

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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**LIST OF THE 68 NEW TV GRANTS TO DATE:** We're asked so often for a handy tabulation of new-station grants, that we've recapitulated our Factbook-&-Addenda lists and carry full tabulation on pp. 7-8. These listings are necessarily abbreviated, and you may want to refer to original applications in Factbook or Addenda for details-- but the essential data, such as city, grantee, channel, powers, etc. are shown.

To the end of this week, there are 68 grants, including the 3 already on air under special temporary authority. There are 13 vhf, 55 uhf. Nine of the construction permits went to non-commercial educational applicants.

If you have TV Factbook No. 15 and our weekly Addenda to date (blue sheets), you could have compiled this list yourself. We suggest you keep it current by simply adding to it the CPs granted each week. We'll again recapitulate every now and then, pending next semi-annual Factbook of Jan. 15, 1953 -- but your weekly reports enable you to maintain your own records very handily.

As for opening-date plans of the grantees, which by their nature are changeable -- particularly in the case of holders of uhf CPs unable to get equipment deliveries -- we shall continue to report on them piecemeal -- getting best information obtainable from the station principals themselves.

**5 MORE CPs AS DENVER'S NEW KBTB TESTS:** Denver's second outlet, KBTB on Channel 9, began engineering tests from its high Lookout Mt. transmitter site this week under STA granted by FCC authorizing interim power of 12.5 kw. Though juice was turned on Oct. 2, manager Joe Herold says it's too early for field strength reports, may not have anything definite until formal debut Oct. 12 (with CBS-TV service).

That makes third post-freeze station to take the air, second vhf -- first having been Denver's KFEL-TV on Channel 2 last July (Vol. 8:29), second Portland's uhf KPTV Sept. 18 (Vol. 8:38). In both areas, TV set sales are booming (pp. 10-11).

FCC granted 5 more CPs this week -- one vhf, 4 uhf -- as prospects for more new stations before end of year loomed a bit brighter than reported last week (Vol. 8:39). The vhf grant went to Lincoln, Neb., Channel 12 being awarded to Cornhusker Radio & Television Corp., headed by KOLN manager Harold Anderson.

The uhf grants went to: Asbury Park, N.J., Atlantic Video Corp. (Walter Reade theatres), Channel No. 58; Wilkes-Barre, Pa., No. 28 to Louis Baltimore's WBRE (NBC) and No. 34 to WILK (ABC); Saginaw, Mich., WKXN, No. 57.

\* \* \* \*

Portland's KPTV, which as the pioneer uhf station is becoming a sort of petted darling of the industry, got an exceptional sendoff Oct. 1 when, just prior to the opening World Series telecast, owner Herbert Mayer's very telegenic 14-year-old daughter Sandra went before NBC-TV cameras to present scroll to RCA's Gen. Sarnoff.

Portland and rest of network first saw and heard FCC chairman Paul Walker welcome KPTV as "a harbinger of the more abundant TV to come." Sarnoff referred to

Mayer's effort as being "in the traditional pioneer spirit of the great Northwest," and likened the opening of "new uhf frontiers" to the Lewis & Clark expedition.

KPTV is now operating from noon to 11 p.m. daily, taking all 4 networks.

\* \* \* \*

Note: In reporting last week on probable new stations that may be expected on the air before end of this year -- based on equipment priorities and announced intention to make haste -- we inadvertently omitted to mention that both El Paso grantees, KROD-TV on Channel 4 & KTSM-TV on Channel 9, are trying hard to make it. And this week's dope is that KXLY-TV, Spokane, on Channel 4, is now aiming for start by Thanksgiving, though by no means certain to make it.

Looks at moment like WSBA-TV, York, Pa. (Channel No. 43) and/or WHUM-TV, Reading, Pa. (No. 61) will be next new stations, both aiming for November or at latest Dec. 1 debut. But there's no certainty. Latest grantee to report in our continuing survey of grantee plans is WPAG-TV, Ann Arbor, Mich. (No. 20), whose general manager Edward F. Baughn says he hopes for next April.

And in refutation of our observation last week that the networks and some reps are inclined to be lukewarm toward uhf, there's this announcement from CBS this week: Besides signing Reading's WHUM-TV as an affiliate, CBS-TV states WNOK-TV, Columbia, S.C., will become an affiliate as of Jan. 1.

**250 TV APPLICATIONS ARE UNCONTESTED:** Looks like clear sailing ahead for plenty of TV grants -- quickly -- as result of FCC's speedup in processing procedure. About 250 applications, or one-third of all those pending, are uncontested and therefore free for grants as soon as Commission can get them processed.

Commission is expected to average 10 grants or more a week -- about double present rate of 5 or 6 -- after speedup goes into effect Oct. 15 (Vol. 8:38). Staff then will temporarily discontinue processing of conflicting applications, and FCC will pass over them, concentrating on cases where immediate grants can be made. Another factor tending to accelerate grants is experience that has now been gained by newcomers to Commission's staff.

Our last week's estimate of "more than 100 CPs this year" now appears quite conservative on basis of present thinking at the Commission. This figure, in fact, could even be doubled by year's end!

FCC is now ready to make grants in cities which already have TV stations, having passed last city on its B-1 priority list this week. While it also must double back and act on applications higher on the list which were filed recently or passed over in recent weeks, it could very well plunge into B-2 list next week or week after. The 30 cities in B-2 are those which have pre-freeze stations and in which the only remaining open channels are uhf.

First B-2 cities which still have uncontested applications are Utica-Rome, N.Y. and Erie, Pa. This week Commission reached 46th city in Group A, Wilkes-Barre.

Group B list will be exhausted before year's end, if it continues to get equal attention with Group A -- freeing FCC to devote all its time to cities which have no TV service. As things stand now, about 35 of the 160-odd cities with one or more uncontested applications are in Group B, some 125 in Group A.

\* \* \* \*

Contrasting with brisk progress in uncontested applications are the painfully slow hearings. Applicants who received grants without hearing should thank their lucky stars they were spared the costly and exasperating ordeal begun by Denver and Portland applicants in Washington Oct. 1.

One phase of hearings that doesn't take much time -- so far -- is engineering. Since FCC hasn't yet ruled whether applicants can show number of people they expect to serve, there's scarcely anything left to argue about. This is far cry from FCC's past practice, particularly in AM, wherein an applicant has been known to receive grant because he would serve couple hundred more people than his opponent.

FCC added 2 more examiners this week -- Thomas Donahue and Annie Huntting -- bringing total to 11, most of whom will concentrate on TV. Donahue comes from Hearing Div., Mrs. Huntting from Common Carrier Bureau.

**REPORTS ON PORTLAND UHF CONTINUE 'SOLID':** No question at all about adequacy of uhf signal in Portland, now that another week of measuring and testing new KPTV's signal has elapsed. Nor is there any question about ability of most receiving units to extract good picture from signal within about 20 miles. Nonetheless, there's spirited competition among proponents of each type of receiving device.

Quite solid coverage out to 25 miles is reported by KPTV consultant Ben Adler who spent considerable time studying reception throughout area. Results are much better than in Bridgeport, he says, largely because of more antenna height.

Enhancing coverage, Adler adds, is fact antenna is tilted down (electrically) 1 degree in all directions, additional 1 degree (mechanically) to east over city. However, signal is still weak at foot of hill on which antenna is located.

Carefully mentioning no brand names, Adler says that some tuners aren't much good where signals are below 1000-2000 uv/m, compared with vhf's lower limit of 100-200 uv/m. But he's quick to point out that 2000 uv/m signal goes out 25-30 miles.

Curiously, simplest receiving antennas seem best, according to Adler. Some, made by companies with excellent reputations, actually produce less gain than simple dipole. Adler attributes this to efforts to cover too many channels.

Another interesting phenomenon is caused by fir trees, no less. Adler reports that firs, in weak signal areas, can completely block signals. Since firs retain needles year around, problem isn't seasonal. Adler says, however, that satisfactory echo or "ghost" can sometimes be found when direct signal is blocked out.

Dr. Allen DuMont is quite pleased with his on-the-spot inspection, finding "reasonably satisfactory service" throughout area. He told us he's satisfied that the few "shadows" behind hills can be licked.

One problem that did arise, Dr. Dumont says, is interference from police and taxi radio. This is being eliminated in new strips supplied by Standard Coil for DuMont's turret tuners.

\* \* \* \*

RCA has pulled out all the stops, now that some of its best engineers have completed intensive field strength surveys in Portland.

"Uhf looks better every day", company says in official statement that's as enthusiastic as last week's was guarded (Vol. 8:39). "First optimistic reports from Portland -- which to many seemed almost too good to believe -- are being solidly confirmed as more evidence comes in."

Nearly every street in Portland and main roads 25 miles in every direction were covered, RCA reports, and technicians concluded that primary coverage extends about 20 miles. Secondary coverage runs 30-40 miles north and south, but mountains limit east-west coverage to about 25 miles. Only a few small shadows were found.

RCA is completing report which, it says, "will confirm in every way the early enthusiastic reports of the phenomenal operation of KPTV."

FCC is also considering field strength survey in Portland, may work with Bureau of Standards on project. Commission is anxious for advent of WHUM-TV, Reading, Pa., for high-powered "test tube" nearer Washington.

\* \* \* \*

Big fight among manufacturers appears to be between users of turret tuners with replaceable strips and those employing continuous tuners. Philco, for example, placed ads plugging its continuous tuner, saying it's "not a strip-type tuner of questionable performance & limited coverage." Then Admiral, ardent advocate of strip-type, countered: "Why clutter your home with an unsightly converter? You'd laugh at the idea of buying 70 spare tires when all you'll ever need is 1 or 2."

Current sniping aside, engineers generally agree that most of the present uhf devices are interim; that year or 2 will see completely new tuners, built-in and simple to operate, performing as well as present day vhf tuners. These will take new tubes, new components, new circuits.

\* \* \* \*

After flurry of KPTV's opening, engineers are now looking forward to cities

with 2 or more uhf stations, to cities with vhf & uhf stations, to higher uhf power, to operation in rougher terrain. Then, they say, will come the final showdown.

To give set makers another uhf proving ground, FCC this week gave Sylvania permission to operate fulltime on its KG2XDU, Emporium, Pa. This will provide engineers both ends of uhf band to work with -- 509-529 mc and 870-890 mc.

Another valuable study is that being completed by RCA, which has measured 842-854 mc at heights of 185, 370, 550 & 735 ft. on WOR-TV tower. RCA has found:

(1) Height doesn't mean much in rough terrain.

(2) Height means even more than theory indicates in built up areas with smoother terrain.

(3) Much more accurate methods of predicting signal levels at various locations and distances have been developed.

RCA hopes to report findings to FCC by end of month. Paper on the experiments will be read at January AIEE meeting in New York.

**TV OR NO TV—WNEW GETTING ALONG FINE:** Formula for successful radio broadcasting, as described in article titled "WNEW New York: Radio's Little David Doesn't Fear TV" in October Fortune Magazine:

"Whereas the [radio] networks are taking a trouncing from TV because their leading money-making shows are the very type of thing that TV can do better, WNEW specializes in the things TV cannot do as well: a flow of familiar, uncomplicated, unobtrusive music; the unadorned news crisply told every hour; and the short, slick-selling, non-irritating commercial."

Mere mention of TV is supposed to be poison around WNEW, soon going from 10 to 50-kw, but it does all right indeed--one of the top earners in radio. Fortune attributes its success largely to the "vibrant and intuitive" Bernice Judis, general manager and executive v.p. In her early forties, she's "not a woman of the sleek and icy female-executive gender, but an earthy cushiony creature who, answering to the nickname of 'Tudie', flounces around the studio with bracelets jangling and a generous amount of Schiaparelli's Shocking floating in her wake."

Bernice Judis earns about \$65,000 a year at WNEW. With husband Ira Herbert, sales v.p., she owns about 25% of stock in a syndicate headed by Wm. S. Cherry Jr., of the Providence dept. store family which owns WPRO there. Herbert's staff of salesmen, all on 12% commission, earn from \$27,000 to \$50,000 a year, to say nothing of the \$175,000 a year WNEW pays disc jockey Martin Block.

There aren't many like the ebullient Tudie Judis, who rose from \$15-a-week job "sharpening pencils" for the old Arde Bulova-Milton Biow ownership. Nor can many hard-bitten (and hard-hit) managers of AM stations hope to achieve what she demands from her programmers: "All WNEW wants in the way of an audience is most of the people most of the time."

But the article has clinical value for any broadcast manager, relating how it attempts just that. Extremely interesting, since everybody likes to know everybody else's business, are the WNEW profit-&-loss figures -- treated somewhat more superficially than Fortune did those of Milwaukee's WTMJ-TV (Vol. 8:1).

"When TV was yet a pup," in 1948, WNEW sold \$2,540,700 worth of time, earned operating profit of \$655,500, net after taxes of \$332,600, or better than 25% on its investment. In 1949, when gross slipped \$35,000 and operating profit went down a "couple of percentage points," the WNEW management saw the writing on the wall spell "t-e-l-e-v-i-s-i-o-n," as Fortune rather cutely puts it. But in 1950 sales soared to \$2,730,600, gross profit to \$839,600, net \$358,400. Sales fell off in 1951 to \$2,730,900 but the "villain" wasn't TV; it was the Hackensack River flood that silenced its transmitter for several days.

Operating on a fiscal October-to-October basis, first 6 months of 1952 saw station's sales at \$1,429,800, highest for any comparable period in its history. "There is no certain way," says Fortune, "of proving WNEW's boast that it has clobbered the network Goliaths. But it is significant that WNEW has enough confidence to expose its figures for its competitors to top -- if they can."

**A**FTER 9 MONTHS of TV's most radical program experiment—the much-discussed *Today*, with Dave Garroway, Mon.-thru-Fri., 7-9 a.m. on NBC-TV—it's apparent that enough people will look-&-listen that early in the morning to pay off for sponsor, network and stations. It's now a fixture on NBC-TV, which in first 6 months grossed some \$1,500,000 in participation sales, and it's paying off for some of 38 stations now carrying it.

That's the word from the network, which started the show last Jan. 14 (Vol. 7:50 & 8:3) with 31 outlets as a "noble experiment" conceived by TV v.p. Pat Weaver, who seriously and loftily averred that it would elevate the "habit patterns" of America.

Budgeted at \$25,000 per week, show now has staff of 30, has had up to 24 participating sponsors, enjoys American Research Bureau ratings which network claims have gone up to 8, seldom below 6. Best of all, it has confounded the critics, who had predicted a faint future for it.

One network owned-&-operated station is reputed to be deriving \$4000 a week from sponsorships in the 7:55-8 a.m. cut-in period left for locals; other affiliates tell us variously that they're doing all right, though a few haven't made it pay yet.

As we did last winter, when we felt the opinion of hard-headed station owners & managers was worth more than that of columnists, competitors and ourselves (Vol. 8:5), we've written station operators again to ask whether show has clicked with audience, whether it is paying off, whether they see good future for 7-9 a.m. telecasting. We wrote to 12 telecasters, got 10 replies.

All but one stated the show has clicked; some said they're doing all right with it already, financially; others only so-so or not so good. All foresaw a good future for it. So far as we can learn, no one has dropped it, no one intends to do so. No one seems to doubt that, just as early-morning radio has been a revenue bonanza, so will early-morning TV. Excerpts from replies:

H. Dean Fitzer, WDAF-TV, Kansas City: "One of TV's greatest program achievements. These are summer 'dog days' [August] and for this reason there are holes in the program so far as sponsorship is concerned, but I predict the fall and winter season will reveal a great change in this regard."

George M. Burbach, KSD-TV, St. Louis: "At present we have 51 participations per week sold in *Today*, with

very little turnover; rating-wise, the program is quite satisfactory with an 8 a.m. .3%."

Nathan Lord, WAVE-TV, Louisville: "The program has more viewers than the combined viewing of any other 2 programs between 9 a.m. & noon. If it was not a commercial success, we would have dropped it long ago."

Aldo DiDominicis, WNHC-TV, New Haven: "It definitely makes 7-9 a.m. operation worthwhile."

Willard E. Walbridge, WWJ-TV, Detroit: "It leads all other morning offerings and has in general lived up to its high objectives."

Clair McCollough, WGAL-TV, Lancaster: "It's worthwhile commercially, both as to network revenues and local sales."

Frank Fogarty, WOW-TV, Omaha: "I think *Today* will be here tomorrow and the day after tomorrow and the day after that. It is appealing to high-calibre TV viewers. As you probably know, the program is sold at a low rate [but] I am sure it pays our overhead for the early morning operation but doubt that network revenue has yet returned us any profit. To date, we have had little success with local time sales."

Kenneth Hance, KSTP-TV, St. Paul: "We are pleased with the show. It does make 7-9 a.m. operation worthwhile even with the limited income we receive from each NBC participant. Sales of our local portion have not come up to expectations, but I blame this on ineptness of our selling force."

Leslie H. Peard, WBAL-TV, Baltimore: "*Today* has clicked with our audience, but it's no great smash. We just about break even, with most of the income from the network. We have made few local and national spot sales in the program. Despite this, we believe it has an excellent future for the long pull."

Robert E. Dunville, WLWT, Cincinnati; WLWC, Columbus; WLWD, Dayton: "It has not clicked with our audience. Our 7-9 a.m. commercial operation was better before the advent of *Today* than it is today, but we operated from 7:30 a.m. prior to the inauguration of the network program. In spite of this, I see a good future for the operation of commercial programs from 7-9 a.m. Whether *Today* is the answer or not is something that only time will tell. My personal opinion is that NBC is doing a good job [but] literally doing it the hard way, which is bound to result in the typical network confusion."

**Personal Notes:** Staff of new KPTV, Portland, Ore., temporarily managed by owner Herbert Mayer, with aid of his WXEL executives Franklyn Snyder and Tom Friedman, now comprises 22, of whom 18 are local; list includes Russell Olsen, ex-WEWS, chief engineer; Wm. McAllister, ex-RCA Bridgeport, chief transmitter engineer; Frank Opra, ex-WXEL, film director; Charles White, Portland, sales . . . Arthur Scheiner named chief of FCC Rules & Standards Div., succeeding Paul Dobin . . . Rudy Bretz, who helped plan and build WCBS-TV & WPIX and trained staffs of new CBC stations in Toronto & Montreal, has opened own TV programming and production consulting service at Croton-on-Hudson, N. Y.; phone Croton 1-3478 . . . A. H. Constant has resigned as program mgr. of KRON-TV, San Francisco, to become gen. mgr. of new Channel 7 station sought in Denver by Denver Television Co. (Wolfberg theatre interests), now in hearing; Tom Morrissey, ex-KFEL chief engineer, also joins Wolfberg . . . J. Glen Taylor, v.p. of General Teleradio Inc., recently General Tire's Washington representative, elected to board of Mutual . . . Joseph H. McConnell, NBC president, to represent communications field at Manhattan College's centennial symposium Oct. 23, devoted to "America to Be" . . . H. Norman Neubert, ex-NBC, joins Lever Bros. as brand adv. mgr. for Surf & Swan . . . E. R. Vadeboncoeur succeeds Col. Harry C. Wilder, retiring (Vol. 8:39), as chief

executive of WSYR & WSYR-TV, Syracuse . . . Tom Hicks, ex-Dancer-Fitzgerald-Sample Inc., now program mgr. of WDSU & WDSU-TV, New Orleans . . . Norman S. Brett named DuMont Network sales promotion mgr. . . . John Boyle, TV director, WAVE-TV, Louisville, named TV-radio director in adv. dept., Reynolds Metals Co.; successor is George Patterson, program director . . . W. T. Dowding, ex-J. Walter Thompson Ltd. radio mgr. and onetime RCA engineer, named engineering director; J. M. Savage, ex-BBC, named TV production coordinator of S. W. Caldwell Ltd., 447 Jarvis St., Toronto . . . Richard D. Johnson, ex-NBC, named TV-radio operations supervisor, Illinois Institute of Technology . . . Julius Cohen rejoins George C. Davis engineering firm after 9-month tour of duty with Signal Corps . . . George Duram, ex-C. E. Hooper Inc., now media director of Geyer Adv. Inc., named v.p. in revamp of old Geyer, Newell & Ganger agency . . . C. Richard Evans, v.p. & gen. mgr. of KSL & KSL-TV, Salt Lake City, an engineer who supervised the TV construction, has been appointed v.p. & gen. mgr. of KGMB, Honolulu, holder of CP for TV, and its companion KHBC, Hilo; stations are part-owned by *Honolulu Star-Bulletin*, part by Mormon Church, with J. Howard Worrall as president . . . Charles H. Singer promoted to chief engineer of WOR & WOR-TV, Newland F. Smith director of general engineering, in changes effected by MBS engineering v.p. Earl Johnson.

**Telecasting Notes:** The edge, so far as "TV personality" goes, apparently is held by Gen. Eisenhower, though situation is fluid and can change still more. Both Pulse and Trendex surveys of Eisenhower's Sept. 4 campaign opener from Philadelphia and Gov. Stevenson's Sept. 5 from Denver rate former highest . . . Pulse gave Eisenhower an audience rating of 13.3 in N. Y., 13.6 in Chicago, 20.5 in Baltimore; Stevenson 8, 10.6 & 13.8 in same cities. Trendex 10-city check gave Eisenhower 23.9, Stevenson 6.4, though noted that former followed an extremely popular program . . . "TV strategy" is playing big part in campaign, with Democrats planning more "fireside chats" for their candidate, GOP preparing to release series of 20-sec. spot films in which Eisenhower replies to man-in-the-street questions; these will be concentrated mainly in 12 key states lost by Republicans in 1948 . . . GOP also has set of films for local campaigns, first 10-sec. occupied by Eisenhower, rest by local candidates; this is BBDO-Kudner project, with animations and jingles . . . This is the \$2,000,000 TV-radio campaign about which there was so much newspaper talk this week, idea being conceived by Rosser Reeves, of Ted Bates agency; despite GOP denials, there's plan to use TV-radio spots heavily as campaign approaches climax, depending on funds for purpose that can be raised by National Citizens for Eisenhower Committee . . . Stevenson has made some 1-min. & 15-min. films to be placed thru local Volunteers for Stevenson, and Democrats plan to continue documentary-type programs already tried . . . Ex-FCC chairman Paul Porter warned telecasters & broadcasters they may be forced to provide free program time for all major political candidates if they allow themselves to be dominated by "the party with the largest purse." He cited proposals from Congressmen of both parties for such a move . . . 3-hour political telethon, despite unfavorable results in Wisconsin & Utah (Vol. 8:38), was undertaken Sept. 30 by Michael DiSalle, Ohio Democratic candidate for Senator, who answered studio audience and telephoned queries on WLWT, Cincinnati, which fed program locally to WCPO & WCPO-TV, and was picked up by WKRC-TV, other local station, for 30 min. to hour . . . Prospective TV licensees in the 2 Carolinas invited by 3-year-old WBTV, Charlotte, to participate in TV Clinic at

station Oct. 22-23; panels on all phases of station operation, rehearsals & telecasts of live shows, inspection of Spencer Mt. transmitter, will be followed by banquet to be addressed by FCC Chairman Walker . . . Following lead of WOR-TV in specialization to meet network competition (Vol. 8:39), *Chicago Tribune's* WGN-TV will promote Monday as sports night—beginning Oct. 6—with all-sponsored 3 hours of films & commentaries on football & boxing from 8 to 11 . . . "Think stuff"—once projected as *Operation Frontal Lobe*—holds its own at NBC-TV despite retrenchments, with half-hour filmed "sittings" by Robert Frost, Carl Sandburg and Frank Lloyd Wright definitely set and plans afoot to get Winston Churchill, Max Beerbohm, Bernard Berenson and other notables; reactions to initial show, a Bertrand Russell interview, were so good that sustaining interview series will be continued . . . Editorial announcing *Louisville Courier-Journal's* endorsement of Stevenson read over newspaper's own station WHAS-TV night before publication Sept. 25 by president Barry Bingham, who then answered 69 questions phoned in by viewing audience; Bingham, incidentally, was naval aide on Eisenhower's London staff during war . . . National Catholic Welfare Conference News Service, Washington, offering weekly 15-min. news-script for use by TV & radio stations . . . N. Y. Philharmonic signed for CBS-Radio sponsorship by Willys-Overland in big \$1,000,000 time-&talent deal this week; 28 Sun. 2:30-4 p.m. broadcasts scheduled starting Oct. 19, thru Ewell & Thurber . . . NBC Washington completes moving of offices and studios (including v.p. Frank Russell headquarters) and integration of all WNBW & WRC operations, at Wardman Park Hotel as of Oct. 15; new phone no. is Adams 5400 . . . WXEL, Cleveland, which also takes DuMont and some CBS programs, announced by ABC-TV this week as a primary affiliate . . . CBS-TV's giant new "Television City" in Hollywood observed its first origination Oct. 3—*My Friend Irma*, 8:30-9 p.m.; NBC-TV's new Hollywood studios open Oct. 4 with *All-Star Review* . . . Oct. 1 rate increases: WJIM-TV, Lansing, raised Class A hour rate from \$475 to \$525, one-min. from \$75 to \$100; WJAR-TV, Providence, from \$750 to \$850 and \$115 to \$135; WSAZ-TV, Huntington, from \$360 to \$400 and \$72 to \$84.

**Network Accounts:** Timebuying by political parties, with exception of some advance time options, is generally "played by ear" as campaign progresses—but this week the Democratic National Committee placed definite order for 9 half hours on DuMont Network of 64 stations, all 10:30-11 p.m., EST, Gov. Stevenson speaking from St. Louis, Oct. 9; Salt Lake City, Oct. 14; Los Angeles, Oct. 16; Cleveland, Oct. 23; Boston or Pittsburgh, Oct. 25; New York, Oct. 28; Pittsburgh or Boston, Oct. 30; Chicago, Nov. 1; windup, probably from Springfield, Nov. 3. Agency is Joseph Katz Co. . . . Lionel Corp. (electric trains) starts *All Aboard* Oct. 19 on CBS-TV, Sun. 12-15-12:30 p.m., thru Buchanan & Co. . . . Philip Morris starts *My Little Margie* Oct. 4 on NBC-TV, Sat. 7:30-8, thru Biow . . . Longines-Wittnauer Watch Co. will sponsor annual *Thanksgiving & Christmas Festivals* on CBS-TV, 5-6, thru Victor A. Bennett . . . Plymouth will sponsor *East-West Shrine football game* Dec. 27 on DuMont, thru N. W. Ayer . . . F. W. Woolworth Co. (5 & 10 chain) sponsors *Tournament of Roses* New Year's Day from Pasadena on NBC-TV, Thu. 12:30-1:30 p.m., thru Lynn Baker . . . Gillette will sponsor Orange Bowl football game from Miami Jan. 1 on CBS-TV, Thu., thru Maxon . . . Buick's new show, taking *Texaco Star Theatre* period every fourth Tue. starting Oct. 7 on NBC-TV, 8-9, is *Buick Circus Hour*, musical with Joe E. Brown . . . Serutan extends sponsorship of *Life Begins at 80* on DuMont. Fri. 9-9:30, for 3 years thru Franklin Bruck Adv. CIO Political Action Committee sponsoring *People's Political Poll* on 35 stations, thru Henry J. Kaufman Adv.

**Station Accounts:** Princeton Film Center reports filming of TV commercials for Stanley Works (home power tools), thru Horton Noyes Co., Providence; Black & Decker Mfg. Co. (electric tools), thru Van Sant, Dugdale, Baltimore; Blue Cross, thru Gray & Rogers; Royal Bedding Co. First 2 placing *The Handyman* series, with Norman Brokenshire . . . Tea Council's fall & winter ad budget will be devoted exclusively to TV, following test survey in Syracuse; 20-week spot schedule begins Nov. 3 thru Leo Burnett Co. in N. Y., Chicago, Los Angeles, Philadelphia, Detroit, Pittsburgh, Boston, Washington, Baltimore, Providence . . . Pacific Borax's new 30-min. films, *Death Valleys Days*, now being placed in nearly all TV markets for 52 weeks, thru McCann-Erickson, reputed to be costing advertiser \$2,750,000 for time, talent & production . . . Miller Brewing Co. (High Life Beer) now placing *March of Time Through the Years* in 45 markets, including new CBC outlets in Toronto and Montreal, thru Matthisson Adv., Milwaukee . . . Among other advertisers reported using or preparing to use TV: Southern California Gas Co., thru McCann-Erickson, Los Angeles; Lawry Products Inc. (seasoned salt & garlic spread), thru California Adv., Los Angeles; Procter & Gamble (Pert home permanent), thru Biow Co., N. Y.; Dawson's Brewery Inc., thru Bresnick Co., Boston; Croton Watch Co., thru Doyle Dane Bernbach, N. Y.; Maple Island Inc. (Maple Island dry milk), thru Olmstead & Foley Adv., Minneapolis; Saladmaster Sales Inc. (kitchen tools), thru Ted Workman Adv., Dallas; Flako Products Corp. (Flakorn pancake mix), thru H. B. LeQuatte Inc., N. Y.

### List of the 68 New TV Grants to Date

CPs Issued by FCC to Oct. 4, 1952

Star (★) indicates station already in operation under STA. Dagger (†) denotes non-commercial educational grantee. BPCT number is FCC file reference. Factbook or Addenda reference (in parentheses) indicates issue in which original application with more complete data is digested.

#### 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.)

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.)

#### ARKANSAS

NEW, 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.)

#### 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.)

† 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.)

#### COLORADO

★ KBTB, 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 Coil Co. Inc. UHF Channel 26 granted 7-9-52; 105-kw visual, 52-kw aural, 1040-ft. BPCT-921. (Addenda 14-W.)

★ 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.)

#### CONNECTICUT

WSJL, Bridgeport—Harry L. Liftig. UHF Channel 49 granted 8-13-52; 99-kw visual, 60-kw aural, 660-ft. BPCT-1019. (Addenda 15-A.)

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.)

WKNB-TV, New Britain—New Britain Broadcasting Co. (WKNB). UHF Channel 30 granted 7-11-52; 180-kw visual, 90-kw aural, antenna 920-ft. BPCT-870. (Addenda 14-Y.)

#### 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.)

WFTL-TV, Fort Lauderdale—Gore Publishing Co. (WFTL). UHF Channel 23 granted 7-30-52; 100-kw visual, 56-kw aural, 270-ft. BPCT-997. (TV Factbook No. 15.)

#### 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.)

NEW, 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.)

#### INDIANA

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.)

#### 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.)

#### 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.)

#### LOUISIANA

WAFB-TV, Baton Rouge—Modern Bcstg. Co. of Baton Rouge Inc. (WAFB). UHF Channel 28 granted 8-13-52; 225-kw visual, 115-kw aural, 490-ft. BPCT-1026. (TV Factbook No. 15.)

#### 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.)

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.)

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.)

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.)

#### MICHIGAN

NEW, Ann Arbor—Washtenaw Bcstg. 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.)

WCTV, 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.)

NEW, Saginaw—Lake Huron Bcstg. Corp. (WKNX). UHF Channel 57 granted 10-1-52; 1-kw visual, .6-kw aural, 470-ft. BPCT-1200. (Addenda 15-G & 15-H.)

#### 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.)

#### NEBRASKA

NEW, Lincoln—Cornhusker Radio & Television Corp. (KDLN). Channel 12 granted 10-1-52; 21.5-kw visual, 11-kw aural, 310-ft. BPCT-1044. (Addenda 15-B & 15-J.)

#### NEW JERSEY

NEW, 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.)

#### 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.)

#### 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.)

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.)

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.)

WFMJ-TV, Youngstown—Vindicator Printing Co. (WFMJ). UHF Channel 73 granted 7-9-52; 175-kw visual, 89-kw aural, 960-ft. BPCT-259. (Addenda 14-S.)

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.)

#### OREGON

★ KPTV, PORTLAND—Empire Coil Co. UHF Channel 27 granted 7-9-52; on air 9-18-52; 87.9-kw visual, 43.9 aural, 1023-ft. BPCT-925. (Addenda 14-W & 15-I.)

#### PENNSYLVANIA

NEW, 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.)

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.)

WHUM-TV, Reading—Eastern Radio Corp. (WHUM). UHF Channel 61 granted 9-3-52; 260-kw visual, 135-kw aural, 1780-ft. BPCT-268. (TV Factbook No. 15 & Addenda 15-G.)

WEEU-TV, Reading—Hawley Bcstg. 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.)

WTVU, Scranton—Appalachian Co. UHF Channel 73 granted 8-13-52; 11-kw visual, 5.9-kw aural, 760-ft. BPCT-506. (Addenda 15-A.)

WGBI-TV, Scranton—Scranton Bcstrs. Inc. (WGBI). UHF Channel 22 granted 8-13-52; 290-kw visual, 150-kw aural, 1170-ft. BPCT-780. (TV Factbook No. 15.)

NEW, 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.)

NEW, Wilkes-Barre—Wyoming Valley Bcstg. Co. (WILK). UHF Channel 34 granted 10-1-52; 250-kw visual, 130-kw aural, 1010-ft. BPCT-231. (TV Factbook No. 15.)

WNOW-TV, York—Helm Coal Co. (WNOW). UHF Channel 49 granted 7-9-52; 96-kw visual, 54-kw aural, 470-ft. BPCT-356. (Addenda 14-V.)

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.)

#### SOUTH CAROLINA

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.)

(Continued on next page)

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.)

#### TENNESSEE

NEW, 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.)

WTVT, Chattanooga—Tom Potter. UHF Channel 43 granted 8-20-52; 275-kw visual, 140-kw aural, 1270-ft. BPCT-1043. (Addenda 15-B.)

#### TEXAS

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.)

KTVA, Austin—Tom Potter. UHF Channel 24 granted 8-20-52; 280-kw visual, 145-kw aural, 640-ft. BPCT-1037. (Addenda 15-B.)

KTBC-TV, Austin—Texas Broadcasting Corp. (KTEC). Channel 7 granted 7-11-52; 102.9-kw visual, 51.45-aural, 740-ft. BPCT-876. (Addenda 14-W & 15-G.)

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.)

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.)

CLOSED-CIRCUIT TV system serving Minot, N. D.—believed to be first of its kind in U. S.—is paying off for AM station KCJB in both money and TV experience. Operated by a CBS affiliate which also owns KSJB, Jamestown, N. D. and is applying for TV in Minot and Fargo, N. D., setup differs from conventional community antenna systems in that all programs are locally originated.

The service operates 9 hours daily except Sunday, its most popular program material being sports. All home games of local baseball team were televised this summer, high school and college football games are now the principal fare, and basketball will be covered in season. Also shown is an hour of films daily, mostly sport shorts. Simulcasts of local AM programs—including 30 minutes of music by staff band and half-hour home economics show—also draw good audiences, reports president John W. Boler. "When we have nothing else," he adds, "we televise the announcer playing records for 3 hours a day."

System has about 50 paying subscribers, but Mr. Boler estimates potential circulation at 300 to 500 within next 3 months. Many sets are now in business establishments and store windows, where televised sports draw large crowds. Says Mr. Boler: "We are not selling advertising on the TV, but of course our AM sponsors enjoy the benefit of the TV audience." Business establishments which don't advertise on AM station are charged \$200 for the TV installation, plus \$25 a month. Advertisers pay \$100 installation, no monthly fee. Charge for residences is \$110 installation, \$10 a month; multiple dwellings \$67.50 & \$5.

"The purpose of establishing this operation," says Mr. Boler, "principally was to train our staff and to learn how to produce low-budget programing for TV with limited audience. If we are going to have TV stations in North Dakota, where we have limited population, they will have to be operated with a small staff who will double in brass."

Has experiment been successful? Replies Mr. Boler: "We think we have the formula for small-town TV, but we still have to prove it. So far with our closed circuit we are ahead financially. We are learning at the same time—so how can we lose?"

San Diego interests, notably new TV station applicants, preparing to dispute new Mexican-licensed station XEAC-TV's projected San Diego studios and proposed hookup with U. S. networks. Station is being built in nearby Tijuana, assigned Channel 6, due on air in early November (Vol. 8:39).

Cuban Ministry of Communications has barred *Ante La Prensa*, a sort of "Meet the Press" program on CMQ-TV, on grounds that it violates decrees for Sunday rest for journalists. Emilio Ochoa, anti-govt. leader, recently was fined \$1000 and jailed for 18 days for seeking to incite to rebellion by his remarks on the program.

† 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.)

#### 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.)

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.)

#### 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.)

KHQ-TV, Spokane—KHQ Inc. (KHQ). Channel 6 granted 7-11-52; 100-kw visual, 55-kw aural, 940-ft. BPCT-835. (Addenda 14-U.)

#### 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.)

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

HIGH TOWERS permitted by new allocation report shouldn't necessitate any changes in FCC rules governing clearance procedures by airspace subcommittees. This advice was submitted to FCC and CAA Sept. 29 by unofficial group representing organizations in telecasting and aviation industries as well as staff members of FCC, CAA and other interested govt. agencies. With virtually no changes, group approved report prepared by working committee which studied subject 4 months (Vol. 8:17, 19-20, 22, 30, 35).

In effect, group decided new allocation report necessitates new rules to tell airplanes where and how to fly—rather than new rules to tell telecasters where and how to build towers (Vol. 8:35). Only FCC rule-making suggested in report was proposal for new rules for obstruction marking and lighting of antenna structures. In line with report, CAA is expected to hold hearings on new obstruction clearance procedures for aircraft.

Only discordant note in Sept. 29 hearing was strong protest by consulting engineer A. Earl Cullum, Dallas, against portions of report. He leveled his fire at statistics indicating no more than 5% of TV towers will exceed 1000 ft., said most applications for big city stations hadn't been submitted to FCC when report was written. Bulk of high tower applications are yet to come in, he said, therefore the statistics are misleading.

Telecasters and broadcasters are invited to submit nominations for 1952 awards of Alfred I. duPont Foundation presented annually to TV or radio news commentator for excellence in reporting, and one each to a TV or radio station under and over 5000-watt power. Nominations for \$1000 cash prizes and citations should be submitted by Dec. 31 to the curator, Alfred I. duPont Awards Foundation, Washington & Lee University, Lexington, Va. Judges are Mrs. Jessie Ball duPont, who established awards in 1942 in honor of her husband; W&L president Dr. Francis P. Gaines; *Washington Star* editor Ben McKelway; Dr. Hadley Cantril, director of Princeton's Office of Public Opinion Research; Mrs. Oscar A. Ahlgren, president of General Federation of Women's Clubs.

Seventh Statler hotel equipped with RCA sets served via multiple-distribution system, Washington's 1000-room Statler, unveiled system Oct. 3 to group of local bigwigs including all FCC commissioners except Bartley. It's biggest such installation yet. Others of Statler chain equipped are in Los Angeles, Boston, Cleveland, St. Louis, Buffalo, New York.

Tax of \$4.50 on each TV set, levied by town assessors of Stow, Mass. (pop. 1700) on basis of \$100 personal property valuation, has local citizenry up in arms.

**O**PPONENTS OF ABC-UPT merger had their say this week as DuMont and FCC Broadcast Bureau filed proposed findings. Both parties insisted that merger wouldn't be in public interest and DuMont went one step further, saying that FCC's Aug. 1 order—precluding consideration of old anti-trust evidence—violated Administrative Procedure Act because it wiped out solid bloc of evidence and forced examiner to carry out duties inconsistent with the Act.

Both Broadcast Bureau and DuMont gave these reasons for opposing merger: (1) Merged company could refrain from promoting one medium or other—TV or movies—to protect its investment in each field. (2) It would lessen competition in theatre TV because TV division wouldn't compete against theatre division.

In addition, Broadcast Bureau argued: (1) Other theatres would feel compelled to merge with TV networks and vice versa, laying groundwork for new monopolistic pattern in entertainment field. (2) Merged company would be natural enemy of pay-as-you-see TV, even though FCC might find latter service to be in public interest. (3) Merged company's certificate authorizes it to act as business agent for foreign bodies, prohibited by Communications Act. (4) Interlocking ownership of some stockholders of KECA-TV and KTLA, Los Angeles, would violate duopoly rules.

DuMont added these reasons for opposing merger: (1) Merged company would have unfair advantage—it could offer sponsors theatre, as well as TV, outlets. (2) UPT's proclivity to anti-trust actions couldn't be examined properly because FCC's Aug. 1 order prevented examiner from considering "intent." (3) ABC can now get needed capital from sources other than UPT, even if it couldn't when merger was first considered.

Swing to filmed shows for TV has increased employment 20% among members of Screen Directors Guild of America, reports Sept. 25 *Variety*, which notes at least 100 directors in 750-member guild are now actively working for TV—in addition to cutters, asst. directors, art directors, etc. And Oct. 1 *Variety* sees as symptomatic of continuing public demand for feature films, regardless of age, fact that Matty Fox's Motion Pictures for Television anticipates record \$4,000,000 in gross billings for 1952—even though no recent domestic feature films have been made available for TV. Syndicating to all but 2 or 3 TV markets, MPTV has increased its gross by \$1,000,000 this year, has practically exhausted its vaults, but Fox sees demand for 1930-40 vintage films continuing at least 2 more years.

Theatre-TV proponents won promise from AT&T to supply cost data for intercity transmission facilities at amicable Sept. 30 meeting in Washington (Vol. 8:30, 36-37, 39)—but information won't be furnished until after Oct. 20 FCC hearing. Commission officially notified all parties Oct. 3 that hearing will be held in National Museum auditorium for MPAA & NETTC testimony, will be confined to engineering & accounting data—including technical requirements and standards, sample theatre-TV microwave distribution systems, projection equipment, costs—and will exclude cross-examination until proceeding resumes in January (Vol. 8:26, 30).

New president of RKO Pictures is Ralph Stolkin, head of group that bought Howard Hughes' controlling interest last week (Vol. 8:38-39). He succeeds Ned E. Depinet. Arnold M. Grant was named board chairman and general counsel. Other new board members are Mr. Stolkin, Edward Burke, Sherrill Corwin, William Gorman, A. L. Koolish, Gordon Youngman. Mr. Stolkin, Mr. Corwin and Mr. Burke have interests in radio stations and several TV applications.

"Mentioning" possible successors to the FCC commissionership resigned by Robert F. Jones Sept. 19 (Vol. 8:38) continues to be favorite pastime of Washington trade reporters. Fact is nobody really knows as yet, probably not even President Truman, now on his whistle-stop tour. But "mentions" are good publicity, hurt no one, might possibly hit right name. Lumping all that everyone has mentioned, several known to be getting considerable political buildups, we can list: Wm. P. Massing, FCC asst. secy.; Wm. J. Norfleet, FCC chief accountant; Benedict Cottone, FCC chief counsel; Mrs. Fannee Litvin, FCC examiner; Edward P. Morgan, ex-OPS executive who recently returned to Welch, Mott & Morgan law firm; Neville Miller, ex-NAB president, now Washington attorney; Philip G. Loucks, Washington radio attorney; Justin Miller, NARTB chairman; J. Leonard Reinsch, gen. mgr. of Cox TV-radio stations (including WHIO-TV & WSB-TV), now special advisor on TV-radio to Democratic National Committee; Telford Taylor, onetime FCC gen. counsel, recently administrator of Small Defense Plants Administration, now practicing law; Dr. Franklin Dunham, TV-radio chief, U.S. Office of Education; ex-Rep. Clinton D. McKinnon (D-Calif.), former San Diego publisher, who ran unsuccessfully against Sen. Knowland in 1950. *Note:* Comr. Frieda Henneck has interested President Truman in her educational TV crusade to such extent that *Billboard's* correspondent, noting that Telford Taylor is again representing Joint Committee on Educational TV, reports that Taylor is "doing some backstage advising at the White House" on the next appointee. There's also reason to believe Mr. Truman himself, contemplating his retirement in January and talking rather often about his plans to pursue "political educational" projects, may be thinking in terms of working with prospective educational TV stations after he becomes a private citizen.

Public reaction to color compatibility tests, conducted by RCA over WNBT, New York (Vol. 8:36), indicates it makes little difference to viewer whether subcarrier frequency is 3.58, 3.75 or 3.89 mc. Last is the NTSC field test specification. Engineers say that net effect, therefore, is to dismiss compatibility as a major consideration in choice of subcarrier frequency. Meanwhile, industry leaders continue to venture predictions as to when commercial color will emerge. Dr. E. W. Engstrom, RCA Labs v.p., interviewed on NBC-TV's *Today* during this week's Electronic Conference in Chicago, said, "color TV is definitely on its way. We can look forward to the enhancement of TV in the not too distant future by the addition of color." Admiral president Ross D. Siragusa told Oct. 2 meeting of N. Y. Society of Security Analysts that color is "feasible immediately" but costs are so high that sets won't be on market in quantity for "at least 2 and possibly 4 years." He estimated tri-color tubes would cost \$150 each, even in quantities of 10,000. Dr. Allen B. DuMont is still bearish, according to Portland *Oregon Journal* interview which reported him estimating commercial color to be 5-10 years off. And Motorola's Robert W. Galvin, in *New York Journal of Commerce* interview, is quoted as saying color will "sort of slide in sideways as a supplementary service." He added: "The change from black-&-white will be evolutionary, not revolutionary. I think it will be 3 or 4 years before color reaches the market, and then only in limited volume."

Theatre TV grossed an estimated \$400,000 from 120,000 spectators at 50 theatres for Walcott-Marciano heavyweight title fight (Vol. 8:39), according to president Nathan L. Halpern of Theatre Network TV Inc. Despite record theatre-TV total, International Boxing Club is reported in Oct. 1 *Variety* to be offering Walcott-Marciano return match to Pabst for \$100,000 on home TV.

**RECORD HIGH OUTPUT, LOW INVENTORY:** Upsurge in production continues, along with drop in factory inventories, according to weekly RTMA report. Year's record TV output of 168,308 (10,091 private label) is shown for week ended Sept. 26; in fact, it's highest figure since mid-March 1951. At same time, factory inventories fell to 172,631 from 205,658 the week before -- lowest since first week in January.

Week was 39th of RTMA's statistical year -- meaning first 3 quarters have resulted in TV output of 3,674,682 (preliminary total subject to slight revision). Since last quarter is normally best, it's foregone certainty year's total will go to 5,000,000 -- very likely will be even more.

Radio production was 212,841 (92,811 private label) for week ended Sept. 26, up nearly 25,000 from the week before. Radio inventory was 244,631, virtually unchanged. Week's radios were 87,930 home sets, 29,598 portables, 44,254 clock, 51,059 auto. Total radio output for 39 weeks was 6,736,024.

**PRICES ARE UP, KEYED BY PICTURE TUBES:** Not much question about it now -- TV prices are going up due to higher component costs, especially tubes. Also due to shortages and to higher labor costs. Increases usually are \$10 or \$20 per set, sometimes \$30.

Besides those reported last week as having raised some lists (Admiral, CBS-Columbia, Muntz, Scott, Sylvania), similar \$10 to \$30 hikes in at least part of their lines were announced this week by Crosley, Motorola, Packard-Bell, Trav-Ler, Kaye-Halbert -- and more seem to be on the way.

As we stated last week, "No one will be surprised if more are announced before these words are read." The wavering attitude of those who say they're still "studying" the situation is reflected in this statement by Westinghouse TV-radio manager Tod Sloan: "We are making every effort to hold the line; however, in the face of steadily rising costs that every industry is feeling, some upward price adjustment may have to be made."

And DuMont general manager Irving Rosenberg: "We have no present intention to raise set prices but, with labor and materials going up, anything can happen."

Even small radios are up: Admiral this week raised 2 clock radios by \$2 & \$3 and its table radio-phonograph by \$10 to \$80. RCA table radio-phonograph went up \$10 to \$70.

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Scarcities fast developing in the boom TV market, unrelieved by govt. material restrictions, provide key to price situation. There are some who now feel sure TV production will go to 6,000,000 this year, provided materials can be had. These are components people who generally have better "feel" of overall situation than do individual manufacturers. Among latter, Zenith v.p. Sam Kaplan is quoted in New York Journal of Commerce as predicting output of 3,000,000 TVs for final 6 months of this year, Admiral's Ross Siragusa predicting 2,700,000 same period.

TV price trends are sparked by picture tubes more often than not -- and the current situation is no exception. Though RCA says it has no present plans to raise tube prices, GE wires us it's "giving serious consideration to increasing picture tube prices based on analysis in process to determine effect of rising labor costs."

There would seem to be little doubt what's coming, however, in light of what other major tubemakers have done. Following Sylvania's new picture tube prices for Oct. 1 (with 90-day protection), DuMont this week announced same increases:

Standard all-glass tubes went up as follows: Type 21FP4A, 21-in. electrostatic focus, cylindrical-faced tube, from \$26.50 to \$27.75; 21EP4A, with magnetic focus, from \$25 to \$26.75; 17LP4, 17-in. electrostatic focus, cylindrical-face, and 17HP4, spherical-face, both from \$16.50 to \$17.75; 17B4A, magnetic focus, spherical-face, from \$15.75-\$16.25 to \$17.25.

Said DuMont tube manager Fred Rice: "Tubes are short, and the outlook is not good." The larger tubes (notably the top-selling 21-in.) are slower to produce than the old sizes, he added, and he looked to continued shortage of 21-in. "Next year it's going to be worse, when you consider the replacement market."

RCA says it increased 10, 12, 16 & 19-in. prices about month ago because volume had dropped off so greatly as to preclude mass production. They're now sold almost entirely for replacements.

\* \* \* \*

Tuner situation seems to be getting better in new Portland market. Biggest strip manufacturer Standard Coil has assured its customers all they need within week or two; Crosley, Mallory, RCA converters are coming along. Success of that market, from standpoint of availability of receivers, seems assured. "It's another Denver."

Axiomatic in the trade is fact that second station in any one-station area stimulates sales -- and that's what's already reported from Denver, even though new KBTW is only testing as yet and won't go on schedule (with CBS-TV programs) until end of next week (Oct. 12). Anticipation of this station, to say nothing of World Series and new fall programs, jumped sales to Denver area's 500 dealers some 25,000 during August. Claim is now made that there were 38,919 sets-in-use as of Sept. 1 and that 50,000 will be in use by Oct. 12.

World Series also helped keep Portland on fire with TV enthusiasm, say local reports. Whole trade is still looking to that city not only as testing ground for uhf but, like Denver, as example of what will happen in other new TV areas.

Resentment toward KPTV owner Herbert Mayer, for his failure to take trade into his confidence while planning his sudden start (Vol. 8:38), has pretty well worn off in view of (1) the excellent trade now being enjoyed, helped by new influx of tuners; (2) Mayer's explanation that he couldn't be sure either that he'd get his transmitter on the air so soon or that FCC would authorize immediate operation, and (3) this statement to the Portland Oregonian:

"We weren't sure ourselves whether it [uhf] would be successful, and also we wanted to help prevent sale of bootleg sets. I'm glad that condition has been avoided in Portland." Stable elements in the industry can hardly quarrel with that.

**P**REVIEW TELEVISION CORP., 224 S. Michigan Ave., Chicago, subject of numerous inquiries growing out of its current efforts to enfranchise local interests throughout the country, including some broadcasters & telecasters, looks like the most ambitious venture yet undertaken in coin-operated TV field.

Its plans are built around novel Electronic Program Preview System, or "previewer," a device which automatically turns on set for free 4-minute preview at beginning of each program to entice viewers to drop quarter into coinbox to see rest of program. It's proposed to place previewers primarily in the nation's 40-50,000 motels having total of some 1,000,000 rooms, according to principals, and secondarily in another 1,500,000 hotel rooms.

Current goal is 7500 "demonstration" receiver installations in some 300 motels by end of year. Company spokesman tells us sample sets have already been installed in 200, claims 400 motels have signed 10-year contracts, says hope is to have 50,000 sets-in-use by end of 1953. He estimates 300,000 coin-operated TVs of all kinds are already in use in nation's hotels & motels.

Preview's TV sets and previewer device are manufactured by Transvision Inc., New Rochelle, N. Y. While it has been building Preview receivers for some time, Transvision hasn't yet gone into mass production of previewer device itself. Receivers are 17-in. consoles and table models employing heavy-duty circuitry and believed to cost about \$400 each. Previewer and coin device can also be attached to existing sets.

Under Preview plan, an exclusive franchise operator or distributor is appointed for each area. He's responsible for installation of sets, emptying coinboxes, arranging re-

pairs, etc. For his franchise, he pays \$2 per month per set to Preview Corp. TV sets cost motel operator nothing, and he receives 25% of coinbox "take" in exchange for long-term contract; franchiser gets other 75%. Of the \$2 per month franchise fee, parent company pays 75¢ to American Institute of Television Manufacturers, Sheraton Bldg., Washington (Wm. Robichaud, exec. secy.), organized primarily to own and manage patents on previewer and other electronic inventions (Vol. 8:24). Of this 75¢, previewer inventor E. C. MacReady, Chicago, gets 15¢.

Franchise operator sets up control room in each motel or in area where it can service several motels. All receivers in motel or area are keyed by automatic timing device connected by wire from control room, which turns them on every half-hour in evening, after first commercial at beginning of program. During the 4 minutes of free viewing, motel patron may switch from one station to another, or turn set off if he wishes. Preview Corp. estimates this "free sample" viewing increases coin TV take sixfold.

Preview TV Corp. is headed by 35-year-old Bruce Hantover, who entered TV field in 1948 when he formed Chicago company called Bedside Television Co. to rent sets to hospital patients. Statement by firm says it has 90 engineering and administrative employes, lists total assets at \$236,873, claims to have spent some \$750,000 on development of previewer.

August excise tax collections on TVs, radios, phonos were \$3,152,145, compared with \$5,165,031 in Aug. 1951. On refrigerators, air conditioners, etc., Govt. collected \$9,862,115 in August vs. \$5,644,944 in Aug. 1951.

**Topics & Trends of TV Trade:** Facts and more facts about every conceivable angle of TV—from transmission to reception—are being made available to Portland residents through their newspapers in both ads and stories heralding new KPTV (Vol. 8:38-39)—examples of new area buildups that may well be emulated when other new markets open up later. Drumfire of data began with 40-page special TV section in *Portland Journal* Sept. 22 and 32-pager in *Oregonian* Sept. 29, and is still continuing daily. Both newspapers own rival radio stations, are also applicants for TV.

Inner workings of uhf are explained and emphasized in abundance of manufacturer-distributor-dealer ads; editorial content runs gamut from interference caused by local taxicab radio signals to explanation by NBC sports editor Bill Stern of how TV complicates his problems. Significant, too, is Better Business Bureau ad offering free advice to prospective purchasers in doubt about uhf reception, qualifications of dealers and service contracts.

We tabulated these 31 brand names advertised in special editions, which presumably means these are the sets already being offered in new market: Admiral, Airline, Arvin, Bendix, Capehart, CBS-Columbia, Coronado, Crosley, DuMont, Emerson, GE, Hallicrafters, Hoffman, Kaye-Halbert, Magnavox, Majestic, Motorola, Olympic, Packard-Bell, Philco, Raytheon, RCA, Silvertone, Sparton, Stromberg-Carlson, Sylvania, Tele King, Trav-Ler, Westinghouse, Wilcox-Gay, Zenith.

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Receiving antenna business is booming, and materials allotments to antenna makers for fourth quarter may not be enough to satisfy the demand. Representatives of antenna manufacturing industry, meeting with NPA officials in Washington, explained that only part of the upsurge in demand can be attributed to usual seasonal increase. They said antenna replacements have almost doubled in recent months, and the new antennas are generally much larger than the ones they replace. Other factors which they said have increased the demand are opening of new stations, channel shifts by existing ones, higher sensitivity of TV sets permitting more fringe installations.

Picture tube sales by RTMA members for first 8 months of 1952 totaled 2,479,539 worth \$55,338,117 compared to 2,851,944 valued at \$72,733,096 in same period of 1951. For August, sales totaled 394,605 valued at \$8,913,358 compared to 239,625 units worth \$5,165,256 in July and 210,043 worth \$4,327,234 in August 1951. Rectangular 16-in. and larger represented 98% of August total; 18-in. and larger, 68%. Receiving tube sales in August totaled 30,141,536 worth \$20,827,635 compared to August 1951 sales of 23,761,253. For first 8 months of 1952 sales totaled 211,269,893 worth \$151,864,441, of which 130,885,095 went for new sets, 49,913,776 replacement, 20,695,064 Govt., 9,775,958 export.

TV set exports for 30 weeks of 1952 ended July 25 totaled 41,185, a tiny fraction of total U. S. production of 2,517,157 for same period, according to new RTMA report to be issued monthly henceforth. Of total exports, 22,742 went to Cuba, 8240 to Argentina, 5545 to Brazil, 1946 to Mexico, 1018 to Italy—mere 6 going to Britain, none to France. Radio exports in same period totaled 175,339 out of U. S. production of 5,280,079.

Motorola's price increases affect 7 of the 21-in. models in recently-introduced line of 33 units: open-face walnut console up \$20 to \$320, mahogany up \$10 to \$330, blonde up \$20 to \$350, mahogany half-door up \$20 to \$390, blonde half-door up \$20 to \$410, mahogany full-door up \$20 to \$420, French Provincial full-door up \$20 to \$450.

OPS creating industry advisory committee to consider tightening TV-radio servicing price ceilings in form comparable to auto repair rate manual.

**Merchandising Notes:** Sept. TV-radio sales by N. Y. dept. stores ran well under year ago, reports *Herald Tribune* monthly survey; only 2 stores gained, one by 135%, other 16%, all others showing decreases of 7-57% . . . Philadelphia Electrical Assn. reports 10,214 TV sets sold in August vs. 9769 in Aug. 1951, making total for 8 months 88,926 vs. 117,791; report covers 19 brands in area covered by local TV stations . . . World Series promotion by Admiral has distributors placing TVs in United Air Lines waiting rooms in 23 cities, each set noting: "United Air Lines is happy to bring you the World Series through the courtesy of Admiral" . . . 70-page section saluting RCA Victor's 50 years in phonograph and record business in special feature of Oct. 1 *Variety*—including 52 pages of ads, 33 of them by RCA. That now-booming phonograph records are big business is amply indicated by fact that more than \$200,000,000 worth of them were sold in U. S. during 1951—more than public bought during whole 8-year period preceding World War II . . . Westinghouse's 25 TV models all on strict allocation, reports Tod Sloan, mgr. of TV-radio div. at Sunbury, Pa., where he said production is running 35% over same 1951 period, employment 28% higher . . . Bendix takes double-spread in *Retailing Daily* Oct. 2 to announce in 5-in. letters: "Bendix TV Sales Up 700% 1952 over 1951" . . . Tee-Vee Sales Inc. reported set up in Portland, Ore. by Jack Horton, secy., with Boyce Mayer, local retailer, as first of projected chain of GE-franchised TV & appliance stores in Oregon, Washington, Idaho; Horton is ex-RCA International.

**Distributor Notes:** Admiral appoints newly-formed Connecticut Appliance Distributors Inc., New Haven (George Wolfe, pres.), replacing Dale Connecticut Inc. . . . Arvin appoints Free Service Tire Co., Johnson City, Tenn. (Dan B. Wexler, pres.) . . . Hallicrafters Los Angeles distributor, Horn & Cox, to open branch at Colton, Cal., within 2 or 3 weeks . . . Kaye-Halbert names Moore Co., Portland, Ore. . . . CBS-Columbia names J. S. George Supply Co., Burlington, Vt.

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Educational TV picked up added industry support last week as National Assn. of Radio & Appliance Dealers announced plans to render "maximum support to [its] creation and expansion," appointed new educational TV committee headed by Don Gabbert, Minneapolis. On local level, Richard A. Hintz, Wisconsin NARDA educational TV committeeman, told state legislative committee that dealers in that state favored educational TV as effort to give "maximum service" to the public. So far, 9 non-commercial educational CPs have been granted out of 14 applications but Ralph Steetle, executive director of Joint Committee on Educational TV, estimates 61 more applications are in an "advanced state of preparation" and 47 more are under consideration. State meetings of educators and other interested parties to discuss problem are scheduled in Salt Lake City, Oct. 8; Montgomery, Ala., Oct. 9; Washington, D. C., Oct. 16-17. Illinois also has scheduled meeting for October, date not yet specified.

RCA filed reply brief Oct. 1 in New York Federal Court to govt. demand for compliance with grand jury summons for voluminous documents on patents, color and FM for sweeping investigation of electronics industry. Company contended, as it had previously argued before Judge Edward Weinfeld (Vol. 8:36), that 1932 Delaware consent decree barred future litigation on patents, that Govt. was attempting to retry case it had previously lost. No date has been set for court's ruling.

Sonora Radio & Television Corp., which since its receivership in 1949 has been turning out private label sets in Chicago factory, reported in trade circles to be preparing to introduce own 21-in. combination shortly, to be sold through exclusive dealerships.

**Financial & Trade Notes:** "Year of solid growth" is way *New York Journal of Commerce* sizes up 1952 for TV industry—from manufacturer to dealer—in 4-part series that ran Sept. 30-Oct. 3. Roundup quotes Admiral's Ross Siragusa as saying outlook for the industry has never been brighter and stating that the boom has settled down to consistent, steady upturn.

Siragusa, also speaking before N. Y. Society of Security Analysts Oct. 2—a repetition largely of speech he made a few days earlier before St. Louis Society of Financial Analysts—stated the industry should be able to manufacture about 5,385,000 TVs this year if current production can be increased rapidly enough. That is about same as in 1951 (except that this year the sets are moving as fast as they're being made). He estimated 30,000,000 sets will be sold in next 5 years, figuring on nearly 27,000,000 homes that have yet to buy TVs in present and prospective new TV areas.

"Obsolescence," said Siragusa, "will be a large factor in future TV sales. At least half of the 19,000,000 present set owners have screen sizes smaller than 16-in., and 5,000,000 have sets 4 or more years old with screens of 14-in. or less. These sets are obsolescent." He also predicted multiple set ownership will eventually become the rule rather than the exception, as in radio.

It was revealed that Admiral intends to enter the home air conditioner, home freezer and dehumidifier fields—but no details were released. Siragusa stated Admiral's third quarter sales will run about 20% higher than the \$31,331,832 for same 1951 quarter but earnings will probably fall short of the \$1,306,735 (68¢ a share) for that 1951 period because of heavy starting costs on new TV line (including \$250,000 spent to develop 21-in. tube for new plastic table at \$200).

For all 1952, earnings will be slightly under 1951's net of \$9,586,833 (\$4.97), said Siragusa, and for 1953 he predicted sales of \$250,000,000.

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Magnavox, reporting net profit of \$1,343,760 (\$1.80 a share) on sales of \$36,837,503 for year ended June 30 vs. \$2,233,237 (\$3.01) on \$44,177,645 year ago, says it has \$50,000,000 backlog in military orders, anticipates contracting for additional \$3,000,000 per month in military equipment in current fiscal year. Current assets were listed as \$15,954,921, liabilities \$8,615,253 vs. \$14,988,966 & \$6,983,887 in June 1951. Company also plans expansion into commercial electronic apparatus field as soon as military program tapers off, said president Frank Freimann.

Proxy statement accompanying notice of Oct. 29 annual meeting discloses that, of 730,102 shares of common stock outstanding, Freimann (salary: \$75,000) holds beneficially 76,308, or approximately 10%; chairman R. A. O'Connor (salary: \$65,000), 58,412 shares; v.p. Gerard M. Ungaro (salary: \$25,000), 6122; directors Arnold S. Kirkeby 1045, E. S. Pridham 170, Thomas A. McKiernan 50, A. J. McAndless nonc.

\* \* \* \*

Raytheon profit picture begins to look brighter, after lean years in TV, as evidenced in net profit of \$640,000 for first fiscal quarter ended Aug. 31 (27¢ a share) on sales of \$31,260,000 compared to profit of \$110,000 (3¢) on sales of \$16,756,000 for corresponding quarter last year. For fiscal year ended May 31, Raytheon showed profit of \$2,047,000 (84¢ a share) on sales of \$111,000,000 vs. \$2,179,063 (\$1.12) on \$5,740,044 year preceding (Vol. 8:30).

Sparks-Withington Co. reports net profit of \$528,293 (56¢ a share) on sales of \$20,621,271 for year ended June 30 vs. \$879,320 (95¢) on \$23,978,292 for same period year ago. President John J. Smith reported increase in TV set sales, decline in TV cabinet business, backlog of \$22,500,000 defense orders.

**Trade Personals:** James M. Toney, director of public relations, RCA Victor consumer products dept., promoted to director of distribution, post which has been unfilled for a year; successor to be named next week . . . Gordon C. Knight, asst. to Capehart-Farnsworth president Fred Wilson, appointed asst. to IT&T president H. C. Roemer, succeeding George Scharffenberger, who returns to Federal as aide to president Wm. H. Harrison . . . Leo W. Burns promoted to special asst. to Arvin v.p. Harlan B. Foulke, taking charge of planning for TV-radio div. . . Wladimir A. Reichel elected v.p. and director of General Precision Equipment Corp., Frederick D. Herbert Jr. named director; they were executives of Kearfott Co., now a subsidiary; Herman G. Place, GP president, adds duties of chairman, Earle G. Hines having retired . . . Andrew Hood, ex-American Lead Pencil Co., named production manager of new New York plant by Helipot Corp., So. Pasadena, Cal.; Victor Tile, ex-National Union, production engineer; Michael Kluciewicz, ex-Emerson, chief inspector; Alton Hansee, ex-GE, mgr. of production control . . . Victor Lindemann, Crosley southwest regional mgr., assumes same post with Capehart-Farnsworth in Ft. Worth, succeeding John Conger . . . Mort D. Barron promoted to asst. sales promotion mgr., CBS-Columbia . . . Howard Briggs, handling Hoffman Radio's govt. contracts in Washington, named asst. to president of Hoffman Labs . . . John A. Cavaliere, supervisor of GE tube dept. commercial service, Syracuse, named mgr. of company's new central tube warehouse being built at 3800 N. Milwaukee Ave., Chicago . . . Harold A. Jones promoted to new post of mgr., Motorola technical information center . . . John H. Adams, ex-Muter Co., named asst. sales mgr., Rola Co. . . Frank W. Mansfield, Sylvania, reappointed chairman of 21-man RTMA industry statistics committee . . . O. Robert Coblenz named DuMont western div. mgr., headquartering at 1136 N. Las Palmas, Los Angeles.



Outlet Co., Providence dept. store, admits "increased importance of broadcasting activities" (owns WJAR & WJAR-TV) in 6-month statement released this week, showing net profit to July 31 of \$323,783 (\$3.26 a share) compared with \$248,730 (\$2.50) for same 6 months of 1951. For 12-month period, net was \$695,741 (\$7) vs. \$727,584 (\$7.32) for preceding 12 months. Sales figures weren't disclosed, but 6-month profits were after provisions for Federal taxes of \$350,800 vs. \$296,700.

Short interest in TV-radio and related stocks on N. Y. Stock Exchange showed these changes Aug. 15-Sept. 15: Admiral, 9825 Aug. 15 to 9500 Sept. 15; Avco, 7703 to 6086; GE, 10,964 to 10,066; General Precision, 5700, no change; Loew's, 625 to 3665; Magnavox, 7285 to 7805; Motorola, 21,940 to 19,067; Philco, 7131 to 6742; RCA, 23,725 to 24,131; Zenith, 11,225 to 11,096.

Universal Pictures shows net profit of \$1,752,427 (\$1.63 per share) on sales of \$45,831,682 for 39 weeks ended Aug. 2 vs. \$1,127,182 (98¢) on \$44,033,789 same period last year.

Zenith Radio, selling close to all-time peak, appears to be candidate for stock dividend or split, said Sept. 27 *New York Times*.

Oak Mfg. Co. reports first-half 1952 net income of \$567,570 (\$1.08 a share) on sales of \$7,654,016, compared with \$583,342 (\$1.11) on sales of \$7,090,723 year earlier.



Mrs. Emilio Azcarraga Jr., wife of the head of Emilio Azcarraga Sr.'s TV operations in Mexico City, died Oct. 1 in Doctor's Hospital, New York. She was admitted as a patient Sept. 27. Body was taken to Mexico City for burial.

**E**FFECTS OF TV on the economics of radio broadcast- ing are strongly evident in FCC's final revision of last spring's preliminary report on 1951 AM-FM financial data (Vol. 8:16). New report (Public Notice 81093) shows that while radio station & network revenues hit record high of \$450,400,000 in 1951, the increase over 1950 was only 1.3%—in sharp contrast with TV's 122.6% increase to \$235,700,000 in 1951 (Vol. 8:34).

Earnings of radio stations & networks, before taxes, dropped 15.7% to \$57,500,000 in 1951 from preceding year's \$68,200,000. Decrease was result of 46.8% drop in earnings of the 7 national and regional networks, on top of dip of about 4% in earnings of radio stations themselves. Other significant data in new report:

(1) "The year 1951 marked the first time that the proportion [of AM stations reporting losses] was greater in TV markets than in non-TV markets. Almost 31% of the former lost money as compared to 21% of the latter. The proportion of losers appeared to be greatest among non-network affiliates in TV markets, with 36.5% of such stations reporting losses." Over-all percentage of AMs reporting losses was about 24%, lowest since 1946.

(2) Only appreciable revenue gain over 1950 was in local time sales, up 5.6%. National spot increased less than 1% and, significantly, nationwide network time sales dropped 10%.

Report also contains tabulation of financial data by metropolitan areas and communities, compilations of average profit & loss by size and type of station, finances of FM-only stations, etc.

NBC-Radio says all affiliates have accepted new rate & discount structure, approved at Chicago meetings Sept. 3-4 (Vol. 8:36)—and it went into effect as of Oct. 1, with usual 6-month protection to advertisers whose total costs might be increased. On Sept. 29, sales v.p. John K. Herbert sent letter with text of amendments to Rate Card No. 34, noting that the changes reduce evening net time costs about 25%; increase Mon.-thru-Fri. morning costs about 4%, Sat. & Sun. 8%; keeps afternoon costs at present levels.

"Tighten up" TV programming and commercials, NARTB's Code Review Board advised subscribers in its first formal action this week. Board adopted resolutions at 2-day New York meeting after studying criticisms from public, organizations, religious groups, govt. quarters. It suggested that stations: (1) Keep mystery programs at high level. (2) Avoid "drinking" and "killing" scenes during children's hours. (3) Exercise care in buying films that include such scenes. (4) Prohibit ad libbing unless licensee establishes controls to guard against violations of good taste. (5) Eliminate "pitchman" type of advertising.

New TV-radio talent union, American Federation of TV & Radio Artists (AFTRA), formed in merger of AFRA & TVA, names George Heller national executive secy.; he held same position with TVA. Knox Manning and Lawrence Tibbett, former president and chairman of AFRA & TVA, respectively, are temporary co-chairmen of AFTRA.

Oldtime radio station WREN, Topeka (5 kw on 1250 kc) has been sold to ex-Gov. Alf M. Landon, who assumes indebtedness totaling more than \$125,000. ABC affiliate showed deficit of \$65,000 last July 31. Gov. Landon is applicant for uhf Channel 42 in Topeka, as was WREN.

Eidophor gets *Life Magazine* treatment, including full-color picture taken at last summer's demonstration (Vol. 8:26), in article in Oct. 6 issue titled "15-ft. Weapon Against TV."

Latest station to shift channel, among the 30 required to do so, is WJAC-TV, Johnstown, which went from Channel 13 and 9.3 kw to Channel 6 and 70 kw on Oct. 4.

Merlin Hall (Deke) Aylesworth, 66, founding president of NBC, who left that post in 1936 to head the then RCA-controlled RKO, died Sept. 30 in St. Luke's Hospital, New York, after a long illness. Recently he has been in the corporate and public relations field, including Cities Service among his clients. A native of Iowa and law graduate of Drake U, Mr. Aylesworth was managing director of National Electric Light Assn. when tapped by Owen D. Young, former RCA chairman, to head its newly formed NBC subsidiary in 1926, founded mainly to provide programs of such quality that they would impel people to buy radio sets. When he turned in a gross of around \$3,000,000 from time sales the first year of operation, Mr. Young expressed surprise; it was Aylesworth who really pioneered commercial network radio. On leaving RKO in 1937, he became general business mgr. of the Scripps-Howard Newspapers, then publisher of the *New York World-Telegram*. He resigned from Scripps-Howard in 1940, devoting his time to corporate consulting and various business enterprises and boards. He is survived by his widow, whom he married in 1945, and 2 children by his first marriage which ended in divorce, Barton Jerome and Dorothy Aylesworth.

