes at its new 4800-sq. ft. Eatonton, N. J. plant. New plant is part of company's Red Bank division, under gen. mgr. Edward F. Kolar, which constitutes New Jersey shore area's largest industrial facility.

Westinghouse tube div. now in production of TV picture and other types of tubes at 365,000-sq. ft. plant in Elmira and 145,000-sq. ft. plant in Bath, N. Y., headed by v.p. E. W. Ritter.

International Resistance Co. buys 66.4 acres of J. A. Baldwin property at Asheville, N. C., is building \$200,000 plant with 35,000-sq. ft. to be ready by spring and to employ up to 500.

"Subcontracting for Small Plants" titles new leaflet now available from Small Defense Plants Administration, Washington, and regional offices.

Chockful of TV, July-Aug. issue of RCA's *Broadcast News* carries articles on shift to high power by WSAZ-TV, Huntington; methods of estimating uhf coverage; details of Empire State Bldg. multiple antenna; first post-freeze station (KFEL-TV, Denver); engineering data required by FCC; 1062-ft. tower of WSB-TV, Atlanta.

U. S. Machine Corp., Lebanon, Pa., manufacturer of oil, gas and coal heaters marketed under Winkler brand name, may be merged with Stewart-Warner Corp., Chicago, by means of exchange of stock. Boards of both companies have approved deal, and U. S. Machine Corp. stockholders are to vote on it Nov. 25.

Electro-Voice Inc. has bought out Radio Mfg. Engineers Inc., Peoria, Ill., maker of "ham" receivers, converters, accessories.

NATION'S 112th TV station, fourth since thawing of freeze, began programming Nov. 13 in Lubbock, Tex. with unique promotion in which literally thousands of Texans "put the station on the air." Program service was inaugurated on KDUB-TV, W. D. (Dub) Rogers' Channel 13 outlet (Vol. 8:45), with big street party in downtown Lubbock. A long rope, extending for blocks, was attached to huge switch wired to transmitter, and spectators lined up, holding rope tug-of-war style while 3 bands played. At 8 p.m., spectators pulled rope, throwing switch.

Programming began with 5-kw DuMont transmitter, 202-ft. temporary antenna, just 36 days after station received CP. Permanent site with 1000-ft. antenna, now under construction, is slated for completion late in February. Initial evening's programming consisted of hour of live wrestling, 3 hours of films and kinescopes. Station will operate 5 hours daily from interim location, using network programs.

Some 7000 TV sets were on hand when station opened, 28 carloads totaling 6000 having been shipped in on Santa Fe and Burlington railroads, according to Nov. 10 survey by R. L. Van Norman of local Dunlap dept. store. As in Denver and Portland, demand is high and sets are selling like hotcakes.

Opposition to football TV "controls" of National Collegiate Athletic Assn. reached season's peak this week after NCAA denied DuMont's request to televise 6 games locally in addition to NBC-TV's "game-of-the-week" (Vol. 8:45). NCAA accused DuMont of trying to "break down" its TV program after failing to bid for it. DuMont replied that it didn't bid because "we are opposed to monopoly" and accused NCAA of "conducting a monopolistic boycotting operation." For first time, U of Michigan athletic director Fritz Crisler joined U of Pennsylvania and Notre Dame in opposing NCAA's TV plan. He suggested instead that each of NCAA's 8 districts televise one game each Saturday, confining coverage to district boundaries. Penn athletic director Fran Murray proposed still another system in his Nov. 9 TV debate with Hall on NBC-TV's *American Forum of the Air*. Murray's plan: (1) Permit each college to make its own TV arrangements. (2) Put one-third of gross TV receipts into TV trust fund. (3) Distribute funds among NCAA members who can show they suffered financial loss as result of live telecasts of other college games. (4) Use any remaining funds for post-graduate scholarships for deserving football varsity letter men.

New rules for lighting and marking of high antenna towers were proposed this week. Notice of proposed rule making (FCC 52-1460, Doc. 10344) contains recommendations of unofficial industry-govt. group which studied high tower aviation problems for 4 months (Vol. 8:35-40). Part 17 of FCC rules now contains no specifications for towers over 500 ft.; proposed rules modify somewhat the specifications for towers 500 ft. and less, and establish specifications for towers up to 1500 ft., but don't apply to towers already authorized. Included in proposal is new method of marking guy wires of towers over 500 ft. through use of spherical markers 1-ft. in diameter every 120 ft. on each outer guy wire. At night, these markers would be illuminated by lights every 120 ft. or by floodlights on ground. Deadline for filing comments on proposal is Dec. 15, for replies to comments Dec. 30.

Add channel shifts: WKRC-TV, Cincinnati, has moved from Channel 11 to 12, and WDTV, Pittsburgh, goes from Channel 3 to 2 on Nov. 23. Both retain present powers pending shifts of others. Only 2 which shifted previously, of 30 required to do so, are WSAZ-TV, Huntington (No. 5 to 3), and WJAC-TV, Johnstown (No. 13 to 6). For list of all required to change, see p. 81, *TV Factbook 15*.

Detroit's uhf Channel No. 62 and Los Angeles' No. 34 got first applicants this week—Jack Knight (*Detroit Free Press*) applying for first, attorney-manufacturer Lawrence A. Harvey for other. Also seeking big-city uhf allocations are UHF Television Co., group of Texas oilmen, seeking No. 23 in Tulsa; WMIL, Milwaukee, No. 31; and Ozark Television Corp., St. Louis, seeking No. 14 assigned to town of Festus, Mo., 25 mi. south of St. Louis. Latter application includes among principals film producer Carl G. McIntire and gen. counsel Raymond W. Karst of Economic Stabilization Agency, an ex-Congressman from Missouri. There were also 3 vhf applications this week for: Lafayette, La., Channel 10, by Morgan Murphy interests (*Lafayette Advertiser*); Enid, Okla., Streets Electronics Inc., No. 5; Jackson, Miss., Delta Sales Corp., Channel 3. Total TV applications now on file: 764, of which 306 are for uhf. [For details about foregoing applications, see *TV Addenda 15-R* herewith; for listing of all post-freeze applications, grants, hearings ordered, etc., see *TV Factbook No. 15* with *Addenda* to date.]

Movie producer Samuel Goldwyn is apparently convert to idea of pay-as-you-see TV, actually sees TV coming to rescue of movies whose boxoffice this year is running about 5% below last year's \$55,000,000 a week. In Hollywood this week, he predicted half the nation's 23,199 theatres (Jan. 1 count) will fold up within 5 years, those remaining open being devoted to high-grade "prestige pictures." Pay-as-you-see TV, he said, will be "the big salvation of movies and TV" and "will make it possible for a motion picture producer to take in more money through this sort of exhibition in one night than he could formerly make in a year's theatre run." There was plug in it, of course: "My new picture, *Production No. 89*, will be available for either TV or theatres. I make pictures for the people. If, when the picture is finished, pay-as-you-see TV is a reality, as I think it may be, that's where my picture will be seen."

Theatre TV's first venture in entertainment field will come Dec. 11 when Nathan L. Halpcrn's Theatre Network TV Inc. and Metropolitan Opera will present complete 3-hour performance of *Carmen* coast-to-coast via closed-circuit theatre TV direct from stage of the Met in New York. Performance is being staged as benefit for Opera Assn., under which arrangement unions represented in theatre gave their consent to telecast. It's understood some 30 theatres have already signed up for opera, to be presented at "popular prices" without added film attractions. Experimental telecast will be eyed by theatremen and telecasters all over country, as well as Metropolitan Opera officials, as test of pulling power of entertainment and "culture" on theatre-TV screens, which heretofore have been used only for prizefights.

Strike against makers of filmed TV commercials was unanimously approved Nov. 11 by Hollywood membership of Screen Actors Guild. New York membership votes on Nov. 16, after which Guild's executive committee will set date for walkout. While vote applies only to New York film commercial producers and members of American Assn. of Advertising Agencies, 6 other performers' guilds have pledged support and strike is expected to halt production of TV commercials on nationwide basis.

Seventh Day Adventist general council, deplored "seductive and debasing material being projected into the home by way of the TV screen," has voted to establish a Legion of Honor among its young people to guide them in selecting programs.

Resumption of theatre-TV hearing has been postponed by FCC from Jan. 12 to Jan. 26 "because of the difficulty experienced by out-of-town witnesses in obtaining Washington hotel accommodations during the inaugural period."

MARTIN CODEL's
AUTHORITATIVE NEWS SERVICE
FOR MANAGEMENT
OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

Television Digest

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8½ YEARS AVERAGE 'WEAROUT AGE' OF TVs? Nobody really knows yet, for no definitive study has been made -- but we've been talking with some of the industry's top statistical people, who should know better than most, and they reckon the life span of a TV receiver is 8½ years. They mean from factory to junk-heap, call it the "wear-out and scrapping rate." For picture tubes, they calculate 5½ years.

If that's so, it means virtually all of the more than 20,000,000 TV sets made since 1946, when post-war production began, are still in use -- which will evoke plenty of argument. It's also a fact that there are few, if any, 8½-year-old sets as yet, for there were very few (perhaps 8000) made before the war.

The statistical pundits frankly say they're merely "guesstimating" on basis of fragmentary data gained in mere 6 years of TV production, selling & servicing -- but think they're right in forecasting an eventual 12% annual replacement market.

If we can accept their calculations, it would also mean TV sets "wear out" more slowly than radios (generally accepted life-span: 7 years), and compare with 13½ years for autos, 12-13 years for refrigerators.

RTMA statisticians figure 20,600,000 as cumulative total of TV sets produced to end of this year, and 30,000,000 sets-in-use within 2-3 years. If latter becomes total at end of first 8½ years of mass production, it could mean replacement market of 3,600,000 a year out of probable 5,000,000 annual sales.

Picture tube replacements will always be at faster rate -- 18% per year, the statistical boys estimate. Whereas this year's total tube output will be 7,300,000 (vs. about 5,600,000 sets), next year's is expected to be 8,300,000. In life of CR tubes, it's noteworthy that wear comes mostly from "shock" to gun and phosphors due to turning set on-&-off, rather than from continuous hours of use.

Note: Average factory price of a TV set has held at just about \$200 over last 6 years -- so that factory sales by end of this year will be \$4.12 billion. And at retail, counting in markups, antennas, installation, servicing, etc., you can double this figure -- so that public's investment has been \$8½ billion.

Also significant -- the "paper" held by banks and finance companies on TVs is regarded, we're informed, as "the very best." Whatever the reason, payments are said to be more reliable than on autos, furniture, refrigerators, stoves, etc. It's estimated that about 60% of all TV sets are sold on installment basis, at average debt of \$280 each, and that \$750,000,000 of such paper is currently outstanding.

THE NEW STATIONS—WHAT THEY MEAN IN SETS: There's potential of well over 2,000,000 new TV homes already in the new markets opening up as result of the 122 CPs granted to date in 87 cities -- and the number of grants & new markets is going up each week.

Analyzing Census Bureau data on households within metropolitan areas to be served by the new stations, we come up with substantially higher figure than RTMA's

task force did when, early this year, it predicted demand for TVs would be between 750,000 and 1,600,000 by July 1, 1953 (Vol. 8:6).

RTMA figures, of course, go only to mid-year, whereas we calculate to end of next year, by which time nearly all these markets should be opened up. Conservatism of our calculations is also manifest from fact most of the new stations will cover vastly more than their immediate metropolitan areas.

Results of our analysis also exceed the boldest predictions of most receiver manufacturers. Here's what we found in poring over the Census Bureau figures:

(1) 42 of the new-station cities are 60 miles or more from nearest existing TV transmitter. Within their metropolitan areas are 2,277,561 households, or what Census calls separate dwelling units. It's safe to assume less than 25% of such households now own TV sets, so we can figure on potential market of 1,700,000 homes. The areas in this group:

Mobile, Montgomery, Tucson, Fort Smith, Little Rock, Fresno, Santa Barbara, Colorado Springs, Denver, Pueblo, Pensacola, Tampa-St. Petersburg, Decatur, Peoria, Rockford, Sioux City, Manhattan (Kan.), Baton Rouge, Duluth-Superior, Jackson (Miss.), Springfield (Mo.), Asheville, Raleigh, Lima, Portland, Williamsport, Charleston, Columbia, Sioux Falls, Chattanooga, Waco, Amarillo, Austin, El Paso, Lubbock, Roanoke, Spokane, Lynchburg, Wichita Falls, Henderson (Ky.), Honolulu, San Juan.

(2) 15 of the new-station cities are 40-60 miles from any other TV transmitter. Within their metropolitan areas are 741,794 households. Figure saturation of 50% -- and your market potential is 370,000. Cities in this group:

Springfield, Holyoke, Flint, Saginaw, St. Joseph, Lincoln, Atlantic City, San Bernardino, Youngstown, Scranton, Gadsden, Elmira, Warren, Wilkes-Barre, Galveston.

(3) 21 of the new-station cities are within 40 miles of existing TV transmitter. They contain 1,070,615 households. Give them 75% saturation, and you still have 265,000. In this group are:

Bridgeport, New Britain, Waterbury, Fort Lauderdale, Ashland, Battle Creek, Frederick, Fall River, New Bedford, East Lansing, Asbury Park, Akron, Massillon, Bethlehem, Harrisburg, New Castle, Reading, York, Jackson (Mich.), Belleville (Ill.), Ann Arbor.

(4) 9 of the new grants are in cities with existing TV stations, and so are not included in our market totals. They are: New York, Albany, Binghamton, Buffalo, Rochester, Syracuse, Houston, Greensboro, Johnstown.

Our "saturation" guesstimates are open to argument, of course--and the new-station grants and new-station towns are changing week by week. There's question of overlap, too; for purposes of this admittedly cursory "survey", we've followed Census Bureau procedure in including overlapped towns with larger neighbor. For example, Warren, O. is included in metropolitan area of Youngstown; Ashland, Ky. is overlapped by Huntington, W.Va.; Belleville, Ill. by St. Louis -- to mention a few.

Census Bureau defines a "standard metropolitan area" as the central city and all surrounding communities which comprise a single economic unit, which frequently takes in an entire county. A household includes "all of the persons who occupy a house, apartment, or other group of rooms, or room that constitutes a dwelling unit."

HONOLULU'S QUICK STARTER; AUSTIN READY: Some grantees are literally "racing" to get on the air -- with vhf stations coming along fairly fast and uhf restrained only by slowness of equipment deliveries.

You can add 2 more vhf to your log of "stations in operation" -- Honolulu's KONA (Channel 11), which began test patterns Nov. 18, and Austin's KTBC-TV (Channel 7), which debuts Thanksgiving Day with Humble Oil-sponsored telecast of Texas-Texas A&M football game and will carry Army-Navy game Saturday from NBC-TV.

KONA grantee Radio Honolulu Ltd., new to radio and backed by big local interests, is thus 5th post-freeze station to go on air (4 of them vhf). It got CP just one month ago, stole march on KGMB-TV (Channel 9) by flying in 20,000 lbs. of GE equipment and 5 engineers to get quicker start. It's using KPOA tower.

KGMB-TV is still due to start operating Dec. 1 (Vol. 8:40), so that for all practical purposes the Honolulu market is now wide open.

KTBC-TV also performed prodigies in getting on air ahead of Dec. 1 target, using temporary 2-kw RCA transmitter & 500-ft. tower atop nearby 922-ft. Mt. Larsen. Camden engineers Richard Phares and John Thayer were reported to have performed a miracle in raising completely-assembled 87-ft. antenna, weighing about 8500 lbs. in matter of hours after delivery. Station is getting service from all 4 networks. It's owned by Mrs. Lyndon Johnson, wife of the Texas Senator.

Next uhf to go on the air, apparently, will be WSBA-TV, York, Pa., on Channel 43. It was readying to hoist new antenna this week end (Nov. 22), the first one having been smashed in accident (Vol. 8:44). It still awaits transmitter, due any day now. And it also looks like WSLS-TV, Roanoke, Va. (Channel 10) can get going by Dec. 1 or 2; it's almost ready for tests, reports mgr. Jim Moore.

