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ARTS AND INDUSTRY

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with **ELECTRONICS REPORTS**

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QUICK BIG-CITY CPs POSSIBLE; 491 APPLY: No grants yet. Expect some, not a flood, next week. After that -- look out!

FCC was still staggering under load of TV applications dumped on it -- total of 491 since end of freeze, 243 of them filed this week, 180 June 30 alone -- when it recessed Thursday for the long July 4 holiday week end.

We're able to report all this week's applications in Addenda 14-Y herewith, thanks to cooperation of FCC License Division chief Clara Iehl and her staff, who worked with our staff over Commission files every working day and night this week.

Most striking fact emerging out of whole confusion is that the Commission's channel-by-channel procedure, which it counted on to produce some quick CPs in a few major cities, looks as if it's going to do exactly that.

As we analyze all applications to date, recognizing possibility of error due to pressure of time, the Commission is in position to make some extremely important grants right now. It remains to be seen, though, whether predicted frenzy of channel-jumping (amendments asking for different channels) starts next week. That would diminish possibility of such speedy grants.

Uhf applications, it's certain, will be granted soon in some sizable cities.

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Taking first 10 cities in Groups A & B of FCC's priority list (Supplements No. 81 & 81-A), we find the following applicants without competition at the moment:

GROUP A: Denver, KFEL No. 2; Portland, KEX No. 8, Oregon TV Inc. No. 12, Empire Coil Co. No. 27; Springfield-Holyoke, WHYN No. 55, Springfield TV Bcstg. Corp. No. 61; Youngstown, WFMJ No. 73, WKBN No. 27, Polan Industries No. 33; Flint, Trans-American TV Corp. No. 28; Spokane, KSPO No. 2, KXLY No. 4, KHQ No. 6; Beau-mont-Port Arthur, KPAC No. 4; Duluth-Superior, Lakeland Telecasters No. 6. All other channels in first 10 are tied up, competitively, or not applied for.

GROUP B: Bridgeport, Southern Connecticut & Long Island TV Co. No. 49; Reading, WHUM No. 55, WEEU No. 61; New Bedford, WNBH No. 28; Waterbury, WATR No. 53; Harrisburg, WHP No. 33, WABX No. 71; New Britain, WKNB No. 30. Fall River and Racine have no applicants yet. All other channels tied up or unsought. In addition, several in Honolulu and Puerto Rico are free for grants.

Some of these applicants will be stymied, even though otherwise clear, by fact that petitions for reconsideration affecting their channels are pending.

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Just how fast FCC will move -- not even Commission knows. Staff is under terrific pressure to clear something for action next week. Conceivably, Commission could have made some grants this week -- had it dared risk missing something. Currently, there's competition among commissioners -- Hennock striving to get educational applications on agenda first (only 7 such are on file thus far), others aiming to see commercial applicants get at least even break.

One thing is sure: After giving FCC extra \$300,000 with which to speed TV

processing (bill passed this week), Congress will make life miserable for Commission unless it sees some fast action.

Washington was full of visitors this week -- some hoping FCC would make some grants, others fearing it might.

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Thoroughgoing analysis of applications is impossible at this time, but many facts are readily apparent:

- (1) Vast majority come from AM stations, as before.
- (2) Theatre, oil and newspaper money is more evident than ever.
- (3) Many have strained financing to limit, effecting mergers, bringing in great numbers of local businessmen -- to get funds, gain more "community identification" with which to impress FCC, minimize competition.
- (4) Maximum facilities permitted by FCC are very frequently sought -- even including some specifying 1000-kw uhf.
- (5) Multiple applications by single entity are extremely prevalent, including many from existing telecasters seeking new markets.
- (6) Many suspected "dilettantes" who filed before or during freeze and were expected to pull out when faced with competition from applicants to whom broadcasting is life's blood -- have come back in force. Whether they're prepared to go through hearings is something else.

Situation will be mighty fluid and critical from here on out. We'll keep you informed, try to make it easier for you to keep track. We plan to collate all applications and amendments thus far reported in our weekly TV Addenda, and will publish them in one geographical tabulation in our forthcoming TV Factbook No. 15 of July 15 -- and then start new series of Addenda to keep you up-to-the-minute on any further applications, amendments, deletions, grants, etc.

CBS AFFILIATES STAY RADIO RATE CUT: "An adjustment is necessary," was gist of not-too-promising responses of Chairman Paley, President Stanton & other CBS executives at meetings this week with some 140 topkicks of 110 radio stations, gathered in New York to try to stop new slashes in network rates as means of holding radio sponsors.

But CBS didn't implement its position by decreeing new rates, which delegates had reason to believe were all set for immediate promulgation. While the station folk left with no certainty that they had won their case, they did stay CBS's hand for while at least, were assured nothing will be done without further meetings with their 9-man committee to be held within month or so (for members, see p. 10).

Affiliates made strong case for holding the line, hope they've been just as successful in restraining cuts as NBC's were last winter when they refused to go along with its proposed area-by-area rate "adjustments." The CBS stations' plea was that last year's reductions, 15% night & 10% daytime, initiated by CBS and followed by the other networks, did not solve problem of TV's alleged inroads; that radio is still a potent medium, still underpriced on competitive cost-per-thousand basis.

Another formal network rate cut, it's feared, will not only force similar move by other networks, but will depress spot & local rates, to the detriment of the economic structures of all radio stations.

The CBS executives insisted that "under present circumstances" advertisers are not buying network radio -- "circumstances" obviously referring to predilection of many advertisers for TV, reflected in comparative billings (see PIB, Vol. 8:25).

Important group of CBS affiliates hasn't signed contract permitting CBS to fix their network rates unilaterally -- and CBS fears they might even quit network. Holdouts are WJR, Detroit, and WGAR, Cleveland; WHAS, Louisville; WKRC, Cincinnati; WREC, Memphis; KIRO, Seattle; KXLY, Spokane; KOIN, Portland.

Keynote speaker for CBS affiliates in revolt was WHAS's Victor Sholis, and chairman was WJR & WGAR's John Patt when chairman George Storer was suddenly called away by death of his sister. Sholis demanded return to sound business practices, and end of "price war", blind rate cuts and under-the-table deals with advertisers. He proposed that: (1) CBS begin "sound qualitative research" to establish radio's

real value; (2) further rate cuts be firmly rejected, July 1951 cuts rescinded; (3) CBS consider increasing daytime rates at least 20% above those prevailing before 1951 cut; (4) CBS abandon effort to set affiliate rates by unilateral action; and (5) network and affiliates strengthen standards and practices of good broadcasting.

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As if to challenge those who would depress rates, 4 more stations only this week hiked their base rates: NBC's KNBC, San Francisco, from \$414 to \$475 per night hour; KPRC, Houston, \$234 to \$280; WOAI, San Antonio, \$306 to \$340; WKY, Oklahoma City, \$252 to \$280. All are NBC affiliates, all have TV counterparts. Ironically, NBC also is still intent on "adjusting" radio rates, pegged to TV, but obviously it is waiting for CBS to make the first definite move again.

STATUS OF TV-AM-FM GRANTS AT MID-YEAR: As of the close of this FCC work week, 109 TV stations are serving the U.S., if you include Mexican-licensed XELD-TV, Matamoros, just across the Rio Grande from Brownsville, Tex. But unlike this time last year, when the TV freeze was in 34th month (Vol. 7:26), there are justifiable hopes for an expanded telecasting industry: the freeze has been lifted, 491 applications have been filed, and FCC promises to plunge forthwith into "processing" (see below).

What of AM & FM, meanwhile? Recapitulating the data in our AM-FM Directory of Jan. 1, 1952, as brought up to date with our Weekly Addenda thereto, we find that AM stations continue to multiply -- but at a considerably decelerated rate. As of end of this week, there were 2424 AM radio stations authorized (2341 licenses, 83 CPs), which compares with 2410 at end of 1951 (2306 licenses, 104 CPs) and 2399 at end of June 1951 (2251 licenses, 148 CPs).

Slowdown in AM grants is thus pointed up. Counting licenses-plus-CPs as a whole, there were 2351 at end of 1950, 2246 at end of 1949, 2131 at end of 1948, 1961 at end of 1947, 1579 at end of 1946, 1056 end of 1945 (when war freeze ended).

As for FM stations, they've settled down to little-changing figure. As of July '3, there were 655 grantees (632 of them on the air). At end of 1951, there were 654 grantees (640 on air); at end of 1950 there were 706 (672 on air).

But whereas there are 303 applications for new AM stations pending, there are now only 8 for new FM stations.

NEW UHF TRANSMITTERS ADDED TO RCA LINE: Comes now RCA with 50-kw and 5-kw uhf transmitter designs, estimating prices at approximately \$250,000 & \$87,500, respectively -- and saying deliveries will come "probably not before end of next year." Eimac klystron tubes will be used for 5 kw, possibly also for 50 kw. Work continues on previously announced uhf units -- 1 kw and 10 kw.

RCA announcement means competition is hotter than ever (Vol. 8:21). GE had recently announced plans for 60-kw unit (Vol. 8:20), to be powered by Varian-developed klystron, and DuMont -- already planning on 5-kw Eimac klystron -- says it will use 50-kw Eimac klystron whenever it's available (Vol. 8:10).

One thing shouldn't be overlooked, mid these announcements, is fact that high-powered uhf is far from here. There's no doubt such units can and will be produced. However, FCC and uhf applicants have been hoping to get uhf stations on air quickly and under most auspicious circumstances. Such conditions include highest power possible. Number of 10-12-kw units installed this year will be negligible. And 50-60 kw transmitters, capable of producing the 1000-kw maximum allowed by FCC, just aren't in the cards until end of 1953, very probably not until well into 1954.

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Substantial power in vhf, where it isn't so badly needed, is well on its way. On July 3, RCA shipped its first 25-kw amplifier, Channel-3 unit going to WSAZ-TV, Huntington, which is shifting from Channel 5, will radiate 83.8 kw. All station needs is FCC approval, probably can make shift in matter of weeks.

RCA says 20-kw Channel 7-13 amplifiers will be coming through next month, and plenty of 2-kw units will be available shortly. Company reports its 10-kw vhf has proved extremely popular and that demand may be hard to satisfy. First 10-kw units are expected off line in October. The 50-kw vhf units are due next year.

COMMUNITY SYSTEMS SMALL BUT GROWING FAST: Revising our community antenna directory (Supplement No. 79) for inclusion in forthcoming Factbook No. 15, due shortly after July 15, we've come up with some interesting statistics.

By querying all known system operators, and through cooperation of equipment manufacturers and National Community TV Assn., we've derived following data:

(a) 94 systems are already in operation.

(b) 13,750 subscribers are now served, according to the 69 operators who supplied figures -- for an average of 199.

(c) Total subscribers ultimately to be served by the 74 operators who supplied forecasts will number 144,356 -- for an average of 1950.

(d) Largest system serves 1500. Next are: 905, 750, 700, 675, 600.

(e) Highest "ultimate" estimate is 10,000, with many 5-10,000.

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Gauged merely in terms of set sales, 13,758 is of course peanuts. Nor is potential market of 144,356 (for 74 systems reporting) any great void into which manufacturers may plunge. But it's not unreasonable to envision an eventual market several times that. There are literally scores of systems in thinking stage, at least. Worth noting, too, is fact most systems are only a few months old.

More important, however, is what these systems mean in terms of individual enterprises. Several represent investments of \$100,000-\$300,000, and their income-producing capabilities -- present and potential -- are nothing to be sneezed at, what with connection charges of \$125-\$175 and monthly fees of \$3-\$4.

Big question is how long such systems will be in business -- whether new TV stations, with free signals, will render them partially or wholly obsolete. For reasons we've reported previously (Vol. 8:20,24), operators aren't excessively worried. In any event, fees are such that the systems are generally being paid off at remarkable rate -- sometimes as quickly as 1-2 years. For most operators, that fact alone makes gamble an attractive one.

INTERCONNECTED TV network of 107 stations in 65 cities (Vol. 8:23) is now ready for biggest TV show of all time--the presidential nominating conventions. Miami and New Orleans stations received their first network programs June 30, and next day AT&T connected Houston, San Antonio, Dallas, Fort Worth, Oklahoma City, Tulsa and Phoenix. Seattle is scheduled to be added July 6.

This means 99.9% of America's 18,000,000 TV-equipped homes will be able to watch Chicago GOP convention, when the dramatic developments leading toward nomination of presidential candidate begin unfolding July 7. Only KOB-TV, Albuquerque, with TV set circulation of 14,400 (Vol. 8:26) and XELD-TV, Matamoros, Mexico, which serves 10,800 viewers in Brownsville, Texas area, will be forced to rely on kinescopes and film to bring convention to their viewers' homes. NBC research director Hugh M. Beville Jr. estimates 70,000,000 viewers will see each of the political conventions this year by TV, contrasted to a scant 1,000,000 in 1948.

While the 4 TV networks will offer 3 separate TV versions of the conventions (DuMont is picking up CBS coverage), stations west of Omaha and those on the new Texas-Oklahoma network spur will all carry same "pooled" coverage of conventions, because of lack of cable-microwave facilities for more than one program at a time. Transmissions will alternate between ABC, CBS & NBC coverage. Nationwide commercials will be blanked out, locally-originated film commercials spliced in. For stations west of Omaha carrying its convention coverage, CBS will feed Westinghouse commercials from Los Angeles via regional cable-microwave network.

Battle of the sponsors and networks for TV convention outlets in 1-&-2-station markets was most intense. Final boxscore: NBC-Philco, 48 stations; CBS-West-

house, 38 (plus DuMont's 3 owned stations and WGN-TV, Chicago, carrying same Westinghouse coverage); ABC-Admiral, 13. Latter's coverage is confined to markets with 3 or more stations, except in Minneapolis, where WTCN-TV is taking the ABC telecasts, KSTP-TV the NBC.

Who's taking what in one-station markets provides interesting clue to station-network loyalties, although other considerations (such as healthy bonuses) are said to have been involved, too. Some stations--the only one outside West and Southwest is WTTV, Bloomington--are taking both CBS & NBC sponsorship on shared-time basis. Here's lineup of one-station markets known to be choosing either CBS-Westinghouse or NBC-Philco coverage exclusively:

NBC-Philco--WNHC-TV, New Haven; WJAR-TV, Providence, WRGB, Schenectady; WKTU, Utica; WDEL-TV, Wilmington; WGAL-TV, Lancaster; WJAC-TV, Johnstown; WBEN-TV, Buffalo; WHAM-TV, Rochester; WJIM-TV, Lansing; WSAZ-TV, Huntington; WOOD-TV, Grand Rapids; WTMJ-TV, Milwaukee; KSD-TV, St. Louis; WMCT, Memphis; WSM-TV, Nashville; WOC-TV, Dayton; WDSU-TV, New Orleans; WTVR, Richmond; WTAR-TV, Norfolk.

CBS-Westinghouse--WBTV, Charlotte; WFMY-TV, Greensboro; WFBM-TV, Indianapolis; WMBR-TV, Jacksonville; WKZO-TV, Kalamazoo; WOI-TV, Ames; KING-TV, Seattle; KPFO-TV, Phoenix; WHBF-TV, Rock Island; WNEF-TV, Binghamton; WICU, Erie; KFMB, San Diego; WSPD-TV, Toledo; WTVJ, Miami.

In Los Angeles, at least 4 stations will carry convention telecasts--and because of fact there's only one network circuit west from Omaha, they'll be identical except for commercials. In addition to NBC-Philco on KNBH, CBS-Westinghouse on KNXT and ABC-Admiral on KECA-TV, Los Angeles viewers will be able to see same show sponsored by Richfield Oil Co. on KTLA.

Actual coverage of convention floor proceedings will be exactly the same on all networks--through use of pooled facilities and manpower of ABC-TV, CBS-TV, DuMont & NBC-TV. But sidelights, interviews, "color" and special commentary and analysis will be handled individually by the different networks from own elaborate installations.

Telecasting Notes: All-night TV, first undertaken on Pittsburgh's WDTV (Vol. 8:11), will begin in New York July 19 when WOR-TV starts schedules of news, newsreels, movies, disc jockey, interviews with luminaries; running 11:30 p.m.-5 a.m. Mon.-thru-Fri., and until 6 a.m. Sat.; none Sun. . . Theatre newsreels never achieved same synthesis of original news-stunt-public service reporting as June 30 edition of Ed Murrow's *See It Now* (Alcoa-sponsored) when CBS European news director Howard K. Smith flew across Atlantic aboard B-29 simulating a Soviet bomber, and Murrow himself went in a jet interceptor, to tell story of a possible A-bomb attack on New York City; it was TV-reporting at its best . . . "Quick documentaries" are also being done on NBC-TV's 7-9 a.m. *Today*, with enormous success; they're helping make that radical departure in TV programming one of the great popular and commercial successes of 1952 . . . Accent on NBC's new TV-radio sales "integration" policy (Vol. 8:25) is manifest in press release this week relating that R. J. Reynolds Tobacco Co. (Camels) has renewed 2 half-hours per week on radio, 1 3/4 hours weekly on NBC-TV, for combined gross annual billings of \$9,500,000; unusual "joint" announcement attributed to John K. Herbert, network radio sales v.p., and Edward D. Madden, network TV sales & operations v.p. . . . All media except radio and newspapers gained in national advertising during May over May 1951, reports *Printers' Ink*; TV was up 47%, business papers 14%, outdoor 10%, all magazines 9% . . . General Telecasting System is name of new TV program affiliate of General Teleradio Inc. (General Tire-Thomas F. O'Neil); Theodore C. Streibert is president, Dwight Martin executive v.p. . . . Two-ton scale model of now-building 15-acre CBS Television City in Hollywood, measuring 15x14-ft., being displayed until July 12 in Macy's music center, with CBS-TV stars as greeters; construction reported about 70% complete . . . Kansas City Star carried 18-p. ad-packed TV-radio section June 15 on occasion of new WDAF & WDAF-TV modern Radio-TV Center . . . Crosley's James D. Shouse has arranged for \$10,000 grant to Miami U, Oxford, O., to conduct study of TV's role in 1952 elections; it's third such research grant, others having been made to U of Cincinnati and Xavier U . . . Bing Crosby supposed to be all set to broadcast & telecast this winter for Coca-Cola . . . RKO Keith's Theatre bought spots on WLWD, Dayton, for 3 days prior to closed-circuit theatre-TV showing of Robinson-Maxim fight June 23, with result that first such screening in city played to near capacity . . . TV code of NARTB now has 91 of the 108 stations and all 4 TV networks as subscribers.

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 This is new MBS board, as constituted last week, indicating completeness of control now exercised by Thomas F. O'Neil, chairman: Willet H. Brown & Ward D. Ingram, Don Lee Network; Linus Travers, Yankee Network; Wm. H. Fineshriber, MBS executive v.p.; J. R. Poppele, MBS engineering v.p.; Theodore Streibert, chief of MBS film syndicate; James E. Wallen, MBS secy.-treas.; E. M. Antrim & Frank Schreiber, WGN & WGN-TV, Chicago (Mr. Antrim, vice chairman); H. K. Carpenter, WHK, Cleveland; Benedict F. Gimbell Jr., WIP, Philadelphia.

Printing industry doesn't regard TV as serious threat to publication field, said W. F. Hall Printing Co.'s H. R. Kibler at this week's Chicago conference of sales executives of the Printing Industry of America Inc. Though TV and radio compete for advertising dollar, he said, they develop increasing needs for catalogs, booklets, descriptive literature, etc. Four national magazines published by big Hall firm increased circulations between 1948-52, he stated.

John L. Zinselmeier, 48, WLW merchandising director, died of heart attack at his home in Cincinnati July 2.