Among 16 applications for new TV stations filed this week, 8 of them for uhf, are 2 more for Pittsburgh—one for uhf Channel No. 16 with local WDTV executives and others as principals, other for No. 53 by Morgantown (W. Va.) publisher-broadcaster Agnes Greer. There's also a commercial application by Harding College's WHBQ, seeking Channel 13 in Memphis, and in commercial application for Detroit's No. 50 the list of principals includes Prof. Waldo Abbott, veteran U of Michigan director of broadcasting. For Cedar Rapids, Ia., Channel 9 applicant includes one-time Republican National Committee chairman Harrison Spangler; that application also lists theatremen Myron N. Blank. Also an applicant this week, for No. 27 in Rochester, N. Y., is Schine theatre chain. Other applications are from Gadsden, Ala., No. 21; Rome, Ga., WRON, No. 9; Terre Haute, Ind., No. 63; Topeka, Kan., No. 9; Meridian, Miss., WMOX, No. 11; Bismarck, N. D., No. 5; Minot, N. D., No. 10; Camden, N. J., WKDM, No. 17; Charleston, W. Va., No. 8. With 3 applications dismissed this week, total now pending is 756, of which 298 are for uhf. [For details about foregoing applications, see *TV Addenda 15-L* herewith; for listing of all post-freeze applications, see *TV Factbook No. 15* and Addenda to date.]

Educators should "go commercial" in their TV aspirations, says Lester E. Cox, member of U of Missouri's board of curators. Veteran AM owner and TV applicant for Springfield, Mo., Cox gave Portland (Ore.) convention of state university governing boards these reasons why U of Missouri applied for commercial rather than educational TV channel: (1) TV's high cost can be afforded only by institutions with unlimited funds. (2) Universities can't justify operating expensive non-commercial station for only few hours per day. (3) Only a professional station can train students properly for future TV careers. (4) Educational radio's failure proves that 100% educational programming has little audience appeal. (5) Profits from commercial educational station can help provide better programming for other TV stations. Also scheduled on convention panel were president Charles E. Friley, of Iowa State College, whose WOI-TV operates commercially; Michael Hanna, gen. mgr. of Cornell U's commercial radio station WHCU; ex-FCC Comr. T. A. M. Craven, now a consulting engineer.

Three armed robbers wearing dark glasses and carrying briefcases held up NBC's second floor treasurer's office in RCA Bldg. at noon Friday (Oct. 3), lined up supervisor Tom O'Connell and cashier Ernestine Thomas and 4 others in room, made away with \$4000.

# Television Digest

with **ELECTRONICS REPORTS**

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**UTAH ENGINEER WITH DPA GETS FCC POST:** Successor to the FCC vacancy left by Comr. Robert F. Jones' resignation (Vol. 8:38) is a stocky, white-haired, genial mining engineer from Salt Lake City -- 44-year-old Eugene Hyde Merrill.

He steps into a job that may last only 3 months or so, though Jones' term runs to June 30, 1954. That's because appointment is recess, requiring Senate confirmation, and was open to either a Democrat or Republican. Merrill is a Democrat.

If Eisenhower is elected, it's unlikely he would let this political plum go to a Democrat. If Stevenson wins, he may prefer the patronage for one of his own.

That politics played a part in the appointment -- as happens more often than not with FCC selections -- is evident from fact that President Truman announced it Monday during a speech at Brigham Young U, Provo, Utah, while on his whistle-stop campaign tour, noting particularly that Merrill's father was once on school's board. His political backers were Utah's Democratic Congressmen -- Reps. Bosone & Granger.

It was by curious chance that the vacancy left by Republican Mr. Jones was available for either a Democrat or Republican. Party in power can have majority of the 7-man board. The 6 others line up 3 Democrats, 2 Republicans, 1 independent. One of the Republicans is career man Rosel Hyde, of Idaho; he's a Mormon, as is Mr. Merrill, but they're not even distant kin despite Merrill's middle name.

Graduate of University of Utah School of Mines & Engineering, Merrill since 1950 has been with National Production Authority and Defense Production Administration. Before that he was for 5 years chief of communications, responsible for radio as well as other media, for the U.S. Military Govt. in Germany. After college, he worked on various inter-mountain construction, mining and smelting projects and in 1935 became chief engineer of Utah Public Service Commission. In 1940 he was president of National Conference of Public Utilities Commission Engineers. He joined War Production Board in 1941, handling materials allocations to telephone industry. He's father of 4, resides in Washington, will be sworn in next Tuesday (Oct. 14).

**4 VHF GRANTS, 1 UHF AS SPEEDUP IMPENDS:** FCC continued making grants at fair clip this week, knocking out 5 and bringing total to 73 (17 vhf, 56 uhf). Surprisingly, 4 of the latest batch are vhf. Filing of applications has trickled down to modest stream, 10 being submitted this week to make total pending 756 (299 of them uhf).

FCC intends to permit nothing to interrupt flow of grants. With less than a quorum to be present next week, Commission nevertheless will act upon uncontested applications. And after theatre-TV hearing starts Oct. 20, FCC will take time out to go through regular TV agenda.

All this week's grants came from Group A priority list, and Commission got down to 57th city, Springfield, Mo. The week's CPs:

Amarillo, Tex., KGNC, No. 4; Lubbock, Tex., KCBD, No. 11, and Texas Tele-casting Inc., No. 13; Springfield, Mo., KTTS, No. 10; St. Petersburg, Fla., WSUN, uhf No. 38. In addition, 25 applicants were notified they must go to hearing.

Under new processing procedure starting Oct. 15, FCC staff will give only

cursory glance at such contested applications, concentrate on "clear" applications -- and materially step up rate of grants.

Though Commission will bypass contested applications under new procedure, it will continue to consider applications filed in competition with those already designated for hearing or notified that hearings are required. If in proper shape and filed 20 days or more before hearings start, they can join hearings.

[For list of contested applications going to hearing, applications filed this week, details on week's other FCC actions, see TV Addenda 15-M herewith.]

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Commission has submitted its budget for next year -- asking for increased appropriation, of course, but feeling it has exceptionally strong case. New McFarland Act requires Commission to act upon non-hearing applications within 3 months, on hearing cases within 6 months -- or supply Congress with list of applications not acted upon together with reasons for delays.

"It's up to Congress," as one commissioner puts it. "Since they've given us these deadlines, they should give us the money to meet them."

Commission's potential speed in making final hearing decisions is a big question under McFarland Act. Commissioners can no longer rely on staff for recommendations, are supposed to get personal assistants to do the spadework. But Commission has little money for such assistants and competent help is mighty scarce.

Another examiner was added to Commission's string, Comr. Hyde's assistant Benito Gaguine, who brings total to 12. FCC has funds for only 2 more. It's obvious that with only 14 examiners and dozens of hearings already set, scores of applicants will cool their heels for many months -- some of them maybe for years.

\* \* \* \*

Aftermath of end-of-freeze decision -- i.e., requests for changes in allocations, etc. -- is rapidly being cleaned up by FCC. One particularly important decision, covering evidence on population and area to be covered, came this week.

Such evidence may be admitted, Commission said, but it surrounded this ruling with mass of warnings. It said that methods of predicting coverage are by no means exact; that difference in coverage between competing applications won't necessarily carry any weight with Commission; that coverage is only one of many factors involved in decisions; that granting permission to introduce such evidence is not a "prejudging" of the factor's significance.

Comr. Hennock issued "separate views," saying she expects coverage question "will play an improperly important role" and that it will offer "an apparently tangible distinction between the applicants which is temptingly simpler to rely upon than other less finite considerations, such as the character of the applicant, its proposed programming and whether it meets the needs of the local community." Inclusion of the issue, she said, will favor "the most affluent contestant."

FCC has apparently generated another court appeal in decision this week denying petition of WSAL, Logansport, Ind., and WOMI, Owensboro, Ky., to delete Channel 10 from Terre Haute and assign it to those cities. Reason given was that Terre Haute is bigger in all important respects than the other 2 cities combined. WSAL wrote Commission, after decision, asking it to withhold action on all applications involved, including some shifts of stations, "until litigation is completed."

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Warning to educators was contained in Comr. Bartley's maiden speech, delivered Oct. 10 to Alabama Assn. of Broadcasters in Tuscaloosa. Recalling that he had urged FM channel reservation for educators when he was an official of old FM Broadcasters Inc., and saying he spoke as educators' friend, he stated bluntly:

"In the light of what I have observed since becoming a member of the Commission, I must say frankly that unless the next several months reveal substantially greater activity on the part of the educators in acquiring and using the channels now set aside, there will be slight basis for justifying all the 242 channels now reserved for education." Showdown comes next June 2, he said, when Commission will entertain petitions to throw unused reserved channels open for commercial use.

**GRANTEES HURRYING TO GET ON THE AIR:** There may be some more surprises -- but right now it looks like the next new vhf station on the air will be KTBC-TV, Austin, Tex. Next uhf should be either WHUM-TV, Reading, Pa., or WSBA-TV, York, Pa.

Rumors are rampant about upcoming new outlets, traceable often to lack of candor on the part of grantees or their mere wishful thinking about deliveries of transmitter equipment, which in case of uhf is extremely scarce (see p. 4).

Even the receiver manufacturers, who with their distributors will provide the "circulation department" for new stations, aren't always getting straight dope from their regional distributors -- with result that they're often going off half-cocked in planning for the new markets.

Yet fact remains that, except for such checking as can be done with equipment makers, there's only the word of the new station enterprisers to go by. We're going to continue passing on that word as fast as each one reports to us.

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Best information on Austin's KTBC-TV (Channel 7) is that it will likely make its Dec. 1 target date. Down in El Paso, too, vhf grantees KISM-TV & KROD-TV are on the beam, trying to beat New Year but making no definite promises.

Another report on the new vhf prospects comes from Spokane's KHQ-TV, which first announced an "early spring" debut but now figures to get its Channel 6 operation going "soon after New Year" from 826-ft. tower on Moran Prairie. Also pushing is KXLY-TV there (Channel 4) but it's making no definite promises.

This week's grantee KGNC-TV, Amarillo, Tex., reports Channel 4 equipment on order from RCA, construction on transmitter building started, estimated time to get on air 6-8 months -- though might make it as early as next March. "If we could hook up TV sets to the rabbit ears in this country," wires gen. mgr. Tom Kritser, "we would have one helluva set circulation."

And this added report on Channel 2 grant for El Mundo's WKAQ-TV, San Juan, Puerto Rico: Publisher Angel Ramos frankly says "not for at least 18 months."

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On the uhf side, it looked like a horse race between Reading's WHUM-TV and York's WSBA-TV until veteran radio broadcaster Louis G. Baltimore, granted CP only 10 days ago for WBRE-TV, Wilkes-Barre, disclosed he has been assured quick delivery of an RCA 1-kw transmitter, has 400-ft. FM tower atop nearby 2200-ft. Wyoming Mountain all ready, has transmitter building built and wired, studios nearly done.

WBRE-TV debut date is Dec. 15, and Mr. Baltimore is already selling time. Reading's WHUM-TV, GE's first 12-kw installation and showcase, is still shooting for Dec. 1 or earlier, as is York's WSBA-TV. Latter has tower up, admits to hope (which it prudently isn't publicizing) that it might be able to telecast Nov. 4 elections.

Another dark horse could be WWLP, Springfield, Mass., which hopes to get GE's second 12-kw transmitter before year's end. Currently, it's waiting for FCC to grant modification of CP for new site.

In New Castle, Pa., near Ohio border and Youngstown, WKST-TV reports its RCA transmitter due "sometime in December" for service "as early as January."

Peoria's WEEK-TV will have transmitter house completed by Nov. 1, tower up by Nov. 15 and 100-watt interim GE transmitter on hand Dec. 15 (12-kw due April 15) -- and mgr. Fred E. Mueller reports that "as an outside date we should be on the air by the end of January." Because of careful planning, he thinks this is going to be one of the country's showcase uhf installations.

Little Rock's uhf grant to Arkansas publisher Donald Reynolds and associates is said to be aiming for April 15. New WCEE, Asbury Park, N.J., granted the Walter Reade theatre interests, hasn't ordered equipment yet, plans to remodel whole theatre building for TV studios, is "shooting for end of '53," says Walter Reade Jr.

\* \* \* \*

Foregoing is the latest dope direct from grantees, all of whom we've asked to keep us up-to-the-minute on their plans and progress -- and this information should be added to what we reported in preceding issues.

Other big new-station news of week, of course, is the formal inaugural of

Denver's KBTV which this Sunday (Oct. 12) begins Channel 9 commercial operation with both CBS-TV & ABC-TV service, having tested 12-kw RCA transmitter since Oct. 2 (Vol. 8:40). Here's report on tests from builder-mgr. Joe Herold:

"Reception reports have indicated coverage far beyond all expectations. Excellent reception at Cheyenne, Wyo., Colorado Springs and across the Continental Divide at Granby, Colo., and many other points, indicate service will be extended to radius of 100 miles. This coverage is attributed to ideal transmitter location on Lookout Mt., 2500 ft. above Denver. Servicemen report very little adjustment in receivers and antennas necessary to get Channel 9 signal."

What TV means to the economy of a new market, especially advent of second station, is evident from report of Rocky Mountain Electrical League that there were 57,964 sets in area as of Oct. 1, less than 3 months after KFEL-TV began operation, and that up to 100,000 sets (some \$27,000,000 worth) will be sold by Jan. 1.

**PROSPECTS FOR UHF TRANSMITTERS STILL SLIM:** Uhf transmitter situation remains same, as far as we can learn. Besides one or two 12-kw GE units, no transmitters above 1 kw are promised by any manufacturer for balance of this year.

Of the 1-kw units to be delivered this year, RCA will produce lion's share -- and it isn't telling how many. From the estimates by uhf grantees, we'd guess it expects to deliver 10-15. We doubt whether rest of transmitter makers together will ship as many as five 1-kw units this year. A few 100-watt GE transmitters (drivers for 12-kw units) will be delivered, but these aren't being counted upon for regular service. Because of their low output, signal may not be of commercial quality, and they may be used experimentally until amplifiers can be delivered.

GE is farthest along in higher power. Its competitors concede that, but some doubt whether it will meet Dec. 1 deadline for WHUM-TV, Reading. GE is still getting all its klystron tubes from Varian Associates, San Carlos, Cal., but plans to start producing own about April-May. GE says it's already backlogged with orders covering 12-kw production until next August, wonders how it will handle demand if FCC accelerates present rate of grants, as expected (Vol. 8:40).

In race for high power, with ripe reward in sales awaiting manufacturer who gets there firstest with the bestest, engineers are trying everything in the book. GE has the 12-kw klystron, is reported readying 5-kw tetrode. Federal is currently hopeful about traveling wave tube. DuMont likes the 5-kw Eimac klystron, continues to experiment with other tubes. RCA says "we've got 'em all," but won't say whether it has settled on any particular one.

Pressure for delivery of any kind of uhf transmitter was heavy enough before Portland's KPTV took to the air. Now, the success of that station, with only a 1-kw transmitter (Vol. 8:38-40), has convinced many hesitant entrepreneurs -- and the clamor for transmitters has been redoubled.

Vhf is no problem. Grantees can get all the equipment they need as fast as they want it. FCC rules give grantees 2 months to start construction and 6 more to finish it. If FCC's current and past attitude towards stallers means anything, vhf CP-holders better be on air in time -- or have airtight excuse.

**\$750,000,000 IN TV ADVERTISING SOON:** Another angle on the fabulously meteoric rise of TV advertising -- despite the existence today of only 111 U.S. stations and the 4 networks -- was provided by McCann-Erickson's marketing v.p. Sidney W. Dean Jr. in a little-publicized talk before recent meeting of Assn. of National Advertisers.

At mid-year, we predicted -- some said much too optimistically -- that commercial telecasting this year may achieve total of \$400,000,000 in time sales, as against the then newly announced FCC-audited revenues of \$239,500,000 for 1951 (Vol. 8:30). Now, Mr. Dean comes forth with these calculations:

Cost of TV time-&-programs is currently running at rate of \$415,000,000. By end of 1954, there should be total of 26,800,000 TV homes in the 63 original markets and 62 new markets, embracing 78% of population and 80% of all retail sales.

"If as projected for the end of 1954, the cost of equivalent TV advertising in the 125 primary markets increases 83% over the current level of costs for 63 mar-

kets, it would therefore call for a stepup of total TV advertising outlays to approximately \$750,000,000 to secure equivalent market coverage," said Mr. Dean.

This total would surpass the all-time high of all other basic media except newspapers -- exceeding the current level of magazine advertising, for example, by \$175,000,000. As for trends, for whatever one wants to make of the figures, Dean notes that the 100 largest national advertisers (smallest spending \$1,900,000 in space-&-time in 1951) gave the TV networks 69% of their 1951 time revenues, the magazines 65% of their total revenues and newspapers 54% of their total revenues.

Which if any must give way for the other, whether total advertising budget of the country will grow apace, is subject the pundits will be contemplating and debating from now until TV's place (and radio's, too) is clearly delineated. But --

Fact remains that TV revenues continue to lead all other classifications in rate of increase, as shown in every index -- notably those of PIB and Printers' Ink, published monthly. They cover networks only, but networks are bellwether. Fact is they accounted for nearly \$112,000,000 in time sales during first 8 months of 1952, according to PIB (Vol. 8:39); could go to \$200,000,000 in remaining 4 months; and, with higher station rates and a few more stations, spot and local advertising might very well double the network total.

**Personal Notes:** Wm. Dozier, CBS-TV story dept. head, reported planning to become Broadway producer of new play, *Maria and the Captain*, with Richard Aldrich, Richard Myers and Otto Preminger . . . Robert W. Sarnoff, NBC v.p. in charge of film div., returns from London business trip next week . . . Edward R. Boroff resigns as gen. sales mgr. of Westinghouse Radio Stations Inc. . . . Bill Brennan, program director of KNXT, Hollywood, named script coordinator for CBS-TV, Hollywood . . . Fred Keller promoted to program director, WBEN-TV, Buffalo . . . J. Robert Myers, purchasing mgr., named NBC-TV production dept.'s director of production controls . . . Edward M. Keath, ex-TV-radio director and columnist of *St. Louis Globe-Democrat*, joins WTTV, Bloomington, Ind., as director of news & special events . . . Paul A. Porter, Harry Plotkin and other associates of Arnold, Fortas & Porter, Washington law firm, have moved offices to own building at 1229 19th St. NW; new phone Executive 7300 . . . Albert S. Goustin, ex-Blair TV Inc., named eastern div. sales mgr., Walter Kingsley western sales mgr., Ziv Television Programs Inc. . . . Roy Hofheinz, operator of 3 radio stations, who headed old FMA and who was once a county judge in Texas, reported planning to run for mayor of Houston . . . Lewis Allen Weiss has returned from long European vacation to his home at 627 No. Alpine Dr., Beverly Hills, Cal. . . . Jack Barton, ex-Capitol Records Inc., Hollywood, formerly with Georgia stations, joins NARTB station relations dept. as field representative; Wm. Treynor, NARTB west coast station relations rep, opens office at 210 Post St., San Francisco . . . Stephanie Siddle promoted from space buyer to media director, Birmingham, Castleman & Pierce, handling all TV-radio timebuying as well as space . . . Edward Ratner, ex-Product Services Inc., named TV-radio director, Friend-Reiss-McGlone Agency, N. Y. . . . Karl E. Irvin Jr. named TV-radio research chief, J. Walter Thompson Co., Chicago.

New officers of SMPTE, who begin 2-year terms Jan. 1: Herbert Barnett, General Precision Equipment Corp., president; Dr. John G. Frayne, Westrex Corp., exec. v.p.; Dr. Norwood L. Simmons, Eastman Kodak Co., editorial v.p.; John W. Servies, National Theatre Supply Co., convention v.p.; Edward S. Seeley, Altec Services Corp., secy. Named to board of governors were: Gordon A. Chambers, Eastman Kodak; Charles L. Townsend, NBC-TV; Frank E. Carlson, GE; Malcolm G. Townsley, Bell & Howell; William A. Mueller, Warner Bros.; LeRoy M. Dearing, Technicolor Corp.

**Station Accounts:** Phillips Petroleum Co. buys *International Theatre*, series of 39 half-hour films produced for NBC film syndicate in England by Douglas Fairbanks Jr.'s Dougfair Corp.; it has been placed in 19 midwest markets thru Lambert & Feasley . . . California dried fruits to be promoted in \$1,000,000 drive, including TV-radio, planned jointly by California Prune Advisory Board, California Fig Institute, Dried Fruits Assn., Dried Fruit Institute and various brand advertisers . . . Olympia Beer Co. buys Ziv's *Favorite Story*, film series starring Adolph Menjou, for 6 Pacific stations; Blatz also buys rights for WTMJ-TV and other stations to be announced . . . Motorola this week began saturation drive, using TV-radio spots in 64 TV markets and 30 non-TV cities, thru Ruthrauff & Ryan, Chicago . . . Prudential Life has had six 60-min. test spots produced by American Film Producers, New York, for placement thru Calkins & Holden agency . . . Mennen Co., for new Foam Shave Bomb, breaking TV-radio spots following big newspaper-magazine campaign starting next week, thru Cecil & Presbrey, N. Y. . . . Canadian Fund, mutual investment trust, trying out TV and radio via KOB & KOB-TV, Albuquerque, thru Doremus & Co. . . . Among other advertisers reported using or preparing to use TV: Rapidol Distributing Corp. (Blensol hair coloring), thru Dowd, Redfield & Johnstone, N. Y.; Hartz Mountain Products (bird & pet products), thru Kenneth Rader Co., N. Y.; Bercut Richards Packing Co. (Sacramento California tomato juice), thru Lawrence C. Gumbinner Adv. Agency, N. Y.; Nicolay-Dancey Inc. (New Era potato chips), thru Canaday, Ewell & Thurber, Chicago; Coastal Chemical Co. (Clo-White, Co-Chem nylon whitener), thru Liller, Neal & Battle, Atlanta; Halben Food Mfg. Co. (Alaska Col drink), thru Harold Kirsch Co., St. Louis; Likwid Gro Inc. (fertilizers), thru West-Marquis Inc., Long Beach, Cal.

Buying \$10,000 worth of TV time, International Brotherhood of Teamsters will televise its convention in Los Angeles, Oct. 13-17. Opening-day proceedings in novel public relations experiment will be telecast for 3½ hours on KTTV, election of officers closing day for 2 hours on same station.

DuMont continuous-motion film scanner, hit of NARTB convention last spring (Vol. 8:14), is scheduled for mid-1953 deliveries, according to Herbert Taylor, manager of transmitter div.

Kliegl Bros., manufacturers of TV and stage lighting equipment, appoints DuMont as its sales representative in TV field.

**Telecasting Notes:** Good writing and enjoyable reading, if you're able to take some not-too-good-natured kidding about TV-radio people and programs: John Crosby's *Out of the Blue*, just published by Simon & Shuster (301 pp., \$3). It's a compilation of the best of that trenchant columnist's syndicated newspaper writings of the last 6 years—often cynical, occasionally serious, sometimes very funny . . . 4-hour walkout of NBC's TV-radio engineers in Washington Oct. 5 disrupted entire TV network when Hollywood engineers, in sympathy action, refused to handle *Colgate Comedy Hour*; as result that top NBC-TV show was televised only over KNBH, Los Angeles. Washington-originated *Meet the Press* was also blacked out. Walkout cost network \$120,000 in rebates, was in protest over reduction of jobs to result from Oct. 15 consolidation of NBC Washington TV-radio operations (Vol. 8:40) . . . Screen Actors Guild demands for repayment of actors in filmed commercials, similar to those in effect for filmed programs (Vol. 8:37), threaten to drive out of TV many small advertisers who can't afford repeat payments, concludes Oct. 6 *Sponsor Magazine*—which compares plight of small advertiser to position of old-time car owner: "It wasn't the initial payment but the upkeep that proved staggering" . . . Petrillo this week lifted AFM demand for 5% royalty payments from TV stations for filmed announcements of one minute or less in favor of fixed fee at \$27 per musician; 5% still applies to all shows over one minute . . . Amazing success of filmed situation comedies underscored by fabulous rating credited by Trendex to Philip Morris' *I Love Lucy* on CBS-TV: 60.2 for Oct. 6 in 10 cities, or 90.4 share of audience. Same network's *Life with Luigi* few weeks earlier made sight-unseen debut and rated 42.6, or 64.4 share . . . NBC-TV preparing to get into the act with *Life of Riley* series starring Wm. Bendix and situation comedy series featuring Mickey Rooney, both ready for early openings . . . Independent TV film distribu-

tors are rubbing their hands in anticipation of expanded market as more stations go on air; president Milton Blink of up-&-coming United Television Programs Inc., Chicago, quoted in Oct. 8 *Variety* as saying demand for inexpensive 15-min. filmed shows will boost his company's gross from \$1,500,000 to \$2,000,000 this year, foresees \$3,000,000 next year, adds banks have become more amenable to financing films for TV . . . Good news for a change from purse-poor ABC, still awaiting FCC approval of merger with United Paramount: President Robt. Kintner announces in Hollywood that \$250,000 has been allocated to KECA & KECA-TV to improve programming; he also forecast ABC-TV western network of 20 stations in next 2 years . . . Canadian Assn. of Broadcasters proposes to change name to Canadian Assn. of Broadcasting & Television Operators at March convention in Montreal—depending on whether govt. permits private TV construction by then . . . Wolfson chain's big Capitol Theatre building in downtown Miami, remodeled in entirety as studio building for WTVJ and including one 68x100-ft. studio, will be dedicated Nov. 10 with lots of out-of-town VIPs invited . . . Seminar on TV scheduled by WBTV, Charlotte (Vol. 8:40), postponed to Dec. 3-4, will include talk by FCC Chairman Walker, NARTB's Dick Doherty, WTAR-TV's John Pepper, WFMY-TV's Gaines Kelley, among others . . . For direct mail campaign for TV, NBC this week received 3 "best" awards, one "best of all industry grand award," of Direct Mail Advertising Assn. at Washington convention . . . U of Michigan resumes credit courses via TV Oct. 19, with Sun. 1-2 p.m. "telecourses," which last year had 3800 registrations, offered via hookup of WWJ-TV, WJIM-TV, WKZO-TV . . . TV-radio spots for United Nations Week, Oct. 19-25, being offered stations by American Assn. for the UN . . . Rate card for new KBTB, Denver (Vol. 8:40), effective Oct. 12, sets Class A hour rate at \$250, one-min. \$60, same as KFEL-TV's.

**Financial & Trade Notes:** ABC continues to show losses, latest statement revealing estimated net loss of \$659,000 for 9 months ended Sept. 30, after carry-back tax credit of \$336,000. Comparable 1951 period saw net profit of \$77,000. For all of 1951, company showed \$368,943 profit, while profit in 1950 was \$84,605, loss in 1949 was \$519,085 (Vol. 8:12).

TV is blamed for \$472,389 drop in net profit of Monogram Pictures Corp. from fiscal 1951 to 1952. It reports \$589,259 profit for year ended June 28 which, despite decrease from preceding year, was second highest in company's 16-year history. President Steve Broidy said decline was due, at least in part, to reduction in revenue received from TV showing of older pictures, the cost of which previously had been amortized in theatre showings.

Official Films Inc., TV program producing-distributing firm organized by Isaac D. Levy, reports net loss of \$524,027 on year's operations to June 30, at which time deficit in earned surplus was \$786,867 as against \$262,840 deficit of June 30, 1951.

Allied Electric Products Co., which embraces Sheldon tube-making subsidiary, reports net loss of \$608,065 for 10 months to April 30 vs. net profit of \$454,733 (47¢ a share) for fiscal year ended June 30, 1951.

Excess profits tax refunds totaling \$1,574,611 were granted 3 companies this week for overpayments under now-superseded 1945 tax law: Phileo, \$932,445 for 1945 fiscal year; Oak Mfg. Co., \$211,642 for 1942-46; Bulldog Electric Products Co., Detroit (electrical apparatus), \$430,524 for 1940-42 & 1945.

Cornell University Associates has been formed in Ithaca for closer cooperation between the university and industry, with 1951-52 grants totaling \$6,375,203. Among charter members are Avco and Philco.

Its TV-radio station holdings contributed considerably to Meredith Publishing Co.'s 14.7% rise in revenues for year ended June 30. Fiscal report of publisher of *Better Homes & Gardens* and *Successful Farming* shows gross of \$33,587,255 and net of \$2,938,616 (\$4.55 per share) after \$4,478,333 tax charges and other deductions. This compared with gross of \$29,277,838 and nearly identical net of \$2,934,841 (\$4.55) after taxes of \$3,645,855 for preceding fiscal year. Magazine advertising accounted for \$21,855,114 of gross, subscriptions & newstand \$6,297,485, books \$2,987,548, and TV-radio stations \$2,057,460 (including 12 months of operation of WHEN, Syracuse, and 9 months of WOW & WOW-TV, Omaha, purchased Sept. 29, 1951). The TV-radio revenues compare with \$523,922 the preceding year (WHEN alone). Meredith now also owns KPHO & KPHO-TV, Phoenix (Vol. 8:18, 26).

Heavy emphasis on all-channel vhf-uhf receivers is planned by Crosley, and asst. gen. mgr. Leonard Cramer predicts uhf-equipped sets will soon account for half of company's TV output. Crosley has featured all-channel sets in its higher-priced "custom" line for some time, and starts production this month on uhf-equipped models in lower-priced "de luxe" line. Continuous uhf tuner adds \$50 to price of set, and "Ultratuner" is also available at same price housed in own cabinet for attaching to Crosley vhf sets. Meanwhile Zenith is preparing for opening of WHUM-TV (Channel 61) by rushing pre-tuned strips (\$5 list) to Reading, Pa., backed by heavy advertising campaign in Reading newspapers. RCA Service Co. announced this week that Anaconda is now manufacturing special uhf antenna lead-in line developed by RCA engineers. Balanced line with 270 ohms impedance is being used successfully in Portland, says RCA Service Co. president E. C. Cahill, and is designed to minimize effects of rain, salt water, dirt and electrical interference.

**TRADE IS STRONG & TRENDS ARE FAVORABLE:** So strong is the current TV market and so buoyant are the spirits of manufacturers, distributors and many dealers these days, that they see nothing but a continued boom the rest of this year and are expecting it to spill over into first quarter 1953. That could very well be -- particularly since so many new markets are due to open up shortly after Jan. 1.

Several more manufacturers raised list prices on selected models last week -- Hallicrafters, Olympic, Zenith -- so that by now most of the majors have posted some new price schedules (Vol. 8:39-40). It's altogether likely that most others have also done so quietly, or will do so.

If any other basic trend is discernible in a trade that also relies heavily on appliances, it's the growing tendency among distributors and dealers to "cross lines." Where this will lead, no one can foretell yet.

Admiral is about to widen its appliance line by taking on air conditioners and freezers. RCA, already marketing air conditioners, is entering the stove field with its recent purchase of Estate Stove Co. from Noma (Vol. 8:39). Motorola has considered going into white goods, though reportedly has rejected the idea.

So it's apparent that the manufacturers want more and more to diversify, for seasonal reasons or otherwise, making their distributors and dealers dependent on them for complete lines. Philco did it long ago.

Since most distributors already have appliance tieups, this "crossing of the lines" presents some perplexing aspects which, as one of biggest RCA distributors put it, could mean a period of "deletions and additions." Shall he, for example, chuck his present line of ranges in favor of RCA's new one? If RCA goes into refrigerators, shall he repeat the process?

The one big supplier idea has its advantages, perhaps, but it also has its hazards. And if a distributor doesn't stay with one big supplier, will that supplier turn to a franchiser who will -- or open its own distribution branch?

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One of the interesting aspects of current TV sales picture is that dept. store sales of TVs are good in old as well as new TV areas. In former, dept. stores are said to be warming up to TV trade despite some past sour experiences.

As explained by one distributor: (1) In the new markets, stores are profiting by mistakes of the old. (2) Open nights in more and more dept. stores allow them to compete with appliance dealers who always built traffic that way. (3) Lines are being reduced to a few brands. (4) Service tieups either with factory servicers or with other dependable outfits are eliminating this former loss factor.

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TV factories continue to maintain high rate of output as they enter year's final quarter. First statistical week of fourth quarter, ending Oct. 3, resulted in 167,861 sets (13,182 private label), according to RTMA. So far this year, the week's output is second only to preceding week's 168,308.

Factory inventories continued to fall -- went to 147,313 from 172,631 week preceding, new low for year and comfortable far cry from peak 480,343 last June 13.

Radio output was 189,617 units (68,390 private) for week ended Oct. 3, down from 212,841 preceding week. Radio inventories dropped to 224,608 from 244,631. Week's radios were 66,309 home sets, 31,060 portables, 42,499 clock, 49,749 auto.

RTMA released figures on retail TV sales during summer, showing that 700,490 sets were sold in normally slack June, July & August. Retail sales of radios of all types, exclusive of auto sets, totaled 1,139,467 in same months. No comparison with previous periods is available, since such figures weren't gathered last year. RTMA noted that there are 95,000 retail outlets for TVs and radios in the U.S.

**Topics & Trends of TV Trade:** "No architect with utility in mind would design a house today without making provision for the placement of a TV set," said recent editorial in *Baltimore Sun*. "But is that enough?" it asked, pointing to the "congestion" that reigned on the air one evening—at 9 p.m. pre-Stevenson rally on one station, at 9:30 Sen. Nixon on another, at 10 Gov. Stevenson, at 10:30 the Stevenson address rebroadcast on radio, and between time the Walcott-Marciano fight. While latter wasn't telecast or broadcast, there were thousands, said the newspaper, who must have been impatient to hear the latest news bulletins and the commentators.

"What an evening it was!" exclaimed the editorialist. "Nor is there any guarantee there will not be others when the air is just as crowded. Was one TV set enough for the family for a complete coverage of all that was going on? Hardly. From 2 to 3 TV machines and at least one radio would be more like it . . ."

Plethora of good programs every night is causing plenty of family disputes over what to watch, opening way to multiple TV sales—same as radio once enjoyed ("a radio in every room"). DuMont sales mgr. Dan Halpin, accompanying Dr. DuMont on recent Pacific Coast trip, even went so far as to suggest to dealers in one-station Portland: "You'll be able to sell 3 sets to each family—one for children, one for parents and one for the mother-in-law."

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Olympic Radio adopted inboard pricing for first time this week, announcing at same time that it was increasing list prices of its 14-set line by \$10 to \$20, starting with 17-in. table at \$190, up to 21-in. combination at \$450. Said Olympic president Percy Schoenen, in explaining increase: "We have increased our prices only sufficiently to compensate for recent further advances in the cost of numerous components, picture tubes, record changers and cabinets, plus the 10¢ an hour increase in our labor rates, the latter of which has been made retroactive to June 1, 1952." Hallcrafters raised 6 models by \$10 & \$20 and Zenith raised 9 by same amounts.

Kaye-Halbert, announcing new list with inboard pricing of excise tax, is also out with "Selectronic Robot," remote control unit listing for \$29.95. Line embraces mainly 21-in. models, ranging from \$290 to \$490, includes three 24-in. consoles with full doors at \$570, \$580 & \$590.

Radio Televisione Italiana will manufacture TV, radio and recording equipment for RCA in Italy, headed by Count Galeazzi, governor of Vatican City, under arrangements made by RCA president Frank Folsom during current European trip.

Pacific Mercury Television Mfg. Corp. (Joe Benaron, pres.) and California Eastern Airways Inc. reported to have made offers in Federal court in Newark to reorganize bankrupt Tele-tone (Vol. 8:5, 7, 17).

Western community antenna activity is showing nice progress, according to Jerrold sales mgr. Caywood Cooley, just back from trip to coast. He reports system in Laguna Beach, Cal. will start Oct. 15, using Jerrold's new 7-channel system, first in country. Company's regular system is 3-channel. Status of others: San Bernardino, due to start next week; Ione & Auburn, Cal., and Centralia Wash., now in operation; Palm Springs (Paramount's International Telemeter Corp.) has completed 6½-mile run from mountain, now plans to hook up town. Last is 7-channel system to which an 8th channel, slightly above Channel 6, is being added for locally originated subscription-TV programs. Plans for Banning & Fillmore, Cal., appear to have petered out, Cooley says. Many others are being planned, should be announced shortly, he says.

**Merchandising Notes:** Admiral's home air conditioner, promised for early next year by president Ross Siragusa (Vol. 8:40), will be made by Lonergan Mfg. Co., Albion, Mich., according to trade reports; Admiral, however, won't own any of the company . . . OPS industry advisory committee on TV-radio service price ceilings (Vol. 8:40) holds first meeting Oct. 21 at OPS Washington headquarters . . . Philco accessory div. (Herbert J. Riband, gen. mgr.) has sent servicemen and dealers more than 50,000 copies of booklet *It's Philco Accessory Time*, with contests and other inducements, in promotion drive lasting to end of Nov. . . . Merix Chemical Co., 1021 E. 55th St., Chicago, offering new cleaner for TV picture tubes, called "TV Tele-Clear," to keep TV picture tubes free from dust attracted by static electricity (\$1.50) . . . Service parts directory, containing diagrams and parts lists for the 71 RCA 1950 & 1951 TV receivers, is available from RCA tube and parts distributors . . . CBS-Columbia buys *Doris Day Show* on CBS-Radio in first big use of network radio to promote its TV sets . . . RCA adds sponsorship of radio version of *Kukla, Fran & Ollie* on NBC, Mon.-thru-Fri., 2:45-2:55 p.m.; TV show continues Sun. 4-4:30 p.m.

**Distributor Notes:** RCA names Warren M. Singer appliance sales mgr. of its RCA Victor Distributing Corp., Kansas City; he's ex-Chicago sales rep and succeeds E. J. McGranahan . . . Westinghouse promotes Roland R. Hand from TV-radio district sales mgr. to consumer products sales mgr. of its Westinghouse Electric Supply Co., Rochester . . . Capehart's N. Y. distributor, IT&T Distributing Corp., names 5 sales reps: Edward Lehrer, Brooklyn; Emerson Dickman, Manhattan; Joseph Faigan, Bronx; Walter Stevens, Westchester-Staten Island; John Goodman, Queens . . . CBS-Columbia names Burden-Bryant Co., Springfield, Mass. . . Stewart-Warner names Home Makers Supply Co., Portland, Ore. . . Sentinel Radio appoints Stusser Electric Co., Seattle . . . Pacific Mercury appoints Key Co., Portland, Ore. (Roy Chilton, pres.) . . . Fada closes its factory branch, Fada of New York Inc., with N. Y. distribution handled from Belleville, N. J. factory; N. Y. sales mgr. Irving Blumstein resigns . . . Kaye-Halbert to open Seattle factory sales & service branch about Nov. 1.

Admiral's 8 wholly-owned subsidiaries—in New York, Newark, Boston, San Francisco, Chicago, Milwaukee, Los Angeles, San Diego—account for one-third of company's total volume at distributor level, says president Ross D. Siragusa. He also reveals: (1) Company has 81 distributors which sell to about 30,000 retail outlets. (2) Admiral will spend \$16-17,000,000 this year for advertising, or equivalent of 5¢ on retail dollar—one of largest sums spent on single brand name by any American business. (3) About 75% of Admiral's current production is for electronics, 25% for appliances.

Canadian RTMA reports August TV set sales by factories jumped to 12,790, retail value \$5,683,208, apparently brought on by new CBC stations in Montreal and Toronto. Sales for first 8 months of 1952 rose to 50,968, worth \$23,387,009. Montreal led month's sales with 40.3%, Toronto-Hamilton 35.7%, Niagara Peninsula 10.1%, Windsor 9.8%, remaining 4.1% going to other areas. Inventory totaled 15,462 as of Aug. 31. Cumulative sales of Canadian-manufactured TVs to that date were 129,406 valued at \$60,901,034. Note: Canadian govt. this week released figures showing factory value of radio & radio parts (including TVs) turned out by Dominion plants during 1951 was \$85,624,000 compared with \$66,597,000 in 1950—so that the industry accounted for about 13% of the country's whole electrical appliances & supplies industry.

**Electronics Reports:** Some TV-radio manufacturers have been hopping mad over recent newspaper reports variously quoting Air Force Undersecretary Roswell Gilpatric and procurement chief Lt. Gen. O. R. Cook that upturn in demand for TVs & radios has caused manufacturers to slow down production on govt. orders for test equipment.

A quick check shows that very few TV-radio manufacturers produce test equipment for the military. Actual transcript of Pentagon press conference Sept. 19, which inspired the newspaper reports, reveals that Gen. Cook actually said, in response to question on progress of aircraft electronics procurement: "We are not particularly handicapped with respect to the basic equipment itself, but we are still having difficulty getting the test equipment, meters, silicones and special test equipment that goes in aircraft. That situation, I believe, in my opinion results mainly from the manufacturers of TV sets and commercial radio sets and other electronic equipment, who had expected to have no commercial work find themselves now with commercial work and in some cases our defense work doesn't get the preference that we think it is entitled to."

At meeting of TV-radio manufacturers advisory committee with NPA in Washington Oct. 9, Air Force Col. Philip Gugliotta tried to pour oil on troubled waters. He told the 11 TV-radio makers that "deliveries of end equipment are doing fine [and] delivery rates of electronic equipment to the Air Force has increased 1000% since Korea." He called the newspaper accounts of Gen. Cook's statement "distorted," but added that "every word of the statement was true and nobody was hurt."

Industry representatives told NPA that shortages are beginning to plague them again—particularly 21-in. picture tubes and some receiving tubes and components. Scarcity of assembly-line workers in Chicago is another problem. NPA officials predicted steel supply situation will gradually improve, but warned of possible setbacks in copper and aluminum supply between now and next March. The manufacturers approved an NPA proposal to limit priority orders for tubes to those needed for military and machine tool programs, but urged that there be no cut in percentage share of tubes available for non-military uses.

Sylvania's expansion in electronics field was keynoted Oct. 8 in Woburn, Mass., where president Don G. Mitchell dedicated new headquarters of electronics division. New 50,000-sq. ft. plant employs 850, houses administrative, sales, engineering & manufacturing staffs, produces microwave & special purpose tubes, transistors, other semi-conductor devices. Last spring Sylvania acquired plant in Newton, Mass. for production of magnetron radar tubes. It is building laboratories at Mountain View, Cal., for development and production of microwave tubes. With opening of new parts div. plant in York, Pa., Sylvania will have plants and laboratories in 35 communities in 10 states, employing some 26,000. Opening early next year will be defense plant of wholly owned Sylvania Electric (Canada) Ltd. at Drummondville, Ont.

Dr. E. F. W. Alexanderson, pioneer TV-radio-electronics inventor, 1921 IRE president, holder of IRE Medal of Honor, joins RCA as consulting engineer; he was its chief engineer in 1920-24 when RCA was largely owned by GE, from which he recently retired.

"Modern Communications with Microwave" is new 20-min. 16mm film in color available without charge from Film Distributing Dept., Federal Telephone & Radio Corp., 100 Kingsland Rd., Clifton, N. J.

Sir Ian Jacob, recently acting chief staff officer to the Minister of Defense, appointed director-general of British Broadcasting Corp., succeeding Sir Wm. Haley, now editor of *London Times*.

**NPA ELECTRONICS DIV.**, reduced in size as result of economy-dictated slash in personnel, is scheduled to move this month from Temporary "T" Bldg. to New General Accounting Office Bldg., 5th & G Sts. NW, which houses most DPA-NPA offices. Key staff members leaving division, in addition to those listed in Vol. 8:39: Justin R. Sypher Jr., military production asst. to director Richards W. Cotton, switches to DPA as fulltime asst. to chairman of Electronics Production Board (also Mr. Cotton). Francis E. Corr leaves TV-radio section for Electronics Procurement Resources Agency, Defense Dept.

In newly reorganized division, Mr. Cotton and Donald Parris continue as director and deputy director, J. E. Dillon as labor specialist. W. E. Dulin, formerly chief of special components section, succeeds Mr. Sypher as military production asst., Eric Bovet becomes mobilization planning asst., Ruth Cannon statistical asst. Added to division's TV-radio section from Scientific & Technical Equipment Div. is George J. Ikelman, onetime FCC engineer.

Branch and section chiefs in reorganized division: Priorities & allocations branch, Mr. Parris, acting chief; expansion & expediting section, Wm. J. Bapst; CMP section, O. W. McDaniel; equipment branch, Robert R. Burton; radio & TV receiver section, Lee Golder; broadcast & communications equipment section, J. Bernard Joseph; components branch, Elmer Crane & James A. Mendenhall; transformer & special components section, E. MacDonald Nyhen; electron tube section, H. G. Butterfield; capacitor & resistor section, R. D. Parker.

*Note:* John D. Small, ex-Emerson v.p., plans to resign as chairman of Munitions Board by year's end. He's silent on his future plans, but isn't expected to return to Emerson.

**Trade Personals:** Julius Haber, who joined RCA as an office boy in 1922, now is adv. director for RCA technical products, promoted to RCA Victor director of public relations as of Nov. 1, succeeding James M. Toney, named director of consumer products distribution . . . John A. Kuneau, Philco public relations v.p., has resigned; company officials could not be reached for official report . . . Fred D. Wilson, president of Capehart-Farnsworth, sailed for Europe last week with Mrs. Wilson, to be gone until Oct. 28 . . . Herbert Riegelman, ex-v.p., Montgomery Ward, named mgr. of marketing for GE receiver dept. under gen. mgr. Willard H. Sahloff . . . Thornton S. Thomas is new gen. operating mgr., Westinghouse Electric Supply Co. . . John C. Weisert, mgr. of Magnavox's Washington office, has resigned to join Mutual Security Agency in Paris . . . Joe Chapman Lane Jr. named advertising representative for Westinghouse's new electronic tube div. . . James E. Farrell, ex-RCA and Crosley in Buffalo, named Crosley eastern divisional sales mgr.; Don F. Miersch, southwest mgr. for Crosley appliance div., named western mgr.—both headquartering in Cincinnati and reporting to H. E. McCullough, field sales mgr. for electronics . . . Henry Goldsmith, ex-Pathé and Jackson Industries, named mgr. of newly-revived Sonora brand sales (Vol. 8:40) . . . Jack Kay, v.p. of International Television Corp., private-label manufacturer, has resigned . . . J. L. Fowler, ex-GE Supply Corp., Kansas City, named CBS-Columbia district mgr. there . . . John H. Adams promoted to asst. sales mgr. of Rola Co., Cleveland (div. of Muter Co.), succeeding Elmer F. Steffens, resigned . . . Wm. W. Posey named Chicago district mgr., National Union Radio Corp. . . Wm. B. Croxville, ex-gen. mgr. & chief engineer, Fidelity Tube Co., named director of electronic tube equipment div., James L. Entwistle Co., Providence.

Sir Noel Ashbridge, BBC director of technical services since 1948, who retired in 1952, named to board of Marconi's Wireless Telegraph Co. Ltd.

List of witnesses for theatre-TV hearing's engineering and accounting phases, beginning Oct. 20, was submitted to FCC by Motion Picture Assn. of America and National Exhibitors Theatre-TV Committee this week. Testimony on video standards for theatre-TV system will be presented by engineer Andrew F. Inglis; audio standards, choice of frequencies, intercity relays, engineer Stuart L. Bailey; bandwidth, allocation principles, number of channels, intracity distribution, engineer Frank H. McIntosh; instantaneous kinescope projection system, General Precision Laboratory exec. v.p. Herbert Barnett; film storage projection system, Paramount v.p. Paul Raibourn; Eidophor system, 20th Century-Fox research & development director Earl I. Sponable; cost of theatre-TV transmission, Bailey, McIntosh and common carrier cost analyst Manfred K. Toeppen. FCC has scheduled conference for theatre-TV hearing attorneys at 10 a.m., Oct. 14. Direct testimony phase is expected to take 7-8 days, after which hearing will be recessed until Jan. 12, 1953.

Realistic rather than academic approach to problem of non-commercial education TV stations, for which FCC has issued 6 CPs to U of State of New York, is assured with Gov. Dewey's appointment this week of 7-member commission authorized by recent Legislature to study and recommend on 10-station network project proposed by state board of regents. Chairman of group is Douglas M. Moffat, New York attorney, president of the Church Club of N. Y., and vice chairman is Y. B. Smith, dean of Columbia Law School. Other members: Clarence U. Caruth Jr., New York attorney; Bernard Duffy, president of BBDO ad agency; Michael R. Hanna, gen. mgr. of WHCU, Ithaca, commercially-operated radio station owned by Cornell U; Mrs. James W. Kideney, Buffalo, ex-asst. secretary of Cornell College of Arts & Sciences; Dr. Paul Lazarsfeld, Columbia U professor of sociology.

Witnesses may refuse to testify at Congressional hearings if they are disturbed by TV cameras, microphones and flash bulbs, according to Washington court ruling in long-delayed aftermath of Kefauver Crime Committee hearings (Vol. 7:8-9, 11-13). Federal Judge Schweinhaut freed Morris Kleinman and Louis Rothkopf Oct. 6 of contempt of Congress on charges growing out of refusal to testify on Cleveland gambling activities. Said the judge: "The concentration of all these elements [TV cameras, newsreel and still cameras, flash bulbs, microphones] seems to me necessarily so to disturb and distract any witness to the point that he might say today something that next week he will realize was erroneous. And the mistakes could get him in trouble all over again."

New football TV proposal next year to "share the wealth" of TV receipts among all members of National Collegiate Athletic Assn. was blasted this week by Notre Dame athletic director Ed (Moose) Krause. He termed plan "illegal and immoral," "socialistic and communistic," said it would "kill" NCAA because members who wouldn't go along with it would get out. NCAA's TV director Asa S. Bushnell said his committee has discussed proposal for long time and would offer it to 1953 Washington convention. But any future TV restriction may hinge on outcome of govt.'s anti-trust suit against National Football League, based on latter's own TV limitations. Trial was postponed again this week to Jan. 26 because of Judge Allan K. Grim's crowded docket.

Theodore C. (Ted) Streibert, who headed WOR & WOR-TV before their sale by Macy's to General Tire, resigned this week as president of WOR and v.p. of General Teleradio Inc., General Tire subsidiary, for which he has lately been handling film syndication project. He was one of founders of Mutual Broadcasting System, formerly its chairman, and remains on its board. He's onetime asst. dean of Harvard Business School.

RCA and Teleprompter have signed 5-year contract whereby RCA Service Co. will handle all "public speaking" rights for the prompting device, which gained considerable fame during July political conventions and is still being used by Gen. Eisenhower on his current speaking tour. RCA has exclusive rights for U. S. and possessions, will provide local service for banquets, public gatherings, etc., furnishing apparatus and operators on a fee basis. Service will first be offered in New York, Philadelphia, Detroit, Chicago, Los Angeles, then in other large cities. Production of additional apparatus, meanwhile, will be stepped up by Teleprompter Service Corp., which now has leasing arrangements also with CBS-TV, NBC-TV and some stations. Former NBC v.p. I. E. (Chick) Showerman, Teleprompter sales chief, is now on tour of TV stations offering local leases.

Senate subcommittee on privileges & elections this week sent letter to all political groups and committees supporting Presidential and Senatorial candidates, asking how much is being spent for TV & radio time—idea being to gather data for possible bill to raise legal limit on campaign expenditures. Meanwhile, Republicans aren't changing plans to use spot TV-radio time in big way (Vol. 8:40), depending on money it can raise for purpose, while Democrats are asking for contributions for increasingly heavy use of TV-radio by Stevenson in final campaign weeks. This week, FCC replied to George Ball, executive director of Volunteers for Stevenson, who asked for investigation of alleged \$2,000,000 GOP "blitz" via TV-radio planned for closing days of campaign. Commission said it has no specific information about such a plan so doesn't know whether "equal opportunity" section of Communications Act will be violated. It suggested that, if corrupt practices might be involved, inquiry might better be pursued with Dept. of Justice.

Ten new-station applications filed this week, 5 for uhf, bring total now pending to 756, of which 299 are for uhf. This week's applicants are from Phenix City, Ala., WPNX, for Channel No. 28; Sacramento, Cal., KAA-TV Co., No. 40; Joliet, Ill., WJOL, No. 48; Minot, N. D., KCJB, No. 10; Muskogee, Okla., KBIX, No. 8; Tulsa, Elfred Beck, No. 23; Houston, KNUZ, No. 39; Midland, Tex., Permian Basin TV Co., No. 2; Temple, Tex., KTEM, No. 6; Wichita Falls, Tex., Neely G. Landrum (Dallas), No. 3. [For details about foregoing applications, see *TV Addenda 15-M* herewith; for listing of all post-freeze applications, FCC actions, etc., see *TV Fastbook No. 15* and Addenda to date.]

Don't throw pop bottles at the umpire—you may break his cathode ray tube. It happens every year between spring training and end of World Series—somebody announces an electronic umpire. Latest is called "TV Automatic Umpire" by its developer, Radio Receptor Co., Brooklyn. Offshoot of company's new industrial TV equipment, camera scans path of each ball thrown. Company says it will demonstrate system to major league ball clubs during next spring training.

"Radio Spectrum Conservation," JTAC's remarkable study, has been published in book form (221-pp.) by McGraw-Hill, is now available at \$5. Brilliant document, which we headlined "JTAC's Socio-Engineering Tour de Force" in our review of multilith copy early this year (Vol. 8:4), tells not only what's wrong with our use of radio spectrum but what can and should be done about it.

Networks and reps aren't snubbing uhf any more, now that Portland's KPTV has proved efficacy of uhf operation (Vol. 8:38-40). This week's batch of new uhf affiliations signed, all with stations now being built and due on air around Jan. 1: NBC-TV with WFMJ-TV, Youngstown; CBS-TV with WJTV, Jackson, Miss.; ABC-TV with WICC-TV, Bridgeport.

# Television Digest

with **ELECTRONICS REPORTS**

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(For Survey of Individual Receiver Manufacturers on Their UHF Production, Future Plans, Etc., See p. 9)

## **HIGH STAKES IN SETMAKERS' UHF BATTLE:** Continuous tuners...strips..."matchboxes"...

Portland the proving-ground has become Portland the battle-ground, as TV receiver manufacturers slug it out with conflicting claims for their various methods of translating a uhf signal into a TV picture.

The bickering over tuners in Portland -- the advertising claims and counter-claims -- are not aimed solely at Portlanders. Indeed, selling uhf sets in Portland is no problem. But the set and tuner makers are staking their reputations there, jockeying for position in the whole new nationwide field of uhf.

Tuners and converters now in use fall into 3 basic types: Strips (installed internally), 1, 2 or 3-channel "matchbox" converters (internal or external), and continuous tuners (internal or external). Each has its faithful following among the manufacturing fraternity, although some set makers offer customers choice of 2, or all 3 types. (For report on uhf activities of individual manufacturers, see p. 9.)

Uhf sets now in use are basically standard vhf receivers with circuits added to pick up uhf signals. During first weeks of Portland operation, thousands of vhf sets were shipped there, to be converted to uhf by addition of external converter, internal tuner "kit" or strip, inserted by distributor, serviceman or customer.

Today most manufacturers are building complete internally-converted sets at the factories -- the main difference being that sets are converted before, rather than after, shipment. An exception is the strip-tuned set, which can be converted nearly as easily after it is sent to distributor.

While supply and demand are by no means balanced in Portland, the initial surge is over. The original compulsion to "get anything out there that will pick up uhf" has given way to more orderly program of shipping -- and of planning for the many new uhf markets which are upcoming soon.

All manufacturers say they won't be caught short again -- that they'll be ready with sets wherever uhf crops up next. While they can't promise to fill demand as soon as new stations go on air, they do pledge that each area will get its "fair share" from the start. They're already "scouting" all new uhf territory.

From our conversations with set manufacturers we get impression that every one will offer all-channel tuners eventually -- including those who now have only the 1-&-2-channel converters and strips. Obviously, there will be some areas where 2 or 3 uhf channels just won't be enough, while in others less expensive limited-channel tuners will continue to be adequate.

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The ultimate in tuners -- a single tuner that will cover the entire range of vhf & uhf -- is yet to come, but tuner makers appear to be hot on the trail. Some sets use separate uhf & vhf tuners coupled mechanically to provide "one-knob tuning"

-- but real all-channel tuner will require some completely new tubes & circuits.

Standard Coil reportedly is "reworking" its detent-type all-channel tuner, an engineering model of which was displayed last winter (Vol. 8:9). Mallory has a vhf-uhf tuner in semi-final stages of development, according to executive v.p. Ray Sparrow, who says it will be ready "in reasonable time" after "bugs" are taken out. General Instrument is developing prototype all-channel tuner which executive v.p. Monte Cohen says will be ready for sampling in first quarter 1953. Sarkes Tarzian, too, has something in works, but no details have been disclosed.

Principal tuner makers have had engineering crews in Portland, checking on their own and competitors' products. Here's what they're offering and what they tell us about their current production:

Mallory is concentrating on its continuous tuner, which it offers under own brand name as converter at \$42.50. Thousands have been shipped and production is being boosted every day, according to Mr. Sparrow, who says demand in Portland is far greater than supply. Crosley, Sylvania, Magnavox and others are building Mallory tuners into their sets and marketing them separately as external converters.

Sarkes Tarzian is exponent of matchbox type single-channel converter. Of the setmakers, his biggest uhf customer probably is Westinghouse, whose 16-position tuner accommodates 2 of the individual plug-in receptors without sacrificing any vhf channels. More than 5000 Tarzian receptors have been shipped to Portland, and some 300,000 Westinghouse sets now in use can accommodate them. Now being sampled is a self-powered one-channel matchbox which can be attached by customer to back of any set. Wholesale price will be about \$11.25.

Standard Coil continues to step up production of strips -- now at both Los Angeles and Chicago plants -- with manufacturers still clamoring for more and more. Demand for them in Portland apparently is bottomless. Standard supplies Admiral, Emerson and some 40-50 other large and small manufacturers.

General Instrument, which concentrates on continuous tuners, is shifting into high-gear production. In addition to supplying Motorola and others, it will market converter under own brand name (Silverline), is now lining up distributors. Company is also beginning production of tuning strips for its turret tuners, but describes this as "stop-gap" service for customers who require it.

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How do the tuning devices stack up in Portland? Since nearly everyone who offers opinion has ax to grind, it's difficult to get objective facts. As we've reported previously, reception in general is surprisingly good. And one reliable engineering source (non-manufacturing), who has tested many of the uhf devices now being offered, makes the following observations:

In sensitivity and selectivity, present uhf devices are about as good as the first vhf tuners, and constantly improving to point where transition from vhf to uhf should be quite painless.

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 intermediate frequency. With only one station in an area, this type of interference poses no problem, but as new uhf stations go on air, receivers will be susceptible to intermodulation, image and other types of interference unless they're built around 41-mc IF.

Even present vhf sets with 41-mc IF lose the protection afforded by this standard frequency when they're converted to uhf by currently employed methods.

The reception provided by any type of uhf converter or strip depends on how it's used and the circuitry of the vhf receiver to which it's applied. For example, one manufacturer's set adapted with a certain make of tuner was found most sensitive of all sets tested, while another make of receiver using same make tuner was the least sensitive set tested.

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Ire of some distributors and dealers was aroused when Portland newspapers quoted KPTV owner Herbert Mayer as saying "tuners which cover the whole range of uhf bring in a better picture than strips and are a better buy even if they cost \$25 or

so more." Already in dutch with some manufacturers because of suddenness with which his pioneer uhf took the air (Vol. 8:38), Mayer has since become more noncommittal in his statements regarding efficacy of various types of tuning devices.

In letter to RTMA, Mr. Mayer suggests that the manufacturers' organization investigate problems of uhf tuners, antennas and transmission line with a view to establishing "minimum standards [to which] the manufacturers and service companies should be required to adhere." As to tuning devices, he finds "quite a bit of variance, even between strips of different manufacturers," adding that "one type, for example, has 7 possible frequencies that could interfere, another has 19."

Antenna and lead-in line problems are as important in many respects as tuner problems. Mr. Mayer thus sizes up the transmission line situation in Portland: "We believe that the use of ribbon type transmission lines will prove unsatisfactory for uhf during rainy periods, whereas wet weather is unlikely to affect either the tubular or ladder-line types. Unfortunately, the tubular type has been in short supply and the ladder-line is quite a bit more difficult to install. Hence, many installations have been made with ribbon-type transmission line. We expect that this will result in diminished signal strength once it starts to rain."

One by-product of KPTV's unexpectedly early debut was lack of the "dumping" which characterized Denver's early TV days. A major TV manufacturer is quoted in New York Herald Tribune: "I didn't run into one of those shabby operators who moved into Denver at the end of July."

**EARLY HONOLULU STARTER & OTHERS COMING:** Dark horse in the new-station sweepstakes is Honolulu's KGMB-TV -- granted Channel 9 on Aug. 8, announcing at first that it would not get going until mid-1953, now seeking an STA from FCC this week for Dec. 1 start, and just about certain to open up that brand new market by that date.

Engineer-manager C. Richard Evans, the capable 43-year-old ex-manager and builder of Salt Lake City's KSL-TV, was in Washington this week to advise Commission about plans to install 500-watt RCA transmitter and antenna on present 338-ft. radio tower on Kapiolani Blvd. Equipment, already shipped, is due in Honolulu by Nov. 15, so that starting prospects are definite enough to begin shipping sets into area.

Evans plans 10-kw installation within year, capable of 39-kw ERP, operating from 100-ft. tower atop 3200-ft. Konahuanui Mt. He's also planning either satellite or community antenna system at Hilo, where same owners (Consolidated Amusement Co., Honolulu Star-Bulletin, Mormon Church) also operate local AM station KHBC.

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News of early-operation prospects from vhf grantees continues good, because they can get equipment reasonably promptly. From uhf grantees, however, it's best described as "hopeful" due to equipment situation (Vol. 8:41). On basis of latest word from vhf principals, we can add this information to what we've been reporting in our running weekly surveys:

Latest from hard-pushing KTBC-TV, Austin, Tex. (Channel 7) is that RCA equipment is all in hand or on way, including Ideco tower; that antenna will be ready for Nov. 1 hoisting; that station ought to make Dec. 1 target. Station is telling folks "Regarding TV" in so-titled radio series, and working with dealers and servicemen.

From Spokane's KHQ-TV (Channel 6) on letterhead of "Sidewalk Superintendents Club" comes report that Ideco tower should be ready Nov. 1, delivery of 35-kw GE transmitter set for Dec. 1, then shortly thereafter first test patterns.

KOLN-TV, Lincoln, Neb. (Channel 12) has ordered all DuMont equipment, and manager Harold E. Anderson tells us it should get on the air by Feb. 1.

KCBD-TV, Lubbock, Tex. (Channel 11) begins construction next week, assistant manager Robert L. Snyder reporting his best guess for on-the-air as April 1953.

KTTS-TV, Springfield, Mo. (Channel 10) will require 6-8 months to get on, according to manager Pearson Ward, but stores are already stocking TV sets.

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Latest from uhf vary in their promises, most indicating early 1953. But it still looks like WSBA-TV, York, Pa., will be next starter, possibly before Dec. 1, with WBRE-TV, Wilkes-Barre, racing it to be first. From WNOW-TV, York's second uhf,

comes word that DuMont equipment has been ordered, starting time set for March 1953.

WWLP, Springfield, Mass., due to get GE's second 12-kw GE transmitter--first going to Reading's now-building WHUM-TV -- will definitely get its Stainless Inc. tower Nov. 1 and, says v.p. Alan C. Tindal, "we feel confident at this time that we will be on the air with full power before the end of January."

New uhf in Rockford, Ill., granted Chicago theatremen Harry & Elmer Balaban, has been promised RCA transmitter and Ideco tower for January delivery, may be able to get going Feb. 1 or 15, according to Elmer Balaban. Being 90 miles from Chicago, 110 from Rock Island, Rockford now has few TVs, he reports, so that "this looks like virgin uhf territory and we have high hopes for our station."

WNOK-TV, Columbia, S.C., has ordered from DuMont, and manager R. O. Darby estimates it should get on the air "sometime between February and April."

KRTV, Little Rock, Ark., "might make Feb. 1 [but] March 1 might be a better date," reports Kenyon Brown. WSUN-TV, St. Petersburg, "hopes" for May 1, according to manager George Robinson. Empire Coil's KDEN, Denver, planned for Thanksgiving or Christmas start, is asking for new site, now says "next spring." KMJ-TV, Fresno, has ordered RCA 1-kw interim transmitter, looks to May 1 start. WFMJ, Youngstown, isn't sure of delivery date of RCA interim transmitter but hopes for end of year.

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Texas oilman Charles H. Coffield, grantee of KCTV, Austin, Tex., who earned neat profit on his considerable share of \$1,050,000 sale of San Antonio's KEYL to George Storer last year (Vol. 7:30), and who was one of founders of KPHO-TV, Phoenix, writes: "There will be no developments...until after the November election [when] we will advise as to the course we plan to take getting KCTV on the air."

And uhf grantee for Bridgeport, Conn., Harry L. Liftig, continuing mum about plans, is said to be dickering for custom-built transmitter to be fabricated for him by J. R. Popkin-Clurman, head of Telechrome Inc., Amityville, N.Y., maker of special equipment, including color scanning gear.

**REPS EAGERLY SIGNING UP NEW STATIONS:** Not until about 2 years ago, when it became evident that TV station operation was becoming profitable, did many of the radio sales representatives perk up much enthusiasm for the business of telecasting.

Now they're hot on the trail of every grantee, have many of them signed up well before they can get on the air (see p. 7), sometimes are even signing up applicants long before they're likely to get grants.

Result will be new national sales representation alignments during next few years of TV's upbuilding, very likely the emergence of some new top ranking firms.

Except for one which plunged heavily into TV during its early red-ink phase, and another which splintered off an old-line radio rep firm to handle TV exclusively, few representatives can claim much credit for "pioneering" the commercial side of TV. Unlike the early days of radio, growth of TV's time sales came in spite of lukewarm attitude of some national sales reps.

Several are known to have opposed the entry of their AM principals into TV in the days when TV was all outgo, little income. Some consented to be order takers -- but few could claim to be originators of business.

From now on, however, with more stations coming in and spelling more competition, with radio billings slipping, much more attention will be paid to TV. Biggest of the rep firms, the one which plunged into TV early, the Katz Agency, is now doing considerably more billing for the 19 TV stations it represents than for its 35 radio stations -- albeit most of latter are top-level.

Only exclusive TV representative as yet is Harrington, Righter & Parsons, whose youthful partners broke away from Petry several years ago, now have formidable list of 8 stations. Second largest list to date is Petry's 13. Then come Blair with 10, Free & Peters 9, CBS-TV Spot Sales 7, Branham 6, Weed & Hollingbery 4 each, 3 each for Avery-Knodel, Headley-Read, Meeker & H-R Representatives, 2 for Raymer.

All of these old-line firms will have new stations to add as they go on the air, and quite a few reps not now in TV will be in it soon. (For analysis of actual and probable new-station representations, see p. 7.)

**5 MORE CPs, HEARINGS TO BE STREAMLINED:** Not only did FCC maintain batting average in granting CPs, awarding 5 this week (3 vhf, 2 uhf), but prospects for streamlining and speeding hearings brightened considerably. Some quite heartening examples of FCC-industry cooperation and imagination are bearing fruit.

This week's grants brought Commission down to 60th city on Group A priority list, and it reached back to 41st city in Group B for one CP. The new grants:

Lincoln, Neb., KFOR, No. 10; St. Joseph, Mo., KFEQ, No. 2; Amarillo, Tex., KFDA, No. 10; Raleigh, N.C., Sir Walter Television and Broadcasting Co., No. 28; E. Lansing, Mich., Michigan State College (WKAR), No. 60. Though last received commercial channel, it plans "primarily educational operation on a non-profit basis."

FCC has passed over those ticklish applications wherein 2 AM operators in same city joined forces in single TV bid, but Commission will have to make up mind on question soon -- particularly since Sen. Johnson is so interested in the matter (Vol. 8:16). To date, these cities have such joint applications involved: Macon and Columbus, Ga.; Elmira, N.Y.; Wichita Falls, Tex.; Springfield, Mo.; Fargo, N.D.

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Speeding up of hearings is being achieved in several ways. Commission has instructed staff to be liberal about "stipulations", i.e., to omit testimony on matters about which there is no argument. This week, the 3 applicants for Wichita's Channel 3, contemplating identical coverage areas, stipulated the whole coverage question -- thus eliminating all testimony on it, a truly novel development.

FCC's archaic rules on depositions, quite fertile in production of delays, are due for amendment next week to conform generally with court procedure. Federal Communications Bar Assn. committee, working with FCC staff under Comr. Hyde, rates credit for the long-needed surgery.

Also in the works is severe pruning of issues in hearings -- eliminating questions of applicants' "legal, technical and financial" qualifications, for example, whenever FCC staff finds all competing applications meet minimum standards. It will be up to contestants themselves to ask FCC to include such issues if they consider them worth arguing about.

Actual withdrawal of contestants, leaving single applicant for channel, is of course fastest way of getting rid of hearings. There were several such this week.

In Harrisburg, former FM operator WABX Inc. agreed to accept \$50,000 worth of preferred stock in its competitor for Channel 71, Harrisburg Broadcasters Inc., in return for property including FM equipment -- and dropped its application.

In Wichita, KFBI decided to pull out of fight for Channel 16, leaving field to Wichita Beacon (KWBB). In Jackson, Mich., WKHM withdrew from competition for Channel 48 with WIBM and Sparks-Withington Co., set-maker with home base there.

WKHM's interesting reasons for dropping out were that its engineers have determined that plenty of additional uhf channels may be allocated to Jackson; that it can ask FCC to allocate those channels after next June 2; that it may very well receive uncontested grant then, even before currently scheduled hearing for Jackson is finally decided; that other stations' experience with uhf, in interim, will prove valuable in determining exactly what powers and heights should be used in Jackson.

WKHM's reasoning follows that of WBRY, Waterbury, Conn., which sought to avoid hearing by finding another uhf channel. FCC declined to allocate the channel, stuck to its "one-year" rule on changing allocation plan, and WBRY withdrew, leaving WATR clear for uncontested grant (Vol. 8:39).

Such withdrawals in uhf are likely to continue to appear as hearing show-downs near, but most vhf applicants will stick to bitter end. The vhf allocation is very "tight" in critical market areas, with few more channels to be "found" by engineers. In contrast, uhf allocation is quite "loose" in many areas. A glance at our special tabulation of uhf channels by frequency (pp. 91-94, TV Factbook No. 15) shows that many channels have very few assignments -- some at top end of band with none at all. Furthermore, today's interference-dictated "taboos" on uhf allocations, which severely limit manipulation of channel assignments, are likely to be removed as time goes by, permitting substantial increase in channel availability.

FCC now has hearings in 7 cities underway or scheduled for specific dates.

Five more will be scheduled to start next month. Denver, Portland and Tampa-St. Petersburg are in progress, first 2 having concluded hearings on the first channel involved. Harrisburg started Oct. 15, recessed to Nov. 17. Wichita begins Oct. 20, Jackson, Mich., Oct. 29; Canton, O., Dec. 8. To be given November starting dates are: Flint, Beaumont-Port Arthur, Duluth-Superior, Sacramento, Ft. Wayne.

Each applicant has taken about a week to present his case in Denver and Portland hearings, a fairly good rate considering what's at stake. With virtually everyone cooperating to minimize delays, it will be up to the examiners and commissioners to come up with the end product -- final decisions -- as fast as possible.

There's no question about commissioners' anxiety to make haste, and there's every evidence that the examiners have become equally infected with the spirit of "let's-get-the-job-done" engendered by the end of freeze.

**Personal Notes:** Wilbur S. Edwards, mgr. of KNXT, Hollywood, named gen. sales mgr. of CBS-TV film sales, with Fred Mahlstedt continuing to handle sales & operations; Mr. Edwards will headquarter in New York after Nov. 1 . . . Wayne Kearn, ex-KNXT, Hollywood, joins KGMB and upcoming KGMB-TV, Honolulu, as sales promotion mgr. under new gen. mgr. C. Richard Evans, ex-KSL & KSL-TV, who on Nov. 1 takes place of Fitz Donnell, recently resigned in order to join Kenneth Ault Co., manufacturers' distributor for Hawaii . . . Tom G. Morrissey, ex-chief engineer who built KFEL-TV, Denver, and formerly with Bell Labs, has opened consulting engineering service at 5700 W. 28th St., Denver; phone Belmont 3-5300 . . . Joseph H. McConnell observed third anniversary as president of NBC Oct. 9 . . . F. M. (Scoop) Russell, NBC Washington v.p., isn't moving with staff to Wardman Park Hotel, where all studio & transmitter operations are now centered; he and staff are moving out of Trans-Lux Bldg. this weekend to Commonwealth Bldg., 1625 K St. NW, phone DIstrict 1620 . . . Karl Plain promoted to national TV-radio sales mgr., KSTP & KSTP-TV, St. Paul; Wm. Brazzil, onetime WMC & WMCT, Memphis, named local TV sales mgr. . . Clifford Ogden, ex-Capitol Records, named west coast rep of NBC-TV film div. . . Myrtle Tower named ABC-Radio program operations director; Clayton Shields, program dept. business mgr.; Wm. D. Hamilton, eastern production mgr. . . Elliott M. Sanger, gen. mgr. of *New York Times'* WQXR, to be honored by Columbia School of Journalism Alumni Assn. Nov. 13 with award for community service . . . Claude Mahoney, of CBS Washington news staff, named one of 30 alumni of DePauw U cited for outstanding achievements reflecting honor on his alma mater . . . Henry G. Little, Campbell-Ewald executive v.p., elected president, Henry Ewald becoming chairman . . . A. E. Aveyard succeeds Hays MacFarland as president of MacFarland, Aveyard & Co., Chicago agency; Mr. MacFarland becomes chairman . . . Morton Freund, head of ad agency bearing his name, will become executive v.p. of Lawrence C. Gumbinner Adv. Agency in merger of firms . . . Wm. A. Chalmers resigns as TV-radio v.p., Grey Adv. . . Joseph F. Kelly Jr., ex-Gimbel and Lord & Taylor stores, named head of new merchandising dept. of George F. Foley TV-radio production firm . . . W. D. (Dub) Rogers, ex-mgr. of KEYL, San Antonio, heads newly-granted KDUB-TV, Lubbock, Tex. . . Robert Wood promoted to asst. director of CBS station relations . . . Craig Moodie Jr. named head of new audio-visual section in Armstrong Cork Co. adv. dept., set up to handle TV commercials, etc.