Note: Tijuana's XETV (Channel 6), its call letters changed from XEAC-TV, has now set starting date as Dec. 6, giving San Diego area some direct and quite unwelcome competition (Vol. 8:34). It's a Federal installation, almost completed. Controlling Azcarraga-O'Farrill interests (of Mexico City) have appointed Alexander Nervo as gen. mgr.; he's from Mexico City office of J. Walter Thompson Co.

[For status reports on other upcoming new stations, see story, p. 6.]

14 CPs GRANTED, 2 IN CITIES NOW SERVED: First inroads into one-station "monopolies" came this week when FCC granted CPs for uhf in Greensboro, N.C. and Johnstown, Pa. They were among 14 authorized, most in any week since initial batch of 18 got approval last July 11 (Vol. 8:28). That makes 122 post-freeze grants, 5 already on air.

FCC broke into B-2 priority list to make Greensboro and Johnstown grants, moving to 151st city in Group B. The B-2 list of 30 cities comprises those with stations operating and uhf-only left for assignment. Commission should move rapidly through the 30, since only dozen or so applications are uncontested.

Grants presage critical showdown for uhf stations which face job of persuading vhf set owners to convert. But task will be much easier than in cities with multiplicity of existing vhf outlets, where all networks already have affiliates.

Another "first" is expected in month or so when Commission begins granting power-height increases for existing stations. FCC will probably issue notice governing these Group D applications in about a week.

Priority in processing Group D, as laid down in Temporary Processing Procedure, provides that one-station markets come first, in order of population. Thus, first 10 will be: St. Louis, Pittsburgh, Buffalo, Milwaukee, Houston, New Orleans, Seattle, Kansas City, Indianapolis, Memphis.

Of the 108 pre-freeze stations, 30 are required to shift channels and are permitted to raise powers and heights at same time. Reason FCC is willing to process those of other 78 who wish to make changes is that their handling should be simple: it will divert little staff manpower from new-station applications. Furthermore, Commission feels right chesty about its speed in stamping out new CPs -- it's keeping way ahead of transmitter manufacturers' ability to produce, in uhf anyway.

* * * *

Four of week's grants were vhf: Colorado Springs, Colo., No. 13, KRDO; Sioux City, Ia., No. 9, Cowles publishing interests, which own KRNT, Des Moines and WNAX, Yankton, and are seeking TV in Des Moines & Minneapolis; Sioux Falls, S.D., No. 11, KEL0; Galveston, Tex., No. 11, Gulf Television Corp., headed by coffee distributor Paul E. Taft and including actor James Stewart (9%).

Six of uhf grantees are AM operators: Henderson, Ky., No. 50, WSON; Jackson, Mich., No. 48, WIBM; Battle Creek, Mich., No. 58, WBCK (second in city); Flint, Mich., No. 16, WTAC (second); Greensboro, N.C., No. 57, WCOG; Lima, O., No. 73, WLOK.

The 4 non-AM uhf grantees: Belleville, Ill., No. 54, Signal Hill Telecasting Corp., comprising employes of St. Louis TV-radio stations and local businessmen; Decatur, Ill., No. 17, Prairie Television Co., whose president and 88% stockholder is W.L. Shellabarger, of local milling family; Galveston, Tex., No. 41, Rudman Television Co., 100% owned by oil operator M.B. Rudman who has also applied for Bismarck & Minot, N.D., holds 50% of application for Billings, Mont.; Johnstown, Pa., No. 56, Rivoli Realty Co., including theatre owners Walter M. Thomas & Margaret E. Gartland.

Fifth existing station to shift channel is WMCT, Memphis; it was due to move from Channel 4 to 5 this week end, hiking power to 60 kw. It was complicated deal involving modifications of AM & FM stations as well.

Others will be shifting one by one, but some are so interdependent, because of co-channel and adjacent-channel spacings, that they may have to shift en masse. Ohio-Indiana-Kentucky area epitomizes this situation.

* * * *

Hearings aren't making as much speed as they did at first, but there's feeling new deposition and stipulation rules (Vol. 8:42) will do much to prevent most egregious delays. Commission cut more deadwood from its rules this week by eliminating need for notarizing service of papers on parties in various proceedings. FCC will shortly announce streamlining of its TV, AM & FM rules -- a "blue pencil" job eliminating more obsolete material.

Commission is still working its way through petitions to change the end-of-freeze decision, thinks it's beginning to see the end. This week, it denied WNOE's petition to add another vhf channel to New Orleans and turned down WHIS's efforts to get West Virginia rezoned so as to permit addition of Channel 6 to Bluefield.

Major such petition remaining is Zenith's challenge of WBKB's right to move from Channel 4 to 2 in Chicago, as ordered by FCC. Decision is expected any day.

TRANSISTOR'S POTENTIAL SHOWN BY RCA: "The whole electronics business will be remade -- and on a broader scale." That's the meaning of transistors, in words of Dr. E.W. Engstrom, RCA Labs v.p. who at same time warned that this revolution isn't here yet.

Occasion was junket of newsmen to Princeton Nov. 17 (being followed by some 500 RCA patent licensees) for briefing on development of transistors, the tiny device which can do many things that vacuum tubes can do and many they cannot.

We've popped our eyes at transistor's potential before (Vol. 7:39; 8:9) and RCA opened them even wider this week. Transistors, you'll recall, are basically tiny slivers of the element germanium touched by 2 or more wires, encased in a chunk of plastic size of thumbnail.

Principal advantages over tubes are: low power requirement, small size, lack of heat, reliability, resistance to physical shock. This should mean eventual lower cost of receivers & other instruments because of fewer, smaller & cheaper components and simplified production.

RCA showed 10 kinds of transistors, 4 of which are now available to other laboratories at \$14-\$25. Fifteen electronic instruments employing transistors were demonstrated, some of them truly fantastic.

A completely portable TV set -- battery-operated, measuring 12x13x7-in. and weighing 27 lbs., using 36 transistors and no tubes except 5-in. picture tube -- captured reporters' imagination most of all. Dr. Engstrom was quick to point out that set isn't intended as commercial unit; that the sole purpose was to demonstrate transistor's potential. He said drain on batteries would be excessive, with CR tube taking half the current. A commercial portable isn't inconceivable, he said, but its emergence depends primarily on public demand.

More immediately practical, among devices shown, was auto radio with 11 transistors, operating directly from 6-volt battery by eliminating high-voltage power supply. This implies great advantages in cost and performance.

Partial substitution for tubes seems most valuable employment of transistors when they're commercially available. In sync circuit of TV set, they effect drastic reduction in size and weight. Same goes for industrial TV units, computers, etc. Also shown were: (1) Spring-driven battery phonograph with performance near that of conventional units. (2) All-transistor AM and FM radios. (3) Wireless microphones and phono jacks. (4) Transformerless power amplifiers.

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Big problem is mass production of uniform units. Peculiarly, though transistors appear much simpler than tubes, it has been extremely difficult to turn out units of equal performance. But no one questions industry's ability to lick the problems in time and spew forth transistors by the hundreds of millions.

Germanium is relatively scarce element, but each transistor uses so little that there's plenty. Chief sources are coal ashes and as by-product of zinc smelting. Other elements with similar characteristics, such as silicon, are being studied, may prove just as useful.

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Everyone's speculating just how transistors will "remake" electronics industry. Certainly, with transistors, printed circuits and other new components and techniques, the day of automatic production lines is almost upon us. Motorola has already shown what printed circuits can do (Vol. 8:33). This is bound to mean lower costs ultimately. And it sounds a clear note of warning to the small operators who don't command great capital it takes to tool and retool for automatic production.

Transistors also presage cutting of the "umbilical cord" -- the power cord that chains most of today's instruments to the wall outlet. That's because of their low power requirements. This should give battery industry tremendous boost.

It begins to sound like early days of radio to industry's pioneers -- what with crystals and catwhiskers, battery sets and spring-driven phonographs.

Personal Notes: Charles Thieriot, gen. mgr. of KRON-TV, San Francisco, named asst. publisher of *San Francisco Chronicle*, which owns station; he continues in charge of station . . . A. A. Schechter, ex-NBC, has formed own public relations firm, A. A. Schechter Associates, 250 Park Ave., N. Y. . . . T. Arthur Evans, secy. of Canadian Assn. of Broadcasters, resigns to become executive secy., Society for Advancement of Canadian Music . . . Paul N. Goode named acting mgr. of new Channel 22 station (KWTW) in Wichita Falls, due on air in April; Wm. D. Buford, development engineer . . . Seymour F. Johnson, Santa Barbara engineer, elected engineering v.p. and board member of Santa Barbara Bctg. & TV Corp., granted Channel 3 this week; Lloyd M. Jones, ex-KTTV & old KFI-TV, appointed chief engineer, and Ray Rubly, chief engineer of KIST, named asst. to Jones . . . Ivan Reiner, ex-program mgr., WNBT, now with WOR-TV as production mgr., succeeding Harvey Marlowe, resigned . . . Bill Ray, ex-KFWE, Hollywood, named asst. mgr. & program director of Honolulu's upcoming TV station KONA, whose gen. mgr. is George H. Bowles; Vic Rowland, ex-ABC, named publicity chief . . . Maurice Gresham, ex-KLAC-TV, Los Angeles, becomes sales mgr. of Peerless TV Films, succeeding George Shupert, resigned . . . Jack O'Mara, ex-Pacific Coast mgr. for C. E. Hooper Inc., ex-KECA & KNX, joins KTTV, Los Angeles, as merchandising-promotion director . . . Terry Turner, ex-RKO exploitation chief, joins staff of General Teleradio Inc. (WOR-TV, Mutual, et al.) to "direct his efforts towards accelerating attendance in motion picture theatres, with heavy aid of radio and TV" . . . James Valentine, of International Standard Electric Co. (IT&T), has returned from Buenos Aires where he set up Argentine Govt.'s LR3-TV . . . Richard W. Golden, ex-Lester Lewis Assoc. and Theatre TV Network, named mgr. of sales development, NBC spot sales . . . James G. Cominos, v.p. of Needham, Louis & Brorby, Chicago, named TV-radio director . . . Wallie Dunlop named director of TV operations of new WICC-TV, Bridgeport, due on air about Jan. 1 . . . Neil D. Cline promoted to asst. director of WHAS & WHAS-TV, Louisville, under v.p. Victor A. Sholis; Al Gillen named TV sales mgr., John Fouts radio sales mgr. . . . FCC Comr. Hencock due in Oakland, Cal. Nov. 27; will be interviewed on educational TV on KROW.

Miss Fausta M. Paffenberger, 55, secretary to FCC Comr. Robert Bartley, was killed Nov. 20 when struck by bus near Commission offices. She came to Commission in 1935, served as Bartley's secretary when he was on staff, was secretary to gen. counsel Benedict Cottone before joining Bartley's staff.

Network Accounts: Greyhound Bus Lines is second sponsor to buy segment of Ford Foundation's *Omnibus* on CBS-TV, Sun. 4:30-6 p.m., starting Jan. 4, thru Beaumont & Hohman . . . Gemex Co. (expansion watchbands) buys *Stork Club* on CBS-TV, starting Jan. 3, alt. Sat. 7-7:30 p.m., thru BBDO . . . Electric Companies of America sponsors *You Are There* on CBS-TV, starting Feb. 1, Sun. 6-6:30 p.m., thru N. W. Ayer . . . Philip Morris reported starting *My Little Margie* on CBS-TV Jan. 1, Thu. 10-10:30 p.m., thru Biow . . . Pillsbury-Ballard Div. of Pillsbury Mills Inc. (Ovenready biscuits) starting Dec. 1 & Dec. 2, buys Mon. 1:45-2 p.m. & Tue. 1:45-2 p.m. segments of *Garry Moore Show* on CBS-TV thru Leo Burnett; C. H. Masland & Sons (rugs & carpets) buys Mon. 1:30-1:45 p.m. segment, starting Jan. 26 thru Anderson & Cairns . . . Smith, Kline & French Laboratories to sponsor *March of Medicine* on NBC-TV, Dec. 2, Tue. 9:30-10 p.m. & Dec. 4, Thu. 10-10:30 p.m., thru Benjamin Eshleman Co. . . . Atlantic Refining Co. & Miller Brewing Co. will share sponsorship of Detroit-Green Bay pro football game on DuMont, Thanksgiving Day, starting at noon; Atlantic agency is N. W. Ayer, Miller's is Mathisson & Associates . . . Packard Motor Car Corp. buys *Rebound* on DuMont, alt. Fri. 8:30-9 p.m., thru Maxon Inc. . . . Swank Inc. (men's jewelry) buys *Steve Randall*, on DuMont, starting Nov. 28, Fri. 8-8:30 p.m., thru Bert Goldsmith Inc. . . . American Tobacco Co. (Lucky Strike) starts *Private Secretary* on CBS-TV Feb. 1, Sun. 7:30-8 p.m., thru BBDO . . . American Chicle Co. (Clorets) will sponsor *Date with Judy*, returning Jan. 3 to ABC-TV, Sat. 7:30-8 p.m., thru Dancer-Fitzgerald-Sample . . . Fred W. Amend Co. (Chuckles candy) starts *Hail the Champ* on ABC-TV Dec. 3, Sat. 11:30-noon, thru Henri, Hurst & McDonald.

John K. Herbert, NBC sales v.p., has completed integration of TV-radio sales staffs, with George Frey now v.p. & sales director for both TV-radio, Walter D. Scott new administrative sales mgr., Edward R. Hitz mgr. of central sales div., John Lanigan mgr. of eastern sales div., John T. Williams mgr. of western sales div. Frey and Scott report to Herbert, and reporting to Frey will be Fred Dodge, director of merchandising div., and George McGovern, director of new sales development & services div. Reporting to McGovern: Frank Reed, ex-TV sales mgr., now mgr. of TV-radio sales services; Howard Gardner, mgr. of sales development & training; Hamilton Robinson, mgr. of office services.

Radio-Television Correspondents Assn., Washington, plans to resume annual dinners honoring President of the United States, has tentatively fixed Feb. 7 date for next.

NEW-STATION STARTS should accelerate during December, particularly more uhf—judging from reports we're getting in our continuing survey of progress of CP holders. Besides the 5 Nov.-Dec. starters reported on p. 2, there's still assurance from principals that new uhf stations WHUM-TV, Reading, Pa. (Channel 61) and WFPG-TV, Atlantic City (Channel 46) will start during December, as previously reported.

Roanoke's WSL-TV (Channel 10) opens up that market shortly to vhf, but it's also significant that that area will be first new market where vhf & uhf will get started almost at same time. WROV-TV (Channel 27) reported this week it's now pouring foundations for 249-ft. Blaw-Knox tower atop Mill Mt., which rises some 1100-ft. above the town, and that RCA equipment has been promised in time for Jan. 15 debut.

From WBRE-TV, Wilkes-Barre, Pa. (Channel 28) comes definite reassurance that it will be on the air "by Jan. 1." And Harrisburg's WHP-TV (Channel 55) tells us RCA 24-gain antenna is being built to go on 160-ft. tower atop 1310-ft. Blue Mt., 6 mi. north of city, and station has been promised transmitter for Dec. 15-30 delivery; that April start is certain, but it hopes to beat that time.

Spokane's 2 vhf grantees are both trying to beat Jan. 1, but making no promises. El Paso's KTS-TV (Channel 9) will have tower up by Dec. 1, has studios all ready, is strenuously promoting TV set sales, promises to be on the air "before Jan. 1—by Christmas for sure." It's a race there with KROD-TV (Channel 4). And Amarillo's KGNC-TV (Channel 2) this week promises March start.

Other reports received this week included one from Santa Barbara, Cal., where Channel 3 grantee (Harry Butcher-Colin Selph group) says 10-kw RCA transmitter has been ordered with 6-bay antenna, and May 1 is tentative target date.