Personal Notes: Ben B. Baylor Jr. has resigned as asst. gen. mgr. & sales director, WMAL & WMAL-TV, Washington; Charles Kelly promoted from program mgr. to asst. gen. mgr. and Mahlon Glascock, ex-WRC, recently with Kal, Ehrlich & Merrick agency, becomes sales chief . . . Ralph J. Bitzer has purchased into Fred O. Grimwood & Co., St. Louis consulting engineers, and will carry on the business under same name, with the widow, Mrs. S. C. Grimwood, elected president of firm . . . L. Spencer Mitchell, gen. mgr. of WDAE, Tampa, elected district director of CBS Affiliates Advisory Board, succeeding Glenn Marshall Jr., gen. mgr. of WMBR-TV, who joins CBS-TV advisory board . . . Capt. Cass Bielski named chief of Air Force Radio-TV section, Dept. of Defense, Washington, succeeding Lt. Col. Robert P. Keim, assigned to Armed Forces information center N. Y. . . . James Webb Young has resigned as consultant to Ford Foundation on mass communications . . . Jack Ryan, NBC Chicago public relations chief, resigns Aug. 15 to move to Pacific Coast . . . Hulbert Taft Jr., president of WKRC-TV & WKRC, sailed July 3 on maiden voyage of *S.S. United States* . . . Ralph B. Austrian, onetime RCA & RKO executive and pioneer in TV, has become senior associate of Pereira & Luckman, Los Angeles architects and engineers who are building new CBS Television City in Hollywood; he will head new TV dept.

Station Accounts: Tea Council, having run TV tests in 5 markets last November-thru-April (Kansas City, Salt Lake City, San Diego, San Francisco, Syracuse), will use extensive spot TV this fall, thru Leo Burnett Co.; for good account of "Tea on the Air," read June 30 *Sponsor Magazine* . . . Hamilton Watch Co., thru BBDO, and International Silver Co., thru Young & Rubicam, planning co-sponsorship of *Jewelers' Showcase* starting Oct. 1 on spot basis . . . To plug doughnuts-&-milk, Bakers of America, American Dairy Assn. and Doughnut Corp. of America have appropriated \$500,000 for joint campaign this fall, including TV-radio . . . Pacific Can Co., sponsoring Presidential straw ballot on behalf of Acme Breweries, placed more than 20,000 ballot boxes around the state, is running week-to-week results as newspaper ads and on TV programs in Los Angeles & San Francisco, thru Roy S. Durstine Inc. . . . Lambert Pharmacal Co. (Listerine) planning campaign, including TV, for unannounced new product, thru Lambert & Feasley, N. Y. . . Look Magazine buys spot announcements, time for political convention weeks, thru McCann-Erickson, N. Y. . . Loew's Theatres, New York, buys 2 spots daily on WCBS-TV, New York, starting July 7, to promote movie attendance, thru Donahue & Coe . . . National Cash Register Co. filming half-hour show, *The Magic Wheel*, at Jerry Fairbanks Studios . . . Other advertisers reported currently using or preparing to use TV: Pacific Telephone & Telegraph Co., thru BBDO, San Francisco; Helen Curtis Industries (Spraynet), thru Russel M. Seeds, Chicago; Scudder Food Products Inc. (peanut butter, mayonnaise, etc.), thru BBDO, Los Angeles; Garrett Wine Co., thru David J. Mahoney, N. Y.; Bird's Eye (frozen orange juice), thru Young & Rubicam, N. Y.; H. A. Church Co. (Metallic X household mending cements), thru Buchanan & Co., Chicago; Doggie Dinner, thru Rogers & Smith, Chicago.

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 Discussing directional TV antennas, in letter to A. Earl Cullum Jr., Dallas consulting engineer, FCC said it will determine on case-to-case basis whether an antenna has been designed or altered to make it directional. For any directional antenna, ERP will be determined by average power of horizontal pattern, but maximum ERP in any direction must not exceed maximum allowed in rules.

FIGURES REVEAL ROSIER TRADE TRENDS: Statistical signs of improved TV-radio business heartened the trade still further this week. Unless there's an unpredictable hitch, they point to summer, fall & winter markets that should be "normal" -- and good.

In that respect, TV-radio seem to be sharing with other goods, especially appliances, a perceptible upturn as buying is stepping up. The business forecasters are almost of one accord in stating this will continue through rest of the year.

Easier installment credit, excellent competitive price values, achievement of same "indispensable" status in the home that radios enjoy, are basic factors in improved TV turnover. There's scant doubt that easier credit had its effect, for Federal Reserve Board reported this week that dealers in TVs, appliances, furniture, etc., freed as of May 7 from controls, increased credits by \$91,000,000 during May.

While few set makers are bragging, they exude optimism (Vol. 8:26) and they are banking heavily on politics as stimulus to both TV-radio trade. Crosley's gen. sales v.p. Wm. A. Blees told his distributors this week that his company, which was one of hardest hit by excess inventory at this time last year, enjoyed June sales vastly greater than last year. Refrigerator sales are way up, too, he said.

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Midyear finds factory TV inventories dropping nicely, going down 40,000 in week ended June 27 to 404,871, according to RTMA. Weekly drops have been to 480,-343, then 445,447, then 404,871 from year's peak of 491,834 as of June 6 (Vol. 8:24).

TV set output was 75,959 (6639 private label) in week ended June 27, which is 26th week of year. That brought total production for first 6 months to very near 2,330,000, compared with 3,334,505 in same 1951 period.

Week's radio output totaled 179,386 (16,616 private label), about same as preceding week, while factory inventories totaled 478,959 units, also about same. Week's radios were 58,247 home sets, 42,201 portables, 26,829 clock, 52,109 auto. For first 26 weeks of year, radio total is approximately 4,900,000, which compares with slightly more than 8,000,000 in first half of 1951.

Thus it's clear that set makers are now holding output down to "normal," or at least more realistic levels, than those which brought about the 1951 debacle.

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Distributor and dealer inventories, though perforce reported a month late, indicate trend that began in May. RTMA reports distributor inventory of TVs fell to 415,899 as of May 23 from 447,519 on April 25, while radios (excluding auto) held at 933,909 on May 23 as against 925,768 the month preceding.

Dun & Bradstreet dealer figures for end of May, out this week, showed their TV inventories at 565,000 (257,000 table models, 308,000 others) as against 609,000 (264,000 & 345,000) at end of April. Home radios on hand totaled 919,000, exactly same as month earlier; battery portables 227,000 vs. 223,000.

Dealer sales were lowest of year in May: 280,000 TV sets (105,000 table, 175,000 other) vs. 316,000 in April (150,000 & 166,000), 505,000 in 5-week March (212,000 & 293,000), 417,000 in February (193,000 & 224,000) and 377,000 in January (188,000 & 189,000).

During May, dealers also sold 375,000 home & 110,000 portable radios, as against 368,000 & 68,000 during April, according to Dun & Bradstreet.

STEEL STRIKE MAY HURT TV OUTPUT SOON: After a month of steel strike -- no shortage-induced shutdowns in TV-radio plants are reported, but there's a strong possibility now of some curtailment in output of new models for fall and winter marketing.

There's no suggestion of shortage of sets, at least not at this stage of the game. But even if strike should end tomorrow, it would be some time before civilian industries could get even minimum amount of steel. Military comes first.

Electronics industry isn't heavy user of steel -- its most important material is copper. American TV-radio manufacturers use total of only 50,000 tons of steel per quarter (chassis, cabinets, brackets, etc.) -- practically insignificant compared to nation's loss of 14,000,000 tons to date in current stoppage.

But you can't mass-produce sets without steel, and -- allowing for 2-week vacation shutdowns -- even the plants which had the full legal 45-day inventory when stoppage began should feel pinch early in August, whether or not strike is over.

More liberal rations of copper and aluminum -- indeed, virtual decontrol for all but largest manufacturers in third quarter (Vol. 8:25) -- will help set makers provide substitutes for steel. But many manufacturers who can qualify for liberal self-allotments of copper and aluminum during third quarter won't come under same rules in fourth (Direction 1 to CMP Reg. 1), and will have to apply to NPA again for their share of steel, copper and aluminum.

Fourth-quarter allotments of copper and aluminum for most consumer durable goods manufacturers are now scheduled to be about same as they are in third for those few big firms required to apply: Copper, 50% of amount used during base period (average quarter of first half 1950); aluminum, 55%.

Steel allotment is still unknown quantity for fourth quarter. Materials controllers say it won't be more than 50% of base period use (on paper, it was 55% for third quarter), could be much less. And they say if steel strike continues long enough to affect copper and aluminum production, rations of those metals will have to be cut sharply in fourth quarter from the announced quotas above.

Increasing jet engine production will mean less cobalt and nickel (permanent magnets, tubes, etc.) for TV-radio industry in coming months, according to what NPA officials told TV-radio manufacturers at advisory committee meeting July 1.

Trade Personals: Percy L. Schoenen, executive v.p. & secy., Olympic Radio, elected president, succeeding Adolphe A. Juviler, named board chairman; Morris Sobin, v.p. & treas., named executive v.p.; Jack Radvin, engineering v.p.; Louis Haber, treas.; Abraham Cooper, secy. . . Leo Beiser promoted to asst. chief engineer, CBS-Columbia Inc. . . Willard L. Male named mgr. of union relations, GE tube dept. . . Phillip J. Wood named Stewart-Warner TV-radio div. merchandisc & field sales mgr., Chicago, replaced as southern California field sales mgr. by Ned Paine, ex-RCA . . . David Cathcart, Sylvania Chicago regional mgr., opens new distributorship in Des Moines Aug. 1 in partnership with Wm. Brown, of Davenport Federated Distributors, Davenport, Ia. . . Wm. C. Allen, ex-Pizitz dept. store, Birmingham, recently with Olympic of Alabama Inc., named Olympic southern sales mgr. . . Raymond A. Rich promoted to v.p. and Harold W. Schaefer to v.p.-engineering, Philco refrigeration div.; Gerard E. Nistal, ex-RCA & Lear, named adv.-sales promotion mgr., Philco govt. & industrial div. . . Edwin B. Hines, DuMont mgr. of electronics parts sales, heads newly created CR replacement sales dept.

Capt. G. A. Lange replaces Capt. A. M. Patterson as head of administration branch of Naval Communications Div., Office of Chief of Naval Operations. Capt. E. H. Pierce, former director, Electronics Div., Office of Chief Naval Operations, and Capt. E. A. Taylor (USN), former asst. to director of communications-electronics, Joint Chiefs of Staff, retired from active duty June 30 after 30 years' service.

Rudolph H. Amberg, 57, for the last 17 years president of United Electronics Co., Newark (transmitting & special purpose tubes), died suddenly June 29 in his home at Essex Fells, N. J. Before joining United Electronics he was president of Northern Mfg. Co., which later became unit of National Union Radio Corp.

Workings of transistors (Vol. 8:1,8,9,19) are given through description in cover article of July *Scientific American* by Bell Labs physical chemist Morgan Sparks. After discussing transistor's great advantages and potentials, he calls attention to fabrication problems, frequency limitations, etc., but says: "The unsolved problems of transistors are severe and should not be minimized, but we can confidently expect that they will eventually be solved. It has taken about 40 years to bring vacuum tube circuits to their present development, and improvements are still being made in them."

"Line eliminator," to erase horizontal lines on TV screen, which can be built for "only a few shillings" and fitted in few minutes to most receivers, is described in June *Wireless World* (London) by G. N. Patchett of Bradford Technical College. Mr. Patchett's method is far simpler than British "spot wobble" which has intrigued American engineers (Vol. 7:39), employs auxiliary focus coil to make picture-tracing spot on tube oblong in vertical direction so it just fills space of one line. In addition to removing "lininess" of picture, author says, device improves horizontal definition and contrast, without impairing vertical definition.

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Distributor Notes: DuMont appoints Hermitage Electric Supply Co., 1402 Church St., Nashville (Jack Tenzel, president) . . . Capehart-Farnsworth appoints Garlock Sales Co., 432 N. Grand Ave., Lansing, Mich. (Myron L. Garlock, president) for northeastern Michigan . . . Kayc-Halbert appoints Arthur C. Maryon Co., 1355 Market St., San Francisco (Arthur C. Maryon, president) for San Francisco bay area . . . Hoffman appoints Southwest Wholesale Distributors, San Antonio (Charles Ely, president) . . . Emerson Radio of Texas, 1405 Turtle Creek Blvd., Dallas (LeRoy L. Rosenfeld, president), now handling Emerson products in northern Texas . . . Setchell Carlson names Television Dallas, 3012 Ross St., Dallas.

Topics & Trends of TV Trade: Some pertinent facts about TV set owners and prospective owners, as adduced from survey in 12 TV markets by Beaumont & Hohman Inc., Chicago ad agency: (1) Nearly 79% have no complaints about their sets and would buy same brand again, while 6% have had enough troubles to make them critical of their choice. (2) Nine out of 10 still have their original sets and less than 2% of TV homes studied have 2 sets in operation. (3) "Approximately half of all set-owners questioned now have 16 or 17-in. screen. In buying another set only one in 10—approximately the number with screens of 12-in. or less—would want a larger picture tube. Three times as many would be influenced by a more attractive cabinet."

Prospective TV buyers are extremely brand-conscious. Survey found both owners and non-owners place "best brand" at top of list of considerations in buying set. Non-owners rank "price" and "cabinet style" second and third in order of consideration, while owners consider "price" and "clear picture" second and third most important qualifications. Survey also found "claims of exclusive or outstanding features contained in manufacturers' advertising evidently made very little impression on customers" since no appreciable number of owners or non-owners could correctly identify heavily advertised sales points. Retailers, survey showed, "made little or no effort to sell particular brands if they carried several makes, [but] encouraged the buyer to compare all sets in the store." Report quotes 20% of owners as saying special price influenced their selection, but only 10% of those who have yet to buy a set claim they are looking for a price deal.

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Belmont's new Raytheon line, introduced at distributors' meeting in Chicago's Drake Hotel, comprises 21 sets, 8 of which have all-channel vhf-uhf continuous tuning. Raytheon's continuous-tuning vhf-only sets have space within cabinet for installation of uhf tuner, listing at \$29.95. Also announced at distributors' meeting was plan of "assured profits," which includes extra "promotional margin" for dealers, to enable them to give attractive trade-in allowances on used sets.

Raytheon line is divided into 2 series—low-end "Suburban" group of 15 sets (including 2 vhf-uhf) and 6 "Continental" models with vhf-uhf & AM. All Continental models and 9 of Suburban series have electrostatic pre-focused picture tube. Continuous tuning models incorporate "Channelite" tuning, which illuminates channel or radio frequency to which sets are tuned. The complete line, priced inboard (all prices rounded):

Suburban group embraces 17-in. table, russet leatherette, \$200; same with vhf-uhf tuning, \$240; other 17-in. tables at \$230 & \$260; 21-in. tables at \$250 (leatherette) and \$290. Consoles: 17-in. at \$260, \$270 (blonde), \$280 and 2 at \$290; 21-in. at \$340, same with vhf-uhf \$380; blonde \$350, maple \$360. Legs for table models, \$9.95.

Continental group, all 21-in. consoles with uhf-vmf & AM radio, begins at \$430, same in blonde \$450; full-doors \$480, blonde \$500; French provincial cabinet, full doors, \$500; AM-FM radio, full doors, \$750.

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Trav-Ler showed 7 new TV sets to distributors in Chicago last weekend, starting with 14-in. table at \$99.95 plus excise tax. Other models, all excluding tax (prices rounded): 17-in. tables at \$135 & \$150, 17-in. console \$170, 20-in. tables at \$150 & \$170, 21-in. console \$200. Also introduced were 8 radios, phonos and combinations priced \$13-\$70.

Freed Radio Corp. has filed amended plan under bankruptcy act (Vol. 7:10), whereby it would pay 100% over 3 years, first 50% to consist of preferred stock.

Merchandising Notes: "Fair trade" bill went to White House July 2 after approval by Senate, 64-16; opponents expect Presidential veto . . . GE Supply Co. has changed name to GE Distributing Corp., with GE Supply Co. (Charles P. Pritchard, president) carrying on old business as a division and GE Appliances Co. (Paul A. Tilley, president) handling appliance distribution . . . Two of 9 N. Y. dept. stores, surveyed by *Herald Tribune* for June, reported 15 & 79% increases in TV-radio sales—but 7 reported decreases of 18, 29, 32, 42, 50, 60 & 73%, respectively . . . Hallcrafters has big display in Chicago's Trans-World Air Lines downtown ticket office, plugging particularly its *Political Atlas* giveaway during conventions . . . Add 27-in. set makers (Vol. 8:26): American Television Inc. (U. A. Sanabria), bringing out console labeled "De-Forest" at \$485 . . . Sentinel appoints Casler, Hempstead & Handford Inc., Chicago ad agency . . . Bruno-New York sells 900 RCA table model TVs to New York's Hotel Sheraton, said to be largest number of sets in use by any hotel in area.

Olympic Radio profits for 1952 "will be as good and probably better" than 1951, executive v.p. Percy L. Schoenen (now president) forecast June 25 as first electronic unit for armed forces came off Olympic production lines. Said he: "The lag behind the showing for the first half of last year, when we experienced a boom in the first quarter, was being made up in the second quarter this year. The trend toward a rising volume of business now is in evidence. The second half of this year should provide excellent business, military and commercial." He said Olympic's military order backlog now totals about \$15,000,000, with another \$10-15,000,000 being negotiated. He predicted company's military billings at about \$1,000,000 a month in 1953. In TV field, he said Olympic is aiming at "a large share" of the combination business; 40% of Olympic's business is in TV-radio-phono combinations, whereas combinations comprise only 10% of output of industry as whole.

May picture tube sales by RTMA members totaled 247,724 worth \$5,323,826, somewhat under April's 270,781 valued at \$6,074,540, yet up from May 1951's 229,250 which were valued at \$5,120,553. Virtually all were 17-in. or larger rectangular, though exact percentage can't be indicated because of error by one reporting company. First 5 months' sales reached 1,559,334, valued at \$35,388,020, compared with 2,330,998 worth \$61,882,188 same 1951 period.

Pulse Inc. surveyed 1000 TV homes in metropolitan New York area in June, projects findings to show that 156,700 families there (4.4% of homes) own multiple TV sets. It found also that 334,770 families (9.4%) have bought second set but haven't kept original one; this is what most did with original: 185,190 (5.2% of all TV families) traded it in, 56,980 (1.6%) sold it, 49,860 (1.4%) gave it away, 21,370 (.6%) junked it.

Sylvania's 27-in. all-glass picture tube, competitive to DuMont and RCA metal-coned models (Vol. 8:22-23, 26), is also now in pilot production and is being sampled to some receiver manufacturers for experimental purposes. Sylvania says tube has neutral density gray-filter face plate, uses 90-degree deflection angle, has overall length of 22½-in. (less than that of smaller 21-in.), offers nearly twice picture area of 20-in. tube.

Use of test equipment in servicing is subject of Edward M. Noll's *Test Instrument Applications Manual* (\$1), sixth in TV Technicians Lecture Bureau series, published by Paul H. Wendel Publishing Co., Box 1321, Indianapolis.

"The Muter Story" titles 4-p. article in March-April *Signal Magazine*, relating success story of Leslie F. Muter companies, including Rola and Jensen.

Electronics Reports: Progress in military electronics production, as described by acting defense mobilizer John R. Steelman in July 3 quarterly report to the President:

"Production of electronics is now running at 7 times the low rate at the time of Korea, when less than 5% of the major military electronic items now in the program were in production. During the last 6 months, 52 major electronic items were first brought into volume production.

"The greatest developments have been in the field of radar. Of the 81 major items of radar equipment currently under contract, not one was being produced at the start of the Korean action. Radio has shown almost as much change as radar, with only 3 of the major items presently under contract having been produced prior to June 1950. All of the sonar underwater detection devices are also new.

"Guided missiles, though one of the smaller components . . . in terms of dollar costs, represents one of the most intensive research and development efforts. Activity to date has been concentrated on design, experiment and testing, with limited production scheduled for the near future . . . The impending availability of guided missiles will introduce changes in warfare, both offensive and defensive, at least as great as those wrought earlier by the advent of the airplane. A missile developed by the Army, for example, is capable of taking off from the earth and tracking and destroying an airplane 10 miles away at an altitude of more than 6 miles . . ."