Full NARTB board meets in Washington Dec. 3, radio board Dec. 4, changed from previously set meetings in Miami Beach.

NBC has canceled plans to hold another affiliates convention this winter in Boca Raton, Fla.

**P**REVIEW of upcoming educational applications was given this week by Ralph Steetle, executive director of Joint Committee on Educational TV, in talk to group planning Washington application.

Civic and educational groups in Birmingham, St. Louis and 3 Connecticut cities—Bridgeport, Hartford, Norwich—will be next applicants, he revealed, without giving order of filing. He also listed following cities where applications will be forthcoming soon: Denver, Jacksonville, Atlanta, New Orleans, Boston, Cleveland, Cincinnati, Toledo, Oklahoma City, Tulsa, Portland, Ore., Pittsburgh, Philadelphia, Providence, Salt Lake City, Richmond, Milwaukee and unnamed cities in Washington and North Carolina.

Although local in nature, meeting heard pleas from FCC chairman Paul Walker and Dr. Franklin Dunham, U. S. Office of Education's TV-radio chief, that Washington should serve as "showcase" and "flagship station of the nation." Walker stressed tremendous opportunities available for Washington, which has been assigned uhf Channel No. 26, to take advantage of such cultural resources as Library of Congress for handy program source material.

NARTB chairman Justin Miller was extremely critical of educational TV's value, although he wished project good luck. He said educational TV contained seeds of possible totalitarianism if private financing failed and the Govt. or tax-supported institutions took over channels. Thought control could be next step, he said.

As expected, meeting snagged on question of finances. Proposals to finance stations included: (1) Educational corporation comprising minimum of 30 groups, each to pledge \$10,000 annually for 5 years. (2) Non-profit foundation which would sell bonds. (3) "Tax" of \$1 on each of estimated 388,000 set owners in area. A plan will be adopted at next meeting Nov. 6.

In other educational TV developments, National Assn. of Educational Broadcasters awarded 13 grants-in-aid totaling \$78,500 under Ford Foundation fund for educational TV and radio. For TV, grants of \$9000 each went to Miami, Minnesota, Oklahoma, Stanford, Syracuse, Wayne universities.

In Wisconsin, Assemblyman W. W. Clark introduced bill for establishment of state-owned educational TV network financed by \$1 annual tax on each set owner and \$5 sales tax on each receiver sold.

Demands of children, more than any other reason, prompts purchase of TV sets, according to survey conducted by Boston U school of public relations and communications among 350 TV families in nearby Allston and Brighton. Other findings: (1) TV owners don't read as frequently as non-owners. (2) Those of lower education, income and occupation are "more avid viewers than their superiors in these categories."

**WHAT SALES REPS** will represent what TV stations in the national field? For the most part, the AM operators holding CPs for new TV stations are inclined to stick with their national radio representatives—but a lot of changes may be in the offing (see story, p. 4). Analysis of the 69 new commercial station grantees to date reveals these facts:

Of the 3 post-freeze stations already on the air, Blair signed up Denver's KFEL-TV, Free & Peters got Denver's KBTB, NBC-TV Spot Sales represents Portland's KPTV (although latter is owned by same interests as WXEL, Cleveland, represented by Katz).

Among the rep firms already in TV, these are now handling the radio representation of grantees of the following yet-to-be-built stations and presumably will also handle TV representation:

Avery-Knodel—WILK-TV, Wilkes-Barre; WSLS-TV, Roanoke.

Blair—WGBI-TV, Scranton (Blair recently added ABC's WENR-TV, Chicago, and WXYZ-TV, Detroit).

Bolling—WHP-TV, Harrisburg.

Branham—KFDA-TV, Amarillo.

Free & Peters—KGMB-TV, Honolulu.

Headley-Reed—WBRE-TV, Wilkes-Barre; WEEU-TV, Reading; WMAC-TV, Massillon, O.; WFMJ-TV, Youngstown; WCOS-TV, Columbia, S. C.; WEEK-TV, Peoria; KFEQ-TV, St. Joseph, Mo.

Hollingbery—WWLP, Springfield, Mass. (WSPR); KTMS-TV, El Paso, Tex.

H-R Representatives—WHUM-TV, Reading.

Katz—KHQ-TV, Spokane; WJTV, Jackson, Miss.

Meeker—WKST-TV, New Castle, Pa.

Pearson—KRTV, Little Rock, Ark.

Petry—WICC-TV, Bridgeport; KFOR-TV, Lincoln, Neb. (Petry recently added ABC's WJZ-TV, New York; KGO-TV, San Francisco; KECA-TV, Los Angeles).

Raymer—WKBN-TV, Youngstown; WSBT-TV, South Bend; KMJ-TV, Fresno.

Weed—WAKR-TV, Akron; WSUN-TV, St. Petersburg; new station in Rockford, Ill.

In addition we find these reps, who never before handled TV stations, representing radio stations which hold grants for TVs as follows: Adam Young Inc.—WAFB-TV, Mobile (firm also now represents XEW-TV Mexico City, and XELD-TV, Matamoros). Forjoe—WNOK-TV, Columbia, S. C.; WKAB-TV, Mobile; WKNB-TV, New Britain, Conn. Pearson—KOLN-TV, Lincoln, Neb.; KCBD-TV, Lubbock, Tex. Taylor—KTBC-TV, Austin, Tex.; KGNC-TV, Amarillo; KROD-TV, El Paso; WCOV-TV, Montgomery, Ala. Walker—KXLY-TV, Spokane; WNBH-TV, New Bedford, Mass. Sears & Ayer—KTTS-TV, Springfield, Mo.; WFTL-TV, Ft. Lauderdale, Fla. McGillivra—WOUC, Chattanooga; WPAG-TV, Ann Arbor, Mich. Burn-Smith—WROV-TV, Roanoke. Best—WBRD-TV, Ft. Lauderdale. Holman—WKNX-TV, Saginaw, Mich. Radio Representatives Inc.—WSBA-TV, York, Pa.

**LAST OF RADIO NETWORKS** to reduce rates is Mutual Broadcasting System, which this week announced new Jan. 1 rate card will cut evening rates about 25%, the cut to be "concentrated largely in TV areas"; will increase morning rates to new advertisers by about 5% in all areas; will restore last year's 10% cut in afternoon rates.

Simultaneously, as against general radio trend, MBS reported gross billings of \$14,534,119 for first 9 months of this year, up 13% from \$12,861,185 for same 1951 period. September billings alone totaled \$1,607,104 vs. \$1,324,061 for same 1951 month.

This week, also, *Chicago Tribune's* WGN sliced its evening rates in half, said to be first to place day and

**Network Accounts:** Willys-Overland Motors Inc. (new Aero-Willys car), thru Ewell & Thurber Associates, is first of 5 sponsors to be signed for *Omnibus*, 90-min. weekly program produced by Ford Foundation's TV-Radio Workshop, scheduled to start 26-week schedule Nov. 9 on CBS-TV, Sun. 4:30-6 p.m. Willys commercials will be produced by Ford Foundation. Same company is sponsoring N. Y. Philharmonic on CBS-Radio . . . Charles Antell Inc. (Formula No. 9 hair & scalp treatment) sponsors *Live Like a Millionaire* starting Oct. 18 on ABC-TV, Sat. 7:30-8, thru Television Adv. Associates, Baltimore . . . Westinghouse will sponsor *Freedom Rings* on CBS-TV, Tue. & Thu. 2-2:30, starting next spring, thru McCann-Erickson . . . Lucky Strike starts *Biff Baker, U. S. A.* Nov. 6 on CBS-TV, Thu. 9-9:30, thru BBDO . . . Vitamin Corp. of America Oct. 5 bought 6:30-6:45 Sun. for *Billy Daniels Show* on ABC-TV, thru Kastor, Farrell, Chesley & Clifford . . . Reynolds Metals will replace *Doc Corkle* Oct. 26 with *Mr. Peepers* on NBC-TV, Sun. 7:30-8.

**Station Accounts:** "They bought an idea, just as they buy a product," said president Robert M. Ganger, of P. Lorillard & Co., Oct. 14, in reporting to Sales Executive Club of N. Y. on results of cigarette industry's combined "tax education" campaign of last spring. Featuring slogan "Half the Pack Goes for Tax," 6-week drive on 27 TV and 38 radio stations had these "astounding" results, he reported: Before campaign, only 9% of smokers knew Federal tax was 8¢ a pack; after drive, 32% said they did. Before campaign, nearly half smokers thought Federal tax on cigarettes should be increased if Govt. needs money; after drive, only one-third thought cigarettes should bear the additional burden—i.e., 13% of smoking public reversed its thinking . . . AT&T has signed Frank Capra, the Hollywood producer, to produce 13 one-hour semi-documentary science films at average cost of \$200,000 each for placement on TV; it's said to be most costly such project in TV history. First film will be titled *The Sun*, second *The Moon*, and series will be placed next year . . . Charles Antell Inc. (Formula No. 9 hair cream & shampoo) will spend \$4,000,000 of its \$5,000,000 advertising budget for 1953 on TV-radio (including new ABC-TV show; see Network Accounts), thru Television Adv. Associates, N. Y. . . Amoco buys 5-min. every half-hour Election Night starting at 8:25 p.m. on WJZ-TV, New York, for local election coverage, thru Joseph Katz; same night, Newsweek Magazine will sponsor series of 20-sec. spots and S. W. Farber Inc. (Farberware appliances) will use 10-sec. . . Among others reported using or preparing to use TV: Amurol Products Co. (Amurol chlorophyll tooth powder), thru Jones Frankel Co., Chicago; Anahist Co. Inc. (Super-Anahist), thru Ted Bates & Co., N. Y.; Oakite Products Inc. (cleaning aids), thru Calkins & Holden, Carlock, McClinton & Smith, N. Y.; Kansas Milling Co. (Silk Floss flour), thru Lago & Whitehead Co., Wichita, Kan.; General Foods (Birds Eye Chicken Pie), thru Young & Rubicam, N. Y.

night rates on same basis. New formula does away with Class C & D. Class A time (7 a.m.-10:30 p.m.) will be \$450 as of Nov. 1. Class A formerly was \$900. Class B will be \$300, applying to 6-7 a.m. and to time after 10:30 p.m. Spots are reduced accordingly.

WGN-TV retains base rate of \$1200 per Class A hour, but as of Nov. 1 changes Sun. 2-5 p.m. time to Class C at \$600 an hour.

New standard contract form for spot telecasting, drawn up by NARTB and AAAA after 2-year study, was released to all stations this week. It's similar to standard contract for spot radio, chief differences being in contract terminations, signal interruptions, program substitution.

**Telecasting Notes:** Even more optimistic about upward trend in TV billings than McCann-Erickson's Sidney W. Dean Jr., who predicted advertisers will spend about \$750,000,000 on time-&-programs by end of 1954 (Vol. 8:41), is DuMont sales chief Ted Bergmann, who told Philadelphia Television Assn. the other day that network and national spot advertisers in 1956 will be spending \$1 billion on the TV medium. This, he noted, would be "2½ times peak radio dollars" . . . DuMont Network itself, said Bergmann, will exceed \$10,000,000 in billings this year (Jan.-Aug. PIB figure: \$5,988,966) and will triple this by 1956. They totaled \$7,761,506 in 1951, about \$4,500,000 in 1950, less than \$1,000,000 in 1949 (p. 8, *TV Factbook No. 15*) . . . Doom of 700 AM stations (out of some 2350 now operating) was forecast by Ted Cott, who manages NBC's WNBT & WNBC, New York, at NARTB district meeting in Memphis; to escape being among those weeded out, Cott suggested low costs, originality in programming, more special events to "give listeners a reason for listening" . . . Hollywood will originate more than half of all CBS-TV network shows by 1954, said program v.p. Hubbell Robinson and Pacific Coast v.p. Harry Ackerman in *Variety* interview pegged on anticipated full use of new "Television City" studios to be dedicated Nov. 15 . . . Tieup of independent WOR-TV, New York, and ABC-affiliate WFIL-TV, Philadelphia, both with network time to spare, plus setup of new CBS-TV 5-station Pacific network, impels Oct. 15 *Variety* to foresee emergence of "netlets" or regional networks along lines of those that have flourished in AM . . . NBC's WNBT & WNBC will have own electric "spectacular" at southwest corner of Times Square atop Hermitage Bldg. as of Nov. 15; animated electric sign 90 ft. long with 30-ft. high letters will plug TV-radio programs and sponsors . . . "Blurb boom" is the way Oct. 13 *Wall Street Journal* headlines its story on tremendous

growth of production of filmed commercials for TV, noting that 77 such producers are located in New York alone, several grossing over \$1,000,000 a year . . . Daily telecasts of UN sessions finally began on NBC-TV 11-noon Oct. 16 after 2-day delay caused when network engineers, members of NABET, refused to accept feeds from UN cameras operated by rival IBEW; dispute was resolved when NBC camera manned by network engineers was given space in booth assigned to still photographers. CBS-TV's 30-min. coverage at 4:30 wasn't affected since network has contract with IBEW . . . 20% pay boost for directors is embraced in new contract negotiated by Radio & TV Directors Guild with networks, agencies & packagers . . . Election night banquet, at which it will play host to 600 local bigwigs, planned by WCCO & WCCO-TV, Minneapolis, with staff of 70 handling news reports, including mobile unit for local returns . . . Unique promotion by Pittsburgh's WDTV last week saw station deliver popcorn to several hundred local homes between halves of local pro football game it was televising . . . Old GE 5-kw transmitter of KSL-TV, Salt Lake City, has not been sold to Ed Craney for new KXLY-TV, Spokane, as originally reported, though deal was made and then fell through; purchaser is KID, Idaho Falls, not yet granted CP . . . Headley-Read named national sales rep for new WBRE-TV, Wilkes-Barre, due on air between Dec. 15-Jan. 15 (Vol. 8:41), with \$275 set as base hour rate, \$46 for 1 min. . . Weed & Co. signs to represent new independent uhf station in Rockford, Ill. (Balaban), due on air in Feb. . . CBLT, Montreal, has increased hour rate from \$500 to \$750, with 5-min. rate now \$187.50, 1-min. \$150, 20 sec. \$112.50, 8 sec. \$56.25 . . . New CBS-TV rate card, dated Nov. 15 and incorporating all rate card changes plus new affiliations, due shortly . . . New uhf WAFB-TV, Baton Rouge, La., due in early 1953, signs affiliation with CBS.

**FIVE FOOTBALL** TV substitutions so far this season of major games in National Collegiate Athletic Assn.'s NBC-TV schedule (Vol. 8:37), testify to problems inherent in drawing up pre-season one-game-a-week program. Nationally televised this week was Yale-Cornell contest, but public clamor forced TV substitution in Washington of sold-out Maryland-Navy game and of Oklahoma-Kansas game in Lawrence, Kan. Last week, Texas-Oklahoma appeared on local screens only, and 2 weeks ago, story was same for Michigan-Michigan State and Texas-Notre Dame.

NCAA hasn't yet permitted 2 major games on TV in same area, as U of Pennsylvania requested 3 weeks ago. At last minute, latter withdrew plans to telecast Penn-Notre Dame game (Vol. 8:39) when NCAA said it would necessitate "bumping" Princeton-Columbia contest off TV.

NCAA's plan calls for intermittent substitution of "small college" games in local areas (Vol. 8:23), but so far only 4 small colleges have appeared on TV. Growing practice of inserting one "big game" for another serves only to point up contradictions in NCAA's program, despite fact that respected *New York Herald Tribune* sports writer Red Smith, in Oct. 17 column, called program "an effort to find a way for football and TV to live together, not an attempt to wipe football off the screens."

Importance of TV receipts to professional football was emphasized by National Football League commissioner Bert Bell, who said at Oct. 13 New York luncheon that, if Dept. of Justice wins its anti-trust suit against NFL's restricted TV policy, only alternative will be to cut all games off TV if crowds are to be enticed to attend. He said that would "put players' salaries back 10 years, because radio and TV contribute largely to the clubs' incomes."

Justice Dept. spokesman pointed out this week that suit isn't aimed at contracts by individual clubs, but only at league's "conspiracy" to set TV rules for all members.

**SOME VITAL TV** statistics on station operation are being produced by NARTB at its current district meetings—using material derived from surveys of stations and expert advice from panels of experienced telecasters.

After studying reports from 6 smallest TV markets, labor relations director Richard Doherty gave District 5 meeting in Atlanta his "educated guess" that TV can make a go of it with annual revenues as low as \$150,000 in markets as small as 50,000. On other hand, panel of telecasters at Oct. 14 District 3 session in Harrisburg said expenses should run at least \$250,000 before adequate revenues begin to flow.

Lawrence Rogers, mgr. of WSAZ-TV, Huntington, noted that his station's expenses ran \$10,000 monthly for first 6 months and that profit wasn't achieved until expenditures reached \$40,000 rate. Other panel members: Paul Raibourn, KTLA, Los Angeles; Roger Clipp, WFIL-TV, and Charles Vanda, WCAU-TV, Philadelphia; Freeman Cardall, WBAL-TV, Baltimore.

Several statistics on rate of station growth were disclosed by Mr. Doherty at Oct. 16 District 2 meeting at New York's Westchester Country Club. Analysis of 83 non-network-owned stations, comparing May-June with same period year ago, showed that station payrolls increased 24%, personnel 15%, hours of operation 20%. Other findings: (1) Average station employs 97 persons, 71 of them fulltime, with 10 smallest averaging 33. (2) Of fulltime employes, 41% are technical, 28% are program & production, 21% general administration, 6% sales & promotion, 4% film.

First post-freeze stations to join NARTB are KFEL-TV, Denver, upcoming WWLP, Springfield, Mass., & KDUB-TV, Lubbock. Additions bring NARTB membership to 93 of the 112 TV stations now on the air.

**UHF RECEIVER** production is beginning to hit its stride. Telephone survey this week of large segment of TV receiver industry showed output picking up sharply, and manufacturers enthusiastic about Portland's uhf (see story, p. 1). Needless to detail here each manufacturer's unqualified endorsement of his own product and the engineering data he can produce to show his set outperforms all others; nevertheless, our survey gave revealing glimpse of plans, accomplishments and attitudes of manufacturers on the challenge of uhf.

Admiral and Zenith, leading exponents of strip approach to uhf, both were non-committal when asked if they have all-channel tuners in works. As to strips, "there just aren't enough, but the supply is picking up," said Admiral spokesman. Receivers are piling up in Portland distributor's warehouse, he added, awaiting arrival of Standard Coil strips, of which Admiral is biggest user.

Zenith is now producing its own strips full blast, and sales v.p. H. C. Bonfig said all of company's sets in Portland are adapted for Channel 27, most also ready for Channel 21, Portland's only other uhf assignment. Zenith strips are now going to all potential uhf markets, he added.

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DuMont is sticking to strips in Portland, but undoubtedly has continuous tuner in works to convert its older sets now being used in vhf areas. "We will have whatever the market requires," said sales mgr. Dan Halpin, "but it would be unwise now to increase the cost of the set with expensive converters." DuMont had some bad moments in Portland when some of its sets picked up interference from taxicab radios. Some strips had to be exchanged or rewired.

"There is no problem with 21-mc strips," said Dr. DuMont, "but with 41-mc strips the taxicab calls interfere." DuMont, too, reports supply of strips improved, but for a time shortage was so severe that DuMont employes in Los Angeles rushed strips from Standard Coil factory to airport as fast they they could get them, and salesmen leaving Los Angeles for Portland even carried pocketfuls of them.

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Emerson, big user of Standard Coil strips, expects to offer sets with continuous uhf tuners after first of next year. President Ben Abrams said all his sets going to Portland are equipped with uhf strips. He said strips give good performance there, but described the strip approach as "an interim way of handling the situation." Pointing to the suddenness of KPTV's debut, he added: "The manufacturers had their backs to the wall, and did the best they could under the circumstances."

Hallcrafters' Wm. Halligan expressed view of many manufacturers when he said "at first we had to use anything we could get to carry us through." Company's first shipments to Portland were of vhf sets plus Mallory converters in separate cabinets. Beginning next week, Hallcrafters plans to supply set with Mallory tuner built in,

priced about \$30 higher than vhf-only. Company equips some of its turret tuner sets with strips, which Halligan said "work well, but not as well as converters."

One company which is using all 3 approaches to uhf tuning is CBS-Columbia. Until now, its Portland-bound sets have been equipped with Standard Coil strips, but it plans to use some Sarkes Tarzian single-channel matchbox converters, which it considers "more practical." CBS also sells Mallory continuous tuner in own cabinet as external converter. "We've been using any kind of converter we can get our hands on," said sales mgr. R. D. Payne. "The station went on the air 90-120 days too early for the industry."

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RCA builds 3 different converters, is concentrating on self-powered 2-channel \$24.95 job for Portland market, while production is just beginning on \$49.95 continuous tuner. Company's program is flexible, and its experts say that while 2-channel converter is ideal for Portland, continuous tuner will be better suited to areas where there will be many uhf stations, and the \$9.95 one-channel matchbox is best for big cities where there are many vhf stations but only one uhf.

GE, after shipping several thousand continuous tuner vhf-uhf sets to Portland (\$49.95 extra), is now concentrating on its 3-channel uhf translator, which it is ready to ship in "sizeable quantities." Installed at factory, it adds \$39.95 to cost of set, and is also available in kit form for internal adaptation of GE sets at \$32.90 (controls in front of set) and \$24.95 (side controls). GE continuous tuner is now out of production, and there are no plans to build it into new sets.

Motorola is pushing General Instrument continuous tuner, selling it at \$39.95 in 3 forms: Built-in at factory, as field kit for building into existing sets and as converter in own cabinet. Company also has 2-channel "outboard" matchbox type converter at \$14.95 which it is de-emphasizing because "Portland's response to the continuous tuner has been so gratifying." Shipments of the all-channel set are reported "very heavy."

Westinghouse says it's supplying Portland distributors with all the plug-in matchbox receptors they can use. Listing at \$14.95 each, there's room for 2 in all recent Westinghouse sets. Company is also beginning production of all-channel sets using continuous uhf tuner at \$50 more than vhf-only.

Philco is shipping sets to Portland with own make continuous tuner installed (\$50 extra), says it's now in position to supply Portland and any other new markets with "their rightful share." Crosley, too, is concentrating on built-in continuous tuner at same price.

Sylvania's set with Mallory tuner built in (also \$50 extra) will be "delivered in considerably more substantial quantities" beginning next week.

Arvin made its mark in Portland by being ready early with vhf-uhf sets with Mallory tuner (\$40 extra), on which first production began last spring (Vol. 8:19).

**Gobbledygook** of TV ad writers got thorough spoofing when *Denver Post* staff writer Dan Partner wrote guest article in Sunday *Portland Oregonian*, giving Portland residents the benefit of Denver's experience in coping with new "pseudo vocabulary which makes a salesman sound like an electronics engineer." Samples of Mr. Partner's advice: "Needless to say, any receiver without a supersensitive syncro-brain with audiomatic sound and radiomatic tube serviced by a picture magnet antenna isn't worth having around the house. A dual power custom twin chassis, super-powered, of course, with a super-selenium speaker and focalized one-knob tuning with the automatic triple

lock is merely mandatory. [It is] common knowledge that opticlear panoramic vision and dynamic performance won't be available unless the picture-lock is synchronized to the transmitted signal. Some Denver folks have been influenced against a particular set just because the salesman doesn't know how to turn it on. That, obviously, is unfair and is the result of a snap judgment. He may be a clerk recently transferred from the ribbon dept. and hasn't had time to learn which gadget is which."

Kenneth B. Willson, executive v.p., elected president of National Better Business Bureau Inc., succeeding late Edward L. Green. He's succeeded by v.p. A. E. Backman.

**OPS PARTS-CEILING SNAFU ANGERS TRADE:** OPS reimposed price ceilings on TV-radio-phonograph parts this week, effective Oct. 27, climaxing an off again-on again snafu within the bureaucracy that left puzzled parts manufacturers angered while the set makers were frankly apprehensive about possible effects on receiver production.

Whole trade, especially the set manufacturers, is now concerned whether the all-but-dead price control agency is girding for a price drive on receiving sets.

OPS officials say they have no such intention -- not as long as prices stay below "trigger" level (Vol. 8:35). But some say frankly they believe recent wave of price increases (Vol. 8:39-41) following ceiling suspensions was ill-timed -- though admitting there's nothing they can legally do about it at present.

OPS listed 2 major reasons for its action: (1) Parts under suspension order are used in other industrial equipment still under controls. (2) Planned tightening of service ceiling charges (Vol. 8:41) would be ineffective unless cost of parts which make up those charges are controlled.

First reason exposed colossal blunder at the time of price suspension (Vol. 8:35). Red-faced officials -- those left after recent mass exodus following appropriations cut--now admit that consumer goods officials failed to consult industrial division members on industry-wide effects of parts price suspensions. Worse, relaxation committee members charged with over-all standards didn't measure the effects.

Action came as complete surprise to RTMA executive v.p. James D. Secrest, who led fight to suspend controls. Immediately after learning of action the day it was released to press, Secrest got busy on telephone, arranged industry committee meeting with OPS for Oct. 21. Meanwhile, he got agency to postpone effective date of order to Oct. 27. Quam-Nichols president Matt Little heads industry delegation.

Reaction to order was adverse. Most company officials are withholding comment until after Oct. 21 meeting. Hallicrafters president Wm. Halligan said:

"There is already a shortage of 21-inch tubes and we could have a very serious shortage if tube manufacturers continue to lose money, as they will under the ceilings." He said that if Govt. takes away incentive to make a profit, manufacturers may well cancel their expansion plans, leave set makers with severe shortages.

Diversion of facilities to more profitable items was cited as an almost inevitable consequence of the OPS order by 2 manufacturers, who said they preferred to remain anonymous for time being. Both stressed small profit margin on parts now.

Order won't result in lower prices, parts makers agreed. Said National Video Corp. gen. mgr. Donald C. Stixrood: "The restoration of ceiling prices will not drop our prices to jobbers or to manufacturers by 1%."

Some prices may have to be rolled back, a Sylvania spokesman said. But Standard Transformer Corp. sales mgr. Gilbert C. Knoblock commented: "If rollbacks are necessary, they will be very slight, since we've only passed on to our customers the slight increases made by copper and steel suppliers."

**DEMAND OUTRUNNING SUPPLY OF TV SETS:** Big RCA & GE and little Sparton this week were added to ranks of those posting price increases on TV sets, due to higher costs -- so that the company that hasn't by now raised prices is the exception.

Six of RCA's line of 23 models were hiked by \$10, one by \$15, two \$20, three \$30, while GE raised only 3 of its 15 models -- two by \$10, one \$20. Sparton hiked all units by \$10. The \$10-\$30 raise has been pattern of most others (Vol. 8:39-41).

Over-all demand for TVs continues to exceed supply, with some areas (like new Denver and Portland markets) enjoying boom sales and most old markets doing very well. Some manufacturers are now saying that the upcoming new markets may suffer difficulty in getting sets because demand continues so high in old markets.

Weekly retail survey by Retailing Daily of Oct. 15 shows Chicago's TV sales up average of 10% over year ago, radio up 25%; Philadelphia's TV-radio up 5-10%. But New York's total "electrical appliances" are reported off 6% from last year; Atlanta TV only fair; Boston & Cleveland TV among slowest items.

Our own contacts with manufacturers, large and small, indicate favorable picture at their end. Biggest worry at factories is higher materials prices -- not only components but now also cabinets. (Fact is, trend to higher prices for home furniture is already noted, trade sources forecasting 5% increases by end of year.)

The manufacturers are saying business is "good" to "terrific". As one put it, "Business is terrific and getting better."

Said CBS-Columbia sales chief Dick Payne: "The improvement is not due to the new markets; demand is up everywhere. We're scraping the bottom of the barrel to keep distributors supplied. We have no sets in the warehouse."

Hallicrafters Wm. Halligan said demand is now beyond capacity to produce. Heavy demand is causing spot shortages of parts and tubes -- right now 21-in. CR tubes are hardest to get -- leading Zenith's Henry Bonfig to observe: "We live from day to day, but that's nothing unusual -- it's part and parcel of this business."

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Another record output week was racked up Oct. 10 -- RTMA reporting 179,147 TV sets produced (13,944 private label) as against 167,861 preceding week and year's record 168,308 on Sept. 26. Factory inventories fell to 140,299 on Oct. 10, lowest since December 1950 and down from 147,313 the week before.

With 11 weeks of 1952 statistical year yet to be counted, total TV output has already gone slightly ahead of 4,000,000.

Radios are doing nicely, too. Week ended Oct. 10 saw 206,855 output (76,869 private) vs. 189,617 week before. Factory inventories were 222,088 vs. 224,608. Week's radios were 85,096 home models, 29,461 portables, 46,978 clock, 45,320 auto.

**Trade Personals:** Rear Admiral Willis E. Cleaves, USN ret., named staff asst. to gen. mgr. of Bendix radio div.; he recently was director of aviation sales, Collins Radio . . . Glen McDaniel, who resigned as of Oct. 1 as president of RTMA, now a partner in N. Y. law firm of Lundgren, Lincoln, Peterson & McDaniel, 63 Wall St.; phone Whitehall 3-7380 . . . Ross D. Siragusa, Admiral president and a leading Catholic layman in Chicago area, to be general chairman of silver jubilee dinner sponsored by Chicago business and professional men at Conrad Hilton Hotel Dec. 2 on behalf of brotherhood program of National Conference of Christians & Jews . . . Jack Siegrist, now with Admiral-New York Inc., to become advertising mgr. of Motorola in Chicago under Ellis Redden, adv. director . . . Marshall A. Williams, ex-Hughes Aircraft, Air Associates & Bendix Aviation, appointed regional mgr. of Philco's govt. & industrial div. in Beverly Hills, Cal.; he succeeds Edward Harbison, resigned . . . Paul Bryant, ex-Herbert Horn and Leo J. Meyberg, California RCA distributors, named to newly created post of western sales mgr., Zenith Radio, covering 11 western states out of Los Angeles . . . Joseph Dworcen, Dynavox pres., elected pres. of Phonograph Manufacturers Assn. Inc.; I. Rothman B&R Electronics Inc., v.p.; Harold Kraft, Kraft Bros., secy.-treas. . . . Karl von Gaa, ex-DuMont, named sales mgr., Canadian Aviation Electronics Ltd., exclusive DuMont licensee . . . James E. Doughty, ex-Admiral & Philco sales rep, named Capehart's New England sales mgr. . . . Ernest Bareuther named Philco controller, replacing William B. Yoder, new chief accountant . . . Isadore Leyden, ex-Majestic-Garod, named chief mechanical engineer, Tele King . . . Wm. L. Thibadeau resigns as Starrett gen. sales mgr. . . . S. D. Newman resigns as sales mgr., Mars TV . . . Mort Farr, NARDA president, now on speaking tour, due to address Northwest Appliance & TV Assn. in Seattle Oct. 21, Bakersfield (Cal.) Dealers Assn., Oct. 28.

Jacob Friedus, who with Mrs. Friedus controlled now-bankrupt Starrett Television Corp. (Vol. 8:8, 11, 15), was indicted in Federal court in the District of Columbia this week along with Larry Knohl, who figures in the \$5000 airplane commission deal with ex-Asst. Attorney General T. Lamar Caudle. They were charged with conspiracy to acquire Aireon Mfg. Co., Kansas City jukebox manufacturer, in offering \$700,000 for it to the RFC which had taken it over for non-payment of \$1,500,000 loan. According to charges, Knohl represented himself falsely as a v.p. of Starrett, and with Mr. Friedus told RFC falsely that the firm was making a profit when it actually was deeply in debt. Friedus is now serving 4-year sentence for tax frauds involving nearly \$250,000, and Knohl once served term for violating bankruptcy laws. New charges carry penalties up to \$30,000 fine, 15 years imprisonment.

New "universal" color scanner, designed to generate any known color system, was demonstrated Oct. 17-18 by Telechrome Inc. at its plant in Amityville, N. Y. President J. R. Popkin-Clurman, ex-Hazeltine engineer, reports that gear has been sold to west coast manufacturer Gilfillan Bros. for close to \$75,000; that another will be built for Hytron, CBS subsidiary; that Kollsman Instrument (Standard Coil subsidiary) and Sylvania are considering purchases. Gear is housed in 7 racks, employs flying-spot scanner, uses dichroic-mirror receiver, contains 900 tubes, can be switched from system to system by push-buttons controlling 10 motors. Telechrome has sold a color scanner to FCC for its lab division (Vol. 8:3), but Clurman says that equipment comprised only about "two-tenths" of latest gear which he terms the "Colossus."

DuMont has sold vhf transmitter with full studio equipment and mobile unit to new Radio-TV Roquette Pinto, educational station to be built by city of Rio de Janeiro (Dr. Ferdinando Tude de Souza, director).

**Topics & Trends of TV Trade:** Curious sidelight on advent of TV in Portland, Ore. only month ago (Vol. 8:38) is fact that TV set sales began to zoom also in Seattle. This despite fact that Portland's uhf KPTV doesn't purport to reach into Seattle, or even the environs of Seattle, whereas Seattle's 4-year-old vhf pioneer KING-TV does claim a good portion of the 150 miles between it and Portland as fringe area.

That the "TV virus" has really infected the northwest is indicated not only by this phenomenon but by fact that a Spokane dept. store is already advertising to "buy now before you get caught in the rush." Spokane should have at least one of its vhf stations on the air right after Jan. 1 (Vol. 8:41). In that city, as in Portland, service schools are reported swamped with students, and dealers are reported building up stocks against T-Day.

A leader in the Portland TV trade, big Meier & Frank dept. store, carrying 16 brands, reveals it sold 1150 sets the first week after KPTV's opening. A sidelight on how TV builds traffic is fact that women shoppers are leaving children in TV dept., now regarded as Portland's best "baby sitter." The kids squat and watch intently. Some even bring their lunches.

Last report from Portland was that 14,900 sets were in area as of Oct. 10, with sales running about 1000 daily.

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Following up TV oscillator radiation problem (Vol. 8:39), FCC chairman Paul Walker wrote to RTMA Oct. 15, saying Commission is glad to learn RTMA is studying performance of TV & FM receivers and expressing hope industry would meet "desirable objective" of 15 uv/m at 100-ft. for vhf TV. Walker reminded that FCC limits recommended by RTMA in 1950—50 uv/m for Channels 2-6 and 150 uv/m for Channels 7-13—are looked upon as only interim limits. Commission is sending technical research chief Wm. C. Boese to meet with RTMA receiver committee during Oct. 20-22 RTMA-IRE meeting in Syracuse.

GE added 3 new models to its TV line this week, making total of 15. New 17-in. table in mahogany wood cabinet is listed at \$240, new 21-in. open mahogany veneer console \$400, new 21-in. open blonde oak in "Stratopower" series \$420. "Stratopower" chassis is considered 267% more sensitive than previous GE models. Prices of 3 sets were raised—17-in. open console, raised \$10 to \$300, and two 21-in. deluxe consoles with half doors, up \$10 & \$20, respectively. All prices are inboard.

RCA Victor Co. Ltd., Montreal, plans \$3,000,000 expansion with new 110,000-sq. ft. electronics plant in Prescott, Ont., costing \$2,000,000 and due to be ready in early 1953; new 52,000-sq. ft. branch & warehouse in Toronto, \$500,000; new branches & warehouses in Winnipeg & Vancouver, \$500,000. Company already has plants in Montreal and Owen Sound. President F. R. Deakins predicted "enormous future" for TV in Canada.

RTMA has petitioned OPS to declare clock radios suspended from price controls, along with all other radios (Vol. 8:35). Clock radios weren't specifically mentioned in original suspension order and agency has yet to rule formally on it.

Total of 5,732,630 germanium diodes was sold during first 9 months of 1952, RTMA reports, 4,539,216 of them for new set equipment. Some 814,521 were shipped in September. Statistics are based on information supplied by GE, Raytheon and Sylvania.

Transistor Products Inc., Boston, subsidiary of Purolator Products Inc. set up to manufacture transistors under Bell Labs license, has elected James A. Abeles as chairman.

Beckman Instruments Inc., So. Pasadena, Cal., building new 20,000-sq. ft. building at Mountainside, N. J. for eastern sales & service offices for subsidiary Helipot Corp.

**Merchandising Notes:** Present markets, though 70% of families already have TVs, will account for by far largest part of TV set sales for next year or 2, in opinion of Admiral's Ross Siragusa; if 50 new stations go into operation by end of 1953, he guesses the new markets they open up will take not less than 750,000 nor more than 1,250,000 sets . . . One-line-a-year idea espoused by NARDA has apparently taken hold—but question is whether new models will emerge in winter or summer. Way business is going now, looks like shortened lines, accent on a few fast-moving models, better-let-well-enough-alone may be most manufacturers' attitude until next spring . . . Fresno, Cal., whose McClatchy radio station KMJ holds CP for uhf that isn't expected to be ready before May 1, is already showing intense interest in TV; recent Fresno district fair had TV booths displaying Crosley, DuMont, Magnavox, Motorola receivers . . . Next RCA addition to line may be home recorders, on which labs have been working some time . . . Davega looking into possibility of opening Denver store, reports *Retailing Daily* . . . "Wanted, used TV sets for our Texas stores" captions Washington ads by Meck TV Inc., offering \$100 allowance, no down payment, on new Meck or Scott TVs sold via home demonstration or at local factory branch . . . Muntz TV Inc. has set up subsidiary Muntz Industries Inc., incorporated with 1000 shares of common at \$100 par, to produce TVs and air conditioners . . . Motorola creating quite a stir with its new "pin-up" clock radio at \$39.95; it can be hooked to wall, comes in 4 colors.

**Distributor Notes:** Motorola names Edward L. Pincus pres. of its Motorola-New York Inc. in addition to his duties as pres. of Motorola-Philadelphia Co.; Allen Williams, ex-Motorola-New York v.p., named asst. sales mgr. of parent company . . . Emerson appoints Louis Abrams pres. of Emerson-New Jersey Inc. in addition to presidency of Emerson-New York Inc.; Jack Gaertner resigns as sales mgr. of Emerson-New Jersey . . . Admiral appoints Atlantic Appliances Inc., Portland, Me. (Joseph B. Russell, pres.) . . . Zenith's Cincinnati distributor, Harry Knodel Distributing Co., appoints Rodney B. Young gen. mgr. . . . Arvin's Denver distributor, Savage & Son Inc., merges with Mercury TV's Appliance Distributors . . . Fada names Harry Shamis northern N. J. mgr. of its Fada of New Jersey Inc., replacing D. W. May . . . Andrea's N. Y. distributor, Andrea Sales Corp., announces resignation of sales mgr. Charles E. Sherwood.

**Signs of the TV times:** Sylvania reports its TV set plants have stepped up from 5-day single-shift to 6-day double shift in order to meet increased demand. CBS's Hytron tube plant in Newburyport, Mass. went from 40 to 43½-hour week as of Oct. 9. And Crosley's electronics sales mgr. E. W. Gaughan, reporting Cincinnati plants operating at capacity, states in news release that Sept. shipments of electronic products (mainly TVs & radios) ran 183% ahead of same month last year, with TV sets on allocation now and probably well into next year.

Dr. Allen B. DuMont is author of leading article in October *Guideposts Magazine*, answering poignant letter from polio-stricken teenager asking "Why did this happen to me?" Inspirational article relates how Dr. DuMont, himself a onetime polio victim, overcame the handicap—indeed, first got interested in radio and electronics because the illness kept him bedridden for year at age 11.

Dr. Harold S. Osborne, ex-AT&T chief engineer, elected president of International Electrotechnical Commission, world clearing house for standards, at current sessions in Holland.

Trav-Ler gets \$1,500,000 revolving credit from Chicago's American National Bank to finance backlog of \$7,500,000 in defense orders.

**T**HEATRE-OWNER Ted Gamble—who gained fame as head of wartime bond-saving drives, owns 8 movie houses, is now principal in several applications for TV—takes dim view of future of motion picture business. During hotly contested FCC hearing for Denver's Channel 7, which ended this week, he revealed he's liquidating his once-extensive theatre holdings to move into TV, which he says "is more challenging and has a better future."

Gamble is 20% stockholder in Denver's KLZ, competing for TV there against Wolfberg theatre interests; he's also principal stockholder in KCMJ, Palm Springs, Cal., and 43.5% stockholder in TV applicants KJR, Seattle, and KOIN, Portland. He said his movie house investments once totaled \$2,500,000, but are now down to less than \$500,000. He owns theatres in Indianapolis, in Akron & Steubenville, O., and New Castle, Pa., all of which he expects to sell in another 6 months.

TV's impact first impressed him in 1949 when he foresaw a 6-year "readjustment period" for movies. He decided then that "people won't go out to theatres to pay for what they can get free at home." He explained, when interviewed, that he thinks in future "only the big spectacles, like *Ivanhoe*, will be shown in theatres." He feels that his type of theatres—"small, subsequent-run houses"—are hit hardest by TV and predicted that 6500-10,000 of the over 20,000 theatres now operating will fold in the next 6 years.

Wolfberg theatre interests take much more optimistic view, their witnesses testifying that although second-run houses do show decline, first-run houses are little affected and drive-ins are enjoying healthy increase—with overall prospects remaining quite good.

Disputing Gamble's estimates, the authoritative spokesman for theatre owners, *Motion Picture Herald*, editorialized Oct. 11: "Mr. Gamble apparently has not been keeping in close touch with the industry or he would know that up to now the total of new drive-in and regular theatres opened since the war exceeds by a wide margin the number that have closed for all reasons, including obsolescence as well as increased competition from television and other entertainment media. New theatres of all types already scheduled for 1953 will also represent a net gain in theatre grossing capacity."

New proposed rules for 72-76 mc band, located between TV channels 4 & 5 and employed by police radio and similar services, seem to please nobody (Vol. 8:36). By Oct. 13 deadline, parties on both sides of fence expressed concern over proposal which is intended to minimize interference between TV and the other services. RTMA said: "Our studies to date have led to the firm conviction that adoption of this amendment will result in serious interference to existing and future TV reception in some areas." If FCC permits, RTMA will submit counter-proposal within 120 days. NBC submitted engineering analysis by Wm. Duttera, said new rules "could result in appreciable diminution of TV service previously contemplated in rural areas," asked for more time to study problem. WCCO-TV, Minneapolis, pointed to "serious interference" from police station at Menominee, Wis., requested formal hearing. Others, such as Philco, Sylvania and NARTB, asked for 90-day delay and informal FCC-industry conferences. Opposite view was taken by such organizations as Black Hills Electric Cooperative, Custer, S. D., Plains Pipe Line Co. and State of California. They feel proposal would be too restrictive of 72-76 mc station operation, asked that status quo be maintained or that rules be eased rather than tightened. Motorola considered most of proposal reasonable, requested a few changes.

Cornell-Dubilier planning big new plant on 27-acre site in Sanford, N. C.

**Financial & Trade Notes:** Among officers' and directors' stock transactions reported by SEC for Aug. 10-Sept. 11: Irene O. Siragusa bought 487 Admiral, holds 514,497 personally and through trusts; Yandell C. Cline bought 100 Arvin, holds 3800; Bruce A. Coffin sold 2500 CBS "A" (June-Aug.), gave 200 CBS "B" as gift (July), holds 14,083 "A," 17,300 "B"; Lloyd H. Coffin sold 2100 CBS "A" (June-Aug.), gave 200 CBS "B" as gift (July), holds 14,258 "A," 16,158 "B"; Felix Weiss bought 300 Cornell-Dubilier (April & July), sold 452 (Jan. & Aug.), holds 200 in joint tenancy; Allen B. DuMont bought 100 DuMont pfd., holds 54,200 common, 2100 pfd.; Benjamin Abrams bought 400 Emerson through trusts for children, 100 through Benjamin & Elizabeth Abrams Foundation, holds 296,739 personally and through trusts and foundations; Wilfred M. McFarland bought 50 Hazeltine, holds 50; Charles E. Green exercised right to buy 140 Motorola, holds 3000; Matthew J. Hickey Jr. exercised right to buy 500 Motorola, holds 5500; E. P. Vanderwicken bought 300 Motorola, holds 300; Leslie J. Woods sold 400 Philco (March, July & Aug.), holds 8305; Jeffrey S. Granger sold 200 Sentinel, holds 2900; Robert E. Peterson gave 400 Standard Coil as gift, holds 197,480.

In motion picture and allied fields these transactions were reported: George Lawrence Lloyd sold 5370 Decca to his wife, holds none; Leonard W. Schneider exercised right to buy 84 Decca, holds 334; Harold I. Thorp, through Laurence M. Marks & Co., bought and sold 14,141 Decca, holds none; Samuel Broidy bought 200 Monogram, holds 45,299 and options for 200; Norton V. Ritchey gave 1000 Monogram as gift, holds 2954; Austin C. Keough bought 100 Paramount Pictures Corp., holds 350; David J. Greene bought 5000 RKO through trust, holds 60,850 personally and through partnership and family; A. Louis Oresman bought 5000 RKO, holds 27,100; Milton R. Rackmil bought 1000 Universal, holds 1000.

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Magnavox sales for 3 months ended Sept. 30 totaled \$11,250,000, compared with \$5,000,000 a year ago, chairman Richard O'Connor told meeting of Cleveland Society of Security Analysts. Net profit for Sept. 30 quarter was \$572,000 (75¢ a share) vs. \$20,000 (2¢) same period last year. Mr. O'Connor predicted current quarter sales would set new record. Company has military order backlog of \$54,000,000.

Columbia Pictures Corp. and subsidiaries, including TV film producer Screen Gems, reports net profit of \$803,000 (80¢ a share) for year ended June 30, compared with \$1,498,000 (\$1.81) in preceding year.

United Paramount Theatres reports net profit of \$3,970,000 (\$1.20 a share) for first 9 months of 1952 vs. \$6,054,000 (\$1.73) same period last year.

Olympic Radio offering its Oct. 20 common stockholders right to subscribe to 36,000 new shares, price not yet set, in ratio of about 1 for each 11 held, to raise funds for expansion.

Packard-Bell reports net profit of \$3,000,000 on sales of \$22,700,000 for year ended Sept. 30 compared to \$2,805,246 on \$18,720,527 same period last year.

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Decision on release of old RKO films to TV won't be forthcoming for at least 6 months, says new chairman Arnold M. Grant. In answer to trade reports that RKO had been offered \$5,000,000 for its backlog following purchase of controlling interest in studio by syndicate headed by Ralph Stoklin (Vol. 8:38-40), Grant said survey would be undertaken to determine economic wisdom of releasing old films to TV.

CBS FILED for St. Louis this week, application for Channel 4 putting it into competition with applicants KXOK, KWK and Meredith Publishing Co., all seeking same channel. Network proposes \$1,791,727 plant, \$800,000 annual operating cost. General Teleradio Inc., General Tire subsidiary operating KFRC, San Francisco, filed for Channel 2 there, the channel once held by Don Lee.

Altogether, 13 applications for new stations were filed this week, 4 of them for uhf, and there were 6 dismissals of applications—bringing total now pending to date to 758 (298 uhf).

General Teleradio's counsel, John B. Poor, is president of independent firm seeking Channel 12 in Providence. Burnet R. Maybank Jr., attorney, son of Senator from South Carolina and himself a State Representative, is one of principals in uhf Channel No. 23 application for Greenville, S. C. Martin Theatres of Georgia, already co-applicant for Columbus, applied also for No. 6 in Augusta. And in Wisconsin, group of newspaper publishers, some owning radio stations, others having missed radio boat, joined to form company applying for No. 7 in Wausau.

Other applications this week were for San Diego, No. 21; Odenton, Md. (between Annapolis & Baltimore), No. 14, channel allocated to Annapolis; Springfield, Mo., No. 3 (same principals as owners of KTUL, Tulsa, and KOMA, Oklahoma City); Wilmington, N. C., No. 6 (WGNI); Erie, Pa., No. 35 (by owners of WDOK, Cleveland); Milwaukee, No. 12 (WCAN); Portsmouth, Va., No. 27 (WSAP).

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

Old drawn-out network interconnection case, an effort of Western Union to become competitor of AT&T in supplying TV intercity transmission facilities, reached final decision this week when FCC ruled 3-2 in favor of AT&T. Hearing started Jan. 27, 1950; examiner's initial decision came Jan. 11, 1951. Western Union had proposed to build microwave relays, mostly in northeast, but needed FCC authority to tie them into AT&T's facilities before they'd be much use. Commission decided that Western Union's plans were too uncertain, that giving it a "blank check" to build might seriously disrupt AT&T's present operations and future expansion. But FCC made it clear that it would welcome any solid proposal to provide competition to AT&T and that "our decision is not intended to support any claim which the Bell System companies may have made to a monopoly in the field." Comr. Hyde's dissent, in which Comr. Hennock concurred, asserted decision "effectively does grant such a monopoly to Bell" and that Western Union is probably only common carrier able to build competitive system. He said that a company must have advance assurance of interconnection from FCC before it can justify constructing a competitive system. After decision, Western Union issued statement saying decision didn't diminish its interest in providing TV facilities and that situation is "being carefully restudied." It didn't indicate whether court appeal would be made.

"What consolation is a TV set on a cold, lonely night?" So mused Chicago circuit court judge Julius Miner this week when faced with an intriguing divorce case. AP reports that Mrs. Alice Vojik, 23, suing husband George, 26, for divorce, dropped her demand for alimony if he'd only return TV set he took with him when he walked out. Husband's attorney told court Mrs. Vojik parked in front of the set, leaving her husband to cook his own dinner. Said the attorney: "Now she wants the TV set. My client will give it to her. It broke up his home and he never wants to see a TV set again." Informed there was no chance of reconciliation, Judge Miner ruled: "Waive alimony and she will get the TV."

Presidential race may be mere preliminary bout on Election Night. Judging from network press releases, main bout may be TV's "battle of the electronic brains." In one corner, representing CBS, will be Remington Rand's Univac, weighing in at 5500 tubes, which will spew election trends from Philadelphia after memorizing complicated analysis of returns in past elections which CBS-TV claims will forecast election results for viewers "at an earlier hour than ever before possible." Battling for NBC in Radio City's Studio 8-H will be Monroe Calculating Machine Co.'s "Mike" Monrobot—"not the biggest, but the fastest"—which will keep NBC commentators informed on voting trends "and what the results are likely to be a few hours later."

Vicissitudes of channel shifting are described in Oct. 11 *Johnstown (Pa.) Tribune-Democrat*, owner of WJAC-TV which on Oct. 4 moved from Channel 13 to 6 and increased power to 70-kw. Article says move cost \$160,000, involved installation of 500-watt Channel 13 standby transmitter, required several chartered plane trips to Camden for RCA parts and to FCC for permission to begin Channel 6 operation—plus day and night work by everyone. Results appear well worth effort, according to 2 viewer letters quoted, including one from Smithsburg, Md., housewife who said her \$1000 set-&-antenna investment was virtually worthless until Channel 6 signal arrived.

Preparing to introduce Telemeter into Canada, J. J. Fitzgibbons, president of Famous Players Canadian Corp. Ltd., reports: "We are at the stage where we are organizing our staff to handle the development of this coin-operated subscription form of TV." Company holds 25-year franchise covering rights to manufacture, license and operate pay-as-you-look TV system in Canada. Though Mr. Fitzgibbons doesn't indicate where system will start, there are reports that London, Ont., will be first city and that local studios will be built to feed programs to homes via cable, a setup similar to Telemeter's Palm Springs, Cal. project still under construction (Vol. 8:38).

Gene Autry's purchase of KMPC, Hollywood, from G. A. Richards estate may be announced shortly. Negotiations were still in progress this week, appraisals being made. Price is likely to be considerably under reported \$1,000,000. Autry's partner in venture is Bob Reynolds, present mgr., with several other KMPC staffmen also acquiring stock. Autry also has holdings in KOOL, Phoenix, and KOPO, Tucson, both TV applicants, recently acquired interest in KNOG, Nogales, Ariz.

New servicing plan for uhf stations, announced by RCA with brochure this week, covers supervision of installation, quarterly inspection, personnel training—"all the technical assistance a uhf station needs to get a good picture on the air and keep it there," according to W. L. Jones, v.p. in charge of technical products service. First contract has been signed by KPTV, Portland.

To eliminate interference caused by its FM station WFUM, Flint, to reception in Flint of WJIM-TV, Lansing, 55 miles away, U of Michigan is changing WFUM's frequency from 89.7 mc to 107.1 mc, moving from non-commercial to commercial FM band. WJIM-TV operates on Channel 6 (82-88 mc).

Dr. Alfred N. Goldsmith, editor of *IRE Journal*, inventor and one-time chief engineer of RCA, has been retained by RKO as consultant to study TV's impact on movies and possible industrial and technical improvements in connection with movies and TV in theatres.

New weekly magazine reported about to go on newsstands in New York area is *TV Family*, published by Dupuis & Sons Co.

Annual outing of FCC Bar Assn. will be held Oct. 25 at Horace Lohnes' Twin Oaks Farm, Vienna, Va.

# Television Digest

with **ELECTRONICS** REPORTS

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**LUBBOCK & AUSTIN NEXT VHF STARTERS:** Real sleeper among the new-station grantees is W.D. (Dub) Rogers' KDUB-TV, Lubbock, Tex., which has already taken delivery of 5-kw DuMont transmitter, promises to be on air not later than Nov. 13, possibly earlier. Actually, he got STA from FCC this week permitting start Oct. 31 at 3 a.m., which indicates he's aiming to have at least some test signals on Election Day.

Vhf Channel 13 outlet has interim location atop Lubbock National Bank Bldg., giving its 6-bay RCA antenna an elevation of 197½ ft. Within 5 months, says Rogers, it will be moved to new studio-transmitter-office building on nearby 80-acre tract where 1000-ft. tower will be erected.

This apparently is next station definitely slated to take the air, though Austin's KTBC-TV (Channel 7) this week got STA from FCC permitting it to commence commercial operation from Nov. 15. KTBC-TV is slated to join CBS-TV as of Dec. 1.

Lubbock outlet, according to Rogers, who founded and managed KEYL, San Antonio, until its sale to George Storer last year (Vol. 7:30,41), will also become CBS affiliate, hooking into the coaxial via an 85-mi. relay.

Speed with which first of Lubbock's 2 grantees is getting going apparently has impelled other CP holder, KCBD-TV (Channel 11), to seek to move faster -- and its equipment deal with RCA this week could possibly get it on the air by Jan. 1 instead of April start previously announced (Vol. 8:42).

\* \* \* \*

Moving higher up on the vhf calendar, too, are the 2 El Paso grantees -- and prospects for start of either or both by Jan. 1 are good. New KR0D-TV (Channel 4) reports "rapid progress" on studios, road to top of Mt. Franklin for transmitter more than half finished, no delays so far -- so that, in words of chief engineer Edward P. Talbot, "we fully expect to be on the air by Jan. 1."

El Paso's KTSM-TV (Channel 9) reports studios coming along, "rehearsals" by mid-November, good chance to get on air by Jan. 1 or even earlier.

Other late reports from vhf grantees, in our continuing survey of upcoming stations, include one this week from KFOR-TV, Lincoln, Neb. (Channel 10) whose mgr. George X. Smith says RCA equipment was ordered this week, new building to house all TV-radio operations due for completion by Jan. 1, and the TV "should be on the air in about 6 months." Last week, KOLN-TV, Lincoln (Channel 12) reported it has ordered DuMont equipment, should be on air Feb. 1 (Vol. 8:42).

Trade report from St. Joseph, Mo. indicates KFEQ-TV (Channel 2) may require 9 months before it can get on the air.

Only other new report this week on vhf prospects is indefinite one indicating that Ed Craney's KXLY-TV, Spokane (Channel 4) seems to be moving faster and he's apparently now aiming to equal if not beat strenuous efforts of KHQ-TV (Channel 6) to get going shortly after New Year or earlier (Vol. 8:42-43). He now reports he's still trying to make Xmas start, is building atop Mt. Spokane, plans closed-circuit

in Spokane starting Nov. 1 to feed programs to hotels, bars, ice cream parlors, dealer stores as sort of preliminary to on-the-air operation.

\* \* \* \*

Among uhf grantees, York's WSBA-TV got its RCA antenna this week end while RCA's first 3 low-power transmitters were being tested at Camden. WSBA-TV's Louis Appel won't make definite commitment, but plant is far enough along so that dealers and distributors are gearing for sometime in November -- possibly by second week.

WHUM-TV, Reading, reports meanwhile that it will definitely be ready "prior to Dec. 10" -- despite rumors to contrary. And, adds manager Humboldt Greig, "We'll start in the black." It will also be a CBS-TV outlet, will operate 8 a.m. to midnight daily, has also booked NBC-TV's Colgate Comedy Hour via kinescope.

The 1000-ft. WHUM-TV tower atop 1650-ft. Summit Station is due to be up by Nov. 15. The 12-kw GE transmitter can be delivered and hooked up within 48 hours, said Greig. GE's Sabcho Sabeff is on job in Reading to make this GE's showcase.

Also high on RCA's uhf priority list are WSBT-TV, South Bend, and WBRE-TV, Wilkes-Barre, though latter seems to be competing for third of only 3 transmitters to be available rest of this year with not-yet-granted but early-orderer WFPG, Atlantic City, which has an installation that could put its TV on air within days.

\* \* \* \*

From Bridgeport, getting ready with first Federal uhf installation, comes renewed assurance of president Phil Merryman that "WICC-TV will be commercially telecasting as of Jan. 1". And from E. Lansing, Mich., where Michigan State College got commercial uhf grant for WKAR-TV, we have report of director Armand L. Hunter that orders for transmitter and tower are about to be placed; that studio installation is already complete with 3 camera chains operating closed-circuit, that station ought to be ready "either July or Sept. 1953."

Mr. Hunter also offers this interesting note: "We have not selected any national sales representative because we plan to operate the station as an educational non-commercial station, even though our license is not for a reserved educational station but for an unrestricted channel."

Only other uhf report we have this week comes from WILK-TV, Wilkes-Barre, whose manager Tom Shelburne says it's due to get GE equipment in January, says construction of building is completed (extension of FM plant) and adds: "We believe we can get on the air sometime late in January or by Feb. 1."

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From NBC-TV came press release this week announcing affiliations of WSLS-TV, Roanoke (Channel 10) as of Dec. 1 and WBRE-TV, Wilkes-Barre (uhf) "on or about Dec. 15." While earlier direct reports (Vol. 8:37 & 42) did not put them on the air that early, network affiliations would indicate intentions of speeding up. WSLS-TV, in fact, reports to us that "Dec. 1 is our objective [but] there may be unforeseen circumstances which can cause some delay."

**ONLY 4 CPs GRANTED--SPEEDUP IS PROMISED:** FCC's hoped-for speedup in granting CPs, to result from bypassing contested applications (Vol. 8:38), hasn't yet materialized-- only 4 CPs being granted this week (2 vhf, 2 uhf), making total 82. But FCC opinion is that rate of grants should run close to 10 weekly before long. Taking time out from en banc theatre-TV hearing, Commission awarded these CPs:

Honolulu, T.H., Radio Honolulu, No. 11; El Paso, Tex., KEPO, No. 13; Duluth, Minn., Great Plains TV Properties, No. 38; Frederick, Md., WFMD, No. 62.

Honolulu grant went to group of non-radio businessmen, except for exec. v.p. H.M. Richards, who is required to divest himself of interest in the Honolulu Star-Bulletin, part-owner of KGMB-TV, due on air Nov. 15 (Vol. 8:42).

El Paso CP is third for city, and it can be assumed KEPO-TV will strain to get on air quickly, since competitors are making beautiful progress (see p. 1).

Behind the Duluth grant are Chicago theatremen Herbert Scheftel and Alfred Burger who are now in position to build while city's 2 commercial vhf channels are tied up in competitive hearings. A third vhf channel is reserved for educators.

Five more hearings were scheduled this week -- Nov. 17 being specified for contestants in Flint, Beaumont, Duluth, Sacramento, Ft. Wayne -- while the Jackson, Mich. hearing became washed out with withdrawal of Sparks-Withington Co. WIBM is now in position for uncontested grant on uhf Channel 48.

Hearings in progress -- Denver, Portland and Tampa-St. Petersburg -- continued with typical in-fighting. In Denver case, for example, KOA group sought to prove that KMYR president F.W. Meyer deliberately tried to conceal part-ownership held by brother A.W. Meyer in the year's before company was incorporated. KMYR counsel, in turn, worked over actor Bob Hope, largest stockholder in KOA (Vol. 8:26), with aim of showing Hope is far too busy to participate in management.

Comedian Hope was serious, careful, admitted frankly that he was primarily interested in investment. He said his assets total about \$3,700,000. Hope testified that he frequently hit Denver in his 12-15 transcontinental trips each year, hoped to originate some shows from Denver, and expected to persuade some of his fellow showfolk to appear on station. Hope's attorney Martin Gang testified that group seeks no other stations, though it once tried to buy WHAS-TV, Louisville.

Portland's 3-party Channel 12 hearing took peculiar turn when Oregon TV Inc.'s gen. mgr. Walter Stiles resigned right during hearing, left town. His departure left applicant in rough spot, since Stiles had been the key man in group which includes some of Portland's biggest businessmen, such as Julius Meier Jr. of Meier & Frank dept. store. Mr. Meier testified that he learned some suspicious chapters in Stiles' background, but not until latter resigned for unknown "personal reasons."

\* \* \* \*

FCC continued cleaning up backlog of petitions dealing with allocations, hearings, etc., taking following actions this week:

(1) Denied request of KROW, Oakland, Cal., that San Francisco-Oakland hearing, conducted before freeze, be restored to pre-freeze status; that the channels removed by end-of-freeze decision be restored to area; that no one besides the hearing parties be permitted to file for those channels now. Commission said that its authority to change rules, switch channels, overrides any rights to those channels which parties may have had at time of hearing.

(2) Made final the assignment of Channel 4 to Irwin, Pa., near Pittsburgh, and proposed the assignment of Channel 52 to Princeton, Ind.

(3) Denied request of WVJS, Owensboro, Ky., that Channel 9 be assigned to nearby Hatfield, Ind.

Complex Lancaster, Pa. case got more complex. FCC has granted WGAL-TV a CP to shift from Channel 4 to 8 and to operate with minimum power. WLAN, which feels it has equal right to Channel 8, has been set for comparative hearing with WGAL-TV. This week, WLAN told Commission that it can do better job of operating temporarily, until final decision in hearing, than WGAL-TV can -- and filed an application for 29 kw. What's more, WLAN said, it can do it cheaper, by renting \$150,000 worth of equipment from DuMont at \$6000 a month and installing it for \$40,000 (including tower). WGAL-TV has said it would cost \$140,000 to shift.

**FCC'S 'SHOW ME' ATTITUDE ON THEATRE TV:** Theatre-TV proponents began uphill fight this week to wring frequency allocation from FCC exclusively for beaming pictures to nation's movie palaces.

From start of theatre-TV hearing it was obvious that the commissioners were skeptical -- not only of the unprecedented engineering proposals placed before them, but of the necessity for any special theatre-TV service at all.

Current phase of hearing, which began Monday and is expected to end early next week, is devoted entirely to direct testimony on engineering and accounting by witnesses for Motion Picture Assn. and National Exhibitors Theatre-TV Committee. No cross-examination is permitted until hearing resumes Jan. 12. At that time theatre-men will try to convince FCC that it's in the public interest to permit establishment of a national theatre-TV system.

Big fight is shaping up between theatre-TV proponents and AT&T in January

hearings. For theatremen have their eyes on 360-mc chunk of microwave spectrum now allocated to common carriers. The theatre-TV engineering proposals, as outlined by engineers Stuart Bailey, Frank McIntosh, Andrew Inglis, et al:

FCC should set aside six 60-mc "circuits" for nationwide theatre-TV service, each circuit containing two 30-mc channels, using 10-mc video bandwidth. This system would make possible 6 competitive theatre-TV services, including both inter-city relays and intra-city distribution to theatres.

They asked for exclusive allocation of 5925-6285-mc band as their first choice. These frequencies are in common carrier band used by AT&T for TV relay circuits from Richmond to Norfolk and by Western Union for its New York-Philadelphia relays -- but otherwise that band is now little used.

Theatre-TV engineers' second choice is in 6425-6575 band, occupied now by operational fixed and land mobile stations, the latter all assigned to AT&T.

Attorneys and engineers for AT&T, RCA, ABC, CBS, DuMont and NARTB sat in on the hearings, although they weren't permitted to examine witnesses. AT&T is certain to oppose any such allocation of potentially valuable microwave space -- especially to a potential competitor, for theatre-TV "stations" would operate own relay system, probably paralleling AT&T lines.

Network attorneys say they're in hearing simply to safeguard own interests, to make sure theatre people don't ask for any channels now used by commercial stations or potentially useful to them.

\* \* \* \*

Moviemen want a theatre-TV picture that looks as good as a 35-mm film, so they're asking for a wide video band. They say 10-mc bandwidth approximates movie definition, although no transmitting equipment has yet been build to those specifications (home TV has 4-mc video channel). Along with the 10-mc band, they're specifying a 735-line picture (as opposed to 525 on home TV).

Witnesses said they felt theatre-TV should be in color from the start -- but added it wasn't necessary for Commission to set standards. Issue of picture standards sparked clash between Chairman Walker and theatremen's chief counsel, ex-FCC chairman James Lawrence Fly.

Fly argued that so little is now known about the high frequencies and wide-band transmission that Commission shouldn't set fixed standards which would artificially freeze the quality of theatre-TV picture. He added that unlike home TV, the public will have no money invested in expensive receivers which would be obsoleted by new improvements in picture transmission techniques.

\* \* \* \*

Dispute over exclusive theatre-TV sport telecasts was injected during first day of engineering hearing by Chairman Walker, foreshadowing another hot controversy sure to come up during "public interest" phase next January. Comr. Walker interrupted testimony by 20th Century-Fox research chief Earl I. Sponable to comment that the public is more interested in seeing boxing on home TV than it is in development of a special theatre-TV network. He added:

"This is perhaps the most vital question in this hearing, from the standpoint of the public. We get complaints about your monopolizing the fights. If you had been sitting [on the FCC] and listening to complaints from Congressmen and the public generally, you'd know they're worried about sports being taken off home TV.

"Suppose it gets into baseball, and the public can't see that unless they go to the theatre. That is what the public is going to want to know about this thing as you go along." There was no mistaking Mr. Walker's attitude.

\* \* \* \*

Cost of proposed theatre-TV system will be discussed by witnesses next week. Preliminary cost figures for equipment, land, labor, etc. were introduced Oct. 24 to lay groundwork for accounting testimony. AT&T counsel Ernest D. North objected to cost exhibits as "hearsay," got ruling from Comr. Walker that they won't be accepted by Commission until after cross-examination next January.

**UNDERWRITERS' RULES FOR UHF CONVERSION:** There's trouble brewing when John Q. Public takes the back off his TV set -- and safety authorities fear an install-it-yourself epidemic when uhf tuners appear on dealers' shelves.

To save John Q. from a shocking experience -- or worse -- Underwriters Laboratories this week laid down some of the conditions manufacturers will have to meet if they want their receivers and uhf converters to carry the coveted "UL" seal.

Biggest uhf conversion hazard is the layman who goes beyond his depth trying to install a converter or strip which should be inserted by serviceman, according to UL's Leonard H. Horn who outlined uhf safety regulations to some 400 industry engineers at RTMA-IRE's fall meeting in Syracuse this week.

External converters pose no serious problem, he said, as they can be connected without opening the set. Most of today's tuners designed for internal installation, however, should not be installed by customer. UL will approve internal tuners for installation by set owner, he said, only if these conditions are met:

(1) Receiver chassis does not have to be removed from cabinet to install converter; picture tube and high voltage contacts are not exposed; consumer isn't required to loosen or take out hard-to-remove or breakable parts; no tools are required other than pliers and screwdriver.

(2) Complete installation instructions are furnished with set or tuner.

\* \* \* \*

"UL will impose no great restrictions on tuners designed for installation by servicemen," said Mr. Horn. "Installation in almost any manner is okay."

But he warned that receivers won't get UL approval if they're accompanied by instructions specific enough to encourage an owner to take a stab at doing the conversion job himself. Where tuner is intended for installation by a serviceman only, it's taboo for manufacturer to supply model number of his uhf tuner in instruction sheet accompanying vhf set, or on set itself.

Some engineers assailed latter rule as "reversal of UL policy," and said manufacturers hadn't been notified of change. Mr. Horn stood his ground, explained that model number and instructions should be supplied only with receivers which may be converted by customer himself.

As for turret tuners, he said "replacement of strips is the serviceman's job, not the user's" in most cases. "In some few receivers," he added, strips can be changed without removing chassis from cabinet or exposing hazardous high voltage connections. Many strip tuners require realignment of receiver, Mr. Horn declared.

Most manufacturers estimate at least a year's transition will be required "between present receivers and those in which the owner can safely make the conversion himself," he said.

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Raytheon, which calls itself "the largest producer of uhf receivers," takes exception to our statement of last week that "uhf sets now in use are basically standard vhf receivers with circuits added to pick up uhf signals" (Vol. 8:42). Company says its sets are specifically designed for uhf, and adds:

"The uhf tuner feeds directly into the IF circuits using new techniques and uhf tubes. No part of the vhf tuner is used in any way to derive a signal. The uhf tuner selects the uhf stations' video and sound carriers and directly converts them to an intermediate frequency, which is then utilized in the usual manner.

"Qualitative checks in the Portland area on our sets using our uhf tuner and a continuous converter operating through our cascode vhf into the same set proved that a direct conversion from the uhf [gave] much less snow and a higher signal-to-noise ratio." Raytheon line includes 8 vhf-uhf models, at \$40 more than vhf-only. Output of uhf sets is going full blast, first pilot runs having been made year ago.

\* \* \* \*

Uhf fever apparently is gripping Reading, Pa., even though it probably will be about mid-December before the highly publicized WHUM-TV goes on air (see p. 2). Berks County Appliance Dealers Assn. reports some 300-500 continuous converters in hands of dealers and public there -- plus an unknown quantity of uhf tuner strips.