Continuing the battle against football TV restrictions of National Collegiate Athletic Assn. (Vol. 8: 46), Dr. Allen DuMont labeled NCAA "a trade association" which practices restraint of trade "inappropriately disguised by an academic cap and gown" in Nov. 17 talk to New York Football Writers Assn. NCAA's TV director Asa Bushnell protested at same meeting that NCAA isn't "an isolated agency" but an association of 372 colleges, of which 185 voted for "controls," only 15 against. TV's impact on football gate receipts was decried this week by small colleges, whose National Assn. of Intercollegiate Athletics met at Kansas City and named committee to study football TV. On other hand, Notre Dame, long-time proponent of unrestricted TV, announced it will continue opposition to TV limitations by sending athletic director Ed Krause and executive v.p. Rev. Edmund Joyce to New York meeting Nov. 30 of NCAA's TV committee in attempt to "open up" football TV. To growing list of opponents of NCAA program you can add U of Illinois athletic director Doug Mills, who proposes: (1) Divide country into sections. (2) Televisize 2 big games weekly within each section. (3) Black out major population centers from which games draw their attendance, which would still assure all area fans of at least one game on TV. (4) Divide TV receipts among participating schools.

More than 27,500,000 auto radios are in use, or 25% of total 110,000,000 radio sets, reports Broadcast Advertising Bureau, noting also that: "Radio is growing at a more rapid speed than any other medium. There are now more radios than there are people over 17 years old, or more than there are beds or clocks."

Business is brisk in radio, too: Mutual reports gross billings of \$16,838,917 first 10 months of 1952, up 15.2% from the \$14,620,653 for like 1951 period—with political revenues helping a lot.

KMJ-TV, Fresno, Cal. (Channel 24) reports RCA 1-kw transmitter is to be delivered March 1, and starting date is May 1 from 3300-ft. antenna site on a mountain 28½ mi. east of city.

KFEQ-TV, St. Joseph, Mo. (Channel 2) reports RCA transmitter and antenna and Lehigh tower have been ordered. Building starts at once, and on-the-air date is "possibly in April."

WATR-TV, Waterbury, Conn. (Channel 53) should begin about March 1, according to statements to local press by Harold Thomas, who promises coverage of all Connecticut, southern Massachusetts and eastern New York.

KSCJ-TV, Pueblo, Colo. (Channel 5), still aiming for March 1 target date, reports it has purchased WCBS-TV's standby layout in Chrysler Bldg., New York, including RCA transmitter with all associated equipment—used by network until new Empire State Bldg. standby was installed.

Norbertine Fathers' WBAY-TV, Green Bay, Wis. (Channel 2), authorized last week, reports RCA equipment ordered, no construction plans yet but aim to get on air "early in March 1953." Weed & Co. will be national sales rep.

This week's grantee KELO in Sioux Falls, S. D. (see p. 3) already has 5-kw RCA transmitter and antenna on order for Channel 11 operation, has told local distributors and dealers it could get on air in 60-90 days, weather permitting. But weather is extremely bad right now, so it's talking about March debut.

Federal's first uhf installation, the 12-kw WICC-TV, Bridgeport (Channel 43) looks like it will go on by end of year, has undertaken big promotional drive with that in view. And we're informed that Federal's 1-kw for WETV, Raleigh, N. C. (Channel 28) should get on the air by next February.

Comr. Robert Bartley's first good look at color TV, both RCA and CBS kinds, came this week—and he said: "Both of them look better than black-&-white." He spoke Nov. 17 to meeting of Armed Forces Communications Assn. on subject of "The Plugged Nickel." He referred to the mere 4.077 cents per capita per year with which Commission must regulate communications. To illustrate FCC's tight budget, he said that Common Carrier Bureau had 140 employes in 1934, only 109 today. Bartley's next talk comes Dec. 8, before educational group at U of Texas, Austin. He'll also observe daytime lighting tests conducted by WFAA-TV, Dallas, which seeks approval of 1747-ft. tower (Vol. 8: 45).

Experimental TV applicants Howard-Yale Inc., Palm Springs, Cal., and WTIP, Charleston, W. Va., were told by FCC this week that hearings are required on their proposals. First, proposing booster to feed Los Angeles TV signals to Palm Springs, scrambled for pay-as-you-look service, was told it raised problems of co-channel interference, particularly with Mexican allocations, and that program has dubious technical value to FCC. WTIP was told that its plans for experimentation with Channel 49 didn't seem to offer any contribution to the art and that grant on Channel 49 may prejudice competitive situation between WTIP and WKNA—both of which have commercial applications for the channel.

Extremely significant to TV and film industries are current negotiations in which a leading distributor of feature films for TV seeks to purchase control of big RKO Pictures Corp. Matty Fox, head of Motion Pictures for TV, confirmed that he is negotiating with group headed by Ralph Stolkin which recently purchased control of RKO from Howard Hughes for \$7,345,740 (Vol. 8: 38-40, 42). Fox declined to comment on whether RKO would release its backlog of films to TV if purchase goes through.

Trade Report
November 22, 1952

PRODUCTION PACE & MATERIALS OUTLOOK: When top producers Admiral, Philco & RCA are back making TV sets at rate of 1,000,000 or so per year -- as they now seem to be, and probably are -- you know that the boom production-&-selling days of 1950 are by way of being repeated. And when they do well, rest of industry seems to do well.

Not that they've disclosed their output figures, of course; those are very guarded secrets. But they aren't hard to guess on the basis of past performance and dribbles of information from various sources. Not least of these are the weekly RTMA figures, which as of Nov. 14 (end of 46th week of year) show total production of TVs has just turned the 5,000,000-mark, radios just over 8,115,000.

Industry sales managers calculated this year's total output at anywhere from 5,700,000 to 8,000,000 -- for an average of 6,400,000 -- in poll taken at their Chicago meeting this week. With 6 more weeks to go, with holiday interruptions, it looks like final figure close to 6,000,000 as against 5,385,000 last year.

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The cry is now for more components, particularly picture tubes, cabinets and tuners (notably uhf). From industry sources you get different sizeups of the current situation -- though all set makers agree business is healthy and look to comfortable business rest of this year and well into next. Some think the new markets will be chief determinant how next year's production and sales go.

One major manufacturer said he could make and sell many more TVs than now, except for NPA materials limitations. He thought slowdown might come before January because of changeovers to new models. It's much too early to tell how first quarter will go, certainly much too early to forecast summer trade, he told us.

The kinescope shortage is described as "tremendous" but tubemakers are rushing to meet it. Console demand is better than cabinet supply, with combination cabinets particularly short due to dry-up of that item during spring recession.

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Steel shortage in TV-radio manufacture is real, say NPA officials, but the industry, looking forward to lifting of controls, thinks outlook is good. NPA has many requests from TV-radio manufacturers for extra "hardship" allotments, but says "we've absolutely reached the bottom of the barrel, at least for the time being." Some set makers, of course, may be "talking poor" to build up cases when shortage really hits them -- if it does. Shortages of components are undoubtedly much more acute than steel, which could get worse before it gets better.

Steel allotments for first quarter 1953 are lower than for this quarter. Some TV-radio manufacturers are using higher-priced conversion steel up to limit of 500 tons per quarter. To help those willing to use this more costly steel, NPA is considering raising the quarterly limit.

Beyond first quarter 1953, nobody sees any significant materials shortages.

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"We don't need to produce 200,000 sets a week to do a good business," said one manufacturer. Yet that seems to be rate of production right now. RTMA tally for week ended Nov. 14 went up to 202,309 (10,291 private label) from 196,164 week preceding and compares with two-year record of 205,957 the week before that.

Factory inventories rose to 103,850, second week they went back upgrade -- the week preceding having been 89,215 and week before that record low of 80,108.

Radio output went up to 214,228 (61,094 private) from 205,136 week before. Radio inventories rose to 179,748 from 168,878. Radios produced during week ended Nov. 14 were 95,475 home sets, 39,524 portables, 40,309 clock, 38,938 auto.

Topics & Trends of TV Trade: RTMA didn't get much encouragement this week from economic stabilizer Roger Putnam, who wrote executive v.p. James D. Secrest Nov. 17 that he would check with OPS on its reasons for re-controlling TV-radio parts before making any decision on RTMA's appeal for reversal of order (Vol. 8:42-44). Industry leaders were hoping for face-to-face meeting with Putnam but apparently latter, sweating out the tough coal wage dispute, will rule on case on basis of plausibility of OPS reasoning. RTMA parts div. executive committee got fill-in at Chicago meeting Nov. 20 from attorney Ray Donaldson on progress of case but postponed action pending Putnam's ruling, now expected in week or 10 days.

RTMA board, after various quarterly committee meetings in Chicago and New York Nov. 19-21, took following actions: (1) Approved \$80,000 program to finance 2-year training course for TV servicemen at New York Trade School, New York City. (2) Adopted resolution of "endorsement and sympathy" for educational TV but didn't authorize any money for backing; Emerson's Benjamin Abrams, who has donated \$10,000 each to first 10 such stations to go on air, resigned as educational committee chairman, promised announcement next week on his plans to assist educators further. (3) Approved activities of NPA Electronics Div., recommending it be kept as independent body. (4) Set up committee, but didn't name membership, to survey all aspects of subscription TV.

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Total of 6,888,991 germanium diodes were sold during first 10 months of 1952, RTMA reports, with 5,571,625 for new set equipment, 846,163 govt., 365,535 replacement, 105,668 export. In corresponding 1951 period, sales totaled 3,575,927. For October, sales reached peak of 1,156,361 compared to 814,521 in September (Vol. 8:42) and 514,983 in Oct. 1951. Statistics are based on information supplied by GE, Raytheon, Sylvania and, for October only, Hytron.

Industry is doing amazing job supplying uhf sets and converters to Portland, considering there was virtually no uhf production when KPTV took the air 2 months ago. Survey of distributors for 27 brands of TV sets by Portland Extension Center of Oregon State System of Higher Education reveals 30,734 sets were in use in Portland Nov. 15. Last NBC set census showed 4000 sets there as of Oct. 1 (Vol. 8:44). Station went on air Sept. 18.

Atlantic City's new WFPG-TV, due Dec. 20 on uhf Channel 46, reports assurances from South Jersey distributors that minimum of 5000 converters will be available by Jan. 1; there are now 23,967 TVs accredited to 2 counties in primary area, getting fringe service from Philadelphia.

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Merchandising Notes: Installment buying of TVs & radios, along with furniture and musical instruments, increased 30% from August to September, reports Federal Reserve Board . . . Starrett, having settled with creditors for 35%, back with 8 TV models—three 17-in. at \$200, \$230 & \$260, four 20-in. at \$240, \$260, \$300 & \$360 . . . Remote control TVs haven't enjoyed much market (though Philco made big pitch with them several years ago); this week, Harold Shevers Inc., custom builder, reports new 21-in. models with remote control to list for \$350 & \$400 . . . Kaye-Halbert out with new radio-phono called "Pandora," designed for chairside end table or coffee table and providing for TV remote control; it's priced at \$180, \$190 & \$200 . . . Emerson adds fifth new model to 1953 line this week—17-in. mahogany table at \$200, with strips for uhf . . . Market potential for 660,000 TVs in Chicago area, 84.8% of them replacement, cited in *Chicago Tribune* survey of 3000 homes, released this week under title *Opportunity for TV Set Sales*.

Trade Personals: Roland J. (Rollie) Sherwood, Hallcrafters sales v.p., resigns as of first of year to organize and head Waler Manufacturing Co., Crystal Lake, Ill., to manufacture parts for automotive, farm and electrical equipment . . . Jack Siegrest, ex-Admiral-New York, named adv. mgr. of Motorola, with Robert Van Brundt as asst. in charge of cooperative and Arthur Timmerman copy chief . . . Donald Jackson, Raytheon TV & Radio asst. gen. sales mgr., named eastern sales mgr., succeeded by Ben D. Drezner . . . Milton R. Benjamin has resigned as gen. sales mgr., Jewel Radio . . . Victor Machin named gen. sales mgr., Shure Bros., succeeding Jack Berman, now rep in southern Calif. . . . John S. Speer II named sales mgr., Speer resistor div. and Jeffers electronics div. of Speer Carbon Co. . . . F. P. Williams, Crosley San Francisco zone mgr., transferred to Kansas City in same capacity, succeeding John Caviezel, now on special assignment . . . Sol D. Feir appointed Manhattan sales mgr. by DuMont N. Y. factory distributor . . . Robert R. Lucas named production control mgr., Brush Development Co. . . . J. Clark Ryan, executive v.p., elected president of Forbes & Wagner Inc. (TV coils), succeeding late Henry C. Forbes; Earl W. Wagner named executive v.p. & works mgr., John C. Pontius engineering v.p., Roy A. Gull chief production engineer . . . Paul Neubert, Rochester, named Raytheon TV-radio district sales mgr. for upstate N. Y. . . . Claude E. Davies, ex-Golden State Appliance, San Francisco, named Admiral regional mgr. for Seattle area.

Distributor Notes: Motorola subsidiary, Motorola-New York, appoints Howard Gross sales mgr. of International Harvester Co. products which company will handle (Vol. 8:46) . . . Admiral names Major Appliance Distributors Inc., Charlotte; Boston subsidiary appoints Leonard A. Donovan sales mgr. . . . Admiral Canadian subsidiary, Canadian Admiral Sales Ltd., names Ronald Wright v.p.-sales mgr. of southwestern Ontario branch . . . Zenith Washington distributor, Simon Distributing Co., appoints John F. Mehr gen. sales mgr. . . . Raytheon appoints Max Fischman Co., Pittsburgh . . . Hallicrafters Los Angeles distributor, Horn & Cox Inc., names Manny Silver sales mgr. of merged TV & air conditioning depts.; appoints Jack McEwan dept. coordinator . . . CBS-Columbia names Gilbert Bros., Portland, Ore. . . . Kaye-Halbert appoints Bauckham, Malek & Newport Co., Honolulu, and Austin Distributing Co., Odessa, Tex. . . . Avco appoints Harry Alter Co., Peoria, replacing Johnston-Moody Co. . . . Sylvania appoints Honolulu Paper Co., Ltd., Honolulu.

Next educational TV application (only 18 submitted thus far, 9 granted) is due to be filed shortly by Milwaukee Adult Education & Vocational School Board for Channel 10—but only because Circuit Judge William F. Shaughnessy on Oct. 29 lifted temporary restraining order which would have barred any educational application from Wisconsin. Lower court had granted injunction in suit by Edwin Zedler, president of Affiliated Taxpayers Assn. of Milwaukee, who contended educational TV stations were unconstitutional and no public funds should support them. On appeal, Judge Shaughnessy temporarily banned state or municipal support of application pending hearing, but allowed board to file after spokesman said "it costs only \$1 to apply." Other educational TV developments: (1) Group of Philadelphians formed Delaware Valley Educational Television Corp.. planned to float bond issue to finance construction of station, with operating costs to be covered by \$1000 annual donations by civic leaders. (2) Texas educators will meet Dec. 8-9 in Austin to discuss use of 18 reserved channels.

Thailand (Siam) has ordered Marconi equipment for southeast Asia's first TV station, to be erected for Thai Govt. at Chulalongkorn University, Bangkok.

Financial & Trade Notes: Pacific Mercury Television Mfg. Corp., part owned by Sears Roebuck (Vol. 8:25-26) and producer of Sears' Silvertone brand for western states at plant in Van Nuys, Cal., was disclosed in Federal court in Newark this week to have made an offer to take over Tele-tone and subsidiaries, now in bankruptcy. Offer includes loan of \$100,000 for payments to creditors and acquittal of certain other obligations. Also making offer to acquire Tele-tone is California Eastern Airways Inc. Pacific Mercury reports that for 6 months ended Sept. 30 it did gross business of \$6,213,276, earned net profit of \$154,761 after \$184,511 taxes. First half of preceding fiscal year, sales were \$1,601,662 with loss of \$126,215. President Joseph Benaron says Pacific Mercury is currently turning out 8000 TVs per month, plans new and expanded factory.

Note: Hearing in Tele-tone's reorganization proceedings, at which foregoing offers will be considered, is scheduled before Federal Judge Hartshorne in Newark, Nov. 24 at 10 a.m. Creditors have been informed that if no plan is acceptable to them, counsel for trustee in bankruptcy will move for liquidation of Tele-tone, whose liabilities last April 21 were shown as \$4,272,238 and assets \$1,821,182.