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Defense contract step-up ordering fourfold increase in output of new type tank fire control equipment has been authorized by Army for Arma Corp., American Bosch subsidiary. Although value of contract wasn't revealed, authorization provides for additional start-up commitment of about \$7,000,000. Among other unclassified military contracts announced this week by armed forces: Air Force—RCA, \$2,000,000, radios. Signal Corps—Sylvania, \$1,752,300, tubes (2 contracts); Hallicrafters, \$1,290,216, radios (2 contracts); Western Electric, \$1,156,115, transmitters; Chatham Electronics, \$1,153,504, potentiometers & tubes (2 contracts); Gates Radio, \$984,276, transmitters & receivers (2 contracts); GE, \$933,075, tubes; Machlett Labs, \$866,422, tubes; DuMont, \$748,533, receiver-transmitters.

Federal Telephone & Radio Corp. gets contract from Telefonos de Mexico, S.A., for highest microwave system in world, linking Mexico City and Puebla, only 57 miles apart but for which terminals more than mile high and repeater 3 miles high will be required. System calls for 23 channel, pulse time modulated voice circuits. Unattended repeater will be on Cortez Pass, 37 miles from Mexico City, where both Azcarraga and O'Farrill radio interests are planning respective Channel 9 & 7 TV stations, for which microwave STL links will be needed.

Selenium allocations for July will be lower than May & June. Nevertheless, rectifier manufacturers informed NPA, demand for their products is increasing—due principally to TV-radio manufacturers' stepped-up plans for fall production and hiked output of electronic weapons.

Two certificates of necessity for rapid tax write-off of expanded electronic plant facilities issued by DPA June 13-19: Eitel-McCullough Inc., San Bruno, Cal., \$99,033 (65% amortization); The Staver Co., Bay Shore, N. Y., \$83,699 (70%).

William M. Day, director of NPA's communications equipment div., now asst. NPA administrator in charge of Metals & Minerals Bureau, has been succeeded by his deputy Everett C. Roys, v.p. on leave from Pennsylvania Telephone Co.

Financial & Trade Notes: Motorola has called special stockholders meeting for July 29 to vote on 100% stock dividend and proposal to increase common stock from 1,000,000 to 3,000,000 shares. There are now 879,605 shares outstanding, with July 15 the record date for latest quarterly dividend of 62½¢ (rate last year was \$2.87½¢, including 37½¢ extra). Company has no plans for utilizing additional 1,240,790 shares of authorized but unissued stock.

Motorola hit new high of 80 last week, jumping from around 72 and year's low of 54½. In recent years, it has consistently shown extraordinary strength among TV-radio stocks, having earned \$7,289,102 (\$8.29 a share) on sales of \$135,285,086 in 1951 after record 1950 net of \$12,809,247 (\$14.56) on sales of \$177,104,669 in 1950 (Vol. 8:12). Earnings for first quarter this year were \$2,238,135 (\$2.54) on sales of \$38,853,095 vs. \$2,575,718 (\$2.93) on sales of \$46,659,847 same 1951 period (Vol. 8:19).

Company holds good fourth place as TV set producer among Big Four manufacturers (others: Admiral, Philco, RCA); is dominant factor in auto radio business as supplier for Dodge, DeSoto, Ford, Plymouth, Willys & Nash; is heavily engaged in mobile communications field (police, fire, taxi radio apparatus), and is a big defense contractor. According to proxy notice for May 5 stockholders meeting, officers and directors are among firm's major stockholders—Paul V. Galvin, president, owning 52,769 shares and a trustee for the 108,906 shares of the estate of his late wife; Robert W. Galvin, executive v.p.; 64,258 shares; Elmer H. Wavering, v.p., 10,450; Daniel E. Noble, v.p., 2933; Frank J. O'Brien, v.p., 2907; Matthew J. Hickey Jr., director, 2500; George R. MacDonald, retired treas., 3150.

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Skiatron Electronics & Television Corp. (Arthur Levey, pres.) enters into joint working agreement with Hanovia Chemical & Mfg. Co., Newark (ultra-violet equipment), which has purchased minority interest and will provide plant for production of Skiatron equipment.

Sentinel Radio earned net profit of \$263,692 (69¢ a share on 380,000 shares) on sales of \$10,126,175 in year ended March 31 vs. \$706,252 (\$1.96 on 360,000 shares) on \$20,090,708 same period year before.

Avco Mfg. Co. consolidated net sales for first half of fiscal 1952, ended May 31, were \$130,834,354, earnings \$3,542,928 (38¢ a share) vs. \$158,959,656 sales and \$5,547,211 (61¢) net for like period year ago.

Republic Pictures reports net profit of \$379,551 (10¢ a share) for 26 weeks to April 25 vs. \$426,830 (12¢) same 1951 period.

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TV's competition to libraries wears off after first year. This was consensus of 9 speakers at New York convention this week of 5000 librarians of American Library Assn. Louisville Free Public Library director Clarence R. Graham said circulation of books to adult readers had gone up 40% in last 3 years. Jack Spears of New York State Library predicted that TV will prove no more of a threat to reading than did radio.

Swiss Govt. has bought TV transmitter and equipment from unnamed British firm, reports Commerce Dept.'s *Foreign Commerce Weekly*. Using 625-line system, Swiss expect to begin telecasting in Zurich by August. Other stations planned: Berne, Geneva, Lausanne, Lugano.

Ford Foundation makes TV debut Nov. 9 with 90-min. dramatic series on CBS-TV Sundays, 4:30-6, serving as showcase for experimental treatment of new story lines similar to *CBS-TV Workshop* format.

Preparing for St. Louis outlet, for which it will re-apply shortly, CBS reports it has optioned transmitter site in Carondelet area. CBS owns 50-kw KMOX (AM) there.

McFARLAND BILL, first substantial change in Communications Act since 1934 (Vol. 8:25), was passed by Congress July 2, and ended up in final form as definite compromise between Senate and House. Final bill and report of Senate-House conferees (latter printed on pp. 8830-8836 of *Congressional Record*) should be studied carefully for all nuances, for it goes into effect as soon as signed by the President—probably in next few days. Following were major actions taken:

(1) Eliminated House's Horan amendment, which would have protected stations against suits resulting from defamatory statements made over their facilities by political candidates. Reason: insufficient study given problem.

(2) Eliminated House's "newspaper amendment," which would have prevented FCC from discriminating against newspapers in granting licenses. Conferees made it clear, however, that omission of amendment didn't sanction any such discrimination. They felt that new provision is unnecessary.

(3) Eliminated authority House would have given FCC to levy fines and suspensions. Gave Commission power to issue cease and desist orders.

(4) Eliminated Crosser amendment on payment for facilities of unsuccessful renewal applicant (Vol. 8:25).

(5) Modified "separation of functions" provision so as to assure parties of full notice, and opportunity to participate, in connection with staff recommendations in adjudicatory cases.

(6) Reinstated "double jeopardy" provision in anti-trust section of Communications Act.

ABC-UPT severance petition still awaits FCC action, believed to be imminent, as ABC's competitive position worsens vis-a-vis NBC and CBS. This week, v.p. Ernest Lee Jahnke wrote to all stations in 1-&2-station markets, pleading for more clearances, asking stations to ameliorate the "artificial and temporary monopoly" created by TV freeze. Paramount hearing continued all this week, meanwhile, with Paramount counsel Paul Porter cross-examining Arthur Levey, president of old Scophony Corp., seeking to show that Paramount actually came to Scophony's financial rescue in early 1940s and obviously had no motive for trying to suppress Scophony's TV patents. Levey has testified that part-owner Paramount constantly obstructed his efforts to promote the patents.

Latin America's next new TV station will begin operation Aug. 1 in Ciudad Trujillo, capital of Dominican Republic. Owned by Gen. J. Arismendi Trujillo, the Channel 4 station will be operated by La Voz Dominicana, which runs 3 radio stations in capital city (HI2T, HI3T, HI4T). Station uses RCA 5-kw transmitter with 15.8-kw visual power, 7.9-kw aural. First important event to be televised will be presidential inauguration Aug. 16. Same company also plans relay systems to carry TV programs to eastern, southern and interior parts of republic.

Boom in drive-ins has propped up movie industry, says Council of Motion Picture Organizations in disclosing gain of 828 drive-ins and decline of 749 indoor theatres over the last year. Citing statistics from Commerce Dept. & *Film Daily's* yearbook, COMPO reports 23,199 theatres in operation Jan. 1, 1952, including 4151 drive-ins, for highest over-all total since 1929 peak of 23,344.

Auto radios comprise more than 22% of radio sets-in-use, are included in 24,500,000 passenger cars, or 63% of nation's 37,000,000 automobiles, nearly double those of 1946, says BAB's new brochure *Listening on Wheels*.

National Council of Catholic Men, Washington, issuing monthly bulletin (at \$2 a year) titled *Close Up* and reviewing and cataloging 16mm religious films regarded suitable for TV.

Marshall Field stations KOIN, Portland, Ore., and KJR, Seattle, were sold this week for \$1,500,000 to Mt. Hood Radio & Television Broadcasting Corp., Portland, and Mt. Rainier Radio & Television Broadcasting Corp., Seattle, in both of which companies the following are principal stockholders: Ralph Stolkin, Chicago, owner of oil & ranching properties and chief stockholder in National Video Corp., Chicago CR tubemaker; Edward G. Burke Jr., San Antonio, oilman; C. Howard Lane, Chicago, gen. mgr. of Marshall Field radio stations; Ted R. Gamble, Portland, owner of chain of Wisconsin theatres, wartime director of Savings Bond drive; Sherrill G. Corwin, Los Angeles, owner of Metropolitan Theatres chain. Mr. Stolkin & Mr. Burke were principals in recent purchase of KXOB, Stockton, Cal., with Clem Randau, ex-business mgr. of United Press. Mr. Lane will resign from Marshall Field organization to manage both stations and to prosecute their already-filed applications for Channels 6 & 7, respectively. Mr. Field gave "geographical considerations" as reason for selling, retains ownership of WJJD, Chicago.

On committee representing CBS radio affiliates in effort to halt proposed network radio rate reductions (see p. 2), it's noteworthy that combination TV-AM operators are playing leading roles. Chairman is George B. Storer, who besides operating 7 AM stations, also has 4 TV: WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta; KEYL, San Antonio. Other members are Victor Sholis, WHAS & WHAS-TV, Louisville; Hulbert Taft Jr., WKRC & WKRC-TV, Cincinnati; John Fetzer, WKZO & WKZO-TV, Kalamazoo; John Patt, WJR, Detroit, and WGAR, Cleveland; Kenyon Brown, KWFT, Wichita Falls; Wm. Quarton, WMT, Cedar Rapids; Ray F. Herndon Jr., KTRH, Houston; Saul Haas, KIRO, Seattle. Also serving, because he's chairman of CBS affiliates advisory board, is I. R. Lounsberry, WGR, Buffalo.

Strike of 67 writers against ABC, CBS and NBC TV-radio networks in New York may disrupt Chicago GOP convention coverage, said striking Radio Writers Guild (independent). Networks retorted that it will do nothing of the kind. Guild, representing news and continuity writers, is dispatching pickets to Chicago, and union officials said they doubted union members would cross picket lines at network installations there. Dispute is over pay increase demands. Threat of strike of Chicago TV-radio newsmen was averted June 30 when ABC & NBC came to terms with another union, National Assn. of Broadcast Engineers & Technicians (CIO).

Oilman Edwin K. Pauley, former treasurer of the Democratic National Committee, who once dropped option to purchase San Francisco's KPIX for \$450,000, has made proposal to buy Mrs. Dorothy Schiff's KLAC-TV, Los Angeles, but as yet there has been no meeting of minds. Proposed selling price is said to be in excess of \$2,500,000. Pauley has long evinced interest in TV, holds experimental uhf license in San Francisco, was in group with radio manufacturer H. Leslie Hoffman which was outbid by General Tire when Don Lee properties (including KTSN, now KHJ-TV) were placed on block.

Wage and salary control regulations, as they apply to broadcasting industry, are left virtually unchanged in new Defense Production Act. As originally passed by House, measure exempted from wage control all employes engaged in businesses not subject to price control—including broadcasting, publishing, motion pictures, etc. But this provision was deleted from version which passed both houses of Congress this week. TV-radio stations & networks are still exempt from price controls.

FCC's proposed rebroadcast rule (Vol. 8:20, 25) has been stayed by Commission for 60 days, or until Aug. 30—following exasperated petitions by CBS, NBC, NARTB.

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

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With This Issue: Special Report on 'Considerations in the Early Planning of TV Stations'

18 CPs, MORE SOON—NEW MARKETS COMING: Granting 18 CPs for new TV stations Friday, July 11 -- the first in 4 long years -- FCC showed it wasn't fooling when it adopted channel-by-channel procedure for processing TV applications. Morning meeting brought 14 grants; special 10 p.m. session, very unusual, produced 4 more. Five of the CPs are vhf -- in Denver, Spokane & Austin; the rest are uhf.

At least a few stations on air by autumn is now virtual certainty.

Four commissioners took the action -- Walker, Hyde, Sterling, Bartley -- others being out of town. Using such words as "historic day," commissioners called the speedy grants vindication of choice of processing procedure. The grants:

GROUP A: Denver -- Eugene P. O'Fallon Inc. (KFEL), No. 2; Colorado TV Corp. (KVOD), No. 9; Empire Coil Co. (licensee of WXEL, Cleveland), No. 26. Portland -- Empire Coil Co., No. 27. Springfield-Holyoke -- Hampden-Hampshire Corp. (WHYN & Holyoke Transcript), No. 55; Springfield TV Bcstg. Co. (Roger L. Putnam, director, Economic Stabilization Agency), No. 61. Youngstown -- Vindicator Printing Co. (WFMJ & Youngstown Vindicator), No. 73; WKBN Bcstg. Corp. (WKBN), No. 27. Flint -- Trans-American TV Corp. (James L. Rubenstone, Philadelphia), No. 28. Spokane -- KXLY-TV Co. (E.B. Craney, Bing Crosby, et al), No. 4; KHQ Inc. (KHQ & Spokane Chronicle), No. 6. Austin -- Texas Bcstg. Co. (KTBC-Mrs. Lyndon Johnson, wife of U.S. Senator), No. 7; Capital City TV Co. (Charles Henry Coffield, oilman), No. 18.

GROUP B: Bridgeport -- Southern Conn. & Long Island TV Co. (WICC-Philip Merryman), No. 43. New Britain -- New Britain Bcstg. Co. (WKNB), No. 30. New Bedford -- E. Anthony & Sons (WNBH-New Bedford Standard-Times), No. 28. York -- Helm Coal Co. (WNOW), No. 49; Susquehanna Bcstg. Co. (WSBA), No. 43.

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All other channels had 2 or more applications each in cities considered -- with a few exceptions. Exceptions involved faulty applications or errors in uhf mileage calculations committed by FCC itself in fashioning allocation plan. All competitive applications in cities considered were designated for hearing. Dates for hearings haven't been set, but none are expected to start short of 6 weeks.

Commission got as far as 13th city in each priority group -- A & B. Territories and non-commercial applicants haven't been considered yet. In cities considered, applications which weren't amended since freeze ended were dismissed. In addition, a few post-freeze applications were dismissed as incomplete or defective. Earlier in week, Commission also granted 12 channel shifts for existing stations.

[All new CPs, channel shifts, applications designated for hearing, dismissals and the 84 new applications filed this week are included in Addenda 14-Z herewith, sent to full-service subscribers. Details on all these and others to July 15 will also be included in new TV Factbook No. 15, off presses in week or so.]

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Shouts of joy and outrage greeted actions -- which came 10 days after start of processing July 1. All week, it was open secret Commission intended to act

Thursday or Friday. Situation was indeed "fluid and critical," as we termed it last week. Take Denver, for example:

Gene O'Fallon's bid for Channel 2 was never challenged. His grant breezed through sometime Friday morning. Same day, another application for No. 2 appeared in FCC's public reference room. It came from California broadcaster Knox LaRue (KSTN, Stockton; KONG, Visalia; KMOR, Oroville). On copy we saw, someone had written "11:10 a.m." Colorado TV Corp. and Empire Coil Co. had Channel 9 tied up until Thursday, when latter amended to uhf Channel 26; FCC granted both next day. Everyone else got thrown into hearing.

FCC means business; that fact stands out above all. Prospective applicants had better make up their minds fast if their cities are high on priority lists. And they'd do well to camp on Commission's doorstep, watch moves of competitors.

Another fact stands out: If application is uncontested and meets minimum requirements -- it's granted. FCC doesn't care whether it's from out-of-town interests, whether it's from AM station, whether ownership is identified with news-papers, show business or what have you. The one thing FCC won't do is tamper with its minimum mileage separations.

With 84 applications filed this week, total received since end of freeze is now 573. And the seriousness of FCC's action this week will undoubtedly precipitate sizable number in next few weeks. Worth noting is fact that 195 of the 573 applications on file are for uhf, and that mere 70 of total have no AM connections. Many uhf applicants are eager to build, but some others are undoubtedly "buying insurance" in order to have a TV channel while eager beavers pioneer new frequencies.

FCC has augmented its TV staff, intends to grind out CPs as fast as staff can process applications. Additional grants are expected next week.

FCC box score for this week: 18 CPs, 64 applications set for hearing, 18 unamended applications dismissed, 5 incomplete or defective applications dismissed.

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Lack of action on educational applications will probably disappoint Comr. Hennock, who was busy Thursday night making speech to convention of Emerson distributors in New York, wherein she commended president Benjamin Abrams for offering \$10,000 each to first 10 educational stations on air (Vol. 8:26). Commission may be prepared to grant some of the educational applications, but there's big question about the 5 filed so far by New York Board of Regents. New York Legislature hasn't yet appropriated funds for their construction; to some at Commission, that means applicants aren't financially qualified.

Chairman Paul Walker, to whom must go great credit for sparkling speedup of end of freeze and granting procedure, delivered another speech exhorting educators to get going lest their reserved channels revert to commercial use. He spoke July 9 before TV-radio Institute at Pennsylvania State College (Milton Eisenhower, pres.).

Only 9 educational applications are on file -- 5 of them the New York group. And it's significant that 4 educational institutions and 2 non-profit organizations have asked for commercial channels: Loyola U (WWL), New Orleans; Port Arthur College (KPAC), Port Arthur, Tex.; Michigan State U (WKAR), E. Lansing; Missouri U, Columbia; New York City's municipally-owned WNYC and St. Petersburg's WSUN.

BASIC STEPS IN PLANNING TV STATIONS: You liked Joe Herold's article on "TV Station Operating Costs" so well, asked for so many extra copies (Special Report, April 19), that we think you should also have his second study -- "Considerations in the Early Planning of TV Stations." Accordingly, we obtained permission to reproduce it from RCA's current Broadcast News, and enclose it herewith as a Special Report.

The titles indicate importance of these articles at this time, particularly to new-station enterprisers, their planning staffs, engineers, counsel, et al. In this 12-p. article, with its plenitude of diagrams, Mr. Herold presents step-by-step planning procedure, subject on which there has been little or no literature to date.

Now TV station planning consultant for RCA engineering products dept., well known in the radio engineering field, Joe Herold was chief engineer of Omaha's WOW, built & managed its WOW-TV; was consultant on construction of CMUR-TV, Havana; supervised installation and staff training for Brazil's Radio Televisao Paulista.

FACTBOOK MAP KEYED TO NETWORK GROWTH: New wall map to accompany our TV Factbook No. 15 is being prepared with an eye to the advent of new stations. It includes, generally, communities down to 10,000 population.

Accurate routes of existing TV cable & microwave facilities were supplied by AT&T; also shown are the several privately-owned relays still in use. In addition, other Bell System cable & microwave facilities now in service or planned, but not yet equipped for TV, are indicated.

Fact that a broadband facility passes through a particular town doesn't mean immediate network interconnections for newly constructed stations. But it does mean that AT&T is in fairly good position to make fast hookup once it knows when station is due to get on the air -- and once a firm order for service is placed.

AT&T has plans for additional coaxial & microwave routes but isn't making them public yet -- primarily to avoid inflating prices of rights-of-way.

Note: Suitable for framing, delineating areas now receiving TV service, one of the 22x32-in. maps will accompany each Factbook. Additional copies will be available at \$1 each. The Factbook itself goes only to full-service subscribers, is due off presses by July 21. Extra copies to subscribers \$2.50; non-subscribers \$5.