**Telecasting Notes:** "Strong trend toward film" gives Hollywood edge over New York as TV center of U. S., says Oct. 20 *Advertising Age*, which notes that 40 sponsored programs this fall will be on film produced in Hollywood, 90 expected by Christmas. While film production costs are said now to equal live production for same program, movie folk contend Hollywood's advantage lies in its know-how and facilities . . . But Hollywood's advantage will be short-lived if unions continue to up their wage demands, says KLAC-TV gen. mgr. Don Feddersen, who petitioned AFRA not to hike scales in negotiations for new contract in interest of cutting filmed production costs and increasing employment; union replied petition will be considered at meeting Oct. 27 . . . NBC-TV also sees added revenue from local sales for re-runs of network-owned film shows, announces *Dragnet* and *Victory at Sea* will go out on local syndication next year following network run . . . Trend to filmed commercials, with their lower costs, improved quality and "simplicity and sincere salesmanship," is noted in Ross Reports' 1952 *Survey of TV Film Commercials*, published by Television Index Inc., 551 5th Ave., New York (\$5); valuable 66-page report analyzes representative group of 4917 filmed commercials between Aug. 1, 1951-July 31, 1952 . . . From Tokyo this week 20th Century-Fox president Spyros Skouras is quoted as warning Japanese film industry not to be taken by surprise by TV "as we were in the U. S." and to start large-screen theatre-TV at same time home TV begins . . . Chese-

brough's popular radio series, *Dr. Christian*, to be made into TV series under auspices of McCann-Erickson . . . Like Menotti's *Amahl & The Night Visitors*, TV performance of opera *Billy Budd* by NBC Opera Theatre Oct. 19 got enthusiastic accolade of the New York critics, notably *Times'* Olin Downes who said it was "much better than the opera itself in its original form" and *Herald Tribune's* Jay Harrison who described it as "elegantly conducted and mounted to perfection" . . . Crime programs and beer advertising now restricted by WKZO-TV, Kalamazoo, which won't take crime shows on Sundays or before 9 p.m. weekdays; beer & wine sponsors are limited to 2 programs between 6-11 p.m. Mon.-Sat., none on Sundays except for special sports events . . . Elaborate "open house" for some 300 agencies and advertisers will be conducted by WNBQ, Chicago, 1-6 p.m. Oct. 29-30, supplying behind-the-scenes picture of routine in all departments, including capsule run-through of all local live programs . . . U of Toledo on air via WSPD-TV with TV credit course in history and homemaking, offered Mon.-thru-Fri. 9:45-10:15 a.m. . . NARTB "get out the vote" drive's final phase will consume 118½ days of air time for 15-second announcements 10 times a day on 3090 TV & radio stations between Oct. 25-Nov. 4, election day . . . DuMont's WTTG and network people now quartered in enlarged new studios and offices in Washington's Raleigh Hotel . . . 1037-ft. tower of WTMJ-TV, Milwaukee, is up more than 400 ft., will be ready for new transmitter in January.

**Personal Notes:** James T. Aubrey Jr. named mgr. of KNXT, Los Angeles, succeeding Wilbur Edwards, now gen. mgr. of CBS-TV film sales; Edmund C. Bunker promoted to KNXT and CBS-TV Pacific Network sales mgr. . . . Lawrence B. Gumbinner, senior supervisor of CBS network operations, promoted to asst. mgr. of CBS-TV network operations dept. under mgr. H. C. Meier . . . Ed Madden, NBC v.p., was in London Oct. 22 to make formal presentation of new *Victory at Sea* film series (starting on NBC-TV Oct. 26, Sun. 3-3:30 p.m.) to BBC and to arrange special screening for Winston Churchill . . . Charles A. Wall, BMI financial v.p. & treas., elected president of BMI's Associated Music Publishers, succeeding M. E. Tompkins, retiring; Glenn Dolberg promoted to station relations v.p. . . . John Rossiter, gen. mgr. of WTVN, Columbus, has resigned to head new WJTV, Jackson, Miss., planning to go on air before end of year; Frank C. Oswald is acting gen. mgr. of WTVN . . . Robert E. V. Johnson, onetime salesman of KEYL, San Antonio, rejoins his old chief, W. D. (Dub) Rogers as commercial mgr. of new KDUB-TV, Lubbock, Tex., due on air in Nov.; he has just been mustered out as captain of Marines after 17 months in Korea . . . Eldon Campbell, N. Y. rep for Westinghouse stations, named gen. sales mgr., succeeding E. R. Beroff, resigned. In other Westinghouse changes ordered this week by v.p. & gen. mgr. Joseph E. Baudino, L. R. Rawlins moves from KYW, Philadelphia, to manage KDKA, Pittsburgh, succeeding R. G. Duffield, resigned; Franklin A. Tooke from WOWO, Ft. Wayne, to KYW; Carl A. Vadagriff, WOWO program mgr., promoted to mgr. . . . John D. Scheuer Jr., WFIL & WFIL-TV operations chief, named coordinator of TV & AM program depts., headed respectively by John Steck and Felix Meyer, with Roddy Rogers as director of TV production, in new integration program ordered by gen. mgr. Roger W. Clipp . . . A. H. Saxton, mgr. of radio operations, named head of combined TV-radio engineering depts., NBC Hollywood . . . A. A. (Abe) Schechter has resigned as NBC-TV gen. executive . . . Goar Mestre, leading Cuban TV-radio operator, in Europe until end of November . . . Albert V. Cole, program mgr., and Richard Eisiminger, promotion mgr., resign from KNBH, Hollywood . . . Theodore R. Kupferman,

of NBC law dept., elected secy., Federal Bar Assn. of N. Y., now headed by Bernhard A. Grossman, theatrical lawyer . . . Donald Kraatz replaces Jack Brand, resigned, as executive TV producer, ABC central div. . . . John Moffet, ex-Russell P. May and Wm. L. Foss, joins Washington consulting engineer Robert M. Silliman . . . Wallace Ross, publisher of *Ross Reports on TV*, joins TV-radio dept. of Music Corporation of America . . . Chester C. Shore, ex-Cohn & Marks, establishes own law offices at 1025 Connecticut Ave., Washington; phone, Republic 3309 . . . Hubert J. Schlafly Jr. has resigned as director of TV research for 20th Century-Fox to become engineering v.p., Teleprompter Corp.

First nationwide sales conference via theatre TV has been arranged by Theatre Network TV Inc. for James Lees & Sons Co., carpet manufacturers, for morning of Dec. 8. Meeting will be conducted via closed-circuit TV in theatres in 15 large cities under direction of Victor M. Ratner, ex-CBS v.p. who heads Theatre Tele-Sessions, subsidiary of TNT, program originating in New York.

"TV Coverage Calculator," slide-rule device for quick determination of Grade A, B and principal-city coverage under FCC's standards, has been placed on market by J. B. Epperson, chief engineer of Scripps-Howard TV stations. It's available for \$3.55 from Pioneer Electronic Supply Co., 2115 Prospect Ave., Cleveland.

Deadline for comments on 72-76 mc band rules was extended to Dec. 22 by FCC after it had received numerous requests for more time to study proposal (Vol. 8:42). Rules would cover various fixed safety & special services located between TV Channels 4 & 5.

Harold A. Lafount, 72, Republican member of Federal Radio Commission 1927-34, died Oct. 21 at Detroit home of his daughter, Mrs. George Romney. A native of England and a civil engineer, he was appointed from Utah by President Coolidge, left Commission after one term to take charge of Bulova radio interests, then including WNEW and WOV. He was a bishop of the Mormon Church, will be buried in Salt Lake City Oct. 25. Surviving are his mother, 3 other daughters and a sister.

**Station Accounts:** Value of 10-second identification announcements as low-cost TV advertising technique is described in Oct. 20 *Sponsor Magazine*, which notes that more than 85 stations have accepted this type of ad following adoption of NATSR code of standards last May. Live-action, animation, slides-&-voice, stop-motion, are major techniques used in "talking billboards" which usually cost about 50% of station-break rate . . . A "natural" for TV, sponsored or sustaining: *The Real Estate Reporter*, Sun. 12:30-1 p.m. on WATV, Newark; besides reporting on new homes and home repairs, program has *Newark News* women's editor discussing interior decorating . . . Klaus Landsberg's KTLA, Los Angeles, claims sale of \$500,000 worth of time to Jim Clinton Stores (clothing chain), covering year, is some sort of local sales record; placed thru Milton Weinberg Adv. . . . National Biscuit Co., big spot radio user, reported setting up \$1,000,000 budget for spot TV, thru McCann-Erickson . . . Big Namm-Loeser dept. store, Brooklyn, sponsoring new show, Sun. 11:30-noon on WJZ-TV, titled *Buyer for a Day*, featuring store buyer presenting latest fashions and products . . . Madison Square Garden sports, again being carried on WPIX, thus far has Old Golds sponsoring half of the 93 events, Piel's Beer one-fourth . . . General Foods, for Krinkles, buys Thu. segment of *Merry Mailman*, children's show on WOR-TV, Mon.-thru-Fri. 6-6:30, thru Foote, Cone & Belding . . . N. Y. Herald Tribune buys spots in *The Late Show* and *Football Scoreboard* on WCBS-TV, thru Donahue & Coe; Dodge autos buys into *The Early Show*, as well as *6 o'Clock Report*, thru Grant Adv., Detroit . . . GE has filmed 20 TV commercials at Vidicam . . . Among other advertisers reported using or preparing to use TV: R. T. French Co. (bird seed), thru Richard A. Foley Adv., Philadelphia; Apex Electrical Mfg. Co. (Apex cleaners, washers, ironers), thru Meldrum & Fewsmith, Cleveland; L. J. Grass Noodle Co. Inc. (Mrs. Grass' noodle soup mix), thru Phil Gordon Agency, Chicago; Dulane Inc. (Fryryte appliance), thru Critchfield & Co., Chicago; Gard Industries Inc. (Gard weatherproof spray for clothing), thru Ross Roy, Chicago; Saratoga Springs Authority (Vichy water), thru Moser & Cotins, Utica, N. Y.; Moly Motor Products Co. (Liqui-Moly auto lubricant), thru Friend, Reiss & McGlone, N. Y.; Washington State Dairy Products Commission, thru J. Walter Thompson, Seattle.

"I told you so," says *Billboard* editor Joe Csida, who conducted an ardent but fruitless editorial crusade to persuade broadcasters not to slash radio rates from time of CBS's first announcement. "On that occasion," he writes in current column, "we reiterated our opinion that there simply had to be some answer other than rate-cutting [and] pointed out, among other arguments, that there was no guarantee that this would be the last cut . . ." Csida reports rather wryly on adman Raymond Spector's remarks at NARTB district meeting last week in Rye, N. Y. Mr. Spector asserted that new and drastic radio cuts are in order, that night rates should be reduced still more, that broadcasters shouldn't make "mistake" of raising daytime rates. When one broadcaster asked Spector whether he'd buy night radio if rates were cut, he replied No.

Complete "dollar score" of national advertising for 1951—by media, by accounts, by business classifications—is analyzed in special issue of *M. A. Briefs* published Sept. 9 by Magazine Advertising Bureau, 271 Madison Ave., N. Y. It shows number of advertisers per medium (magazines, newspapers, network radio, network TV), number spending most of appropriation in each medium, number using one medium exclusively, "casualties" per medium, PIB business classifications.

**F**OOTBALL TV "controls" seem firmly entrenched in future plans of National Collegiate Athletic Assn.'s TV committee which will probably recommend at January NCAA convention that TV restrictions continue next year. NCAA's TV director Asa S. Bushnell, however, revealed after Chicago meeting of NCAA executive council that he feels pay-as-you-see TV is eventual answer to equitable distribution of TV receipts among colleges.

Meanwhile, "control plan" continues to run into obstacles and substitutions every week. After public clamor in Washington area forced local TV substitution of Maryland-Navy game for nationally televised Yale-Cornell contest (Vol. 8:42), alumni of latter 2 schools raised their own outcry. NBC-TV solved dilemma with closed-circuit telecast of Yale vs. Cornell in Washington's Wardman Park Hotel for alumni only.

Another type of complaint, directed at NCAA's own TV schedule, came from Stanford which grumbled that Oct. 4 telecast of its game with Michigan cut gate attendance almost in half, but school authorities didn't mention that Stanford drew even smaller crowd the following week when there was no TV on west coast.

"TV control" fever may also be spreading to basketball. DePaul U. of Chicago has asked NCAA to survey TV's impact on basketball attendance figures. NCAA's TV committee said it would bring up matter at convention.

"Almost Like Old Times in AM" headlines Oct. 22 *Variety* in reporting upsurge in radio billings highlighted by week's 3 big deals by CBS, which sold \$53,000 package to Plymouth Motors for 4 network shows week of Nov. 18 to introduce new models, sold Amoco its annual New Year's Day *Year of Crisis* show for review of year's news events by network commentators, optioned Thursday 10 p.m. slot to Lucky Strike for unannounced network show at date to be determined. These developments, plus PIB statistics showing \$2,000,000 jump in radio billings for Sept. (see p. 14), give solid underpinning to comment of CBS radio sales v.p. John Karol that network radio is over the hump and has definitely started on the road back to heyday. Karol says advertising executives, so engrossed with TV a year ago they wouldn't even talk about radio, are now "highly enthusiastic" about AM's sales promise, adds families have become very selective about TV, tune in only for particular programs, then go back to radio.

TV's inroads into radio's night audiences were pointed up by BBDO's TV-radio v.p. Arthur J. Pryor Jr. at NARTB District 6 meeting in Memphis. But he also emphasized that radio still reaches vast audience at low cost and urged AM station owners to seek research which "will give a true picture of radio listening," including car sets, portables, radios in public places and extra home sets. He cited charts showing that TV claims 79.3% of evening audiences in New York, 72.3% in Los Angeles, although radio ownership continues to rise. He concluded that, in long run, TV and radio will each be strong advertising medium in its own right, "complementing and supplementing each other in the tremendous battle for sales and services ahead."

Bishop Fulton J. Sheen's *Life Is Worth Living*, a hit sustainer on 3-station DuMont hookup last season, returns to that network, with 20 to 25 stations lined up, under sponsorship of Admiral Corp. on Nov. 18. He will appear 26 times, Tue. 8-8:30 p.m., sponsor spending \$1,000,000 for time and production and Father Sheen donating his entire fee to Missions Humanity. Institutional message will be carried at opening by big TV-radio manufacturing firm headed by Ross Siragusa, a leading Catholic layman, with direct selling commercial only at end.

**H**OTTEST THING on color front today is "OCW," which stands for "orange-cyan-wideband" and refers to latest refinement of NTSC system. Here's situation, as we gathered it at Oct. 20-22 RTMA-IRE technical sessions in Syracuse:

Some months ago, technique called color phase alteration (CPA) was introduced to eliminate color fringing problems. Then, during field testing with brightness approaching 100 ft. lamberts, it was found that CPA produced intolerable flicker. OCW was then proposed as substitute for CPA and appears very promising.

Present NTSC field test specifications provide that 3 primary colors supply large detail and that black-&-white fill in fine detail. With OCW, a 2-color element, comprising orange and cyan, is inserted to provide medium-sized detail. This is said to relieve both fringing and flicker problems, produce picture better, if anything, than original. No additional subcarrier is required.

Net effect of latest development is to point up uncertainties of trying to predict when NTSC will be ready to ask FCC to standardize on compatible system. Engineers say OCW appears too valuable to pass by, yet it will certainly add substantial time to field testing schedule. Its effect on other components of system must be determined—just as it was necessary to find out what CPA did at high brightness levels.

But predictions of "when" abound nevertheless. This week, for example, the ever-enigmatic Paul Raibourn, Paramount v.p., disputed Dr. Allen DuMont's opinion that it would take 5 years for color to come into general use. Without elaborating, though presumably referring to Lawrence tube, he said that "everybody will be awakened within the next 6 months" and that "a lot of interesting things are happening in color TV."

At theatre-TV hearing this week, incidentally, 20th

Century-Fox's TV engineering expert Earl Sponable reminded FCC that Eidophor color system isn't limited to field-sequential method of color, in fact that company is now building prototype equipment employing a simultaneous system.

That manufacturers' interest in color is broadening is unmistakable. In addition to the major experimenters, Gilfillan Bros. has already obtained color generating equipment, while Hytron, Kollsman Instrument and Sylvania are said to be in process of obtaining additional gear (Vol. 8:42). This week, Sparks-Withington (Sparton) president John J. Smith told stockholders that company is about to install \$100,000 worth of color equipment, and Crosley bought out Sarkes Tarzian's tube plant with eye on color (see Topics & Trends).

Sylvania hit headlines this week when John K. McDonough, new gen. mgr. of radio-TV div., said company will have color sets on market by late 1954 if FCC standardizes on compatible system in time.

When asked to elaborate on Mr. McDonough's statement, Sylvania officials said he meant that "late 1954" is probably earliest date sets can be produced even if FCC approved a color system "tomorrow." Thus, when you come down to it, Sylvania is in same boat as everyone else—dependent upon completion of NTSC work and FCC's promulgation of new standards.

FCC's attitude remains little changed. It's conceded that CBS system may be forgotten, but, as a key staff member put it: "You can darn well bet that the Commission will take a long, hard look at the NTSC system before it starts a rule-making proceeding on new color standards." Furthermore, no one at Commission appears to be burning with zeal to re-open the color issue in immediate future. Project has a low priority at the moment.

**D**ELAYS IN UHF equipment deliveries, which we discussed (Vol. 8:35) in attributing much of fault to miscalculations by the manufacturers, prompts this response from Orrin H. Brown, Eitel-McCullough's director of field engineering:

"We feel a little clarification is in order in that Eimac is, as of this date, in production on the 5-kw klystron amplifier tube and is currently shipping these tubes to transmitter manufacturers.

"The Eimac 5-kw klystron is an external cavity tube, and is thus tunable over a wide frequency range. The basic tube will be available in 3 models, one for Channels 14 to 32, the others for Channels 33 to 55 and 56 to 83, respectively.

"The tube for Channels 56 to 83 was the first one to be designed and placed in production, as it was felt design problems were severest at the higher uhf channels. Steps are now being taken to [produce] lower frequency tubes.

"The Eimac klystron has been tested consistently here at efficiencies of better than 30% over-all, while operating at the 5-kw level, and with adequate bandwidth for transmission of a high definition uhf TV picture. The actual circuit efficiencies with external and readily tunable cavities is well over 90%. The tubes have been extensively tested above 5-kw level under CW conditions, with operating parameters much more severe than those of TV, and no problems exist insofar as loss in the ceramic insulator is concerned.

"Production of the tubes is posing no great problem, and present plans call for a gradually increasing schedule as equipment is built and furnished to users, with a leveling out at a constant rate in early 1953. The tube is being made with techniques long in use at Eimac as a pioneer producer of high-power tubes for vhf TV.

"It is felt the projected production schedules are con-

servative and represent no stumbling block for supply of the 5-kw klystron to equipment manufacturers.

"The klystron design shows no apparent power limitations at this frequency and tube output powers of 50-kw and 100-kw throughout the uhf TV band appear practical."

RTMA can't set uhf standards for TV manufacturers, association wrote this week in answer to suggestion of owner Herbert Mayer of Portland's pioneer uhf KPTV, who requested that RTMA investigate problems of uhf tuners, antennas and transmission lines (Vol. 8:42). RTMA said such regulation of manufacturers' commercial practices would be "illegal and impossible to achieve" and added that it's too early to expect the industry to agree on engineering standards. Mayer was assured that manufacturers are aware of problems cropping up in new field of uhf and that Portland's troubles will be eliminated as new uhf areas are entered.

### Ads in TV Factbook No. 16

Next of our semi-annual *TV Factbooks*—due in mid-January—will be first of the 16 editions we've published thus far to carry advertising. Decision to do so stems from insistent demands for such display space and fact that editorial and production costs are mounting, apace with the growth of the industry. With basic features continued, new ones added, *TV Factbook No. 16*, we can assure our subscribers, will continue to merit the regard its predecessors have won as the standard reference book of TV (some call it the "industry bible"). The weekly *Television Digest* newsletters, addenda, supplements, etc., will of course continue address.

**OPS UPSETS RTMA, KEEPS PARTS CONTROLS:** OPS rejected RTMA petition to lift controls on TV-radio parts after 3 days of consultation this week -- and reaffirmed its order to restore ceilings, effective Oct. 27 (Vol. 8:42).

OPS statement cited defense requirements for parts, an angle hitherto unmentioned by agency. And, for the first time, it took official note of recent TV set price increases (Vol. 8:39-42) by declaring they "possibly forecast a similar upward movement in the price of parts." OPS listed as third reason "a sizable increase in demand for television sets which, in turn, may be expected to have material effect on the supply of radio and television parts."

Surprise action sent RTMA high command reeling. Exec. v.p. James D. Secrest had come away from Oct. 21 industry meeting with OPS bigwigs with feeling that OPS would grant postponement of its recontrol order -- particularly after an industry advisory committee had approved a tougher regulation on service charges same day. Some OPS officials had same belief, which they communicated freely to press.

RTMA announced immediately it would appeal to economic stabilizer Roger Putnam and possibly defense mobilizer Henry Fowler for repeal of OPS action, declaring:

"The decision of the Office of Price Stabilization to restore price controls on radio-TV parts in the face of uncontradicted facts presented by industry representatives is as amazing as it is high-handed in view of the admission by OPS it was not based on price movements since controls were suspended on August 29.

"We plan an immediate appeal to higher governmental authorities who we believe will be more inclined to follow the clearly expressed intent of Congress that products selling below their ceilings and under no pressure to raise prices be relieved of the administrative burden of price controls as promptly as possible."

Decision was decided setback to industry, which had looked forward to period of relative freedom from govt. regulation. Admittedly, price ceilings won't hinder many parts manufacturers -- but elimination of nuisance of being required to report to Washington was something industry deemed worth fighting for.

Order came from topside, possibly from price administrator Tighe Woods himself. He returned recently from cross-country talks with housewives, determined to strengthen, rather than weaken controls. OPS staff officials were completely in dark on answer of agency to RTMA, were seldom even consulted on problem.

Meeting was attended by following from the industry: A.D. Plamondon Jr., Indiana Steel Products Co.; Matt Little, Quam-Nichols; H.C. Bonfig, Zenith; W.E. Bahls and Herbert Brunn, RCA; R.E. Carlson, Tung-Sol; Leslie F. Muter, The Muter Co.; W.F. Rueger, Sylvania; Glen McDaniel, Ray Donaldson and Mr. Secrest, RTMA.

Service meeting was more productive, from both govt. and industry viewpoint. Supplementary regulation will be issued for maximum service charges, depending on whether a service firm filed its charges on a flat or hourly rate. New regulation will set up maximum time allowances for work performed and will require that service firms give each customer statement showing labor and parts costs stated separately. The parts price can be either the OPS ceiling or manufacturer's list price.

**SIGNS FAVORABLE FOR NEXT YEAR, TOO:** Already thinking in terms of 1953 business, the TV trade is looking forward to an even better year than 1952 -- with even the seasonal spring-summer slump more than offset by demand from the newly-opened markets.

That has manufacturers and some distributors quite happy, but dealers are already bedeviling them because of allocations and shortages reminiscent of "good old days of 1950." It's something like that now, though new markets thus far (only Denver & Portland and the few smaller ones upcoming) aren't yet the reason.

Fact is that demand continues to outrun supply, at least of the brand-name

items, even in such nicely "saturated" areas as New York (7 stations), Philadelphia (3) and Kansas City (1). And end isn't in sight, though output continues to go up.

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This week, RTMA reports 191,089 TV sets produced (12,026 private label) in week ended Oct. 17 -- jumping from year's record 179,147 the week before and highest output for any week since early 1951 "hangover" production of lush 1950. Factory inventories fell to new low of 120,126 units from 140,299 week before, and they're the lowest since mid-December 1950.

Radios are moving nicely, too. Output same week was 205,949 (76,215 private label), about same as preceding week (Vol. 8:42). Factory inventories fell to year's new low of 195,965 from preceding week's 222,088. Week's radios were 90,965 home sets, 27,457 portables, 43,339 clock, 44,591 auto.

It's noteworthy that, with 10 more weeks of the statistical year remaining to be counted, TV production has already gone beyond 4,200,000 -- so that nearer 6,000,000 than 5,000,000 total for year seems likely. Total radios for 42 weeks run just about 7,300,000, so may not exceed last year's 12,300,000.

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Market analysis is almost a fetish with GE, and this week its tube dept. marketing manager comes up with some statistical estimates for next year that underline the favorable trends. Against estimated 5,400,000 TVs to be produced this year, he estimates 6,200,000 in 1953 -- at retail value of \$1.73 billion.

New markets, accelerated replacements, increased saturation in existing TV areas, buying of "second sets" -- these will bring the 1953 rise, said Peterson. He figures about 700,000 sets of 1947-50 vintage will be ready for replacement then.

New peaks in the tube business are also forecast by Mr. Peterson -- about 435,000,000 receiving tubes in 1953 vs. 375,000,000 this year; more than 8,000,000 picture tubes vs. 6,500,000 this year; 2,000,000 next year being for replacements.

John K. McDonough, newly named Sylvania TV-radio division gen. mgr., makes this forecast on sets and CR tubes: 6,000,000 TVs to be produced and sold in 1953 -- 65% of them 21-in. models, 20% to be 24-in., 10% the 27-in., only 5% the 17-in.

**Trade Personals:** John K. McDonough, gen. sales mgr., Sylvania TV-radio div., who has been with the division since 1943 when it was Colonial Radio Corp., promoted to gen. mgr. under v.p. Arthur L. Chapman who formerly held title; asst. gen. sales mgr. Ben Holsinger will succeed McDonough, field sales mgr. Arthur A. Currie taking his place . . . T. J. (Jim) Newcomb, sales mgr. of Westinghouse appliance div. at Mansfield, O., named mgr. of TV-radio div. at Sunbury, Pa., succeeding F. M. (Tod) Sloan, promoted to mgr. of operations responsible for all engineering and manufacture of all defense and consumer products . . . Frank Folsom, RCA president, and James Carmine, Philco executive v.p., both returned from Europe Oct. 22 . . . Jack Bremback, ex-Army and formerly adv. mgr. of Western-Holly Co., named Kaye-Halbert adv. mgr. . . . Jerome Pinzur, ex-Bloomingtondale's and Macy's, joins CBS-Columbia as commercial service mgr. . . . Dr. John Ruze, from Air Force research labs at Cambridge, named research director, Gabriel Labs . . . H. Hofinga appointed asst. treas., export div., Philco International . . . James R. Butler promoted to merchandising mgr., Charles McKinney to his job as sales promotion mgr., Raytheon TV & Radio, Chicago . . . Victor Welge named associate director of engineering, P. R. Mallory & Co. . . . Donald L. Kilpatrick, ex-Boonton Radio Corp., named chief engineer of National Co. . . . Don G. Mitchell, Sylvania president, elected trustee of National Industrial Conference Board . . . A. L. Champigny promoted to supervisor of replacement sales promotion, GE tube dept. . . . Charles Macchling Jr., Yale '41, formerly in foreign service, recently with New York law firm of Sullivan & Cromwell, appointed RTMA govt. relations officer and staff asst. to Ben Edelman, of Western Electric, RTMA section chairman.

RCA chairman David Sarnoff, who held rank of brigadier general in Signal Corps during war, this week was appointed by Defense Secretary Robert A. Lovett to head Citizens Advisory Commission on Man-Power Utilization in the Armed Services--top-level group, whose 10 other members are yet to be named, suggested by Senate preparedness subcommittee to investigate and report on more efficient use of military manpower without reducing combat effectiveness. Fulltime technical and clerical staff has already been set up in Washington. Job is non-political, will last into next administration, probably 1-2 years.

F. Sumner Hall elected president, Audio Engineering Society; Jerry B. Minter, Measurements Corp., executive v.p.; Walter S. Pritchard, Ohio Bell, central v.p.; Richard L. Burgess, Allied Recording, western v.p.; C. J. LeBel, Audio Instruments, secy.; Ralph A. Schlegel, WOR, treas. Governors are Price E. Fish, CBS; Jay H. Quinn, Fairchild Recording; Carleton H. Sawyer, Bell Labs.

DuMont has TV exhibit showing panorama of home entertainment from earliest to present receivers in "Industrial Progress U.S.A." exhibit on main floor of Bowery bank, 110 E. 42nd St., Oct. 27-Nov. 14.



Col. Nathan Levinson, 64, head of Warner Bros. sound dept., pioneer in development of talking pictures, whose work on Al Jolson's *Jazz Singer* in 1926 started a new era in movies, died at his home in Burbank, Cal., Oct. 18. A Signal Corps officer in World War I, he was first manager of old KPO, San Francisco, founded by Hale Bros. dept. store with the *Chronicle* and later sold to NBC. He handled Army training films in last war. He leaves his wife, 3 sons, 2 grandchildren.

**Topics & Trends of TV Trade:** Crosley Div. of Avco goes into TV picture tube and miniature receiving tube manufacturing business and Sarkes Tarzian Inc. goes out of it as result of deal this week whereby Mr. Tarzian sold Avco his 2 tube plants at Batavia, Ill. They have total area of 80,000 sq. ft., are geared to make all sizes of CR tubes and the "ruggedized" miniature receiving tubes. Purchase price wasn't divulged.

Batavia plants with same personnel (about 250 employees) will operate as part of Crosley Div., directed by asst. gen. mgr. Leonard F. Cramer. It will continue to sell tubes to present customers, and Crosley v.p. John W. Craig says it will supply only "small proportion" of Crosley's picture and miniature tube requirements. Crosley now buys from other tube makers and intends continuing to do so. One of reasons why Crosley acquired plants was to gear for color tube production when it starts, he stated.

Crosley is second major set manufacturer this year to go into tube-making anew—other being Westinghouse, which has set up new plants in Bath & Elmira, N. Y. (Vol. 8:36). Other set makers who also make tubes are RCA, GE, Philco, Sylvania, Zenith. (For complete list of all tube-makers, see pp. 121-122, *TV Factbook No. 15.*)

Tarzian is a major manufacturer of TV tuners and selenium rectifiers, and continues in that business at home plant in Bloomington, Ind.

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Lighter, larger, stronger glass picture tubes are now possible as a result of new metal banding process developed by Kimble Glass Co. (Vol. 8:31). Addressing RTMA-IRE Radio Fall Meeting in Syracuse, H. B. Vincent, director of product research & development for Kimble, described new "K-Band" tubes as virtually implosion-proof. Heated metal band is applied to face plate where it joins bulb, cuts weight of tube "substantially" by permitting thinner glass structure, "opens possibilities for pictures of still larger size," according to Mr. Vincent. Industrial & electronic div. sales mgr. J. P. Kearney said sampling of the tubes will begin next month, with large scale production a few months off.

Kimble expects to produce tube in 21, 24 & 27-in. sizes. Early samples of 23½-in. banded tube weighed 23-28 lbs. compared with 34 lbs. for similar conventional glass tube of same size and 26 lbs. for conventional 21-in. tube: New light-weight implosion-free tube was interpreted as Kimble's answer to metal-coned tube. Mr. Kearney predicted 24-in. rectangular would become popular tube size, on basis of inquiries from tube manufacturers.

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Need for community antenna systems won't disappear "even after FCC's allocation plan has been fully implemented," says National Community TV Assn. President Martin F. Malarkey Jr. reports completion of survey which indicates that many small and medium-sized communities will continue to require community systems because of topographical peculiarities. He added that NCTA is anxious to cooperate with stations "in a mutual effort to make TV reception available to the greatest number of people."

CR tube booster, introduced by Standard Transformer Co., is small self-contained device said to "add months to the useful life of a picture tube," at dealers' net price of \$2.95. It can be used with all electromagnetic tubes where dimming is due to low cathode emission, steps up emission by increasing filament voltage, is attached by plugging to tube connector and tube.

Community antenna equipment is no longer being made by Technical Appliance Corp., Sherburne, N. Y., but it's staying in master antenna-distribution business for apartment houses, stores, hotels, etc.

**Merchandising Notes:** Philco reported planning next distributors convention in Boca Raton, Fla., Jan. 3-6 . . . NARDA's next convention will be held Jan. 11-13 in Chicago's Conrad Hilton Hotel, board decided this week; it also elected Joseph Fleischaker, Wills Sales Inc., Louisville, to executive board to replace Herb Names, Denver, now a distributor . . . Another Admiral spectacular planned atop warehouse of its Golden State Appliance Distributing Co., 274 Brannan St., San Francisco; 150x75-ft. neon sign, with 20-to-13½-ft.-high letters, will be largest west of Mississippi . . . Magnavox suing dealer Frederick Herbst, Hollywood, for unfair competition and \$500,000 damages for alleged fraudulent use of brand name in advertising 21-in. TVs, then selling customers another make labeled "Magnavox" . . . Los Angeles chain TV-radio-appliance dealer Tommy Crosson sponsoring Bill Anson's *Have a Heart* on KHJ-TV, appearing personally to appeal to TV audience to furnish articles to needy families whose cases are discussed in interviews . . . Gough Industries Inc., Los Angeles, Sylvania distributor in California-Arizona, conducting service meetings & sales clinics for servicemen and dealers in its areas, regardless of brand they handle, finds they pay off in increased parts business & goodwill . . . Bendix will have 27-in. combination on line shortly for introduction at Chicago furniture show in January; also planned is 21-in. in same styling . . . Sonora plans Nov. 1 offering of two 21-in. combinations with own brand name, one open face console at \$300, one three-quarter door at \$400, including tax & warranty . . . DuMont raised prices on 6 models this week—last of majors to fall in line.

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**Distributor Notes:** Motorola's N. Y. distributor, Motorola-New York Inc., announces resignation of William W. Cone as sales & merchandising v.p. . . . Motorola's Philadelphia distributor, Motorola-Philadelphia Co., names Joseph Minarick TV-radio sales mgr. . . . Philco appoints C&C Appliance Inc., San Bernardino, Cal., replacing Great Counties Appliance Distributors Inc. . . . Philco's Jacksonville distributor, Empire State Distributors, appoints Robert N. Woodworth sales mgr. . . . Westinghouse distributing subsidiary, Westinghouse Electric Supply Corp., names T. S. Thomas national mgr. of its new operations dept. . . . Westinghouse's Pittsburgh distributor, Danforth Corp., names Joseph D. Wilson special sales rep, succeeding E. A. Weisser . . . Westinghouse distributor in Scranton, Pa., Penn Electrical Engineering Co., names James W. Hitchcock, ex-asst. sales mgr. of Westinghouse branch at Sunbury, as TV-radio sales mgr. . . . GE's Los Angeles distributor, General Electric Supply Co., names V. W. Moritz, ex-Air Force, TV-radio sales mgr., replacing L. T. Perkins . . . Raytheon appoints Dorfman Distributing Co., New York; Aece Distributing Co., Baltimore; Schafer-Weight Inc., Portland, Ore.; M. Rothman & Co., Cliffside, N. J. . . . Avco announces reorganization and expansion of Crosley's Dayton distributor, Miami Valley Distributing Co., with new offices at 8 N. Keowee St. . . . Avco names Graybar, Memphis, replacing National Rose Co. . . . Capehart appoints Curry's Radio Service Co., Nashville . . . CBS-Columbia appoints Graybar, Chattanooga . . . Sentinel names Stusser Electric Co., Seattle (Leslie Stusser, pres.).

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Pioneer Electronics Corp., Santa Monica, Cal., reports its 27-in. glass rectangular picture tube now in quantity production. Sylvania reports 24-in. will be ready next spring, and National Union says 24-in. will be on delivery by July 1953.

Suspension of controls on warranties sold for TV & radio sets if such sales are separate from sale of sets was announced this week by OPS, which ruled, however, that warranties priced inboard are still under control.

**N**OT BY PRICE ALONE can the TV-radio industry expect to live in blissful prosperity—and now that business is good, industry leaders can afford to speak up about some of the conservative but proven sales techniques that are usually forgotten or cast aside in less prosperous times. Thus RCA consumer products v.p. Joe Elliott lashed out last week, during Louisville wholesaler-dealer clinic, at “the fallacy of attempting to build a retail business on a price basis alone.”

“If you attract customers simply because you have the lowest prices,” he said, “you can keep customers only by continuing to undersell the rest of the market. Price cutters skate constantly on the thin edge of business failure.”

Selling TVs and radios as if they were merely appliances, said Elliott, reflects lack of imagination. He urged:

- (1) Sales training and product information courses for dealer sales staffs.
- (2) Regular sales meetings to summarize accomplishments and establish quotas.
- (3) A sales approach which presents TV & radio as dynamic additions to family life.
- (4) Merchandise displayed in settings appropriate to the price bracket.
- (5) Follow-up calls on satisfied customers by phone and in person.

TV adds \$200,000,000 to electric utility revenues this year as result of increased home power consumption, RCA v.p. & technical director Dr. C. B. Jolliffe told utilities executives Oct. 6 at N. Y. meeting sponsored by Ebasco Services Inc., utility service organization. He based his estimate on conservative average of local rate schedules and power used by average TV set—without taking into account revenues to power companies from station & studio operations nor added use of electricity by families staying home to watch their sets. As example, Dr. Jolliffe cited case of midwest power company which played active role in success of city's one station. “This station, less than 3 years after opening, was broadcasting 5865 air minutes a week, with more than 19% sponsored by the electrical industry, and the utility company assisting the station estimated a gain in power consumption of 250,000 kv-hours for every 1000 TV sets added to the area,” he said.

Analyzing TV receivers shown at Britain's recent National Radio Exhibition, October *Wireless World* reports that nearly 60% were 12-in., 30% were 14-15-in., 10% were 16-17-in., only two 9-in. and one 21-in. Magazine says: “Apart from technicalities, the economic factor is very important. One may guess that it will settle down at something like 12-15 inches.” Among accessories shown: (1) A “window aerial coupler” for places where it's impractical to drill through walls or window frames for antenna lead-in. It comprises 2 cylindrical-shaped units attached to opposite sides of window by suction cups. Signal is transferred through inductive coupling. (2) Pre-amplifier, for weak signal areas, which mounts atop antenna, gives 8 db gain.

Crackdown on unethical TV servicemen came this week in N. Y. when Joseph DeGuido and Fred Strutin, employes of Sibko Television Service Co., Long Island City, were charged with conspiracy and petty larceny after they reportedly accepted \$34.13 for replacement of a single tube valued at \$5 and replaced 2 new tubes with second-hand substitutes in a brand-new set planted in the home of Detective William Shiels. Parts were marked by manufacturer with secret code for easy detection of replacements. Each was released in \$500 bond and case was continued to Dec. 4.

Admiral building 46,000-sq. ft. one-story brick addition to TV plant in Bloomington, Ill., to be ready for occupancy Jan. 1.

Havana's new CMBF-TV, controlled by same interests (Mestre) as CMQ-TV, originally slated for October debut, won't get going on Channel 7 before mid-December or perhaps January, according to v.p. Arturo Chabau. Delay in shipment of tower and antenna is reason. DuMont 5-kw antenna capable of 29.5-kw ERP has been ordered. Second Havana station in the Mestre TV group which includes satellites in other Cuban communities (see *TV Factbook No. 15*), will be devoted to news, films and sports primarily, begin operation at 4 p.m. daily, Mon.-thru-Sat., with the 4-6:30 program repeated from 6:30-9 p.m., followed by sports pickups. There will be no studio pickups, only films and remotes. “Rotative plan” of sponsorships, tried successfully on radio and on CMQ-TV, will be used. Advertisers can buy any number of spots (at \$81, \$57 & \$30 for 60, 40 or 20-sec., subject to frequency discounts) which are telecast in rotation, each spot advancing each day within each time classification, so that “the message will reach the existing viewing audience at all times of the day and evening throughout the month.” Mr. Chabau reports 70,000 TVs in Havana now, 20,000 more in other cities, with good prospects of 100,000 by end of year.

“Output of military electronic equipment is now running at a rate more than double that of a year ago,” said defense mobilizer Henry H. Fowler in his recent quarterly report to President Truman. Report added: “Some of the largest and most complicated [electronic] equipment is now reaching volume output. One of the large radar sets, constituting one of the biggest dollar value programs scheduled for production, came into production in August and will form an important part of the country's defense screen. Several models of guided missiles are now in assembly-line production, and the date is appreciably nearer when combat units of the Army, Navy and Air Force will be equipped with such missiles.”

Out-of-state TV service companies must qualify as insurance companies under Florida laws to fix sets of Floridians, under ruling this week by state attorney general Richard Ervin. He said contracts to repair or replace picture tubes have effect of insurance agreements and companies incorporated in other states must meet Florida insurance requirements of \$250,000 in assets, pay Florida license tax, 2% gross premiums tax, offer contract through licensed insurance agents and guarantee work for one year.

Emerson's promotion of educational TV includes distribution to dealers of 20-page brochure *Educational Television*, subtitled “A New Market for TV Receiver Sales.” It exhorts dealers to cooperate with educators planning stations or to initiate such plans, is devoted primarily to reprints of articles commending Emerson's offer of \$10,000 to each of first 10 educational stations to begin telecasting (Vol. 8:26).

Statler Hotel, Los Angeles, with 1262 rooms, all with TV, is largest hotel TV installation in world, not Washington Statler's 852, as reported (Vol. 8:40).

Second case of “cathode homicide,” in our memory, occurred this week when Frank P. Walsh, Long Island electrician and night industrial guard, put a bullet through his screen to “silence” Abbott & Costello. His purpose, as he later described it to police, was “to get some sleep.” Police relieved Walsh of his revolver but decided he hadn't committed arrestable offense. Fast-thinking CBS-TV put him on Oct. 22 *Strike It Rich* where he won \$280 for new set. First picture potshot came several years ago (Vol. 5:7) when WFIL-TV chief engineer Lou Littlejohn found safety glass of his set neatly punctured by BB shot. His 10-year-old son had the answer: “Daddy, I was watching a wild west movie and holding my BB gun and the bad man was beating the good man and the gun went off.”

*Editor's Note: Though he goes somewhat overboard in the article reprinted below, TV-radio critic Jack Gould packs a lot of common sense into what he says. One reason Gould is a favorite of ours is that he's just as eager to find what's good as to decry what's bad in his important daily and Sunday columns of program criticism in the New York Times. We think this article, his Sunday column of October 19, merits close reading by every TV executive charged with program responsibilities—for the sake of self-appraisal, self-improvement and ultimate self-interest.*

From The New York Times, October 19, 1952

# THE LOW STATE OF TV

## Television Is Trading Future Greatness For Synthetic Popularity Ratings

By **JACK GOULD**

**L**ET'S face it: television is getting pretty bad. The high hopes for video which were held by so many are vanishing before our eyes. The medium is heading hell-bent for the rut of innocuity, mediocrity and sameness that made a drab if blatant jukebox of radio. The success of TV is proving a hollow and disheartening jest: television apparently can't stand prosperity.

Remember the proud words, many of them emanating from this corner, of how television represented a vital new form of electronic theatre that augured an exciting and challenging new cultural era? Or how the imperishable wonders of a vibrant and articulate stage would be spread to the far corners of the land?

Look at the television giant this season. Morning, noon and night the channels are cluttered with eye-wearing monstrosities called "films for television," half-hour aberrations that in story and acting would make an erstwhile Hollywood producer of "B" pictures shake his head in dismay. Is this the destiny of television: a cut-rate nickelodeon?

Or look what's happening in what may go down as the "I-Love-Lucy" era of television. Miss Lucille Ball and Desi Arnaz came up with a legitimate and true hit. Presto! The minions of TV take their cue. Let's all do situation comedy—absurd and incredible little charades that would be hooted off the stage of the high school auditorium. Hold high the mask of make-believe? Put out the hambone!

Whither the drama? Where is the Tony Miner that proudly and

unafraid gave TV a "Julius Caesar" to remember? What of the Celanese Theatre that had the dignity to scorn the censor's blue pencil? In their stead largely are elongated whodunits and soap operas that are embellished with production trickiness and glamour to obscure the vacuum that lies underneath.

What of the endless procession of crime thrillers that supinely worship at the throne of "action" as a substitute for characterization and suspense? And of the panel shows with the same faces appearing over and over again with monotonous regularity? They are ever with us.

And the children's programs? Is there no surcease from the nauseating trifles whereon the younger generation sing the praises of cereals and candy bars? Are these programs to be the sole measure of the child's inheritance of the riches of the library and the treasures of the arts? The death of television's Mr. I, Magination is a symbol, not a statistic.

Television must take heed. It is blindly and short-sightedly selling its ultimate greatness for a batch of synthetic popularity ratings that are boring into TV's foundations like termites. It is caught on the old radio treadmill of repetition and imitation in the wan and futile hope that it need not face up to the realities that lie ahead.

### Slow Paralysis

Sponsors and broadcasters fool only themselves—not their audiences nor their customers—if they think they can mold television

into a pattern that is risk-proof and sure, as they are trying to do now. Their only security and their only insurance for the days ahead lies in bold recognition that, if television is to retain its vigor as an advertising form, they themselves must live excitingly.

Gentlemen, wake up! Out with artiness and the academic approach; let's talk business!

What's happening to television is a slow paralysis of its living organs. Now that the medium is fully accepted, the gentlemen who are paying the bills have decided to be content with the handful of program formulas that bring predictable results. They are being suckers for the bromidic contention that the American public can be divided up into several big chunks. Then just give 'em what they want, goes the cry.

Any industrialist who followed that line of archaic reasoning knows in his own heart he soon would be booted out of office by his board of directors or stockholders. How on earth did the public know it wanted cellophane? Or frozen orange juice? Or life-saving penicillin at the price of a box of chocolates? They didn't have the foggiest concept of such things. It is the research, the imagination, and the willingness to take risks that made American industry what it is today and the source of uncountable blessings for a fuller and more enjoyable living.

This analogy holds true for television. To be content with the "products" of television as they stand now, merely because their acceptance by the public is beyond doubt, is to follow the most perilous course open to broadcasters and sponsors. It can only lead to one end: a constant shrinkage of the base upon which the whole medium rests.

If only in economic self-defense, the sponsors and broadcasters must now embark on a program of research and experimentation in television programming. This goal is not altruistic or intellectual; it is eminently practical. By con-

stantly broadening and stimulating the public taste, the sponsors are widening the billboards upon which in future years they can paste their advertisements. If they are to use the arts for legitimate commercial ends, common sense dictates that they diversify those arts just as they diversify the output of their factories.

How is this to be done, asks the business man? Let's ask the business man a question: how does he meet such problems in his own business? Why does he have lawyers, engineers, chemists, foremen, personnel specialists?

In television the answer is the same. There are writers, actors, directors and producers who have devoted a lifetime to learning their specialized crafts. For heaven's

sake let them do their jobs as they know they should be done.

Give the writers the chance to write what is in their hearts and consciences and give them the chance to say it in their own way. What do writers know of the problems of vice presidents in charge of sales; what do vice presidents in charge of sales know of the problems of writers?

Bring on the plays that have something to say and are not afraid to take a stand. Give the directors and producers the chance to try out those ideas that are departures from the norm. Encourage the exploration of ballet, opera, education, concerts, the lecture stage, religion, Restoration comedy, the classic. If the sponsor of every program on the air al-

lowed a director to do just one experiment a year of his own choosing, think of what it would mean for the creative processes of television.

The leaders of broadcasting—those who own stations and those who directly influence its course by the programs they choose to sponsor—owe it not only to themselves but to the public as well to search their consciences.

Can they honestly maintain that our competitive free enterprise is so helpless, so unimaginative and so lacking in daring that the measure of success in television must be the popularity of mediocrity, not of excellence? They can give the answer only one way: on the screens of 19,000,000 receivers.

**Financial & Trade Notes:** Now producing at rate of more than \$100,000,000 a year, about 30% representing govt. contracts, DuMont showed net profit of \$359,000 (11¢ per share) on sales of \$52,128,000 for the 40 weeks ended Oct. 5, president Allen B. DuMont reported to annual stockholders meeting Oct. 20. This compares with loss of \$320,000 on \$37,537,000 for same 1951 period. Common shares outstanding at both times was 2,361,054.

Dr. DuMont estimated profit for 1952, before taxes, will run between \$2,500,000 and \$3,000,000, as against net loss of \$583,000 on gross of \$50,741,596 in 1951 (Vol. 8:17). He figured gross business will be about \$75,000,000 this year, could go as high as \$115,000,000 in 1953. Govt. backlog totals \$60,000,000.

Officers were reelected as follows: Dr. DuMont, president; Stanley F. Patton, v.p.; Paul Raibourn, treas.; Bernard Goodwin, secy.; Irving Singer, asst. treas. Class A directors elected were Dr. DuMont, Adm. Patton, Dr. T. T. Goldsmith Jr., Percy M. Stewart, Bruce T. DuMont. Elected Class B directors: Barney Balaban, Paul Raibourn, Edwin Weisl.

\* \* \* \*

Sylvania reports record third quarter sales of \$57,995,494, net income of \$1,632,925 (70¢ a share), compared with \$40,379,761 and \$1,107,834 (54¢) for third quarter 1951. For 9 months ended Sept. 30, profit was \$5,031,701 (\$2.18) on sales of \$162,222,117 vs. \$6,169,504 (\$3.16) on \$144,202,340 same period year ago. President Don G. Mitchell attributed sales upswing almost entirely to improved civilian demand, since defense order backlog is holding steady at around \$85,000,000. Defense orders account for nearly 30% of Sylvania's monthly sales.

Dividends: Indiana Steel Products, 10¢ extra payable Dec. 10 to holders of record Nov. 20; RCA, 50¢ Nov. 24 to holders Oct. 17; American Phenolic, 25¢ Oct. 31 to holders Oct. 17; Hammond Instrument, \$1 extra Dec. 10 to holders Nov. 25; Weston Electrical Instrument, 50¢ Dec. 10 to holders Nov. 24; Stewart-Warner, 35¢ Dec. 6 to holders Nov. 14; Servomechanisms Inc., 10¢ Nov. 17 to holders Nov. 3; Standard Coil Products, 25¢ Nov. 15 to holders Nov. 5.

Aerovox sales for first 9 months of this year topped the \$15,437,874 of preceding year, and increased demand for TV components indicate total 1952 sales may be up to 1950 record of \$23,750,000, if not up to 1950 earnings record of \$1,753,000, according to president W. M. Owen. In 1951, company earned \$779,353 (\$1.11 per share) on \$22,500,000 sales.

Sparks-Withington Co. ran ahead in 3 months ended Sept. 30, its first fiscal quarter, as against same period last year, president John J. Smith reported to stockholders this week. In fiscal year ended June 30, it earned \$528,293 (56¢ a share) on net sales of \$20,621,271 vs. \$879,320 (95¢) on \$23,978,292 in preceding year.

Olympic Radio offering of 34,824 new common to shareholders of record Oct. 20, on basis of one share for each 12 held, is at price of \$8.35 per share. Fox, Wells & Co., biggest stockholder, will buy any unsubscribed shares. Proceeds will be used for expansion.

WJR The Goodwill Station Inc., Detroit, reports sales of \$2,424,610 and net profit after taxes of \$315,803 for 9 months ended Sept. 30 vs. \$2,425,311 & \$356,927 for same 1951 period.

Muter Co. and subsidiaries made profit of \$256,555 (39¢ a share) on sales of \$8,691,609 for first 9 months of 1952 vs. \$523,632 (80¢) on \$9,810,441 sales year ago.

Republic Pictures and subsidiaries report net profit of \$807,447 (28¢ a share) for 39 weeks ended July 26 compared to \$728,270 (23¢) same period of 1951.

**R**ULING AGAINST RCA in its motion to quash or modify grand jury subpoena for voluminous documents on patents was handed down Oct. 24 by New York Federal District Court Judge Edward Weinfeld—thus apparently clearing way for sweeping anti-trust investigation of industry (Vol. 8:9, 11-12, 14-16, 34, 36, 40).

RCA lawyers were still uncertain about their next move as they studied whether Judge Weinfeld's ruling is appealable. Justice Dept. legalites who instituted investigation made it clear they expected full compliance with subpoena but left open opinion on possibility of appeal. They cited parallel case of oil cartel investigation by grand jury, where adverse lower court ruling on subpoena has been appealed—unsuccessfully—to U. S. Court of Appeals in Washington.

Another uncertain factor is politics. Will the next administration, Republican or Democratic, be as enthusiastic about dragnet probe of alleged "restraints" on color, FM and patents which the industry so bitterly resents and regards as a "fishing expedition" growing out of FCC animus over industry's unwillingness to accept color edict?

Nobody was willing to stick his neck out on that question but if N. Y. grand jury isn't able to start long, involved investigation before next Attorney General takes office, there's possibility it may never take place—particularly if new party takes over.

Judge Weinfeld ruled against RCA on all counts, throwing out company claims that (1) subpoena, also served on RTMA and 17 other companies, repeated ground previously covered in 1932 Delaware consent decree covering patent licensing; (2) subpoena was so all-inclusive as to be burdensome.

Court supported govt. position that consent decree was no bar to grand jury investigation and that modification of original subpoena in 15 instances (Vol. 8:36) nullified contention of burden.

"Unfavorable publicity" forced resignations this week of new RKO Pictures president Ralph E. Stolkin and directors A. L. Koolish and William Gorman. Stolkin heads 5-man syndicate which recently bought control of film company from Howard Hughes (Vol 8:38-40), and is part owner of AM stations KOIN, Portland, KJR, Seattle and KXOB, Stockton, Cal. He's also a principal in TV applications in those cities and in Springfield, Ill., and an owner of National Video Corp., Chicago CR tube company, and of Screen Associates Inc., Beverly Hills, TV film producer. Resignations were sparked by series of articles in *Wall Street Journal*, in which Stolkin and Koolish, his father-in-law, were described as "veterans of the punch-board distribution business [who] have records of FTC citations and Better Business Bureau complaints." Newspaper described Gorman as "representative on the board of directors of oilman Raymond J. Ryan, member of the RKO purchasing syndicate," and charged that Ryan was "a heavy gambler and an acquaintance of big time racketeers Frank Costello and Frank Erickson." Two members of original purchasing group remain on RKO board—Edward Burke Jr., and Sherrill C. Corwin, both associated with Stolkin in ownership of AM stations and TV applications.

WLWT offers free use of its tower on Clifton Heights to Greater Cincinnati Educational Foundation which is considering construction of educational station; this would save Foundation some \$100,000. Among previous such offers by commercial interests are those of KPRC-TV, Houston, which tendered \$150,000 worth of equipment to new KUHT (Vol. 8:39), and WTVJ, Miami, which offered Lindsey Hopkins School its complete Channel 4 facilities for \$1 a year when WTVJ moves to new site (Vol. 8:30).

## Network TV-Radio Billings

September 1952 and January-September 1952

(For August report, see *Television Digest*, Vol. 8:39)

SEPTEMBER TV billings of the networks (gross time charges) went up to \$14,430,632 from \$12,736,521 in August and summer low of \$10,315,067 in July—bringing cumulative Jan.-Sept. revenues to \$126,098,334, according to monthly report of Publishers Information Bureau. The September billings compare with \$11,925,516 in Sept. 1951 and the 9-month billings with \$85,385,004 for same period last year. It's regarded as fairly certain this year's billings, when political revenues are counted in, will go beyond \$175,000,000 compared with \$127,989,713 in 1951.

NBC-TV and CBS-TV continued in first-second positions, each gaining substantially over preceding month, NBC-TV accounting for \$57,712,762 of 9-month total, CBS-TV for \$47,555,890.

Network radio billings of \$12,886,897 went up nearly \$2,000,000 in September from August and ran about \$1,000,000 ahead of Sept. 1951. For 9 months, cumulative radio total was \$116,875,784 vs. \$130,774,290 for same 1951 period. Complete PIB tables follow:

NETWORK TELEVISION †				
	Sept. 1952	Sept. 1951	Jan.-Sept. 1952	Jan.Sept. 1951
NBC	\$ 6,581,618	\$ 5,405,243	\$ 57,712,762	\$38,982,583
CBS	5,835,622	4,159,213	47,555,890	28,397,751
ABC	1,203,917	1,622,482	14,031,241	12,797,096
DuMont	809,475	738,578	6,798,441	5,207,574
<b>Total</b>	<b>\$14,430,632</b>	<b>\$11,925,516</b>	<b>\$126,098,334</b>	<b>\$85,385,004</b>

NETWORK RADIO †				
	Sept. 1952	Sept. 1951	Jan.-Sept. 1952	Jan.Sept. 1951
CBS	\$4,847,138	\$ 4,645,527	\$ 41,739,803	\$ 52,633,088
NBC	3,898,867	3,713,235	34,299,840	41,250,864
ABC	2,533,785	2,165,971	26,302,019	24,029,153
MBS	1,607,107	1,324,061	14,534,122	12,861,185
<b>Total</b>	<b>\$12,886,897</b>	<b>\$11,848,794</b>	<b>\$116,875,784</b>	<b>\$130,774,290</b>

NETWORK TELEVISION—January-September 1952 †					
1952	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 2,020,461	\$ 5,074,643	\$ 717,148	\$ 7,259,307	\$15,071,559
Feb.	2,148,467	5,103,043	748,544	6,813,549	14,813,603
March	2,065,052	5,643,123	760,593	7,320,358	15,789,126
April	1,699,760	5,641,831	738,926	6,946,751	15,027,248
May	1,504,043	5,602,634	775,063	6,822,982	14,704,722
June	1,279,985	5,385,820	749,497	5,794,534	13,209,836
July	943,387	4,163,245	653,415	4,555,020	10,315,067
Aug.	1,166,169	5,105,929	845,780	5,618,643	12,736,521
Sept.	1,203,917	5,835,622	809,475	6,581,618	14,430,632
<b>Total</b>	<b>\$14,031,241</b>	<b>\$47,555,890</b>	<b>\$ 6,798,441</b>	<b>\$57,712,762</b>	<b>\$126,098,334</b>

NETWORK RADIO—January-September 1952 †					
1952	ABC	CBS	MBS	NBC	Total
Jan.	\$ 3,301,479	\$ 5,161,397	\$ 1,699,282	\$ 4,357,353	\$14,519,511
Feb.	3,177,970	4,788,507	1,600,399	3,994,018	13,560,894
March	3,355,715	5,154,077	1,826,527	4,184,074	14,520,393
April	3,244,146	4,943,400	1,681,924	4,078,593	13,948,063
May	3,323,092	4,963,794	1,821,571	3,861,882	13,970,339
June	3,001,314	4,629,254	1,632,977	3,708,014	12,971,559
July	2,082,666	3,257,331*	1,339,276	2,878,196	9,557,469*
Aug.	2,281,852	3,994,905*	1,325,059	3,338,843	10,940,659*
Sept.	2,533,785	4,847,138	1,607,107	3,898,867	12,886,897
<b>Total</b>	<b>\$26,302,019</b>	<b>\$41,739,803</b>	<b>\$14,534,122</b>	<b>\$34,299,840</b>	<b>\$116,875,784</b>

\* Revised as of Oct. 22, 1952.

† Cumulative totals for all TV and radio networks (except MBS) do not include July national political convention programs sponsored by Admiral, Philco & Westinghouse.

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

Interest in new AM stations appears unabated, despite public's concentration on TV. Grant of 12 new CPs this week (see *AM-FM Addenda QQ*) makes 111 authorized this year, bringing total AM licenses plus CPs outstanding to remarkable figure of 2508. Of course, most current CPs are going to veritable hamlets. This week's grants: Benton, Ark.; Geneva, Ala.; Homewood, Ala.; Fort Walton, Fla.; Prestonsburg, Ky.; Oakdale, La.; Rumford, Me.; Leonardtown, Md.; Idabel, Okla.; Punxsutawney, Pa.; Narrows, Va.; Lubbock, Tex.

NEW YORK'S UHF Channel No. 31, already applied for by city-owned WNYC, got another applicant this week—Bernice Judis' WNEW, whose program and commercial success and whose acid attitude toward TV are already something of a legend in radio (Vol. 8:40). There was reliable report that still another competitor for that only commercial uhf channel allocated to city looms in form of combination of WOV & WHOM. With New York State already granted only other uhf in city (educational channel No. 25), with WNYC indicating no intention of going commercial though seeking the commercial channel, bitter-end hearing in Washington is foreseen.

WNEW's was one of 16 applications filed this week, 12 of them for uhf, making 766 now pending (304 uhf). This week's uhf applications include 3 educational channels sought by State of Connecticut—No. 24 for Hartford, No. 71 Bridgeport, No. 63 Norwich. Hartford plant's estimated cost is given as \$514,440, each of others \$348,540.

Among the other uhf applications is novel one for channel No. 16 in Providence filed by TV Associates of R. I., financed by public offering of 666,666 shares of \$1 stock, with 558 stockholders already listed, represented by ex-FCC Comr. Norman Case, onetime governor of Rhode Island.

Others are for Belleville, Ill., No. 54, principals including staffmen Bernard T. Wilson and John I. Hyatt, of KMOX, and Theo. F. Weiskotten, of KSD-TV, St. Louis; Kalamazoo, Mich., No. 36, WGFG; Grand Rapids, Mich., No. 23, Butterfield Theatres; Fayetteville, N. C., No. 18, WFLB; Charlotte, N. C., No. 36, Francis Fitzgerald of WGIV, et al.; Dallas, No. 29, KLIF group, including Gordon McLendon, ex-president of now defunct Liberty Broadcasting System; Dallas, No. 29, WRR, City of Dallas.

Vhf applications filed this week are for Mesa, Ariz., No. 12, by Ashley L. Robison & Frank E. Hurd, of Los Angeles; San Diego, Cal., No. 10, local group headed by electronics engineer Leon N. Papernow; Jefferson City, Mo., No. 13, KWOS-Capital News and Post-Tribune; Wichita Falls, Tex., No. 6, oilman R. E. Chambers.

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

Local tempest in Seattle was caused Oct. 23 when KING-TV refused to permit Senator McCarthy (R-Wis.) to go on the air unless he deleted several paragraphs from script referring to 2 staffmen for columnist Drew Pearson. McCarthy was to have spoken on behalf of GOP Senator Cain, and station offered to leave paragraphs in if Cain would utter them. It acted on advice of counsel, fearing libel. Manager Otto Brandt said KING-TV had waived its 48-hour advance-script rule for McCarthy, wasn't shown script until 4 p.m. for show due on air at 8:45, offered to let it go on if McCarthy would furnish proof. The Senator said there wasn't time and they were still arguing—to accompaniment of newspaper headlines—at air time.

Proposal to add 540 kc to AM band (Vol. 8:25) was finalized by FCC this week. Though Canada has priority on channel and U.S. use is rather restricted, new channel opens possibility of new stations and improvement of facilities for some existing stations.

General Motors has signed to sponsor combined NBC TV-radio coverage of presidential inauguration Jan. 20, including 2-hour broadcast starting at 11:30 a.m. and 2-hour simulcast 2:30-4:30 p.m.

Arthur Godfrey has sold his 20% interest in Hi-V (frozen juices) so that Snow Crop may become one of his CBS-TV sponsors.

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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**'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.

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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 WSLs-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; WAFB-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; WTVU, Scranton, sometime in January; WSJL, Bridgeport, maybe in February; WKNB-TV, New Britain, by Feb. 15; WETV, 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. Superturnstile 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."

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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.

**W**HEN 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 (WNOV-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 broad-band. And transmission line: “We're 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 vhf channel 5 or 6.

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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 bonafide 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.

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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.

**E**LECTION 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 12¼ 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.

**T**HEATRE-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.

**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 up-coming 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 some 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.

Hallcrafters 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 Gilhooly 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 productions, 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. Hummel to v.p. & treas., Admiral Corp. Ltd., Toronto . . . Edward Berliant, 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 Hallcrafters 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 Bestg. 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 Bestg. 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 Bestg. 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. BPCT-14. (Addenda 15-C.) No report.

**COLORADO**

★ **KBTV, 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 Bestg. 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. Liftig. UHF Channel 49 granted 8-13-52; 99-kw visual, 60-kw aural, 860-ft. BPCT-1019. (Addenda 15-A.) "Possibly February."

**WICC-TV, Bridgeport**—Southern Connecticut & Long Island Television Co. UHF Channel 43 granted 7-9-52; 31-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."

**WFIL-TV, Fort Lauderdale**—Gore Publishing Co. (WFIL). 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 Bestg. 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. BPCT-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 Bestg. Co. of Baton Rouge Inc. (WAFB). 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 Bcstg. 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 Bcstg. 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."

WCTV, 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 Bcstg. 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 Bcstg. 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 Bcstg. 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 Bcstg. 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."

WCEE, 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 & Bcstg. 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, 89-kw aural, 960-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 Bcstrs. 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-983. (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 Bcstg. 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."

WTVU, 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 Bcstrs. 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 Bcstg. 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—Helm 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**

WUOC, 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**

WLSL-TV, Roanoke—Roanoke Bcstg. Corp. (WLSL). 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.

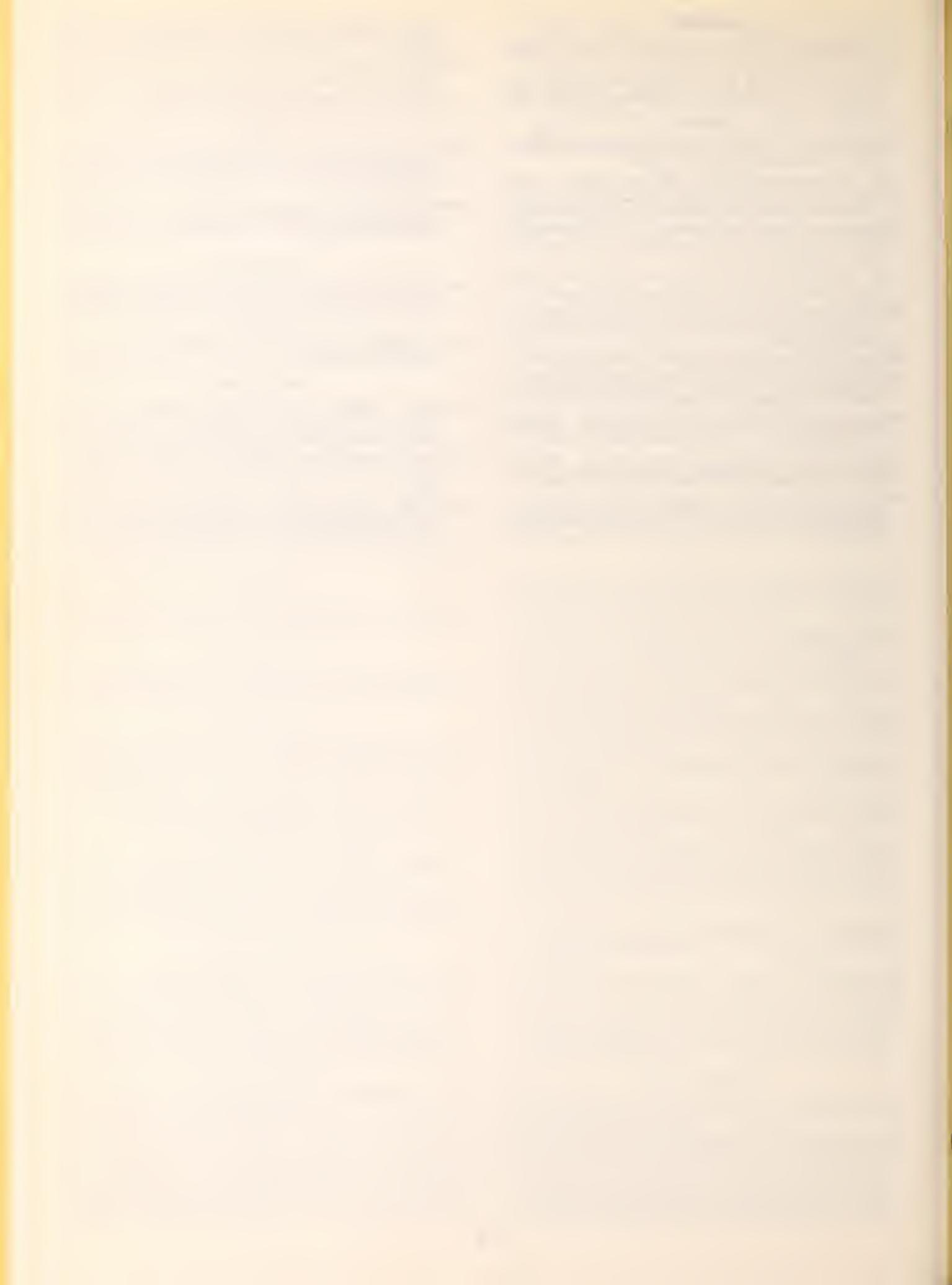
KHQ-TV, Spokane—KHQ Inc. (KHQ). Channel 6 granted 7-11-52; 100-kw visual, 55-kw aural, 940-ft. BPCT-885. (Addenda 14-U.) "Soon after the New Year."

**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 Bcstg. 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.

**P**ORTLAND 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
<i>Interconnected Cities</i>			<i>Interconnected Cities—(Cont'd)</i>		
Ames (Des Moines).....	1	91,800	Minneapolis-St. Paul.....	2	326,000
Atlanta.....	3	211,000	Nashville.....	1	80,400
Baltimore.....	3	422,000	New Haven.....	1	335,000
Birmingham.....	1	91,000	New Orleans.....	1	122,000
Birmingham.....	2	126,000	New York.....	7	3,135,000
Bloomington (see Indianapolis) 1(a)			Norfolk.....	1	125,000
Boston.....	2	946,000	Oklahoma City.....	1	98,000
Buffalo.....	1(b)	293,000	Omaha.....	2	145,000
Charlotte.....	1	163,000	Philadelphia.....	3	1,097,000
Chicago.....	4	1,255,000	Phoenix.....	1	39,900
Cincinnati.....	3	345,000	Pittsburgh.....	1	495,000
Cleveland.....	3	661,000	Portland.....	1	4,000
Columbus.....	3	230,000	Providence.....	1	229,000
Dallas.....	2	189,000	Richmond.....	1	142,000
Fort Worth.....	1		Rochester.....	1	159,000
Davenport-Rock Island.....	2	146,000	Salt Lake City.....	2	78,000
Dayton.....	2	202,000	San Antonio.....	2	97,500
Denver.....	2	33,000	San Diego.....	1	122,000
Detroit.....	3(c)	748,000	San Francisco.....	3	464,000
Erle.....	1	91,800	Schenectady.....	1	230,000
Grand Rapids & Kalamazoo.....	1(d)	180,000	Seattle.....	1	183,000
Greensboro.....	1	99,000	St. Louis.....	1	433,000
Houston.....	1	188,000	Syracuse.....	2	174,000
Huntington.....	1	94,600	Toledo.....	1	209,000
Indianapolis.....	1(a)	313,000	Tulsa.....	1	77,500
Indianapolis & Bloomington.....			Utica.....	1	75,000
Jacksonville.....	1	72,000	Washington.....	4	395,000
Johnstown.....	1	177,000	Wilmington.....	1	120,000
Kalamazoo (see Grand Rapids) 1(d)			<b>Total Interconnected.....</b>	<b>110</b>	<b>19,095,500</b>
Kansas City.....	1	232,000	<i>Non-Interconnected Cities</i>		
Lancaster.....	1	167,000	Albuquerque.....	1	18,300
Lansing.....	1	105,000	Brownsville (Matamoros, Mexico).....	1(e)	11,100
Los Angeles.....	7	1,255,000	<b>Total Non-Interconnected.....</b>	<b>2</b>	<b>29,400</b>
Louisville.....	2	155,000	<b>Total Interconnected and Non-Interconnected.....</b>	<b>112</b>	<b>19,124,900</b>
Memphis.....	1	149,000			
Miami.....	1	111,000			
Milwaukee.....	1	363,000			

- (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 396-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, so 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 BBD0-Kudner crowd wants patronage; or GOP chairman Summerfield's aide Stanley Pratt, who owns KSOO, 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), KGMB-TV, Honolulu (Channel 9), both definitely promised Dec. 1; WSBA-TV, York, Pa. (Channel 43), still likely to make Dec. 1; and WLSL-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 . . . Advertest 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

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 WFPG-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.

**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

\$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 \$100,000,000 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."

**J**OHNS 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.

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. Pincus"; 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 guilt, 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."

**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-

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 Scheerer, 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.

**A**T & 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, Westelox 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 White-man 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, Borden . . . 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 Politics" 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*.

**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.

**A**UTOMOBILES & 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 3,911,335 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 mgr. of marketing, GE components dept., Syracuse . . . H. B. Steinhauer 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.

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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 classrooms 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, semi-conductors, 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 salesman's incentives so they won't neglect white goods—and otherwise cooperate "to avoid a debacle like that which hit Denver."

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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 week end 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 1953 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 reimburse 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 employe; 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 employes 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.”

**K** EEN 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* KXLX, 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 Adenda 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 Bala-ban & 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'Connor, 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.

# Television Digest

with **ELECTRONICS REPORTS**

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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. shriven 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 employes 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.

**T**HOSE 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, admen, 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, secs 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 Coil 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.

**M**ANUFACTURERS 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).

WIUM-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.

**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".

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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	95,909	South Carolina	15,691
Kansas	22,671	South Dakota	505
Kentucky	47,344	Tennessee	48,231
Louisiana	38,458	Texas	162,613
Louisiana	5,752	Utah	17,810
Maine	61,198	Vermont	4,269
Maryland	142,309	Virginia	63,962
Massachusetts	147,356	Washington	53,696
Michigan	50,462	West Virginia	39,661
Minnesota	10,358	Wisconsin	53,694
Mississippi	93,253	Wyoming	725
Missouri	133		
Montana			
		<b>GRAND TOTAL</b>	<b>3,537,980</b>

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.

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**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 gov't. 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. Halpern'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, deploring "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."

# Television Digest

with **ELECTRONICS REPORTS**

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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 \$8¼ 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, KELO; 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 Bestg. & 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-KFWB, 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. Hennock due in Oakland, Cal. Nov. 27; will be interviewed on educational TV on KROW.

**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 Chiclet 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.

Miss Fausta M. Puffenberger, 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.

**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 WLSL-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 KTSM-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) Televis 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.

**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 recontrolling 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 Siegreest, 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 \$17,971,469.

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, 12,469 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 reenlist 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-Pathé, 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."