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Standard Coil plans to sell \$5,000,000 worth of debentures and 3 principal stockholders will offer 250,000 shares of common stock in mid-December. Statement filed with SEC covers proposed sale of 5% convertible subordinated debenture issue, due Dec. 1, 1967, as well as the common stock, both to be offered to public through F. Eberstadt & Co. Stock would have gross value of more than \$4,200,000 at current market price. The 3 unnamed shareholders still would own more than 50% of firm's outstanding common, even after the sale. Standard Coil's sales for first 9 months of 1952 totaled \$43,869,180, exceeding by several million dollars company's sales for entire year 1951. In first 9 months of 1951, sales were \$27,013,071. Profits for the 1952 period were \$1,963,945 (\$1.34 a share) vs. \$1,164,967 (79¢) for 1951 period.

Davega Stores Corp. reports net loss of \$601, or 11¢ each on 265,800 shares of common stock outstanding after providing for preferred dividends, on sales of \$12,260,573 during 6 months ended Sept. 30. In same 1951 period, profit was \$12,713 (net loss of 6¢ per common share after preferred dividends) on sales of \$13,074,000.

Webster-Chicago reports net loss of \$607,118 on sales of \$11,795,000 for 9 months ended Sept. 30 compared to net profit of \$368,739 (82¢ a share) corresponding 1951 period. For all 1951, net profit was \$457,635 (\$1.01) on sales of \$17,971,460.

American Phenolic Corp. reports \$922,803 net income (\$2.30 a share) on sales of \$27,196,025 for 9 months ended Sept. 30 vs. \$631,356 (\$1.57) on \$18,045,760 in 1951 period.

Globe-Union Inc. shows net profit of \$1,122,062 (\$1.66 a share) for 9 months ended Sept. 30 vs. \$1,105,967 (\$1.65) same period 1951.

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Dividends: Hazeltine, year-end of 75¢ payable Dec. 15 to stockholders of record Dec. 1; Philco, 40¢ Dec. 12 to holders Dec. 1; P. R. Mallory, 35¢ quarterly plus 25% stock div. Dec. 10 to holders Nov. 24; Sperry, 50¢ Dec. 17 to holders Dec. 3; Columbia Pictures, 25¢ year-end Dec. 18 to holders Dec. 4 plus 2½% stock Jan. 18 to holders Dec. 5; Loew's Inc., 20¢ Dec. 19 to holders Dec. 9; Aircraft Radio Co., 35¢ Dec. 15 to holders Dec. 5.

Short interest in TV-radio and related stocks on N. Y. Stock Exchange showed these changes between Oct. 15 & Nov. 14: Admiral, 9792 Oct. 15 to 8087 Nov. 14; Avco, 5808 to 7080; GE, 12,409 to 11,348; General Precision, 5100 to 5500; Magnavox, 8505 to 6358; Motorola, 19,832 to 17,879; Philco, 7123 to 7097; RCA, 24,755 to 23,625; Zenith, 10,905 to 11,241.

Electronics Reports: Far from being "overloaded" with military orders, electronics industry is prepared to "undertake a very substantial additional amount of production" as well as more research and development contracts. This point was stressed by Richards W. Cotton, who heads NPA Electronics Div. and DPA Electronics Production Board, in Nov. 13 address to Armed Forces Communications Assn. of Boston, in which he touched on practically every phase of military electronics. Other highlights of speech:

"Current production of the electronics industry is at an annual going rate in excess of \$4 billion. Defense production accounts for almost \$2.5 billion of this total. This compares with a total of \$3 billion for defense and civilian purposes in 1951. The production last month of more than \$200,000,000 of military electronic equipment is a major achievement in view of the fact that 95% of the major items in that delivery figure were new designs developed since the outbreak of the Korean war."

Outside the atomic energy program, Cotton pointed out, electronics represents largest single money item in research and development. He ventured "guess" that military electronics budget for fiscal 1953 will be about the same as this year's \$2.5 billion. Dollarwise, military electronics procurement constitutes about 10% of total hard goods outlay. Referring to charges that electronics shortages delayed guided missile program, he said:

"It is unfortunate that the original missile research and development contracts were given to aircraft manufacturers without mandatory provision that the electronic portion of the work be subcontracted [to] established electronic manufacturers. Had this been done, missile electronics would have been developed along lines that would have permitted use of components that are within the working limits of the electronics industry to produce."

Holding that skilled manpower is key to successful development and use of complex electronic equipment, he warned: "In all-out war we would experience great difficulty in operating [the equipment] at full efficiency and even greater difficulty in servicing and maintaining it." He offered this twofold solution: (1) Reduce complexity of the equipment; (2) Increase length of enlistment or offer bigger inducements for electronic technicians to re-enlist in Armed Forces.

* * * *

Electronics industry's post-Korean expansion approved by govt. under rapid tax write-off program totaled \$296,000,000 by Oct. 31, divided among 657 individual projects. This is close to 75% of DPA's tentative goal of \$396,000,000 for the industry by end of 1953. Some \$25,000,000 has gone to small business to date, out of \$64,000,000 earmarked for smaller concerns. Breakdown of electronics industry's tax amortization certificates: end equipment, 250 projects, involving total expenditure of \$155,000,000; tubes, 135 projects, \$94,000,000; components, 231 projects, \$29,000,000; miscellaneous, 41 at \$18,000,000.

Three-step steel decontrol plan was proposed to NPA Nov. 20 by steel products advisory committee. It provides: (1) "Open-end" CMP in first quarter 1953, permitting consumers to buy steel without priority after all priority customers are taken care of. (2) End all steel allocations for civilian goods in second quarter, retaining CMP for military and atomic orders only. (3) End all CMP allotments, inventory and warehouse controls at midyear. Steel industry's proposal is similar to NPA's own decontrol planning, except that NPA proposes to end civilian goods allotments at midyear instead of second quarter.

To help increase reliability of military equipment, RTMA engineering dept. has set up electronic applications committee under Crosley's Louis M. Clement to serve as clearing house for information on methods of improving reliability in design, manufacture and installation of electronic equipment.

Telecasting Notes: TV rate increases are coming along more slowly nowadays, despite ever-increasing saturation. New network rate cards, embracing newly added stations, mainly post-freeze, will soon be out—notably the CBS-TV schedule due Dec. 1 . . . NBC's WNBT, New York, on Nov. 15 hikes Class A base rates from \$3750 to \$4250 per hour, one-min. from \$775 to \$875 . . . WFMY-TV, Greensboro, went up Nov. 1 from \$450 to \$500 & \$80 to \$100 . . . WTAR-TV, Norfolk, on Jan. 1 goes from \$525 to \$600 & \$100 to \$115 . . . WWJ-TV, Detroit, opened new \$2,000,000 studios with closed-circuit "tours" piped to meetings of advertising executives in New York and Detroit, as well as telecast of Nov. 17 dedication by mayor and governor; 2-story 20,000-sq. ft. building has provision for 2 additional floors and largest studio (4600 sq. ft.) has built-in 25-ft. revolving stage . . . Community service project set up by NBC for New York, called WNBC-WNBT Music Foundation, will provide record players and records for hospitals, community centers, etc., soliciting funds from listeners & viewers; Jackie Robinson, the Dodgers star, has title of director of community activities . . . RKO-Pathe, RKO's TV film subsidiary, about to go into production, may also dip into big firm's library . . . Republic Pictures reported readying release of 100 more feature films to TV thru subsidiary, Hollywood TV Service . . . United TV Programs (formed by Standard Radio's Gerald King and Milton Blink) bidding for Snader catalog of Korda features and shorts, that firm being involved in litigation between principals . . . More stations mean lower prices for films, said Guild Films president Reuben Kaufman Nov. 25 in announcing reduction in film program rentals up to 20%, retroactive to Oct. 15 . . . Do TV sportscasters talk too much? No, not usually, writes sportscaster Mel Allen in letter in Nov. 16 *New York Times*, explaining action outside camera range frequently affects result of game and thus merits description as much as events all viewers can observe for themselves . . . Robert M. Weitman, UPT v.p. slated to head up ABC programming when merger is approved, named executive producer & chairman of talent committee handling *Cerebral Palsy Telethon*, to run 18½ hours from 8 p.m. Dec. 6 on WJZ-TV.

TV home ownership figures as of May 15, 1952 have been compiled by A. C. Nielsen & Co., research firm, 2101 Howard St., Chicago, and will be released after they have been reconciled with NBC's monthly sets-in-use figures and RTMA county-by-county shipment-to-dealer figures. National total will be published within few weeks, after which breakdowns by so-called "NCS Areas" will be made available to Nielsen subscribers. The NCS Areas figures cover all of the 3072 counties in the U. S., combined into some 1500 groupings that include all TV market areas. They're work of 200 fulltime men traveling continuously over 2000 counties, and Nielsen has names of several hundred thousand homes selected by area sampling methods. Service is outgrowth of firm's radio ownership surveys.

Canada will now accept TV applications from private interests, as announced this week in speech from throne at opening of Parliament. This means abandonment of policy of govt. monopoly, though it was indicated no applications for Toronto or Montreal, where CBC operates only outlets, will be accepted. Facts that U. S. is authorizing so many TV stations near border, that even CBC's CBLT in Toronto feels competition of Buffalo and Rochester stations, are regarded as having helped break down ban.

TV-radio "morals" probe by Harris Subcommittee of House Interstate & Foreign Commerce Committee will wind up Dec. 3 & 4 with hearings in Washington. Scheduled to be heard are representative of FCC, not yet designated, Frederic R. Gamble, president of American Assn. of Advertising Agencies, and "anyone who wants to be heard."

LEVEN UHF and 7 vhf applications made up unusual batch, with some unusual principals, filed with FCC this week to bring total now pending to 768 (308 of them uhf). Most significant of week's applications were one uhf for Kansas City (Channel No. 25) and one for St. Louis (No. 30) by Empire Coil Co., which operates the vhf WXEL, Cleveland, and recently launched first commercial uhf KPTV, Portland, Ore. (Vol. 8:38). They're first for those channels in those one-station (vhf) cities, indicating owner Herbert Mayer's great faith in future of uhf. He also holds CP for uhf KDEN, Denver (No. 26).

Another interesting uhf application is that for No. 34 in Los Angeles, filed by group including theatreman Frank Fouche, equipment maker Peter Mole (who also is president of SMPTE), and Mexican TV-radio tycoon Emilio Azcarraga (holding 20% of stock, the limit permitted an alien). And Notre Dame University has set up corporation that filed for commercial outlet on No. 46.

Other uhf applications are for Modesto, Cal., No. 14, filed by Ralph M. Brown, part owner of KBOX; Minden, La., No. 30, and Tyler, Tex., No. 19, by Jacob A. Newborn Jr., granted CP recently for Gadsden, Ala. (Vol. 8:46); Louisville, No. 41, by Robert Rounsville, owner of WLOU and other stations; St. Louis, No. 42, by WIL; Rochester, N. Y., No. 27, by WRNY; Portsmouth, O., No. 30, by Edward H. Lamb interests, operating WTVN, Columbus, and WICU, Erie, holding CP for WMAC-TV, Massillon, O.

The vhf applications are for Orlando, Fla., No. 9, filed by WLOF; Jefferson City, Mo., No. 13, by group headed by Missouri's Gov. Forrest Smith; Billings, Mont., No. 2, by oilmen M. B. Rudman & Albert Hayutin, former already holding CP for Galveston; Corpus Christi, Tex., No. 10, by KSIX; Salem, Ore., No. 3, by group of Oregon broadcasters, including engineer Harold C. Singleton; Amarillo, Tex., No. 7, by KLYN; Bellingham, Wash., No. 12, by group headed by Jessica L. Longston, broadcaster & publisher.

[For details about foregoing applications, see *TV Addenda 15-S* herewith; for listings of all post-freeze applications, grants, hearings, etc., see *TV Factbook No. 15 with Addenda to date*.]

Portland's Channel 6, which had 3 applicants, may wind up with only one—the *Oregonian's* KGW (Newhouse newspapers)—as result of these developments this week: (1) Examiner Elizabeth Smith ruled against petition by KOIN to amend application after sale to some 30 employees of 43.5% interest formerly held by Ralph Stolkin, Edward Burke Jr. and Sherrill C. Corwin (Vol. 8:45). She held that petition represented "substantial change" in application which would be prejudicial to competing applicants, and that no "good cause" had been shown. KOIN is expected to appeal decision to full commission Nov. 24, request oral argument. (2) KXL (Ed Craney), the other applicant for Channel 6, petitioned Commission to dismiss its application because of increased construction costs. Craney has interest in Spokane's Channel 4 KXLY-TV.

"Pool arrangement" whereby President-elect Eisenhower's trip to Korea will be covered by only one newsreel cameraman, one photographer and one reporter evoked protests from NARTB president Harold Fellows and CBS president Frank Stanton. Both called this discrimination against TV-radio. Stanton said: "There can no longer be any doubt that the country as a whole relies more heavily on radio and TV for news and major events than on any other medium."

Speaker Sam Rayburn's ban on TV and newsreels from House end of Capitol is expected to be lifted as one of first acts of GOP Speaker Martin's regime. He disagreed at time of ruling last session. Rep. Martin said he will leave to committees to decide whether they should permit cameras.

MARTIN CODEL's
AUTHORITATIVE NEWS SERVICE
FOR MANAGEMENT
OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

Television Digest

with ELECTRONICS / REPORTS

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ROANOKE, HONOLULU & COLORADO SPRINGS: Looks like the vhf grantees, though they're a minority of only 35 out of the 131 post-freeze CPs issued to date, will continue to go into operation at faster clip than uhf -- and for some time to come.

Despite promises of quick starts, fact is that uhf equipment simply isn't being delivered as rapidly as expected. Delay seems to be indicated for most if not all uhf grantees, though several still insist they'll start in December (see p. 6).

Seventh station to take the air (6th vhf) will probably be Roanoke's WSL-TV (Channel 10), reported ready to turn on power Dec. 1 or within day or two thereafter and planning program service (including network off microwave) without delay.

Honolulu's KGMB-TV (Channel 9) likewise was still aiming for Dec. 1 as this was being written, but faced possible short delay because of non-delivery of an approved monitor, though unit had been shipped from Camden.

Next one thereafter could be Channel 11 grantee in Colorado Springs, Colo., which had DuMont transmitter already on hand when it got grant this week (see TV Addenda 15-T), 150-ft. self-supporting tower ready to put up. It's asking FCC for STA to begin interim operation, which could begin within matter of weeks.

Telecasting from famed Cheyenne Mt., which looms 3000 ft. above Colorado Springs, this station (call letters not yet selected) will throw good signal into Pueblo, only 28 mi. away, could very well be seen in Denver, about 66 mi.

Both Roanoke and Honolulu outlets are using temporary RCA equipment in haste to get on air -- Roanoke's WSL-TV operating with 6-bay antenna mounted on 40-ft. pole that gives it 77-ft. height above ground but 1894 ft. above average terrain.

KGMB-TV is city's second vhf within month -- Channel 11 KONA having signed on Nov. 22 but signed off Nov. 25 due to interference with KPOA, whose AM tower it was using. FCC quickly granted STA for temporary site change to top of Alexander Young Hotel, using 40-ft. antenna at height of 152 ft. above ground. FCC was told it would resume telecasts Nov. 30, GE crew headed by engineer Charles Smith being on hand to make quick switch. New Mt. Tantalus plant will be ready in about 6 months.

* * * *

From Spokane's KXLY-TV (Channel 4) came first definite word this week on its starting date. Manager Ed Craney states it should be ready to go by Christmas Day, operating from 6018-ft. Mt. Spokane. Spokane Chronicle's KHQ-TV (Channel 6) is racing the competition, so market should be wide open by Jan. 1.

El Paso's KTSM-TV (Channel 9) has told local press that Jan. 1 is debut date but it still hopes to get going before Christmas (Vol. 8:47). Rival builder KROD-TV (Channel 4), owned by newspaper publisher Dorrance Roderick, hasn't yet announced starting time but is promoting heavily. City's third grantee, KEPO-TV (Channel 13), has yet to build road to its mountain site, hasn't yet started on studios.

[For status reports on other upcoming new stations, see story, p. 6.]