ROAD BEING CLEARED FOR ABC-UPT MERGER: FCC's approval of ABC-UPT merger by August or September became almost certain this week. Though Commission hasn't guaranteed approval in so many words, it is clearly poised for favorable action.

Dramatic climax came July 7, when gen. counsel Ben Cottone called in counsel for Paramount hearing parties, invited them to file petitions requesting that anti-trust issues be deleted from hearing; that hearing examiner be by-passed, and that case be sent directly to Commission for final decision.

With anti-trust issue out of the way, principal question left for FCC decision would be whether common ownership of movie and TV interests should be approved. Commission is obviously ready to accept parties' argument that a healthy ABC and robust competition among TV networks are far stronger bulwarks against monopoly than any governmental fiat attempting to control relationships of movies and TV.

One other major question would be left for FCC decision, with removal of anti-trust issues -- whether Paramount Pictures controls DuMont. Present TV licenses of both would no longer be in jeopardy, but neither would be able to seek full limit of 5 stations each until and unless Commission rules there is no such control.

* * * *

Petitions filed this week by ABC, UPT, CBS and Paramount -- pursuant to FCC's invitation -- show picture clearly:

(1) ABC is in serious danger of disintegration while hearing drags on. (For details of proposed merger deal of just year ago, see Vol. 7:21.)

(2) Anti-trust issues are ancient and dead history -- as even Supreme Court recognized. Both Paramount Pictures and UPT have scrupulously adhered to terms of 1940 and 1948 consent decrees. As Paramount puts it: "The Supreme Court [held] that the sole function of an injunction is to forestall future violations and not to punish for past violations."

(3) FCC has already wiped slate clean in similar cases. Westinghouse's licenses were placed on temporary basis for years for exactly same reason -- an old anti-trust case -- yet FCC finally issued regular renewals April 17.

Another case: FCC didn't revoke NBC's licenses when it promulgated chain broadcasting regulations which required NBC to sell its Blue Network (now ABC). "Instead," says Paramount, "the Commission adopted a code of conduct for the future and renewed the licenses...on the premise that their conduct in the future would comply with the regulations."

Following clincher was provided by ABC, UPT and CBS: "To hold that the past activities of Paramount Pictures Inc. should nevertheless be automatically attributed to UPT, so as to disqualify it from holding broadcast licenses, is to say that the courts have approved of a useless and nugatory reorganization."

* * * *

What brought about FCC's change of mind -- after 90 actual days of hearing, 13,000 pages of testimony, 950 exhibits? Here's how matters shape up:

(1) ABC's desperate plight brought about by delay -- leading to political, affiliate, editorial pressures on Commission to adopt "rule of reason" instead of continuing to pursue needless "trust-busting" tactics that might conceivably force the network out of business, to the advantage of nobody.

(2) Several resignations at FCC since hearings were initiated have taken much drive out of project. On other hand, Comr. Jones has tried to get even more intense FCC (and Justice Dept.) prosecution of anti-trust case, but he no longer exercises much influence over colleagues -- having led them into abortive color decision and having attempted to overthrow their TV allocations decision.

(3) Dragged out hearings have habit of miscarrying at FCC.

VIPs AMONG SEEKERS OF TV STATIONS: Big names, big money, big interests -- these and the predominance of radio station owners loom strikingly among applicants for new TV stations. The word really has gotten around that it's a good field for investment, if not influence. Some of the Very Important Personages discernible among the stockholders listed in applications now before the FCC:

Senator Robert Taft's family newspaper-radio interests in Cincinnati are principals in an application for new station in Indianapolis, where Frank McKinney, chairman of Democratic National Committee, and Frank McHale, national committeeman, head radio group applying for Indianapolis, Fort Wayne and South Bend.

Senator Knowland's family newspaper-radio interests in Oakland, Cal. have applied for that city, and oil millionaire Senator Kerr of Oklahoma, who also owns several radio stations, seeks TV in Peoria, Ill. Wife of Senator Lyndon Johnson has been granted CP for home town of Austin, Tex., where she controls a radio station.

Ex-Senator Millard Tydings has 12% in Baltimore application, in which other principal is Sam Hoffberger, local Democratic bigwig. Ex-Senator Robert LaFollette is chairman and he and wife own 26% of radio station applying for Milwaukee.

Gov. Adlai Stevenson, possible Democratic candidate for President, has 2½% of stock in WTAX's application for Springfield, Ill. Ex-Gov. Francis P. Murphy of New Hampshire is principal in application for Manchester; ex-Gov. Horace Hildreth of Maine, for Portland & Bangor; ex-Gov. Ed Rivers of Georgia and his son for several stations in towns where they operate AMs; ex-Lieut. Gov. James Noe of Louisiana, for New Orleans & Monroe.

Economic Stabilizer Roger Putnam, in private life a business man of Springfield, Mass., heads grantee company there. Mayor Quigg Newton of Denver is one of group planning station there (Vol. 8:26), as is Mayor Donald W. Kramer, Binghamton. Robert Butler, ex-Ambassador to Cuba & Australia, is central figure in a St. Paul TV-radio station project. Gordon Gray, ex-Secy. of the Army, now president of U of North Carolina, seeks station in Winston-Salem, where he publishes the newspapers.

* * * *

Among TV-radio manufacturers, Empire Coil Co., New Rochelle, N.Y., which got grant for what's now the highly-successful WXEL, Cleveland, while local newspapers and others looked on skeptically, got uhf grants this week in Denver & Portland -- first uhf grants in history. It's also uhf applicant for Tampa & Bridgeport.

Zenith Radio Corp. is applicant for Chicago. Westinghouse, which got one TV station in Boston pre-freeze, would like 4 more -- in Pittsburgh, Portland, Ore., Philadelphia, Fort Wayne, where it operates AMs.

P.R. Mallory Co., big parts maker, holds 20% stock in an Indianapolis application. Ralph Stolkin, National Video Corp., Chicago tubemaker, is in group proposing to buy Marshall Field's radio stations in Portland & Seattle and to acquire TV outlets there also (Vol. 8:26).

The Polan family's Polan Industries, of Huntington, W.Va., whose subsidiary Zenith Optical Co. makes picture tube bulbs, has applied for stations in Wheeling, Youngstown, Roanoke and Ashland, Ky.

TV-radio distributors, as individuals, are known to be identified with some local applicant groups. Outstanding is RCA distributor Henrie & Bolthoff, principals in Denver deal involving Bob Hope (Vol. 8:26). Humara & Lastra, Cuban distributor for RCA, are among owners of one station in Havana and another being built there.

From show business and the newspaper world comes plenty of venture capital. Aside from the numerous theatre and theatre chain owners applying, we see Bob Hope heading Denver venture; Bing Crosby co-grantee for home town Spokane, applicant for Monterey, Cal.; James Stewart & Sterling Holloway stockholders in another Denver project, Stewart also in for Galveston, Tex.; Jack Benny, with producer Wm. Goetz and actor Milton Rudnick, each owning shares in application for Bakersfield, Cal.

Shrewd business woman Mary Pickford Rogers has reapplied for Winston-Salem, may seek others. Gene Autry wants TVs to go with his AMs in Phoenix & Tucson. And big program producers Trendle-Campbell, who once sold their Michigan stations to ABC to concentrate on their Lone Ranger, Green Hornet and other successes, have applied for Flint, Mich. Washington lawyer Theodore Granik, moderator of American Forum of the Air, owns 24% of stock in company applying for Palm Beach, Fla.

Plenty of other interests also want in on TV -- as investments, as bolsters for their present businesses, or simply because it intrigues them. Among numerous oilmen from Southwest, there's Glenn McCarthy, of Houston's Shamrock Hotel fame, who seeks TV there. Phil Wrigley is a principal in Chicago application. Local newspaper publishers are particularly prominent, and of course the chain publishers who went heavily into radio but missed the TV boat--the Cowles, the Gannetts, Ridders, Jack Knight, Samuel Newhouse, Eugene Pulliam, Morgan Murphy.

Even the brothers Horvitz, publishing the Lorain Journal & Mansfield News-Journal, in Ohio, who lost Supreme Court case for discriminating against advertisers using their radio competition, seek TV stations in those towns.

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When our complete tabulation of TV applications to date, detailing the basic facts about each, is made available in our TV Factbook No. 15, due off presses soon, you can study the geographical lists for your own analyses. Equally interesting will be the weekly Addenda sheets thereafter, reporting further applications, the grants, hearing schedules, etc., based on official FCC files and decisions.

Personal Notes: J. Roger Wollenberg, ex-Justice Dept. anti-trust div., appointed FCC asst. gen. counsel and chief of litigation div.; patent attorney William Bauer is detached, assigned to Comrs. Jones & Bartley who form new patent committee of Commission; Richard T. Conway, 1952 Indiana U graduate, due to report to gen. counsel in couple weeks . . . Ben McLaughlin, commercial mgr., succeeds Herbert Stewart, resigned, as acting mgr. of WICU, Erie . . . Hugh M. Beville Jr., NBC research director, elected president of Market Research Council . . . I. E. (Chick) Showerman, ex-NBC central div. sales mgr. & v.p., recently with Free & Peters, reps, joins Teleprompter Service Corp. as sales v.p. in charge of newly formed Teleprompter National Sales Corp. . . . Lounsbury D. Bates, of CBS-TV legal staff, elected international president, Alpha Delta Phi . . . Wm. Sloat, recently with XELD-TV, Matamoros, formerly with CBS-TV, WPIX & KEYL, named senior engineer of Weldon & Carr, Washington consulting engineers . . . Alfred G. DiGiovanni, ex-Sullivan, Stauffer, Colwell & Bayles, joins NBC as asst. research mgr., TV spot sales . . . John Fox, ex-CBS, now production mgr., *Family Circle Magazine* . . . Robert Weenolsen, ex-Young & Rubicam radio program mgr., joins Foote, Cone & Belding as TV-radio executive on Rheingold account . . . Joseph A. Jenkins, ex-Ketchum, McLeod & Grove and onetime with WBEN-TV and WNBK, heads new Pittsburgh agency titled Advertising Corp. of America . . . Thomas F. McAndrews Jr., ex-CBS and Kenyon & Eckhardt, joins Ted Bates & Co. as TV film producer . . . Elmer G. Sulzer, radio director of U of Kentucky, assumes similar post at Indiana U Sept. 1 . . . Miss Frances Riley, ex-Walter Schwimmer Productions Inc., named special asst. in NARTB public affairs dept.

Popular Joseph H. Ream, since 1948 CBS executive v.p. and a director, resigns as of Aug. 1 "for personal reasons" and will retire in Florida, possibly taking up cattle raising. He won't be replaced, but attorney Richard Salant, member of CBS's law firm of Rosenman, Goldmark, Colin & Kaye, assigned to CBS matters, joins the network as a v.p. & general executive July 21. "Joe" Ream is 48, a native of Iowa, 1925 graduate of U of Kansas, 1927 graduate of Yale, joined CBS in 1934 as general attorney. He became secretary in 1939, v.p. in 1942. Mr. Salant, 38, is a 1938 graduate of Harvard Law School, Navy veteran, former NLRB and Dept. of Justice attorney.

Newspaper readership in TV homes continues about same as those without TV, according to report by J. P. McKinney & Son and Ward-Griffith Co., newspaper reps, based on Daniel Starch & Staff analysis of 1208 interviews for readership studies conducted for *Hartford Times* and *Providence Bulletin*. In fact, observation of retail ads in newspapers by women in TV homes ran about 10% higher than those without TV; general or national ads, about same; among men, 2% higher in TV than non-TV homes. Tests were conducted in February, based on heavy Thursday newspapers.

Dr. Augustin Frigon, 64, director of planning & research for Canadian Broadcasting Corp., ex-CBC gen. mgr., died July 10 at Sixteen Islands Lake, Que. A graduate of Laval U and MIT, he was prominent in consulting engineering and education circles in Quebec, is survived by widow, son and daughter.

Kenneth G. Farnsworth, 51, ex-sales chief of WJZ-TV & WABD, recently producing own show on WDTV, Pittsburgh, died July 11 in Pittsburgh after brief illness.

TREMENDOUS IMPACT of TV on Republican convention—and vice versa—received almost as much attention this week across nation as did convention itself. While this is being amply covered by daily and trade press, we think these highlights and lowlights of convention-TV worthy of attention:

Sponsors paid networks plenty for TV coverage, but they got bargain—nets are expected to go some \$3,000,000 in hole on conventions. For TV-radio versions of 2 conventions, plus election night returns, Philco reportedly paid NBC \$2,750,000, Westinghouse paid CBS \$2,500,000, Admiral paid ABC \$2,000,000. NBC-TV had to cancel unexpectedly an estimated \$58,000 worth of commercial time on opening day, July 7, to cover prolonged debate over seating of disputed delegates.

Network and station executives, to say nothing of sponsors, were very much in evidence at Chicago—putting enormous pressure on GOP radio-TV chief Edward T. Ingle for credentials. Aside from their combined working staffs of some 600 technicians, announcers, commentators, networks alone had these topkicks on hand: NBC chairman Niles Trammell, president Joseph McConnell, v.p. Pat Weaver, v.p. F. M. Russell; CBS chairman Wm. S. Paley, president Frank Stanton, radio v.p. Adrian Murphy, TV v.p. Jack Van Volkenberg, program v.p. Hubbell Robinson; ABC president Robert Kintner, radio v.p. Lee Jahncke, TV sales mgr. Ed Friendly—and a lot of other brass.

"There's such confusion on the floor of the Amphitheatre," reported NBC commentator Earl Godwin, "that the delegates call long distance to find out what the home folks have seen on TV; they have a clearer idea of what is going on than the delegates themselves."

Movie houses, which had braced themselves for sharp falling-off of business during convention telecasts, found business as good as or better than usual; some attributed this to lack of entertainment programming on TV.

Visitors to office of FCC Comr. Bartley in Washington viewed convention on 7-in. Hallicrafters receiver which he picked up for \$18 at recent "bargain sale."

WITH THE TELECASTING of GOP convention, "TV has come of age." There's no doubt about that if you read the newspaper editorials and articles. Convention TV coverage itself was widely praised, but most editorialists dwelt on creation of more informed public, and—more particularly—the electronic eye's revolutionary influence on politicians, conventions, campaigns and the like. Typical was July 9 *New York Herald Tribune* editorial which pointed out that "the home viewer gets a more clearly defined understanding than ever of how candidates are chosen, and, possibly, how Presidents are made." Editorial went on to say:

"Just as important is the increased awareness that TV has brought to the delegates of their responsibilities to the citizen who is not attending the convention. The windows of the smoke-filled rooms are gradually being opened. The people are insisting on their right to see what is going on at first hand, and their demand is being accepted. In years to come, TV may bring about even greater changes in floor procedures and activities, for already it is almost as if the cameras are being reversed and the delegates are observing the intent faces of those who while still on the outside are now enabled to look in."

These sentiments were voiced same day by *New York Times* TV-radio editor Jack Gould, who called TV's admission to credentials committee "its first, if limited, victory over the smoke-filled room." He stated: "The barring of video had become linked with the whole question of an

TV coverage of Credentials Committee meetings in Chicago's Congress Hotel traveled 2000 miles—in 1/93 of second—before it was put on air. This is explanation by CBS-TV New York technical operations mgr. Orville J. Sather: Picture is picked up in committee room, sent by cable to mobile unit outside hotel, then by cable to roof of hotel, by microwave to Hilton Hotel, by cable to telephone company relay transmitter atop Hilton, by microwave to roof of convention hall, by cable to CBS-TV control room there, then to AT&T Chicago test board, then by microwave to CBS-TV New York, then network feeds picture to nationwide network, including Chicago outlet.

In Chicago, too, everyone watched convention-TV—including candidates, delegates and press covering the event. Every section of convention stadium had TV lounge, and there were sets in stadium cafeteria, halls, even rest rooms. Convention hall telephone room had TV sets equipped with earphones, so that telephone users wouldn't be disturbed. Press corps at party headquarters in Conrad Hilton Hotel covered convention from 10 sets in 3 press rooms. Run on rental TV sets kept Hilton management hustling; hotel ordinarily has mere 40 sets available, but managed to dig up 250, installed new antenna and booster.

Last-minute interconnection gave XELD-TV, Matamoros, Mex.—which serves Brownsville, Tex. area—live convention telecasts, leaving Albuquerque's KOB-TV the only station which couldn't present direct coverage. XELD-TV engineers say they completed private installation July 7 allowing them to pick up and rebroadcast convention coverage from KEYL, San Antonio, about 250 mi.

Temporary emergency arose when networks began setting up studios at Hilton; they found hotel equipped only with DC current, while all TV-radio equipment is built for AC. The solution: they all plugged into neon sign on hotel roof—which runs on AC circuit from electric company. Illinois Bell Telephone Co. installed miles of temporary wiring to connect TV-radio facilities to sign.

Embarrassing moment for CBS-TV came July 7 when network suddenly switched from convention hall to remote pickup out in street; only thing in sight on screen was mobile TV truck with big sign, "NBC Television."

open and fair convention. As matters have now turned out, the preliminary Eisenhower triumph [on issue of seating contested delegates] also coincidentally contributed to TV's advance as an independent journalistic medium . . . The Taft forces who barred the cameras committed a tactical public relations blunder that now has worked to video's advantage . . . Now that the precedent has been established, it is difficult to see how the Democrats can do any less by way of welcoming TV without stirring up another storm."

New York Times July 8 gave this apt description of TV's political role: "TV may underline insincerity; it may catch an individual laughing at some wrong joke or yawning at some other person's eloquence; it may reveal some pretentious tub-thumper as the comic or tedious figure he actually is. TV, in short, gives democracy an all-seeing eye. Some day the results may startle us. They already do—a little."

Slide-rule for TV coverage calculations has been devised by J. B. Epperson, chief engineer of WEWS, Cleveland. He says he'll manufacture it if demand warrants.

Offset-carrier position of each channel in FCC's allocation table was indicated in new table released this week. Copies are available from Commission—or we can get them for you.

TRENDS & FIGURES PLEASE SET MAKERS: Manufacturers are elated, of course, over flow of TV sets during June and continuing good trade prospects for rest of summer and fall-winter, sparked by TV at political conventions (see story below).

Particularly are they pleased with concrete evidence from FCC this week, in 18 new-station grants (see p. 1), that it is truly intent on getting more outlets going -- thus widening the receiver market. Fact that Denver got 2 vhf this week, Spokane 2, Austin 1, and that Portland and other sizable cities got first uhf grants should really start ball rolling.

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RTMA weekly trade figures point to healthy trend. For first week of year's second half, ending July 4, factory inventories fell to 388,956 from 404,871 week preceding (Vol. 8:27). Week's output of TVs fell to year's low of 38,648 sets (1491 private label) from 75,959 June 27; it was first week of plant vacations for most.

Week's radio output fell to 65,911 (21,145 private) from 179,386. Factory inventories of radios were at year's new high of 459,190, however. Week's radios were 32,041 home units, 14,074 portables, 9572 clock, 10,244 auto.

TV SET NOW INDISPENSABLE IN THE HOME: Cautious manufacturers and TV tradesmen say it's somewhat too early to gauge impact of GOP convention telecasts on sales -- but they have few doubts about long-range effect on the public. TV has become just as indispensable in the home as radio -- and it took scant 5 years to do it.

That fact alone makes the network sponsorships by Admiral, Philco & Westinghouse -- costing them in aggregate some \$7,500,000 for TV-radio time and talent -- well worth while. That the whole industry is benefiting, goes without saying.

We asked all 3 whether they felt their TV-radio sponsorships were helping move goods, particularly TVs. Westinghouse said it was too early to tell. Philco's Jimmy Carmine wired: "Early reports indicate tremendous response...Distributors and dealers report unusual reaction from the public. Dealers & distributors expressing enthusiasm over our sponsorship of this convention coverage greater than any of our previous campaigns."

Admiral's sales v.p. Wally Johnson reported "definite results," with refrigerators moving well even in Detroit despite auto shutdowns due to steel strike. He added: "Our Minneapolis distributor reports that the saturation advertising has created considerable interest among consumers who have been filling dealers' stores.