**E**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 theatremen Frank Fouce, 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 Rounsaville, 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.

# 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 WSLs-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 WSLs-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 HIKES 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: "Ellicottville (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 & KDXL-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.

\* \* \* \*

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).

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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.

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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 KBTB say they're coming along fine, especially profiting from recent political time sales . . . KBTB'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 1952-53 *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."

Glacus 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.

**D**ELAYS 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.

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.

**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 KBTU, Denver, which has also added Norman Larson, ex-Alexander Films, as continuity editor, and Robert Lebsock, 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., headquartering 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 WNBK, New York.

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's* 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 headquarters 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 dribblets 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 mgr. . . DuMont names Artec Distributors, Middletown, N. Y. . . Hallcrafters 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.; Electric-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., onetime 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. Elmsblad 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.

\* \* \* \*

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.

**A**PPPLICATIONS 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 Dandeklake; 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-\$100,000,000, 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 Depts.) 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 & KBTB, 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 1½ 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, televises 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.

# Television Digest

with **ELECTRONICS** REPORTS

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**MORE VHF'S GET STARTED AS UHF'S LAG:** Vhf continues to lead the new-station starters -- but break in uhf equipment log-jam is expected momentarily (see story, p. 3).

This week's STAs (special temporary permits) for new operations were issued by FCC to El Paso's KROD-TV (Channel 4), which began tests Dec. 4 and is planning programs starting Dec. 14 or earlier; to Colorado Springs' KKTU (Channel 11), which is reported all set to turn on the juice Sunday, Dec. 7; to KOPO-TV, Tucson, Ariz. (Channel 13), which has DuMont transmitter due next week but plans start Feb. 1; and to WFMJ-TV, Youngstown (Channel 73), still awaiting delivery of RCA transmitter.

El Paso station's start, earlier than announced, will be followed by rival KTSM-TV (Channel 9) on or about Dec. 15 -- so that new TV market is now ready.

Spokane's KHQ-TV (Channel 6) tells us this week that it has set Dec. 20 as target date, thus meeting rival KXLY-TV's promised Christmas start (Vol. 8:48).

There may be a few more vhf "sleepers" because of transmitters easily available or already delivered -- but, if so, they're making no loud promises. Grantee we know, which already has transmitter, is WLVA-TV, Lynchburg, Va. (Channel 13) -- but it hasn't yet asked for STA or indicated plans other than Feb. 1 target (Vol. 8:48); CBS-TV announced this week WLVA-TV would affiliate on that date.

Roanoke's WSLs-TV (Channel 10) didn't get on air Dec. 1, as expected; ran into trouble which RCA experts are trying now to patch up. Management now says, "Any day now." It will go on programs within days after tuning, probably this week.

Honolulu's KGMB-TV (Channel 9) did get started Dec. 1, is now on regular schedule and enjoying nice lineup of network shows via kinescope. Excellent reception is reported, with 5000 of area's 86,000 families due to have TVs by Dec. 15.

KGMB-TV is claiming "first" because rival KONA (Channel 11), though it began tests Nov. 22, had to sign off until probably mid-December while new 300-ft. tower is installed at third site selected -- a lot on Alamoana Blvd. It ran into trouble at first temporary site, the tower of KPOA (AM), and 6 GE engineers are working to get it back on the air as quickly as possible.

\* \* \* \*

As for uhf, no new stations have yet gone on the air since Portland's KPTV.

WHUM-TV, Reading, Pa. (Channel 61), though its 1000-ft. tower was completed this week, now looks like poor bet before Jan. 1, if by then. And at this writing, RCA's priority customers, notably in Atlantic City and York, which are otherwise ready but also awaiting transmitters, will be lucky to get on the air this month.

GE did ship its first 100-watt transmitter this week, however, to WKAB-TV, Mobile, Ala. (Channel 48) with antenna promised by Dec. 12. And WEEK-TV, Peoria (Channel 43) is to get next one. Both could start by Jan. 1.

There's possibility uhf and vhf may get even start in Mobile, for WALA-TV

(Channel 10) is reputed to have temporary 2-kw RCA vhf transmitter on way and to be planning start Christmas week. STA has been asked for Dec. 20, but not yet issued.

[For details about plans for other upcoming stations, as reported to us by principals in our continuing survey, see p. 7; for latest dope on the availability of transmitters from all manufacturers, see story p. 3.]

**FCC GRANTS 6, SPLITS ON 'JOINT AM' CASES:** FCC quarried 6 more CPs from pending file of applications this week, including 10th educational grant. All commercial grants came from Group A, all but one to AM broadcasters, all but one uhf. At same time, in a tight 4-3 decision it is likely to reverse later, Commission turned thumbs down on applications filed for single TV station by 2 AMs in same city.

Commission got to 113th Group A city in granting these CPs: Monroe, La., KNOE, No. 8; Lima, O., WIMA, No. 35; Beaumont, Tex., Television Broadcasters, No. 31; Yakima, Wash., KIT, No. 23 & KIMA, No. 29.

Monroe grantee is ex-lieut. gov. of Louisiana James A. Noe, who also had an application on file for New Orleans, where he operates WNOE. Beaumont grantee is a partnership of 3 oilmen and James A. Newborn, latter holding CP for Gadsden, Ala. and having applications pending for Minden, La. and Tyler, Tex. Yakima grantee is owned by Carl E. Haymond, who has also applied for Tacoma, where he owns KMO.

[For further details on grants, see TV Addenda 15-U herewith.]

Educational grant went to New Jersey Dept. of Education, on uhf Channel 19, over dissents of Comrs. Sterling and Webster. Former stated he believed grant illegal because funds for construction aren't available. Latter reiterated previous dissents from such grants (Vol. 8:33). After receiving grant, Dr. F.M. Raubinger, N.J. State Commissioner of Education, conceded lack of funds, said Legislature would have to provide special appropriation. Committee appointed by Gov. Driscoll, headed by RCA's research v.p. Dr. E.W. Engstrom (Vol. 8:44), met immediately, said it hoped to report early next year on ways and means of implementing grant.

\* \* \* \*

"Joint AM" decision was to send "McFarland letter" to Macon Television Co. (WBML & WNEX), Macon, Ga. and El-Cor Television Inc. (WELM & WENY), Elmira, N.Y., saying FCC doubts grants would be in public interest and that hearing is required.

"We are unable to determine now," Commission wrote, "that such a relationship would not be inimical in a significant degree to the normally expected arms-length competition in the operation of the two AM stations...The economics and psychology of such a joint venture militate against the separate and independent operation of the two AM stations."

Comrs. Bartley, Sterling & Merrill dissented on Macon case. First two were for immediate grant on grounds it would bring service quickly, would enable vhf & uhf stations to start about same time in Macon, wouldn't decrease AM competition. Though Comr. Merrill dissented, he apparently wasn't for an immediate grant, merely said: "I think that any public hearing on this case should be held in Macon at the earliest possible time. I do not think the action taken...meets that objective."

Chairman Walker issued separate statement saying he concurred in sending letter -- but: "I wish to make clear that I am not persuaded that a hearing upon the application will ultimately prove necessary." His statement was puzzling, since purpose of McFarland letter (required by recent amendment bearing Arizona Senator's name) is to give applicant chance to show hearing isn't necessary. Prevailing opinion is that Walker, and probably Merrill, will favor grants when applicants reply.

Though dissenters felt same way about Elmira applicant, they joined majority in sending it a McFarland letter, seeing no need for repetition. Ironically, applicant for vhf channel 13 in Macon, WMAZ, which probably would have received CP this week, was held up because city is 189.2 miles from WAFM-TV, Birmingham -- .3 mi. too short. FCC is considering means of correcting spacing, possibly by assigning channel to town near Macon, as it did with Pittsburgh and Nashville.

\* \* \* \*

Engineering hasn't been major factor in hearings so far. In fact, the FCC sought to keep engineering questions out of hearings when it drafted end-of-freeze

decision. This week, however, engineering and coverage became substantial questions in Flint case. Examiner Benito Gaguine admitted WFDF's exhibits which seek to show that its site, north of Flint, will bring service to people who need it more than those to be served by competitive applicants WJR and Butterfield Theatres.

Latter would put Grade A signal over Detroit as well as Flint, are permitted to show they'd reach more people. Examiner also permitted showings on adjacent-channel interference--something else Commission tried to preclude. In his rulings, he conceded that such showings are subject to error and speculation, said he wasn't indicating how much weight they'd be given.

Another site-allocation problem came up this week when FCC told WMIT(FM), seeking assignment of Channel 18 to Clingmans Peak, N.C. (Mt. Mitchell), that channel has to go to a community, not a transmitter site. Commission invited station to petition for channel assignment to nearby community.

**THE TRANSMITTER OUTLOOK—UHF & VHF:** Though estimates of uhf station starts have proved over-optimistic, we're assured by transmitter manufacturers -- and we canvassed all of them this week -- that delays won't persist much longer, that several new stations should get on air by year's end, that rate will accelerate thereafter.

Supply of vhf transmitters is still fairly good, but demand may shortly outrun that supply -- particularly in units above 5 kw.

Following sums up reports from the manufacturers, with main attention to uhf which now comprises 99 of the 137 CPs outstanding:

\* \* \* \*

RCA: With completion of "the usual small, final details," several (possibly up to 6) 1-kw uhf transmitters will be shipped "soon". No one in company knows just exactly when they'll be delivered or will say whether they'll be shipped simultaneously, but officials in best position to judge are predicting that some stations will be on air before end of this year and a lot of them next year.

These will probably get first transmitters to be released by RCA: WFPG-TV, Atlantic City; WSBA-TV, York; WBRE-TV, Wilkes-Barre; WSBT-TV, South Bend; WKBN-TV & WFMJ-TV, Youngstown; WJTV, Jackson, Miss. -- though not necessarily in that order.

Once regular production begins, a "high rate" will be maintained -- reaching 7-a-month or more late next year. Design is quite different from Bridgeport transmitter now used by KPTV, Portland, employs two air-cooled tetrode tubes rather than two sets of small tubes in rings. The 10-kw amplifier is slated for fall of 1953.

Vhf demand, even for interim 500-watt and 2-kw transmitters, has caught up with supply -- none now in stock. Orders placed today have 90-120-day wait. Due in first quarter 1953 is 10-kw vhf. Demand for 25-kw Channel 2-5 amplifiers is outracing supply, but 20-kw Channel 7-13 units can be delivered from stock. Demand for latter is light because many stations want higher-powered units to achieve 316-kw maximum permitted by FCC. Limit for Channels 2-6 is 100 kw. For high band, 50-kw amplifier is due for production end of 1953.

\* \* \* \*

GE: 12-kw uhf unit for WHUM-TV, Reading, now on test, to be shipped this month. A 12-kw transmitter for WWLP, Springfield, is ready for tests, will be delivered this month or next. Production rate of 12-kw will rise to 3-4 monthly by June, 25-30 to be shipped in 1953. Company is all booked up to October.

Schenectady plant will be producing klystron tubes by May or June, augmenting supply from Varian Associates. Delivery of 1-kw units set for May. Two 100-watt transmitters, which drive 12-kw amplifiers but can be used by themselves, being delivered this month to WKAB-TV, Mobile, and WEEK-TV, Peoria. With about 2-kw ERP, the two stations expect to comply with FCC's minimum interim requirements. Additional deliveries of 100-watt transmitters can come fairly quickly.

\* \* \* \*

DuMONT: First 5-kw uhf to be shipped "first quarter 1953" -- to unnamed CP-holder who will provide company's uhf "showcase". The 1-kw unit is due in April, isn't being pushed like 5-kw. Vhf transmitters, 5-kw, available but getting tighter;

25-kw and 50-kw Channel 2-6 amplifiers scheduled for mid-1953, 50-kw Channel 7-13 amplifiers sometime later.

FEDERAL: After delivery of first 1-kw uhf to WICC-TV, Bridgeport "before the year is out," February is next date -- for WETV, Raleigh. Then follows 1-kw for WTVI, Belleville, Ill. (St. Louis area) and about 10 more in next few months. Vhf is readily available, next in U.S. going to Houston educational grantee KUHT. Company's most recent Latin American shipment was to XETV, Tijuana (Vol. 8:47).

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STANDARD ELECTRONICS CORP.: This Claude Neon subsidiary, which bought Western Electric's transmitter business couple years ago, reports immediate availability of vhf in 500 watts, 5, 10 & 20 kw. Potential production rate is two 20-kw units monthly, or more in lower power (four 5-kw, eight 500-watt, etc.), at 70,000-sq. ft. Newark plant which once housed American Transformer Corp. WOR-TV, New York, has its first 20-kw amplifier. First 5-kw unit goes to unidentified grantee in 45 days. In uhf, 1-kw (at \$54,500) is due in June, 10-kw (\$126,500) end of 1954.

Standard is particularly hopeful of making inroads into business of older companies with its 50-kw vhf amplifier. According to v.p. W. H. Zillger, unit will be announced end of January, to be available "immediately" at rate of one a month. This date is many months ahead of those quoted by others. Company is offering a "minimum package" for film-&-network station, including "everything but the tower," at about \$100,000 for 1-kw uhf, \$90,000 for 500-watt vhf.

Though Graybar currently handles Standard distribution, arrangement terminates Feb. 1 and Standard will assume own distribution. In addition to offering new transmitters, company services Western Electric radio transmitters now in use.

**NPA ALLOTING STEEL FOR NEW STATIONS:** Govt. has removed a roadblock to construction of new TV stations and alteration of existing ones. For first time since last summer's steel strike, NPA is now allotting steel, copper and aluminum for "new starts" on TV-radio station building projects.

New projects are getting NPA's nod for materials rations beginning in first quarter 1953. Since last June, it had approved quarterly materials allotments only for those TV-radio projects which had been under way before strike.

There are surprisingly few applications pending with NPA for materials to build TV stations -- in view of the fact that there are 137 CPs outstanding. Many grantees, of course, are using existing buildings and towers. Others whose requirements are modest are using NPA's self-certification procedure, which permits builders to write their own priority tickets for up to 5000 lbs. of copper products, 25 tons of steel, 4000 lbs. of aluminum per quarter. Those who need more than these amounts must apply to NPA for allocations.

Materials allotments for construction of TV-radio stations are made by NPA's Industrial Expansion Div. on basis of: (1) availability of materials, (2) recommendation of Electronics Div., which is "claimant agency" for broadcasting industry.

NPA officials are puzzled that so few grantees have applied for materials allocations. Fewer than 10 applications for first quarter allotments have passed over the desks of J. Bernard Joseph and Donald H. Cooper of Electronics Division's broadcast & communications equipment section -- and several of these were shelved because applicants didn't have CPs. This first-quarter batch also included applications from existing stations which have CPs to increase antenna height.

Industrial Expansion Div. won't reveal which stations have been approved for first quarter materials allotments, but applications it's known to have okayed include uhf grantee WTVO, Rockford, Ill., and stations WMCT, Memphis and WRGB, Schenectady, both required to move to new channels.

Why are so few grantees applying for materials? One NPA official surmised that many don't even know they're supposed to apply in advance for steel, copper and aluminum needed in construction. Another pointed out that many are going on the air with temporary installations or using their FM towers for TV. And others -- especially uhf -- who have little hope of getting transmitters soon, aren't breaking their necks to get started on buildings and towers.

**TV APPLICANTS WEIGHING COMMUNITY SYSTEMS:** There are more ramifications to community antenna systems than meets the eye. To the TV station operator, each system is a sort of "closed-circuit satellite" extending his service area -- all to the good.

But to small-city TV applicants, systems are developing into something more. First reaction of such applicants is to become concerned lest they find themselves bucking a competitor who offers choice of several good signals. Second reaction is to consider going into the business themselves.

One case has pointed up the conflict directly. In Lock Haven, Pa., uhf applicant Susquehanna Valley TV Corp., which operates community system, withdrew its application, telling FCC the community system appeared more promising (Vol. 8:35).

A quite different situation is presented by KSJB, Minot, N.D., which feeds its system with programs from own studios, since no distant station signals are available (Vol. 8:40). Unlike Lock Haven operator, KSJB looks forward eagerly to building TV station and capitalizing on programming experience gained. Obviously, outlooks of the two groups are bound to differ, since KSJB must bear costs of programming for either type of operation.

Many more applicants have become aware of situation. Just the other day, we received call from prospective applicant in a western state whose small city has plenty of vhf channels available. "Why shouldn't I build a community system instead?" he asks. He is worried whether his town justifies the cost of building and operating a station, feels he may be better off picking up distant big-city stations and feeding signals to a community system.

And transmitter makers are beginning to feel impact, reporting that some prospective customers are growing cooler to idea of stations and warmer towards building their own community systems.

\* \* \* \*

Community systems seem to continue flourishing. We've reported new operations as we learned about them, and they'll be included in an up-to-date directory in our Jan. 15 TV Factbook No. 16 -- revision of the directory in Factbook No. 15.

Some ambitious projects are in the works. Still awaiting FCC hearing is the elaborate microwave setup proposed by J.E. Belknap & Associates, Poplar Bluff, Mo. (Vol. 8:29), and we know one consulting engineer who is drafting 3 microwave relays, 2 of them to bring improved signals to existing community antenna systems, one to bring community system to town not now served. One is 10-hop job costing \$150,000.

Entrepreneurs aren't batting an eyelash while proposing such expenditures. Their thinking is that even if new TV stations render these systems unnecessary in 2-3 years, they'll have amortized themselves. Furthermore, microwaves might also be sold to new stations for network service until AT&T provides facilities.

**TV ANTIQUATES POLITICAL SPENDING LIMITS:** The high cost of TV-radio time -- for which politicians paid and paid willingly, to the limit of their coffers and their credit, during recent campaign -- probably will compel the incoming 83rd Congress to raise the Federal ceiling on political expenditures.

Current horse-&-buggy spending limits are too low for this electronic age -- that was the story told by witness after witness at Washington hearings this week before Special House Committee to Investigate Campaign Expenses, under Rep. Boggs (D-La.). Law now provides that no organization may spend more than \$3,000,000 in presidential campaign, \$10,000 in each Senate race, \$5,000 per House contest.

Politicians aren't asking something-for-nothing. The perennial demands that political broadcasting be put on free-time basis were almost entirely missing. In their questioning of witnesses, committee members appeared unanimous in recognition of need to raise lid on spending -- only point in dispute being how to do it.

Terming 1952 elections "a video campaign", Chairman Boggs told us he will introduce bill setting overall limits on spending by political parties, in place of current practice of limiting each "committee" or fund-raising entity. He called TV-radio "the biggest item" and said it should be reflected in higher spending limits.

No one knows just how much political money was spent for TV-radio in 1952 campaign. New York Times estimates "well over \$5,000,000," and adds that nationwide

networks alone cost Republicans \$2,083,400, Democrats \$1,428,400. It's doubtful if anyone will ever arrive at a completely accurate tally of all that was spent in behalf of all candidates for all offices over all TV & radio stations.

Best guide will be results of questionnaire sent to all stations by Senate subcommittee on privileges & elections, due to be released before Congress meets on Jan. 3. But even these figures won't tell whole story, since time charges are only part of political TV-radio expenditures -- other costs being preemption of commercial time, production costs, line charges, advertising, etc.

Just to give idea of TV's cost as campaign item, Chairman Walter Williams of Citizens for Eisenhower testified his committee spent \$634,000 on TV-radio -- almost as much as all its other expenditures combined. Its 1½-hour all-network simulcast on election eve cost \$267,000. Hermon D. Smith, who headed National Volunteers for Stevenson said TV-radio cost his group \$421,000, or more than half its total outlay. His committee paid \$120,000 for hour-long simulcast on all networks election eve.

**THEATRE-TV 'CONVENTIONS' OPEN NEW FIELD:** New type of "industrial TV", which gets its first use this month, gives American business another valuable sales tool and may well open up brand new branch of the mushrooming TV industry.

Closed-circuit theatre-TV "business conference" has become reality, with 2 important "sales meetings" via AT&T's coaxial-microwave circuits scheduled for this month. It's one form of theatre TV that competes neither with home TV nor with film production industry -- and there are those in the theatre and TV industries who see theatre TV's future in such "business meetings" rather than sports or entertainment.

Theatre-TV conferences use movie theatres in off-hours, usually morning -- and, needless to say, the added revenues from theatre rentals are welcomed by exhibitors. While entertainment-type theatre TV looms as potential competitor to films (producers are irked because exhibitors are canceling film features to offer TV version of "Carmen" Dec. 11) and theatre-televised sports compete with home TV, the business conferences compete with neither -- so should meet little opposition.

First commercial uses of closed-circuit theatre TV will be 2 sales meetings this month -- James M. Lees & Sons Inc. (carpets) using 18 or more theatres Dec. 8 (Vol. 8:43), and Avco's Bendix home appliance div. using 40 Dec. 30 for gathering of some 100,000 distributors, dealers and guests (Vol. 8:48). Meetings will originate in network TV studios, use TV technicians and engineers, as well as TV talent for entertainment portion of program. Lees convention will feature appearance by Kate Smith. Both theatre-TV meetings will replace usual sales conventions.

Formation of new company was encouraged by United Paramount Theatres, one of pioneer exhibitor chains in theatre TV, presumably to bring competition -- and a greater variety of programming -- to theatre-TV distribution. But UPT has no financial interest in Teleconference or any say-so in its policies.

First use of theatre-TV conference actually was made by Govt. more than year ago, when Civil Defense Administration, under TV chief Harold Azine, put on closed-circuit program to instruct local civil defense workers in 4 cities (Vol. 7:36). Show was success, and second was put on in 10 cities last June (Vol. 8:25).

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Two companies are now in business of distributing TV programs to theatres, and it's virtually certain more will soon enter field. Pioneer is Nathan Halpern's Theatre Network TV Inc. (TNT), whose Theatre Tele-Sessions div. (Victor Ratner, ex-CBS v.p.) is staging the Lees Carpet sales conference.

First effort of Teleconference Inc., the new competitor of TNT, will be the 40-theatre Bendix meeting, largest theatre-TV hookup yet announced. New firm, with headquarters at 270 Madison Ave., New York, is headed by Stanley Baar, of Barber & Baar Associates, public relations. Vice presidents are Aaron Feinsot, of Conference Counselors, which sets up business meetings and conventions, and Thomas W. Casey, of Barber & Baar. Attorney Gerald Dickler is secy.-gen. counsel. Teleconference also plans to arrange theatre-TV sports and entertainment programs.

Closed-circuit TV business conferences and sales meetings don't have to be held in movie theatres, of course. Programs of this type have been staged using

standard TV sets. Undoubtedly there will be more extensive use of this method, too, in the future. Next such use may well be by Philco, which reportedly has plans to introduce its new TV line to dealers via closed circuit.

Other potential uses of closed-circuit theatre TV are stockholders meetings, employe training courses, educational sessions piped directly to schools, etc.

Another "business" use of TV has been suggested by Dr. Allen B. DuMont. He foresees two-way TV communication between various phases of a business operation as "a commonplace thing in the business world of the not-too-distant future." Said Dr. DuMont in Rochester speech last year (Vol. 7:39): "TV will be the greatest sales tool ever devised for American business."

**U**HF GRANTEES are now inclined to soft-pedal their promises of early starts, as result of hard luck which is dogging their tracks in seeking early deliveries of transmitters and antennas.

Reading's much-publicized WHUM-TV (Channel 61), due to get GE's first 12-kw transmitter, is all ready to house the transmitter which is still undergoing tests in Syracuse. Tower is up, but wave guide promised for October delivery hasn't come through yet. It looks now like WHUM-TV will be lucky to get on by Jan. 1.

RCA's uhf transmitters are still on the line at the Camden factory, and it will be surprising if any of its top-priority customers will get on the air this month, as they've announced. Best word from RCA is that its new 1-kw jobs may be delivered "within weeks," or as soon as factory and laboratory have ironed out kinks that have developed. One of its priority customers—WSBT-TV, South Bend, Ind.—now acknowledges commercial starting date will be "on or about Feb. 1."

Two of GE's 100-watt uhf transmitters are apparently definitely on the way. It shipped one this week to WKAB-TV, Mobile (Channel 48) and has another ready for WEEK-TV, Peoria (Channel 43). These unpublicized projects may well turn out to be the next post-freeze uhf outlets on the air, for both are aiming for starts before Jan. 1.

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In our continuing survey of upcoming stations, this week's reports include statements from 2 uhf grantees that they have had to postpone announced starting dates. WKNB-TV, New Britain, Conn. (Channel 30), which first said it would get going during December, now says "during January." WAFB-TV, Baton Rouge, La., which said Jan. 1, now says "sometime during January." Both have plants ready, but await deliveries of 1-kw RCA transmitters.

Great Plains Television Properties Inc., which holds CPs for WFTV, Duluth, Minn. (Channel 38), KETV, Little Rock, Ark. (Channel 23) and KWTV, Sioux City, Ia. (Channel 36) reports it has ordered transmitter equipment from Graybar (which means either Federal or Standard Electronics equipment); that construction plans are "way ahead of schedule for Duluth and we intend to commence operations Feb. 15, 1953"; that no sales rep has yet been chosen. Report comes from C. G. Alexander, now heading TV operations for firm headed by Herbert Scheftel, New York theatreman and president of Tel-nevs Inc.

WTVI, Belleville, Ill. (Channel 54) has ordered Federal equipment, hopes to get going by next May or June. Only 13.8 mi. from St. Louis, it will make pitch for that market as first competitor of vhf KSD-TV. It anticipates 45-mi. coverage radius, which also take in East St. Louis, Ill. and St. Louis County. Project's officers include Bernard T. Wilson, president, and account executive of KMOX; Theodore F. Weiskotten, v.p. KSD-TV producer; John I. Hyatt, v.p., KMOX.

WGBI-TV, Scranton, Pa. (Channel 22), originally promised for shortly after Jan. 1, now figures on or about April 1, according to CBS-TV news release. And WKNX-TV, Saginaw (Channel 57), at distributor meeting this week, set forth big promotion plans looking to March 1 debut as "the first Michigan uhf outlet."

WKLO-TV, Louisville (Channel 21) has ordered GE equipment and, though construction plans have not yet jelled, is aiming for start in summer of 1953. Blair will be national rep.

WOSH-TV, Oshkosh, Wis. (Channel 48) has ordered from GE, is starting modest addition to present radio plant, hopes to be on air in late spring or early summer, reports manager Wm. G. Johns Jr.

WEOK-TV, Poughkeepsie, N. Y. (Channel 21) hasn't ordered equipment yet, but has acquired land for tower, hopes to get started by end of 1953, according to president Arthur J. Barry Jr.

Ronald B. Woodyard, who heads grantee WONE-TV, Dayton, O. (Channel 22), reports tentative discussions on equipment, with a probable July target date. Headley-Reed will be rep.

WGFG-TV, Kalamazoo, Mich., hasn't ordered equipment or made plans for construction yet, reports owner Harold D. Steere, but is thinking in terms of fall 1953 start.

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Unusual deal whereby TV grantee would buy out an AM station, combine its operation with TV, then sell some of its stock to the AM licensee, is reported from Raleigh, N. C. Grantee Sir Walter Television & Broadcasting Co., holding CP for WETV (Channel 28) has negotiated deal to acquire *Raleigh News & Observer's* WNAO, an ABC-AM outlet with 5-kw night and 10-kw day on 850 kc, for approximately \$250,000. Newspaper station, owned by famed Daniels family, would in turn acquire 15% interest in WETV for undisclosed amount. TV grantee concern, headed by Erie (Pa.) attorney John W. English (see *TV Factbook 15*), not only wants an AM adjunct but also has determined that 450-ft. WNAO tower at highest point in area, about 4 mi. from center of city, is ideally suited for TV, as are the WNAO studios. Federal equipment has been ordered for WETV, which is now aiming for start on or about April 1.

### Bound and Indexed

We will index and bind, between embossed book covers, a limited quantity of all 1952 issues of the *Television Digest* Weekly Newsletters, plus the *Final Television Allocation Report*, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken only until Jan. 5. Price: \$25 per volume.

**Personal Notes:** E. Stratford Smith, FCC attorney who specialized in TV network facilities among other duties, on Dec. 8 joins Washington law firm of Welch, Mott & Morgan; he was chief of services & facilities branch, telephone div., Common Carrier Bureau . . . H. Gifford Irion, attorney in FCC's TV div., appointed 13th Commission examiner, last to be named for time being . . . Fred Albertson, partner of Dow, Lohnes & Albertson, Washington radio attorneys, flew to Bogota, Colombia, on business Dec. 1; returns about Dec. 15 . . . W. R. Krebs celebrated 25 years as publisher of *Johnstown Tribune* Dec. 7; its WJAC-TV was 3 years old last Sept. . . . Harold Azine resigns as chief, TV branch, Civil Defense Administration, to devote full time to post of v.p., Richmond Television Corp., applying soon for station in Richmond, Va. . . . Clarence G. Alexander, ex-DuMont & NBC-TV, recently associated with Edmund Chester at RHC-Cadena Azul, Havana, named gen. mgr. of Great Plains Television Properties Inc., headed by Herbert Scheffel, who also heads Telenews Inc., N. Y.; TV firm holds CPs for new uhf stations KWTW, Sioux City, Ia.; KETV, Little Rock, Ark.; WFTV, Duluth, Minn. . . . William J. Flynn, asst. treas., CBS Inc., appointed CBS-TV comptroller . . . Joseph R. Matthews, ex-mgr., San Francisco office of Weed & Co., joins A. C. Nielsen Co. as western sales mgr. . . . John Mitchell resigns as v.p. of United Artists TV to become v.p. & gen. sales mgr. of Screen Gems Inc., Columbia Pictures subsidiary; Ralph Cohn, gen. mgr., also elected v.p. . . . Burke Boyce, onetime NBC executive, named headmaster of Storm King School, boys' prep school, at Cornwall-on-Hudson, N. Y. . . . Ralph Nardella, ex-sales director, Foreign Language Quality Radio Network, named v.p. in charge of new business, Ray-Hirsch Co., N. Y. ad agency . . . William Rega, ex-Tatham-Laird and WTVJ, Miami, named TV-radio director, McFarland, Aveyard & Co., Chicago . . . George T. Shupert, ex-Paramount, recently v.p. of Peerless TV, named v.p. & gen. mgr. of United Artists TV, succeeding John Mitchell.

Providence (R. I.) applicant Television Associates of Rhode Island Inc., seeking uhf channel 16 and offering 666,666 shares of stock to public at \$1 (Vol. 8:43), reports \$15,000 cash in bank, \$100,000 pledged, 1000 stockholders after only 9 weeks of advertising. "The public is greatly interested," states v.p. David L. Stackhouse, "now that our application is definitely filed and all expenses paid to date." Pennant Productions Inc., 1040 N. Las Palmas Ave., Hollywood, floating public issue in California of 300,000 shares of capital stock at \$1 to finance TV film series. Officers: E. R. Woodworth, president; H. W. Dixon Jr., v.p.; John Shanks, treas.; Harrison M. Dunham, secy. (ex-mgr., KTTV); Jack Murton, director.

Fr. Max Jordan, ex-NBC director of religious broadcasts who during war and before was one of NBC's chief correspondents, residing in Basle, Switzerland, and who before that was Washington correspondent for German newspapers, is speaker on NBC's *Catholic Hour* each Sunday at 2 p.m. during December; he was ordained just year ago at the Abbey of Beuron, Wurtemberg, Germany.

Mrs. Ray C. Wakefield, widow of the onetime FCC commissioner, was married Nov. 23 to Harry S. Bunker, of Colorado Springs, Colo., gen. mgr. of Speidel newspapers, at Menlo Park, Cal.

John H. Perry Sr., 71, owner of large chain of Florida and Kentucky newspapers and radio stations and of Western Newspaper Union, died Dec. 4 in West Palm Beach. Surviving are his wife and sons John H. Jr., president of the newspaper-radio company, and Farwell W., president of WNU.

**DEFENSE OF FOOTBALL TV** "controls" of National Collegiate Athletic Assn., in face of recent heavy criticism (Vol. 8:41-48), sprang from 2 sources this week—TV Committee of NCAA and National Opinion Research Center of the U of Chicago. NCAA's TV committee met Nov. 30-Dec. 1 in New York, said its 1952 restricted football TV program has "worked satisfactorily" and it prepared to submit similar "control" plan to Jan. 8-10 NCAA convention in Washington. Heralded "long-range" football TV program didn't materialize. TV director Asa Bushnell said committee concentrated on exploratory discussions, may still shape "long-range" policy before January convention.

Opinion Research Center, hired by NCAA to survey football TV, attacked Dr. Allen B. DuMont's assertions that there's no proof TV has "a lasting detrimental effect on the box office." It retorted: (1) TV was proved to be detrimental in last 3 seasons. (2) Colleges in non-TV areas had larger attendances than colleges in TV areas during 1951. (3) Commerce Dept. figures cited by Dr. DuMont as proof of increasing sports attendance may be wrong; Commerce Dept. is corresponding with NORC on possibility of starting new series of data. (4) Even Dr. DuMont seldom claims outright that TV hasn't hurt attendance but says instead that any adverse effects are temporary. (5) Largest attendance losses are in older, heavily saturated TV areas where "novelty effect" should have worn off by now.

TV also occupied attention of baseball magnates at annual meeting in Phoenix this week. Minor league president George Trautman urged majors to support TV-radio proposal of Sen. Johnson (D-Col.), who is also president of the Western League, to pool their TV-radio income into a fund to help clubs considered damaged by broadcasts.

TV-radio's exclusion from public events—notably athletics and legislative hearings—will be studied by NARTB special committee soon to be named by president Harold Fellows. At Dec. 3 meeting in Washington, NARTB board authorized him to appoint group to examine legal and other implications of restrictions on TV-radio coverage of Congressional hearings, collegiate football, championship fights, organized baseball, etc. Fellows denounced "growing tendency" to deny TV-radio "equal standing" with other media, said: "This thing has been going on too long and is growing to dangerous proportions. We intend to do something about it." In other actions, directors approved referendum vote of membership on changes "streamlining" NARTB by-laws and adopted resolutions calling for: (1) Study of libel laws affecting political broadcasts. (2) Study of Congressional investigations of TV-radio. (3) Development of uniform rates for group tower insurance. (4) Encouragement of schools and colleges to train TV-radio personnel. (5) Impressing public with TV-radio public service contributions. NARTB radio board, meeting Dec. 4, called for establishment of radio trade practices code similar to programming codes now operating in TV-radio. NARTB's TV board meets Dec. 8-9 at Cat Cay, Lou Wascy's island off Florida coast.

First use of transistor in a radio transmitter was announced this week by RCA. Experimental transmission was conducted by George M. Rose, manager of tube dept. development group, who built tiny "ham" transmitter around one point-contact transistor, operating it from his Mountain Lakes, N. J. home in normal amateur radio transmission. Station contacted 3 "ham" operators in New Jersey area, one more than 25 miles away. Tiny transmitter on 146 mc used transistor as vhf oscillator, was powered by 22½-volt hearing aid battery, utilized quartz crystal to control frequency. Tiny components could have been put in case the size of cigarette pack.

**Network Accounts:** American Machine & Foundry Co. is fourth sponsor to buy segment of Ford Foundation's *Omnibus* on CBS-TV, Sun. 4:30-6, starting Dec. 21, thru Fletcher D. Richards. Other sponsors: Willys-Overland, Greyhound Bus Lines, Remington Rand (electric shavers), with one more to be added . . . General Motors again buying full hour on CBS-TV, Fri. Jan. 16, 9-10 p.m., featuring its annual *Motorama of 1953* at New York's Waldorf-Astoria, with Arthur Godfrey . . . Motor Products Corp. (Deepfreeze appliance div.) buys Thu. 1:30-1:45 p.m. segment of *Garry Moore Show* on CBS-TV, starting Jan. 8, thru Roche, Williams & Cleary . . . Westinghouse sponsors *Betty Furness Show* starting Jan. 2 on CBS-TV, Fri. 10:45-11 a.m., thru McCann-Erickson . . . Chesterfield buys *Stork Club* from Jan. 10 on CBS-TV, alt. Sat. 7-7:30 p.m., thru Cunningham & Walsh . . . Cat's Paw (soles & heels) moves *Quiz Kids* Jan. 17 on CBS-TV to alt. Sat. 10-10:30 p.m. from Sun. 4-4:30 p.m. . . Johnson & Johnson (Band-Aid) replaces Kellogg to share sponsorship with Del Monte and Pet Milk of *All-Star Revue* on NBC-TV, Sun. 8-9 p.m., starting Jan. 10, thru Young & Rubicam . . . Bayuk Cigars Inc. (Phillies) starts boxing bouts Jan. 24 on ABC-TV, Sat. 9 p.m. to closing, thru Ellington & Co.

**Station Accounts:** Standard Oil Co. of Ohio, cooperating with Cleveland Health Museum and Cleveland Academy of Medicine, to sponsor health education series keyed from WXEL, Cleveland, to Ohio stations WTVN, WHIO-TV, WSPD-TV, WCPO-TV, Sun. 4-4:30 starting Dec. 28, through McCann-Erickson; Ohio doctors will explain truth about health fallacies & rumors to typical family seated in parlor . . . New England Gas & Electric Assn. combines with New England Electric System's gas div. & Boston Consolidated Gas Co. to promote use of gas clothes dryers, buying 10 spots weekly for 13 weeks on Boston's WBZ-TV & WNAC-TV, along with radio spots; 30-day free trial is offered, with different local dealer mentioned in each spot . . . International Shoe Co. sponsoring weekly children's newsreel, *Adventures in News for Young America*, produced by 20th Century-Fox with Frank Luther narrating, in selected markets . . . State of Kentucky div. of publicity, completing spot campaign on WLWT, Cincinnati, to attract tourist trade, says it outpulled all other media . . . Reader's Digest plans TV-radio spot campaign Jan. 1 week, thru Schwab & Bratty, N. Y. . . Elgin American and Certina Watch divisions of Illinois Watch Case Co. places *Hollywood Guess Star* in 20 markets for 5 weeks preceding Christmas thru Russel M. Seeds and Frank Brodsky Adv. respectively . . . Good reading: Dec. 1 *Sponsor Magazine's* "Why Mutual of Omaha Spends 65% of Budget on Radio and TV" (\$750,000, mostly on *On the Line with Bob Conside*) . . . Among other advertisers reported using or preparing to use TV: Congress Cigar Co. (La Palina cigars), thru Schwimmer & Scott, Chicago; Brown & Williamson Tobacco Corp. (Life cigarettes), thru Ted Bates & Co., N. Y.; Colonial Dames Inc. (cosmetics), thru Geoffrey Wade Adv., Hollywood; Liberty Watch Co., Walter J. Gallagher Adv., N. Y. . . Martin Construction Co. (Mastic High Pressure Paints), thru Ad Fried Adv., Oakland, Cal.

J. D. Tarcher & Co. merges into Cecil & Presbrey as of Jan. 1 in latest of recent wave of big ad agency mergers. Headquarters will be at Cecil & Presbrey offices, 247 Park Ave., with TV-radio & public relations at 444 Madison Ave., research & merchandising at 480 Lexington Ave. Jack Tarcher becomes Cecil & Presbrey senior v.p., and Ben Laitin, E. C. Ridley and Leonard Tarcher each v.p. Tarcher accounts transferring include Benrus Watch Co., Seaman Bros. Inc. (White Rose tea & coffee); Julius Wile & Sons (liquor); Personna Blade Co., Eagle Pencil Co.

**Network TV-Radio Billings**  
 October 1952 and January-October 1952  
 (For September report see *Television Digest*, Vol. 8:43)

**N**ETWORK TV BILLINGS leaped to record \$17,009,086 in October to bring cumulative for first 10 months of year to \$143,098,954—big jump due not only to normal seasonal factors but to political time sales. The October figure compares with \$14,422,166 in September and \$14,457,619 in October 1951. The 10-month total is up from \$99,842,623 in same 1951 period, without including July political conventions which were sponsored.

Radio billings also enjoyed rise—going to \$15,240,881 in October from \$12,853,561 in September and \$14,948,105 in October 1951. Cumulative radio, however, is running behind 1951—totaling \$132,083,329 for Jan.-Oct. period vs. \$145,722,395 for same 1951 period.

All TV networks enjoyed gains, with leaders NBC and CBS up more than \$1,000,000 each over preceding month; CBS up some \$2,000,000 from same 1951 month. The complete Publishers Information Bureau tables follow:

NETWORK TELEVISION †					
	Oct. 1952	Oct. 1951	Jan.-Oct. 1952	Jan.-Oct. 1951	
NBC	\$ 7,805,668	\$ 7,060,289	\$ 65,599,420	\$46,042,872	
CBS	6,754,231	4,731,219	54,220,665	33,128,970	
ABC	1,453,811	1,897,427	15,485,052	14,694,523	
DuMont	995,376	768,684	7,793,817	5,976,258	
<b>Total</b>	<b>\$17,009,086</b>	<b>\$14,457,619</b>	<b>\$143,098,954</b>	<b>\$99,842,623</b>	
NETWORK RADIO †					
	Oct. 1952	Oct. 1951	Jan.-Oct. 1952	Jan.-Oct. 1951	
CBS	\$ 5,817,930	\$ 5,615,723	\$ 47,524,397	\$ 58,248,811	
NBC	4,230,576	4,414,200	38,530,416	45,665,064	
ABC	2,387,571	3,158,714	29,189,590	27,187,867	
MBS	2,304,804	1,759,468	16,838,926	14,620,653	
<b>Total</b>	<b>\$15,240,881</b>	<b>\$14,948,105</b>	<b>\$132,083,329</b>	<b>\$145,722,395</b>	
NETWORK TELEVISION—January-October 1952 †					
1952	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 2,020,461	\$ 5,074,643	\$ 717,148	\$ 7,259,307	\$15,071,559
Feb.	2,148,467	5,103,043	748,544	6,813,549	14,813,603
March	2,065,052	5,643,123	760,593	7,320,358	15,789,126
April	1,699,760	5,641,831	738,926	6,946,751	15,027,268
May	1,504,043	5,602,634	775,063	6,822,982	14,704,722
June	1,279,985	5,385,820	749,497	5,794,534	13,209,836
July	943,387	4,163,245	653,415	4,555,020	10,315,067
Aug.	1,166,169	5,105,929	845,780	5,618,643	12,736,521
Sept.	1,203,917	5,746,166*	809,475	6,662,608	14,422,166*
Oct.	1,453,811	6,754,231	995,376	7,805,668	17,009,086
<b>Total</b>	<b>\$15,485,052</b>	<b>\$54,220,665</b>	<b>\$ 7,793,817</b>	<b>\$65,599,420</b>	<b>\$143,098,954</b>
NETWORK RADIO—January-October 1952 †					
1952	ABC	CBS	MBS	NBC	Total
Jan.	\$ 3,301,479	\$ 5,161,397	\$ 1,899,282	\$ 4,357,353	\$14,519,511
Feb.	3,177,970	4,788,507	1,600,399	3,994,018	13,560,894
March	3,355,715	5,154,077	1,826,527	4,184,074	14,520,393
April	3,244,146	4,943,400	1,681,924	4,078,593	13,948,063
May	3,323,092	4,963,794	1,821,571	3,861,882	13,970,339
June	3,001,314	4,629,254	1,632,977	3,708,014	12,971,559
July	2,082,666	3,257,331	1,339,276	2,878,196	9,557,469
Aug.	2,281,852	3,994,905	1,325,059	3,338,843	10,940,659
Sept.	2,533,785	4,813,802*	1,607,107	3,898,867	12,853,561*
Oct.	2,887,571	5,817,930	2,304,804	4,230,576	15,240,881
<b>Total</b>	<b>\$29,189,590</b>	<b>\$47,524,397</b>	<b>\$16,838,926</b>	<b>\$38,530,416</b>	<b>\$132,083,329</b>

\* Revised as of Dec. 3, 1952.  
 † Cumulative totals for all TV and radio networks (except MBS) do not include July national political convention programs sponsored by Admiral, Philco & Westinghouse.  
 Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by PIB on basis of one-time network rates, or before frequency or cash discounts. Therefore, in terms of dollars actually paid to networks they may be inflated by as much as 40%. Figures are accepted by networks themselves, however, and by the industry generally, as satisfactory index of comparisons & trends.

Kansas City-Oklahoma City microwave is now in use for TV, AT&T announced Dec. 5. Up to now, single coaxial circuit from Jackson, Miss. to Dallas has permitted choice of only one network program to stations in Dallas, Ft. Worth, Houston, San Antonio, Austin, Oklahoma City, Tulsa. Opening of new microwave offers one additional circuit, initially, permitting Dallas' two stations to get different network service simultaneously and allowing other stations in Texas and Oklahoma to choose between program offerings of two networks—instead of being limited to single program available.

**Telecasting Notes:** "Get space and still more space"—was prime advice of WBTB's Ken Tredwell to prospective new-station builders during panel on "Facilities & Engineering" at Southeastern TV Conference sponsored by the Charlotte station, Dec. 3-4, attended by 95 persons. As rule-of-thumb he suggested that, whatever your building and studio plans may originally call for, "simply double it to play safe" . . . TV is falling down on news coverage, according to Paul W. White, onetime CBS news chief, now heading news dept. of KFMB & KFMB-TV, San Diego; speaking at Cleveland TV-radio newswriters' convention, he said radio is doing better job because it has more experienced newsmen in strategic jobs, whereas TV is muffing opportunity by leaving selection of news pictures to "a director who may know pictures but doesn't know news" . . . TV enterprise: Ed Murrow and camera staff going to Korea to shoot Christmas Day in Korea sequence for his Alcoa *See It Now* show; Ed Sullivan's *Toast of the Town* going into Roxy Theatre Dec. 21 for first outside theatre pickup to carry Sonja Henie ice show, her TV debut . . . CBS-TV casting & talent scouting depts. have been integrated under new director Milo Frank . . . Big movie producing companies had combined to bid for Bishop Sheen on DuMont, but Admiral beat them to it, reports *Billboard Magazine*, which says MGM, Columbia Pictures, et al., are

CONGRESSIONAL HEARINGS on TV-radio programming "morals" wound up Dec. 5 with testimony by FCC chairman Walker—after long hiatus during which members of Harris subcommittee of House Interstate & Foreign Commerce Committee had time to sift mass of testimony offered since start of probe last June.

From comments and questions of Congressmen at this week's 3 days of hearings, it's evident most of them have made up their minds that censorship legislation is not the answer. However, subcommittee members have heard so much testimony about allegedly "lewd" TV shows and programs "copied from burlesque shows," that their report is expected to be extremely critical of much current TV programming—with special attention to effects on children.

As remedies, it will probably suggest: (1) Tighter vigilance on part of FCC in considering renewal of station licenses. (2) That industry intensify its efforts at self-regulation. It may also recommend that FCC require each station to keep copies of all scripts for specified period of time. Although largest single group of witnesses were the prohibitionists, report isn't expected to recommend another try at outlawing beer and liquor commercials.

Comr. Walker told subcommittee that Commission opposes censorship and that, in long run, listeners and viewers are probably most important influences in making broadcasters serve community needs. In answer to questions by Reps. Chenoweth (R-Col.) and O'Hara (R-Minn.), he denied FCC is powerless to cope with "lewd and indecent" programs, referring to Criminal Code's prohibition against indecency and obscenity on the air. He opposed all proposals to give Congress or FCC "blue pencil" powers over programming, praised principle of self-regulating codes but warned that they shouldn't be accepted as panacea for TV-radio programming ills. Nor should they "relieve the subscribing stations of their individual responsibility to operate in the public interest," he stated.

Chairman Walker gave as his personal view—but not Commission's—that: (1) Congress should give FCC authority to license networks as well as stations; (2) advertising of liquor—but not beer—should be banned.

Films available for public relations, philanthropic and educational purposes are listed in new 200-p. *Directory of Free Film* just issued by Broadcast Information Bureau, 535 Fifth Ave., N. Y. (Judy Dupuy, editor).

looking for new TV sponsorships—quite aside from their frequent uses of spot for individual pictures . . . To promote time sales on its 7-9 a.m. *Today*, NBC-TV has produced 22-min. sound film with Dave Garroway and other members of cast expounding theme "You don't need to be a millionaire to afford network TV" . . . Edward Petry & Co. has revised its May 1951 booklet, *Sure Fire Sales Formula: Women Selling to Women*, emphasizing value of TV programs appealing to women, with new data showing homemaking programs on New York TV stations totaled 393 hours between Jan.-June, 1952, second only to 590 hours for feature films . . . Sam Cuff, veteran TV-radio merchandiser, now doing series of studies of dept. store use of radio, may turn next to series for TV; he's with Allied Stores, 401 Fifth Ave., N. Y. . . Denver's KBTB acquires 30,000-sq. ft. building at 1089 Bannock St. for new home, to be occupied in about 90 days . . . More base rates of upcoming stations to add to those reported last week (Vol. 8:48): KROD-TV, El Paso, \$250 per Class A hour, \$60 per 5-min.; KONA, Honolulu, \$225 per hour, \$45 per 1-min.; WEEK-TV, Peoria, \$300 per hour, \$60 per 1-min. . . KOB-TV, Albuquerque, has new Class A hour rate of \$250, 5-min. \$62.50 . . . WOOD-TV, Grand Rapids, new rate card effective Dec. 1 raises base hour rate from \$500 to \$600, one-min. from \$100 to \$110.

Conelrad plan for AM operation during air attack was approved by President Truman and made public Dec. 2. Joint White House-FCC announcement stressed that while no station is required to remain on air for emergency broadcasting, more than 1000 AM stations have volunteered to participate and have spent some \$1,500,000 of their own funds to make necessary equipment alterations. Principal features of plan, to be operated by FCC in event of air alert: (1) TV & FM stations would leave air. (2) AM stations choosing to remain on air would lower powers to 5-10 kw or less and transmit on 640 or 1240 kc, as prescribed by FCC. (3) Commission would order stations, or local clusters of stations, to use one or more of 3 operating procedures: (a) sequential mode of broadcasting, under which each station in cluster would broadcast same program, but would transmit only for 5-40 seconds at a time in cycles so there is no noticeable interruption to listener; (b) on-off mode, where single station or entire cluster goes on and off air at arbitrary intervals, with others filling in gaps so program isn't interrupted; (c) pulsating operations, in which power of each station is varied over 10-db range at intervals of 10-45 seconds; (d) synchronous mode, where all stations in area operate simultaneously at same frequency with none operating at sufficient power to stand out from group.

FCC views on libel laws were reiterated by chairman Paul Walker in Dec. 4 statement to Special House Committee to Investigate Campaign Expenditures (see p. 5). Walker said FCC still wants Congress to amend Sec. 315 of Communications Act to cover candidates' spokesmen as well as candidates, and to relieve station licensees of liability if political speaker should utter libelous statements over their facilities. Sec. 315 requires that "equal opportunities" be provided for "legally qualified" candidates and precludes stations from censoring material they consider libelous. Walker also called on Congress to clarify whether commercial sponsorship of political broadcasts (conventions, panel programs, etc.) is consistent with Corrupt Practices Act.

Library of Congress this week published *Motion Pictures and Filmstrips, January-June, 1952*, an all-inclusive catalog of over 1100 movies and films registered for copyright in first 6 months of year, available at 50¢ from Register of Copyrights, Library of Congress, Washington.

WITH \$1,500,000 GRANT from Ford Foundation, new non-profit corporation called Educational Television & Radio Center received charter Dec. 5 to distribute films to nation's educational TV stations as they come on air. Grant and charter were presented as climax of 3-day meeting of Dr. Milton Eisenhower's new Ford-supported National Citizens Committee for Educational TV (Vol. 8:48) and the Joint Committee for Educational TV at Chicago's Blackstone Hotel.

Headquartering in Chicago, new organization for time being will feed tapes to college radio stations. When educational TV stations go on air, it will try to get kinescopes of successful educational programs from commercial networks and stations and purchase outstanding films from all sources. Ford Foundation officials emphasized they expected the Center to be supported eventually by the stations it serves.

Board members are Dr. George D. Stoddard, president, U of Illinois, chairman; Prof. Harold D. Lasswell, Yale Law School; Dr. Robert D. Calkins, president, Brookings Institution; C. Scott Fletcher, president, Fund for Adult Education; Ralph Lowell, Boston banker and director of Lowell Institute.

Board membership of Dr. Eisenhower's fund-raising and public relations group was also revealed this week: Robert Mullen, executive director; Kenneth G. Bartlett, director, Syracuse U TV-radio center; Harry E. Boyd, editor, *Cedar Rapids* (Ia.) *Gazette*; Leland Hazard, v.p., Pittsburgh Plate Glass Co.; Dr. John E. Ivey Jr., director, Southern Regional Education Board, Atlanta; Col. Irving Salomon, retired industrialist, Escondido, Cal.; Mark C. Schinnerer, supt. of Cleveland public schools; William Sener, telecommunications director, Allan Hancock Foundation, USC, Los Angeles; William E. Stirton, asst. to president, Wayne U, Detroit; Telford Taylor, former FCC gen. counsel, now JCET counsel; George B. Wells, N. Y. attorney; Raymond Wittcoff, St. Louis manufacturer; Dr. Edgar Fuller, JCET chairman; Ralph Steetle, JCET executive director.

Other developments in educational TV this week: (1) State of New Jersey received CP for uhf Channel No. 19 in New Brunswick (see story, p. 2 and *Addenda 15-U*). (2) Mrs. A. Scott Bullitt, owner of Seattle's KING-TV, offered educators there \$180,000 worth of equipment when her station moves to higher power. (3) Emerson Radio president Benjamin Abrams announced plans to extend further assistance to educators beyond original pledge of \$10,000 each to first 10 stations on air, but refused to give details.

Technicalities of community antenna equipment are described in December *Electronics Magazine*. Article includes table showing characteristics of amplifiers built by Blonder-Tongue Labs, Jerrold, Philco, RCA, Spencer-Kennedy Labs, Technical Appliance Corp., Transvision, National Antenna Corp. Article doesn't attempt to show extent of activity of each company in the field; Technical Appliance Corp., for example, has bowed out of community antenna business though it continues making other multiple distribution equipment (Vol. 8:43).

Writer's right to exclude films from TV, by express wording in contract, appears to have been rejected by Federal Judge William Byrne in Los Angeles court this week. He ruled John Wexley had no claim against KTTV for telecasting his story, *The Last Mile*—holding that the sale of film rights included TV rights. Precedent could make many more films available to TV, if sustained on appeal.

Strike against filmed commercials by Screen Actors Guild began Dec. 1, but by week's end at least 5 TV film producers in New York and Hollywood had signed interim agreements giving the union pretty much what it wanted.

ATTACKS ON FCC this week, for "delays" in TV processing, had Commission baffled. These were long article in Nov. 29 *Wall St. Journal* headed "900 Station Applications Are Yellowing in Files as the FCC Ponders" and Dec. 1 editorial in *Washington News* headed "The Great TV Holdup."

Both papers were very poorly informed. First said that "900 applications [are] stacked up in FCC's files." After reporting 230 TV stations on air or under construction, it states: "Sounds like an impressive number? Not compared with, say, 3147 authorized commercial radio stations. Nor with those 900 TV applications."

Editorial in *Washington News* was in same vein, and it went on to question Commission's requests for more funds, suggesting Congress investigate whether FCC really needs the money or is "merely floundering in its own red tape."

We've never been shy about needling the Commission for its 4-year freeze (3 of those years utterly needless)—but its post-freeze TV processing progress must be rated good. The outstanding fact is that Commission has granted CPs far faster than industry can build (see p. 3). And it's scarcely fair to compare 5 months of TV processing with more than a quarter-century of AM & FM growth.

Since TV processing started July 1, FCC has not only granted 137 CPs—and at an accelerating rate—but it's conducting hearings on 46 applications as fast as applicants themselves permit, and it has lined up 188 more applications for hearings which would be going on now if there were enough examiners and staff to handle them. There are 775 applications pending, not 900.

Commission has added 6 examiners to its old list of 7, has assigned all but one or two to TV. All departments of Commission have been milked of qualified personnel to augment staff processing TV applications and conducting hearings. It's conceivable it could divert even more manpower to TV, but there must be a critical point beyond which other FCC activities can't be ignored. As for work output of personnel assigned to TV—they work like mad.

Says Chairman Walker, nonplussed by attacks: "You're damned if you do and damned if you don't. Some people say we're granting them too fast."

Problems of channel shifting are taking some ingenuity to make transition smooth as possible. For example, WJAC-TV, Johnstown, in moving from Channel 13 to 6 and increasing power to 70 kw, brought a lot of squawks from fringe area viewers between Johnstown and Rochester—because WHAM-TV in latter city has yet to shift from Channel 6 to 5. Solution was to employ offset carrier between the stations, which silenced most complaints. Earlier, WSAZ-TV, Huntington, shifted from Channel 5 to 3 and upped power to 84 kw, raising hob with fringe viewers between Huntington and Columbus where WLWC hasn't yet moved from Channel 3 to 4. Situation was improved when WSAZ-TV reduced radiation in direction of Columbus.

Lawrence tri-color tube is now in "small-scale production" at Oakland (Cal.) plant of Chromatic TV Laboratories, according to Chromatic president Richard Hodgson. Output is being used in military and industrial applications, he said. Tube is being made in several different types, "all selling for under \$500." Price would drop sharply if it were mass-produced, he declared, but Chromatic won't attempt to manufacture home color receivers until FCC has reconsidered its color decision on basis of NTSC system. Current Lawrence tubes are 22-in. round, metal-coned, using 90-degree deflection. Chromatic, 50% owned by Paramount Pictures, plans demonstrations of color tubes in New York before year's end, said Hodgson.

**NEW TV LINES AND NEW PRICES ON TAP:** New models will be the rule in early 1953--and in quite a few cases entirely new lines. This becomes increasingly clear as reports seep from the factories, and is emphasized by fact that RCA Victor is holding its first national distributors convention in Miami Beach week of Dec. 8 to introduce new TVs, radios and phonographs as well as show its air conditioners, ranges, etc.

RCA will have 25 models, ranging from new 27-in. console to a new "compact 17-in. table model", to show at Miami Beach Auditorium and Casablanca Hotel meetings. Prices are as yet unrevealed.

Against trend that bellwether RCA may betoken, Admiral's Ross Siragusa is plumping again for the one-line-a-year policy for which NARDA president Mort Farr has so zealously crusaded. Siragusa expressed hope "the rest of the major manufacturers will go along with this policy in deference to the nation's dealers."

Admiral's convention is slated for Jan. 22, its main purpose to introduce new lines of home freezers, room air conditioners, ranges and dehumidifiers. It will add only one new table TV to the 1953 line of 21 models introduced last Aug. 15 (Vol. 8:33) -- and that one is intended "only to fill a price gap that exists between [our] present \$199.95 and \$269.95 21-in. sets," according to Siragusa.

Higher prices to come are hinted rather pointedly by the Admiral president, in stating that "rising production costs are causing reconsideration of the present prices of Admiral table TV receivers."

Philco seems certain to bring out many new models, if not entire new line, at its Jan. 4-7 Boca Raton convention. Motorola plans 11 regional conventions, Dec. 29-30, to show new models. Various other showings are planned by others, as reported last week (Vol. 8:48) and in this issue's Topics & Trends column.

Importance RCA attaches to its first national distributors' convention is manifest from fact that it's to be addressed by top brass -- RCA president Frank Folsom, Victor div. v.p. & gen. mgr. Admiral W.A. Buck, operating v.p. C.M. Odorizzi, consumer products v.p. J.B. Elliott, home instruments v.p. Henry Baker. Advance statement says: "We anticipate one of the finest years in RCA Victor history."

\* \* \* \*

Thanksgiving week ending Nov. 28 put crimp into production, which slumped to 159,513 units (5954 private label) from 198,917 week before. But factory inventory at same time fell to 91,668 from 99,562.

Radio output likewise fell to 185,972 (61,362) week ending Nov. 28 from 220,339 preceding week. Radio inventory declined slightly to 173,301 from 178,117. Week's radios were 73,526 home models, 32,978 portables, 41,263 clock, 38,205 auto.

RTMA also disclosed retail TV sales of 847,219 during October, comparing with production that month of 724,117 -- while distributor inventories at end of October totaled 456,483. October figure compared with 5-week September's 875,290, so that average weekly sales increased 21%.

Nov. 28 ended 48 weeks of what will be 53-week statistical year -- and up to then TV production was just over 5,365,000 units, radios just over 8,522,000.

**24-in. TUBE APPEARS 'COMER' FOR 1953:** Bigger and bigger is still the trend in picture tube sizes -- with sales of 21-in. tubes now outstripping 17-in. by 2 to 1. And on the horizon is new 24-in. rectangular tube which has tube makers excited and predicting it will dwarf the 21-in. in sales within 2 years -- even accounting for as much as 20% of total TV output as early as fall of 1953.

These forecasts are made despite fact 24-in. rectangulars aren't yet being produced. Glass bulb makers are readying samples, and it's likely the size will also be available in metal cones. The 27-in. tube, now being made in both metal and

glass, seems destined to be strictly luxury item for year or so, though virtually every set maker will offer one at high end of line sometime next year.

At other extreme, there has been such a remarkable resurgence of demand for 17-in. recently that some tube makers flatly predict it's "here to stay" -- albeit as relatively low-volume item aimed at "second set" market.

These predictions came, with surprising unanimity, from cross-section of picture tube and glass bulb industries questioned in telephone survey. Some qualified their forecasts of coming popularity of 24-in. with stipulation that its price would have to be "right"; if it is, they said, 24-in. will easily outstrip the relatively costly (\$50-\$60) 27-in. next year.

While 24-in. round tubes have been available for some time -- made by GE, DuMont, Rauland, Sheldon, but meeting only lukewarm response -- manufacturers say the 24-in. rectangular is something else again. Preference for rectangular is well documented by fact that round tubes (all sizes) now constitute less than one-half of 1% of picture tubes sold to manufacturers.

Sampling of glass bulbs for 24-in. rectangular should begin in January, with large-scale production coming around midyear. The 24-in. glass tubes will provide 350-sq. in. picture, compared with 240 sq. in. on 21-in., about 400 on 27-in.

Cabinets for 24-in. sets needn't be any deeper than current 21-in. New tube -- like the 27-in. -- will be slightly shorter than the 21-in.

Glass 24-in. tubes won't be much heavier than glass 21-in., if at all -- due largely to trend away from cylindrical face back to lighter spherical face and to new developments making possible lighter weight glass bulbs. In metal-coned tubes, increased weight will be even less important.

\* \* \* \*

The glass bulb makers, Corning and Kimble (Owens-Illinois Glass Co.) are usually reliable long-term barometers of picture tube trends, and as such their observations are interesting and significant. Corning sees no volume production of 24-in. bulb until next fall, but ventures guarded prediction that it will be immediate success and within 2 years will be as popular as today's 21-in. Although Corning is only manufacturer of 27-in. glass bulb, that size now accounts for mere one-half of one percent of its total output.

Kimble sees 21 & 24-in. bulbs totaling 75% of its output late next year, on about a 50-50 basis, with 17-in. clinging to about 25%. Currently 20 & 21-in. constitute some 60-65% of output, with 17-in. a substantial 35-40%. Kimble will offer 24 & 27-in. bulbs when it completes tests of its new metal-banding process, designed to cut weight of larger bulbs, make them relatively "implosion-proof" (Vol. 8:43).

All tube and bulb makers say they're operating at capacity, selling everything they can turn out. From time to time there are spot shortages of 17 or 21-in. tubes, and reports on 27-in. vary from "not enough to supply the demand" to "demand is insignificant." Corning says it's been able to supply all bulbs required by its customers as result of keeping plant in fullscale operation all summer.

Picture tube prices are on upgrade, like practically everything else that goes into a TV receiver. CR tube industry is just beginning to recover from its price-cutting tailspin of 1950-51. Most tube makers raised prices in October.

Among tube manufacturers, RCA is now making metal-coned 27-in., will use it in new 1953 receiver line. DuMont is making metal 27-in., but expects to switch to glass, reports "considerable" output of 24-in. round metal tube, but 21-in. now represents 80% of its output. Sylvania reports "every picture tube oversold," with both 21 & 17-in. "hot", expects 27-in. to outstrip 24-in. during first part of next year, but sees 20% of output by late 1953 devoted to 24-in. against 8% for 27-in.

GE's Dr. W. R. G. Baker sees picture tube sizes "stabilizing" at last -- with 17, 21, 24 & 27-in. rectangular tubes becoming "standard" on more or less permanent basis. Like other manufacturers, GE says 21-in. is overwhelming favorite now, output of 17-in. running about 20% of 21-in. Dr. Baker says 27-in. tubes are being turned out at 5% of the 21-in. rate and demand is so heavy "we can't meet scheduled requirements." GE hopes to start output of 24-in. glass rectangular early in 1953.

**Topics & Trends of TV Trade:** American Furniture Mart's winter show at huge Chicago quarters Jan. 5-16 has 14 TV-radio-phonograph exhibitors signed up thus far: Admiral, Arvin, Bendix, CBS-Columbia, DuMont, Hallcrafters, Jackson, Motorola, Philco, RCA Victor, Raytheon, Sparton, Westinghouse, Zenith. Over at Merchandise Mart, permanent exhibitors include Avco (Crosley), Capehart-Farnsworth, GE, Magnavox, Telequip.

Thus the 1953 exhibits for the TV-radio and home furnishings buyers look like they'll be on as grand a scale as ever before, with many of these companies already announcing they will have new models and some holding their own conventions. This week brought added news about plans of the TV manufacturers. Supplementing last week's reports (Vol. 8:48), we learn that:

RCA distributors will hold local dealer conventions soon after they get back from their Dec. 8-13 Miami convention, with Bruno-New York already set for Dec. 26-30 showings in Park Sheraton Hotel. Crosley plans distributor conventions in Cincinnati Jan. 5-6, first day for white goods, second for TVs and radios. Sylvania has booked Chicago's Sheraton for Midwest distributors meeting, Dec. 15. CBS-Columbia will hold convention in Chicago's Edgewater Beach, Jan. 2-3.

Magnavox has already had district men in to show several new models, as yet undisclosed. Hallicrafters has already announced 3 new all-wave models, capable of tuning in the new uhf as well as all vhf channels, for immediate delivery. Sparton reveals new 21 & 27-in. consoles for introduction at January show.

\* \* \* \*

**Trade Miscellany:** Philadelphia Electric Assn. reports October TV sales in area (Bucks, Chester, Delaware, Montgomery, Philadelphia counties) totaled 25,335 vs. 23,770 in October 1951; cumulative for 10 months was 134,989 vs. 164,970 . . . Tele King expands N. Y. plant by some 75,000 sq. ft. to provide for manufacture of room air conditioners, which it will market under own brand starting in Jan. . . . Zenith Radio adding more than 300,000 sq. ft. of floor space to main Chicago plant at cost of \$3,000,000, giving it total of 1,800,000 sq. ft. . . . Colen-Gruhn Co., 387 Fourth Ave., N. Y., offering "Gotham-Visionaire" models for areas of city on DC; sets operate AC or DC, table models selling for \$300; open consoles \$340; consoles with half doors \$270.

**Distributor Notes:** Admiral Chicago distributor, Appliance Distributors Inc., names Julian Rudoy TV sales mgr., succeeding Thomas Ryan, now Sylvania Chicago regional mgr. . . . Motorola names South Texas Appliance Corp., San Antonio, which is dropping Admiral line, effective Jan. 1 . . . DuMont appoints Thurrow Distributors Inc., Atlanta, and American Distributing Co., Charleston, S. C. . . . Sylvania appoints Electric Supply Co. Inc., Wichita (L. M. Benefiel Sr., pres.) . . . CBS-Columbia names Mayflower Sales Co., St. Louis, and Mid-Continent Distributing Co., Sioux Falls, S. D. . . . Setchell Carlson appoints Continental Corp., Chicago (former tube jobbers) . . . Stromberg-Carlson appoints Peerless Sales, Little Rock.

\* \* \* \*

Picture tube sales for first 10 months of 1952 totaled 3,982,763 worth \$89,425,435 compared to 3,601,809 valued at \$88,241,336 in same period of 1951, reports RTMA. For October, sales totaled 862,431 valued at \$19,761,300 vs. 640,793 worth \$14,326,017 in Sept. and 455,636 valued at \$9,388,282 in Oct. 1951. Rectangular 18-in. and larger represented 71% of Oct. total. Receiving tube sales for first 10 months of 1952 totaled 287,569,947 valued at \$205,318,180, of which 183,872,460 went for new sets, 66,335,074 replacement, 23,579,444 export, 13,782,969 Govt. For October, sales totaled 41,880,318 worth \$28,379,281 vs. 34,196,286 valued at \$24,432,747 in Sept. & 34,137,519 in Oct. 1951.

**Trade Personals:** Cecil M. Dunn, president RCA Estate Appliance Co., newest RCA subsidiary formed when it acquired Estate Stove Co., elected president of Institute of Cooking & Heating Appliance Manufacturers . . . Wm. J. Harris, ex-v.p. manufacturing, American Bosch Corp., has bought out National Metal Specialty Co., Springfield, Mass. (TV-radio metal components) . . . Walter A. Watson, Packard-Bell adv. mgr., resigns to become adv. mgr. of Perlite div., Great Lakes Carbon Corp., Los Angeles . . . John Feltman, from receiver div., named asst. mfg. mgr., DuMont CR tube div. . . . Frank Marshall promoted to v.p., Aerovox manufacturers sales; Charles Golenpaul to v.p., distributor sales . . . John C. Hoffman, ex-Berry Bros., Detroit (paints) joins Sparton as TV-radio adv. mgr., succeeding William Fors, now with Curtis Publishing Co., Detroit . . . Bernard L. Cahn, gen. sales mgr. of Insuline Corp. of America, elected v.p. . . . William J. Doyle resigns as sales v.p., Astatic Corp., to become a manufacturers rep in Chicago.

President Truman and defense mobilizer Henry H. Fowler joined this week in declaring OPS won't be killed by executive order before Eisenhower Administration takes over—but odds are still strong that the price control agency won't be extended beyond April 30 expiration date. Meanwhile, RTMA attorney Ray Donaldson began collecting affidavits and charts showing rise and fall of prices from its leading parts manufacturers to present to OPS review board in its twice-rejected appeal for decontrol of TV-radio parts (Vol. 8:48). Appeal probably won't be filed for at least another week.

Third offer to take over Tele-tone—this one from Regal Electronics Co., New York—was considered by Judge Hartshorne in Federal district court in Newark this week, but he stated he did not regard any of the offers as a reorganization plan but rather that all were in effect liquidation plans. Other offers were from Pacific Mercury and California Eastern Airways, both Los Angeles, former part-owned by Sears Roebuck (Vol. 8:47). Chapter X hearing was adjourned to Dec. 16.

Important article: "Record Industry: The Classics Are Hot," by Dero A. Saunders, in December *Fortune Magazine*. Theme: The phonograph-record business, once almost killed off by radio, is today bigger and livelier than ever—with a better and cheaper product, a spate of new competition and an astonishing new highbrow market.

RCA is granted almost 3 months to comply with N. Y. grand jury subpoena of its records relating to patents, color and FM for Dept. of Justice's projected sweeping anti-trust investigation of electronics industry. Feb. 21 deadline is contained in formal court order entered this week spelling out terms of compliance as ordered by N. Y. Federal Judge Weinfeld Oct. 24 in overruling RCA motion to quash or modify subpoena (Vol. 8:43). Court ruled RCA must present data "in reasonable quantities week by week" until Feb. 21. RCA has already turned over some of its records to the Govt., is still conferring with Justice Dept. officials on most convenient way to produce voluminous data demanded by subpoena, which it characterized as a "dragnet." Meanwhile, industry and govt. circles alike are wondering what stand the new Attorney General, Herbert Brownell, will take on anti-trust suits held over from Truman Administration. Nobody was willing yet to say steam would be taken out of electronics investigation, which industry leaders have openly criticized as a politically-inspired "fishing expedition" resulting from FCC pique over their unwillingness to accept its color edict. Fact is that Brownell could restrain govt. enthusiasm for case merely by transferring its prosecutors, Malcolm Hoffmann and Marcus Hollabaugh, to other posts.

**Financial & Trade Notes:** Boom in TV and radio tuner business is reflected in resumption of dividend payments by General Instrument Corp. after record sales of more than \$8,250,000 for 3 months ended Nov. 30. Directors authorized 25¢ a share dividend for payment Dec. 22. Last dividend was 20¢ paid May 15, 1951. Chairman Abraham Blumenkrantz said company's sales for year ending Feb. 28, 1953 will approach record \$30,000,000. He attributed rise to large orders for General Instrument's new line of TV tuners and uhf converters, as well as demand for automobile radio tuners and military equipment produced by company's Sickles div. at Chicopee, Mass. Production at this plant, Mr. Blumenkrantz said, "has almost doubled since the start of the year." Backlog of defense and civilian orders now totals about \$13,000,000.