—SO YOU CAN ADD ANOTHER \$1 BILLION! We erred rather badly last week in reporting that 20,600,000 will be the all-time cumulative total of TV set production at end of 1952 and calculating therefrom that aggregate at retail was about \$8½ billion.

The figure should have been 23,000,000 which, at average retail sale of \$400, would make the aggregate public investment in TV reception \$9.2 billion since post-war emergence of the industry in 1946. And that's quite apart from the investment in some 120 telecasting plants at average of about \$500,000 each.

The 20,600,000 figure represents best estimates of sets-in-use as of end of this year. The 23,000,000 figure is an official RTMA estimate, based on known production since end of war and on expected 1952 production of 6,000,000 sets.

Deduct the 20,600,000 from the 23,000,000 and you have 2,400,000 to account for trade pipelines (normally about 1,500,000), exports (quite small), junked sets (an unknown factor). You can get all kinds of arguments on obsolescence -- whether the 8½-year "wearout" figure (Vol. 8:47) is realistic; whether so large a proportion of receivers as indicated by above figures are still in actual use.

Note: We're told average factory cost of \$180 per set is more realistic than the \$200 we used, but with excise tax added the \$200 figure stands up. Doubling factory price to arrive at \$400 at retail is quite conservative, taking into account wholesaler-dealer markups, cost of antennas, installations, etc., and servicing. The retail figure probably should be somewhat higher, though average is held down by distress selling and price cutting. Any way you figure it, though, the TV trade is now definitely Big Business.

FCC TO GRANT MIKES FOR 'OLD' STATIONS: Those power-height increases for pre-freeze stations will be authorized even faster than we anticipated (Vol. 8:46-47). FCC has announced that it will begin processing applications for increases on Dec. 1 and released list showing sequence in which cities will be considered. [For full list, see table headed "Group D Processing Priorities" in TV Addenda 15-T herewith.]

Since 30 pre-freeze stations are required to shift channels and permitted to achieve increases at same time, 78 stations are affected. Of the 78, about 50 have already filed applications for modifications.

Many stations are ready to effect increases in matter of days or weeks after they get FCC permission. During freeze, Commission allowed stations to move to mountain sites or use higher towers as long as power was reduced to keep coverage same. Later in freeze, stations were permitted to turn their transmitters up to full power (generally 5-kw output) and use higher-gain antennas -- up to 50 kw ERP.

Some stations got all set for high power during freeze by installing antennas and transmission lines capable of handling increases. Some even took delivery of amplifiers, merely await CPs to hook them up. Many more have ordered gear.

Manufacturers won't be able to take care of everyone as fast as they'd like. Though they've been making amplifiers for some time, rate of production hasn't produced big backlog. Some makers now quote 6 months or more for delivery. Fact is, manufacturers are already snowed under by demand for new-station equipment, simply don't have enough space, equipment and manpower to handle everything at once.

FCC doesn't know how fast it will grant increases, but they should come at good clip. Comr. Rosel Hyde, acting chairman in Comr. Walker's absence, says that processing these "Group D" applications won't slow down new-station grants at all.

* * * *

You'll be hearing plenty about new powers and heights as stations promote the daylights out of increased coverage. Only exception to such fanfare that we know of is WBEN-TV, Buffalo, which this week moved to 1057-ft. tower at Colden, N.Y. about 20 mi. away, and souped power to 50 kw -- without previous announcement. In the spontaneous outburst of public praise and condemnation that followed, there may be good lesson for others planning extensive changes.

Buffalo distributor writes: "Ellicotville (38 mi., hilly terrain) jumped from 40 to 2600 microvolts. Olean (72 mi.) like local reception, had usable picture on built-in antenna. Wellsville (70 mi.) terrific increase all over town. On the debit side, they seem to have diminished signal in parts of Buffalo."

Later in the week, he added: "The station and we underestimated the local ruckus when city viewers got snow, ghosts, fuzz and no audio. Too many just getting by on makeshift antennas which were left in the mud." Buffalo News, which owns station, explained in ad that reason no advance notice was given was that station didn't know exactly when change would come, couldn't anticipate all problems.

Principal reason for complaint, apparently, is that many antennas weren't oriented to new site. Also, people who received plenty of signal with built-ins near old site now need more efficient antennas.

* * * *

Two prime examples of moves initiated during freeze are Salt Lake City's KSL-TV & KDYL-TV. FCC granted former permission to go to 9405-ft. Coon Peak, latter to 8684-ft. Mt. Vision, but with power reduced to 4-5 watts so that coverage would remain theoretically same. However, moves have just been accomplished and stations are operating with 18.3 kw & 30 kw, respectively. Stations cover much of Utah, reach into Nevada, Idaho, Colorado & Wyoming.

9 CPs GRANTED—4 UHF GO TO CITIES WITH TV: More uhf grants in vhf-served cities -- in Philadelphia, Louisville, Dayton, Kalamazoo -- were included in the 9 CPs (3 vhf, 6 uhf) awarded this week, all going to AM operators. FCC now considers itself so far ahead of industry's ability to construct, with 131 CPs outstanding, that it has decided to process Group D applications for power-height increases (see above).

The 3 vhf grantees: Mobile, Ala., WALA, No. 10; Colorado Springs, Colo., No. 11, KVOR & KGHF; San Angelo, Tex., KTXL, No. 8.

The uhf CPs went to: Louisville, Ky., WKLO, No. 21; Kalamazoo, Mich., WGFG, No. 36; Poughkeepsie, N.Y., WEOK, No. 21; Dayton, O., WONE, No. 22; Philadelphia, WIP, No. 29; Oshkosh, Wis., WOSH, No. 48.

Colorado Springs grant, to TV Colorado Inc., is a very slight indication of FCC's thinking about 2 AM operators joining in single TV station. There's no overlap in coverage of KVOR, Colorado Springs, and KGHF, Pueblo (each owning 50% of TV grant) and FCC obviously didn't believe there's any competition between the two to be reduced by fact they share a TV station. Therefore, grant isn't really predictive of FCC action on a case such as joint application of WBML & WNEX, Macon, Ga., where both AMs are in same city (Vol. 8:37).

But grant did provide precedent on another matter -- construction before CP is granted. Applicant had built transmitter building and poured footings for tower atop Cheyenne Mt. FCC decided that Sec. 319 of Communications Act forbids such construction, and authorized CP with condition grantee not use building or footings.

TV Colorado won't contest decision, will rush construction of Quonset hut next to present \$22,000 building, place new footings right beside old. Whole matter of "pre-CP construction" has never been clear-cut, and many attorneys claim that FCC is being too literal in enforcing an outmoded and senseless section of the Act.

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Most important ruling to date regarding evidence on coverage and "population count" in hearings may come next week in 3-way Flint Channel 12 hearing before examiner Benito Gaguine. WFDF proposes site north of city, while Detroit's WJR and W.S. Butterfield Theatres have sites between Flint and Detroit, will be able to serve both. WFDF seeks to show that it will bring service to people the other applicants won't reach, while opponents point to greater population they'll serve. Case brings to head admissibility of evidence on subject (Vol. 8:41).

INDUSTRY FIGURES FOR EISENHOWER JOBS: Two from the TV-radio-electronics businesses are already identified with President-elect Eisenhower's forthcoming Administration -- and it's quite likely there will be more.

Mrs. Oveta Culp Hobby, wartime director of the WAC, who becomes Federal Security Administrator and will sit with the cabinet, is not only executive v.p. of the Houston Post but also runs its highly successful stations KPRC & KPRC-TV.

RCA board chairman David Sarnoff heads 11-man non-political commission given job of finding ways to save manpower and money in the defense establishment (which

accounts for some 85% of the Federal budget) without diminishing its combat effectiveness. High-level task goes into every aspect of Army, Navy & Air Force activity.

From a source close to the top, we have word that a businessman may head FCC, where 2 posts will be open (Vol. 8:45). It's doubtful whether either appointment has been given much consideration yet -- but it's significant that the thinking is to give it business leadership for first time.

Only new name we've heard mentioned, besides those reported in Vol. 8:45-46, is that of Theodore F. Streibert, ex-president of WOR & WOR-TV. He recently resigned from General Teleradio, the General Tire subsidiary which purchased those stations and assumed control also of Mutual Broadcasting System.

Streibert is 53, was chairman of Mutual, is a director of Ward Baking Co., was assistant dean of his alma mater Harvard Business School, has had a lot of experience in the motion picture as well as the TV-radio fields.

* * * *

Mrs. Hobby and her husband, former governor of Texas, have taken active part in TV-radio operations -- especially TV -- and know the problems well. They bought old KLEE-TV in 1950 for \$740,000 (Vol. 6:13), and it is regarded as one of country's best telecasting properties. It's the only one yet in booming Houston. Mrs. Hobby, 47, is a lawyer, editor & bank director, headed National Democrats for Eisenhower.

Another top-level Eisenhower administrator, the new Secretary of Agriculture Ezra Taft Benson, also presumably knows TV-radio problems fairly well. He's one of the apostles of the Mormon Church, which owns and operates KSL & KSL-TV in Salt Lake City -- also reputed to be top-hole properties.

And the fact that Texas Senator Lyndon Johnson's wife owns KTBC and new KTBC-TV in Austin (Vol. 8:47) should augur sympathetic understanding of industry problems by the probable next minority leader of the U. S. Senate.

* * * *

Gen. Sarnoff actually was picked for the defense survey about month ago by Secretary of Defense Robert A. Lovett -- but question whether he would carry it forward had to be resolved by Gen. Eisenhower. He approved in no uncertain terms this week, issuing strong statement after Nov. 24 conference with Gen. Sarnoff.

Sarnoff group is called Citizens Advisory Commission on Manpower Utilization in the Armed Services, had been suggested by Senate Armed Services and Appropriations committees. It held first meeting Nov. 25. Its membership includes the Rev. John J. Cavanaugh, ex-president, Notre Dame U; Artemus Gates, ex-Undersecretary of the Navy; Clarence Francis, chairman, General Foods; Robert W. Johnson, chairman, Johnson & Johnson Corp.; C. R. Smith, president, American Airlines; Lewis L. Strauss, New York financier; Adm. John H. Hoover, USN ret.; Maj. Gen. Merritt A. Edson, USMC ret.; Major Gen. St. Clair Street, USAF ret.; Maj. Gen. John B. Anderson, USA ret.

Job will take year or more, with big Pentagon staff, and Gen. Sarnoff has taken apartment in Washington, where he will spend several days weekly. .

* * * *

Note: Among newspaper-radio executives closest to Eisenhower, whose recommendations should carry weight, are Roy Roberts, Kansas City Star (WDAF & WDAF-TV) and the brothers John & Gardner Cowles, publishing Look Magazine and newspapers in Minneapolis & Des Moines, along with KRNT, Des Moines, and WNAX, Yankton, S. D. The Cowles missed out on early TV, but hold grant for Sioux City, Ia. (Vol. 8:47).

Two court appeals on FCC's allocation plan moved another step this week. WLAN, Lancaster, Pa., asked District of Columbia Court to enjoin WGAL-TV from moving from Channel 4 to 8 and operating temporarily on new channel pending outcome of forthcoming competitive hearing between the two stations. Court hears argument on motion Dec. 4. Amended appeal of WWSW, Pittsburgh, which seeks assignment of Channel 4 to Pittsburgh rather than Irwin, Pa., where FCC is putting it, was answered by FCC this week. WWSW had asked court to waive requirement that huge record compiled during

allocations hearing be filed. Commission is agreeable to waiver, as long as WWSW doesn't contend allocation plan isn't supported by record.

Spurious emissions of TV transmitters would be limited to 60 db below visual power for frequencies at least 3 mc from edge of channel under new rule proposed by FCC this week (Notice 52-1542). Commission said manufacturers agreed 60 db suppression could be obtained through use of harmonic filters. Comments on proposal are due Jan. 12, replies Jan. 26.

Station Accounts: Unlike Portland's KPTV, which started Sept. 18 and boasts it's already operating in the black (Vol. 8:44), neither of Denver's stations claims to have turned the profit corner yet—despite Rocky Mountain Electrical League's count of 78,198 sets-in-use in area as of Nov. 1. But both KFEL-TV and KBTM say they're coming along fine, especially profiting from recent political time sales . . . KBTM's gen. mgr. Joe Herold, in fact, reported "our operations will be safely in the black within the first 3 months"—meaning by early January inasmuch as it started operations last Oct. 2 (Vol. 8:40-41) . . . First starter KFEL-TV, which began July 18, reports list of 71 national spot users as of Nov. 7, the business coming from both coasts as well as midwest and south. Among its accounts: Cardinet Candy Co., thru Elliott, Daly & Sherman, S. F.; Continental Trailways (bus line), thru Lannan & Sanders, Dallas; Dr. Sparlings Labs (beverage), thru F. J. Miller, Hollywood; FloBall Pen Co., thru BBDO, Los Angeles; Gooch Food Products, thru Potts, Calkins & Holden, Kansas City; Grocery Products Co., thru Noble-Dury & Assoc., Nashville; Hexol Inc., thru L. C. Cole, San Francisco; Hi-Lo Antenna Corp., thru Sander Rodkin, Chicago; Hutchinson Chemical Co., thru Roberts, McAvinche & Senne, Chicago; Nutrena (livestock & poultry foods), thru Bruce B. Brewer, Kansas City; Old Homestead Bread, thru W. E. Long, Chicago; Perk Dog Food, thru Simonds & Simonds, Chicago; Paxton & Gallagher (Butter-Nut Coffee), thru Buchanan-Thomas, Omaha; Prepared Products Inc. (seasoned flour), thru Dan B. Miner, Los Angeles; Ravarino Freschi Inc. (macaroni products), thru Batz, Hodgson, Neuwoehner, St. Louis . . . Sign of the times in area with maximum TV stations and plenty of competition: WPIX, New York independent, out with volume sales plan giving sponsors who buy \$500 or more worth of spots per week for 4 successive weeks, additional announcements or participations in certain programs having rate-card value of as much more—or the equivalent of \$1000 per week worth for \$500 . . . Participating sponsors on WOR-TV's *Merry Mailman*, weekdays 6-6:30 p.m., Sat. 2-3 p.m., now include Red Line Commercial Co. (Bovril), thru Hilton & Riggio; General Foods, Pertussin, Ralston Purina, Durkee-Mower Co. (Marshmallow Fluff), MacLevy Talent Studios . . . Among other advertisers reported using or preparing to use TV: General Equipment Sales Co. (Sani-Serv soft ice cream freezers), thru Ruben Adv., Indianapolis; Mautz Paint & Varnish Co., thru Arthur Towell Inc., Madison, Wis.; Metaloid Co. (stove mats & hose hangers), thru Ralph Bing Adv., Cleveland; Kirsch Beverages Inc. (No-Cal beverage), thru Grey Adv., N. Y.; Williamson Candy Co. (Oh Henry candy bar), thru Aubrey, Finlay, Marley & Hodgson, Chicago; Picture Craft (oil painting kits), thru Filmore Co., Chicago; American Character Doll Co. (I Love Lucy doll), thru Sterling Adv., N. Y.; Lewis Howe Co. (Tums), thru Dancer-Fitzgerald-Sample, N. Y.

Ford Foundation's smash hit *Omnibus*, on CBS-TV Sun. 4:30-6 p.m. (Vol. 8:46) got third sponsor this week—Remington Rand's electric shaver div. buying 4 weeks starting Nov. 30, thru Leeford Adv. Other sponsors: Willys-Overland and Greyhound Bus Lines.

Willys-Overland to sponsor presidential inauguration Jan. 20 on ABC & ABC-TV, thru Ewell & Thurber. Packard previously announced sponsorship on CBS & CBS-TV, General Motors on NBC & NBC-TV (Vol. 8:46).

Pabst drops simulcasts of Wed. night boxing in favor of CBS-TV only; costs given as reason for quitting CBS radio.

Quigley Publications (*Motion Picture Herald*) out with its 1953-54 *Motion Picture & Television Almanac*, 1010 pages of directories & data.