"Dealers who have been buying TVs and refrigerators very conservatively now are reordering, and we expect to see more reorders written before the Democratic convention begins July 21. Business has also been very good throughout the South-west where several cities recently added to the TV network."

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June sales of TVs were extraordinarily good, generally, but we find lots of differences of opinion on July. Dealers in the well-saturated markets say it's slow now because people bought their sets last month in anticipation of the conventions. But in some cities, notably Chicago and Los Angeles, and in the 10 newly interconnected cities, wholesalers and retailers are reporting land-office business.

Prospects for Miami, New Orleans, Houston, Dallas, Fort Worth, San Antonio, Tulsa, Oklahoma City, Phoenix & Seattle are that business will continue good as network programs continue to be fed to them even after the conventions. Advent of network into Dallas, a correspondent writes us, found 2 distributors unable to keep in stock and at least 8 major retailers saying they're far behind in installations.

Some set makers were inclined to dispute bearish reports of some retailers,

reflected in Wall Street Journal: "Only in TV saturated and politically sophisticated markets of the east are dealers less excited over the sales impact of big time politics." But Davega chain was reported stating "sales are just dribbling along."

No sales spurt was discerned by Herald Tribune, either. It quoted Macy's that GOP convention has had "not too much effect, if any, on sales." On other hand, big Bruno-New York, RCA distributor, states things look so good now that it's splurging some \$150,000 on huge saturation campaign next week to plug new line.

Servicemen are being taxed to utmost, and it looks like more of same as the Democratic convention approaches and as interest in sports heightens. (Incidentally, not only is World Series always a big set seller, but special events like All-Star baseball game this week help a lot -- as will Admiral-sponsored pre-season football game on DuMont Aug. 15 between champion Los Angeles Rams and College All-Stars.)

TV rentals -- especially hotels -- were going great guns everywhere all this week, most running out of sets very quickly. And some restaurants and public places found they needed larger-size screens, or even additional sets. Eating places, bars, hotels, hospitals have long been good outlets for receiver sales. But report from California hints another "prospect"; the State honor prison at Chino allows TV viewing, and 3 sets were used all this week so the 1500 inmates could watch convention!

Trade Personals: Richard A. Graver, Admiral v.p. since July 1944, onetime Atwater Kent and RCA sales executive, has resigned to join Capehart-Farnsworth; no successor has been named . . . James E. Herbert promoted to Motorola sales mgr., Charles H. Combe to national retail mdsg. mgr., with James M. Tuttle, ex-San Francisco-Seattle regional mgr., promoted to western div. sales mgr., succeeded by Ashton H. Hulbert; Robert W. Evans, ex-Chattanooga, to Kansas City-St. Louis regional mgr., succeeded by Verne W. May . . . Brig. Gen. Russell E. Randall, USAF (ret.), elected president, Utility Electronics Corp., 231 Grant Ave., E. Newark, N. J. . . . Meade Brunet, RCA v.p. in charge of international div., elected a trustee of Union College, Schenectady, from which he was graduated in engineering in 1916 . . . Ken D. Derr, ex-Spartan of Canada, Columbia Records and recently v.p. & gen. mgr. of Capitol Records of Canada Ltd., named gen. sales mgr., Toronto TV-radio div., Dominion Electrohome Industries Ltd. . . . Douglas C. Iden, ex-asst. supt. of Motorola plant in Chicago, named supt. of new Motorola Canada Ltd., Toronto; Mike Steinhoff, mgr. of quality control; James K. Williams, purchasing agent; Arnold W. Neimuth, controller . . . E. B. Shaffer appointed mgr. of kinescope renewal sales, RCA tube dept., D. M. Branigan continuing as mgr. of receiving tube renewal sales and A. G. Petrusek named mgr. of electronic components renewal sales, replacing Shaffer . . . Morton G. Scheraga promoted to asst. technical sales mgr., DuMont instrument div. . . . Albert Friedman, Olympic gen. sales mgr., promoted to sales v.p. . . . Nelson H. Stewart promoted to asst. to sales mgr. H. G. Cheney, Westinghouse electronic tube div. . . . Rudolph Sachs appointed Hytron mgr. of new semi-conductor products div. . . . Hodge C. Morgan, ex-Automatic Washer Co., now Bendix Radio contract sales mgr. . . . Edwin B. Hinck heads new DuMont CR replacement sales dept. . . . Thomas A. Cronin named v.p., Wells Television Inc., specializing in hotel installations . . . Edmond G. Shower, ex-Bell Labs, now head of Nation Union transistor div. . . . Homer M. Hill Jr., ex-Ansley Radio, now gen. mgr., Arthur Ansley Mfg. Co., Doylestown, Pa. . . . Vergal Bourland, Ft. Worth, and Al Robertson, Oklahoma City, elected to NARDA board to fill unexpired terms of R. B. Garlock and L. P. Olson, resigned . . . Joseph A. Zulwin, ex-Appliance Distributors Inc., Chicago, appointed Zenith mgr. for eastern territory (including Philadelphia, Baltimore, Washington) formerly covered by late Irving Herriott Jr. . . . Matt Barnes named Zenith regional mgr., Dallas . . . John Ryan, ex-Philco Dis-

tributors Inc., New York, named Philco central div. mgr., succeeded by Robert Kelly . . . Joseph A. Bilheimer, div. mgr. in St. Louis, named gen. mgr. of Philco Distributors Inc., Chicago, succeeding Ward M. Caldwell, assigned to Kansas City . . . George B. Wayson, ex-Spiegel and Jackson, named sales mgr., Esquire Radio . . . Elwood R. Berkeley, ex-American Wholesalers, Washington, named Spartan district merchandiser for eastern Va., western Md., southeastern Pa.

Montreal now has TV—but it's wired TV on rental basis, supplied by Rediffusion Inc., which for some time has offered background music and "wired radio" programs to Montreal homes and business places. Here's how Rediffusion plan works, as explained in full-page ads in local papers: Subscriber pays \$25 installation fee plus \$4.40 weekly rental and receives British-built Ekeo 16-in. receiver. Closed-circuit service presently includes children's program 5-6 p.m. and feature film at 8 p.m. daily, plus choice of 6 sound programs including background music 24 hours a day. Rediffusion ads are aimed directly at discouraging purchase of TV sets, stress high cost of sets, antennas and service. Montreal dealers are up in arms, Retail Merchants' Assn. leading campaign to combat Rediffusion ads. First live telecasts on CBC's new Montreal TV station are scheduled to begin July 25 with baseball games of Montreal Royals. Rediffusion started similar wired TV service in Britain in 1938, offers wired sound programming there and in 13 other countries.

Pocket radio not much bigger than cigarette pack—using transistors instead of tubes—will be marketed by Emerson within 3 years, exec. v.p. Dorman Israel predicted at New York distributors meeting July 10. He displayed experimental model, said his company is ready to produce midget sets as soon as defense regulations permit use of transistors for civilian products.

Two 29-year-old engineers of RCA Victor—Ray D. Dennis, design engineer at Indianapolis receiving set plant, and A. Wm. Bloom, tube engineer at Harrison, N. J. tube plant—win 2-year company scholarship grants at Harvard Business School with all expenses paid, full pay and full employe benefits.

Philco host to 500 Annapolis midshipmen July 9 & 10 on tours of its Philadelphia plants.

CONSIDERATIONS IN THE EARLY PLANNING OF TV STATIONS

By **J. HEROLD**

TV Station Planning Consultant Engineering Products Dept.

In planning a television station, the first step is the establishment of the legal, financial, and technical qualifications of the owner. Moreover, evidence is necessary to show that the proposed station will be in the public's interest and convenience. This can best be established through the services of an Engineering Consultant and Legal Representative qualified to practice before the Federal Communications Commission. The Consultants will also advise on television station channel availabilities and will assist in development of the basic planning in preparation of the application in its final form for submission to the FCC. Lists and addresses of such Legal and Technical Consultants can be obtained from the Broadcasting Magazine Yearbook or from the Television Factbook, published by Television Digest, both of Washington, D. C.

BASIC STEPS

The basic steps in planning follow in logical progression and are listed below, followed by considerations in connection with each step.

Basic Steps in Planning

1. Determine area of market, radius of coverage required to serve the area, TV channel availabilities, and estimate potential income.
2. Select site. Determine antenna height, antenna gain, and transmitter power.
3. Determine sources of program material, program policies, outline tentative program schedules, and plan extent of programming facilities.
4. Estimate total capital investment.
5. Estimate yearly operating expense.
6. Fill in FCC Form 301 (Revised) and file with the Federal Communications Commission.
7. Project probable future expansion.
8. Determine personnel requirements and begin training.
9. Plan the building and the design, construction, and installation of technical equipment.

EDITOR'S NOTE. Nine logical steps to follow in the early planning of TV Stations are outlined and discussed in this article. As the author points out, all factors warrant the careful consideration of the Planner. Market Areas, Sites, Coverage, Programming, TV Floor Plans, Capital Investments and Operating Costs are discussed. A detailed article on "TV Operating Costs" by Mr. Herold previously appeared in BROADCAST NEWS No. 68 and may be used as an additional reference.

Market and Potential Income (Step 1)

In determining market areas, market trends, and income potentials, a number of market analysis surveys are available. Perhaps the one best suited to TV Market analysis is "Population and Its Distribution" by the J. Walter Thompson Company. In this survey the market analysis of various cities is considered in terms of the cen-

FIG. 1 (below). Market Area considerations.

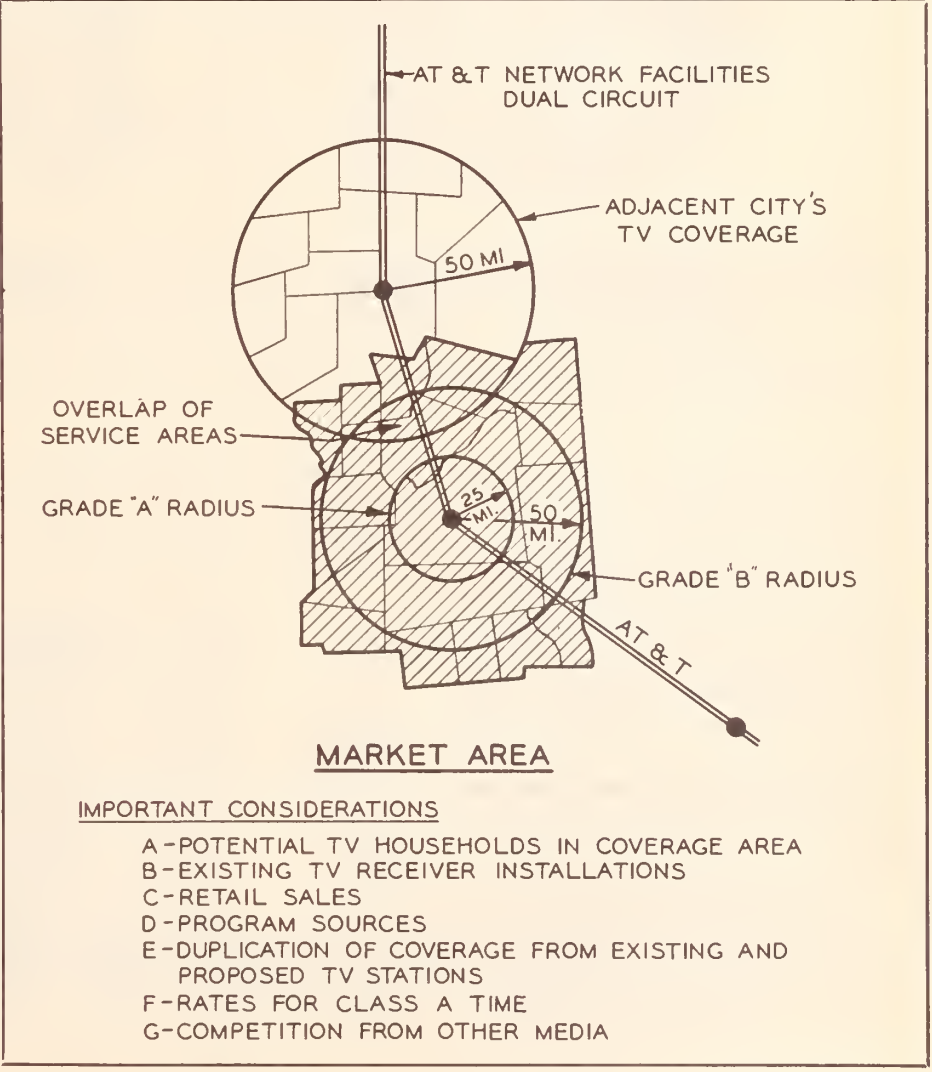
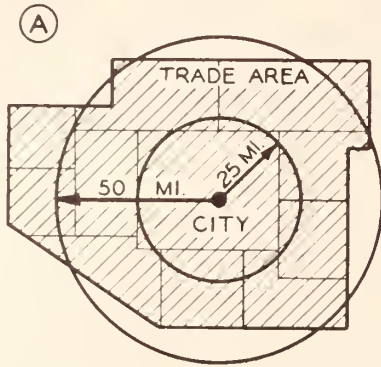
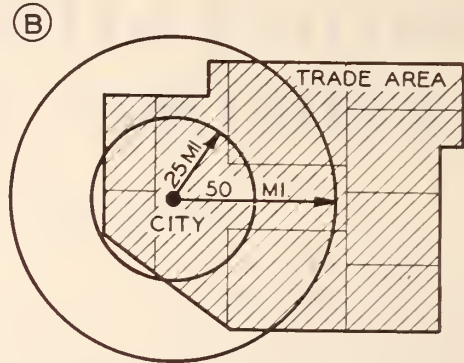


FIG. 2.

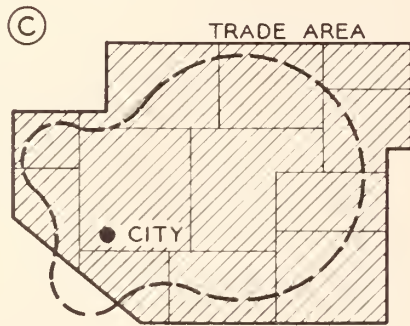
MARKET AREA CONSIDERATIONS



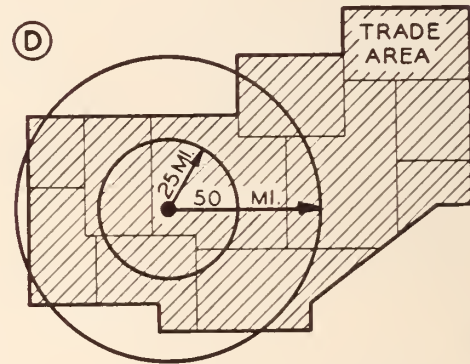
Where the trade area of a city is more or less symmetrical, a site near the city will give the most uniform coverage.



Where the area is not symmetrical about the city, it will usually not be possible to cover the whole area with a non-directional antenna.



Directional antennas are a possibility, but usually involve non-standard designs which should be avoided when possible.



When the trade area is very large or of irregular contour, it will probably not be possible to provide coverage of the whole area.

tral city and the surrounding territory dominated by that city.

From this, the total households in the area to be served can be determined and potential receiver circulation estimated. Since television station card rates are adjusted in accordance with receiver circulation, gross income will depend on the number of receivers in the area and the competition for the advertising dollar from other television stations and advertising media.

In areas already receiving television service, some ideas of income may be gained by studies of rate cards of existing stations and their commercial schedules.

Following is an average figure of the Class "A" Time Rates per hour and minute for existing TV stations, based on receiver circulation.

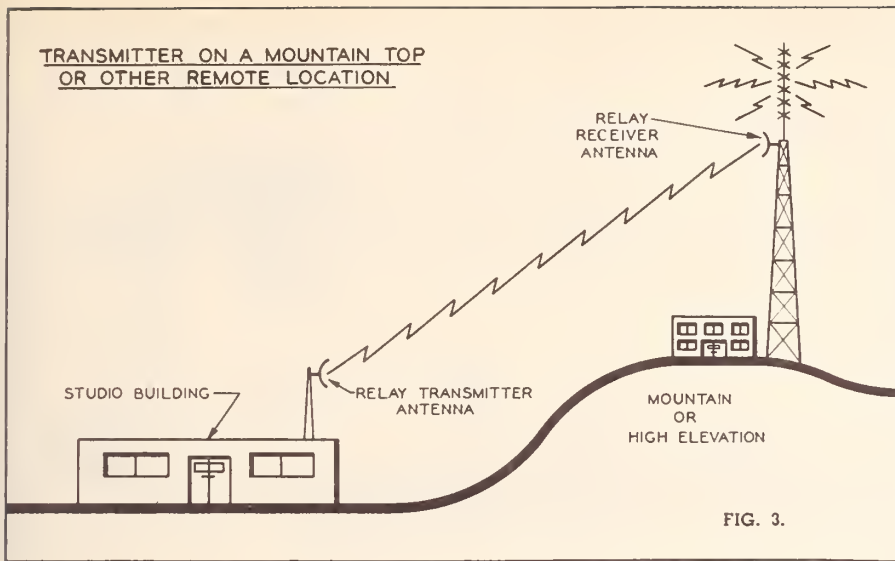
<i>Receivers</i>	<i>Hour Rate</i>	<i>Minute Rate</i>
12,000	\$225.00	\$27.50
60,000	300.00	54.00
100,000	400.00	75.00
130,000	500.00	90.00
190,000	600.00	110.00
500,000	800.00	145.00
1,775,000	1,500.00	300.00
3,000,000	3,000.00	550.00

Income potentials of a locality can be estimated by studies of market surveys.

market trends, potential and actual number of receivers installed, program sources, and studies of existing TV station histories.

Selecting the Site (Step 2)

In this consideration, antenna and transmitter are primarily involved, since, if necessary, the studios can be separated from the transmitter plant and located at a more accessible or convenient location with coaxial cable or microwave relay circuits linking the studio to the transmitter. However, combined studio-transmitter sites are most efficient and will reduce operating expense.



Selecting the Site (Step 2 Cont'd)

It is most desirable that the transmitter and antenna be located at the highest point above average terrain, nearest the center of the area to be served. This may be a tall building, a mountain, or other points with terrain or structural advantages in height.

Adaptability of existing plants, such as AM or FM transmitter sites, etc., should be explored as possible TV transmitter sites. Existing AM or FM antenna structures may be used to support the television antenna. Tower manufacturers will advise if this is possible.

Other factors of major importance to be considered are:

Space. Possibilities for expansion.

Land and construction costs.

Access to public utilities, (power, transportation, water, telephone, etc.).

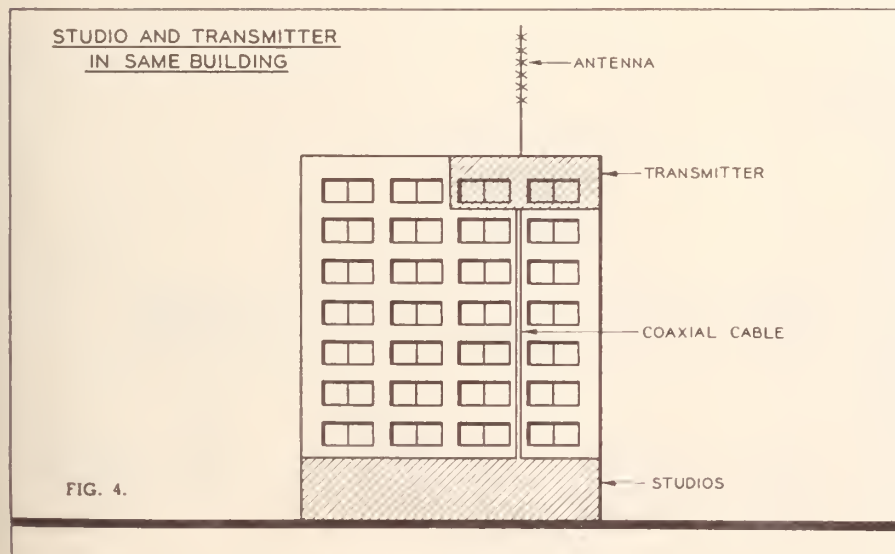
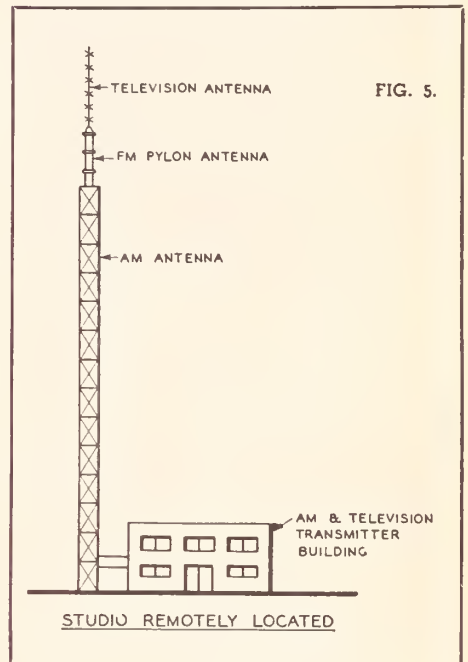
Freedom from interference, such as high radio frequency field strength signals from AM stations or high audio noise levels.