\* \* \* \*

TV-radio industry registered sharpest profit increase in third quarter 1952 over same 1951 period in *Wall Street Journal's* "corporate report card" for 386 companies. The 6 TV-radio firms included in tally showed 361.1% gain in third quarter—total profit of \$9,569,000 compared to \$2,075,000 in third quarter 1951. Increase in profits for all types of companies averaged 7.4%. Eleven electrical equipment firms showed gain of 99.3%.

Tung-Sol reports net profit of \$1,288,324 (\$2.49 a share on 495,663 common outstanding) on sales of \$23,826,364 in the 39 weeks ended Sept. 27 vs. \$1,524,628 (\$3.16 on 476,006 shares) on \$23,297,782 in same 1951 period.

General Precision Equipment Corp. and subsidiaries report third quarter net income of \$529,321 (80¢ on 646,087 shares) vs. \$124,048 (21¢ on 601,087 shares) in third quarter 1951.

\* \* \* \*

Monogram Pictures Corp.'s third-quarter decline in profits was partly attributed to fact it has discontinued policy of releasing old films to TV. For 13 weeks ended Sept. 27, Monogram reported net income of \$125,897 (16¢ on 773,218 shares) vs. \$150,465 (19¢ on 760,718) for same 1951 period when company was licensing oldies for TV showing.

Paramount Pictures Corp. and subsidiaries report for first 9 months of 1952 net income of \$4,663,000 (\$1.99 a share), compared with \$4,205,000 (\$1.83) first 9 months of 1951. For third quarter 1952, Paramount showed net income of \$1,878,000 (80¢) vs. \$1,373,000 (60¢) in 1951 period.

Capitol Records Inc. reports net income of \$439,721 (87¢ a share) on sales of \$14,312,017 for year ended Sept. 30 compared to \$477,738 (88¢) on \$13,243,845 for year ended Sept. 30, 1951. President Glen E. Wallich says September sales were second highest in company history.

\* \* \* \*

**Dividends:** Zenith Radio, 50¢ plus \$1 year-end extra, payable Dec. 29 to stockholders of record Dec. 12; Muter Co., 15¢ Dec. 31 to holders Dec. 15; Cornell-Dubilier, 30¢ plus 10¢ extra Dec. 20 to holders Dec. 15; Bendix Aviation, 75¢ plus 75¢ extra Dec. 27 to holders Dec. 11; Warner Bros., 25¢ Jan. 1 to holders Dec. 15; WJR The Goodwill Station Inc., 40¢ Dec. 12 to holders Dec. 5; Arvin, 50¢ Dec. 29 to holders Dec. 15; Corning Glass, 25¢ plus \$1 extra Dec. 27 to holders Dec. 13; General Instrument, 25¢ Dec. 22 to holders Dec. 16; RKO Theatres, 15¢ Jan. 2 to holders Dec. 15; Capitol Records, 30¢ Dec. 20 to holders Dec. 10; Admiral, 25¢ Dec. 31 to holders Dec. 17; Canadian Westinghouse, 50¢ Jan. 1 to holders Dec. 12.

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Atwater Kent net estate was valued at \$10,090,531 after Federal tax liability of \$5,030,348 and California inheritance and estate taxes of \$1,081,360, according to Philadelphia court accounting disclosed this week. The pioneer radio manufacturer died in California March 4, 1949.

**Electronics Reports:** Many of top personnel of NPA Electronics Div. have been given their walking papers—so many, in fact, that officials of that division fear its work may be seriously impaired and are fighting to get at least a few reinstated. Action this week was second wave of economy firings, dictated by Congressional cuts in budgets of emergency agencies. Of division's 47 paid employes, 18 have received notice of January or February dismissal dates—10% of them in the \$7500-up salary category.

Scheduled to leave are several section chiefs, including Lee Golder, chief of TV-radio section; J. Bernard Joseph, broadcast & communications; O. W. McDaniel, CMP; W. J. Bapst, expansion & expediting. Some have already been offered jobs in the industry.

Complicating matters further is defense mobilizer Henry Fowler's announcement this week that Truman Administration will make no move to end CMP or other materials controls, and is recommending continuance of CMP until midyear. If controls were to be lifted gradually in early 1953, NPA could probably get along quite well with considerably reduced staff—but continuance of CMP leaves agency's officials pondering who's going to do the work.

\* \* \* \*

High point in military electronics production will probably be reached in second or third quarter of 1953, and may be maintained for several quarters or a year. NPA officials gave this estimate to manufacturers of radio communication equipment at industry advisory committee conference in Washington Dec. 3. After peak defense production has passed, industry is slated to be on "standby" basis, ready to resume heavy production in event of emergency. Industry representatives at meeting expressed concern about ability of smaller electronics subcontractors to weather standby period. Munitions Board spokesman told group that value of military electronics-communications equipment deliveries in September 1952 was twice that of September 1951 and more than 8 times average monthly deliveries in third quarter 1950. Manufacturers said their principal component problem is no longer delivery, but deterioration in quality. They reported some components which pass inspection when received are found defective after being incorporated into end products.

TV-radio manufacturers aren't applying for supplemental allocations of steel for first quarter, despite fact that their regular steel allotments for that quarter are the skimpiest to date. Officials of NPA Electronics Div. speculate that many manufacturers don't realize they must make application to get share of the additional 8000 tons allocated to that division (Vol. 8:44-46). Another first-quarter steel "bonus" may be announced next week, when DPA again tallies steel supply against demand.

Canadian Radio Technical Planning Board has re-elected as president R. A. Hackbusch, who represents Stromberg-Carlson Co., Sylvania electronics div. and Technical Appliance Co. in Canada. Also re-elected were C. W. Boadway, Ontario Hydro-Electric Power Commission, v.p.; Stuart D. Brownlee, executive secy., Canadian RTMA, secy.-treas. Board is non-governmental, sponsored by 16 non-profit organizations and trade associations for purpose of planning efficient use of radio spectrum.

Raytheon announces commercial availability of 2 germanium junction transistors, types CK721 and CK722. Company didn't specify what quantities would be available, but announcement said "a portion of the initial output will be channeled to top priority defense applications."

Improved supply of cobalt has eliminated necessity of international allocations for first quarter 1953, 14-nation International Materials Conference has announced. NPA allocations to individual U. S. users, however, are expected to continue.

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

As of November 1, 1952

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

**A**DDITION of record 626,300 TVs to sets-in-use during October brought total to within shooting distance of 20,000,000, according to Nov. 1 month "census" report by NBC Research, the only organization gathering such statistics. Boom sales brought figure to 19,751,200, which means that by Jan. 1 the 20,000,000-mark could be exceeded by anywhere up to 1,000,000.

New markets accounted for fewer than might be expected, Denver adding 22,000 during October to bring Nov. 1 count to 55,000, Portland adding 11,000 to bring its count to 15,000. Month's best accretions were in New York area, 45,000; Chicago, 35,000; Philadelphia, 28,000; Oklahoma City, 27,000; Boston, 21,000; Atlanta, 19,000; Cleveland & St. Louis, 18,000 each; San Francisco, 17,000; Los Angeles & Indianapolis-Bloomington, 15,000 each; Seattle, 14,000; Baltimore & Houston, 13,000 each; Buffalo & Milwaukee, 12,000 each; Dallas-Ft. Worth & Kansas City, 11,000; Norfolk, Davenport, Memphis, New Orleans, Washington & Pittsburgh, 10,000 each.

Following is the Nov. 1 count by areas (consult individual stations for their estimates of total families within their respective service ranges):

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
<i>Interconnected Cities</i>			<i>Interconnected Cities—(Cont'd)</i>		
Ames (Des Moines).....	1	98,400	Minneapolis-St. Paul.....	2	328,000
Atlanta.....	3	230,000	Nashville.....	1	84,800
Baltimore.....	3	435,000	New Haven.....	1	340,000
Binghamton.....	1	93,000	New Orleans.....	1	133,000
Birmingham.....	2	135,000	New York.....	7	3,180,000
Bloomington (see Indianapolis) 1(a)			Norfolk.....	1	135,000
Boston.....	2	967,000	Oklahoma City.....	1	125,000
Buffalo.....	1(b)	305,000	Omaha.....	2	151,000
Charlotte.....	1	168,000	Philadelphia.....	3	1,125,000
Chicago.....	4	1,290,000	Phoenix.....	1	40,000
Cincinnati.....	3	354,000	Pittsburgh.....	1	505,000
Cleveland.....	3	679,000	Portland.....	1	15,000
Columbus.....	3	238,000	Providence.....	1	237,000
Dallas.....	2	210,000	Richmond.....	1	146,000
Fort Worth.....	1		Rochester.....	1	164,000
Davenport-Rock Island.....	2	156,000	Salt Lake City.....	2	79,000
Dayton.....	2	208,000	San Antonio.....	2	103,000
Denver.....	2	55,000	San Diego.....	1	125,000
Detroit.....	3(c)	753,000	San Francisco.....	3	481,000
Erie.....	1	96,400	Schenectady.....	1	237,000
Grand Rapids.....	1(d)	188,000	Seattle.....	1	197,000
& Kalamazoo.....			St. Louis.....	1	451,000
Greensboro.....	1	103,000	Syracuse.....	2	176,000
Houston.....	1	201,000	Toledo.....	1	218,000
Huntington.....	1	104,000	Tulsa.....	1	78,800
Indianapolis.....	1(a)	328,000	Utica.....	1	75,500
& Bloomington.....			Washington.....	4	405,000
Jacksonville.....	1	80,000	Wilmington.....	1	124,000
Johnstown.....	1	182,000	<b>Total Interconnected.....</b>	<b>110</b>	<b>19,720,900</b>
Kalamazoo.....	1(d)		<i>Non-Interconnected Cities</i>		
(see Grand Rapids)			Albuquerque.....	1	19,200
Kansas City.....	1	243,000	Brownsville.....		
Lancaster.....	1	173,000	(Matamoros, Mexico).....	1(e)	11,100
Lansing.....	1	106,000	<b>Total Non-Interconnected.....</b>	<b>2</b>	<b>30,300</b>
Los Angeles.....	7	1,270,000	<b>Total Interconnected and Non-Interconnected.....</b>	<b>112</b>	<b>19,751,200</b>
Louisville.....	2	162,000			
Memphis.....	1	159,000			
Miami.....	1	117,000			
Milwaukee.....	1	375,000			

- (a) Bloomington separately 205,000. Indianapolis separately 288,000.
- (b) Does not include estimated 82,000 sets in Canadian area reached by Buffalo station.
- (c) Does not include estimated 42,000 sets in Canadian area reached by Detroit stations.
- (d) Grand Rapids separately 145,000. Kalamazoo separately 161,000.
- (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 172,278 up to Oct. 31, 1952, according to Canadian RTMA (Vol. 8:48). 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 Oct. 30: Windsor 45,249, Toronto-Hamilton 67,905, Niagara Peninsula 25,944, Montreal 23,406, other areas 9774. In addition, Cuban sources claim 70,000 sets-in-use in Havana, 20,000 in rest of Cuba.

**F**ESTUS, Mo. (pop. 5199), located 30 miles down-river from St. Louis, produces application for uhf Channel 14 this week, filed by Donald M. & Elmer L. Donze, local broadcasters. It was one of week's 8 uhf applications and 3 vhf which brought total now pending to 775 (311 of them uhf).

Another uhf application came this week from Jacksonville Journal Co., operating WJHP, seeking Channel No. 36. Principals are John H. Perry newspaper-radio interests, which once surrendered CP for vhf in Jacksonville.

Week's other uhf applications were for Salinas, Cal., No. 28, filed by S. A. Cisler Jr. and Grant Wrathall, engineers who also own various radio stations; Ottumwa, Ia., No. 15, by KBIZ; Northampton, Mass., No. 36, by John S. Begley, attorney and owner of WACE, Chicopee, Mass.; Portsmouth, O., No. 30, by WPAY (Brush-Moore Newspapers); Oklahoma City, No. 19, by KLPR; Salem, Ore., No. 24, by attorney Lawrence A. Harvey, of Torrance, Cal., who also is applicant for Los Angeles.

Vhf applications were for Cape Girardeau, Mo., No. 12, by KGM0; Bismarck, N. D., No. 5, by KFYZ; Fort Worth, Tex., No. 10, by partnership headed by oilman R.O. Shaffer.

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

"Concern" over ABC-UPT initial decision proposing to approve merger (Vol. 8:46), voiced by Senators Tobey (R-N. H.) and Langer (R-N. D.) in recent messages to FCC, stands very little chance of blocking merger of the network with United Paramount Pictures. Tobey will be chairman of Commission's Congressional overseer, Interstate & Foreign Commerce Committee, and therefore is a man to be reckoned with. But so many Senators favor merger, including members of Tobey's committee, that it's extremely difficult to visualize Senate pressure preventing final approval. Furthermore, Tobey has been in Europe for some time, may well favor merger when he returns and obtains all facts. Sen. Langer told Commission he was calling examiner's decision to attention of Justice Dept. In replies to the Senators, commissioners said that final decision hadn't been rendered yet and that case would get usual "careful consideration." DuMont filed exceptions to initial decision this week, reiterating opposition to merger—but that company has so much to gain from finalization of initial decision that it's obviously objecting solely to protect itself in event case ever gets to court. At week's end, ABC and UPT filed joint motion asking Commission to expedite final decision. If FCC grants oral argument in case, recommended by its Broadcast Bureau and DuMont, it will be scheduled quickly.

Zenith's quest for Channel 2 in Chicago took novel twist this week when it filed request for permission to operate on the channel when WBKB leaves Channel 4. WBKB is required to move from Channel 4 to 2 by FCC's end-of-freeze decision. CBS has contracted to buy WBKB for \$6,000,000 when ABC-UPT merger is consummated. Zenith contends CBS has no more right to Channel 2, through purchase of WBKB, than has anyone else, says ordinary competitive hearing for channel must be held. Zenith offers to operate temporarily on channel until victor of such hearing is selected by FCC.

New TV show hasn't really arrived until it gets an irreverent nickname, observes *Time Magazine* (e.g., *Crime Against Man* for Ralph Bellamy's *Man Against Crime*). With return of Bishop Sheen's popular *Life Is Worth Living* to DuMont Network (sponsor: Admiral) it too had won the accolade. Said *Time*: TVmen were calling the show *Howdy Deity*.

# Television Digest

with **ELECTRONICS REPORTS**

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**ENVIID TV GRANTEES MOSTLY RADIO FOLK:** What might be called the "new aristocracy" of the business of broadcasting has been created by TV -- with those lucky enough to get new-station grants enjoying an envied parvenu status.

For just as the 108 pre-freeze telecasters were mostly local AM station operators (all but 18 of them, in fact), most of the post-freeze TV grantees are radio broadcasters -- 98 out of the 144 to date, to be exact.

And because telecasting boosted the prestige and the earning positions of AM operators, new-station grantees look forward eagerly to joining this "ruling class".

Major AM network affiliations, and advice from the networks, may have helped impel some broadcasters to seek TV permits -- but the fact is that of the 98 AMers now holding grants 22 are not now network-affiliated, 16 are outlets of MBS (which operates no TV network) and 20 each are affiliated with ABC, CBS & NBC.

Entirely new to radio or TV are 37 grantees -- a good many of them theatre people. Newspaper interests, most of them long in AM, are identified as whole or partial owners of 24 companies winning post-freeze CPs for TV.

Ten non-commercial educational grantees are mostly newcomers to the field.

\* \* \* \*

Further indicative of the effect of TV on the radio broadcasting industry is the fact that quite a few national sales representatives, heretofore exclusively radio, are venturing into TV field for first time. Old-line radio and TV reps, of course, are gathering quite a few of the new stations into their folds; some lesser ones look like they may grow to top-ranking position as they sign up new stations.

Our files show 6 of the new TV grantees will be represented by Pearson, 5 by O.L. Taylor, 4 by Adam Young, 4 by Forjoe, 3 by McGillvra, 1 each by Burn-Smith, Gill-Keefe & Perna, Rambeau and Radio Representatives Inc. -- none previously identified with TV, except for 2 stations in Mexico which Adam Young had represented.

The reps are scrambling merrily to sign up new stations -- some even before FCC authorizes them. We'll have the rep listings complete in our next TV Factbook.

**Spokane's KHQ-TV Begins With Top Power:** Beating own target date, Spokane Chronicle's KHQ-TV (Channel 6) got test patterns started Dec. 8 with full power of 100 kw -- the highest of any American station yet.

GE transmitter and antenna were first post-freeze to get going with maximum allowable power from KHQ-AM's 826-ft. tower, said to be tallest in west. Test will continue until equipment is shaken down and local crew is fully ready to take over.

El Paso's KROD-TV (Ch. 4), which began testing Dec. 4, will go on program schedule Dec. 14, per plans. Colorado Springs' KKTU (Ch. 11) began regular operation Dec. 8. Next vhf very likely will be KXLY-TV, Spokane (Ch. 4) and KTSM-TV, El Paso (Ch. 9), both promised within the month.

Mobile's WALA-TV (Ch. 10) now promises limited operation with interim RCA equipment starting Dec. 26, and full power by next August. It will make an even

dozen post-freeze TV stations, assuming no more get started before then and including now-silent KONA, Honolulu, and WSLs-TV, Roanoke, both due to resume shortly.

There may be a few uhf before year ends -- but that's still in laps of the equipment makers and the gods (see below and p. 7).

\* \* \* \*

Hard luck stalked Roanoke's WSLs-TV (Ch. 10) this week when it finally was tuned up and RCA crew turned on test pattern Dec. 10 at 6:20 p.m., only to see it knocked off the air at 7:05 by a freak storm that sent a lightning bolt into transmitter-studio building, smashing a window and letting in rain that caused fuses to blow. Test pattern was coming through nicely, power was being upped gradually, when storm struck -- and plans were to start programming at 7:30 p.m.

**TONING DOWN PROMISES OF QUICK UHF STARTS:** RCA shipped no uhf transmitters this week -- and it's still touch-&-go, despite the profusion of publicity from some grantees, whether any will leave the factory during week of Dec. 15.

If there are any deliveries next week, they're likely to go to one or more of the priority claimants (Vol. 8:48) who are otherwise all ready to go on the air and could do so within matter of days after delivery.

Most RCA priority customers are now inclined to soft-pedal promises of early starting dates, as has GE's now-stymied WHUM-TV, Reading, which definitely won't be ready to get going this month. There's less talk now of quick beginnings -- though GE's first 100-watt uhf customers WKAB-TV, Mobile (Ch. 48) and WEEK-TV, Peoria (Ch. 43), both with transmitters shipped, are still talking of starting before Jan. 1.

No explanation of delays comes from RCA, other than that the "uncertainties" relate not only to transmitters but to such concomitants as antennas, transmission lines, fittings, elbows, etc. No insurmountable problems have developed, said Camden spokesman, who added: "We think it's more important to be right than first."

Tower's aren't holding anybody up, apparently. In fact, WHUM-TV's 1000-ft. mast was completed last week under forced draft and on overtime basis, only to face other obstacles likely to keep it from starting before well into January.

[For further reports on upcoming new stations, see pp. 1 & 7.]

**FCC EASING TIGHT CROSS-OWNERSHIP RULES:** "Duopoly" and "overlap" aren't the bugaboos they used to be at FCC. Last week, Commission came close to approving TV station to be owned by 2 AM stations in same city -- in Macon and Elmira (Vol. 8:49). Encouraged by this, Cox and Knight radio-newspaper interests in Miami (WIOD-News & WQAM-Herald, respectively) decided to quit feuding over Channel 7, dropped their competitive applications and joined forces in new application filed this week.

In the "overlap" field, Commission finally granted full 100 kw to Crosley's stations in Cincinnati, Dayton and Columbus after having previously stated that it thought hearing is necessary (Vol. 8:38, 44).

In new Miami application, principals feel they have situation differing substantially from Macon and Elmira cases. Heading the corporation is NBC's resigning chairman Niles Trammell, who holds 15% but has no interest in either WIOD or WQAM. (For further details on principals, see p. 12 and TV Addenda 15-V.)

New applicant makes strong and detailed representations to the effect that competition will be maintained between WIOD and WQAM. It hopes to cinch case by addition of Trammell, saying: "In order to insure the normally expected arms-length competition in the operation of the two AM stations [a] large percentage of the stock and executive direction of the new corporation would be placed in a person of experience, integrity and prominence selected from the TV industry at large and having no interest in or relationship with" WIOD or WQAM. In view of fierce Miami competition, filing of new application spawned rumors that someone else would file for the prize channel, tying it up.

\* \* \* \*

How much precedent is set by Crosley grants is anyone's guess. The "overlap" is of Commission's own making, since Crosley stations were in existence when end-of-freeze decision boosted power limit to 100 kw on Channels 2-6.

A newcomer would probably have tough time getting similar grants. In a competitive hearing, his chances would obviously be extremely slim. Nevertheless, in "the old days," the Commission might have frozen Crosley at present powers. Comrs. Walker and Hennock dissented from Crosley grants, stating Commission is violating its "express rules and announced policy."

\* \* \* \*

Note: In Paramount case, there's question of ownership "overlap" -- whether Paramount Pictures' 25% holdings in DuMont constitute control. Commission hasn't yet ruled, but hearing examiner's initial decision says no control exists, and FCC is expected to agree -- reversing previous rulings.

**VHF FOR TACOMA, UHF FOR L. A. & BIRMINGHAM:** Granting 7 CPs this week (2 vhf, 5 uhf), FCC contemplates little letup in pace -- even during holiday weeks. Though there's still good backlog of uncontested applications ripe for action in Group A priority list, Commission may soon run out of "clear" applications in Group B. It reached 115th city in Group A, 174th in Group B. Grants include 2 uhf in vhf-served cities -- Los Angeles and Birmingham. Total CPs now outstanding: 144 (40 vhf, 104 uhf).

Vhf grants went to: Tacoma, Wash., KMO, No. 13 & KTNT(FM), No. 11. Uhf grantees were: Los Angeles, John Poole (KBIG, Avalon), No. 22; Birmingham, Ala., WJLD, No. 48; Danville, Ill., WDAN-Commercial-News, No. 24; Monroe, La., Delta Television Inc., No. 43; Zanesville, O., WHIZ, No. 50.

FCC bypassed a lot of applications in big cities because they're contested. These included: New York, Los Angeles, Detroit, Cleveland, Baltimore, Washington, Atlanta, Des Moines, Hartford.

Rate of grants will slow down in 3-4 months, because Commission will be running out of uncontested applications in both groups. Final decisions in hearings will be very slow in coming through, with the contestants exhausting every possible means of winning and commissioners overwhelmed with lengthy records to weigh.

As for hearings not yet started, some contestants will have to wait 2-3 years before they begin. FCC doesn't have enough examiners and staff to cut that time down.

Power increases for existing stations were authorized in a rush as Commission issued first 9 to: WMBR-TV, Jacksonville; WTVJ, Miami; WDSU-TV, New Orleans; WDAF-TV, Kansas City; KSD-TV, St. Louis; WBEN-TV, Buffalo; WKTU, Utica; WKY-TV, Oklahoma City; WTVR, Richmond. Some of these will hike powers very quickly.

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Tacoma grants mean second and third vhf outlets in Seattle-Tacoma area, the cities being only about 20 miles apart. KMO grant is second for owner Carl Haymond who also got uhf CP for Yakima last week. KTNT, owned by Tacoma News-Tribune, may make good time in building by using its FM tower. KMO will build at new site.

Grant of uhf in Los Angeles to John Poole climaxes the long quest of that wealthy and earnest young uhf pioneer, who spent hundreds of thousands of dollars on uhf experimentation when others wouldn't touch new channels with a 10-ft. pole. He operates an experimental uhf station from Mt. Wilson, with 200-watt transmitter on same channel for which he received commercial CP.

If Poole had enough transmitter power, he could go commercial tomorrow, but he feels weak signal will do more harm than good. He has excellent building on Mt. Wilson, purchased from Garment Workers Union which once operated FM there. He's leasing part of tower and building to USC, which holds educational uhf CP. He has ordered 12-kw GE transmitter, doesn't know when it will be delivered.

Poole is quite sure present low power isn't adequate for commercial start. He distributed 500 converters to amateurs in area, and their reports indicate more power should be radiated. CP specifies 540 kw, highest yet authorized. Poole also seeks uhf in Sacramento and Fresno, is tied up in hearings in both.

Danville grantee is owned by Frank Gannett newspaper interests which seek TV in Elmira, Rochester & Hartford, and once surrendered CP for TV in Utica. Monroe CP-holder is newcomer to TV, owned by Howard E. Griffith, industrial communications consultant, and J.O. Willet, motor carriers & pipeline stringing.

[For details about week's CPs, see TV Addenda 15-V herewith.]

**F**IRST THEATRE-TV "convention"—closed circuit sales meeting of Lees Carpets dealers in 18 theatres in 17 cities Dec. 8 (Vol 8:49)—was publicly acclaimed by Lees executives, distributors and dealers as outstanding success. Company unveiled new 1953 line and sales program before some 15,000 viewers. Only complaint voiced by viewers was that monochrome didn't do justice to carpets displayed on screen. *Variety's* reviewer, however, found session quite tiresome, warned that "businessmen had better learn something about showmanship" if they expect theatre-TV conventions to be success.

Interested observers in audience at Lees convention, staged by Theatre Network TV Inc., were executives of other large corporations actively exploring possibilities of new medium, and according to trade reports—which could be slightly exaggerated—they're falling all over themselves to sign on dotted line for theatre-TV meetings. However, big 40-city circuit scheduled for Dec. 30 to introduce new line of Avco's Bendix home appliance div. was suddenly canceled Dec. 11, with Bendix and producer Teleconference Inc. attributing move to "difficulties in coordinating dealer meetings during the holiday season." Both said Bendix div. plans to use theatre TV "some time in the future."

Next meeting on TNT's agenda reportedly is scheduled in February for big office-equipment manufacturer. An auto company, distiller and appliance maker reportedly are also on the hook for TNT theatre conventions. Teleconference is making arrangements for big closed-circuit auto dealer meeting as well as sales convention for beer company. Even Girl Scouts are said to be toying with idea of using 15-city hookup for annual convention, at cost of about 20¢ a head.

Although Lees and TNT have been secretive about costs of theatre-TV convention, *Wall Street Journal* speculated Dec. 9: "Based on rental charges of about \$750 per

theatre plus toll charge by AT&T of \$1.15 per mile per hour for use of the cable, a round estimate of something over \$30,000 can be made for the expense of the meeting. This would mean a cost of about \$2 per person for Lees to get across its 1953 sales message." Lees executive is quoted as crediting theatre-TV with effecting 60% saving over regional sales meetings.

Closed-circuit TV—but not the theatre kind—was used at 2 other conventions this weeks. In Lancaster, Pa., Armstrong Cork Co. unveiled 1953 linoleum patterns to distributors meeting Dec. 10 via CBS-system color TV equipment loaned by Smith, Kline & French pharmaceutical house, using 2½ miles of coaxial & microwave. Drug manufacturer has used the color equipment for telecasts of surgical operations. In Chicago, using TV equipment installed and operated by RCA, 500 leaders in graphic arts field at Lithographic Technical Foundation convention Dec. 10 saw close-up views of activities and facilities at Foundation's laboratories 1½ miles away, while sitting in meeting room in Conrad Hilton Hotel. Philco will show new TV models to dealers Dec. 29 on closed-circuit show from Philadelphia to TV receivers in more than 50 cities.

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Biggest paying audience ever to see single performance of a stage production—approximately 70,000—viewed full 3-hour opera *Carmen* televised from stage of New York's Metropolitan to 31 theatres in 27 cities Dec. 11. Charging admission fees varying from \$1.20 to \$7.20, theatres carrying the closed-circuit telecast reported audiences ranging from two-thirds of capacity to completely jammed. Theatre Network TV Inc., which arranged theatre telecast, is said to have 2 other Met operas lined up for theatre-TV performances this season. *New York Times* editorialized Dec. 13: "This phase of TV . . . opens up amazing possibilities."

**Personal Notes:** William H. Hylan, CBS-TV eastern sales mgr., named network sales v.p., succeeding v.p. Fred M. Thrower, who resigns Dec. 15 to devote more time to Audio-Video Products Corp., of which he is director and major stockholder . . . Norman Blackburn, ex-NBC national program v.p. and west coast TV director, joins Geyer Adv., New York, as TV-radio v.p. . . . Joseph M. Seiferth, ex-ABC & DuMont, named executive director of Chicago Unlimited, set up to promote Chicago as TV-radio-film center, with offices in Lincoln Tower . . . Willard H. Hauser, ex-chief engineer of WBZ & WBZ-TV, Boston, named asst. mgr. under W. C. Swartley; Robert G. Duffield, ex-mgr. of KDKA, named WBZ-TV film & traffic mgr. . . . George Bregge promoted to sales mgr., WDTV, Pittsburgh, with George Menard becoming operations mgr. . . . Lester A. Dana shifted from radio to program director, WSPD-TV, Toledo, Robert Evans becoming TV account executive . . . Lewis I. Schwartz, ex-WJAR-TV, Providence, recently with R. I. Democratic State Committee as TV-radio chief, joins WWLP, Springfield, Mass., due on air about Jan. 15, as program director . . . James W. Robertson, ex-chief engineer of WDBJ, Roanoke, Va., and WFMD, Frederick, Md., recently with Russell P. May Co., Washington consulting engineers, named chief engineer of new WROV-TV, Roanoke, due on air in early 1953 . . . Earl Huff, ex-WBAP-TV, named asst. chief engineer, KTBC-TV, Austin, Tex. . . . Norman Hawkins, ex-WWJ-TV, Detroit, named local mgr. of new KXLY-TV, Spokane, due on air Dec. 25 . . . Tom G. Slater, Ruthrauff & Ryan v.p., takes charge of TV-radio, succeeding W. M. Tuttle, resigned . . . Martin T. Kane Jr., ex-Ruthrauff & Ryan, joins Hewitt, Ogilvy, Benson & Mather as TV-radio timebuyer . . . Hal Davis, promotion-publicity v.p., Kenyon & Eckhardt, named chairman of TV-radio committee of \$2,000,000 fund

drive of Greater N. Y. Council, Boy Scouts of America . . . Stewart P. Brown joins Anderson & Cairns, N. Y. agency, to handle TV-radio of McAn shoes and Martinson coffee accounts . . . Eliot C. Lovett, Washington radio attorney and past president of FCC Bar Assn., to practice under his individual name in same offices, the law firm of Hanson, Lovett & Dale being dissolved as of Jan. 1 . . . K. S. Byerly, ex-WBTV, Charlotte, named Katz Agency's mgr. in Atlanta, succeeding F. M. Bell, retiring after 30 years service.

John Blair, chairman of John Blair & Co. and Blair TV Inc., elected 1953 president of Station Representatives Assn. (formerly National Assn. of Radio Station Representatives). Other officers: John E. Pearson, v.p.; Adam J. Young Jr., secy.; Thomas F. Clark, treas.; Joseph J. Weed, Russell Woodward (Free & Peters) and Joseph Timlin (Branham), directors. Directors ordered new spot radio presentation to be prepared, titled *How to Use Spot Radio*, as well as annual spot radio estimator and new membership directory.

Radio-TV News Directors Assn. is new name adopted by National Assn. of Radio News Directors at Cleveland convention to reflect growing importance of TV. Tom Eaton, WTIC, Hartford, was elected president, succeeding James Bormann, WCCO, Minneapolis; James Byron, WBAP, Fort Worth, v.p.; Sheldon Peterson, KLZ, Denver, treas. Gold trophy awards were presented to 3 stations: WTVJ, Miami, for outstanding TV news operation; WBAP-TV, Fort Worth, for outstanding coverage of a special event; WHO, Des Moines, for outstanding news.

Alois Havrilla, 61, pioneer network and newsreel announcer, recently with WNJR, Newark, died Dec. 7 in Englewood (N. J.) Hospital after a long illness.

**Telecasting Notes:** DuMont Network's Tele-Centre, New York's old Central Opera House at 205 E. 67th St., was being occupied this week end by program, engineering and film departments; 7-story building, costing \$4,000,000 to acquire and renovate, contains 5 studios—one 101x72-ft., another 84x52, three others 75x40—and by mid-January all programs will originate from them, none from old Wanamaker studios . . . Central shop to pool trucking, carpentry, costuming, props & other auxiliary services for TV networks on N. Y.-originated shows is suggested by George Rosen in Dec. 10 *Variety*; he contends networks could thus save \$3-4,000,000 annually, says false competitive pride is resulting in unnecessary expense, duplication of effort . . . Film or live—which has greater TV advantages? Film, says Nat Wolff, Young & Rubicam TV-radio v.p., who told Los Angeles Ad Club Dec. 5 it is high-quality, money-saving technique; but *N. Y. Times'* Jack Gould wrote Dec. 7 that live shows are far superior “technically and qualitatively,” added: “To regard TV merely as a variation of the neighborhood motion picture house is to misunderstand the medium” . . . *Biliboard Magazine's* first *TV Film Program Guide and Market Report*, published in Dec. 13 edition, will be regular monthly feature henceforth—invaluable reference for TV program managements . . . TV tryout of Rosalind Russell's feature film *Never Wave at a WAC*, pre-tested on CBS-TV *Schlitz Playhouse* last summer, is credited by independent producer Frederick Brisson with saving some \$40,000 in production costs—enabling him to rewrite and revise from kinescopes, to say nothing of advance audience buildup afforded by telecast . . . Warner Bros. has ordered star Gordon McRae off NBC-radio's *Railroad Hour*, which Benton & Bowles is adapting for TV, in line with contract forbidding even TV auditions . . . Film star Mary Sinclair, who went to Hollywood after “discovery” on TV, has asked for release from Paramount so as to return to TV in N. Y. . . . Bishop Sheen's Admiral-sponsored TV show ruled off govt.-owned Canadian Broadcasting Corp.'s stations in Toronto & Montreal as “too controversial” following criticism by its Religious Advisory Council . . . Conti-sponsored Lilli Palmer show on WCBS-TV, New York, is purchased from NBC film syndicate . . . Bing Crosby & Bob Hope have filmed 7 commercial spots to plug their next Paramount film, *Road to Bali*, none containing any scenes from the show . . . CBS bonus to employes on payroll for year or more will be week's pay; those hired first 3 weeks in year get half-week's salary up to \$40 . . . WTMJ-TV, Milwaukee, new rate card effective Jan. 1 raises Class A hour rate from \$800 to \$960, one-min. stays \$150 . . . WTVJ, Miami, has new rate card effective Jan. 1 raising Class A hour from \$600 to \$700, one-min. from \$110 to \$130 . . . WOI-TV, Ames, new rate card Jan. 1 raises Class A hour rate from \$400 to \$500, one-min. from \$80 to \$100 . . . KKTU, Colorado Springs, Colo., which went on air Dec. 8, has Class A hour rate of \$150, one-min. \$30 . . . CP holder WAFB-TV, Baton Rouge, has \$200 Class A hour rate, \$40 one-min. . . . KMTV, Omaha, to be represented by Edward Petry Co., KPHO-TV, Phoenix, by Katz, in swap of national sales reps effective Jan. 1.

Warner Bros. Pictures Inc. this week announced plan to divest itself of its more than 200 theatres, as required by govt. consent decree. Company has concluded agreement with Fabian Enterprises Inc., headed by S. H. Fabian, who operates 54-house circuit, to form new company to take over Warners' theatre business next March for reported \$60,000,000. New organization will have 20,000 stockholders, who will receive shares equal to their current holdings in Warner theatre stock. Warner Bros. stockholders will vote on plan Feb. 17. Harry, Albert and Jack Warner and their families own 35% of theatre company's stock.

EDUCATIONAL TV picked up speed this week with 5 Ford Foundation grants of \$100,000 each being offered for station construction to Cleveland Public School Board, U of Illinois, Connecticut State Board of Education, Kansas State College, Michigan State College (which holds CP for commercial channel—uhf No. 60). Offers have significance because they're made only after Ford's Fund for Adult Education, which administers program, has carefully ascertained what stations have best prospects for getting and staying on air.

There's little doubt hard-pressed educators will accept offers—but they must match them with at least \$200,000 from other sources in each instance or grant is withdrawn. In most cases, this means going to state legislatures, some of which haven't been overly enthusiastic about spending for purpose.

Meanwhile, president W. W. Kammerer of U of Houston, holding CP for KUHT on Channel 8, tells us \$220,000 worth of equipment has been ordered from 9 supply houses, hopes to go on air by April 1. Kansas State College (KSAC-TV), also holding CP for Channel 8, has already built 250-watt transmitter, will radiate 1.5-kw ERP with 3-bay antenna, according to electrical engineering head R. G. Kloeffer. But he could give no on-air estimate pending appropriation by legislature.

Other recent educational television developments: (1) FCC Chairman Walker, in speech to 14-state Southern Regional Conference on Educational TV in Atlanta, urged educators to finance their own stations with minimum of outside aid if they wish to control programs. (2) NARTB labor relations director Richard P. Doherty told South-eastern Television Conference at WBTV, Charlotte, that educational stations will cost \$500,000-\$1,500,000 a year to operate, depending on size. (3) Big California conference, convened by Gov. Warren, is expected to draw some 2000 delegates to Sacramento Dec. 15-16.

Sylvania's annual TV grand prize for 1952 was won by NBC-TV's unsponsored *Victory at Sea*, which selection committee headed by Deems Taylor called “American TV that is truly great.” In special categories, awards went to all TV networks and to sponsors Admiral, Westinghouse & Philco for televising political conventions, to NBC-TV & Gillette for world series, to Esso for its commercials, to DuMont and NBC-TV v.p. Sylvester L. Weaver Jr. for developing daytime TV. Program awards: forum-type public service, *Youth Wants to Know* (on NBC-TV); documentary melodrama, *Treasury Men in Action* (NBC-TV); drama, *Robert Montgomery Presents* (NBC-TV); variety, *Toast of the Town* (CBS-TV); news, *See It Now* (CBS-TV); comedy, *I Love Lucy* (CBS-TV); creative technique, *Broadway TV Theatre* (WOR-TV); local public service, *The Whole Town's Talking* and *In Our Care* (WOI-TV, Ames); children's series, *Summer School* (WCAU-TV, Philadelphia).

Fan magazine *TV Guide's* gold medal “best” awards for 1952, based on reader votes: best actor, John Forsyth; actress, Maria Riva; comedian, Jackie Gleason; comedienne, Lucille Ball; sportscaster, Bill Stern; m.c., Ed Sullivan; dramatic show, *Robert Montgomery Presents*; mystery crime, *Dragnet*; western, Roy Rogers; children's, *Howdy Doody*; popular musical, *Your Hit Parade*; classical musical, *Voice of Firestone*; news, John Cameron Swayze; quiz, *What's My Line?*; educational, *Zoo Parade*; homemaking, *Josephine's Way with a Cook Stove*; interview, *Mike & Buff*; movie, *The Early Show*; most glamorous girl on TV, Roxanne Rosedale; commercial, Arthur Godfrey's for Chesterfield; year's best single program, Martin & Lewis' *Telathon*; public service, *Strike It Rich*; new program idea, *Omnibus*; most interesting new personality, Julius LaRosa.

**Station Accounts:** Value of TV medium for automotive advertisers, recognized in heavy use of network and spot during current introduction of new models, was pointed up by CBS-TV president Jack Van Volkenburg, addressing Toledo convention of 2500 Willys-Overland dealers Dec. 9; he said "73% of all new cars bought in a period of 6 months in the New York-New Jersey area were bought by TV set owners" . . . Advertisers, however, shouldn't "rob Peter to pay Paul," says Van Volkenburg 2 days later, addressing Harvard Business School's marketing club—his theme being they should not ignore one medium in favor of other, citing figures to show that American business can support TV along with radio, newspapers, magazines . . . Alliance Mfg. Co. (Tenna-Rotor, Tenna-Scope & Casca-matic booster) now places its 20-sec. and 1-min. film spots on 50 stations, regards continuing campaign (which began on 3 stations in May 1949) as major factor in firm's success, writes v.p. John Bentia in *Sales Management*; agency is Foster & Davies, Cleveland . . . Canada Dry now sponsoring *Terry & the Pirates* in 50 markets, reports Official Films Inc., which also has just concluded arrangements to distribute Gene Lester's *Hollywood Closeups*, Tel-Ra's *Ideas on Parade*, Jerry Cournyea's animal shorts . . . Drewry's Ltd. (beer) has bought Ziv's *Boston Blackie* series on WXYZ-TV, Detroit; WOOD-TV, Grand Rapids; WJIM-TV, Lansing; WSPD-TV, Toledo; WHBF-TV, Rock Island, thru MacFarland-Aveyard, Chicago. Pacific Mercury (TV-radio sets) buys it for 10 western stations, including KGMB-TV, Honolulu . . . Duffy-Mott Inc. (foods) signs on WPIX Tue. 7:15-7:30 and WJZ-TV Fri. 8:30-8:45, for weekly *This Is Charles Laughton* film series, featuring actor in readings from Bible and various classical works, thru Young & Rubicam, N. Y. . . . Marcal Mfg. Co. (paper napkins) buys filmed *Life with Buster Keaton* on WABD, N. Y., Thu. 7:30-8, thru Calkins & Holden, Carlock, McClinton & Smith, N. Y. . . . Servel Inc., to promote new "Ice Maker" refrigerator, plans to use TV-radio with other media, thru Hicks & Greist Inc., N. Y. . . . Among other advertisers reported using or preparing to use TV: B-B Pen Co. (Rol-Rite pens), thru Roy S. Durstine, Los Angeles; Usen Canning Co. (Tabby cat food), thru Arnold & Co., Boston; Vigorelli Sales Co. (sewing machines), thru Rowett & Lewitt Adv. Agency, N. Y.

**Network Accounts:** Scott Paper Co. is fifth and final sponsor to buy segment of Ford Foundation's *Omnibus* on CBS-TV, Sun. 4:30-6, starting Dec. 21, thru J. Walter Thompson, putting show on self-sustaining basis—sponsorships now paying both production and time costs. Other sponsors: Willys-Overland, Greyhound Bus Lines, Remington Rand (electric shavers), American Machine & Foundry Co. . . . Avco (Bendix home appliances div.) buys 13 five-min. partic. in *Today* on NBC-TV, weekdays 7-9 p.m., starting Feb. 23, thru Earle Ludgin & Co. . . . American Chicle Co. (Clorets) reportedly buying *Twenty Questions* on DuMont, Fri. 10-10:30 p.m., thru Dancer-Fitzgerald-Sample, replacing Luden's Inc. . . . Serutan Co. buys *Wisdom of the Ages* on DuMont, Tue. 9:30-10 p.m., starting Jan. 6, thru Ed Kletter Assoc.

TV and radio courses offered by 361 colleges and universities are listing in new free directory released this week by Office of Education, Federal Security Agency, Washington. Titled *Directory of College Courses in Radio and Television, 1952-53*, it lists 68 institutions offering TV or radio majors leading to degrees, was compiled by and is available from Mrs. Gertrude G. Broderick, TV-radio education specialist, FSA.

Television Venezolana, S.A. (Televisa) of Caracas, Venezuela, has received British Marconi equipment for installation of new TV station under direction of chief engineer Jose Maria de Ayarra.

TV's code of fair practices and self-regulation has made "much progress," code board chairman John Fetzer reported to NARTB-TV board this week. "Serious-minded and thoughtful people in legislative and judicial bodies and among the general public," he said, "believe we're on the right track. We don't plan to be diverted from our course by unjust criticism—nor will we disregard intelligent comment." Washington address of NARTB will be added to Seal of Good Practice, which member stations flash on screens, in order to encourage letters from viewers.

TV's impact on magazine reading has been over-emphasized, contends Crowell-Collier Publishing Co. research director Ray Robinson. He cites figures from new study made for *Collier's* by W. R. Simmons & Associates Research Inc. on basis of 33,452 interviews in 16,000 homes. These show *Collier's* adult readers in TV homes spend only 7% less reading time an issue than readers in non-TV homes. In all homes—TV and non-TV together—large weekly magazines had average 8% drop in "reading time" since pre-TV days. Breakdown showed *Collier's* down 3%, *Look* 5%, *Life* 9%, *Saturday Evening Post* 13%.

Tests of 5-watt booster in Lawrenceburg, Tenn. (Vol. 7:50), which have been conducted by Nashville's WSM-TV during after-midnight hours, will be carried on during regular programming hours 3 days weekly under new STA granted this week. Experimental station, using call letters KI2XCI, is testing theory of WSM-TV president John H. (Jack) DeWitt Jr. that it can operate on same channel as "mother" station (No. 4) and avoid interference by using vertical polarization. Community is in valley 67 miles from WSM-TV, gets poor service.

"Gradual but sound growth" of FM was predicted by FCC chairman Paul Walker in Dec. 5 address in Syracuse to operators of "Empire State FM School of the Air," comprising 21 commercial stations which achieve network via pickups and rebroadcasts of each other's signals. To show "leveling off" of FM, Walker cited these figures: (1) 722 stations on air, 98 of them educational. (2) 28 stations discontinued this year, but 24 new ones began. (3) 18 CPs outstanding, 11 applications pending. (4) 9,000,000 sets sold.

New simplified FCC forms—consolidating station's annual and interim ownership reports (Form 323), and shortening station license renewal certificate (Form 360)—were adopted by Commission this week. Former is effective Feb. 1, spells out information required and emphasizes necessity for FCC consent to transfer of station ownership. Latter is effective immediately, eliminates lengthy FCC staff documents, simply refers to original grant with notation of changes.

Queen Elizabeth's coronation will be televised. Ruling by Britain's queen herself Dec. 8 climaxed off-again on-again indecision on opening Westminster Abbey to TV cameras for the big event June 2. Queen overruled TV ban by Coronation Committee and permitted televising all except the most religious part of the coronation—anoointing, communion prayers and administration of sacrament. Networks promise films for U.S. viewers next day.

Georgia Radio & Television Institute plans 8th annual session at U of Georgia, Jan. 28-30, sponsored jointly by Henry W. Grady School of Journalism and Georgia Assn. of Broadcasters. Glenn C. Jackson, mgr. of WAGA & WAGA-TV, Atlanta, heads committee on arrangements.

Reincke, Meyer & Finn, Chicago agency, on Jan. 1 absorbs Hamilton Adv. Agency, Chicago, with Hamilton president John W. Lawler, v.p. Claire C. Loveless, treasurer Willard Banks moving over with their accounts.

**M**ORE REPORTS from new-station grantees were received this week in our continuing survey of upcoming stations, including several as-usual unreliable press releases from the networks which have continually contributed substantially (as we ourselves have) to the confusion about starting dates by swallowing the unrealistic promises of station managements. But the general tenor of reports is now more conservative. For example:

KIMA-TV, Yakima, Wash. (Ch. 29), granted Dec. 3, lost no time in starting construction, broke ground Dec. 8 for new 1760-sq. ft. transmitter building on 1100-ft. hill about 2½ miles from town—tower's erection to coincide with completion of building. It hopes to get on air by April 1, having ordered RCA equipment last summer, reports v.p. Thomas C. Bostic. Weed will be national rep.

WTVP, Decatur, Ill. (Ch. 17) has ordered RCA equipment for July 1 delivery, is now drawing architectural plans, aims for possible Aug. 1 debut. City is well outside fringe areas of stations in St. Louis, 105 mi. away, Indianapolis, 150 mi.; Rock Island-Davenport, 145 mi.; Chicago, 178 mi.—and accordingly expects to build uhf audience with relative ease. No sales rep yet chosen.

KFSA-TV, Fort Smith, Ark. (Ch. 22) has ordered GE equipment, which with associated equipment is due for delivery in February and March, so that it should get on air by May 1, reports president Donald W. Reynolds, newspaper publisher. John E. Pearson Co. will be national sales rep.

WAFB-TV, Baton Rouge, La. (Ch. 28) calls us to task for failing to include it among the first due to get 1-kw RCA delivery, gen. mgr. Tom E. Gibbens stating that equipment has been promised for mid-January and that, with building all ready, "we feel confident that with everything else in line we will have the station on the air by Feb. 1."

WTVI, Belleville, Ill. (Ch. 54) advises that, being located on the Illinois bluffs just 6½ mi. from downtown St. Louis, it's going to be Federal's "showcase" operation. Market is 80% saturated with vhf, making this the "biggest and most favorable uhf conversion job," writes president Ben Wilson, ex-KMOX. He reports Mallory representative as of Dec. 5 had more than 10,000 firm orders in St. Louis for its all-channel converter and that one distributor requiring a strip-converter had placed initial order for 15,000. WTVI's target date is "between May 1 and 10."

WIBM-TV, Jackson, Mich. (Ch. 48) hasn't bought equipment yet, but president Roy Radner has told local trade to expect operation "by early summer."

According to DuMont, which announces it will affiliate them, these stations have changed previously announced starting dates: KNOK-TV, Columbia, S. C. (Ch. 67), now scheduled for approximately May 1, 1953; KOLN-TV, Lincoln (Ch. 12), now says spring of 1953.

Problem of "nulls" in uhf coverage—weak signals 1-2 miles from antenna—is approached from new angle by Workshop Associates which this week held technical session in Washington for consultants and FCC engineers. Company's new transmitting antenna, described by Dr. John Ruze and John E. Martin, achieves relatively uniform coverage through "asymmetrical distribution"—being fed different amplitudes at different parts. Both "null fill-in" and "tilting" are tailored to each station's needs. First customer is Federal which is including antenna in "package" to its first uhf station—WICC-TV, Bridgeport, hoping to get going in a few weeks. Antenna is priced between GE's and RCA's. Texts of technical papers may be obtained from company at Endicott St., Norwood, Mass.

Station KOIN is still in the running for Portland's Channel 6, FCC decided Dec. 9, overruling its Broadcast Bureau, examiner Elizabeth Smith and objections of *Portland Oregonian's* KGW. KOIN (theatreman Ted Gamble, chairman and principal stockholder) appealed to Commission after Examiner Smith turned down its petition to amend application to reflect sale to some 30 employes of 43.5% interest formerly held by Ralph Stolkin, Edward Burke Jr., Sherrill C. Corwin and Harry H. Kahn (Vol. 8:45, 47). Although Commission hadn't released written opinion at week's end, it evidently decided amendment didn't represent "substantial change" in application and that KOIN had shown "good cause" in applying to amend application even though hearing officially had started. Comrs. Walker and Hennock dissented and Bartley didn't participate. Portland's Ch. 6 hearing, now involving only KGW & KOIN—KXL having withdrawn—is in state of suspended animation. KGW plans to ask for oral argument and Commission reconsideration of its acceptance of KOIN amendment.

FCC is getting impatient in its never-ending task of trying to keep down all kinds of spurious radiations. This week it appealed to JTAC, complained TV set manufacturers are taking "no action" to reduce radiation standards below 50 and 150 uv/m at 100 ft. Furthermore, Commission said, many of current uhf receivers and converters don't employ 41.25-mc IF upon which entire uhf allocation plan was predicated. "This apparent lack of standardization," it said, "casts doubt on the continuing validity of the plan." JTAC was pleased to be asked for assistance—one member calling task "by far the biggest we've ever considered"—but some manufacturers feel FCC's criticism isn't fair. They point to TV tuners and sets radiating well below the 50 and 150 uv/m standard, claim they're working hard to improve entire situation. Back of FCC's appeal is reiteration of old hint that Commission has, or may try to get, authority to force manufacture of receivers with specific radiation limitations.

FCC's solution to Macon, Ga. Channel 13 problem—that city being located .3 mi. too close to Birmingham (Vol. 8:49)—is same one used in Pittsburgh and Nashville cases. It proposes to move channel to a nearby town. In this case, community is Warner Robins, Ga. (1950 pop. 7986), about 15 mi. away. Practical meaning of move is that WMAZ, sole applicant for the channel, finds its position on processing priority list moved from A-55 to A-631. It could have had immediate grant, now must wait until Commission reaches town. Comrs. Merrill and Hennock dissented. Former felt that uhf channel should have been substituted for No. 13 in Macon, and that petition to put No. 13 in another community could have been considered later. Miss Hennock couldn't be reached, so her reasons for dissent aren't known. Another channel change in the works is assignment of No. 75 to Patchogue, N. Y., requested in petition filed this week by WALK.

First comments on proposed new rules for lighting and marking of high antenna towers (Vol. 8:46) were filed this week with FCC. All objected to section relating to marking and lighting of guy wires of towers more than 500-ft. high. Two tower manufacturers, Truscon and Blaw-Knox, called guy wire lighting impractical. Consulting engineer William E. Bennis Jr. proposed use of discs placed at right angles to mark guys, in lieu of spheres as proposed by Commission. He also urged lighting and marking rules be applied only to towers whose outer guy wires are more than 1000 ft. from base, rather than 500 ft.

Milan's famed La Scala was invaded by TV this week for first time for pickup of stage performance of Verdi's *Macbeth*.

**TREND TO ALL-CHANNEL SETS SEEN IN '53:** Heavy emphasis will be on uhf in new January TV lines -- as evidenced by RCA and Philco models introduced this week (see Topics & Trends). And there are strong indications that by end of 1953, "all-channel tuning" will be offered by vast majority of manufacturers, including some who are now among most ardent backers of strips and 1-&-2-channel converters.

TV trade is destined to have "split personality" for some time. Set makers can be expected to offer "dual" lines (vhf-only and vhf-uhf), or receiver lines with "uhf optional." Advertising approach will be dual, too -- with big stress on uhf in new-station areas, but virtually no mention of it in those well-served vhf areas which have little prospect of getting uhf stations soon.

Although transmitter bottlenecks have prevented the emergence of any new uhf stations since Portland's KPTV went on air last September, uhf tuner manufacturers report big pickup in last month or so in the already heavy demand for tuners -- some of which is undoubtedly due to set makers' preparations for new models.

It's an ill wind that blows no good, and uhf stations' delays in getting on air have given set manufacturers enough of a breather so they now feel they'll be in fairly good position to cope with demand when uhf areas open up -- although reports from prospective uhf communities indicate comparatively few sets available now.

\* \* \* \*

All-channel tuning seems to be in the cards as optional feature on all makes of TV sets -- maybe in 1953, maybe later. Even Zenith, staunchest advocate of strip approach to uhf conversion, has developed continuous uhf tuner -- but when it will be used in Zenith sets isn't known. Every major tuner manufacturer either is offering a 70-channel uhf unit or has one in works.

This doesn't mean strips and 1-&-2-channel converters will disappear. It does mean that set makers have studied FCC's table of allocations and realize that a large number of metropolitan areas are within range of 5 or 6 or more potential uhf stations. Other locations may never be able to get more than 1 or 2 uhf -- and in these, strips and limited-channel converters are most economical approach.

Standard Coil Products Co., biggest manufacturer of strips, reports ever-increasing output of strips at Chicago and Los Angeles plants. It's now "gearing for production of a tremendous quantity of strips for each channel" in order to build up inventory, and plans to double its Chicago production facilities next year.

Company is currently producing uhf strips for 10 channels, selected on basis of demand by its set-manufacturing customers. As key to set makers' thinking about uhf market possibilities, here are the channels for which Standard is making strips, together with the cities in which CPs have thus far been granted for those channels:

Channel 21: Youngstown; Louisville; Rochester; Gadsden, Ala.; Poughkeepsie, N.Y. Channel 25: New York; Jackson, Miss.; Columbia, S.C. Channel 27: Portland, Ore.; Youngstown; Roanoke. Channel 28: Los Angeles; Wilkes-Barre; Flint; Raleigh; Baton Rouge; New Bedford, Mass. Channel 34: Wilkes-Barre; South Bend; Waco, Tex. Channel 43: York, Pa.; Bridgeport; Syracuse; Chattanooga; Peoria, Ill. Channel 46: Atlantic City; Fall River, Mass.; Binghamton, N.Y. Channel 48: Mobile; Jackson, Mich.; Oshkosh, Wis. Channel 55: Harrisburg, Pa.; Holyoke, Mass. Channel 61: Reading, Pa.; Springfield, Mass.

Standard Coil's detent-type 82-channel tuner (Vol. 8:9), after thorough going-over by engineers, is scheduled for first small-scale production in January or February. Company says it will offer new tuner to set makers first, later may merchandise own uhf converter as does Mallory.

Mallory reports "tremendous demand" for both its continuous uhf tuner and self-contained converter, especially in last 60-90 days. Like other companies in field, Mallory is working on single tuner to cover entire vhf-uhf range, but execu-

tive v.p. Ray Sparrow says such a device is still quite far in future. For coming year at least, most tuner makers feel that the all-channel vhf-uhf sets will continue to use 2 tuners -- one for vhf and one for uhf -- though tuners may be geared together mechanically in "one-knob tuning" arrangement.

Sarkes Tarzian, who makes single-channel uhf "receptors" for Westinghouse and others, and is now also turning out continuous tuner, echoes sentiment heard more and more in industry -- that "all-channel tuning will be the real answer."

General Instrument says output of its continuous tuner is "building up rapidly," with three-or-fourfold increase scheduled in next 90 days. Sales mgr. E. A. Freed predicts that by mid-1953 more than half of industry's output will be sets equipped to receive both vhf & uhf.

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Pre-Christmas push brought TV production back up week ending Dec. 5, when RTMA counted 199,407 units produced (9349 private label) as compared with 159,513 in preceding week when it had fallen from 198,917 as of Nov. 21. That brought total output to about 5,565,000 in 49 weeks, so that 6,000,000 for year seems assured despite Christmas week letdown. Factory inventories went to 104,864 from 91,668.

Radios fared well, too, production jumping to 229,152 (75,775 private label) as of Dec. 5 from 185,972 the week before. Week's figure was top for year. Factory inventories of radios went down to 156,942 from 173,301 -- also lowest for year. Week's radios were 85,646 home sets, 34,623 portables, 58,542 clock, 50,341 auto.

**Trade Personals:** Lee Golder, chief, TV-radio section, NPA Electronics Div., on Jan. 1 becomes gen. sales mgr., Carboneau Industries, Grand Rapids speaker manufacturer; William J. Bapst, chief, expansion & expediting section, becomes v.p., Carroll Electronics, New York, specializing in military equipment; Donald H. Cooper, asst. chief, broadcast & communications equipment section, Dec. 15 joins Leesburg, Va. labs of Washington consulting engineers Weldon & Carr . . . Hays MacFarland, chairman of MacFarland, Aveyard & Co. ad agency, elected to Hallcrafters board of directors, replacing J. Harry La Brum, resigned . . . William B. Doyle, ex-Admiral San Diego distributing div. sales mgr., named sales mgr. of new Admiral's home freezer div.; William P. Mackle, ex-Admiral-N. Y., sales mgr. of new range div.—both reporting to sales v.p. W. C. Johnson . . . Charles Kayko, ex-president, Sparton TV-radio div., named CBS-Columbia administrative v.p., and Harold H. Knubbe named asst. to engineering v.p. . . . Wm. R. Wilson, Philco treasurer, elected chief financial officer, Philco International . . . Raymond K. McClintock, ex-asst. chief engineer, Sylvania radio tube div., named to newly created post of mgr. of new product promotion . . . Glenn E. Webster, ex-NBC engineering, joins GE as district sales mgr. for broadcast equipment, headquartering in Chicago's Merchandise Mart . . . Grady L. Roark, central regional mgr. in Chicago for GE equipment tube sales, promoted to mgr. of tube dept.'s equipment tube sales . . . S. L. Spraggins, Hoffman Radio production v.p., has retired due to ill health, his duties assumed by president H. Leslie Hoffman, who has also named Arthur

Baxter purchasing director; Harvey Lipp Hoffman Labs purchasing director; John W. Cherrett asst. to Lipp; Marvin Klassen buyer of TV cabinets; B. L. Fuller supt. of cabinet plant; J. T. McAllister service mgr.; Byron Brown market mgr., C. K. Clark succeeding him as San Francisco district mgr. . . . Dr. John J. Bohrer, ex-Chemical Research Group leader, named associate director of research, International Resistance Co. . . . Wm. H. Boedeker Jr., employe services mgr., named asst. to Louis J. Collins, Capehart-Farnsworth sales director . . . Alfred E. Smith Jr., son of the late Governor of N. Y., elected chairman of Electromath Corp., White Plains, N. Y. (electronics equipment) . . . Sidney Harman named gen. mgr., Harman-Kardon Inc. (electronics and audio-visual equipment), formerly known as Kardon Mfg. Co. . . . John W. Carroll, Motorola-Chicago's south side sales mgr., named Pittsburgh regional sales mgr. for parent company, succeeding Edward L. Furbish, retiring.

RTMA will issue consumer education package on servicing this summer, consisting of 15-min. film for showing to civic groups, pamphlet and TV spot announcements, in its continuing drive to defend servicemen against charges of gypping. Program, to cost \$30,000, was revealed this week by RTMA service coordinator Albert Coumont in address to Chicago convention of National Alliance of Television & Electronic Service Assns.

Help wanted dept.: GE is offering bounty of \$5 to employes for each new male recruit for its Syracuse electronics plant, sweetening this with a TV set award each month to employe enlisting greatest number, a clock radio to runner up. Greatest need is for bulb handlers, test men, tool makers, janitors.

RCA's Dr. Vladimir K. Zworykin awarded 1952 Edison Medal of the American Institute of Electrical Engineers for "outstanding contributions to the concept and design of electronic components and systems"—notably the iconoscope and kinescope tubes.

Sylvania sales engineer Don Caverly has written A *Primer of Electronics & Radiant Energy* for new TV-radio servicemen; it's 340 pages, contains 200 pictures and diagrams, is available at \$4.50 from Sylvania adv. dept., 1100 Main St., Buffalo, N. Y.

### Bound and Indexed

We will index and bind, between embossed book covers, a limited quantity of all 1952 issues of the *Television Digest* Weekly Newsletters, plus the *Final Television Allocation Report*, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken only until Jan. 5. Price: \$25 per volume.

**Topics & Trends of TV Trade:** Philco showed 37 TV models, 6 of them brand new and others with new furniture stylings, at distributor meetings in Philadelphia, Chicago and San Francisco this week—but it released no prices because they “haven’t been firmed yet.” Whole line was renumbered, and assurances given out that prices basically are to be unchanged except for \$10-\$20 variations in spots. Final list prices will be announced to dealers in 50 cities on closed circuit network Dec. 29.

Philco is stressing optional all-uhf-channel tuner that will be available in all models except 4 low-end 17-in. holdovers—along with built-in aerials. Its uhf tuner can be slipped into cabinets, after removing name-plate, and is to be priced at somewhere between \$35-\$50.

The 6 new Philco models will be No. 2230L, 21-in. blonde table; 2281, 21-in. mahogany veneer open console; 2279, 21-in. mahogany veneer half-door console; 2750, 27-in. solid mahogany full-door console; 1887, 17-in. full-door combination; 2290, 21-in. half-door combination. Radio line has 22 models, 8 of them new.

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RCA Victor also withheld prices on its 25 TV models (Vol. 8:49), all supposed to be adaptable to uhf, preferring to announce them at regional dealer meetings starting in Atlantic City Dec. 18, Reading Dec. 26, New York & Philadelphia Dec. 29-30. No radical price changes are anticipated from RCA either, though it kept proceedings of this week’s Miami Beach convention very hush. “Despite higher costs,” said RCA spokesman, “and with some slight variations in some models, the price level of our 1953 line remains approximately the same as our 1952 line.” Prices range from 17-in. table at \$200 to \$795 for top-of-line 21-in. combination; one 27-in. console will be available in limited quantities “priced somewhat under \$700.”

RCA includes combination vhf-uhf models, priced slightly higher. Three of its 25 models, it was learned, are carryovers, having been introduced only recently. They’re all 21-in. combinations—the Sunderland, \$795; Westland, \$525 mahogany & \$550 blonde; Pennfield, \$595. Fruitwood cabinets appear in RCA line for first time. Biggest promotion in its history was blueprinted at Miami Beach, particularly using TV, radio, newspapers and magazines.

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Accent will be on white goods at Philco’s Boca Raton convention, Jan. 3-7, inasmuch as its full TV story will be known to whole trade by then. But confidence in and emphasis on TV is manifest from enthusiastic statements coming from its headquarters this week. TV-radio div. president Larry F. Hardy reported Philco will increase 1953 production substantially from newly increased plant facilities.

“In TV,” said he, “we have a particularly bright outlook. It appears at this time that approximately 30 new stations—both uhf & vhf—will begin commercial operations between now and the end of June 1953. It’s estimated that perhaps 75-100 additional stations will begin operations in the second 6 months.

“I believe we can safely say that not less than 100 new stations will go on the air in 1953. All of these will not necessarily open new markets. However, every new station broadens the program offerings, and with these comes an increased demand for TV receivers. We at Philco believe not less than 6,000,000 TV receivers will be sold and the volume may run as high as 7,000,000 in 1953.”

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Fate of price controls in new Congress will be considered by House Banking Committee headed by Rep. Wolcott (R-Mich.) in hearings to begin about Feb. 1, thus virtually assuring OPS won’t be killed before its April 30 expiration date.

Trade Miscellany: NARDA reports Jan. 11-13 convention in Chicago’s Conrad Hilton will have largest attendance in history, with hotel accommodations at premium . . . Portland, Ore., first “uhf city,” had 41,135 sets-in-use as of Dec. 1, with 29 manufacturers represented, according to survey by Portland State Extension Center . . . El Paso, newly opened to TV, reports 6000-10,000 TV sets already in use, market booming . . . Hallicrafters distributor convention will be held in Chicago’s Edgewater Beach Hotel, Jan. 5-6 . . . Capehart-Farnsworth to show, at Chicago Furniture Mart, new 21-in. tables at \$270 in mahogany, \$280 blonde, open console \$370 mahogany, French Provincial full-door console \$475 fruitwood . . . RCA Victor contracts with Remington Corp.’s air conditioning div., Auburn, N. Y., to supply its console single-room air conditioners; Fedders-Quigan continues to supply RCA’s window models . . . Columbia Records Inc. coming out with new high-fidelity phono called “360,” measuring 16½x12½x10-in., or about size of hatbox, with tone range superior to most floor models; list is \$139.50 or \$144.50 in blonde . . . Westinghouse’s new electronic tube div. launching big national & local promotion campaign for its “Reliatrons,” featuring special offer of \$1 off for TV-radio repair service; handled by adv. mgr. Joseph Schlig . . . Wanamaker’s leases its TV-appliance dept. to Sunset Appliance Stores for 3 years, as of Feb. 1, on percentage arrangement.

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Distributor Notes: Admiral Pittsburgh distributor, Keps Electric Co., sold to New York & Pittsburgh syndicate headed by W. F. Rockwell Jr.; Joseph Elias, New York, one of investors, will become president of Keps, which will retain name and Admiral line . . . Admiral Chicago distributor, Appliance Distributors Inc., appoints Jack H. Zink appliance sales mgr., replacing Paul Dorsey, now acting gen. sales mgr. . . . Motorola Milwaukee distributor, Electro-Plance Distributors Inc., to open Green Bay branch early next month . . . Philco Hartford distributor, Roskin Distributors Inc., appoints S. A. Kelsey sales mgr., succeeding Moe Grabell, resigned . . . DuMont names Thurow Distributors Inc., Jacksonville; Indianapolis distributor, Arthur Fulmer of Indiana Inc., appoints J. R. Bradley mgr. . . . Sylvania Seattle distributor, F. B. Connelly Co., opens Spokane branch . . . Raytheon appoints H. E. McMasters Co., El Paso, and Johnson-Moody Co., Peoria . . . Majestic names Victor Shaw Co., Charlotte . . . Andrea names Boyd Corp., Portland, Me. (James W. Boyd, president).

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“We’ve seen several of the new lines being introduced by the manufacturers this year,” says NARDA’s Dec. 8 *Appliance & Radio Dealers News*, “and they’re hot. Priced right, with colorful, individual selling features, with good advertising and sales promotional backing and the most genuine company enthusiasm behind them that’s been around in years, the ’53 products look like good selling profit-makers for the dealers. Little chance of duplicating conditions at start of ’52 when you could pick up carloads of the ’51 merchandise at special prices. The only ’52 merchandise likely to be around at the start of ’53 will be the slowest-moving of the models and even these will be in small quantities in the backwater areas.”

Doom of large TV service shops employing 150-200 servicemen in favor of smaller, more flexible dealers using 5 or 6 servicemen was predicted this week by Frank J. Moch, president of National Alliance of Television & Electronic Service Assns., in address to meeting of parts manufacturers and factory reps at New York’s Athletic Club. He also foresaw end of one-man “jack-of-all-trades” service dealers as industry grows.

**Electronics Reports:** Govt. dashed hopes of consumer goods manufacturers for another substantial supplemental allocation of steel in first quarter 1953 when NPA chief Richard McDonald announced this week that preliminary examination of steel mill order books shows virtually no additional space available. First quarter steel allotments for TV-radio and other civilian goods manufacturers are lowest ever made by NPA, despite supplemental allocation announced last month (Vol. 8:44-46). DPA is scheduled to decide next week on second quarter metals allocations, expected to be considerably more generous than those for first quarter.

New advisory group on reliability of electronic equipment, formed by Defense Dept. Research & Development Board, will be headed by Crosley's Lewis M. Clement. Other members are Frederick J. Given, Sandia Corp., Albuquerque, N. M., and Stuart L. Bailey, Washington consulting engineer. Named as consultants were Joseph A. Chambers, Motorola Research Lab, Phoenix, Ariz., and Albert F. Murray, Washington consulting engineer.

C. W. Potter, v.p.-gen. mgr. of Indiana Bell, on loan to NPA Communications Equipment Div., will succeed Richard W. Murphy as asst. NPA administrator for Textile, Leather & Specialty Equipment Bureau, responsible for administration of Electronics Div. and 9 other NPA divisions. Murphy returns to National Cash Register Co. when Potter takes over.

Chatham Electronics Corp., Newark, opens new plant in Livingston, N. J. to employ 200 in making hydrogen thyratron tubes for defense applications.

**I**NDUSTRIAL TV field has new entry in Telescreen Corp., 36 Grove St., New Canaan, Conn., headed by William L. Norvell, formerly in charge of Remington Rand's now defunct TV dept. Mr. Norvell says Telescreen specializes in the engineering, development and manufacture of "complete color and monochrome industrial TV systems."

Another firm specializing in industrial TV systems, Dage Electronics Co. (G. H. Fathauer, president), 69 N. Second St., Beech Grove, Ind. is now manufacturing compact 18-lb. self-contained industrial camera chain, utilizing RCA Vidicon tube, at basic price of \$2850. Dage's lightweight camera proved its mettle at Dec. 10-12 Computer Conference & Exhibition at New York's Park Sheraton Hotel, where it was used to relay technical lectures and demonstrations from ballroom to 8 standard TV receivers in meeting room 2 floors above. Conference was sponsored by AIEE, IRE and Assn. for Computing Machinery.

Other manufacturers now making industrial TV equipment: Diamond Power Specialty Corp., Lancaster, O.; DuMont; General Precision Laboratory; Industrial Television Inc., Clifton, N. J.; Radio Receptor Co., Brooklyn; RCA; Television Utilities Corp., New Hyde Park, N. Y. Directory of manufacturers of industrial TV equipment will be a feature in our *TV Factbook No. 16*, due off presses Jan. 15

Areturus Electronics Inc., Newark, manufacturer of CR tubes, merges into General Electronics Inc., Paterson, N. J., under presidency of Delbert E. Replogle, one-time Raytheon executive who founded General. Frederick D. Gearhart Jr., president of Gearhart & Otis, bankers, is chairman; Nathan E. Brown, secy.; Charles G. Hampson, gen. mgr. & director; Bruce D. Replogle, director.

Zetka Television Tubes Inc., Clifton, N. J., filed Chapter XI petition in Federal district court in Newark this week following debt claim of \$5000 by Victory Container Corp. Liabilities were listed at \$177,455, assets \$154,500.

**Financial & Trade Notes:** "Another tremendous boom" is predicted for the TV industry by Hallicrafters president Wm. J. Halligan, who said it is "not a flash in the pan but a continuous growth boom." He forecast 7,200,000 TVs will be made in 1953, comparing with the record 7,500,000 of 1950 and about 6,000,000 this year. In 1954, he said, the industry will make 8,000,000 sets. Next year (1953) will be "the first good year of replacement selling." Within 5 years, he foresaw more than 500 vhf stations and 2000 uhf.

Halligan spoke at Dec. 8 annual stockholders meeting, at which he announced sales for first quarter of current fiscal year ended Nov. 20 were \$13,000,000 with profit of \$376,087 (45.6¢ per share) after taxes. This compares with \$10,058,000 sales and \$86,384 (10½¢) profit for like period last year. First quarter earnings, in fact, nearly equaled the 45.9¢ a share earned for all of last year, he observed, and firm may resume dividends next spring.