DISPUTE over allocation of time on coaxial-microwave circuits among the 4 networks—quiescent since 1950—has flared up again, and may wind up once more in lap of FCC. ABC-TV has served notice that it no longer wants time allocations determined in conferences between the 4 networks and AT&T, but would rather make them the responsibility of AT&T alone.

Because there aren't sufficient intercity circuits to enable all 4 networks to provide full service to all TV areas, division of facilities among the nets has been determined for last 2 years by complicated formula devised by networks and AT&T with assist from FCC (Vol. 6:50). Heart of time allocation formula is quarterly conference between networks and AT&T.

When networks agreed to formula, 2 hearings were pending before AT&T: (1) on allocation of intercity networking facilities, and (2) on proposal to limit number of hours any station in 1, 2 or 3-station market could take from single network (Vol. 6:40, 42, 45-48). These hearings were shelved indefinitely—but technically they're still pending and could blossom out at any time into full-scale investigation of time distribution on networking circuits.

FCC isn't expected to reopen case on its own initiative, but request from ABC or AT&T could start wheels in motion.

ABC, looking forward to important place among networks, once Commission approves merger with United Paramount Theatres, says present circuit allocations procedure favors bigger networks, stifling competition and preventing smaller nets from growing. It raises these specific objections:

(1) In case of conflict between 2 or more networks over facilities, the network which can clear most stations gets nod; ABC feels network which is allotted least time on circuit should have inside track. (2) New station must have been on air 30 days prior to start of quarter before its preferences in network programming are considered in circuit allocations; ABC wants new stations considered if they're scheduled to begin telecasting within 45 days after beginning of quarter.

Withdrawal of ABC from networking agreement apparently leaves next move up to AT&T. ABC wants AT&T, as a common carrier, to make assignments itself and take full responsibility for them, so network can appeal to FCC if it's dissatisfied. If impasse can't be resolved soon on private basis, AT&T is liable to ask FCC to step in. Network assignments for first quarter 1953 are still hanging in balance.

Potential substitute for coaxial cables and microwave relays—variation of Signal Corps' "G-String" wire transmission development of 3 years ago (Vol. 6:10)—was revealed in London dispatch to *New York Times* Nov. 27. Although details are draped in security silence, interview with Prof. Harold M. Barlow, head of engineering dept. of University College, London, revealed: Half dozen leading scientists and electrical engineers have developed "finger-thick copper tube" which can carry regular electric-lighting current in its copper body, uhf waves along its outside surface and wide-band microwave through the center—all simultaneously. Signal Corps' Dr. Georg Goubau, who developed "G-String," has been working in same field at Coles Signal Laboratory, Ft. Monmouth, where spokesmen said wave guide experts "are running a close parallel with developments in England." One Signal Corps lab official called results "amazing," but refused to elaborate for "security reasons."

Giacus G. Merrill, granted CP this week for new 1-kw daytime AM station on 1270 kc in Keyser, W. Va., is a cousin of FCC Comr. Eugene Merrill, who abstained from voting on the grant.

DEAYS IN UHF STARTS are indicated by fact that RCA, holding most orders for early deliveries, hasn't yet shipped any more transmitters than the one that went to KPTV, Portland, Ore. What's more, it doesn't know exactly when its first half-dozen priority orders can be met. Some mysterious "bug" may have developed on the Camden production line; in any event, RCA isn't saying anything about delivery times, is even turning a stony face to the blandishments of its customers, several of whom have literally besieged it in recent days. "We don't know," is the best reply you get from Camden.

Whether the log-jam—if such it be—can be loosed during December, is anybody's guess. In any case, WSBA-TV, York, Pa. (Channel 43), which looked like it would be next uhf to take the air, now talks hopefully of starting test patterns second week in December; Atlantic City's WFPG-TV (Channel 46) insists nobody will beat it to the gun, still aims for announced Dec. 20 start. Like WSBA-TV, WFPG-TV will use existing FM tower; latter canceled its FM this week.

Station operators are ready in several other cases—able to turn on power within a few days after transmitters arrive. Also high on RCA's priority list are WBRE-TV, Wilkes-Barre (Channel 28); WSBT-TV, South Bend (Channel 34); WKBN-TV & WFMJ-TV, Youngstown (Channels 27 & 73); with WJTV, Jackson, Miss. (Channel 25) also all set to go.

GE's 12-kw "showcase," Reading's WHUM-TV (Channel 61), completed its 1000-ft. tower this week, but the reports from that city are that it will have to perform prodigies to get test patterns going by promised Dec. 10 date and that prudent field testing of GE's first uhf transmitter renders it unlikely that commercial programming can begin before Jan. 1. Manager Humboldt Greig still says he hopes for Dec. 10 or 15 start, is banking on GE promise that it can install transmitter within matter of 3 days after delivery from Syracuse.

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In our continuing survey of upcoming new stations, the promises from vhf grantees would seem to carry stronger ring of assurance than from uhf. This week's batch of reports from vhf CP holders includes:

Sioux City, Ia. Channel 9 outlet granted last week to Cowles interests (Vol. 8: 47), has ordered 5-kw GE transmitter, has contracted with C. H. Fisher & Son, Portland, for immediate erection of tower, won't promise starting date but will get going "just as soon as possible." The report is from manager Robert E. Tincher, of Cowles' WNAX, Yankton, S. D. Katz Agency will be rep, as it is for WNAX. Cowles asked for call letters WNAX-TV, which Commission refused to grant.

KELO-TV, Sioux Falls, S. D. (Channel 11), according to that city's daily *Argus-Leader*, has been promised RCA transmitter shipment "at once" and has also ordered Fisher tower. It will be 500 ft., surmounted by 12-bay antenna 78-ft. high. President Joe Floyd is quoted as stating it will take 3-4½ months to get going, meaning March or April.

Expanded college football TV program in 1953 was urged by RTMA sports committee in Nov. 30 annual report calling on National Collegiate Athletic Assn. to permit more individual TV decisions by colleges. Noting that nation's entire sports industry will have record 1952 income of more than \$1.7 billion, committee stated that televised sports will help develop larger gates than ever before and suggested that organized baseball use some of its \$5,000,000 in TV receipts for thorough attendance study instead of "opinion guessing." Notre Dame continued its own opposition to NCAA's TV restrictions when its executive v.p.

KRDO-TV, Colorado Springs (Channel 13) has AM tower that can also serve TV, has had contingent RCA order since last April, figures it can get started by March or April, reports manager Joseph H. Rohrer. National sales rep will be Joseph Hershey McGillvra.

WLVA-TV, Lynchburg, Va. (Channel 13) has ordered DuMont equipment, is shooting for Feb. 1 start, should have good chance to make it.

Tucson, Ariz., grantees KVOA-TV (Channel 4) and KOPO-TV (Channel 13) have told local trade they aim to get on air quickly; city population 45,454, county population 141,216, make it one of smallest centers yet to get as many as 2 vhf grants. KOPO-TV's Walter Stiles reports DuMont equipment has been ordered, target date is Feb. 1, Forjoe named as rep.

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Among the prospective uhf operators, WAFB-TV, Baton Rouge, La. (Channel 25) is assuring local trade it expects to start around Jan. 1. This week, it was disclosed that the owners of WDSU & WDSU-TV, New Orleans (Edgar Stern Jr., Robert Swezey, et al) have purchased 250 of the 2902 outstanding shares (about 8½%) in Baton Rouge grantee corporation.

WSON-TV, Henderson, Ky. (Channel 50), across Ohio River from Evansville, Ind., according to manager Hecht Lackey, has ordered RCA equipment, has been promised April 1 delivery of transmitter, so hopes to start May 1. WSON radio plant is being expanded for TV. Robert Meeker is rep.

WNBH-TV, New Bedford, Mass. (Channel 28) reports plans for coverage tests first, using 500-ft. FM tower near Taunton, Mass., before going further or promising dates; 1-kw RCA transmitter, antenna and pickup equipment has been ordered for February delivery, according to publisher Basil Brewer, of the *New Bedford Standard-Times*.

KIRV, Denver (Channel 20) now looks to next Sept. 1 as possible starting time, says v.p. Sam S. Sigman, brother-in-law of the late Irving Jacobs, who died recently. Mr. Sigman, head of K&B Packing Co., writes his company is still looking over equipment bids, has own building which will house studios.

WSBT-TV, South Bend, Ind. (Channel 34), due to get one of first RCA uhf transmitters, reports it "hopes" to get on air about Dec. 15—depending on RCA transmitter delivery. It had first reported plans to get on air next June (Vol. 8: 36).

WJTV, Jackson, Miss. (Channel 25), also waiting for RCA delivery, with studio & transmitter building now complete and tower on hand, is working for Dec. 20 start, and is to be represented by Katz.

WISE-TV, Asheville, N. C. (Channel 57) reports RCA transmitter and console ordered, road building to transmitter site begun. Tentative starting time, next April, writes president Harold D. Thomas, who operates AMs WISE & WEAM, Arlington, Va. with interests in WAYS, Charlotte; WCOG, Greensboro; WSSB, Durham.

Rev. Edmund Joyce said on DuMont's *Keep Posted* program Nov. 25 that colleges should be free to manage their own affairs, that "once control is started, it always tends to expand." U of Alabama athletic director Jeff Coleman replied that schools accept TV restrictions as NCAA members, but can resign from NCAA if they wish. TV rumblings in organized baseball will reach climax at Phoenix meetings next week. St. Louis Browns' owner Bill Veeck and Cardinals owner Fred Saigh threaten to fight all baseball telecasts unless visiting team can share TV receipts with home team.

FCC's BROADCAST BUREAU stuck to its guns in Paramount case this week by filing exceptions and requesting oral argument on examiner Leo Resnick's initial decision (Vol. 8:46). Though this will cause some delay, while parties to case answer Bureau's exceptions and argument is held before Commission, betting still remains that by Dec. 15-20 Commission will uphold Resnick recommendations, approve ABC-UPT merger and find that Paramount Pictures doesn't control DuMont.

Meanwhile, Paramount Pictures v.p. Paul Raibourn is reported "intimating" Paramount will consider formation of a fifth TV network if Resnick's decision becomes final—since it will be able to acquire 4 stations in addition to its KTLA, Los Angeles. Acquisition of those 4 stations is still far from consummation and Paramount Pictures is still big stockholder in DuMont, however. Nov. 26 *Variety* says Raibourn "hints" that Paramount may not only produce TV films but release some of its old features to the proposed network.

Broadcast Bureau's exceptions for most part urge adoption of Broadcast Bureau's proposed findings (Vol. 8:37, 40). On merger issue, Bureau stresses: (1) Risks to public interest outweigh benefits of combining motion picture chain and TV-radio network. (2) Stockholders owning 54% of Paramount Pictures Corp. would also own 33% of merged company (ABC & UPT) and overlapping ownership in 2 Los Angeles TV stations. (3) Merged company's charter authorizes it to act as business agent for foreign bodies in violation of Sec. 309 of Communications Act.

Personal Notes: J. Alphonse Ouimet, asst. gen. mgr. of Canadian Broadcasting Corp., becomes new gen. mgr. Dec. 1, succeeding Donald Manson, who retires; Ernest L. Bushnell, now program director, will be asst. gen. mgr. . . . Wm. S. Paley, CBS chairman, recipient of Poor Richard Club's gold medal of achievement to be awarded at annual Philadelphia dinner Jan. 17 . . . Charles S. Lewis, U. S. broadcasting chief in Germany last 7 years, founder of RIAS, Berlin, has resigned to return to this country to reenter private business . . . Sam Worsham, ex-WOW-TV art director, now program-production mgr. of KBTV, Denver, which has also added Norman Larson, ex-Alexander Films, as continuity editor, and Robert Lebsack, ex-KFXJ, as studio engineer . . . Wm. Neilson, ex-KING-TV, Seattle, to be program director of new KHQ-TV, Spokane . . . Richard M. Mall, from Ohio State U speech faculty, named director of public affairs, WLWC, Columbus . . . Brooke Taylor named creative programming mgr., WNBK & WTAM, Cleveland; Carlyle Freeborn and Lawson Deming stay as respective program operations supervisors of the NBC stations . . . Robert L. Stone promoted to business mgr., ABC-TV network sales; Thomas P. Robinson appointed New York-New England regional mgr. of combined TV-radio station relations depts., headquartered in New York . . . Robert Blake, ex-WOR, named publicity chief of WCBS, New York . . . Frederick A. (Ted) Long resigns as Geyer TV-radio director . . . Edward Sutherland, ex-NBC TV producer, named TV-radio production director, McCann-Erickson . . . Wm. Croasdale joins N. W. Ayer, Philadelphia, as TV-radio timebuyer . . . Payson Hall, controller of Meredith Publishing Co., Des Moines, named director of its TV-radio stations, with Howard Stalnaker as asst.; reporting to him will be managements of WHEN, Syracuse; WOW & WOW-TV, Omaha; KPHO & KPHO-TV, Phoenix . . . Ted Oberfelder, ABC director of owned radio stations, upped to v.p., promotes WJZ mgr. Wm. M. Mattern to national sales mgr. for o-&-m stations, Hartley L. Samuels to WJZ mgr., Michael A. Renault to WJZ sales mgr. . . . John Wingate, ex-chief of WOR-TV news dept., joins WNBT, New York.

On control issue, Bureau argues: (1) No significant changes justify reversing 2 previous FCC rulings that Paramount controls DuMont. (2) Examiner overemphasizes Paramount's lack of day-to-day activity in DuMont, practically ignores Paramount's legal rights and powers to exercise control. (3) Such interpretation of "control" gives the word highly restricted scope not contemplated by Congress or Commission. (4) Such interpretation will permit any company to control unlimited number of stations.

Broadcast Bureau again urges that Commission: (1) Deny license renewal applications of DuMont, Paramount TV Productions Inc., Balaban & Katz and WSMB Inc. because it's claimed that examiner's findings are "intermixture of facts" not "adequately describing [anti-trust] conduct of Paramount Pictures Inc." (2) Find that transfers of control of TV and radio stations by Paramount were not involuntary, after old Paramount was split by consent decree, since Paramount knew about them for year and had plenty of time to file appropriate applications with FCC.

Within FCC, Broadcast Bureau's exceptions are regarded as pro forma, necessary to complete legal record—albeit counsel working on case have strong convictions. However, there seems to be definite majority on the Commission ready to vote approval of merger as only practicable means at hand for saving ABC from complete collapse, priming it with badly needed money and manpower, assuring its continuance as a competitive element in both TV & AM. FCC is expected to base action on public service grounds.

Landmark in development of TV drama as an art in its own right is NBC's contract this week with Pulitzer Prize playwright Robert E. Sherwood to write 9 TV plays over 5-year period. Pact gives Sherwood virtually complete freedom in choosing subject matter and content, expressly relieves him of requirement to confer with sponsors or agencies. Plays will be offered for commercial sponsorship, will average one every 4 months—schedule envisioning production of all 9 in first 3 years of contract. NBC gets exclusive rights to plays for 5 years, with further options to continue rights for up to 5 more years. *New York Times* TV-radio editor Jack Gould, who got first break on story from author Sherwood Nov. 24, says contract provides biggest financial reward ever granted TV or radio writer, with minimum guarantee for the 9 plays "running to 6 figures."

Henry Souvaine, producer of Metropolitan Opera telecasts in 1948-50 and producer of Met's radio broadcasts, was named by Theatre Network TV as producer of Dec. 11 closed-circuit theatre telecast of *Carmen* from stage of Met (Vol. 8:46). Clark Jones, director of TV version of *Hit Parade* and other shows, will be director for the 3-hour performance. DuMont will provide cameras and technical crews, with cameras located in "Diamond Horseshoe" boxes and orchestra pit as well as outside auditorium for special intermission programming.

Cowboy star Gene Autry is buying KMPC, Hollywood, 50-kw day & 10-kw night on 710 kc, paying total of \$800,000 to G. A. Richards estate, Frank Mullen and other stockholders. Autry will own 51%, is associated in purchase with station's mgr. Bob Reynolds, asst. mgr. Lloyd Sigmon, attorney Wesley Nutten Jr. and treasurer Orren Mattison. Jefferson Standard Life Insurance Co. is financing deal. Autry is chief owner of KOOL, Phoenix, KOPO, Tucson, and KNOG, Nogales, all Arizona—Tucson station having recently been granted CP for TV (Vol. 8:46) and Phoenix station's application for TV still pending.