The site should be selected only after exhaustive studies have been made, including (when doubt of coverage exists) experimental transmissions from the proposed

site so that field strength measurements can be made to predict, accurately, the coverage of the proposed station.

Antenna Supporting Structures

The area covered at the television frequencies increases almost directly with the increase in antenna height. Therefore, it is advisable to plan for maximum antenna height above average terrain, consistent with supporting structure costs, interference with air lanes (Subject to Civil Aeronautic Authority approval), and building restrictions. Tower costs depend on whether



the structure is guyed or self-supporting, height, wind loading, footing, and installation complications.

Guyed towers are most practical, when space permits, since costs are much lower than the self-supported types of structures.

Antenna Gain and Transmitter Power

The Federal Communication Commission uses the *Effective Radiated Power (ERP)* of a television station in determining coverage and power. This is the product of transmitter power less transmission line loss times antenna gain.

Maximum and minimum values of ERP are specified by the FCC for the various TV channels and are based on frequency and population.

“Antenna gain” is derived from antenna arrays designed to concentrate radiation toward the earth at a low angle. Gain is calculated with reference to a single element antenna. Additional elements stacked vertically and properly excited will give the effect at the horizon of an increase in transmitter power. Gain per element in the array is usually near unity.

Antenna gains of from 3 to 30 times can be obtained, depending on the channel frequency. In some instances directional patterns may be desirable, and directional radiation can be obtained from the “Super Gain” and “Super Turnstile” types of radiators. “Beam Tilting” is possible, and in some instances, may be desirable since it provides tilting of the beam vertically and makes possible concentration of the signal in certain areas within the coverage radius.

Transmission line loss represents a loss in power and is minimized by keeping line runs as short as possible and by use of low-loss types of line.

Wave guides may be used at the Ultra High Frequencies to reduce transmission losses.

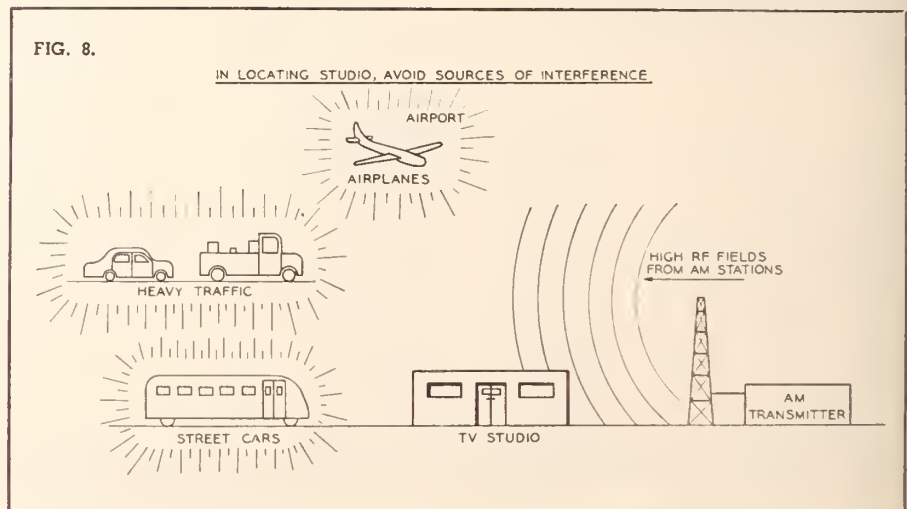
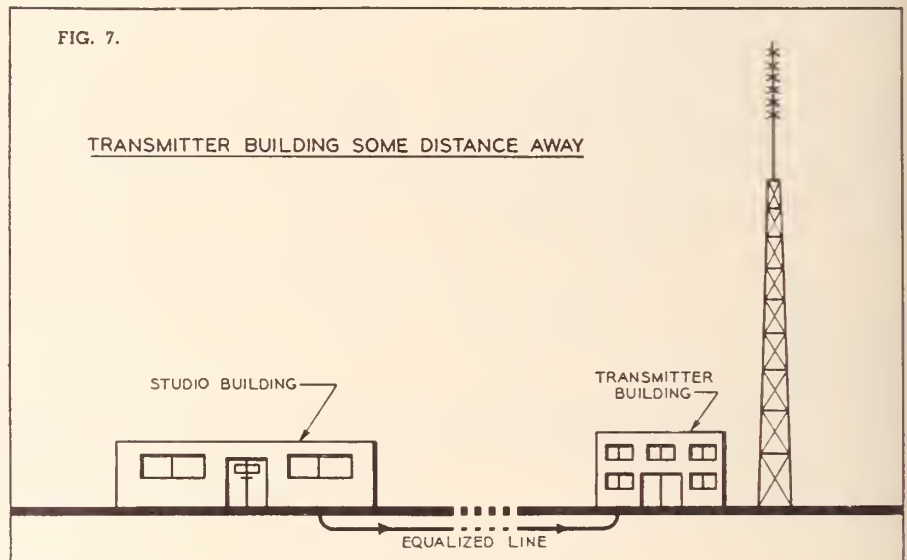
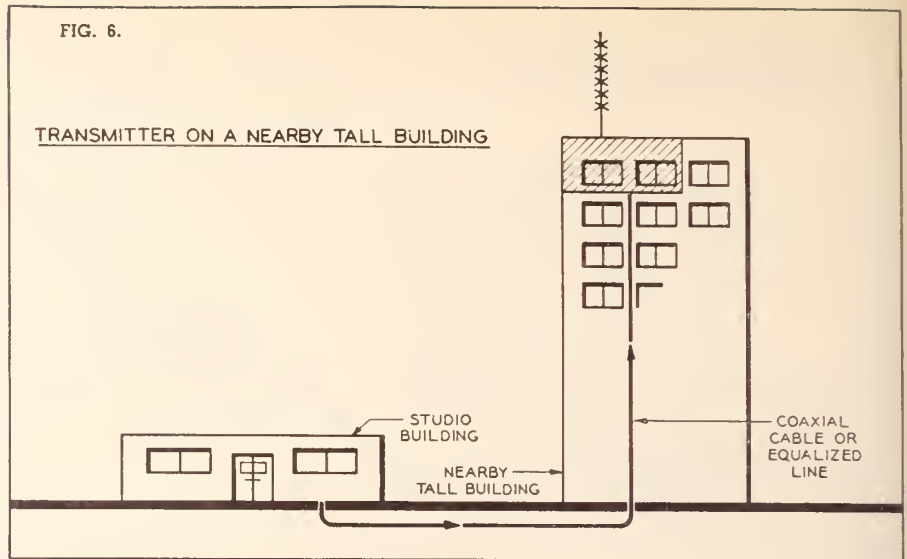
There are cases requiring special antenna design and installations. These may occur for the following reasons:

1. Special gain requirements not met by standard antenna.
2. Directional pattern requirements.
3. Installation of multiple TV antenna on one tower. (Common antenna sites.)

The Engineering Consultant will assist in determining antenna specifications best suited for coverage of the market area.

Coverage

The family of coverage curves for various channel classifications included as Figs. 10 and 11 will give some idea of coverage to be expected. Fig. 10 shows effects on coverage radius in miles with a fixed an-



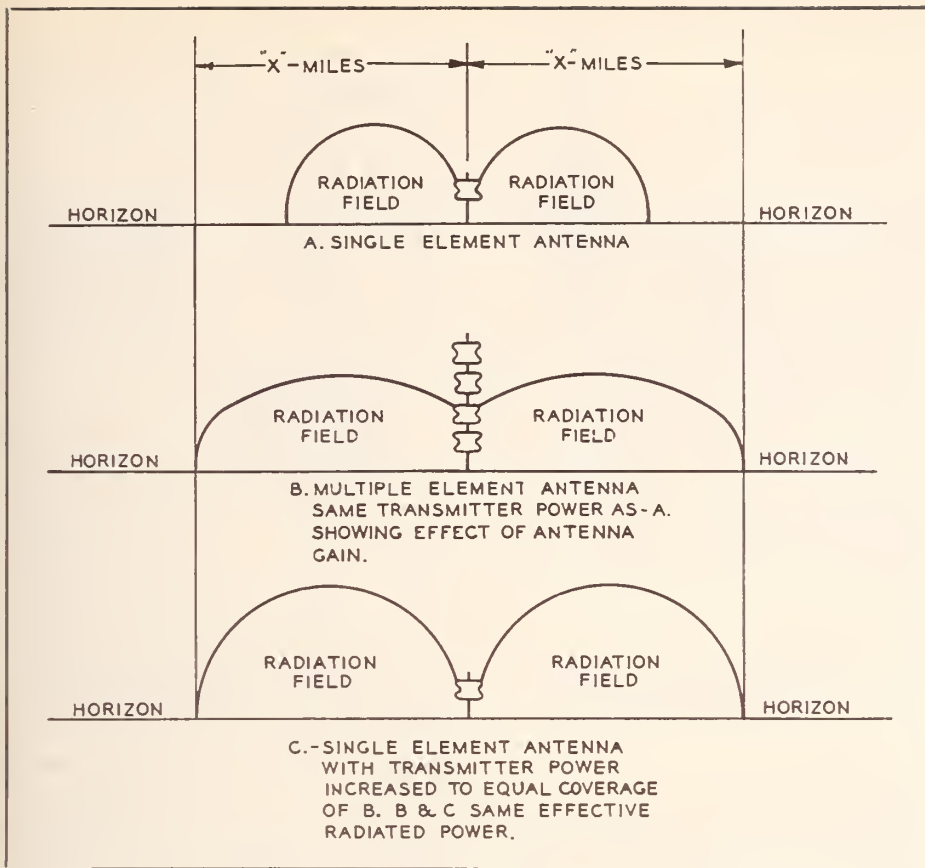


FIG. 9 (above). Coverage patterns showing effect of antenna gain on radiation field.

tenna height of 500 feet and effective radiated powers from 1 to 1000 kilowatts. Fig. 11 shows how radius of coverage in miles is affected by changes in antenna height with fixed effective radiated powers.

Although the curves of Fig. 10 show little increase in the radius of the outer coverage

contour (Grade "B" service) above effective radiated powers in excess of 200 kilowatts, the signal strength at the receiver within the area increases considerably.

The curves are for average terrain and, under actual conditions, true coverage may vary greatly from that predicted.

FIG. 10. Coverage curves showing "ERP" versus "Miles Coverage".

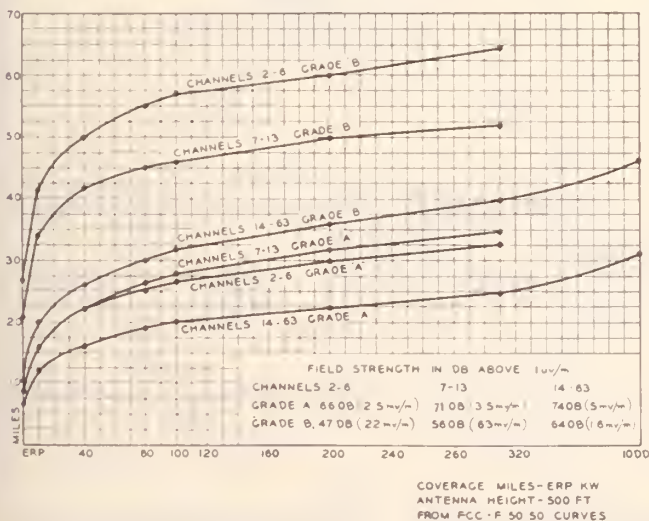
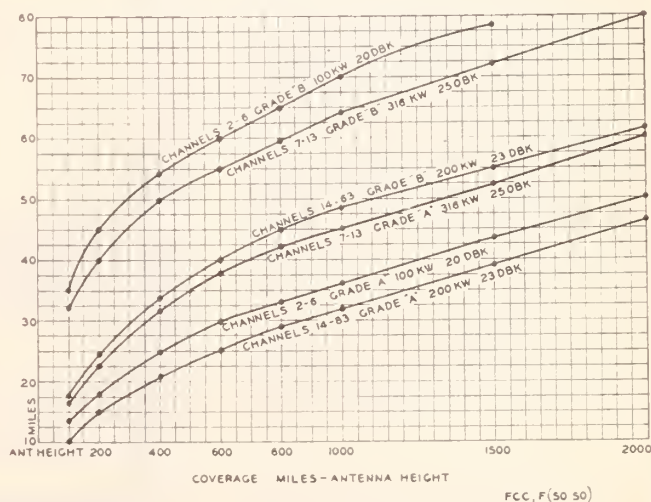


FIG. 11. Coverage curves showing "Miles Coverage" versus antenna height with fixed "ERP" values.



Programming the TV Station (Step 3)

Sources of program material must be determined in arriving at an overall program policy.

There are four major sources of program material—network, film and slide, live studio and remotes. The program facilities required will depend on the above sources, expanding greatly with the live studio and remote originations. Effects of such activities on operating expenses are shown in the TV station operating expense analysis. Of primary consideration is the amount of program expense which can be incurred consistent with a sound operation, financially.

In planning costs of program facilities, consideration must be given to the extent of programming activities from the various sources and the provision made for adequate facilities to support such program planning. Items to be considered in connection with facilities are: Studio size, lighting, acoustic treatment, air conditioning, staging, scenery, properties, special effects, cameras, camera dollies, audio systems, inter-communication systems, mobile units, microwave facilities, availability of network connections, etc.

The best approach to the problem of the extent of the technical facilities is through a systems layout plan showing both video and audio facilities. Manufacturers of television equipment have experienced personnel to assist your engineering consultant or chief engineer in analysis of facilities required, based on program plans, in development of facilities planning.

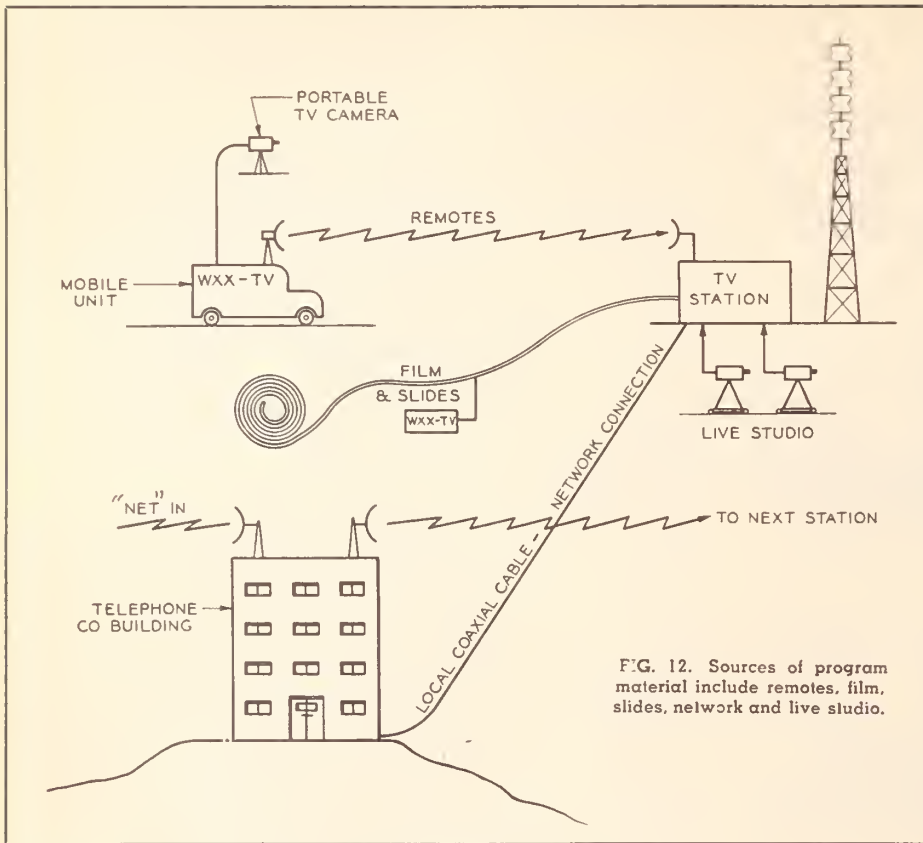


FIG. 12. Sources of program material include remotes, film, slides, network and live studio.

Company, Columbia Broadcasting Company, American Broadcasting Company, and the Dumont network. The map of A T & T existing and proposed TV network facilities and the list of existing stations and their network affiliations, shown here, may be helpful in determining the availability of network facilities to the TV station. Although the map may show the Telephone Company network facilities as serving your city, it is advisable that the A T & T commercial office in your city be advised, at an early date, of your plans for a television station in order to establish availability of facilities to your station. In the event the Telephone Company's facilities by-pass a city, it will be necessary to install microwave links to the nearest telephone company terminal. This has been done by a number of existing TV stations. If local facilities must be used in connection to the telephone company's network facilities, the microwave stations will be a capital investment item and should be included in the estimated capital investment. Costs for microwave facilities vary greatly depending on terrain and distances and are available from manufacturers on request.

Studios

Studio size should be large enough to allow freedom of motion in production of programs and should include plans for expansion. Ground level studios, whenever possible, are preferred. Doorways should be provided for easy entry with large props, scenery, and even automobiles. Good acoustics and lighting demands ceiling heights of 16 feet or more. Proximity of scenery and prop storage, scenery and art rooms, and artist dressing rooms, will have an important bearing on operating efficiency. Consideration should be given to space for audiences in event audience participating programs are planned. Proximity of high power AM stations and noise levels from street traffic will determine the amount of electrical and acoustic shielding required. The experience of a number of operating stations is that storage space for scenery and props in the ratio of two square feet of storage, or more, to each square foot of studio space is desirable. Rehearsal rooms are advantageous in most operations.

Networks

Program sources from networks will depend on the number of TV stations in the city and the availability of Telephone Company facilities for relaying the network programs to the television station. There are four major companies now supplying television programs for networks of stations. They are National Broadcasting

"Line Charges" for use of the telephone company's network facilities are usually deducted by the network company from the compensation it receives from the advertiser for the TV station's air time. The amount deducted is set forth in the network-station agreement, usually near two-thirds of the station's card rate.

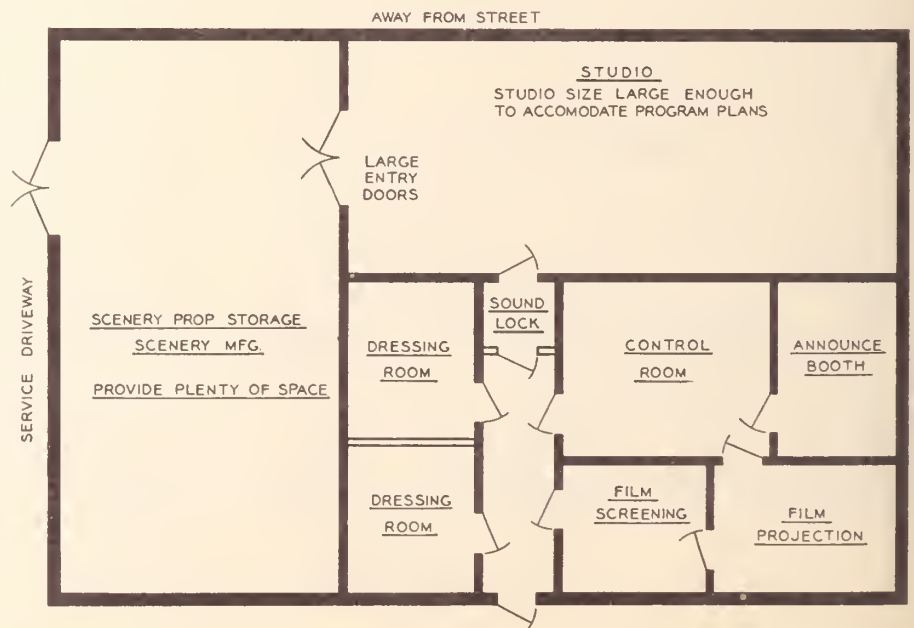


FIG. 13 (at right). Typical TV Studio floor plan.