With November sales alone running \$4,500,000, Halligan said fiscal year indicates 15% increase over preceding year's record \$42,000,000, and per share earnings 3 times greater. "Actually," he said, "we expect to do even better."

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Among officers' and directors' stock transactions reported by SEC for Oct. 11-Nov. 10: Wm. A. Blees exercised option to buy 1000 Aveo (March 1951), to sell 1000 (Jan. 1952), exchanged 1000 (March 1951), holds 19,000; Kenneth E. Ryan bought 100 Cornell-Dubilier, holds 100; John H. Briggs bought 5197 Gabriel, holds 35,885 common, 2750 pfd.; R. Bowling Barnes & Heywood Fox, through Fox Wells & Co., bought 28,295 Olympic, hold 123,170; James T. Buckley gave 193 Philco as gift, holds 19,594; Thomas A. Kennally gave 15 Philco as gift, holds 18,047; A. H. Gutseh bought 1000 Remington Rand (Sept. 1952), holds 3025; Harry A. Hicks bought 750 Remington Rand, holds 1950; Albert M. Ross exercised option to buy 4000 Remington Rand, holds 6599; Jeffrey S. Granger sold 400 Sentinel (Sept. 1952), holds 2500; John Sanderson received 2000 Sperry under stock option plan, holds 3000; Henry C. Bonfig bought 50 Zenith, holds 50.

In motion picture and allied fields these transactions were reported: Harry Cohn gave 100 Columbia as gift, holds 125,178 common, 400 pfd.; Charles C. Moskowitz bought 1000 Loew's, holds 4500; Elmer C. Rhoden bought 2100 National Theatres, holds 7925 personally and through holding companies; Sherrill C. Corwin sold 10,000 RKO, holds 209,884; David J. Greene bought 1800 RKO, holds 64,150 personally and through partnership, trust and family; A. Louis Oresman bought 1900 RKO, holds 30,000; Walter P. Marshall bought 50 United Paramount Theatres, holds 175; Alfred E. Daff bought 1000 Universal, holds 1000 common, 100 pfd.

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Standard Coil Products Inc., through F. Eberstadt & Co., on Dec. 11 offered new issue of \$5,000,000 of 5% convertible subordinated debentures and 250,000 shares of common. Maturing Dec. 1, 1967, the debentures are priced at 100% and interest and are convertible into common at \$18.50 on or before Dec. 1, 1957, at \$20 thereafter to Dec. 1, 1962, \$21.75 thereafter. The \$1 par common is priced at \$16.75. Proceeds of new financing will be used to retire \$3,000,000 in bank loans, for current and contemplated expansion, including that of subsidiary Kollsman Instrument Co. Proceeds from sale of the common shares will revert to 3 principal stockholders, who will continue to hold approximately 48% of common.

Muntz TV reports net loss of \$82,536 for 6 months ended Sept. 30 on sales of \$20,009,695. No comparable figures are available, but for fiscal year ended last March 31, firm earned net income of \$898,004 (80½¢ a share) on gross revenues of \$32,923,661.

**N**ILES TRAMMELL, \$100,000-a-year chairman of NBC, its former president and a veteran of 30 years RCA-NBC service, heads Biscayne Television Corp., applying this week to FCC for Channel No. 7 in Miami. He is president and 15% stockholder in company formed by rival Jack Knight interests (WQAM-Miami Herald) and James M. Cox interests (WIOD-Miami News), who now drop their competitive applications for that channel and pitch for grant without hearing.

Trammell, 58, also a member of RCA board, retires from RCA-NBC family Jan. 1 with substantial pension rights to accept post paying \$25,000 a year salary, \$10,000 a year expenses—and still predicated on getting a grant that won't be made until FCC has resolved its AM-TV "dupoly" policy (see story, p. 2). NBC chairmanship is resumed by RCA chairman Sarnoff.

Stockholders in Biscayne, which would be operated entirely independently of the rival newspaper-radio interests, include John S. Knight, 17½%; James M. Cox Jr., 30½%; James L. Knight, 10%; C. Blake McDowell, 5%; J. Leonard Reinsch, 5%; Lee Hills, 5%; Owen F. Uridge, 5%; James M. LeGate, 3½%; Milton Scott, 3½%. (For further identification of principals, see TV Addenda 15-V.)

Joining of these rival forces leaves WGBS (Storer) and WKAT (Katzentine) still to fight it out for Ch. 10, only other vhf available to Miami—WTVJ already occupying Ch. 4 and Ch. 2 earmarked for education.

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Six other vhf applications and 8 for uhf were filed with FCC this week, bringing total now pending to 777 (311 of them uhf). One of the vhf is for Braddock, Pa. by Matta Enterprises, seeking Ch. 4 allocated to Irwin, Pa., 17 mi. from Pittsburgh; partner-brothers Wm. G. and G. C. Matta, owners of WLOA, engaged in real estate and coal stripping business, also applied this week for uhf Ch. 52 in Atlantic City and Ch. 61 in Akron. Ch. 61 is also sought in Akron this week by WADC's Allen T. Simmons.

Other vhf applications were for Pine Bluff, Ark., Ch. 7, by Tulsa group including John T. Griffin, chief owner of KTUL & KOMA, and John Esau, KTUL mgr.; Amarillo, Tex., Ch. 7, by oilman Charles H. Coffield, who already holds uhf CP for Austin; Odessa, Tex., Ch. 7, by KECK; Montpelier, Vt., Ch. 3, by attorney George Agel; Honolulu, Ch. 7, by group including local radio actress Christmas Early, war surplus dealer Ada Cragen, and inter-island radio system operator Jerry J. Neville.

Other uhf applications were for Stockton, Cal., Ch. 36, by radio-newspaper group including Knox LaRue, chief owner of KTSN there, and San Francisco mgr. of George P. Hollingbery Co.; Davenport, Ia., Ch. 36, by builder Mel Foster & attorney Harold Hoersch; New Orleans, Ch. 36, by group headed by adman Lester Kanin; Alexandria, La., Ch. 62, by Barnett Brezner, contractor; Shorewood, Wis. (near Milwaukee), Ch. 31, by publisher Harold R. Murphy.

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

Hopes for approval of merger of ABC and United Paramount Theatres by Christmas went glimmering this week as FCC ordered oral argument for Jan. 5. Scheduling of argument, which will last total of 5 hours and can scarcely add much to months of hearing and thousands of pages of record, was undoubtedly spurred by criticism expressed by Senators Tobey (R-N. H.) and Langer (R-N. D.) (Vol. 8:49). They told Commission they were "shocked" at examiner's initial decision. Nevertheless, if Senatorial pressure is to count in case, there's plenty of support of merger to counterbalance critics. Furthermore, even these critics could change their minds as they learn more about situation.

College football TV "controls" of National Collegiate Athletic Assn. will continue next year, despite growing opposition. NCAA's powerful TV committee continues to ward off pressure from its collegiate opponents, telecasters and the public, and will propose to Jan. 8-10 NCAA convention in Washington that NCAA (1) continue one-game-a-week TV policy, and (2) permit substitution of local games only when they're sellouts and don't compete with other NCAA games in area. Reason NCAA's TV committee can stand its ground is that opposition doesn't seem inclined to fight to finish. For instance, this week (1) Big Ten Conference voted to favor regional TV control at NCAA convention, but admitted it wouldn't oppose TV committee in floor fight, and (2) Notre Dame executive v.p. Rev. Edmund Joyce called present football TV policy illegal, but said school wouldn't take legal action against NCAA. Best hopes for forcing NCAA to modify its position seem to rest with public opinion and a Justice Dept. victory in its anti-trust suit against National Football League's TV restrictions, due for January trial. Organized baseball, facing different problems, ended major-league conferences in Phoenix by establishing major league committee to study Sen. Johnson's proposal that baseball's TV-radio income be pooled into fund to help clubs considered damaged by broadcasts (Vol. 8:49).

NARTB's TV membership reached even 100 this week with admission of Wayne Coy's KOB-TV, Albuquerque; KRON-TV, San Francisco; WOOD-TV, Grand Rapids; KFEL-TV, Denver; KDUB-TV, Lubbock, Tex.; and upcoming new stations WSLs-TV, Roanoke; KONA, Honolulu; WKAB-TV, Mobile; KFOR-TV, Lincoln, Neb.; WAKR-TV, Akron; WEEU-TV, Reading; WWLP, Springfield, Mass. At Cat Cay meeting Dec. 8-9, TV board approved researches into "standards of circulation measurements for TV" and for industry-wide sales promotion; named subscription TV study committee comprising Paramount's Paul Raibourn, WGAL-TV's Clair McCollough, WMCT's H. W. Slavick; approved limiting associate memberships to companies selling services, equipment or supplies to TV-radio industry, naming McCollough chairman of committee to clear applications.

Color transmissions from DuMont's WABD, New York, authorized under STA granted by FCC this week, will include several undescribed DuMont innovations differing from NTSC specifications. Transmissions will be confined to hours outside regular programming, won't interrupt DuMont's uhf color transmissions. Paramount's Paul Raibourn has come up with something else—"Adjacent Channel Color Transmission." He proposes that color signal be made up of monochrome signal as now transmitted but that color information come from adjacent channels.

### Next TV Factbook—Pre-Print Orders

Our semi-annual TV Factbook No. 16 will be off the presses shortly after Jan. 15, 1953—containing basic data on all operating stations & networks (including rates); complete tabulation of applications for new stations, detailing principals involved, facilities requested, etc. (and starting new series of weekly Addenda); list of all new-station grantees (with reported starting dates); directories of TV set & tube manufacturers, transmitter & studio equipment makers, film & live program suppliers, community antenna systems, theatres equipped for TV, FCC personnel, legal & engineering consultants, etc., etc. One copy goes to each full-service subscriber. Extra copies, if pre-print orders for 20 or more are placed by Jan. 3, cost \$1.50 each; single copies, \$3.

# Television Digest

with **ELECTRONICS REPORTS**

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December 20, 1952

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**4 RCA, 2 GE DELIVERIES SPARK EARLY UHF:** RCA's uhf bottleneck appears broken, with shipments Friday (Dec. 19) of first four 1-kw transmitters making it possible for at least Atlantic City's WFPG-TV (Channel 46) to take the air by week's end.

Atlantic City station has easiest task, apparently, for it already had its tower, antenna, triplexer and all connections installed and was geared to begin tuning transmitter "within 8 hours" after delivery. It will be the 12th post-freeze starter, second uhf but first factory-built -- the 10 others having been vhf.

The others getting first RCA uhf transmitters and their starting plans, as stated to us by telephone: WSBA-TV, York, Pa. (Ch. 43), now hoping to get started next Tuesday, Dec. 23; WSBT-TV, South Bend, Ind. (Ch. 34), planning to start tests Christmas Day; WBRE-TV, Wilkes-Barre, Pa. (Ch. 28), planning Jan. 1 debut.

Beyond disclosing these 4 shipments, RCA continues silent on prospects of more uhf deliveries -- particularly to such other priority customers claiming to be ready to go as WKBN-TV & WFMJ-TV, Youngstown (Ch. 27 & 73, respectively); WAFB-TV, Baton Rouge, La. (Ch. 28); WJTV, Jackson, Miss. (Ch. 25).

How much gear other than transmitters was shipped is unrevealed -- but it's apparent from station reports that triplexers and other equipment are slow, too. Nor will RCA say when promised 7-a-month transmitter output will be reached (Vol. 8:49).

Barring unforeseen contingencies, all 4 of the first RCA uhf since Portland's KPTV should be in operation by New Year's Day. Next uhf to start should be GE's first two installations -- namely, WKAB-TV, Mobile, Ala. (Ch. 48) whose Mrs. Louise Pursley informs us that Dec. 31 or Jan. 1 is "sure"; and WEEK-TV, Peoria (Ch. 43), which promises mid-January start. Both await antennas only.

WICC-TV, Bridgeport, Conn. (Ch. 43), according to the latest word from that city, looks now like better bet for Jan. 15 test patterns than for Jan. 1 date previously reported; it will be Federal's first uhf. And WWLP, Springfield, Mass. (Ch. 61), is still awaiting GE transmitter and is still down for debut "before the end of January" -- which president Roger L. Putnam might be expected to press, now that he has resigned as economic stabilization director and is returning from Washington.

[For more news on foregoing and other upcoming uhf stations, see p. 6.]

**13 MORE CPs ISSUED; NO LETUP IN SIGHT:** Our speculation about "200 CPs by year's end" (Vol. 8:40) wasn't far off. With whopping batch of 13 grants this week, FCC boosted total to 157 (43 vhf, 114 uhf). And it has more lined up for next two weeks.

This week's CPs included 3 vhf & 10 uhf as Commission reached 130th city in Group A, 181st in Group B. Included are 3 uhf in cities with pre-freeze vhf stations operating -- Baltimore, Buffalo and Birmingham.

The vhf grants: Tucson, Ariz., KCNA, No. 9 (third for city, pop. 45,454); San Angelo, Tex., KGKL, No. 3 (second); Wichita Falls, Tex., KFDX, No. 3 (second).

Uhf CPs went to: Birmingham, Ala., WSGN, No. 42; W. Palm Beach, Fla., WIRK, No. 21; Peoria, Ill., Hilltop Broadcasting Co., No. 19 (second); Baton Rouge, La.,

Capital TV & Bcstg. Co., No. 40 (second); Lake Charles, La., Southland Telecasters, No. 25; Baltimore, WITH, No. 60; Buffalo, Chautauqua Bcstg. Corp., No. 17; Easton, Pa., WEEEX, No. 57; Hazelton, Pa., WAZL, No. 63; Danville, Va., WBTM, No. 24.

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Of grantees without local AM interests, Peoria CP-holder is 50% owned by Hugh R. Norman, president of KSTT, Davenport, which has application for Cedar Rapids, 50% by consulting engineer Walter F. Kean. Baton Rouge CP is held by partnership comprising attorneys James B. Donovan, John W. English and dept. store owner James R. McBrier; Mr. English also holds 14.8% of application for Erie, Pa.

Lake Charles grantee is partnership of Charles W. Lamar Jr. & T.E. Gibbens. They hold CP for Pensacola, have minority stock interests in WAFB-TV, Baton Rouge. Principals of Buffalo grantee are theatreman Gary L. Cohen and liquor dealer Sherwin Grossman, whose company also has application pending for Jamestown, N.Y.

[For detailed listings of week's CPs, with reference to Addenda containing full data on principals, see TV Addenda 15-W herewith.]

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In first court ruling affecting allocation plan, U.S. Court of Appeals in Washington gave WGAL-TV, Lancaster, go-ahead to shift from Channel 4 to 8 on temporary basis -- denying WLAN's petition for injunction. Next step is comparative hearing between the two before FCC, on date to be set, to determine which has right to regular license on Channel 8.

Court's decision came immediately after oral argument Dec. 18; opinion may be issued later. WGAL-TV should be able to shift in a few weeks, boosting ERP from 1 kw to 7.2 kw. At same time, fringe area interference to and from WNBTV, New York, and WNBW, Washington, will be removed -- and WNBTV & WNBW will be able to hike their powers to maximum as fast as FCC grants modifications and equipment is installed.

**STATION AND WIRED TV BATTLE IN ASHEVILLE:** Significant showdown on community antenna system came in Asheville, N.C., Dec. 18 when city council reversed previous 4-3 vote and ruled 5-2 to prohibit installation proposed by Community TV Systems Inc.

Council's action climaxed fight between the community system company, headed by Murray Borkon of Philadelphia, and uhf CP-holder WISE, owned by Harold H. Thoms.

Thoms had previously told council he would consider dropping CP if Community TV were permitted to wire up town and provide service from WBTB, Charlotte. Community TV countered with offer to post bond guaranteeing it would build a TV station itself -- if Thoms dropped grant and FCC awarded it a permit.

Thoms contended he could buck local station competition but questioned his ability to compete with outside signals. WSKY and WLOS are competing for city's only vhf channel -- No. 13.

Town had been split wide open between those eager for any kind of TV now and those anxious to foster local stations which would provide free signals.

Asheville now has small community system feeding about 60 homes at edge of town. It won't run afoul council's ruling unless it seeks to expand, using city's streets. Council's power over systems derives from its control of streets. Community TV had already obtained permission to use poles from power & phone companies.

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No other city has had similar crisis, as far as we know, but TV applicants and CP-holders are beginning to wonder about community systems' impact. Some are seriously considering going into the business themselves (Vol. 8:49).

We checked two other cities where we thought friction may be generated -- Williamsport and Harrisburg, Pa. In former, 3 community systems are operating and WRAK-TV holds uhf CP. In latter, one system operates and uhf WHP-TV is building.

Manager of WRAK George E. Joy says he's done a little thinking about problem, intends to consult attorneys, but he doesn't seem as upset as Thoms was. One of Williamsport's community systems is being built by company owned by Jerrold Electronics Corp., manufacturer of community TV equipment, allied with the powerful J.H. Whitney & Co., New York investment organization.

There's no problem in Harrisburg, according to WHP mgr. A.K. Redmond. He

reports that community operator is limited to small area because most of the city's power and phone wires are underground. He's extremely eager to get WHP-TV on air, says: "If we can't stay in business by satisfying the people with our signal, it's just our tough luck. That's the American democratic way."

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FCC still hasn't said "boo" about community systems, except in one related case. This was application of J.E. Belknap & Associates, Poplar Bluff, Mo., which proposes microwave to feed many projected systems in Missouri and Illinois. FCC set Belknap for hearing (Vol. 8:29), but company has amended its proposal to say that it intends merely to operate as common carrier and won't also operate community systems. It now stands chance of getting grant of microwave facilities without hearing.

Commission is reluctant to get involved in community systems -- either to encourage them, discourage them or regulate them. It hasn't enough staff, isn't likely to do anything unless policing is unavoidable.

Asheville case has been exception, so far, no one else complaining that community systems threaten to block orderly growth of TV stations. And this fight was settled at local level. To date, Commission has looked upon community systems as a minor technique for expanding service rather than limiting it.

**10 NEW VHF ON THE AIR, MORE ON WAY:** Vhf grantees are going ahead at steady pace -- and at least 7 more should be added by Feb. 1 to the 10 that have gone on the air since freeze was lifted. At least, that's the promise from the CP holders.

Roanoke's WSLs-TV (Channel 10) became No. 10 post-freeze station to take the air (9th vhf) when it went into operation day after debut was suddenly halted by a bolt of lightning (Vol. 8:50). It's now running test patterns 4-6 p.m., network and some films and local shows thereafter. It's nearly sold out commercially, according to mgr. James Moore; Dec. 29 it begins carrying Dave Garroway's "Today" 7-9 a.m.

No. 11 post-freeze outlet is Honolulu's KONA (Ch. 11), which also ran into hard luck with false starts (Vol. 8:47-49) but which cabled that it got back on air Dec. 17 with "commercial pictures that are excellent." It gives Hawaiian capital 2 vhf outlets now in full operation, KGMB-TV (Ch. 9) having started Dec. 1.

Spokane's KXLY-TV (Ch. 4) looks like it will start next week, as promised, and possibly also El Paso's KTSM-TV (Ch. 9). In former city KHQ-TV (Ch. 6) and in latter city KROD-TV (Ch. 4) are already in full operation.

Mobile's WALA-TV (Ch. 10) doesn't look like it will make Jan. 1 debut, but it may start during the month -- making it a bit behind uhf WKAB-TV (Ch. 48). And this week the lineup of others promising to get going by Feb. 1 comprised: KOLN-TV, Lincoln, Neb. (Ch. 12); KOPO-TV, Tucson, Ariz. (Ch. 13); KVOA-TV, Tucson (Ch. 4); KELO-TV, Sioux Falls, S.D. (Ch. 11).

From KMO-TV, Tacoma, Wash. (Ch. 13) came word it has ordered RCA equipment, aims to get on air in early spring. Carl Haymond, KMO owner, reporting also on his second grant, for KIT-TV, Yakima (uhf Ch. 23), said its target is mid-summer.

**REPUBLIC TV FILM DEAL--STRAW IN WIND:** Is the "logjam" breaking up? This is obvious question posed by disclosure this week that Republic Pictures is releasing 104 of its feature films -- most of them made since 1945 -- for showing on WCBS-TV, New York CBS flagship, in biggest deal yet between major producer and TV station.

These films eventually will work their way to other stations -- presumably first to CBS's owned outlets and those represented by CBS-TV Spot Sales. Pact was negotiated by WCBS-TV film manager David Savage and Earl W. Collins, president of Hollywood TV Service, owned by Republic, one of 9 biggest producer-distributors. Deal includes such films as Northwest Outpost (with Nelson Eddy, Ilona Massey), Spectre of the Rose (Judith Anderson), Casanova in Burlesque (Joe E. Brown).

Financial details weren't revealed, but trade reports said the station is paying about \$200,000 for undisclosed number of showings of the 104 films.

We find it difficult to conclude films-to-TV logjam was broken by this one deal, and that steady stream of movies will now spew forth from major producers to

TV stations. Real significance of move, however, is self-evident: The pact between Republic & WCBS-TV is a trial balloon, a weathervane -- and as such is being watched closely as possible indication of early opening of vaults to TV.

Hollywood's movie makers are torn between 2 bread-&-butter loyalties -- to their exhibitors and to their stockholders. The producer's biggest customer is his exhibitor -- on whom he still depends for financial success of his films.

Republic has been dickering with TV interests for some time, seeking best offer for block of oldies. Deal was almost signed early this year, when word leaked out (Vol. 8:8). Exhibitor groups immediately threatened to boycott all Republic pictures (Vol. 8:10) -- and Republic drew in its horns for time being.

What will exhibitors do this time? Some, of course, have learned they can't buck the inevitable, and have applied for TV stations. But how will the rank-&-file react? Answer to this question looms extremely large in other producers' plans for TV release of old films, and that's why film folk are watching outcome so intently.

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On the other horn of the film maker's dilemma is his corporate profit-&-loss ledger. Boxoffice is down, and TV is deemed responsible. And when profits drop, when dividends are skipped, stockholders don't like it.

Old films in producers' vaults are like money in the bank. In the heyday of the movie, the best of these oldies could always be counted on to show big profit when reissued for theatre re-runs. In a "normal" film market, even the briefest re-showings of old films would bring in far more money than they'd make if sold to TV.

But "normal" market exists no more. Market for theatrical reissues -- except for the "classics" -- appears to be nearly shot. TV, on other hand -- young, dynamic, growing rapidly now -- is beginning to offer more and more profit potentialities. Existing TV stations have scraped bottom of barrel, showing and reshowing the same hoary old turkeys -- and now they are screaming for "fresh" films.

More straws in the wind have appeared in recent weeks -- for example, the reported negotiations between Paramount and various TV interests for the release of huge block of old short subjects and cartoons (Vol. 8:45).

Independent producer David O. Selznick again is reported trying to peddle a group of his best pictures for TV showing. Negotiations between him and Bruce Eells & Associates collapsed last year when his asking price of \$2,000,000 for 12 films -- each to be shown 4 times in 63 markets over 2 years -- was said to be too high. But now time may be ripe. Selznick is said to be offering 26-week supply of films -- broken into one-hour packages -- to individual sponsors for \$1,000,000. Included are such classics as *The Third Man*, *Intermezzo*, *Spellbound*, *Rebecca*.

Something's bound to give. And Republic deal, while it may not be the wedge that breaks the "logjam", might well turn out to be bellwether. Outcome of deal -- how it affects Republic's relationships with its exhibitors -- may determine how soon other big producer-distributors decide time has come to join forces with the upstart TV for mutual benefit of both media.

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**T**HEATRE-TV production of *Carmen* from Metropolitan Opera stage (Vol. 8:50) got mixed reviews, most critics applauding Nathan Halpern's Theatre Network TV Inc. for noble effort but pointing out technical shortcomings in transmission. *Variety's* city-by-city check of attendance reveals first opera attraction didn't have nearly the "pull" of theatre-TV prizefights, attendance being quite low in some cities, though at or near capacity in others.

There are now about 115 theatre-TV installations in use, according to our survey of equipment manufacturers made in connection with preparation of our *TV Factbook No. 16*. Not all are in theatres, though, some installations being located in such places as the Pentagon, U. S. Naval Academy and Rheem Mfg. Co., Lester, Pa. Among manufacturers of theatre-TV gear, RCA maintains strong lead with 81 installations, while Trad Television Corp. has jumped into second place with 12, General Precision Lab-

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oratory 10, Paramount 4, Air Marshal Corp. (Theatre-View) 2, home made or unspecified 2. Total seating capacity of theatres with TV installations now is about 235,000.

List of TV-equipped theatres, with seating capacity and make of equipment, will be feature of our new *Factbook*, due off presses in January.

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Theatre Owners of America, at midwinter board meeting in New York's Hotel Pierre Jan. 26-27, will consider Dept. of Justice's anti-trust suit against 12 movie producers & distributors to compel them to release 16mm films to TV (Vol. 8:30-32).

Deadline for filing theatre-TV exhibits was extended this week by FCC from Dec. 22 to Jan. 12 at request of Western Union; hearing is scheduled to resume Jan. 26.

**WASHINGTON POST**, which hit jackpot with its WTOP-TV, reputed to be much better earner than the newspaper, has agreed to purchase Florida Broadcasting Co., owner and operator of WMBR, WMBR-FM & WMBR-TV, Jacksonville. Price is \$2,470,000. Deal is subject to FCC approval.

Florida stations are presently owned by Edward L. Norton, of Birmingham, ex-member of Federal Reserve Board, who also is majority owner of WAPI & WAFM-TV, Birmingham; Frank King, president; Glenn Marshall Jr., gen. mgr. Washington publisher Philip Graham (son-in-law of owner Eugene Meyer) is himself a graduate of U of Florida; his father, Ernest R. Graham, a former Florida state senator, is owner of a dairy at Hialeah, near Miami.

WMBR is CBS affiliate, operates with 5 kw on 1460 kc. TV adjunct is only one in city, having started operation Oct. 16, 1949, and having reputation of being excellent earner. It gets programs from all 4 networks, holds CP to increase its Channel 4 power to 100 kw. *Washington Post* and CBS jointly acquired old WOIC from Macy interests for \$1,400,000 in August 1950, former holding 55%, CBS 45%, with Graham voting as trustee for CBS interests. Joint TV-AM operation is managed by John S. Hayes. Mr. Graham said Mr. Marshall will continue to manage the Jacksonville properties.

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Atlanta's WLTV has been sold to Crosley Broadcasting Corp. for cash consideration of \$1,500,000 in deal concluded last week as arranged by broker Howard Stark. Local group of 25 stockholders headed by manufacturer Walter C. Sturdivant, who acquired Channel 8 outlet in latter 1951 following merger of *Atlanta Journal and Constitution* under James Cox auspices (Vol. 7:32-34, 38-39), had paid \$525,000 for station, added \$300,000 more working capital, borrowed additional \$200,000 (of which \$50,000 has been paid)—so they will realize profit of about \$500,000. Station was one of few pre-freeze failing to show profit, though it went into the black last month. Crosley plans to retain manager Wm. T. Lane and staff. Since it already operates 3 Ohio stations (WLWT, WLWD, WLWC), it will probably drop one of its pending new-station applications—either for Indianapolis or Toledo—if FCC approves transfer. Deal is year's fifth involving sale of a pre-freeze station, others havings been for KPHO-TV, Phoenix; KOB-TV, Albuquerque; KOTV, Tulsa; WTCN-TV, Minneapolis (now WCCO-TV). [For complete list of all TV station sales and transfers, see p. 7, *TV Factbook No. 15.*]

McCall's annual "Golden Mike" awards to women in TV-radio go this year to: Ann Holland, WBAL-TV, Baltimore, as outstanding woman in TV-radio for 1952, for her medical series *Live & Let Live*; singer Jo Stafford, for her *Voice of America* broadcasts; Mary Morgan, CKLW, Detroit, for her *News Digest* and radio crusade against narcotics; Christine Spindel, WDIA, Memphis, for *Workers Wanted*, designed to raise standards of living of Negroes; Evadna Hammersley, KOA, Denver, for her *Home Forum*; Phyllis Adams, WNBT, New York, for *It's a Problem*; Madeline Long, WCCO-TV, Minneapolis, for her *Video School*; Nena Badenoch, Chicago, as director of TV-radio relations for National Society for Crippled Children.

American Heart Assn. presented awards of merit this week to 3 TV-radio advertising executives for fund-raising work: Arthur Pryor Jr., BBDO; Rodney Erickson, Young & Rubicam; Thomas M. McDonnell, Foote, Cone & Belding.

Theodore F. Koop, Washington director of CBS radio news & public affairs, elected president of National Press Club—first radio newsman to hold that office.

**Personal Notes:** Willson M. Tuttle, ex-TV-radio v.p., Ruthrauff & Ryan, named president of new United Television Programs Inc., Gerald King chairman of board; it's a combination of UTP (Gerald King-Milton Blink) with Hollywood's Gross-Krasne Productions Inc. and Studio Films Inc. . . . Will Baltin, ex-executive secy. of old Television Broadcasters Assn., for last 2 years with Screen Gems, TV subsidiary of Columbia Pictures, resigns Dec. 22 to join N. J. group in forming corporation to manufacture and sell undisclosed "important new electronic product" to stations . . . Paul Mowrey, program director, promoted to mgr. of WJZ-TV, New York, Trevor Adams becoming sales mgr. and stations v.p. Slocum Chapin assuming title of gen. mgr. . . . James A. Stabile named administrative mgr., ABC-TV program dept. . . . Robert M. Banker, ex-CBS, named ABC-TV's asst. eastern program director . . . Samuel Goldwyn Jr., son of the film magnate, joining ABC-TV as asst. to Charles Underhill, national program mgr. . . . Ben McLaughlin promoted to gen. mgr. of WICU, Erie; at 28, he's one of youngest, if not youngest, station mgrs. in TV . . . Wally McGough, sales mgr., onetime WJAC-TV, Johnstown, appointed gen. mgr. of WTVN, Columbus; Norton Locke, chief of operations; Wm. McKenzie, production chief; Orn Huntington, program director; Arthur Jacobs, public service & education director . . . Wallace J. Jorgenson now national sales mgr. of WBT & WBTW, Charlotte; Paul B. Marion named WBTW Carolinas sales mgr. . . . Melvin B. Wright, ex-KSL & KSL-TV, named merchandising mgr., new KGMB-TV, Honolulu; Ralph Davidson, also from KSL, named local sales mgr. of KGMB-TV . . . James T. Aubrey Jr., mgr. of KNXT, Hollywood, named 1953 TV chairman of local Red Cross drive . . . Arden Pangborn, mgr. of WOAI, San Antonio, elected president of local Better Business Bureau . . . John E. North, ex-v.p., Radio Representatives Inc., Chicago, joins Chicago rep staff of General Teleradio's WOR-TV & KHJ-TV . . . Francis E. Gianattasio, ex-Kenyon & Eckhardt, joins Hewitt, Ogilvy, Benson & Mather as TV-radio time estimator . . . Ted P. Wallor, ex-Birmingham, Castleman & Pierce, appointed TV time-buyer, Morey, Humm & Johnstone, New York . . . Thomas H. Dawson, CBS-TV Spot Sales gen. mgr., named CBS-TV sales mgr., succeeded by Sam Cook Digges, Spot Sales eastern sales mgr.; Clark George, Spot Sales, promoted to eastern sales mgr. . . . R. J. Rockwell, Crosley engineering v.p., appointed to Ohio Program Commission, official state body set up to study possibility of educational TV station.

Attending Gridiron Dinner in Washington Dec. 13 were these figures identified with TV: Walter H. Annenberg, *Philadelphia Inquirer* (WFIL-TV); Maurice R. Barnes, Washington attorney; Warren S. Booth, *Detroit News* (WWJ-TV); James M. Cox Jr., *Dayton News* (WHIO-TV); Philip L. Graham & John S. Hayes, *Washington Post* (WTOP-TV); Robert H. Hinckley, ABC; Jack R. Howard, Scripps-Howard (WEWS, WCPO-TV, WMCT); Edward T. Ingle, TV-radio director, Republican National Committee; A. H. Kirchhofer, *Buffalo News* (WBEN-TV); Horace L. Lohnes, Washington attorney; Samuel H. Kauffmann, *Washington Star* (WMAL-TV); E. F. McDonald Jr., Zenith Radio; B. H. Ridder, *St. Paul Pioneer Press* (WCCO-TV); Joseph Pulitzer & Joseph Pulitzer Jr., *St. Louis Post-Dispatch* (KSD-TV); Roy Roberts, *Kansas City Star* (WDAF-TV); David Sarnoff and Edward Sarnoff, RCA; Lawrence C. Spivak, *Meet the Press*; Frank Stanton, CBS; L. W. Teegarden, RCA Victor; Chris Witting, DuMont; Niles Trammell, Joseph H. McConnell, Frank White, Frank Russell, Gene Juster, Wm. R. McAndrew, Robert Sarnoff, Ned Brooks, Ray Henle, Richard Harkness, Albert Warner, NBC.

**H**OLDERS OF UHF grants may be able to move faster from now on, what with the delivery and imminent installation of RCA's long-delayed first batch of 1-kw transmitters and the shipment of several interim 100-watt jobs by GE (see p. 1). Actually, not only transmitters but antennas, filterplexers and other components have proved to be the bottlenecks causing delays.

Faced with hard fact that uhf grants are outstripping vhf by more than 2½-to-1 (114 uhf to 43 vhf, to be exact), it can be assumed the transmitter makers are exerting every effort to speed up their uhf production and testing lines. Furthermore, there's the incentive of intense competition, yet a sellers' market—with some customers so eager to get equipment that they're alleged to have placed orders with as many as 4 different companies, planning to accept first to deliver.

Within next month or two, there should be a half dozen more uhf stations in operation, besides Portland's pioneer KPTV, to serve as "showcases" of what the signal can do and how well the public responds to the idea of uhf conversion and reception. Certainly, many of the uhf grantees have been doing a terrific promotional job on receivers thus far—sometimes (some think) with an excess of zeal in their claims for number of converted sets already available.

RCA's 1-kw transmitter is of completely new design, housed in 3 aluminum cabinets, employing single Type 6181 air-cooled tetrode. New crystal oscillator is said to have stability 5 times greater than laboratory model transmitter first used at Bridgeport and now operating at KPTV, Portland. Much of additional equipment—such as filterplexer and transmission line—is of new design. Describing magnitude of uhf project, T. A. Smith, asst. mgr. of engineering products dept., said: "Since every new station is assigned a given frequency channel, TV transmitter production assumes some aspects of custom engineering."

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No. 12 station to take the air—and only 49 days after grant—apparently will be Fred Weber's WFPG-TV, Atlantic City (Ch. 46), which had a state police escort to accompany its transmitter on trip from Camden Friday. It was due to sign on by Saturday, had an affidavit to attest that 5000 converted TV sets were already in use, showed statement from Motorola distributor that he alone will have sold 10,000 by April 1. WFPG-TV got quicker start than other RCA customers because it was lucky enough to get a hand-made triplexer. Network service will come via 2-hop relay from Philadelphia, 58 miles distant, using state fire tower for the beams.

York's WSBA-TV (Ch. 43), which suffered such hard luck when its first antenna crashed as it was being hoisted (Vol. 8:44), gets its RCA transmitter Friday also, but filterplexer is due in next couple days from Dielectric Products, Portland, Me. It hopes to start testing by Tuesday (Dec. 23) with films, hopes to get network service Dec. 28.

South Bend's WSBT-TV (Ch. 34) chartered a plane to hasten filterplexer from Maine and, barring bugs, expects to be testing by Christmas day. It will also carry 2 hours of films daily at start.

Wilkes-Barre's WBRE-TV (Ch. 28) has everything ready except transmission lines, due to be completed early next week, and antenna, due for Dec. 27 delivery. It still promises Jan. 1 start.

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Mobile's WKAB-TV (Ch. 48) looks like it's going to beat vhf WALA-TV (Ch. 10) to the air by weeks, with its Dec. 31 or Jan. 1 debut. WALA-TV hasn't yet had delivery of RCA equipment; efforts to get further information have proved unavailing, but it apparently cannot possibly get started by Jan. 1. According to WKAB-TV's Louise

Pursley, all TVs being sold in area are equipped for both uhf and vhf.

WEEK-TV, Peoria (Ch. 43), due in mid-January, tells us 100-watt GE job will be boosted by 12-kw amplifier in April, that AT&T has promised interconnection by April or May. With 1.7 kw ERP at start, it expects to put out good signal over 12-mi. radius, serving about 200,000 population. Tower is 432 ft. high, 546 ft. above average terrain.

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In our continuing survey of upcoming new stations, we had these reports from and about other uhf CP holders this week:

KPIK, Los Angeles (Ch. 22), granted last week to John Poole, who operates experimental uhf KM2XAZ, has already ordered GE 100-watt interim transmitter for May delivery, to be followed by 12-kw in August and 50-kw later. Mr. Poole already has excellent building on Mt. Wilson, which Austin Co. will expand, and where U of Southern California's KUSC-TV (Ch. 28) is also expected to operate.

WJLN-TV, Birmingham, Ala. (Ch. 48), which will be adjunct of WJLD and WJLN-FM, Bessemer-Birmingham, is ordering GE equipment, proposes to use present FM tower on Red Mt. in Birmingham, is altering transmitter building to accommodate TV, estimates delivery of equipment by next October, reports owner George Johnston, Jr.

WEEU-TV, Reading, Pa. (Ch. 33) has begun construction of 362-ft. tower on Mt. Penn, has silenced its FM adjunct so that transmitter building can be altered to house TV also, expects to have GE equipment installed in time for mid-1953 start instead of previously reported May 15 target.

WBKZ-TV, Battle Creek, Mich. (Ch. 64), granted to Detroit-Flint-Saginaw radio broadcaster John Lord Booth, scion of the chain newspaper family but not connected with the newspapers' management, is reported to have purchased the FM plant of WELL, Battle Creek, planning to enlarge it to house TV studios and offices and aiming to go on air in May.

WHIZ-TV, Zanesville, O. (Ch. 50) has had all TV equipment, except transmitter, on hand since last summer, has been demonstrating via closed circuit at county fairs in area, playing to more than 150,000. It plans to move radio to TV transmitter site, has already erected 500-ft. tower, plans to mount TV tower in January, hopes to get RCA transmitter in time for April 1 start. John E. Pearson Co. is national rep.

Harrisburg's WHP-TV (Ch. 35) reports transmitter building almost completed, expects RCA transmitter in latter January, tower up by Feb. 1. Its target date is April 1, says manager A. K. Redmond, but effort will be made to be nearer Feb. 1 if at all possible.

### Next TV Factbook—Pre-Print Orders

Our semi-annual *TV Factbook No. 16* will be off the presses shortly after Jan. 15, 1953—containing basic data on all operating stations & networks (including rates); complete tabulation of applications for new stations, detailing principals involved, facilities requested, etc. (and starting new series of weekly Addenda); list of all new-station grantees (with reported starting dates); directories of TV set & tube manufacturers, transmitter & studio equipment makers, film & live program suppliers, community antenna systems, theatres equipped for TV, FCC personnel, legal & engineering consultants, etc., etc. One copy goes to each *full-service* subscriber. Extra copies, if pre-print orders for 20 or more are placed by Jan. 3, cost \$1.50 each; single copies, \$3.

**Telecasting Notes:** NBC-TV's rate of compensation to affiliates has been revised to reduce number of "free hours" required (now 24 per month) in accordance with amount of commercials carried by stations. Details weren't released following Chicago meetings this week between stations committee headed by WRGB's Ray W. Welpott and NBC group headed by financial v.p. Joseph V. Heffernan—but NBC president Joseph McConnell said arrangement was worked out "harmoniously and in a businesslike way" and WTMJ-TV gen. mgr. Walter J. Damm called it a "complete understanding of each other's problems in the growing TV industry" and said it "will benefit us both" . . . Difficulty of new TV stations in getting national business via networks regarded in some quarters as compounding value of basic network affiliations; networks are selling hard as they can, but advertisers aren't expanding hookups as fast as new stations come on the air and are linked—due to TV's higher costs . . . Not many 200-station TV networks, as in radio, are envisaged as saleable, even when TV is full-blown, but rather "basic networks" comprising 60 or so top markets, with the supplementaries unlikely to earn very much from network affiliations . . . CBS-TV signs Ben Hecht, stage and screen dramatist, to create series of new weekly shows, which he will personally supervise; he's second Pulitzer Prize winner to be signed for TV, playwright Robert Sherwood having recently contracted to write 9 original plays for NBC-TV . . . General Teleradio (Tom O'Neil) reported tabling plans to form "film network" by having stations, including its own 3 (WOR-TV, WNAC-TV, KHJ-TV), finance it cooperatively—but hopes to revive project after a while; this was job to which ex-WOR chief Ted Streibert was assigned before he recently resigned . . . "America's most graphic and exciting contribution to British TV at the moment is the stirring NBC film *Victory at Sea*," re-

ports London correspondent of *New York Times*, who adds that it's being "widely acclaimed"; 26-week series also being carried on Canadian Broadcasting Corp.'s 2 stations . . . Employment of cameramen is increasing nationally, thanks to TV, and taking up drop in film studio jobs, says Herb Aller, business agent of International Cameramen's New York local, who adds: "TV provides real stability today; without TV things would be quite bleak" . . . National Lutheran Council, 50 Madison Ave., New York City, issues 31-p. report listing all religious programs on TV & AM networks, along with praise for TV-radio for cooperating with churches to improve quality of religious programming . . . Good idea for others in TV-radio to emulate: Fred Finney, news editor, KTUC, Tucson, Ariz., urging his listeners to send Christmas cards to Wm. N. Oatis, the AP correspondent being held prisoner in Czechoslovakia; send them care U. S. Embassy, Prague . . . Perieira & Luckman, architects who designed CBS's Television City in Hollywood, drawing plans for new KEYT, Santa Barbara, Cal., Channel 3 outlet due on air next May and headed by Harry C. Butcher, ex-CBS Washington v.p. and wartime naval aide to Gen. Eisenhower, and Colin B. Selph, ex-manager, KDB . . . CBLT, Toronto, adding program hours beginning Xmas week, starting daily at 5:30 and running to 11 p.m., "with the exception of a break during the dinner hour" . . . Mobile's WKAB-TV (Ch. 48), due on air end of year, has set \$200 hourly rate, \$20 for 1-min., \$15 for 20-sec., is represented by Forjoe . . . WHEN, Syracuse, has increased power to 50 kw, operating from new 557-ft. tower, expects to reach 190 kw early next year . . . WCBS-TV, New York, adds hour to weekday morning schedule by signing on with *News & Previews* at 7:50, starting Dec. 29; only other local TV station on air that early is WNBT, signing on at 6:55 or just before Dave Garroway's 7-9 a.m. *Today*.

**Network Accounts:** Twentieth Century-Fox buys hookup of 4 ABC-TV stations (WJZ-TV, WFIL-TV, WENR-TV, WXEL) for premiere of *Stars & Stripes Forever* at Roxy Theatre, New York, Mon. Dec. 22, 8:30-9, with film repeat on WXYZ-TV, WAAM & WLTV Wed. Dec. 24, 8:30-9, thru Charles Schlaifer & Co. Networks climax TV-radio campaign of more than 80 spots on WJZ & WJZ-TV Dec. 15-22. Spot campaigns are also planned in other cities . . . Bristol-Myers Co. (Ipana) drops *Break the Bank* on CBS-TV, Sun. 9:30-10, replaces it with comedy show in same time starting Feb. 8, starring Ken Murray and Alan Young, alternating. Ipana also has replaced Clorets as co-sponsor of *Jackie Gleason Show* on CBS-TV starting Jan. 3, Sat. 8-9 p.m.; other sponsors are Schick (electric shavers) and Thomas Leeming Co. (Silk 'n' Satin lotion). Agency is Doherty, Clifford, Steers & Shenfield . . . Bauer & Black (Curad bandages) will co-sponsor *Twenty Questions*, starting Jan. 2 on DuMont, Fri. 10-10:30 p.m., thru Leo Burnett . . . Fram Corp. (auto filter) plans first use of TV early next spring with 15-min. travel film, *Vacationland America*, starring John Cameron Swayze & family on NBC-TV, thru Van Sant, Dugdale & Co. . . . Pabst Sales Co. (Blue Ribbon beer) substitutes *Christmas Eve Musicale* for its boxing bouts Dec. 24 on CBS-TV, one night only, Wed. 10-11 p.m. . . . Gobels Brewing Co. & Miller Brewing Co. will share sponsorship of Detroit-Los Angeles pro football playoff game on DuMont, Dec. 21, Sun. 1:30 p.m.; Gobels agency is Brooke, Smith, French & Dorrance and Miller is Mathisson & Assoc. . . . Adam Scheidt Brewing Co. (Valley Forge Beer & Rams Head Ale) to sponsor Philadelphia's *Mummers Parade* Jan. 1 on hookup of WCAU-TV, originating, and WGAL-TV, Lancaster, thru Ward Wheelock Co., Philadelphia . . . Liggett & Myers Tobacco Co. (Chesterfields) sponsors *Dagnet* weekly, starting Jan. 1 on NBC-TV, Thu. 9-9:30 p.m., dropping alternate-week sponsorship of *Gangbusters*.

HARRIS subcommittee's mild report on TV-radio "morals" doesn't mean that Congressmen have abandoned the idea of further headline-producing probes of programming. Nor does it mean threat of censorship legislation is permanently ended. Report by 7-man subcommittee of House Interstate & Foreign Commerce Committee this week urged that investigation be "continued and expanded" in next session of Congress. Amplifying this recommendation, chairman Oren Harris (D-Ark.) told newsmen his group believes new probe should cover:

(1) Problems posed by increasing use of film on TV; what type of controls, if any, are required on subject matter of TV films. (2) On-the-spot checks of TV-radio programming in various parts of country, with Congressmen monitoring programs on the scene, unannounced.

Both Chairman Harris and subcommittee report took issue with witnesses who said Congress had no right to legislate controls over subject matter of TV-radio. Congress has right to institute limited controls, report said, but subcommittee fears "potential evils" inherent in such action. Report also recommended "further study and consideration" of FCC Chairman Walker's suggestion for licensing of networks (Vol. 8:49).

Subcommittee report also: (1) praised NARTB and industry for adopting self-regulating TV code; (2) urged industry to be more zealous in guarding against offensive program matter; (3) accused TV-radio of devoting too much time to crime programs; (4) praised broadcasters and liquor manufacturers for keeping whiskey ads off the air, but warned against "poor taste" in beer and wine commercials.

General Motors and Willys-Overland will sponsor coronation coverage, both TV-radio, on NBC & CBS, respectively. Plans for telecast are still indeterminate, probably will consist of films flown over after event.

**E**DUCATIONAL "sleeper" may be in making by St. Louis Educational TV Commission, non-profit corporation composed of local educators and community leaders which is preparing to apply shortly for Channel 9. Assuming quick grant of non-commercial educational vhf allocated to St. Louis, and sparkplugged by St. Louis manufacturer Raymond Witteoff, station could go on air by early spring and perhaps precede grantees KUSC-TV in Los Angeles (Channel 28) and KUHT in Houston (Ch. 8) as first educational outlet.

Witteoff, who is member of Dr. Milton Eisenhower's National Citizens Committee for Educational TV (Vol. 8:48), tells us application had been delayed until all financing and equipment were assured, said these should be buttoned up early next week. Financing will be handled privately, he said, with Ford Foundation contributing \$100,000. Programming will be cooperative—the product of 16 school systems in area, which will pitch in to pay 50% of costs. Other 50% will be met by gifts from corporations and foundations and smaller gifts from citizens.

Counsel for project is Malcolm Martin, brother of Federal Reserve Board chairman William McChesney Martin, contributing legal services gratis. Board is headed by Dr. Arthur H. Compton, Washington U chancellor. Members include Rev. Paul C. Reiner, president of St. Louis U; Philip Hickey, St. Louis supt. of schools; Mr. Witteoff, and other leading local citizens.

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Finance division of California educational conference, at meeting in Sacramento Dec. 15-16, recommended that State advance each educational TV station money for construction, with formula for repayment on basis of ability to pay and all operating costs to be financed locally. Biggest educational conference held thus far, with 2000 delegates, recommended study looking into possibility of relocating State's remaining 7 educational allocations to avoid duplication of coverage. All are uhf save San Francisco-Oakland's Channel 9 and Sacramento's No. 6, others being San Diego, No. 15; Fresno, No. 18; San Bernardino, No. 24; San Jose, No. 54; Stockton, No. 42.

Other educational TV developments this week: (1) E. Arthur Hungerford, General Precision Labs' TV commercial mgr. and prewar NBC-TV engineer, given leave of absence to be consultant to Joint Committee on Educational TV. (2) Ford Foundation offered \$100,000 grants each to Atlanta board of education and Pittsburgh's Allegheny Council on Education. (3) Newly-formed film exchange, Educational Television & Radio Center (Vol. 8:49), set up temporary headquarters at 134 So. La Salle St., Chicago. (4) American Civil Liberties Union, in letter to FCC, urged Commission to deny grants to educational applicants which indicate they would bar or restrict discussions of controversial public issues. (5) Ohio State U announced it will apply for uhf Channel 34 in Columbus shortly after Jan. 1. (6) Educational conference scheduled for Jan. 9 in Olympia, Wash.

Westinghouse's Stratovision equipment, used several years ago in series of exciting experiments, was presented to Texas A. & M. this week by alumnus C. E. (Chili) Nobles, Westinghouse engineer who developed system. Equipment comprises transmitter and power supply. System involved TV transmissions from plane flying in small circle 4-5 miles above earth, giving vast coverage. Westinghouse pushed system during one phase of allocations proceedings, but FCC concluded that it would require too many channels to cover country, depriving many cities of local stations. However, end-of-freeze decision said Commission "will consider requests for experimentation" in 792-890 mc band. Despite FCC turndown, Westinghouse feels experiments were valuable from propagation standpoint, says data has been given to Defense Dept.

**H**AS THE FCC SET new precedent by permitting Portland's KOIN to amend application to reflect change in 43.5% ownership after competitive hearing had officially begun (Vol. 8:50)? This question had Washington lawyers and many of FCC's own legalists pondering this week, as Commission issued opinion explaining why it brushed aside advice of its own Broadcast Bureau, ruling of examiner Elizabeth Smith and objections of competing applicant KGW, and permitted KOIN to stay in hearing for Portland's Channel 6.

Commission maintained in its opinion that: (1) Although Ralph Stolkin, Edward G. Burke and Sherrill C. Corwin sold their 43.5% holdings in KOIN (Vol. 8:45, 47), change in application was not "substantial" because company's original stockholders now hold about 87% of stock and remaining 13% is held by 25 employees. (2) Applicant had "good cause" to amend because it was faced with "fait accompli" by retirement of 3 stockholders. (3) KGW shouldn't suffer "undue hardship" since amendment was filed 16 days before testimony was due to be taken on Channel 6 case, which should have given KGW ample time to familiarize itself with new facts in case.

Dissent of Comrs. Walker and Hennock charged majority "stretched 'good cause' to such an extent as to cause the requirement to lose much of its former significance." They expressed fear "Commission's action will open a veritable 'Pandora's box' of difficulties in future hearings." A high member of Commission staff called it "one of the most significant decisions in many a moon," and added:

"If this is carried to its logical conclusion, it means no applicant for a contested channel will know whom he's bucking until the hearing record is closed." Other lawyers argued KOIN ruling was merely isolated action by Commission and "the next time it might do exactly the opposite." KGW has 30 days to ask Commission to reconsider. Meanwhile, Channel 6 hearing has been postponed until mid-March.

Conclusions about satellite operation, submitted to FCC by Sylvania on basis of June-October experimentation with KG2XDU (518-524 mc) in Emporium, Pa.: "(1) Unattended satellite operation in the uhf band is feasible if daily checks are made on the operation of the transmitting equipment. (2) To provide acceptable service to the entire community of Emporium, more effective radiated power is desirable or the transmitter should be located within Emporium." Station rebroadcasts signals of WJAC-TV, Johnstown, 90 miles away. Until WJAC-TV increased power to 70 kw, received signal was 200 uv/m—a relatively poor level to rebroadcast. With 70 kw, received signal jumped to 1500 uv/m—"a decided improvement." In summer, uhf signal dropped substantially, possibly due to foliage. Tilting antenna down 7 degrees didn't help. Sylvania plans to double ERP soon and place a Channel 82 station (878-884 mc) in operation in center of town. Company devoted 2472 man-hours to project during period, spent \$10,613.

Tough break for KSL-TV, Salt Lake City, came Dec. 5 when 100-mile gale toppled its new 330-ft. tower and antenna atop 9425-ft. Coon Peak, highest transmitter location in country. Station had old facilities in city operating in 8 minutes. Mishap came only a month after operations began at mountain site. Setup will be rebuilt next spring when weather permits, probably with 150-ft. tower. Station is so hard to reach that cable car is used part way. City's other station, KDYL-TV, operate from new site on 8700-ft. Mt. Vision.

"Hamlet" becomes soap opera in first TV serialization of Shakespeare, scheduled to begin 2-week run Jan. 5 on WABD, New York, 11:45-noon daily. Titled *One Man's Experience*, sustainer will have cast of one—actor Jack Manning, using bare stage, few props.

**'MOST WANTED PRODUCT IN THE AMERICAN HOME':** Running through year-end statements of industry leaders, already released or soon to be released for publication, is clear note of confident optimism -- nicely summed up in the remark of Westinghouse's TV-radio operations manager F.M. (Tod) Sloan:

"TV is the most wanted product in the American home today."

While retail trade may have diminished on eve of Christmas and by reduction of stocks in anticipation of new lines and new models due in January -- judging from scattered reports, notably Retailing Daily's bearish sizeups of the well-saturated New York and Los Angeles situations -- over-all condition of the business is still good. And the trade outlook is particularly bright in newly-opening TV areas.

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Looking over whole electronics industry, GE's Dr. W.R.G. Baker, v.p. & gen. mgr. of Syracuse electronics division and perennial director of RTMA's engineering dept., forecasts a record 1953 on several counts, namely:

(1) More than 200 TV stations in operation by end of year [it's 120 now] when total of post-freeze CPs should be 400, these spending some \$200,000,000 on transmitters, antennas and studio equipment alone. Plenty of uhf by then, too.

(2) More than 6,500,000 TVs produced and sold -- possibly even as many as record 7,355,000 of 1950. About 7,500,000 home & portable radios, up 10% from 1952.

(3) Continuing trend to larger picture sizes -- with more 21, 24 & 27-in. in aluminized versions. Advances in development of color picture tubes. Klystron for uhf transmission and special new tubes for uhf reception, as well as new tubes for radar and computers. (GE estimates own tube activities up 25% from 1952.)

(4) Continued high level of military electronic output, up in dollar volume from presently estimated \$4 billion a year rate.

(5) Germanium devices -- including transistors, rectifiers and diodes -- in large-scale development & production. Exceedingly heavy demand for germanium diodes for uhf converters. Small germanium rectifiers for many industrial applications.

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GE president Ralph Cordiner reported this week that his company is working on "foolproof" plan to coordinate production [of all appliances] with retail sales next year. He observed: "This time we're going to watch that inventory." For 1952, he said GE sales of TVs, radios & home appliances will be down about 10% from 1951, which he attributed to overproduction in first half. But he was optimistic about 1953 prospects, announced that 30% more will be spent on advertising.

Westinghouse president Gwilym Price, sharing Cordiner's optimism for 1953, didn't pinpoint TV-radio-appliance trade for any increase but did note that consumer purchasing power is higher and stated: "In our business, that generally means a lively demand for electrical appliances, TVs and radios."

Motorola's Robert W. Galvin foresees lower production costs, lower consumer prices ahead, with that mighty mite -- the transistor -- simplifying the output lines next year. He estimated TV production and sales at 6,500,000-7,000,000 sets, with nearly all gobbled up in old and new markets and replacements.

Westinghouse's Tod Sloan gave same figure as Galvin, added second-set market as 1953 prospect, forecast 50,000,000 sets-in-use by 1958, served by 2000 stations.

Emerson's Benjamin Abrams sees new educational TV stations in 1953 creating new sales markets in schools, hospitals, institutions. Long-range, he forecast 1958 will see 40,000,000 sets-in-use and annual replacement market by then of 8,000,000.

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Surge in TV production week ended Dec. 12 was reported by RTMA, the 203,680 total (11,339 private label) running only slightly under year's best week of 205,957

Oct. 31 (Vol. 8:45). It was 50th week of year, brought cumulative to 5,870,000. Factory inventories also went down nicely -- to 93,297 from 104,864 week preceding.

Radios went to year's peak -- 269,640 (97,997) from 229,152 the week before. Inventory went up to 178,824 from 156,942. Week's radios were: 93,369 home models, 41,843 portables, 62,494 clock, 71,934 auto.

**Topics & Trends of TV Trade:** Webster-Chicago will be merged into Emerson Radio shortly, if stockholders of both companies approve plan recommended by their boards whereby Emerson will issue 337,500 shares of capital stock in exchange for the 450,000 shares of Webster-Chicago outstanding (or 75 for 100). Emerson's present outstanding shares total 1,935,187. Webster's record-changer and wire-recorder businesses would be continued as a division of Emerson.

F. Eberstadt & Co. and Shillinglaw, Bolger & Co. negotiated the merger and have been appointed managers. Announcement was made jointly Dec. 16 by Emerson president Benjamin Abrams and Webster-Chicago president R. F. Blash. Chicago firm recently elected Zenith Radio production v.p. Donald McGregor as president, but he resigned and returned to Zenith after only a few weeks in office. Its last financial report shows net loss of \$607,118 on sales of \$11,795,000 for 9 months ended Sept. 30. For all 1951, firm showed net profit of \$457,635 (\$1.01 a share) on sales of \$17,971,469. Emerson earned \$1,005,359 in 39-week period ended Aug. 2, its latest report, which doesn't show total sales, as against \$3,039,943 in corresponding 1951 period. In fiscal 1951, ended Oct. 31, its net profit was \$3,592,397 on sales of \$55,797,963.

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Prices on RCA line of 22 new models, subject to possible last-minute changes and due to be quoted to dealers at first meetings with distributors in New York, Newark and Philadelphia Dec. 26: 17-in.—maroon metal table, \$200; auburn metal table ensemble, \$230; mahogany open console \$260, blonde \$270. 21-in. standard—table, \$260; table ensemble, \$280; mahogany console \$330, blonde \$340; mahogany open console \$360, oak \$370 & \$390, maple \$380; mahogany half-door \$400, oak \$420; full-door console in red cherry, maple, mahogany or walnut, \$430; mahogany half-door combination \$525, oak \$550; mahogany & walnut full-door combination \$595. 21-in. deluxe—mahogany table \$350, oak \$365; mahogany open console \$395, oak \$415; mahogany half-door console \$465, oak \$485; full-door console in mahogany & walnut, red cherry or natural cherry \$495, natural walnut or oak, red cherry & maple \$525; mahogany combination \$795. 27-in. deluxe—mahogany half-door console \$650, oak \$675. Three carryover models are the 21-in. combinations, as reported in Vol. 8:50.

Higher prices, heavy demand, bigger picture tubes. That's sizeup by Crosley v.p. Leonard F. Cramer of TV prospects for 1953 in special article in Dec. 16 *Retailing Daily*. He predicts total industry output of 6,500,000 next year, broken down into these tube sizes: 17-in., 20%; 21-in., 67%; 24-in., 11%; 27-in., 2%. "Picture tubes may well prove to be the bottleneck," he says, pointing out that it takes nearly twice as long to build a 21-in. tube as a 17-in. "As far as retail prices are concerned," he adds, "the only direction they can logically move is up."

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November TV sales in Canada, as reported by Canadian RTMA: 25,431 units at retail value of \$10,932,198. Sales for first 11 months of 1952 were 119,271, worth \$53,153,672. Toronto-Hamilton led again with 38.7%, Montreal, 29.4%, Windsor 11.8%, Niagara Peninsula 10.7%. Factory inventory totaled 4828 as of Nov. 31. Cumulative sales of Canadian-manufactured TVs to that date were 197,709 valued at \$90,667,697.

Trade Miscellany: Fair trade practice recommendations for TV industry (Vol. 8:44, 46) will be submitted to Federal Trade Commission next week by FTC attorney Paul H. Butz, with public hearing date to be set after approval by commissioners . . . Warwick Mfg. Corp. buys 200,000-sq. ft. curtain-making plant of Marshall Field at Zion, Ill., will convert it to TV-radio manufacture for occupancy by spring . . . Magnavox wins permanent injunction in Los Angeles Superior Court against use of its brand name by Frederick Herbst, trading as Giant TV . . . Admiral's distributors to show salesmen new 2-reel training film titled *Lines and Fines*, covering TVs; others to follow will cover various appliances.

OPS creates 5-member committee to expedite handling of applications for price increases from individual businesses still under controls. Companies are eligible for price increases when their earnings fall below 85% of their average earnings during best 3 of years between 1946-49.

John H. Cashman, president of Radio Craftsmen Inc., Chicago TV-radio manufacturer, and L. L. Cashman are principals in new Hi-Fidelity Mfg. Corp. being set up in 50,000-sq. ft. factory at 2501 Belvidere Rd., W. Palm Beach, Fla., to make AM & FM tuners, amplifiers and TV chassis.

GE adds 3 new table models to line—one 17-in. with wood cabinet, \$200, and two 21-in. "Ultra Vision" sets, \$330 in mahogany veneer and \$350 in native black cherry panel cabinet.

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Disposition of Tele-tone Radio Corp.—whether to Pacific Mercury, California Eastern Airways or Regal Electronics, the first 2 having submitted amended offers—wasn't finally decided upon at this week's Chapter X hearing in Newark Federal court, but it was agreed that Bayway Terminal plant in Elizabeth should be abandoned. Judge Hartshorne found Pacific Mercury and Eastern Airways plans fair and equitable, set Jan. 6 for hearing on confirmation of one or other, subject to SEC approval. Both firms propose to move Tele-tone equipment, use facilities to expand own operations, and have stated they are considering eastern branch factories.

Freed Radio Corp. will pay creditors 100% under Chapter XI of bankruptcy act under arrangement confirmed by referee John E. Joyce in N. Y. Federal court this week. Payment of 50% will be paid in installments which start after one year and consists of four 2½% payments quarterly and 5% quarterly thereafter; remaining 50% will be liquidated in first preferred capital stock to be retired out of net earnings after all payments have been made.

### Bound and Indexed

We will index and bind, between embossed book covers, a limited quantity of all 1952 issues of the *Television Digest Weekly Newsletters*, plus the *Final Television Allocation Report*, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken only until Jan. 5. Price: \$25 per volume.

**Trade Personals:** Willard E. Henges, president of Graybar, appointed to advisory committee of Chase National Bank's Grand Central Branch . . . A. D. Hammond, Atlanta district mgr., and J. W. Frazier, Kansas City district mgr., elected to Graybar board of directors . . . Wm. Balderston, Philco president, awarded 1952 plaque of Philadelphia Society of Industrial Realtors for "outstanding contribution to industrial development in the metropolitan area" . . . Donald F. McClure, asst. v.p., New York Telephone Co., elected president of New York chapter, Armed Forces Communications Assn., succeeding T. L. Bartlett, RCA . . . G. W. Duckworth promoted to mgr. of RCA tube dept. equipment field sales force, reorganized with J. W. Kirschner heading new eastern district, headquartering in Harrison, N. J.; L. D. Kimmel, central district, Chicago; C. R. Klinger, western district, Los Angeles; J. H. Mosher, interdepartmental district (servicing all equipment-mfg. depts.) . . . R. H. Siemens promoted to RCA kinescope equipment sales mgr., J. T. Wilson to mgr. of receiving tube equipment sales . . . Erik Isgrig, ex-Earle Ludgin & Co., named adv. director, Zenith Radio . . . Henry Browe resigns as Admiral radio sales mgr. . . . Paul B. Wilson promoted to purchasing agent for Raytheon equipment mfg. div. . . . Jerome Pinzur named commercial service mgr., CBS-Columbia . . . M. J. (Mike) Ranalli, ex-RCA field rep, appointed national field sales mgr., DuMont receiver div. . . . W. W. MacDonald, executive editor of *Electronics Magazine*, appointed editor . . . Robert J. Clarke, ex-WHAM, named sales promotion mgr. of Stromberg-Carlson sound div. . . . Kenneth H. Rockey, president, Arma Corp., named to board of parent American Bosch; he's also director of British Industries Corp.

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RTMA appoints following committee to survey "all aspects" of subscription TV: Paul V. Galvin, Motorola, chairman; Dr. W. R. G. Baker, GE; Max F. Balcom, Sylvania; H. C. Bonfig, Zenith; John W. Craig, Crosley; Dr. Allen B. DuMont; J. B. Elliott, RCA; Larry F. Hardy, Philco; H. Leslie Hoffman, Hoffman Radio; Leslie F. Muter, Muter Co.

Richard A. Graver, Capehart-Farnsworth v.p. since he left similar position at Admiral about year ago, onetime RCA war contract executive, has been appointed v.p. & director of marketing of Hallicrafters Co. in charge of all merchandising, marketing and advertising.

Arthur B. Tuttle, 56, who joined RCA Communications in 1920 and rose to treasurer of parent RCA, retiring in 1949, died in New York Dec. 15.

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Jockeying among applicants goes on at great rate—new ones jumping on channels of apparently weak competitors, old ones shifting channels to avoid competition, others joining forces to eliminate contests, still others dropping out of races entirely. This week saw several examples of last: R. E. Chambers pulled out of competition for Channel 6 in Wichita Falls, leaving field to Wichita Falls TV Inc.; Tulsa Broadcasting Co. dismissed, and KGBX remains sole applicant for Channel 3 in Springfield, Mo.; KJCF, Festus, Mo., dropped bid for Channel 14, leaving Ozark TV Inc. seeking the channel.

ABC is co-defendant in \$1,525,000 libel suit filed Dec. 17 in N. Y. Supreme Court by *New York Post* and editor James A. Wechsler, contending Walter Winchell falsely spread report that Wechsler, who resigned from Young Communist League in 1937, was still a Communist, and that *Post* was disloyal to U. S. Other defendants: Winchell, Gruen Watch Co., Hearst Corp., King Features Syndicate. Plaintiffs' counsel is Simon Rifkind, ex-Federal district judge.

**Electronics Reports:** Steel famine should be just about over by second quarter 1953. DPA checked probable supply and demand this week and came up with that prediction. Steel allocations in consumer goods field, DPA said, will be about 16% higher than third quarter 1952—and, in fact, the highest since beginning of CMP. Those manufacturers of TV-radio and other consumer goods who receive allocations on "base period" basis are scheduled to get, in second quarter, about 70% of the steel they used during base period (average quarter of first-half 1950 or last-half 1949).

Copper and aluminum will continue to be relatively short during second quarter, DPA announced, and will be rationed to civilian users at approximately current rate—50% & 55% of base period usage, respectively. For much of TV-radio industry, this news is not so hard to take, since steel has lately become limiting material factor in production. Some antenna manufacturers, however, have been hit quite hard by scarcity of aluminum at a time of vastly expanded market for their product.

Even for first quarter, steel picture no longer looks too grim. Some TV-radio manufacturers may feel pinch, to be sure. But while it originally appeared first quarter rations would be stingiest to date, flow of supplemental steel allocations to NPA Electronics Div. has brought some improvement. Division originally was allotted some 36,000 tons to parcel out to electronics industry for first quarter. For TV-radio manufacturers, this would have meant about 30% of base period usage. Responding to appeals by division chief Richards W. Cotton, DPA coughed up additional steel amounting to about 20,500 tons in various shapes and forms—including extra 3000 tons of sheet and strip allotted to division Dec. 18.

Electronics Div. will ration supplemental steel on basis of new applications from manufacturers who need the extra metal. Those TV-radio manufacturers who apply for supplemental allocations for first quarter will be entitled to about 50% of their base period steel usage. While this isn't tremendous amount, it's a comfortably far cry from the 30% originally allotted to them.

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Horace B. McCoy, Commerce Dept. career man well known in electronics industry because of his active interest in its problems as NPA asst. administrator and as director of Commerce Dept.'s Office of Industry & Commerce, this week was named acting administrator of NPA, succeeding \$1-a-year-man Richard A. McDonald, former executive v.p., Crown Zellerbach Corp., who returns to private business. Meanwhile, defense mobilizer Henry H. Fowler announced he will remain in office until new Administration takes over, changing plan to quit Jan. 1.

Electronics Production Board—high-level policy-making body which coordinates Uncle Sam's military electronics production program—is explained by chairman Richards W. Cotton in Nov.-Dec. issue of *Signal Magazine*, published by Armed Forces Communications Assn., 1624 I St. NW, Washington.

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"Not expendable" was RCA's decision on the 60 portable radios it loaned Eisenhower headquarters in New York's Commodore Hotel during recent campaign. Only 8 had been returned up to early this week, so bulletin board carried notice from headquarters press aid James Lambie, suggesting politely but pointedly: "RCA was doubtless taking the calculated risk and expected a certain attrition, but an 89% loss is perhaps a little high."

Siam, planning 2 TV stations, reportedly has signed contract with British Marconi for all equipment and installations.

**M**IAAMI AREA produced 2 applications for Channel 7 this week, assuring competitive hearing for the Niles Trammell project that brought together rival applicants *Miami News* (WIOD-Cox) and *Miami Herald* (WQAM-Knight) into combined application last week (Vol. 8:50). Rumors also persisted that WINZ, Hollywood, Fla., and George Storer's WGBS, Miami, now applicant for Channel 10, may also file for Channel 7.

New Miami applicants are Jack G. Stein, Miami TV-radio-appliance distributor and owner of Atlanta printing business, who filed Friday following one earlier in week by partners Mel Foster, builder, and Harold Hoersch, attorney, both of Davenport, Ia.

Eager quest for Pittsburgh area's Channel 4, opened up by reason of its allocation to Irwin, Pa., was pointed up this week when KQV, now 45% owned by CBS, applied and when WCAE, Hearst-owned, amended its Channel 11 application to ask for Channel 4. With last week's application by WLOA, Braddock (Matta), hearing competitors thus far number 3.

Another case of rival applicants getting together for single channel appeared in this week's application of Badger Television Co. for Channel 3 in Madison, Wis. It's joint venture of WIBA and Television of Wisconsin Inc., previously competitive applicants.

Vhf applications dominated among the 12 filed this week, others being for Billings, Mont., where Channel 2 is sought separately by KOOK and by partnership of publisher Robert S. Howard & banker Robert G. Hemingway; Ogden, Utah, Ch. 9, by KLO-*Ogden Standard-Examiner* interests (A. L. Glassman and family); Beckley, W. Va., Ch. 6, by WHIS-*Bluefield Telegraph*.

Uhf applications were for San Francisco, Ch. 20, by manufacturer Lawrence A. Harvey, who is also seeking stations in Los Angeles and Salem, Ore.; Belleville, Ill., Ch. 42, by WIBV; Memphis, Ch. 42, by partners J. Frank Gallaher, Loren M. Berry & Ronald B. Woodyard, who already have grant for WONE-TV, Dayton, O.; Richmond, Va., Ch. 29, by John J. Laux group which has, among other radio interests, control of new WFPG-TV, Atlantic City.

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

Agreement between 4 TV networks on allocation of time on AT&T's coaxial-microwave circuits has been reached for first quarter 1953, despite ABC-TV's refusal to extend formal 4-network pact which has been in force for last 2 years (Vol. 8:48). ABC says rules covering assignment of networking facilities discriminate against smaller networks, wants AT&T to take responsibility for making time allocations. Even though pact hasn't been extended for 1953, first quarter allocations were accomplished smoothly, with conflicts arising over only 4 half-hour time periods. To resolve these, NBC gave up claim to 2 segments, CBS 1, ABC 1.

New Year's Day Bowl games will be fed to networks from Los Angeles, Miami, New Orleans and Dallas. To permit transmission of latter 3 to west coast, AT&T will place in use its second permanent westbound circuit and employ a "maintenance" or "protection" circuit temporarily. Meanwhile, AT&T is striving to keep ahead of new stations. Roanoke was added last week, making network service available to WSLs-TV, and AT&T is prepared to link virtually all close-up stations located near existing microwave or coaxial facilities.

Orlando-Tampa coaxial will be placed in use for telephone Dec. 21, will be equipped to handle TV at future date—presumably when Tampa-St. Petersburg stations are ready to get on air.

FCC proposal for lighting and marking of guy wires of high TV towers (Vol. 8:46, 50) ran into strong opposition from telecasters, grantees, tower manufacturers and engineers. Nearly all of the score of comments filed with Commission objected to plan to require spherical markers and lights at intervals on guy wires of towers over 500 ft. high. Conference on lighting and marking proposals was requested by Assn. of Federal Communications Consulting Engineers and several applicants and grantees. NARTB suggested action be deferred on guy wire proposals "pending evaluation of experience gained in pioneer structures," called attention to experiments in high-intensity daytime lighting now being conducted by WFAA, Dallas, in cooperation with CAA (Vol. 8:45). Petition of Air Transport Assn. also directed Commission's attention to WFAA experiments.