EDUCATIONAL TV got shot in arm this week with formation of new public relations committee financed by Ford Foundation to push local civic interest and, even more important, help raise funds for hard-pressed educators. Also this week, a Ford Foundation official disclosed how it plans to spend \$5,000,000 it has allocated for educational TV (Vol. 8:37).

New group is known as National Citizens Committee for Educational Television, is headed by Dr. Milton Eisenhower, brother of the President-elect and president of Pennsylvania State College, whose enthusiasm for educational TV we've previously reported (Vol. 8:46), with Eastman Kodak treasurer Marion B. Folsom as co-chairman. Executive director and workhorse of group is personable Robert Mullen, former ECA information director, onetime *Life Magazine* editorial writer and more recently publicity aide to Gen. Eisenhower during presidential campaign.

Committee will have 2 major functions: (1) To persuade businessmen, state legislatures and other sources of financial backing to ante up for station construction and operation. (2) To drum up enough civic interest to get and keep stations on air.

Committee has work cut out for itself in both respects—for public apathy and hostility of some State Legislatures, which must appropriate funds in most cases, are combining to delay many educational applications. (Only 19 submitted, 9 granted thus far.) And educators are aware that next June 2 is date when FCC has stated it may consider making reserved channels available to commercial applicants if not yet applied for by educators.

Committee's formation had been in the works for quite a while. Fund for Adult Education, which administers Ford Foundation's widespread educational activities, got together with educators, industry and FCC officials months ago on idea of forming such a public relations committee, which might eventually give birth to local committees.

PATIENCE OF NARTB president Harold Fellows snapped the other day—and he reared back and handed TV-radio's critics a dose of their own medicine in the kind of language much of industry has been waiting to hear. Speaking Nov. 24 to Tennessee Assn. of Broadcasters in Nashville, he ripped first into *New York Times'* political reporter James Reston, who had written:

"After all, the radio and TV industry is arguing for 'equal rights' with the press . . . They are saying that they should be free to cover Congressional hearings and White House press conferences by TV camera, and there is a lot to be said for this demand . . . But if they are to have 'equal facilities' then surely they should have 'equal obligations'—that is to say, they should, under any fair definition of 'equality,' provide adequate coverage of a Presidential campaign as part of their regular job, as the reporters do, and not as 'paid carriers' at \$30,000 a half hour."

Fellows retorted: "That's James Reston of the *New York Times*—who doubtless has lifted and weighed his own newspaper, and even examined its textual content—but must never have studied its advertisements." In same vein, Fellows also sailed into *Times'* Jack Gould, *Chicago News'* Jack Mabley, *Chicago Tribune'* Larry Wolters, American Medical Assn., St. Louis Browns' Bill Veeck, Ford Foundation's Robert Saudek, House Speaker Sam Rayburn for various criticisms of the industry—and even lashed NBC's Ted Cott for predicting demise of 700 AM stations.

"Some day," Fellows said, "some anointed soul is going to get on his feet and say himself a piece about radio and TV. About how radio and TV have promoted the sale of defense bonds—collected blood for our boys

Mullen was later offered the job of executive director but begged off until after election; hence, the announcement of the committee this week.

Dr. Robert M. Hutchins, former Chicago U chancellor and now Ford Foundation's educational director, told special House investigating subcommittee Nov. 25 that the Foundation plans to spend \$3-3,500,000 on station construction in about 30 cities, with an additional \$1,500,000 to go for proposed national educational film network headquartering in Chicago.

After his testimony, Dr. Hutchins told us conferences were being held among educators and Joint Committee for Educational TV in some 30 or so cities, including New York, Chicago, Los Angeles, San Francisco, St. Louis, Cleveland, Boston, Hartford, Atlanta. Neither JCET nor Fund for Adult Education officials were willing to divulge full list of cities, emphasizing that conferences were merely exploratory and that such cities may or may not get grants. At any rate, Ford Foundation now tentatively plans to issue first grants in January.

Other educational developments this week: (1) Milwaukee Board of Vocational & Adult Education filed application with FCC for Channel No. 10 (see *Addenda 15-T*). (2) Pennsylvania's Gov. Fine appointed 16-member committee to make recommendations for use of state's 4 reserved channels; Dr. Eisenhower and Harold Stassen, MSA director-designate, who resigns shortly from presidency of U of Pennsylvania, were among those named. (3) In Cincinnati, 9 universities formed the Allied Universities Television Council to originate series of 30-minute dramatic programs for use when educational stations get on air: Universities of Indiana, Kentucky, Ohio State, Louisville, Dayton, Cincinnati, Ohio, Xavier and Miami of Ohio. (4) In Washington, Henry G. Baker, gen. mgr., RCA Victor home instrument dept., presented 25 RCA 17-in. sets to schools supt. Hobart M. Corning for use in District of Columbia Schools in ceremony on WNBW.

overseas—promoted funds for polio, cancer, heart trouble and scores of other distressing human ills—supported the American Red Cross and the tuberculosis seal drive—

"About how radio and TV cover wars and elections—about how radio and TV went all out in the greatest mass medium effort to deliver the vote that has ever been undertaken in America. Yes, and delivered it, too.

"That will be the day. And I wonder if he will get a line of copy in those treasured columns where the favorite pastime is driving a 10-ton truck back and forth over a medium that has done more for the welfare of the citizens of the United States than any other medium in the history of the nation?"

Canadian broadcasters & manufacturers, through CAB & CRTMA, appealing to highest levels of officialdom from latest plan of Govt. allowing private TV enterprisers to apply only where no CBC stations will operate (Vol. 8: 47). This automatically excludes them from Toronto & Montreal and presumably from Ottawa, Halifax, Winnipeg & Vancouver, where CBC has plans to build; it's a cause celebre in Canada, where broadcasters are pointing to contributions of private TV to U. S. economy as reasons why Canada should encourage private competitive telecasting.

New York's city-owned WNYC (non-commercial AM) is threatened with elimination by Comptroller Lazarus Joseph, who suggests city get out of radio business and save the \$315,000 a year it costs to operate shoestring-budgeted station. Joseph's plan is opposed by Mayor Vincent Impelliteri; station's future may become political issue if Joseph runs against Impelliteri in next year's mayoralty race, as expected.

RTMA LOSES PARTS BATTLE BUT MAY WIN WAR: Economic stabilizer Roger Putnam rejected RTMA appeal for reversal of OPS order recontrolling parts ceilings (Vol. 8:42-44) -- but entire question may soon be academic inasmuch as the early death of OPS, perhaps before its legal expiration date of April 30, is being freely predicted by Congressmen, columnists and others close to the agency.

Rejection of RTMA petition came in letter to executive v.p. James D. Secrest. The OPS recontrol order, Putnam wrote, "appears to me to have been proper, within the intent of Congress and consistent with economic stabilization policy." He added:

"While I want to assure you that it is my firm belief that price controls should be used only where absolutely necessary, I do not, however, find it possible to act upon your request to set aside the OPS recontrol order."

RTMA announced it would appeal to the OPS review board, to be followed by petition to Emergency Court of Appeals if review board upholds its own agency.

RTMA is merely going through formalities in appealing to OPS review board. None, least of all RTMA, expects OPS review board to reverse a ruling by Putnam, who is its boss. There's even some doubt it can legally do it. Obviously, RTMA is merely trying to comply with all legal OPS appeal requirements before taking the matter to court. By then, however, OPS and entire controls program may be dead.

NEW MODELS AS USUAL AFTER CHRISTMAS: One by one, the TV-radio manufacturers -- as keenly competitive a lot as any segment of American industry -- are letting their deep-dyed "secret" out of the bag. They're going to have new models soon, and in some cases full new lines. They've soft-pedaled the "news" for fear of disturbing Xmas trade; indeed, for obvious reasons, aren't anxious to talk much about it yet.

From mid-December onward, especially during Chicago's big furniture marts, Jan. 5-16, new items will be forthcoming on greater or lesser scale. They still talk of one-line-a-year -- but there's nothing to prevent simply "sweetening" that line from time to time, which is what many insist is all they're going to do.

Competition may also mean new pricing, but it's unlikely to be downward in light of current strong market that's expected to continue so well into the spring and that may even continue through the summer on basis of multiplicity of new stations and new markets expected to open through the year. Also, there's fact that materials restrictions continue at least through first quarter (Vol. 8:45, 47).

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Only driblets of information have leaked from Philco, RCA, Motorola, Zenith, Emerson, Westinghouse, Hallicrafters, Tele King -- but common theme is noted -- all verify that they will have new winter models, a few admit new lines. In fact, this week Stewart-Warner released story that it will show 8 new TV models to its distributors at Chicago's Conrad Hilton Hotel Dec. 19, followed by regional meetings.

It's not difficult to deduce that Philco's new sets will be unveiled at its big Boca Raton distributor convention, Jan. 3-5. RCA will bring its regional men together in Philadelphia before setting up usual regional distributor meetings, very likely in January. Motorola is foregoing big convention in favor of meetings in 11 different cities, Dec. 29 & 30. Westinghouse has announced meeting in Evanston's North Shore Hotel, Jan. 7. Most other major showings will be in Chicago, including probably the usual Admiral convention, as yet unannounced.

Top secret they're still guarding from one another, apparently, is how they will handle problems of uhf -- whether they will emphasize converters, go strong on vhf-uhf combinations, or make uhf-only receivers for uhf-only markets. Big outcropping of uhf stations during year, many in areas not now served by vhf or likely to be, presents problems not only of marketing but of servicing.

Not much doubt now about 1952 output of 5,600,000 TVs or more -- possibly up to 6,000,000 -- for 47th week (ending Nov. 21) showed 198,917 units produced (8612 private label) to bring year's total to that date to just over 5,200,000. Week ran slightly under preceding week's 202,309 but held to average of last 6 weeks. Factory inventories Nov. 21 dropped to 99,562 from 103,850 week before, comfortably low.

Radios held up well, week's output totaling 220,339 (64,060 private), highest week since April and comparing with 214,228 week before. Factory inventory held constant -- 178,117 vs. 179,748 preceding week. Week's radios were 91,424 home sets, 39,789 portables, 46,810 clock, 42,316 auto. Year's total is just over 8,335,000.

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Note: In our report last week on poll taken by sales managers, guessing total TV output at anywhere from 5,700,000 to 8,000,000 for average of 6,400,000, we erroneously stated that it was for 1952. It was for next year -- 1953. Sorry.

Topics & Trends of TV Trade: New York Better Business Bureau sent special bulletin to trade and ad media this week urging that (1) no prices be mentioned in advertising TV service; (2) no offers of "free estimates" be used; (3) any guarantee mentioned in ad should be specific as to terms and time . . . Licensing of servicemen was opposed this week by TV committee of Chicago Electric Assn., despite action of City Council asking Illinois Legislature for such authority (Vol. 8:44); committee reported only 99 servicing complaints had been made to Chicago Better Business Bureau during Sept.-Oct., big decline from previous months . . . Into Austin, Tex., where KTBC-TV (Channel 7) began operation Thanksgiving Day (Vol. 8:47), manufacturers had shipped 12,200 receivers as of Nov. 16, expected to total 20,000 by week's end . . . Honolulu's KONA (Channel 11) reports 1000 TV sets-in-use day of its opening Nov. 22, after testing from Nov. 18 (Vol. 8:47); it had to sign off Nov. 25 because of transmitter trouble, is due to resume Nov. 30, says city will have 5000 sets in use by Dec. 1, date of KGMB-TV debut on Channel 9, and 12,500-15,000 by Xmas . . . Spokane's KXLY-TV (Channel 4), due on air by Xmas Day, reports count of TVs by Inland Empire Electrical League shows 3500 had passed through dealer hands and were installed as of Nov. 17 . . . Baton Rouge's WAFB-TV (Channel 28), due on air around Jan. 1, has job of converting to uhf some 4500 TVs already in use within city limits, according to Gulf States Utilities Co.; existing sets tune to WDSU-TV, New Orleans (Channel 6) . . . Arvin has made tieup with NBC's Thu. night *Truth or Consequences* show under which it gives away one 21-in. "all-channel" Fairmount console weekly . . . Sylvania sets up TV service school in Buffalo under E. W. Merrian, service mgr. . . . Bendix TV-radio div. now making clock radios.

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Steady rise in TV set sales continues in Canada, according to latest report of Canadian RTMA, showing 23,631 units sold during October at retail value of \$10,204,684. Sales for first 10 months of 1952 were 93,840, worth \$42,221,474. Toronto-Hamilton led again in month's sales with 39.9%, Montreal 27.1%, Windsor 13.4%, Niagara Peninsula 11.9%. Factory inventory totaled 6491 as of Oct. 31. Cumulative sales of Canadian-manufactured TVs to that date were 172,278 valued at \$79,735,499.

RTMA's 1952-53 membership list and trade directory, listing committees and pertinent data on all member companies, is off the presses; it's 121 pages, was edited by information director Peter H. Cousins.

Crestwood Television Corp., 2608 Coney Island Ave., Brooklyn, to market custom TVs, formed by Sam Kay, president of Kay Electric Co., and S. D. Newman, ex-Mars Television.

Trade Miscellany: Tele-tone hearing in Newark Federal court, to consider 2 offers to take over bankrupt firm (Vol. 8:47), postponed to 10 a.m., Dec. 1 . . . Wilcox-Gay Corp. (Majestic & Garod) drops trademark infringement action against Majestic Industries Inc., Brooklyn, following consent decree signed in Federal district court Nov. 13 . . . Sylvania filed triple damage suit against Bond Vacuum Stores Inc., Washington, D. C., in District of Columbia court to enjoin use of "Sylvania" trademark on electric sewing machines . . . Sarkes Tarzian Inc. signs patent agreement with IT&T covering manufacture of selenium rectifier stacks, terminating litigation . . . RCA has awarded \$4,000,000 contract for additional facilities to double size of TV plant in Bloomington, Ind., scheduled for completion by next July . . . DuMont International Div. (Ernest A. Marx, director) has moved into new quarters, Suite 8201, Empire State Bldg.; telephone Murray Hill 8-2600 . . . Hytron has moved eastern sales offices to 32 Green St., Newark, N. J. . . . West Coast Electronic Mfrs. Assn. has set up scholarship fund for high school graduates wanting to study electronics at Cal Tech, Stanford, USC & UCLA . . . Quam-Nichols goes into new 60,000-sq. ft. plant at 216 E. Marquette Rd., Chicago, about July 1, increasing capacity some 50%.

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Distributor Notes: Philco Pittsburgh distributor, J. E. Miller Co., names John Schoenberger asst. sales mgr. . . . DuMont Dallas distributor, Bock Corp., names Guy Rutherford products ingr. . . . DuMont names Artec Distributors, Middletown, N. Y. . . . Hallicrafters Kansas City distributor, John G. Gaines & Co., names Merrill H. Morgan asst. treas.; he's ex-DuMont national credit mgr. . . . Sylvania appoints Wes-Tex Television Supply Co., Amarillo, and William Van Domelen Co. Inc., Green Bay . . . Raytheon names Standard Television & Appliance Distributors Inc., Pensacola . . . CBS-Columbia Philadelphia distributor, S. S. Fretz Jr. Inc., appoints Herbert Freedman sales director . . . Bendix Radio appoints W. L. Roberts, Memphis, and George C. Wilkinson, Mobile . . . Shaw Television appoints Denton, Cottier & Daniels, Buffalo . . . Starrett names Robert Karet & Co., Chicago; Morris F. Taylor Co., Silver Spring, Md.; Electri-Cal, Los Angeles . . . Crosley distributor, Pittsburgh Products Tri-State Co. Inc., opens Buffalo branch . . . Andrea N. Y. distributor, Andrea Sales Corp., names Irving Blumstein sales mgr.

Entering community antenna equipment field "shortly," International Telemeter Corp., 2000 Stoner Ave., Los Angeles, operating own system in Palm Springs, Cal., says gear "will be far in advance of anything done in this field to date." Company is 50% owned by Paramount Pictures, was first set up to develop coinbox system of pay-as-you-look TV.