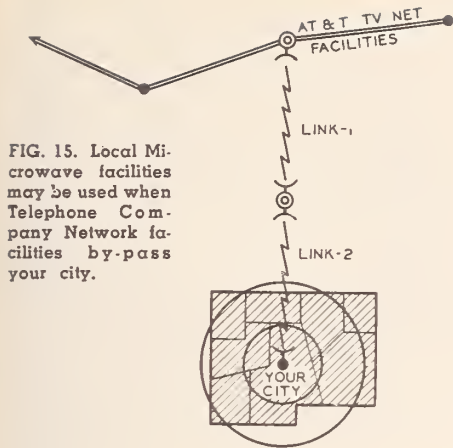


FIG. 15. Local Microwave facilities may be used when Telephone Company Network facilities by-pass your city.

Remote Pickup

Television stations in a great number of markets will find remotes a good source of program material. Remotes include all events picked up outside the studios. Remote pickup facilities could include equipment for either direct pickup for immediate rebroadcast or filming of the event for delayed broadcast, or both. Microwave transmitters and receivers are used, in the direct method, to relay images to the main transmitter over a narrow microwave beam. This method has the advantage of imme-

diacy which adds considerably to the viewer's interest.

In film pickup, motion picture cameras (usually 16 millimeter) are used, either sound on film or silent, to record the images on motion picture film for rebroadcast at a later, "delayed" time. In this method, the exposed film is rushed to the studio (the amount of rush depending on time between filming of the event and the rebroadcast time) and is processed by automatic film processors. Film has the advantage of the possibility of editing and thereby deleting undesirable portions of the program and condensation to fit available time segments. Both methods are used in coverage of sporting events, such as baseball, football, basketball, hockey, boxing, and wrestling, in addition to special events, such as parades, meetings, and all events of newsworthy nature.

The planner should decide on whether facilities for remote programming are desirable, and, if so, estimate capital investment requirements.

For direct "live" pickups, a mobile unit, television cameras and microwave relay equipment will cost approximately \$66,000. For film pickup, silent and sound on film cameras, processors, editors, screening equipment, etc., will cost about \$12,500.

Film Department

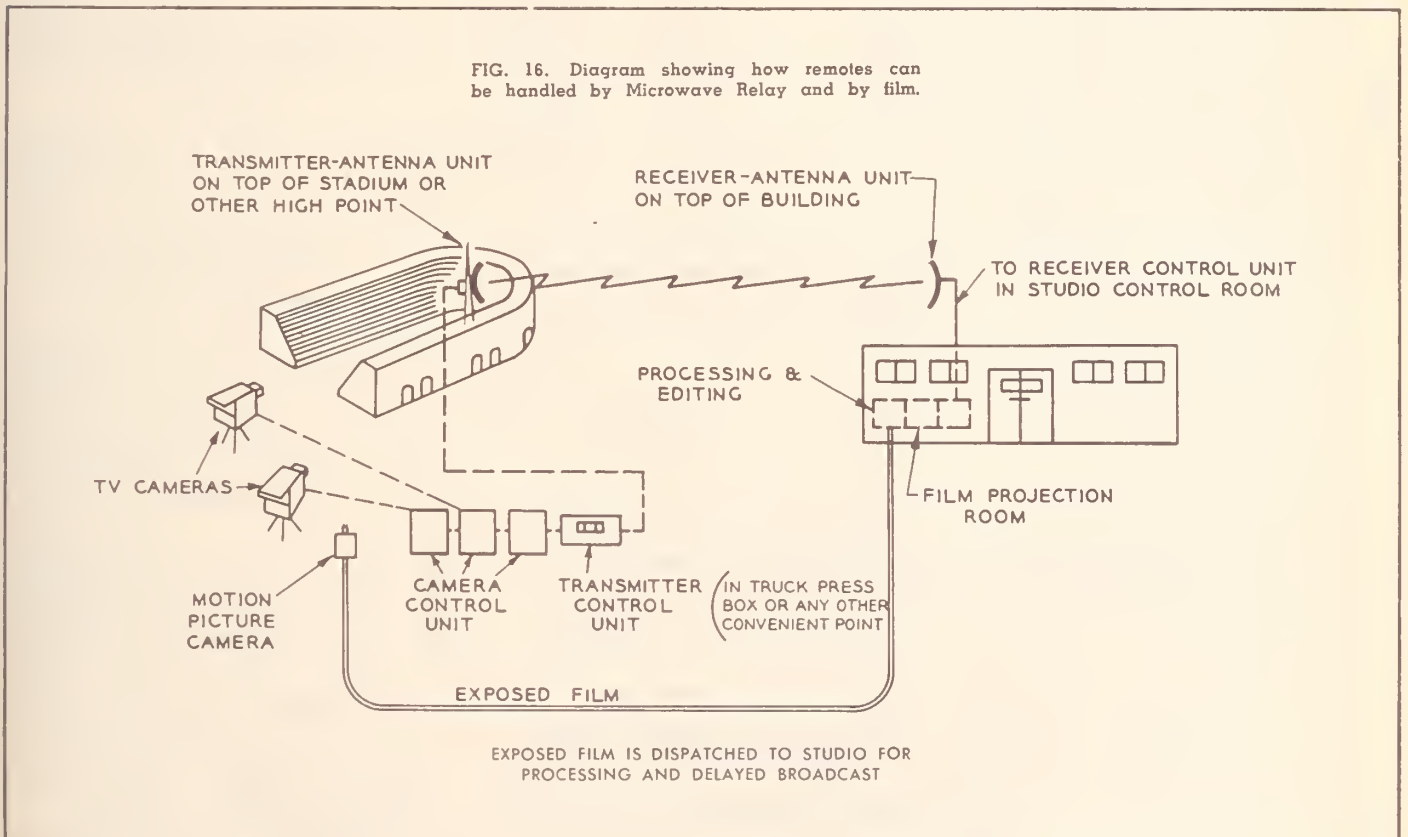
Film facilities will be a capital investment item. The basic film department will be equipped to screen, time, edit, schedule, store, receive, and tranship film.

First step in film facilities expansion is the filming and processing of slides. In most stations, this is a necessary service facility with good income possibilities. Cost of equipment required for slides only is considerably less than that of motion pictures.

Second step in film department expansion is the filming and processing of motion picture film, silent, or sound on film. This step will require a fairly large investment in motion picture and processing equipment. However, depending on commercial services available locally, this can be a very profitable department. Filming of commercial announcements and auditions will assist greatly in sales and service to the advertiser. Also, addition of motion picture filming equipment will make possible the filming of special events, news, interviews, sporting events, and public service features.

According to the extent of activity in this field, film room facilities will include dark room, processing, storage, editing, screening, receiving and transshipment space.

FIG. 16. Diagram showing how remotes can be handled by Microwave Relay and by film.



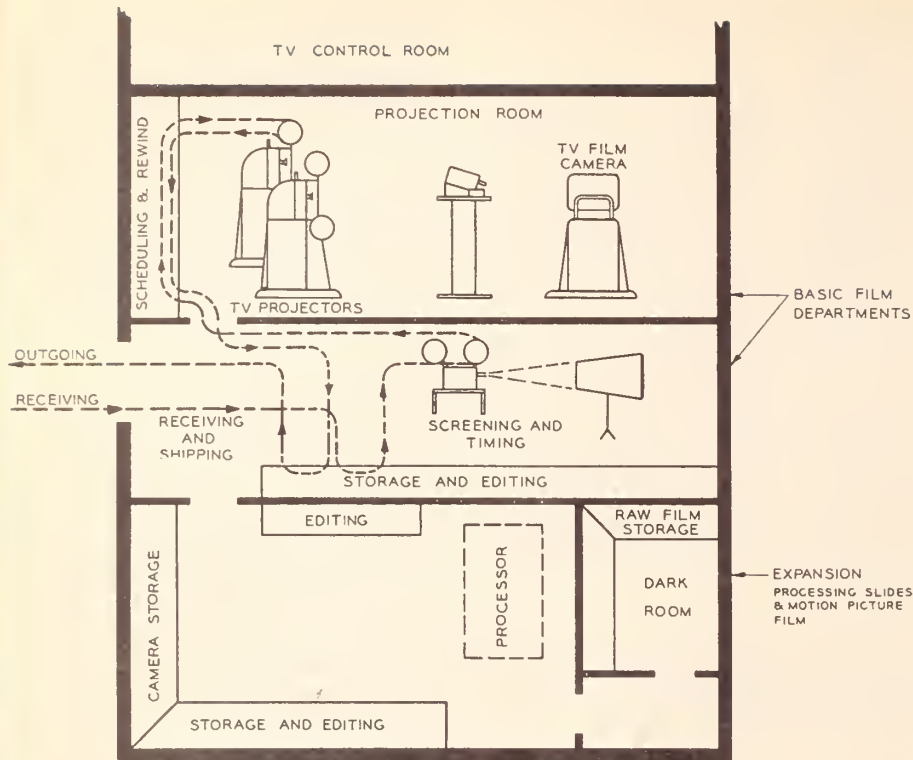


FIG. 17. Routing of film, future expansion, storage and the processing of film are all factors worthy of careful planning.

Antenna and Diplexer

Antenna	Channels	Approx. Gain	Approx. Cost
3-Section	2-3	3.3	\$11.4
3-Section	4-5-7	4	9.8
6-Section	2-3	6	30.8
6-Section	4-6	7	27.5
6-Section	7-13	6.8	13.2
12-Section	2-3	12	89.5
12-Section	4-6	12	67.5
12-Section	7-13	13	38.5
Super Gain	2-3	11.5	120.0
Super Gain	4-5-6	11.5	90.0
Super Gain	7-13	11.5	57.5
UHF Antenna	14-40	24	10.0
UHF Antenna	40-60	26	10.0
UHF Antenna	60-83	28	10.0

ESTIMATED ANTENNA COST \$ _____

Tower Costs

Approximate tower costs, including installation, in thousands of dollars (guyed, non-insulated towers).

Tower Height	Antenna	Price
200'	3-Sect., Chan. 2-13,	\$ 7.9
	6-Sect., Chan. 7-13,	
	and UHF	
400'	"	12.6
500'	3-Sect., Chan. 2-13,	26.9
	6-Sect., Chan. 7-13,	
	and UHF	
600'	"	50.6
800'	"	104.9
1000'	"	139.0
200'	5-Sect., Chan. 2-6,	18.8
	12-Sect., Chan. 7-13,	
	6-Sect., Chan. 4-6	
400'	"	24.8
500'	"	28.9
600'	"	52.6
800'	"	79.7
1000'	"	141.0
200'	6-Sect., Chan. 2-3	22.4
400'	"	34.4
500'	"	41.0
600'	"	53.6
800'	"	107.9
1000'	"	143.0

ESTIMATED TOWER COST \$ _____

ANTENNA SYSTEM, INCLUDING TRANSMISSION LINE

(Add transmission line, antenna, and tower costs) \$ _____

Estimated Total Capital Investment (Step 4)

At this stage of the planning, decisions on factors already considered will permit an accurate estimate of the capital investment.

The applicant for a television station construction permit must include, in addition to other items, estimated costs of the following items, in the Form 301 application, which appear in the order shown.

A column for estimating capital investment is included for convenience.

Exact quotations of equipment costs can be obtained from manufacturers' representatives. Approximate cost tables follow, and are listed for convenience.

Transmitter Costs

Estimated transmitter costs representing various powers and including side band filter, one set of tubes, one set of FCC spare tubes. All amounts are in thousands of dollars:

Transmitter Output Power	Channel	Price
500 Watts	2-6	\$30.1
500 Watts	7-13	35.1
1 KW	UHF 14-83	55.6
2 KW	2-6	44.6

2 KW	7-13	49.7
5 KW	UHF 14-83	80.75
10 KW	2-6	85.0
10 KW	7-13	90.2
10 KW	UHF 14-83	133.5
25 KW	2-6	149.9
20 KW	7-13	152.5
50 KW	2-6	212.7
50 KW	7-13	216.0
50 KW	UHF 14-83	250.0

ESTIMATED TRANSMITTER COST . . . \$ _____

Frequency and Modulation Monitors

Including standard monitoring and test equipment:

VHF	\$ 2.6
UHF	2.7
Miscellaneous Test Equipment	2.4

ESTIMATED FREQUENCY AND MODULATION MONITOR COST . . . \$ _____

Antenna System, Including Transmission Line

Transmission line, 3/8", approximately \$1.6 per 100 ft., dual run (Channels 2-13).

Transmission line, 3/8", approximately \$0.8 per 100 ft., single run (UHF Channels 14-83).

ESTIMATED TRANSMISSION LINE COST \$ _____

	ESTIMATED COST
1. TRANSMITTER INCLUDING TUBES	_____
2. ANTENNA SYSTEM INCLUDING TRANSMISSION LINE	_____
3. FREQUENCY AND MODULATION MONITORS	_____
4. STUDIO TECHNICAL EQUIPMENT INCLUDING MICROPHONES TRANSCRIPTION EQUIPMENT AND OTHER EQUIPMENT USED IN CONNECTION WITH PRODUCTION OF TV PROGRAMS	_____
5. COST OF ACQUIRING LAND	_____
6. ACQUIRING OR CONSTRUCTING BUILDINGS	_____
7 OTHER ITEMS	_____
TOTAL ESTIMATED COST OF STATION	-----

FIG. 18. The summary sheet above will prove handy in quickly estimating the Total Capital investment.

Studio and Technical Equipment

Studio equipment, for film and network facilities only, no live studio	\$34.3
Additional film camera	10.6
Live studio programming, 2 cameras, lighting, audio equipment, video switcher	50.4
Remote pickup, mobile unit, 2-camera field equipment, microwave, audio	66.2
Additional live camera (each)	15.4
Basic film accessories	1.3
Complete film department. Sound on film camera, silent camera, film processor, storage facilities, etc...	12.5

TOTAL STUDIO TECHNICAL EQUIPMENT\$ _____

COST OF ACQUIRING LAND\$ _____

ACQUIRING OR CONSTRUCTING BUILDINGS\$ _____

(An experienced architect will make tentative drawings and estimate building costs. (Varies from \$10 to \$20 per square foot.) Equipment manufacturers will assist in development of floor plans and technical facilities).

Other Items

Installation costs (approximately 3% of Capital Investment for technical equipment). (Varies greatly with installation complications).

Scenery manufacturing equipment, art equipment.

Landscaping and miscellaneous.

TOTAL ESTIMATED COST OTHER ITEMS\$ _____

For the purpose of illustration a sample estimate is shown below for a typical station, with figures obtained from the preceding tables. Thus, the estimated cost of the TV station can be determined.

For this example, the Group "A" class of station would total up about like this: A Group "A" station has a 2 KW Transmitter, network, film and slide facilities, with no facilities for live programming.

TRANSMITTER, INCLUDING TUBES (CHANNEL 7-13)	\$49.7
ANTENNA SYSTEM, INCLUDING TRANSMISSION LINE (6-Section, Channel 7-13, Antenna)	\$13.2
500' Tower, installed	26.9
650' Dual Run, Transmission Line	10.6
FREQUENCY AND MODULATION MONITORS (VHF)	2.6
STUDIO TECHNICAL EQUIPMENT (For Film and Network only)	\$34.3
Basic Film Accessories	1.3
COST OF ACQUIRING LAND (EXAMPLE ONLY)	5.0
ACQUIRING OR CONSTRUCTING BUILDINGS (Cost listed for example only)	25.0
OTHER ITEMS (Installation \$4.0. Attorney and Engineering Fees, \$3.0. Misc. 1.5).	8.5

TOTAL ESTIMATED COST \$177.1

Estimated capital investment costs of Groups "B", "C", and "D" stations also can be derived from the preceding tables and will vary according to facilities desired.

Estimated Yearly Operating Expense (Step 5)

The next logical step in the early stages of planning (and an important one) is the careful prediction of operating expense. A detailed analysis of predicted operating costs appeared in the "March-April" issue of BROADCAST NEWS. Reprints giving full details are available from the nearest RCA Field Representative, or from RCA Broadcast Equipment Sales, Camden, New Jersey.

However, as a convenience, sufficient information is included here to arrive at predictions in early cost studies. Therefore, a table is included below which summarizes estimated overall operating costs included in the earlier detailed analysis. In this earlier analysis, careful thought was given to all facets of operations, such as (1) personnel, (2) technical expense, (3) tube costs, (4) space considerations, (5) programming, (6) sales staff, and (7) administrative.

All estimates below represent well-equipped and adequately staffed television stations. Station categories are broken into the following four groups, defined below.

A. GROUP "A" STATION:

Program Sources: Networks, Film, and Slide. No Live Studio.
2 KW Transmitter.

B. GROUP "B" STATION:

Program Sources: Networks, Film, Slide, Single Live Studio.
10 KW VHF Transmitter.

C. GROUP "C" STATION:

Program Sources: Networks, Film, Slide, Live Studio and Remotes.
20 KW Transmitter.

D. GROUP "D" STATION:

Program Sources: Network, Film, Slide. Two or More Live Studios and Remotes. Master Control Room. Maximum ERP.

Filing Application with FCC (Step 6)

At this stage in the planning of a television station, FCC Form 301 Revised, an application for a television station construction permit, can be filled in, with the guidance and assistance of the legal and technical consultants in preparation of exhibits concerning legal qualifications, financing, programming, and engineering data.

A period of from three months on, depending on channel availabilities, conflicts with other applications, conflicts with FCC regulations, and CAA approval of antenna site and height, will be required before action is taken on the application.

During this period, basic planning should continue in preparation for the granting of a construction permit. The construction permit specifies a date for commencement and another for completion of construction.

Project Probable Future Expansion (Step 7)

Probably the first need for expansion will come in programming and program facilities. Therefore, it is of utmost importance that consideration be given in the basic plan, to the possibilities for such expansion.

The experience of existing stations has been that properties and scenery storage is the first to feel the pinch. Technical facilities will, of necessity, expand with program activities so this possibility should be included in the planning. Increases in transmitter power may require additional floor space. Increases in live studio originations may require construction of additional studios. Addition of remote pickup facilities will require garage space. An expanding office staff will require additional space.

It is important that the economics of expansion requirements be considered and a reserve fund planned accordingly.

Buildings are amortized on a 20-year basis. Therefore, planning should anticipate use of the basic building as a nucleus, as is, for a long time, with additions at later periods according to the rate of expansion. Whenever possible, expansion in the horizontal plane is most practical and least expensive.

Personnel Requirements (Step 8)

A detailed listing of personnel required for various classes of stations was shown in an article on "TV Station Operating Costs", BROADCAST NEWS No. 68, March-April issue.