Initial decision in Denver Channel 7 case, FCC's first post-freeze hearing, should come in January; competitors are Aladdin Radio & TV Inc. (KLZ group) and Denver TV Co. (Wolfberg Theatres group). Examiner James Cunningham, in resuming Channel 4 hearing Dec. 16 (and recessing it until Jan. 13), said he wouldn't wait to render both decisions at same time, hoped he could decide Channel 7 case in January. Channel 4 contest between Metropolitan TV Co. (KOA-Bob Hope) and KMYR has been delayed by illness of KMYR principal A. G. Meyer.

Oral argument on ABC-UPT merger would have been set for Dec. 22, instead of Jan. 5 (Vol. 8:50), except that some commissioners said they needed "more time for preparation." Since Commission itself has repeatedly urged utmost haste upon all parties, delay came as considerable surprise. In response to Commission's pleas, examiner Leo Resnick had for weeks labored 7 days a week to produce his initial decision. Until argument was scheduled for Jan. 5, chances for final decision by Christmas were considered excellent.

CP for highest power yet granted isn't 540 kw received by John Poole's uhf KPIK (Vol. 8:50). WBRE-TV, Wilkes-Barre, Pa., is authorized 1000 kw; WSGN, Birmingham, was granted 1000 kw this week, and WNOK-TV, Columbia, S. C., has CP for 680 kw. KPIK's height above average terrain is 2930-ft.; other two are 1220-ft. and 590-ft., respectively. Several uhf applicants ask 1000 kw.

Eight more power increases for pre-freeze stations, all to 100 kw, were granted this week: WCCO-TV, Minneapolis; KEYL & WOAI-TV, San Antonio; WBTV, Charlotte; KMTV & WOW-TV, Omaha; WBZ-TV, Boston; KRLD-TV, Dallas. This makes 17 such grants, which are in addition to increases authorized for stations required to shift channels.

### 1953 AM-FM Station Directory

All subscribers to the full TV-AM-FM services of *Television Digest* will, in mid-January, receive copies of our *1953 AM-FM Station Directory*, revised to Jan. 1, loose-leaf, printed on single sheets so that changes and corrections may be added on opposite blank pages as they're reported in our weekly AM-FM Addenda. New directory lists not only all North American AM-FM stations by states and cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It's only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 10 or more are placed by Jan. 3, cost \$5.00 each; single copies \$7.50.

# Television Digest

with **ELECTRONICS** REPORTS

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December 27, 1952

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**122 ON AIR NOW, MAYBE 22 MORE BY FEB. 1:** This week ended with exactly 122 stations on the air -- and it looks like there might be as many as 5 more by New Year's Day. In other words, the 1952 crop of post-freeze stations actually on air could bring total to 127, not counting Canada's 2 (in Toronto & Montreal) and the one on Mexican border at Matamoros, opposite Brownsville, Tex.

There were 3 new ones this week -- in Atlantic City, York, Pa., South Bend, Ind., all rushing on air after uhf deliveries (for detailed story, see p. 4). And by Feb. 1, if we can take their word for it, there should be 17 more. The score:

New stations already in operation since first post-freeze grants of July 11 (with channels and starting dates): KFEL-TV, Denver, Channel No. 2, July 18; KPTV, Portland, No. 27, Sept. 18; KBTV, Denver, No. 9, Oct. 2; KDUB-TV, Lubbock, Tex., No. 13, Nov. 13; KTBC-TV, Austin, Tex., No. 7, Nov. 27; KGMB-TV, Honolulu, No. 9, Dec. 1; KROD-TV, El Paso, No. 4, Dec. 4; KKTU, Colorado Springs, No. 11, Dec. 7; KHQ-TV, Spokane, No. 6, Dec. 8; WSLV-TV, Roanoke, Va., No. 10, Dec. 11; KONA, Honolulu, No. 11, Dec. 17; WFBG-TV, Atlantic City, No. 46, Dec. 21; WSBA-TV, York, Pa., No. 43, Dec. 22; WSBT-TV, South Bend, Ind., No. 34, Dec. 22.

These stations are promised on the air momentarily, or by Jan. 1: KXLY-TV, Spokane, No. 4; KTSM-TV, El Paso, No. 9; WKAB-TV, Mobile, No. 48 (already running some preliminary low-power test patterns); WALA-TV, Mobile, No. 10 (equipment in and plans Jan. 1 start with preliminary low-power); WBRE-TV, Wilkes-Barre, Pa., No. 28 (reported all set for Jan. 1 debut).

[Editor's Note: Delay in getting Spokane's KXLY-TV on air is indicated in press-time report from manager Ed Craney. "RCA," said he, "sent us a Channel 13 transmitter instead of a Channel 4 and we have been in the process of rebuilding it on top of 6000-ft. Mt. Spokane. The job is not completed and heavy snows and icing have created many hazards..." He did not indicate now-expected on-the-air time.]

\* \* \* \*

These new vhf stations, not necessarily in this order, have stated they will be ready by Feb. 1--but there's many a slip and we suggest leeway of weeks or more: KOLN-TV, Lincoln, Neb., No. 12; KOPO-TV, Tucson, Ariz., No. 13; KVOA-TV, Tucson, No. 4; KELO-TV, Sioux City, S.D., No. 11; KDZA-TV, Pueblo, Colo., No. 3; KGKL-TV, San Angelo, Tex., No. 3; WLVA-TV, Lynchburg, Va., No. 13. There may be other "surprises".

These uhf stations, not necessarily in this order, have indicated they will be ready by Feb. 1 -- but there's even more likelihood of delays here due to slower deliveries of uhf equipment: WHUM-TV, Reading, Pa., No. 61; WICC-TV, Bridgeport, No. 43; WEEK-TV, Peoria, No. 43; WWLP, Springfield, Mass., No. 61; WJTV, Jackson, Miss., No. 25; WFMJ-TV, Youngstown, No. 75; WKBN-TV, Youngstown, No. 27; WAFB-TV, Baton Rouge, No. 28; WROV-TV, Roanoke, No. 27; WLEV-TV, Bethlehem, Pa., No. 51.

Then there's XETV, Tijuana, Mexico (near San Diego) whose Channel 6 Federal transmitter is now on delivery. For data on other upcoming stations, see p. 7.

**12 GRANTS—UHF FOR PITTSBURGH & BUFFALO:** Chalk up dozen more CPs this week (3 vhf) as FCC hikes total to 169 (46 vhf, 123 uhf). Commission dug further into both Group A & B priority lists -- to 139th Group A city, 180th Group B -- included 2 uhf to Pittsburgh, one more to Buffalo. As many or more grants are due next week, too.

The 3 vhf CPs went to: Boise, Ida., KIDO, Channel No. 7; Reno, Nev., KWRN, No. 8; Lawton, Okla., KSWO, No. 7.

The 9 uhf grantees: Bakersfield, Cal., KAFY, No. 29; Lafayette, Ind., WASK, No. 59; Muskegon, Mich., Versluis Radio & TV Inc., No. 35; Meridian, Miss., WCOC, No. 30; Buffalo, N.Y., Buffalo-Niagara TV Corp., No. 59 (city's 3rd uhf, including one educational); Watertown, N.Y., WWNY-Times, No. 48; Pittsburgh, Pa., J. Frank Gallaher, Loren Berry & Ronald B. Woodyard, No. 47, and Telecasting Co. of Pittsburgh, No. 16; Neenah, Wis., WNAM, No. 42.

\* \* \* \*

Sidelights on grantees: KSWO, Lawton, has RCA transmitter and antenna on hand, expects to be on air by April 1. Muskegon grantee Leonard Versluis once built WLAV-TV (now WOOD-TV) in nearby Grand Rapids, sold it to Bitner interests about 1½ years ago for \$1,400,000 (Vol. 7:19,38). KWRN, Reno, is owned by Kenyon Brown and Donald W. Reynolds, who individually and jointly have extensive radio, newspaper and theatre holdings in West & Southwest. They control grantee in Little Rock, Ark. and have several other applications pending. Reynolds holds grant for Ft. Smith, Ark.

Buffalo grantee, backed by banker Charles R. Diebold and air-conditioner dealer Joseph Davis, is sparked by attorney Vincent M. Gaughan, who was a top campaign manager for Sen. Kefauver. First Pittsburgh group has numerous radio interests, including grantee WONE-TV, Dayton, O., and several TV applications. Second Pittsburgh grantee is sparked by ex-WDTV staffers Donovan Faust and Larry Israel, backed by steelman Henry Oliver Rea (who owns part of WPOR, Portland, Me.) and attorney Thomas P. Johnson. WNAM, Neenah, is headed by banker and paper mill owner Samuel N. Pickard (no relation to the ex-Federal Radio Commissioner and ex-CBS v.p.).

Note: Pittsburgh grants are particularly noteworthy because that hilly city has always been pointed out as worst possible place for uhf. Yet it now has 2 uhf grants and a third application is pending.

[For detailed listings of week's CPs, with references to Addenda containing full data on principals, see TV Addenda 15-X herewith.]

**FEE-TV HEARING EXPECTED NEXT SPRING:** Long-simmering pay-as-you-look TV question, seen by some as a cause celebre, looks as if it will finally emerge from the fog of publicity into bright lights of FCC hearing room -- probably next spring.

Theatre-TV hearing resumes Jan. 26, may last several months. But after that the only two major rule-making subjects in prospect are pay-as-you-look and color. Which of these will come first -- assuming no hotter issue develops meanwhile -- is impossible to predict. Color is particularly speculative (see p. 3).

But boxoffice TV is gaining priority right along. Petition for hearing has been pending for some time. More and more FCC people feel matter should be thrashed out soon. Novelty seems to intrigue them.

Hearing should be a dilly, once it starts. Telecasting and manufacturing branches of industry have concluded subject is worth study -- both NARTB and RTMA appointing committees in last two weeks (Vol. 8:50-51). And the various subscription TV proponents have never let up in their drum beating, of course.

\* \* \* \*

Peculiar thing about upcoming hearing is that it won't necessarily be a struggle for choice of single system among the many techniques advanced. Big question is whether principle should be approved. If answer is yes, it's conceivable all systems can be authorized -- as long as they meet certain engineering criteria such as non-interference with other systems.

Sports promoters are bound to be among most vigorous proponents. They've said so. Movie producers, big and little, may see it as the best way of joining a medium they can't lick; if this is true, exhibitors will probably provide the most violent opposition -- unless they get very substantial cut.

Sponsors and agencies may or may not rise in opposition. At one time, Zenith claimed advertising would never support stations. Proved pathetically wrong, company now says boxoffice TV and sponsored TV can live side by side.

Politics won't be kept out of this fracas, of course. Congress will be subject to more than usual pulling and hauling. Ex-Sen. William Benton, whose Muzak organization once almost got pay-as-you-listen radio through FCC, hooks subscription TV onto his endorsement of educational TV -- as a rider. He and Zenith say that people will pay for education via fee-TV, but that claim apparently hasn't yet made much impression on educators themselves.

New stations in well-served vhf markets, particularly uhf stations, undoubtedly will be subject to lots of proselytizing, since they face major task of attracting audiences. Old stations, virtually all profitable, haven't evinced much interest yet. A couple of exceptions may be KTLA, Los Angeles, owned by a subscription proponent (Paramount's Telemeter), and WOR-TV, New York, which is working very closely with another (Skiatron).

\* \* \* \*

There are still only 4 major names in the subscription field:

(1) Phonevision. When first proposed, Zenith's system required telephone in home, and subscriber was to be billed by phone company. After several years of sniping by competitors, Zenith now says it can use virtually any technique. From publicity standpoint, Zenith is far and away most successful -- its president E.F. McDonald having learned at an early age how to garner publicity by provoking rest of the manufacturing and broadcasting industry.

(2) Telemeter. Owned 50% by Paramount Pictures, this system may soon be actually operating without need or benefit of the FCC clergy -- through an ingenious adaptation of community antenna system. Company plans shortly to feed system in Palm Springs, Cal., with movies, etc. from local theatre. This requires no FCC permission since it's all closed circuit. Telemeter's pictures are unscrambled when coins are fed to box beside receiver.

(3) Subscriber-Vision. Owned by Arthur Levey's Skiatron Electronics & TV Corp., system has been tested technically over WOR-TV, will soon be tested to determine public reaction and acceptance. Company is now negotiating with Smith, Kline & French pharmaceutical house and WOR-TV with object of experimenting with telecasts of surgery to be viewed only by some 10,000 New York doctors. Such experiments would, of course, be subject to FCC approval. Company also reports that sports organizations are interested, that it will report to NCAA convention next month.

(4) RCA has reported it has a system, said nothing more. In the absence of details, one can merely assume that if there's something important at stake RCA will be in thick of the fight.

And you may be sure others will get into the act when hearing comes.

**EMERGENCE OF COLOR TV STILL SPECULATIVE:** "When will color come up again?" -- meaning "When will FCC consider approving compatible color?" -- continues to be a common industry guessing game. And nobody, not even FCC, knows the answer.

When Commission authorized CBS system, it enunciated an "open door" policy towards compatible color, saying it would consider such system whenever industry was able to meet certain criteria. CBS system then dropped by wayside, and the industry redoubled its efforts to perfect compatible system to point FCC would be prepared to consider it. Has that point been reached? Or is it about to be?

It's probably not far off. Commission hasn't been falling over itself to start formal proceedings aimed at adoption of system. It has been waiting for the industry to come forward with finished product. All-industry National Television System Committee, which now includes even CBS, has worked steadily to that end.

But is the industry ready? Not even all NTSC members agree. Some say more field testing is needed. Others claim new system is ripe. Much depends on FCC, its workload and its inclinations. At the moment, Commission seems to consider color and subscription TV (see above) to rate high priority when theatre-TV hearing ends.

It's presumed NTSC will bring system to Commission, yet there's always the

possibility RCA, which carried brunt of the case last time, may choose to go to FCC on its own. Such action by others is also a possibility.

FCC people say that "thorough study" of proffered compatible system will be conducted by Commission before it begins rule-making proceedings. If so, you can assume system is "in" once hearing is ordered.

Many imponderables enter speculation. There's a new Administration. There will be new faces on Commission and in Congress. There will be many new stations on air. There's Korea, questions of materials, business ups-and-downs -- etc. etc.

\* \* \* \*

Demonstrating latest Lawrence tri-color tube in New York this week, Paramount's 50%-owned Chromatic TV Labs said it's ready for production. But president Richard Hodgson said he thinks it will be late 1953 or early 1954 before a system is approved and industry is ready to produce color sets.

Press observers found considerable improvement in tube, brainchild of famed physicist Ernest O. Lawrence. Comparing it with original showings (Vol. 7:38), their reactions ranged from "somewhat better" to "infinitely improved." Most felt pictures compared favorably with those RCA and CBS last showed.

Only Kodachrome slides were shown, but color film demonstrations are next planned. Hodgson said Chromatic has made about 200 tubes, sold some for industrial use, intends to manufacture them itself and to license others.

Tube was in 22-in. envelope, gave picture with about 18-in. diagonal. Cost in mass production, according to Hodgson, would be about twice that of comparable black-&-white tube. He also said it would cost about 25% less than RCA's tri-color tube -- though RCA doesn't say what its unit would cost in mass production.

THREE NEW UHF stations turned on power at varying hours last week end—and for many a year you can expect them to debate the earth-shaking question of who was first to put RCA's first factory-built 1-kw jobs into actual operation. Here's how each tells it:

WFBG-TV, Atlantic City (Ch. 46)—Transmitter arrived with motorcycle police escort from Camden Fri., Dec. 19, at 4 p.m. By Saturday at 3 p.m., engineers had picture on air but no sound. Though they encountered trouble—with modulator, cavities, tank circuits, etc.—RCA crew of 9 got sight-&-sound going at exactly 8:12 p.m. next day, Dec. 21. At 10:45 p.m., mgr. Fred Weber had dedicated the station—exactly 50 days from time CP was granted. WFBG-TV began commercial operation with Philco-sponsored film, *The Gift*, is now operating daily 4:45-11:15 p.m., with microwave pickups of all networks from Philadelphia.

WSBA-TV, York, Pa. (Ch. 43)—Got delivery of one of first 4 RCA uhf transmitters Friday afternoon also, and at 2:06 a.m. Sunday, Dec. 21, had a picture on the air but no sound because filterplexer hadn't arrived. Nevertheless, it continued picture patterns with slides, films, live camera shots, as Washington consultants Robin Compton, George Davis and Julius Cohen worked with chief engineer Lou Jones and crew from Camden to get it going full blast. By 7:45 a.m. Monday, Dec. 22, sight-&-sound were working well and intermittent tests continued. By Tuesday, reports mgr. Louis Appell, he had reports of good signals on built-in antennas from points 7-19 miles from the transmitter and reports of good reception up to 30-mi. radius. He says converters are selling very well, with station beginning ABC & DuMont network service from Dec. 23. Daily schedule is 5-11:30 p.m., with afternoon hours to be added next month.

WSBT-TV, South Bend, Ind. (Ch. 34)—Delivery of RCA transmitter, which left plant same time as ones for Atlantic City and York, was necessarily slower. From manager Robert H. Swintz came modest claim: "WSBT-TV went on the air at 11:50 p.m. Sun., Dec. 21, and tele-

cast its first live news and weather program on Dec. 22 at 12:45-1 a.m." *South Bend Tribune* station is now in full-fledged operation.

WBRE-TV, Wilkes-Barre, Pa. (Ch. 28) saw no cause for rush, though its plant was ready for quick transmitter installation, too. It had announced Jan. 1 as dedication day—and Jan. 1 it will be, according to mgr. David Baltimore.

**Personal Notes:** Joseph M. Allen, Bristol-Myers v.p. in charge of adv. and member of ANA TV-radio steering committee as well as BMB director, joins staff of Assn. of National Advertisers Jan. 1 . . . Walter A. Tibbals Jr., BBDO's director of TV-radio on Eisenhower train during campaign, transfers from N. Y. to Hollywood Jan. 2 to supervise TV-radio production . . . Kenneth D. Fry, TV-radio director of Democratic National Committee since Feb. 1948, resigns to return to private industry . . . Wm. Dallman named merchandising mgr., WNBK, Cleveland, succeeding Gene Myers, resigned to join Ed Lamb stations . . . Lloyd Dennis elected program v.p., WTOP & WTOP-TV, Washington . . . Bertha Kurtzman, WJZ-TV operations mgr., promoted to acting program mgr. . . . Harold A. Smith named NBC central div. adv.-promotion mgr. for network TV-radio, Wm. Yonan, asst., Arnold Johnson mgr. of TV-radio sales service, Tom Lauer asst., in unification just completed by Edward Hitz, network sales mgr. . . . Everett Palmer, ex-Walsh Adv., named TV-radio director of new McCann-Erickson Toronto office, succeeded at Walsh by Kent Burt . . . David M. Crandall named supervisor of TV production, N. W. Ayer N. Y. office . . . Charles Phelps, from sales staff, named asst. night executive officer of NBC under Wm. Burke Miller . . . Werner Michel, ex-Kenyon & Eckhardt and CBS, named DuMont asst. director of programming & production.

John Glover Robb, 62, former deputy chief engineer of Marconi's Wireless and chief of its Baddow research labs, died Dec. 16 at his home in Braithwaite, Keswick, Cumberland. A brother, F. G. Robb, is Marconi test chief.

**Station Accounts:** TV time sales continue to boom in Denver (Vol. 8:48), with KBTB this week reporting plum account—Union Pacific Railroad for 2 weather shows weekly for 52 weeks. City got first outlet, KFEL-TV, last July 18 and KBTB began Oct. 2, yet Rocky Mountain Electrical League reports set sales totaling 99,899 up to Dec. 1 and 125,000 expected by Jan. 1 . . . KBTB's new rate card, effective Jan. 15, raises base Class A hourly rate from \$250 to \$350, one-min. from \$60 to \$70 . . . Foreign-language telecasts haven't taken hold to much extent on American TV, perhaps because there are as yet so few stations and most still have big demand on their time; in Honolulu, however, Philco distributor Peter Fukunaga sponsors first half hour, 10 Japanese firms cooperatively sponsor next hour of all-Japanese program on KGMB-TV, Sun. 4:30-6 p.m. . . . Paramount used saturation series of spot films on 6 Los Angeles stations for Christmas week premiere of *Road to Bali*, with film titled *Great Moments in History with Bing Crosby and Bob Hope* due to be spotted also in other cities where film is shown . . . Peters Shoe Co. (Weather Bird shoes) in tieup with Walt Disney's Technicolor film *Peter Pan* for TV-radio campaign in March . . . Manischewitz Co. (canned goods & wines) to sponsor new half-hour TV film series *I'm the Law*, starring George Raft, in selected markets, thru Donahue & Co. . . . Mission Macaroni Co., Seattle, uses lasagne as subject of spots on KING-TV, Seattle, and KPTV, Portland, thru Taskett Adv., Seattle . . . Among other advertisers reported using or preparing to use TV: Utica Mutual Insurance Co., thru Devereaux Co., Rochester; Lanvin Parfums Inc. (My Sin products), thru Dorland Adv. Ltd., N. Y.; Walgreen Co. (drugs), thru Schwimmer & Scott, Chicago; 4711 Ltd. (cosmetics), thru Milton Weinberg Adv. Co., Los Angeles; Indiana Motor Truck Assn., Indianapolis, thru J. Walter Thompson, Chicago; Northern Paper Mills, thru Young & Rubicam, Chicago; Golden State Co. (Tekko dried milk), thru Guild, Bascom & Bonfigli, San Francisco; Glamorene Inc. (rug cleaner), thru Ruthrauff & Ryan, N.Y.

**Network Accounts:** Medical TV programs, sponsored Dec. 2 & 4 by Smith, Kline & French Laboratories at American Medical Assn. convention in Denver (Vol. 8:47), drew overwhelmingly favorable response from doctors and patients. Surveys by AMA and SKF Laboratories of 5626 physicians showed 90% of those viewing the telecasts (one being birth of a child) thought them worthwhile, 88% felt they were valuable to public, 71% felt they were valuable to physicians. Of 680 comments by patients, 523 were favorable . . . NBC-TV's *Today* changes sales format Feb. 1, offering only 5-min. segments to advertisers, 4 in each 25-min. portion of program, in lieu of previous system of selling 5, 7½, 10 & 15-min. segments; rate for 5-min. segment will be one-fourth 30-min. rate or 15% Class C rate, increase of about \$300 . . . Philco Corp. will sponsor *Cotton Bowl* football game (Texas vs. Tennessee) on NBC-TV, except for Texas stations, Jan. 1, 1:45 p.m. to closing, thru Hutchins Adv.; Humble Oil sponsors on NBC-TV Texas outlets, thru Wilkinson, Schewitz & Tips . . . ABC-TV, piping *Sugar Bowl* game (Georgia Tech vs. Mississippi) over network for cooperative sponsorship, reports these sponsors signed to Dec. 23: Tootsie Roll, WJZ-TV; City National Bank & Trust Co., WENR-TV; Louis Rose (De Soto-Plymouth dealer), WXYZ-TV; Challenge Butter & Cream Assn., KECA-TV & KGO-TV . . . General Electric (lamp div.) buys Thursday telecasts of *Jane Froman's U.S.A. Canteen*, starting Jan. 8, on CBS-TV, Tue. & Thu. 7:45-8 p.m., thru BBDO . . . Consolidated Cosmetics (Lanolin Plus) Jan. 6 starts alt. sponsorship with Snow Crop Marketers Inc. (frozen foods) of 10-10:15 a.m. segment of *Arthur Godfrey Time* on CBS-TV, Mon.-Thu. 10-11 a.m.

## Network TV-Radio Billings

November 1952 and January-November 1952  
(For October report see *Television Digest*, Vol. 8:49)

NOVEMBER network TV billings fell nearly \$400,000 from October to total of \$16,877,711, bringing cumulative total for year's 11 months to \$160,317,763, according to Publishers Information Bureau monthly report. Month's total compared with \$13,900,029 in November 1951, cumulative compared with \$113,742,652 for same 11 months last year. Looks now like the network total will exceed \$175,000,000 for year, not counting income from coverage of the political conventions; that would mean good guess for whole industry's 1952 income from time sales would be at least \$350,000,000.

Network radio billings held their own during November, being only slightly down, at \$14,278,750, from same 1951 month. Radio's 11-month cumulative, however, was \$146,527,834, down from \$160,099,546. The complete PIB tables:

### NETWORK TELEVISION †

	Nov. 1952	Nov. 1951	Jan.-Nov. 1952	Jan.-Nov. 1951
NBC	\$ 7,957,417	\$ 6,535,907	\$ 73,934,637	\$ 52,578,779
CBS	6,525,176	4,605,506	60,745,841	37,734,476
ABC	1,368,552	1,911,243	16,853,604	16,605,766
DuMont	1,026,566	847,373	8,783,681	6,823,631
<b>Total</b>	<b>\$16,877,711</b>	<b>\$13,900,029</b>	<b>\$160,317,763</b>	<b>\$113,742,652</b>

### NETWORK RADIO †

	Nov. 1952	Nov. 1951	Jan.-Nov. 1952	Jan.-Nov. 1951
CBS	\$ 5,419,533	\$ 5,257,454	\$ 52,943,930	\$ 63,506,265
NBC	4,073,971	4,315,646	42,748,228	49,980,710
ABC	2,612,761	3,220,760	31,823,837	30,408,627
MBS	2,172,485	1,583,291	19,011,789	16,203,944
<b>Total</b>	<b>\$14,278,750</b>	<b>\$14,377,151</b>	<b>\$146,527,834</b>	<b>\$160,099,546</b>

### NETWORK TELEVISION—January-November 1952 †

1952	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 2,020,461	\$ 5,074,643	\$ 717,148	\$ 7,259,307	\$15,071,559
Feb.	2,148,467	5,103,043	748,544	6,813,549	14,813,603
March	2,065,052	5,643,123	760,593	7,320,358	15,789,126
April	1,699,760	5,641,831	738,926	6,946,751	15,027,268
May	1,504,043	5,602,634	775,063	6,822,982	14,704,722
June	1,279,985	5,385,820	749,497	5,794,534	13,209,836
July	943,387	4,163,245	653,415	4,555,020	10,315,067
Aug.	1,166,169	5,105,929	845,780	5,618,643	12,736,521
Sept.	1,203,917	5,746,166	809,475	6,769,228*	14,523,786*
Oct.	1,453,811	6,754,231	958,674*	8,076,848*	17,243,564*
Nov.	1,368,552	6,525,176	1,026,566	7,957,417	16,877,711
<b>Total</b>	<b>\$16,853,604</b>	<b>\$60,745,841</b>	<b>\$ 8,733,681</b>	<b>\$73,934,637</b>	<b>\$160,317,763</b>

### NETWORK RADIO—January-November 1952 †

1952	ABC	CBS	MBS	NBC	Total
Jan.	\$ 3,301,479	\$ 5,161,397	\$ 1,699,282	\$ 4,357,353	\$14,519,511
Feb.	3,177,970	4,783,507	1,600,399	3,994,018	13,560,894
March	3,355,715	5,154,077	1,826,527	4,184,074	14,520,393
April	3,244,146	4,943,400	1,681,924	4,078,593	13,948,063
May	3,323,092	4,953,794	1,821,571	3,861,882	13,970,339
June	3,001,314	4,629,254	1,632,977	3,708,014	12,971,559
July	2,082,666	3,257,331	1,339,276	2,878,196	9,557,469
Aug.	2,281,852	3,994,905	1,325,059	3,338,843	10,940,659
Sept.	2,533,735	4,813,802	1,607,435*	3,901,715*	12,856,787*
Oct.	2,909,107*	5,817,930	2,304,804	4,371,569*	15,403,410*
Nov.	2,612,761	5,419,533	2,172,485	4,073,971	14,278,750
<b>Total</b>	<b>\$31,823,887</b>	<b>\$52,943,930</b>	<b>\$19,011,789</b>	<b>\$42,748,228</b>	<b>\$146,527,834</b>

\* Revised as of Dec. 24, 1952.

† Cumulative totals for all TV and radio networks (except MBS) do not include July national political convention programs sponsored by Admiral, Philco & Westinghouse.

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

Network TV sponsorship is slowing down—at least that's what Magazine Advertising Bureau claims. It says number of network advertisers decreased from 183 in second half of 1951 to 171 in first half of 1952; that new advertisers are arriving at slower rate; that rate of drop-outs is increasing. But MAB concedes that many sponsors have gone in for spot, so haven't necessarily cut TV budgets. [Editor's Note: See also PIB figures, above.]

**Telecasting Notes:** Record \$25,000,000 for TV film production is budgeted in 1953, notes Dec. 24 *Variety*, which presents company-by-company breakdown and comments: "Most significant fact is that 35 out of the 45 vidpix series which will be shooting [next year] are pre-paid, with sponsors picking up the tab, a far cry from the day when embryo producers were shooting all over town with high hopes but no angels" . . . Paramount Pictures is entering TV film field through its Paramount TV Productions, with 39 half-hour drama shows to be made by independent producers Edward J. & Harry Lee Danziger for release and sale by Paramount . . . Columbia Pictures expanding TV film production to utilize one-third of its stage space, and changing name of TV subsidiary, Screen Gems Inc., to Columbia Pictures Television . . . Universal-International's TV subsidiary, United World Films, discontinues most TV film work pending "study of TV market" . . . RCA record dept.'s custom sales div., under mgr. J. P. Davis, entering TV film distribution (not production) shortly after Jan. 1 to parallel services of its Thesaurus radio transcription library with film library; project is separate from NBC-TV film div., which syndicates to stations . . . TV-radio-film rights to Mark Hellinger stories purchased from his estate by Les Hafner, who plans to produce 26-week series on Hal Roach lot . . . Mickey Spillane, mystery writer, has sold film rights to 8 novels to producer Victor Saville . . . WCAU-TV, Philadelphia, this week became first station outside N. Y. & Hollywood to lease Teleprompter equipment, as Teleprompter secy. Irving Kahn released preliminary report setting forth exploitation plans, including tieup with RCA Service Co., and stating company has converted 1951 net loss of \$15,000 to 1952 profit of \$60,000 . . . Talent strike hit Chicago's WGN-TV and AM stations WGN & WLS Dec. 23, when members of AFTRA walked out to enforce contract demands, but executives and supervisory personnel kept stations on air; the other Chicago TV stations signed 2-year union contracts . . . Temporary injunction to prevent work stoppages by NABET obtained by WWJ-TV, Detroit . . . Crosley's James D. Shouse has offered Greater Cincinnati Educational Foundation use of WLWT tower for an educational TV station, if and when it gets one; means saving of at least \$100,000 to the foundation . . . Dangers of censorship, and telecasters' efforts to forestall it, are subject of "Congress vs. the Plunging Neckline," mostly about Harris subcommittee hearings, in Dec. 27 *Saturday Evening Post* . . . Deadline for entries for George Foster Peabody TV-radio awards set for Jan. 14, says Dean John E. Drewry of U of Georgia's school of journalism, to which entries should be sent . . . Milwaukee Public Museum, municipally-owned, inviting applications for newly created \$5098 post of curator in charge of TV-radio programs.

**Next TV Factbook—Pre-Print Orders**

Our semi-annual *TV Factbook No. 16* will be off the presses shortly after Jan. 15, 1953—containing basic data on all operating stations & networks (including rates); complete tabulation of applications for new stations, detailing principals involved, facilities requested, etc. (and starting new series of weekly Addenda); list of all new-station grantees (with reported starting dates); directories of TV set & tube manufacturers, transmitter & studio equipment makers, film & live program suppliers, community antenna systems, theatres equipped for TV, FCC personnel, legal & engineering consultants, etc., etc. One copy goes to each *full-service* subscriber. Extra copies, if pre-print orders for 20 or more are placed by Jan. 3, cost \$1.50 each; single copies, \$3.

REPUBLIC PICTURES' sale of 104 feature films to WCBS-TV, New York (Vol. 8:51), drew bitter reaction from theatre owners, with some implications of boycott among exhibitors. Bulletin of Allied Motion Picture Theatre Owners of Pennsylvania commented acidly: "It is too bad that [president Herbert J. Yates] feels it necessary to compete actively with the industry that made Republic what it is today."

Harry Brandt, president of 100-theatre circuit that bears his name, was quoted in Dec. 24 *Variety*: "I wonder what Republic's sales manager is going to get in film rentals from theatres now. If he wants to sell to theatres, he'll have to ask for the same terms he's getting from TV . . . for the same money and based on the number of people who'll see the pictures." Mr. Brandt said his circuit was Republic's best New York area customer.

Republic, meanwhile, was reported negotiating with 2 other CBS-TV stations—wholly owned KNXT, Los Angeles, and 45%-owned WTOP-TV, Washington—for lease of the same 104 feature films as it released to WCBS-TV. Asking price to KNXT reportedly is about \$200,000, or about what Republic got from WCBS-TV, and Washington station is said to have been offered the films for some \$100,000.

Another big film deal may be in wind—this time involving more than 300 old RKO feature films. Matty Fox's Motion Pictures for Television resumed negotiations for the oldies this week after attempt to buy control of movie company fell through (Vol. 8:47).

Fact that the TV networks intend to assert and protect program ownership rights is especially important in light of community TV systems' practice of picking up and relaying programs—is manifested anew in letter from L. S. Frost, NBC-TV Hollywood public relations director, warning owners and operators of movie theatres against exhibiting telecast of New Year's Day Rose Bowl Game. "Any unauthorized exhibition of the telecast would be in violation of theatre-TV rights owned and reserved by the Pacific Coast Intercollegiate Athletic Conference and the Pasadena Tournament of Roses Assn.," said letter, "and also of similar rights and certain other proprietary rights of the NBC."

New York City's WNYC, municipally-owned non-commercial radio station applying for commercial uhf channel No. 31 in competition with WNEW, met opposition of city's Commerce & Industry Assn. on grounds that annual cost to city would be nearer \$2,000,000 than the \$380,000 proposed. Opposition arose at city budget hearing this week, where it was alleged cost of producing a TV show is 7 times that of AM; that WNYC now operates on budget of \$315,000; that proposed TV allocation would require \$236,607 for transmitter, \$87,338 for studio equipment, \$54,000 for mobile unit. WNYC-AM is currently center of controversy as result of city comptroller's suggestion it be scrapped to save money.

"TV's most forward step in 1952," says ABC engineering v.p. Frank Marx, "was the realization that transmitting antennas had to be specifically designed for the local situation, in order to do a good job." He predicts that the trend toward tailor-patterning of antennas for the height, power, gain and topography of the specific situation "will do a great deal to improve reception generally—and this is doubly true in uhf."

Consumer boycott of sponsors of TV films made abroad is being "carefully considered" by West Coast AFL Film Council, chairman Roy Brewer says. Film unions oppose overseas production of TV films, adds Mr. Brewer, except when story requirements make it essential to shoot scenes in foreign location.

**M**ORE UHF transmitter shipments "reasonably soon" are indicated by RCA, which now says it will ship separate components to priority customers when ready—whether transmitters, antennas, filterplexers, etc. Policy of waiting until station is all ready to go on air—so that as soon as transmitter and associated equipment arrive they can readily be connected—is being abandoned in favor of plan to ship available elements separately.

Vhf shipments so far aren't presenting too much of problem to the transmitter makers, and from DuMont this week we had word it has already shipped to new KDZA-TV, Pueblo (Ch. 3); WLVA-TV, Lynchburg, Va. (Ch. 13); KGKL-TV, San Angelo, Tex. (Ch. 3); KOLN-TV, Lincoln, Neb. (Ch. 12); KOPO-TV, Tucson, Ariz. (Ch. 13). Also about to be shipped is transmitter for WCSC-TV, Charleston, S. C. (Ch. 5), due on air in April.

GE has shipped or is about to ship vhf KFDA-TV, Amarillo (Ch. 10) and KVTV, Sioux City, Ia. (Ch. 9), with others on tap very soon. Federal expects by Dec. 30 to have its first uhf plant on way to WICC-TV, Bridgeport (Ch. 43), by February expects to see U of Houston's KUHT (Ch. 8) on air, will shortly ship to WETV, Raleigh, N. C. (Ch. 28) and WTVU, Scranton, Pa. (Ch. 73). Also "about ready" is Tijuana's XETV (Ch. 6).

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In our continuing survey of upcoming new stations, we had these reports from vhf CP holders this week:

KVTV, Sioux City, Ia. (Ch. 9) has ordered GE 5-kw transmitter, is erecting Fisher tower, now aims "to beat somewhat our proposed April 1 starting date," according to Robert R. Tincher, v.p. of Cowles Broadcasting Co. and manager of its WNAX, Yankton, S. D., only 60-mi. distant, who will supervise TV operation.

KSWO-TV, Lawton, Okla. (Ch. 7) reports RCA transmitter and antenna already on hand, construction beginning immediately, with April 1 starting date planned. O. L. Taylor Co. will be national sales rep.

KDZA-TV, Pueblo, Colo. (Ch. 3) already has its DuMont transmitter, building completed, reports it will begin test patterns Jan. 20, programming Feb. 1. McGillvra will be national rep.

KGKL-TV, San Angelo, Tex. (Ch. 3), headed by H. C. Ragsdale, Houston Harte and Herbert Taylor, has had DuMont transmitter shipped, but makes no prediction of starting date. KTXL-TV, San Angelo (Ch. 8) reports it hasn't yet ordered equipment, is still planning construction, hopes to get started in March, with O. L. Taylor as rep.

WKAQ-TV, San Juan, Puerto Rico (Ch. 2) is negotiating with Govt. for common TV-radio site, which has slowed up plans. GE equipment is being ordered, but Angel Ramos, grantee and publisher of El Mundo, forecasts start "about end of next year."

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From uhf CP holders, these reports:

KMBT, Beaumont, Tex. (Ch. 31) has ordered GE equipment, according to J. A. Newborn Jr., partner in Television Broadcasters, and aims for May start.

WITH-TV, Baltimore (Ch. 60) should get on the air in about 6 months, reports grantee Thomas Tinsley. Equipment hasn't yet been ordered, and construction plans are still in nebulous stage.

WIMA-TV, Lima, O. (Ch. 35) has ordered DuMont equipment, plans offices and studio in downtown office building, will go on the air during summer of 1953, reports gen. mgr. Robert W. Mack.

WKST-TV, New Castle, Pa. (Ch. 45), which expects to cover Youngstown area, still claims it will be telecasting by Feb. 1, though RCA transmitter, antenna, etc. haven't yet been shipped and previous report from mgr. A. W.

Graham stated it will take 30 days from date of delivery to get going. Meeker will be sales rep.

WAZL-TV, Hazelton, Pa. (Ch. 63) has indicated "6 to 8 months" before it starts, meaning June-August.

WTVP, Decatur, Ill. (Ch. 17) has moved up prospective starting date to July 1—depending on equipment delivery. It's filing modification to ask for 600-ft. tower.

New Ch. 34 station in Waco, Tex. granted Nov. 12 to Clyde Weatherby, call letters not yet announced, has ordered DuMont equipment, he reports, is still only in planning stage, has June 1 target date.

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New Jersey Dept. of Education, holding grant of non-commercial uhf Channel 19 in New Brunswick (Vol. 8:49 & Addenda 15-U), told us this week its construction plans call for 2 studios linked to transmitter by microwave, each studio and remote unit to be equipped with dual camera chain. Edward C. Rasp Jr., asst. coordinator of audio-visual education, in reply to our continuing canvass of grantees, writes that facilities will probably be ordered from DuMont in view of station's close cooperation with DuMont organization (part of station's present equipment is on loan from company, and Dr. DuMont is member of State Educational TV Commission). He tells us his station hopes to go on air in late summer or early fall "if we get proper legislative authority." Other educational TV developments this week: (1) N. Y. Board of Regents approved credit toward degrees for extension courses given by TV. (2) Board composed of engineers, administrators & educators to coordinate educational TV planning in 14 southern states was authorized by Southern Regional Conference on Educational TV, members to be named later.

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GE will produce own klystron tubes for uhf transmitters at Schenectady tube plant, starting "early next year," said tube dept. mgr. E. F. Peterson this week. GE has been getting tubes from Varian Associates, San Carlos, Cal. Six different models will be used to cover whole uhf band, divided as follows: Channels 14-23, 24-33, 34-44, 45-56, 57-69, 70-83. The 12-kw tubes range from 4½ to 5 ft. long, weigh 180-280 lbs., have maximum diameter of 21½ in. GE supplies following typical operating data for 6-mc bandwidth: DC beam voltage 17 kv; DC beam current 2½-3 amperes; driving power, synchronizing level 60 watts; driving power, pedestal level 33.7 watts; power output, saturation level 15 kw; power output, synchronizing level 12 kw; power output, pedestal level 6.72 kw.

Reports from stations granted power boosts: WDSU-TV, New Orleans—going to 100-kw "sometime next spring." WBTV, Charlotte—"30 to 45 days" to install amplifier for 100-kw. WTVR, Richmond—new tower and transmitting gear for 100-kw to be in operation "spring or summer." KSD-TV, St. Louis—\$150,000 project to hike power to 100-kw "will begin as soon as new equipment is delivered."

Salt Lake City's KSL-TV, which lost 330-ft. tower and antenna in 100-mile gale on 9425-ft. Coon Peak (Vol. 8:51), took advantage of break in weather to rebuild now rather than wait for spring. Smaller tower, with single section antenna, was erected.

Tallest tower erected solely for community antenna use, as far as we know, is 440-ft. structure completed Dec. 18 by TV Distributing Co., Graham, Tex., operated by Brown Walker.

Deadline for comments on 72-76 mc proposed rule (Vol. 8:36, 42-43) was extended by FCC to Feb. 20, since no one is satisfied with proposal and everyone feels more study is needed.

**NEW DIRECTORY OF TV SET & TUBE MAKERS:** Whereas we listed 105 U.S. companies making or assembling TV receivers at the start of 1952, our latest semi-annual TV Factbook (No. 16) due off the presses in mid-January will show only 95. None of those dropped was of major consequence to industry volume. Very few new firms are listed. Of the 95, total of 13 reported they merely assembled sets for own or private labels.

Details about all these firms -- office & plant locations, executives, products, etc. -- make up the department headed Manufacturers of Television Receivers, one of major features of the Factbook. In addition, there's a similarly complete directory of 26 Canadian firms, many of them subsidiaries of U.S. companies, which reported they manufacture TVs -- a list checked with Canadian RTMA for accuracy.

There are 38 tubemaking firms in U.S. and Canada, all but one (in Canada) making CR picture tubes and 12 of them also making TV-radio & other receiving tubes. One set manufacturer and one tubemaker are currently involved in bankruptcy proceedings; both are listed, nevertheless, because they're reported still in production.

**THE INDUSTRY 'AIN'T SEEN NOTHING YET':** Except for the continuing boom in new markets opened up by new stations, this is the usual lull period in the TV trade -- the post-Christmas letdown while awaiting new models and new prices. Most new lines and/or fill-ins are to be displayed at Chicago's furniture and merchandise marts Jan. 5-16, and at various private conventions and showings in Chicago and elsewhere after New Year's Day. (For list of Chicago exhibits, see p. 14, Vol. 8:49.)

Even hard-working RTMA was giving its staff a well-merited long holiday week end, so deferred issuance of its weekly TV-radio production and factory inventory reports. At this writing, the general trade picture seems something like this:

(a) Holiday-slowed production of new 1953 models concentrating on adaptation to uhf. (b) Factories, distributors and retailers alike with TV-radio inventories at lowest in nearly 2 years, latter awaiting deliveries of new models. (c) Prices of models so far released holding fairly firm, with competing manufacturers capily awaiting what the other fellow offers and few increases yet over \$10 or \$20.

With its ubiquitous staff of faithful reporters, Retailing Daily continues to report "stickiness" in established TV markets, notably New York, Chicago, Philadelphia -- probably reflecting the seasonal lag. But it also reflects wariness lest manufacturers plunge into orgy of over-production leading to "dumps at mid-year."

Major producers, measuring their prospective markets well, especially the new ones, don't seem inclined to go overboard, so far as we can discern, and there isn't much likelihood that the 1951 recession will be repeated -- despite plans for high first quarter production schedules.

\* \* \* \*

There's one school of thought -- with which we're disposed to go along -- that's inclined to belief that the TV-electronics industry as a whole "ain't seen nothing yet" and that 1953 could be a better year than 1950. Our own leanings, we confess, are prejudiced by our own rather intimate contacts with builders of new stations, the new markets they're opening up and the eager buying they evoke; that and fact that 1953, by all signs, should be good replacement and second-set year.

Just when outlook seems extraordinarily bright, though, there's matter of color to consider (see p. 3) and the complex trade problems it's bound to raise. But even if the lab folks stir things up again, it will take several years before color can be offered over-the-counter. The advice given its readers last week by U.S. News & World Report makes sense, shows newsmen now "wise" to unfounded publicity promises; it should be passed on to customers:

"If you're thinking of a new TV set for Christmas, you should not be too influenced by the thought that, by waiting a little while, you can get color."

**Topics & Trends of TV Trade:** From Dick Levy, live-wire scion of the family that owns and operates the W. Bergman Co. Inc., Buffalo Philco distributors, comes an ebullient and rather significant reaction to the granting of 2 uhf stations in that area, now served by one vhf only. We think his observations are worth passing on to the trade, as indicative of a perceptive and enlightened view of the business prospects such grants open up.

"We're practically in the uhf business," writes Levy. "No commercial quarrel here with the FCC's policy of [granting] uhf which will bring in more network programs and clients and audience. We'll get a \$50-\$75 unit of sale in tuners (like a nice-sized radio sale) or else it will be like a guy faced with buying a set of tires for a 3-4 year old jalopy. If it costs more than a few bucks and he's good at the finance company—new sets, here we come! Perhaps I'm flying high, too, but this looks as big as '50."

Channel 17 grantee, Chautauqua Broadcasting Co. (Addenda 15-D) has 2 dads, Harry Grossman of Buffalo and Nathan Cohn of Syracuse, staking their sons to controlling interest in project, with 30 other investors. Ch. 59 grantee, Buffalo-Niagara Television Co. (TV Addenda 15-Q), has Western Savings Bank president Charles Diebold and big heating-air conditioning dealer Joe Davis as angels. Both are dead serious about developing uhf TV, can be expected to get their stations on the air as soon as possible. So far as Bergman Co. is concerned:

"We intend to specify [to Philco] a large percentage of sets so [uhf] equipped for first quarter. If our reasoning holds, it will be like automatic transmission and power steering. On a Chrysler, Cadillac, Oldsmobile, Buick, the dealers hardly bother to ask if you want it. They just assume. But Pontiac and Dodge come both ways and do a sales job on it. So our price leaders can be field equipped if the going gets tough."

Note: Buffalo actually has 3 uhf grants, the third being educational CP (WTVF) on Channel 23, held by University of the State of New York. There's no telling when it will get going, since legislature hasn't yet appropriated funds.

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Vacation trip to Europe for 12 days, all expenses paid, is enticing bait held out to some 400 distributors and dealers and their wives by Westinghouse TV-radio div. in extraordinary sales promotion drive. While details of qualifications for air trip next spring are still secret, div. mgr. T. J. Newcomb revealed itinerary will include Paris, Cannes, Nice, Rome. Quipped *New York Times* business columnist Dec. 23: "It may safely be assumed that dealers who don't sell a reasonable number of Westinghouse TV and radio sets won't be lolling on the beaches of Cannes next spring." Feature of "European Holiday" will be international marketing roundtable in which dealers will meet with European appliance experts for exchange of ideas.

Smuggling of TV sets into Cuba is so widespread it's estimated 15-25,000 sets are on island illegally, reports Dec. 26 *New York Times*. Story reports U. S.-made receivers are transshipped from Miami or Key West by water to isolated coves and inlets along Cuban coast to escape duty payments, or are flown over, unloaded at private airports and whisked by truck to retail dealers, who undersell Cuban distributors franchised by American manufacturers. Many smuggled sets have been traced to unauthorized U. S. dealers and known transshippers, *Times* story reports.

Promotion break for RCA Victor records will come in Technicolor film titled *His Master's Voice* to be shot by Columbia Pictures next spring, using Victor recording studios as locations and built around its famous voices.

**Trade Personals:** Arthur L. Chapman, Sylvania v.p. since Jan. 1, 1951, appointed v.p. in charge of electronics operations as of Jan. 1, responsible for TV, radio, parts, electronics, radio tube and CR tube divisions . . . L. G. Haggerty, Capehart-Farnsworth director of manufacturing since Feb. 1950, elected v.p. in charge of manufacturing . . . Don G. Mitchell, president of Sylvania, elected to board of National Biscuit Co. . . . James P. Quam, chairman, Quam-Nichols Co., elected president of Randall Graphite Bearings Inc., Lima, O. . . . Joseph G. Glasser appointed production div. mgr. of Raytheon equipment mfg. div., Waltham, Mass., succeeding George Downs, resigned . . . Walter L. Stickel, Hoffman Radio national sales mgr., back at his desk this week after 6 weeks confinement due to illness . . . M. Robert Wilson, ex-sales mgr. Thor Corp. (appliances) named Hallicrafters sales v.p. . . . Robert F. Halligan promoted to asst. operations mgr., Hallicrafters, under mgr. William Wright . . . James S. Coñan, ex-adv. mgr. of DuMont N. J. factory sales branch, appointed cooperative adv. mgr., DuMont TV receiver div. . . . W. J. Goerisch, Graybar power apparatus sales mgr. in N. Y., named central district sales mgr. in Chicago, succeeding L. C. Esthus, returning to Des Moines as mgr., while D. M. Hitchcock moves to Denver to replace S. B. Hardin, retiring . . . O. E. Bishop, sales service mgr., promoted to mgr. of sales, distributor div., P. R. Mallory & Co. . . . Kenneth A. Giffin appointed Los Angeles district sales mgr., GE tube dept. . . . Frederick D. Ogilby promoted to v.p. & gen. mgr. of Philco TV div., William H. Chaffee v.p. & gen. mgr. of radio div. under Larry F. Hardy, president of both divs. . . . Bert Cole, ex-Philco & Crosley sales executive in N. Y., named eastern regional mgr., Servel Inc.



Distributor Notes: Admiral appoints R & M Distributing Co., Fort Smith, Ark. (Charles F. Reynolds, president); August J. Krisch Co., San Antonio, replacing South Texas Appliance Corp. . . . Motorola subsidiary, Motorola-Detroit Co., promotes James B. Charters from sales mgr. to branch mgr., succeeding John B. Langley, resigned . . . Magnavox names Atlantic Appliance Co., Asbury Park, N. J. . . . Arvin appoints Colen-Gruhn Co., 387 Fourth Ave., New York . . . Pacific Mercury names Grauman Co., Denver; Service Games Inc., Honolulu . . . Majestic Charlotte distributor, Victor Shaw Co., appoints Furman Ferguson sales v.p. . . . Motorola appoints Samson Distributors Inc., Washington, replacing Greber Distributors Inc., which continues as Baltimore outlet.

Emerson's new "all-screen front" 21-in. table at \$249.95 is cut of \$70 from its current 21-in. list, said to be lowest-priced for size in wood cabinet from any major manufacturer; firm's promotion now featuring "space saver" TV receivers, accenting compactness.

DuMont's 5 new models are: 17-in. Chatham, mahogany table \$250, blonde \$260; 21-in. Oxford, mahogany table \$300, blonde \$310; Lynwood, open mahogany console \$370, blonde \$380; Essex, full-door mahogany console \$425; Hanover, full-door mahogany console \$525, blonde \$545.

GE's germanium diode production will be doubled next year to meet rising demand for uhf receivers, germanium products sales mgr. James H. Sweeney announced this week. He said each of estimated 6,500,000 sets to be produced next year will contain as many as 3 germanium diodes.

Philco discloses new 1953 line of TV-radio sets and prices in closed-circuit telecast to 54 cities, attended by some 10,000 dealers, Mon., Dec. 29, 6-7 p.m. EST.

Emerson and Webster-Chicago stockholders meetings called for Feb. 4 to consider merger (Vol. 8:51).

**M**ORE YEAR-END statements this week from leaders of the TV-radio-electronics industry to add to those we summarized here last week—all continuing in the same optimistic vein in contemplating 1953 outlook. Here's a distillation of this week's releases:

"TV's best years and possibly greatest expansion are still ahead," said RTMA president A. D. Plamondon Jr. He predicted 200 stations on air by end of 1953, with about 40% of population seeing TV for first time next year. Yet, he noted with justifiable satisfaction, with only 60% of the country as a market, 23,000,000 TV sets have been produced so far, of which at least 20,500,000 valued at \$8 billion retail are in use.

Mr. Plamondon foresees 50,000,000 sets-in-use within 5 years; thereafter, replacement markets that alone will require annual production almost as great as at present. He concluded: "No other great product of American industry has established itself as a virtual necessity of the American home in such a short time. It took the automobile industry 25 years or more to do what TV has done in five. Even in an allied field, it took 10 years to manufacture and sell an equal amount of radios."

RCA chairman David Sarnoff regards lifting of freeze, licensing of new stations and opening up of uhf as most significant steps in TV progress in 1952. He announced that big RCA Service Co. alone will open 34 additional service branches in 1953. Great strides in color were reported by Gen. Sarnoff, who stated: "Field tests have produced further evidence of the practicability and desirability of a compatible system [which] permits owners of existing TV sets to receive color programs in black-&-white without any change whatever in their sets."

Philco president Wm. Balderston, on eve of company's big Boca Raton convention starting Jan. 3, predicts 100 new stations on air in 1953 and output of at least 6,500,000 TV sets, 8,000,000 radios. Philco 1952 sales will hit new record total of \$350,000,000, he reported, with defense orders amounting to \$160,000,000, compared with total \$310,000,000 for 1951. Of color, he said NTSC has made "tremendous strides" toward a fully compatible system, but cautioned that it's unlikely to go on market "for some years to come."

Dr. Allen DuMont foresees: (1) More than 75 new stations on the air in 1953, of which 50 will be uhf. (2) About \$50,000,000 worth of transmitting & studio equipment sold by all manufacturers during the year. (3) Between 6,000,000-6,500,000 TVs produced and sold at retail volume of more than \$1 billion, highest production year since 1950 when 7,563,800 sets were produced. (4) More than 8,000,000 picture tubes produced, 2,000,000 for replacements, with 21-in. rectangular most popular and 17-in. holding own as price item.

Admiral sales v.p. W. C. Johnson estimated 100 new markets in 1953 should account for sales of 750,000-1,250,000 TV sets next year, bulk of remainder going for replacements or into multiple-set homes. He noted that 50% of some 20,000,000 sets-in-use have screens under 16-in., predicted 21-in. sets will run away with 1953 market.

### Bound and Indexed

We will index and bind, between embossed book covers, a limited quantity of all 1952 issues of the *Television Digest* Weekly Newsletters, plus the *Final Television Allocation Report*, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken only until Jan. 5. Price: \$25 per volume.

**Financial & Trade Notes:** TV-radio industry's 9-month profits in 1952 were about 13% lower than same 1951 period, according to *New York Times'* survey of earnings of 512 companies in practically all manufacturing fields. But it predicted that final quarter profits will be best for any 3-month period this year for most manufacturers. Combined net income of the 512 companies declined 9% for first 3 quarters of 1952. The 11 companies in the TV-radio-records category showed 13% drop in same period—from total profit of \$49,533,000 in first 9 months of 1951 to \$43,116,000 in same 1952 period. Nine manufacturers of electrical supplies and equipment reversed the trend, showed 9% gain over 1952—attributed to "sizable earnings advances by GE and Westinghouse." Home appliances (9 companies) showed 7% decrease. "The 21-month downtrend in earnings is likely to be checked only temporarily [in fourth quarter, but] no outright slump is anticipated," said the *Times*.

Control of RKO Pictures was recaptured last week by Howard Hughes, who sold his 29% interest in company 2 months ago to syndicate headed by Ralph Stolkin for some \$7,000,000 (Vol. 8:38-40, 43). Hughes was named Dec. 12 to head new RKO board. Sherrill C. Corwin, associated with Stolkin in ownership of several AM stations and TV applications, resigned from board. Another associate in Stolkin's TV-radio enterprises, Edward G. Burke Jr., remains on RKO board.

Packard-Bell sales reached new high of \$22,724,273 for year ended Sept. 30, but Federal taxes brought net earnings down below fiscal 1951. Profits before taxes were \$3,054,411, after taxes \$968,051. For fiscal 1951, company's sales were \$18,772,527, profits before taxes \$2,805,246, after taxes \$1,014,751.

Indiana Steel Products Co., for 9 months ended Sept. 30, reports net income of \$197,575 (\$1.39 a share) compared with \$512,545 (\$3.58) same 1951 period. For third quarter 1952, net income was \$50,816 (37¢) vs. \$97,012 (68¢) in third quarter 1951.

Oak Mfg. Co. reports sales of \$11,013,071 and net income of \$745,116 (\$1.42 a share) in 9 months ended Sept. 30, compared with sales of \$9,774,409 sales and profit of \$767,942 (\$1.46) for same 1951 period.

I-T-E Circuit Breaker Co. reports net profit of \$2,535,642 (\$8.96 a share) on net sales of \$62,837,546 in year ended Sept. 30.

\* \* \* \*

Dividends: Motorola, 37½¢ payable Jan. 15 to stockholders of record Dec. 31; Emerson, 10¢ Jan. 15 to holders Jan. 5; Packard-Bell, 25¢ Jan. 26 to holders Jan. 10; Audio Devices Inc., 3¢ Dec. 30 to holders Dec. 19; Technicolor Inc., 50¢ Dec. 30 to holders Dec. 19; Reeves Ely Labs, 10¢ Dec. 29 to holders Dec. 18; Canadian GE, \$2 plus \$4 extra Jan. 1 to holders Dec. 19; IT&T, 20¢ plus 5¢ extra Jan. 21 to holders Dec. 19; Davega, 15¢ Jan. 8 to holders Dec. 29; Hoffman Radio, 25¢ Dec. 31 to holders Dec. 23; Stewart-Warner, 35¢ extra March 7 to holders Feb. 13.

Short interest in TV-radio and related stocks on N. Y. Stock Exchange showed these changes between Nov. 14 & Dec. 15: Admiral, 8087 Nov. 14 to 7352 Dec. 15; Avco, 7080 to 4021; GE, 11,348 to 11,801; Magnavox, 6358 to 5675; Motorola, 17,879 to 17,669; Philco, 7097 to 5569; RCA, 23,625 to 25,635; Zenith, 11,241 to 10,131.

Reviewing "electronics in solids" and transistors in particular, RCA chairman David Sarnoff devotes considerable space to subject in year-end statements, says: "Scientists are acknowledging electronics in solids as one of the most dramatic steps in technical progress . . . Like the electron tube, the transistor is a master key to the continuing expansion of electronics."

**Electronics Reports:** Latest reorganization of NPA Electronics Div., effective Jan. 5, finds staff whittled down to 35, many of top personnel gone, some new men brought in from other agencies. Richards W. Cotton, still listed as director, is slated to return in next few weeks to Philco, where he is asst. to president Wm. Balderston and v.p. of Philco International. Donald S. Parris continues as deputy director.

Under new setup, radio & TV receiver and broadcast & communications equipment sections will be merged into equipment section, to be headed by Joseph W. Bauler, who now heads program & requirements branch of NPA Communications Equipment Div. He's ex-Federal equipment design engineer, veteran of 15 years with Illinois Bell, wartime Signal Corps electronic engineer. He'll replace Lee Golder, chief of radio & TV receiver section, who becomes gen. sales mgr. of Carbonneau Industries, and J. Bernard Joseph, chief of broadcast & communications equipment section. Other new branch and section chiefs, together with their present positions:

Products branch—R. D. Parker, now chief, capacitor & resistor section. Components section—E. MacDonald Nyhen, chief, transformer & special components section. CMP section—Eric Bovet, mobilization planning asst. to Mr. Cotton; O. W. McDaniel, asst. chief. Expediting & expansion section—Wm. E. Dulin, military production asst. to Mr. Cotton. Harold G. Butterfield, chief, electronic tube section, returns to post of director of purchasing, National Union Radio Corp.

Components branch chief James A. Mendenhall leaves NPA, is said to be slated for new govt. post. Wm. Bapst, chief, expediting & expansion section, becomes v.p., Carroll Electronics, New York.

\* \* \* \*

Thanks to end of freeze, employment in communications equipment industry reached a postwar peak of 408,200 in August and upward trend is likely to continue through February, according to a report by Labor Dept.'s Bureau of Employment Security based on survey of 309 leading manufacturers. Bureau said main reason for payroll increase was race for TV equipment and receivers. TV-radio-phonograph and radar equipment manufacturers accounted for over 90% of June-August job increase, and an additional 8.5% payroll boost is expected by February. "Since there are 110 TV stations on the air [August] and the present goal is 2000 and industry estimates it takes from 9 months to a year to prepare a station for its first telecast, there would appear to be a fertile market for equipment firms for at least the next 3 years," concludes report, available from Labor Dept.

New Philco plant in England will manufacture TV sets in 6 months, is now turning out radios for world-wide distribution. In announcing operation of new 100,000-sq. ft. British plant, Philco International Corp. said English-made models are being offered to "place Philco distributors and dealers in the most advantageous position competitively [by enabling them] to purchase Philco receivers from either England or the U. S. depending on the currency available." British operation uses British-made components, but all designs are checked at company's Philadelphia laboratories prior to production. All 10 radio models now being produced are multi-band shortwave sets, 3 of them including broadcast band.

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"Automatic allotment" steel quotas for second quarter 1952 were announced this week by NPA. Manufacturers who compute own materials quotas—and that includes all but the 10 or 12 largest TV-radio makers—will be entitled to as much as 110% of the amount they were allotted in third quarter 1952. Quotas of copper, aluminum and nickel stainless steel will remain at third quarter level.

Remington Rand continues active in industrial TV field, contrary to Vol. 8:50 report referring to its TV dept. as "defunct"—based on misinformation from what was regarded reliable source. Executive v.p. A. R. Rumbles tells us sales and engineering of Remington Rand's Vericon monochrome system and color TV installation and service is continuing, though arrangement with CBS has been discontinued. Sales are now handled by M. H. Simmonds out of New York office, 315 Fourth Ave.

New techniques in printed circuitry and miniaturization are described in new group of govt. and industry research reports listed in current issue of *Bibliography of Technical Reports*, available from Commerce Dept.'s Office of Industry & Trade. Included are papers on printed circuit construction based on conventional components, adhesive-tape resistor system, miniature sealed power transformers, waveguide construction, sealed units.

Tremendous increase in amateur licenses since World War II—a 67% jump to 117,069—was noted by FCC Comr. George Sterling, himself a "ham," in recent talk to New York Radio Club. Oldest amateur is 86, youngest 7, he said. He reviewed amateurs' problems, commended their fight to cure TV interference, urged formation of "TVI" committees in new TV communities.

Symposium on electronic components has been scheduled for April 29-May 1 in Pasadena, Cal., sponsored by IRE, RTMA, AIEE and West Coast Electronic Mfrs. Assn. Inquiries regarding technical papers, etc., should be directed to Dr. A. M. Zarem, Stanford Research Institute, Suite 1011, 621 So. Hope St., Los Angeles.

Underwater TV equipment has been ordered from Britain by Belgrade shipping material import company, Brodomipeks, for dock and harbor inspection work in Yugoslavia's Adriatic ports. Contract marks first export order of the equipment developed and manufactured by Marconi and Siebe, Gorman & Co. (Vol. 8:24).

High Vacuum Equipment Corp., 349 Lincoln St., Hingham, Mass., organized by Joseph B. Merrill, president & gen. mgr., to manufacture for electronics, metallurgy, plastics, etc.

Universal Can & Condenser Co. has been formed by McNaught Metal Products Inc., 3435 N. Kimball, Chicago, to manufacture condensers for electronics.

Acrovox Corp. has bought out Acme Electronics Inc., Pasadena, Cal., whose 2 plants will operate as subsidiary under continuing management of Hugh P. Moore, pres.

IRE's 1953 convention in New York March 23-26 will cover more ground than ever—with 220 papers, 400 exhibits, 43 sessions. Convention has as theme "Radio-Electronics, A Preview of Progress," will be conducted at Grand Central Palace, Waldorf-Astoria and Belmont Plaza. Sessions will run gamut of electronics, including uhf transmitters and receivers, station construction, color, propagation, antennas, transistors, management. Attendance of more than 30,000 is expected.

Rio de Janeiro's new Channel 2 municipal educational station, to be directed by Dr. Fernando Tude de Souza, professor of radio at the U of Rio de Janeiro, is getting shipment of some \$700,000 worth of DuMont equipment as of Jan. 15, according to DuMont transmitter div.

Good reading: Dr. Allen B. DuMont's article in November *Academy Magazine*, organ of Academy of Radio & Television Arts & Sciences, explaining advances in application of TV to education, industry, military tactics.

Handy directory of all commodities & services which have been removed from price control through Dec. 18, with the corresponding OPS exemption order number, is available for 35¢ from Supt. of Documents, Washington.

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

As of December 1, 1952

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

**A**NOTHER BIG MONTH of TV set sales added 688,200 to sets-in-use to bring Dec. 1 total to 20,439,400, according to NBC Research's monthly "census." Thus it looks very much like 1952 will end with 21,000,000 or more.

Only new interconnected market added during November was Austin, Tex., where KTBC-TV began Nov. 27, so was credited only 6400 as of Dec. 1. Non-interconnected KDUB-TV, Lubbock, Tex., starting Nov. 13, was credited 600. Both cities obviously have many more now—but figures necessarily lag by month.

Best gains were shown in old markets: New York & Los Angeles, up 50,000 each; Chicago, 35,000; Philadelphia & San Francisco, 27,000 each; Indianapolis-Bloomington, 23,000; Boston, Atlanta, Pittsburgh, Portland, 20,000 each; St. Louis, 17,000; Huntington, 16,000; Charlotte, Cleveland, Dallas-Ft. Worth, Denver, Seattle, 15,000 each; Ames-Des Moines, Washington, Norfolk, 12,000 each; Buffalo, Providence, Houston, Milwaukee, 11,000 each.

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

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
<b>Interconnected Cities</b>			<b>Interconnected Cities—(Cont'd)</b>		
Ames (Des Moines).....	1	110,000	Minneapolis-St. Paul.....	2	330,000
Atlanta.....	3	250,000	Nashville.....	1	90,400
Austin.....	1	6,400	New Haven.....	1	345,000
Baltimore.....	3	444,000	New Orleans.....	1	143,000
Binghamton.....	1	94,000	New York.....	7	3,230,000
Birmingham.....	2	141,000	Norfolk.....	1	147,000
Bloomington.....	1(a)		Oklahoma City.....	1	133,000
(see Indianapolis) 1(a)			Omaha.....	2	155,000
Boston.....	2	987,000	Philadelphia.....	3	1,157,000
Buffalo.....	1(b)	316,000	Phoenix.....	1	49,400
Charlotte.....	1	183,000	Pittsburgh.....	1	525,000
Chicago.....	4	1,325,000	Portland.....	1	35,000
Cincinnati.....	3	361,000	Providence.....	1	248,000
Cleveland.....	3	694,000	Richmond.....	1	149,000
Columbus.....	3	245,000	Rochester.....	1	165,000
(Dallas).....	2	225,000	Salt Lake City.....	2	80,000
(Fort Worth).....	1		San Antonio.....	2	113,000
Davenport-Rock Island.....	2	166,000	San Diego.....	1	127,000
Dayton.....	2	212,000	San Francisco.....	3	508,000
Denver.....	2	70,000	Schenectady.....	1	244,000
Detroit.....	3(c)	758,000	Seattle.....	1	212,000
Erie.....	1	104,000	St. Louis.....	1	468,000
Grand Rapids.....	1(d)	196,000	Syracuse.....	2	178,000
& Kalamazoo.....			Toledo.....	1	222,000
Greensboro.....	1	104,000	Tulsa.....	1	83,400
Houston.....	1	212,000	Utica.....	1	80,000
Huntington.....	1	113,000	Washington.....	4	417,000
Indianapolis.....	1(a)	351,000	Wilmington.....	1	126,000
& Bloomington.....					
Jacksonville.....	1	82,900	<b>Total Interconnected</b> .....	111	20,403,500
Johnstown.....	1	183,000	<b>Non-Interconnected Cities</b>		
Kalamazoo.....	1(d)		Albuquerque.....	1	19,200
(see Grand Rapids).....			Lubbock, Tex.....	1	600
Kansas City.....	1	253,000	Brownsville (Matamoros, Mexico).....	1(e)	11,100
Lancaster.....	1	177,000	<b>Total Non-Interconnected</b> .....	3	30,500
Lansing.....	1	107,000	<b>Total Interconnected and Non-Interconnected</b> .....	114	20,439,400
Los Angeles.....	7	1,320,000			
Louisville.....	2	169,000			
Memphis.....	1	168,000			
Miami.....	1	124,000			
Milwaukee.....	1	386,000			

- (a) Bloomington separately 220,000. Indianapolis separately 300,000.
- (b) Does not include estimated 94,000 sets in Canadian area reached by Buffalo station.
- (c) Does not include estimated 45,000 sets in Canadian area reached by Detroit stations.
- (d) Grand Rapids separately 149,000. Kalamazoo separately 167,000.
- (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 197,709 up to Nov. 30, 1952, according to Canadian RTMA (Vol. 8:51). 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 Nov. 29: Windsor 42,256, Toronto-Hamilton 77,739, Niagara Peninsula 23,654, Montreal 30,822, other areas 12,178. In addition, Cuban sources claim 70,000 sets-in-use in Havana, 20,000 in rest of Cuba.

Third Miami application was filed for Channel 7 this week to compete with the one filed 2 weeks ago by ex-NBC chairman Niles Trammell, in collaboration with *Miami News* (WIOD-Cox) and *Miami Herald* (WMAQ-Knight) interests (Vol. 8:50-51). This one came from company headed by Charles Silvers, aluminum furniture-window manufacturer. Also filing this week was new Madison (Wis.) group for uhf Channel 33, representing group of broadcasters who withdrew their competing applications. Week's other vhf applications were for Wichita Falls, Tex., Ch. 6, by Garnett Parker, theatreman; Richmond, Va., Ch. 12, by group headed by Gordon G. Thalheimer, theatreman, and including ex-Gov. Wm. M. Tuck. Week's other uhf applications were for Decatur, Ala., Ch. 23, by WMSL; Cambridge, Mass., Ch. 56, by WTAO-Harvey Radio Labs; Appleton, Wis., Ch. 42, by Bartell-Beznor group owning WAPL, Appleton & WOKY, Milwaukee. Week's 7 applications brought to 762 total now pending, 297 of them for uhf. [For details about foregoing applications, see *TV Addenda 15-X* herewith; for listings of all post-freeze applications, grants, hearings, etc., see *TV Factbook No. 15* with Addenda to date.]

TV will occupy much of NARTB engineering conference at April 28-May 1 annual convention in Los Angeles—as it has at all recent conventions. Uhf is bound to be featured, since it comprises lion's share of CPs and is the most important "unknown" in the industry. Also high on agenda is consideration of standards for magnetic audio tape. Guidance committee, named last week, will derive agenda from some 50 suggestions received by NARTB engineering director Neal McNaughten. Committee comprises: Raymond Guy, NBC, chairman; Frank Marx, ABC; William B. Lodge, CBS; Rodney Chipp, DuMont; Earl M. Johnson, MBS; Carl Nopper, WMAR-TV, Baltimore; James Ebel, WMBD, Peoria.

AT&T's second permanent westbound TV channel (Vol. 8:51) was placed in use Dec. 27. Added at same time were 2 more Los Angeles-San Francisco channels, one in each direction.

Financing of new TV stations and TV film productions is included in plans of big Bankers Trust Co., New York, according to article in current issue of its house organ *Pyramid*.

Rep. Eugene Cox (D-Ga.), frequently fiery critic of FCC, who was involved in 1943 investigation charging he had represented a radio station securing license from Commission and had received \$2500 fee, died Dec. 24 in Bethesda (Md.) Naval Hospital at age of 72.

## 1953 AM-FM Station Directory

All subscribers to the full TV-AM-FM services of *Television Digest* will, in mid-January, receive copies of our *1953 AM-FM Station Directory*, revised to Jan. 1, loose-leaf, printed on single sheets so that changes and corrections may be added on opposite blank pages as they're reported in our weekly AM-FM Addenda. New directory lists not only all North American AM-FM stations by states and cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It's only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 10 or more are placed by Jan. 3, cost \$5.00 each; single copies \$7.50.