Trade Personals: S. S. Battles, Admiral v.p. & gen. mgr. of its subsidiary Midwest Mfg. Co., Galesburg, Ill. (refrigerators & ranges), has resigned because of ill health, is succeeded by Lou Moos, plant supt. . . . William P. Mackle, ex-Admiral New York appliance sales mgr. and onetime managing director, St. Louis Radio & Appliance Dealers Assn., named national sales mgr., Admiral range div. . . . Rear Admiral Willis E. Cleaves, USN ret., one-time chief of naval communications who retired in 1946 and who was formerly a director of Collins Radio, appointed gen. sales mgr. of Bendix Radio (communications div.), Baltimore, in charge of all commercial & govt. sales; he succeeds Arnold Rosenberg, who resigned to join Kearfott Co. . . . Dr. Robert Adler appointed associate director of research, Zenith Radio . . . Bruce T. DuMont, a director and gen. supt. of Allen B. DuMont Laboratories, being honored Dec. 5 as "Man of the Year" of North Jersey Alumni Assn. of Peddie School . . . Morris Mayers, just back from Korean service as Marine major, named special sales representative in N. Y. area for DuMont transmitter div., with headquarters in Empire State Bldg. . . . V. A. Elmlad named southwestern district mgr. and J. E. Fontaine gulf coast district mgr. of Graybar, succeeding southwestern mgr. G. T. Marchmont, retired after 44 years service . . . M. W. Kunkel, ex-State Electric Supply Co., named Raytheon Pittsburgh district sales mgr. . . . Ronald K. Jurgen, ex-Electronics Magazine, named editor of *Electronic Equipment*, published by Sutton Publishing Co., N. Y. . . . Thomas J. Dempsey, ex-Duane Jones Co., named adv.-promotion mgr., Reeves Soundcraft . . . Endicott Newhall new sales mgr., Sylvania electronic transformer div. . . . G. L. Hartman, ex-Raytheon gen. sales mgr., now kitchen appliance sales mgr., Bendix home appliance div., Avco.

Open warfare over uhf has broken out in advertising pages of *Fresno (Cal.) Bee*. Full-page ad, over name of Zenith Radio Corp. and distributor B. J. DeJarnatt Wholesale Co., is captioned: "Again Zenith Says: Don't Be Fooled! Another RCA-Victor Television Ad Requires Factual Correction!" Text of ad disputes claims made by RCA in previous full-page advertisement. Zenith takes exception to statements in RCA ad which said: (1) RCA Bridgeport transmitter was "first uhf transmitter in the United States"; (2) RCA is "pioneer of TV"; (3) Public should wait until uhf station is on air before buying sets. Zenith's rebuttal: (1) Zenith's experimental uhf transmitter in Chicago went on air 3½ years before RCA's Bridgeport installation. (2) "Zenith has been unchallenged leader in uhf [since it] began engineering for uhf in 1945." (3) "The Zenith TV set you order today can be installed in your home already equipped with antenna and tuner strip to receive Fresno's new uhf station, KMJ-TV, the day it goes on the air."

Dividends: Wells-Gardner, 15¢ plus 15¢ extra, payable Dec. 15 to stockholders of record Dec. 4; Aerovox, 15¢ Dec. 15 to holders Dec. 1; Stromberg-Carlson, 25¢ Dec. 29 to holders Dec. 10; Sylvania, 50¢ Dec. 20 to holders Dec. 6; Standard Radio Ltd. "A," 10¢ Jan. 12 to holders Dec. 19; DuMont, 25¢ Dec. 23 to holders Dec. 9. Decca Records, 17½¢ Dec. 30 to holders Dec. 15; Republic Pictures, 25½¢ Jan. 2 to holders Dec. 10.

Electrical & Musical Industries Ltd. shows net income of \$1,656,072 for year ended June 30, 1952 vs. \$2,212,642 previous fiscal year.

Oliver Garland Ayer, 53, Hazeltine project engineer in New York, and one of first technicians in TV when employed at old Jenkins Laboratory in Passaic, died Nov. 23 in White Plains (N. Y.) Hospital. He was also a onetime Fada district mgr. in Philadelphia, Cleveland and Chicago.

Financial & Trade Notes: Television-Electronics Fund Inc., for fiscal year ended Oct. 31, reports gross sales of \$12,970,041, up 133% from the \$5,569,671 of preceding fiscal year (Vol. 7:48). Effect was to increase shares outstanding as of Oct. 31 to record high of 1,619,318 vs. 758,445 on Oct. 31, 1951. Company's net assets at market value were \$21,970,301 as of Oct. 31, 1952, as compared to \$9,692,619 for fiscal 1951, \$5,560,022 for 1950, \$2,780,796 for 1949, \$274,983 for 1948.

Open-end investment trust listed following holdings in its portfolio as of Oct. 31 (new holdings acquired in 1952 fiscal year in *italics*):

Common & preferred stocks—Admiral 25,600 shares, Aerovox 10,000, Aircraft Radio 9000, American Bosch 16,000 common & 1300 pfd., ABC 13,500, American Phenolic 13,000, AT&T 6000, Beckman Instruments 5500, Bendix 9500, George W. Borg Corp. 6650, Burroughs Adding Machine 10,000, Cleveland Graphite Bronze Co. 6100, CBS "A" 12,000, Consolidated Engineering 12,000, Consolidated Vultee 10,000, Cornell-Dubilier 8000, Corning Glass 6000, Cutler-Hammer 3500, DuMont "A" 8000, Eastman Kodak 16,000, Emerson 20,000, Erie Resistor 8000, Fairchild Camera 2000, General Controls Co. 5000, GE 13,500, General Instrument 20,000, *General Railway Signal* 7000, Haloid 3500, Hammond Instrument 10,000, Hazeltine 15,000, IBM 2100, International Resistance 20,500, IT&T 17,000, La Pointe-Plascomold 7000, *Mallory* 5000, Minneapolis-Honeywell 8000, Motorola 19,800, Muter 4000, *National Cash Register* 12,600, Northrop Aircraft 16,500, Oak Mfg. 10,000, Otis Elevator 17,000, *Owens-Illinois Glass* 2000, Philco 16,000, *Photon* 8000, RCA 27,900, Raytheon 12,600 common & 2000 pfd., Remington Rand 12,000, *Robertshaw-Fulton Controls* 10,000, *Servomechanisms* 5000, *Speer Carbon* 7000, Sperry 5500, Sprague Electric 4000, Sylvania 21,200, Thompson Products 8000, Tracerlab 2000, Tung-Sol 10,000, *United-Carr Fastener* 9000, United Specialties 3200, *Vitro Mfg.* 3030, Walt Disney Productions 8000, Webster-Chicago 9400, Western Union "A" 11,000, Westinghouse Air Brake 18,000, Westinghouse 22,000, Zenith 3800.

Affiliated Companies—Clark Controller 11,000 common & 1000 pfd., Conrac 9000, Federal Enterprises Securities 10,000, Indiana Steel Products 14,000, Television Associates 2400, Telecomputing Corp. 5000, *Weston Electrical Instrument* 10,600. Market value of govt. securities: \$799,750.

The investment company has eliminated holdings in following firms since end of fiscal 1951—3000 shares of Fansteel, 6000 Eureka Williams, 1000 I-T-E Circuit Breaker pfd., 4000 Kellogg Switchboard.

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Twentieth Century-Fox Film Corp. and subsidiaries (including Wesco Theatres Corp. and Roxy Theatre) report consolidated net income of \$3,845,946 (\$1.39 a share) for first 9 months of 1952. Income includes special credit of \$1,077,755 arising from change in accounting procedures. Earnings in same 1951 period were \$2,147,628 (69¢).

RKO Pictures Corp. and subsidiaries report net loss of \$4,777,776 for 9 months ended Sept. 27, compared with loss of \$145,904 first 9 months of 1951. For 3 months to Sept. 27, loss was \$1,064,932 vs. profit of \$588,816 in same 1951 period.

DuMont Laboratories, in resuming 25¢ dividend on common stock at meeting this week, payable Dec. 23, reports estimated volume of \$24,000,000 for last 12 weeks of year, with earnings after taxes in excess of \$1,100,000.

Columbia Pictures' net profit for fiscal year ended June 30 was \$802,872 (80¢ a share) vs. \$1,497,814 (\$1.86) for preceding year.

Muntz TV Inc., with 1,115,363 shares outstanding, has been approved for listing on N. Y. Curb Exchange.

APPLICATIONS for new TV stations continue to pour into FCC files—14 more being filed this week, 7 vhf & 7 uhf, to bring grand total now pending to 773 (309 uhf). They came from big cities and small towns, with AM operators and stockholders and theatre interests well represented. This week's vhf applications came from:

Jefferson City, Mo., Channel No. 13, sought by Durwood theatre interests, also applicants for Wichita; Reno, Nev., No. 4, by mining equipment dealers J. E. Riley & H. H. Luce; Fargo, N. D., No. 13, by oilman M. B. Rudman, who holds CP for Galveston and is applicant for Bismarck & Minot, N. D.; Beaumont, Tex., No. 4, by Jefferson Amusement Co., half owned by United Paramount; San Angelo, Tex., No. 3, by KGKL; Tyler, Tex., No. 7, by KTBB; Milwaukee, by Board of Vocational & Adult Education, seeking educational channel No. 10.

Uhf applicants this week were for Orlando, Fla., Channel No. 18, by local electrical manufacturer James Dandekar; Ottumwa, Ia., No. 15, by group headed by sales mgr. John R. Livingston, of WPEO, Peoria; Alexandria, La., No. 62, by Jacob A. Newborn Jr., TV grantee in Gadsden, Ala.; New Orleans, No. 32, by WJMR; Aiken, S. C., No. 54, by WAKN; Marion, Va., No. 50, by WMEV; Milwaukee, No. 25, by Harry & Elmer Balaban, holding CP for WTVO, Rockford, Ill. (Channel 29).

[For details about foregoing applications, see *TV Addenda 15-T* herewith; for listing of all post-freeze applications, grants, hearings, etc., see *TV Factbook No. 15* with Addenda to date.]

Biggest closed-circuit theatre TV hookup yet for a commercial meeting is slated for Tues., Dec. 30, when Bendix home appliance div. of Avco Mfg. Corp. carries program from Chicago's Garrick Theatre to audiences totaling about 100,000 distributors, dealers, salesmen and guests meeting in 40 other cities. Bendix is using this means of replacing its traditional dealer meeting, contracting with Teleconference Inc., New York, for the hookup requiring 10,000 miles of AT&T coaxial-micro-wave relays. Theatres of United Paramount, Warners, Loew's, Fabian and other chains have been booked for the morning "convention." Said United Paramount's Robert H. O'Brien, welcoming project as another revenue source for theatres: "We have always felt that the real field for closed circuit TV is in its use by industry, and we welcome this opportunity to test in every key market area and the public's reaction to such a presentation."

"Tremendous cost" of TV-radio in election campaigns will be studied closely by Congress, says Rep. Boggs (D-La.), chairman of House committee to investigate campaign expenditures, which opens hearings Dec. 1. Among witnesses scheduled are FCC chairman Paul Walker and NARTB govt. relations director Ralph Hardy. Rep. Boggs estimates 1952 campaign costs at \$50-\$100,000, blames "antiquated" election laws for "studied evasion," and points out that widespread TV-radio use "suggests the need for an immediate reexamination of election laws."

Signs of the new times: Sen. Joseph McCarthy (R-Wis.), who will head Govt. Operations Committee (formerly called Committee on Expenditures in the Executive Dept.) serves notice he's going to investigate FCC for alleged "favoritism" in TV-radio grants. Rep. Velde (R-Ill.), ex-FBI agent who heads next House Committee on Un-American Activities, says he will permit some sessions to be televised—thus, in effect, lifting Speaker Rayburn's ban.

James E. Dingman, ex-operations v.p. of Bell Telephone Co. of Pennsylvania, appointed gen. mgr. of Bell Laboratories, effective Dec. 1.

Telecasting Notes: Interesting rate pattern is discernible among post-freeze stations on air or about to go on air. Survey of their rate cards (national) shows that Denver's recent starters, KFEL-TV & KBTV, both have base rates of \$250 per Class A hour, \$60 per 1-min. Portland's KPTV started at \$250 & \$50, Lubbock's KDUB-TV at \$200 & \$20, Austin's KTBC-TV at \$250 & \$50, Honolulu's KONA at \$225 & \$45 . . . Roanoke's WSLS-TV is starting with base rates of \$250 & \$50; Atlantic City's WFPG-TV, \$150 & \$20; York's WSBA-TV, \$200 & \$20; Reading's WHUM-TV, \$300 & \$60; Wilkes-Barre's WBRE-TV, \$250 & \$40; Spokane's KXLY-TV, \$200 & \$20; El Paso's KTSM-TV, \$200 & \$40; Bridgeport's WICC-TV, \$200 & \$40; Jackson's WJTV, \$200 & \$40 . . . KSL-TV, Salt Lake City, new rate card effective Jan. 1 raises Class A hour from \$400 to \$500, 1-min. from \$80 to \$100 . . . New starter KTBC-TV, Austin, Tex. (Vol. 8:47), began program service Thanksgiving Day with first week's network commitments as follows: NBC 15½ hours, CBS 8½ hours, ABC 1 hour, DuMont 45 min. . . . Don Lee radio network and its o-&-m stations (KHJ, KFRC, KGB) go to single rate as of Jan. 1—reducing from night rate of \$2700 per hour to present \$1500 day rate across the board . . . 10-story TV Center costing \$3,500,000 to be built by Storer interests at Second Blvd. & Bethune, in Detroit's New Center area, comprising 30,625 sq. ft.; drawings now being prepared by Skidmore, Owings & Merrill, Chicago architects who designed New York's Lever House. WJBK-TV's new 1057-ft. tower now going up on 9 Mile Rd. . . . California Studios said to be first Hollywood film lot going over entirely to TV; it was acquired this week by Jack Gross & Phil Krasne, operating as Gross-Krasne Inc., making *Big Town* for Lux and *Cisco Kid* for Ziv . . . Mansfield Enterprises formed by Wm. Weintraub ad agency as subsidiary to produce and syndicate TV films; already handles Kaiser-Frazer's *Night Editor* and 5-min. series titled *Strange Experiences* . . . TV-radio invited by National Board of Fire Underwriters, 85 John St., New York City, to participate in 1952 gold medal awards to media giving outstanding service in fire safety and prevention; scrapbooks of exhibits must be submitted for judging by Feb. 16 . . . WHBF-TV, Rock Island, televisions one Augustana College class a week 5:15-5:45 p.m. Mondays in *Augustana TV Classroom*, lecture and group discussion by students in actual classes conducted in studio . . . Strike against film commercials (Vol. 8:46) called for Dec. 1 by Screen Actors Guild with backing of 6 other talent unions . . . New NARTB-TV members: KFEL-TV, Denver, KONA, Honolulu, and KDUB-TV, Lubbock, and the upcoming WEEU-TV, Reading; WWLP, Springfield, Mass.; WAKR-TV, Akron . . . Petry appointed rep for new XETV, Tijuana, Mexico (San Diego) . . . Rambeau appointed rep for new WATR-TV, Waterbury, Conn., due to start next spring.

TV-radio got representation in President-elect Eisenhower's entourage to Korea, following protests last week when it was announced only one reporter, one newsreel man and one cameraman could go along (Vol. 8:47). TV-radio pool, deciding by flip of coin, will send NBC-TV cameraman Julius Zenier and MBS newscaster Everett Holles by arrangement with Eisenhower's press secretary Jim Hagerty.

Spectrum chart in color, covering all FCC frequency allocations by bands, very handy for engineers and handsome to mount on wall, is being issued as supplement to January *Tele-Tech*, published by Caldwell-Clements Inc., 480 Lexington Ave., N. Y.

Jerry Fairbanks, Hollywood producer, has sold his interest in Television Zoomar Corp. to gen. mgr. Jack Pegler, now president, and inventor Dr. Frank Back, now v.p.-secy.-treas.