The personnel problem for TV station is a serious one and will continue, for some time, to be the number one problem in planning a successful television station operation. The shortage of experienced personnel is quite acute and steps should be taken at an early date to train key personnel for television operations. Attendance of key personnel at television seminars,

COMPARISON TABLE				
GROUPS A, B, C, & D				
	"A"	"B"	"C"	"D"
FLOOR SPACE -----	2,624 SQ. FT.	6,260 SQ. FT.	15,835 SQ. FT.	
TECHNICAL SALARIES-----	\$ 31,460.00	\$ 48,100.00	\$ 85,020.00	
TECHNICAL EXPENSE-----	40,140.00	65,268.00	116,144.00	160,725.00
PROGRAM SALARIES-----	27,820.00	49,400.00	88,280.00	
PROGRAM EXPENSES-----	64,180.00	103,350.00	186,480.00	222,312.00
SALES SALARIES-----	19,500.00	22,220.00	24,300.00	
SALES EXPENSE-----	24,700.00	28,720.00	34,700.00	55,800.00
ADMINISTRATIVE SALARIES--	23,260.00	25,260.00	35,660.00	
ADMINISTRATIVE EXPENSE--	55,028.00	77,380.00	107,308.00	166,045.00
TOTAL YEARLY EXPENSE----	\$184,048.00	\$ 274,718.00	\$444,632.00	\$ 614,882.00
BASIC PERSONNEL	22	31	50	70

FIG. 19. Overall summary of Operating Costs for four classes of stations (for elaborate detail, see BROADCAST NEWS No. 68).

conventions, and inspection trips to existing TV stations are most helpful. The RCA Training Program for TV station technical personnel has been most successful in the technical field.

Whenever possible, it is good planning to provide cameras and equipment for preliminary training and experimental purposes considerably in advance of the "on-the-air" date. (See BROADCAST NEWS, May 1948 issue, for the description of such a program.) This equipment is most valuable in staff training, program experimentation, closed circuit demonstrations, etc.

It may be possible to utilize personnel from existing AM or FM stations. It is the general experience that AM and FM technical personnel can easily acquire knowledge of TV operating techniques and technical theory. Knowledge of AM scheduling and timing practices are essential and traffic and program personnel may be transferred to TV.

In production, it may be advisable to draw from other sources, with no previous prejudices or carry-over practices which might not be suited to the limitations and capabilities of the television system.

A good source of program and production personnel is from the various colleges and universities, including television training in their educational programs.

The station planner will find that existing TV station operators are willing to cooperate in development of television personnel. "Visits" can be easily arranged and advice and information is freely given.

Building and Technical Installation (Step 9)

If at all possible, an architect with experience in TV station design should be employed. If the architect does not have experience in TV building design, trips to existing stations should be included in his study of TV building requirements. Whenever possible, facilities layouts should be on a horizontal plane. Vertical layouts are the least efficient.

The architect will complete detailed drawings of all parts of the building, including electrical, plumbing, heating, and air conditioning facilities. It is important that a key member of the television station staff (usually the Chief Engineer) work closely with the architect during this stage of planning.

The Engineering Department will also prepare detailed layout and wiring drawings of the technical installation and will submit specifications to the architect for special construction required in connection with technical equipment installation.

Careful timing of building construction, scheduling delivery of building and technical equipment to match building progress, will reduce storage charges and delays in construction.

RCA has experienced personnel available to assist the station engineering staff or consultants in floor plans, technical layouts, systems layouts, etc.

USUAL TV STATION OPERATING PERSONNEL RESPONSIBILITIES

Chief Engineer

The duties of the Chief Engineer are similar to those commonly associated with the position in the AM field. In the Groups "A" and "B", it may be necessary for the Chief Engineer to assume responsibility for working of relief shifts (regular operator's days off), or maintenance schedules, in addition to his regular duties.

Program Director

The Program Director has full responsibility for programming (subject to management policies) and the program department personnel. In Groups "A" and "B" he may also be required to assume the duties of Production Manager. Responsibilities as Program Director will include scheduling of programs (program construction), evaluation of programs, employing talent, originating new program ideas, etc. In many instances the responsibility will include purchase of film for sustaining and commercial programming. The Program Director will cooperate very closely with the Sales Manager in development and sale of commercial programs. A continual analysis of program costs will be submitted to the Manager.

Traffic Manager

The Traffic Manager's responsibilities will include all traffic in connection with program schedules, time availabilities, station program logs, and program copy. A regular listing of time availabilities will be maintained for the Sales Department and Management. This position is directly responsible to the Program Director.

Film Manager

The Film Manager will be responsible for the screening, editing, storage, receiving, and transshipment of film. Where film photographic and processing facilities exist, the Film Manager will assume responsibility for filming costs, and will submit a detailed cost accounting, in addition to the other responsibilities for such activities.

Production Manager

The Production Manager works closely with the Program Director in the actual production of TV programs. Supervision of production personnel, production techniques, program rehearsals, casting, announcing, audio effects, visual effects, titles, formats, staging, and commercial effects usually are the responsibility of this position.

Sales Manager

In the smaller Groups "A" and "B", the Sales Manager is usually responsible only

for local and regional time sales with the General Manager assuming responsibilities for national and network sales. Larger stations may add Commercial Managers, National and Local Sales Managers with division of sales responsibilities.

General Manager

The General Manager is responsible for the entire station operation, and duties are those commonly associated with the position in the AM field. Through detailed operating cost analysis of various departments, a close check is maintained on operating expenses. The General Manager works closely with the Sales Department, and, usually, assumes responsibility for national sales contacts in addition to certain local sales.

The General Manager, through department head meetings, supervises coordination between departments and general station planning.

PITFALLS TO AVOID IN TV STATION PLANNING

Dangers of Overplanning

Danger to the financial investment, station prestige, and staff morale are the result of too much optimism in planning. Failure to analyze properly the income potential, service, and facilities requirements of the various departments may force cutbacks in operations and personnel after a short period of operation. It is far better to build solidly, beginning with a sound basic operation and expanding slowly to meet expanded service requirements and commercial activities. Each step in the considered expansion should be analyzed for its long-term place in the operation.

Two departments frequently overplanned are the film and remote pickup departments. The planner should consider carefully the basic requirements for these departments and should include facilities which will continue to be useful in an expanded operation.

A sound basic TV station plan is one that matches the market, with an investment neither too high nor too low, planned to grow with the potential of the market.

Space Limitations

Probably the most costly error in planning is failure to take into consideration the requirements for expansion. The most practical and efficient plant is one that can expand horizontally with minimum of remodeling of existing facilities and structures. Errors in equipment and building

layout can result in highly inefficient operations.

Programming

Program activities are frequently overplanned, with "island programming" complicated productions, costly scenic effects, talent, etc., the major items of expense.

Too often public service programs, such as educational, religious, and civic programs are neglected. *Public Service* is a must in the basic philosophy of television programming.

Rehearsals should be held without cameras up to final dress rehearsals. Excessive use of cameras in rehearsals will add considerably to program costs.

Scenery can be planned to fill basic requirements, with changes in minor units and properties to accommodate various programs. Permanent sets for use with regularly scheduled programs such as news, interviews, home demonstrations are of vital importance in reducing production costs. Rear screen projection of backgrounds is practical and this technique is coming into prominence as a staging aid.

Administrative

A detailed system of accounting for program and production costs, with all costs amortized and charged to the advertiser, should be inaugurated with the first day of operation. Detailed reports from Engineering, Arts, and Film Departments are very important in keeping a check on expenditures.

Overtime commitments above an average of 10-15% is considered the result of poor planning.

Coordination of staff activities and relaying program information is difficult without frequent staff meetings. Daily meetings of department heads for discussion of program, sales and planning will assist in reducing confusion and failures.

Responsibilities of department heads should be clearly defined.

Rate Cards

The rate card of the TV station sets forth charges for air time, classification of time, details on sales policies, and charges for various services, and usually includes a list of facilities. Special deals and rate concessions are serious evils and should not be permitted. Adherence to rate cards may

be difficult at times, but it is of utmost importance. "Concessions" to one advertiser will lead to the necessity for like concessions for others.

When building an audience through increases in TV receiver circulation, long term sales contracts may be undesirable since rates are usually increased at six month intervals during the early, fast growing stages.

Caution in Combining AM and TV Personnel Functions

Combining of AM and TV station personnel functions should be avoided in the Sales and Production Departments. As an example, TV sales and AM sales may be, at times, competitive. Therefore, the salesman will promote sales of one medium to the disadvantage of the other. In production, AM and TV producers' responsibilities are not at all similar and practices and techniques of one medium may be harmful if carried over to the other. In other departments, responsibilities perhaps can be combined, and will reduce operating expenses. However, analysis of efficiency and productivity should be made at intervals to determine practicability and extent of such combinations.

VHF-UHF Considerations

With the FCC's Sixth Report, released April 14, 1952, seventy new channels were opened in the radio frequency spectrum for television stations. The new channels fall in the spectrum from 470 to 890 megacycles and are appropriately named Ultra High Frequency, or UHF, channels. The channels 2 to 13 allocated to television earlier are known as Very High Frequency, or VHF, channels since they are considerably lower in the radio frequency spectrum, channels 2 to 6 being from 54 to 88 megacycles and 7 to 13 from 174 to 216 megacycles.

The channels are identical in width in the spectrum and TV standards now in effect apply to all channels.

Differences in propagation characteristics exist for the channels. The FCC recognized this in permitting maximum powers of 100 kilowatts effective radiated powers for channels 2 to 6, 316 kilowatts for channels 7 to 13, and 1,000 kilowatts for channels 14 through 83. Reference to the coverage curves for various antenna height and effective radiated powers will demonstrate the differences in propagation. Although UHF channels will not equal VHF coverage when antenna height and effective radiated powers are equal, adjustments in

	ESTIMATED COST
TRANSMITTER - INCLUDING TUBES	55.6
ANTENNA SYSTEM - INSTALLED, (500 FT. TOWER)	41.7
FREQUENCY AND MODULATION MONITORS	2.7
STUDIO TECHNICAL EQUIPMENT, INCLUDING FILM PROJECTION EQUIPMENT, LIVE STUDIO CAMERA, LIGHTING, AUDIO EQUIPMENT, FILM ACCESSORIES, SYNC GENERATOR, MISC.	51.0
COST OF ACQUIRING LAND (ESTIMATE FOR EXAMPLE ONLY)	5.0
ACQUIRING OR CONSTRUCTING BUILDING (ESTIMATE FOR EXAMPLE ONLY)	20.0
OTHER ITEMS, INSTALLATION 2.0, ATTORNEY AND ENGINEERING 3.0, MISC. 1.5.	6.5
TOTAL ESTIMATED COST	182.5
ALL VALUES SHOWN IN THOUSANDS OF DOLLARS	

FIG. 20. Estimated cost of the typical 1-KW UHF station shown in Fig. 21. This includes one live studio and a 500-foot tower with high-gain antenna which provides an ERP of approximately 20 KW.

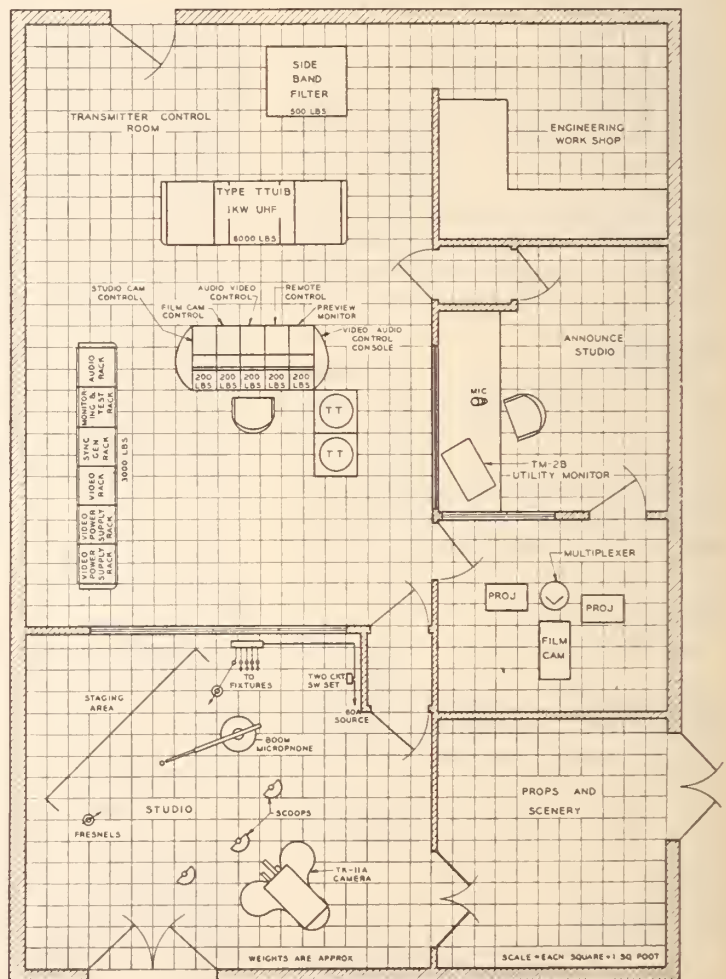
planned antenna heights and power for UHF will place the new channels on good competitive basis with the lower VHF channels. Further, man-made interference and natural static are non-existent at the Ultra High Frequencies, which will allow excellent pictures, depending on receiver noise and sensitivity, under low signal levels. Your engineering consultant will assist you in planning a UHF station which

will place you in a good competitive position with respect to the VHF stations in your area.

For Further Details in Planning

For further details in all phases of TV station planning, or for specific cost studies, the nearest RCA Broadcast Equipment Specialist is available to assist in your station planning.

FIG. 21. Typical floor layout of a 1-KW UHF station which represents a good "starting-point" for planning. Broadcasters planning to increase power later with RCA high-power UHF amplifiers should allow more space now or expand size later. Note that each square on floor plan equals one square foot.



Topics & Trends of TV Trade: Top executives of 17 Canadian TV-radio manufacturers, asked at their recent convention to "guesstimate" TV set sales for all of 1952, came up with an average of 85,000 units, lowest being 65,000 and highest 110,000. So it looks like we were way out of line when we reported (Vol. 8:26) that the Dominion's manufacturers anticipate sale of as many as 200,000 TVs between now and Christmas, thanks to scheduled opening Sept. 1 of country's first stations in Toronto (Channel 9) and Montreal (Channel 2).

Actual total Canadian TV receiver sales for first 5 months of year was 25,016 units, says S. D. Brownlee, executive secy., RTMA of Canada—so that total now in use in the Dominion, mainly in border areas, is just over 100,000. While opening of govt.-owned CBC's stations in Toronto & Montreal are hailed by receiver manufacturers, distributors and dealers—as is the \$800,000 budgeted for another outlet in Ottawa by early 1953—there's lot of resentment against CBC for refusing to allow private enterprises to build stations also, thus hastening wider service and markets.

It's clear now that CBC intends to build its own before letting any private operators into the field, regardless of nice income to be expected from 25% sales & excise taxes. CBC plans outlets of own also in Winnipeg & Vancouver, and is talking about 3 others, so that every Province will have at least one govt.-owned station.

* * * *

Emerson adopts inboard pricing on all sets with introduction of new additions to line to distributors July 10 at New York's Waldorf-Astoria Hotel. Models introduced include 17-in. table at \$179.95, combinations featuring built-in clock, and 17-in. table on which all controls are at side of cabinet, allowing face of picture tube to cover almost whole front of set. The new sets (prices rounded): *Tables*—17-in., \$180; 17-in., side tuning, \$250; same blonde, \$260; 21-in., side tuning, unpriced. *Consoles*—21-in., doors, \$380; same, French Provincial, \$380; 21-in., doors, AM-phonos, \$450; 17-in., clock-AM and clock-AM-phonos, unpriced. New radio line includes "miniature" at \$30, clock at \$35, portable at \$37.

Brand preferences in TV, as reported in 56-p. "Detroit Means Business" issued by *Detroit News* on basis of more than 11,000 personal interviews: 15% said they preferred RCA, 14.7% Admiral, 11.3% Motorola, 7.9% Philco, 7.6% GE. 3.8% Muntz. In radio field, 19.3% like Philco best, 10.5% RCA, 10.2% Zenith, 6.9% GE, 5.7% Admiral, 5% Motorola, 5% Silvertone (Scars), 3.3% Emerson. Survey also showed: (1) 72% of radios purchased during first 4 months of 1951 went into homes that had TV. (2) Of TV sets in use, 57.9% are consoles, 34.7% table models, 7.4% combinations. (3) Most prevalent screen size is 16-in. (31.5% of all sets). Larger than 19-in. were 2.2%; 19-in., 5%; 17-in., 13.5%; 14-in., 4.6%; 12-in., 25.3%; 10-in., 13.1%; 6-9-in., 1.8%.

TV-radio-phonograph sales decline of 20% in 1951 is shown in survey of nation's dept. stores by Controllers' Congress of National Retail Dry Goods Assn., which reveals TV sets had 19% gross profit margin—smallest of any merchandise category. Canvass also disclosed 15% drop in number of TV-radio-phonos transactions, which accounted for 1.9% of total store volume last year.

Philco has stopped producing TV sets at its Sandusky (O.) plant, converting it to home and auto radios; payroll will be increased by 500 next month to handle Signal Corps contract, reports div. mgr. Lionel Searle.

UHF, color, quality control & electronic devices will be discussed at 3 technical TV sessions of joint RTMA-IRE annual fall meeting at Syracuse (N. Y.) Hotel, Oct. 20-22.

"Rooms are getting smaller as building costs go up—meanwhile TV screens are getting larger, making it more and more difficult for the home viewer to back off to a comfortable viewing distance," observes July *Tele-Tech*. "Current TV models are invariably designed to be set against a wall. But since any room's diagonal is 30% to 40% longer than that room's width or length, why not design a line of TV sets to fit into the corner between two sidewalls. The shape of the CR tube, with its big face and long 'neck' is well adapted for this arrangement, and the cabinet could easily be modified into a truncated triangular form. For a 'second set' in kitchen, dining room or bedroom, such a triangular TV set would occupy unused space, be out of the way, and afford better viewing from a larger part of the room area."

Merchandising Notes: DuMont & RCA increase warranty period on replacement CR tubes from 6 months to 12, dated from installation in consumer's home . . . New RCA line (Vol. 8:25) being introduced in N. Y. area with 16-p. special section of July 13 *New York Times*, plus heavy use of TV-radio and newspaper pages . . . Philco to sponsor Edwin C. Hill, commentator, on ABC (AM) starting Sept. 1, Mon.-thru-Fri., 10:30-10:45 p.m. EDT . . . Arvin's new TV-radio lines will be first unveiled to some distributors July 21-23 in Murat Temple, Indianapolis, followed by further 3-day regional sessions in Indianapolis starting July 28 & Aug. 4 . . . Conrac Inc., Los Angeles, out with new line of 21 & 24-in. sets listing at \$350 to \$565 . . . RCA's 20-min. film, *Success Hill*, describing development of uhf, in great demand.

Distributor Notes: Capehart-Farnsworth plans factory branch distributing house in New York area under regional mgr. James Walker; Nash-Kelvinator is ex-distributor . . . Southeast Audio Co., Jacksonville, named TV-radio distributor for Capehart-Farnsworth in northern Florida . . . Graybar Electric Co., Boston, appointed Raytheon TV-radio distributor for Mass., N. H., Vt. . . The 555 Inc., 711 W. Eighth St., Little Rock, Ark. (Roy E. Steuber, president), appointed Zenith distributor . . . E. A. Patterson new Los Angeles distributor for Packard-Bell at 1425 S. Flower St.

Search for new techniques to boost lagging TV sales will be keynote of July 17 meeting of 1000 key eastern wholesalers & retailers in Washington's U. S. Chamber of Commerce Bldg. Speakers include Sylvania market research director Frank W. Mansfield, on potentialities of TV in industry; NEDA v.p. L. B. Calamaras, on licensing of servicemen; electronics publisher John F. Rider, on "Making Money Ethically." Parley was called by group of Washington wholesalers headed by Leslie Rucker, parts distributor, 1312 14th St. NW.

"Reducing TV Receiver Oscillator Radiation," by E. W. Chapin and Willmar K. Roberts, respectively chief and asst. chief of FCC's Laboratory Div., is featured in July *Electronics Magazine*. Describing methods used to reduce radiation, to as little as 9 uv/m at 100 ft. for worst cases, authors say "only a small additional cost is required for a considerable degree of suppression."

May excise tax collections on TVs, radios, phonos were \$10,704,725, virtually unchanged from April's \$10,896,867, but considerably below May 1951's \$17,327,085. On refrigerators, air conditioners, etc., Govt. collected \$5,820,645 in May, compared with \$6,546,217 in April and \$13,159,773 in May 1951.

Little things like broken arm and shoulder aren't stopping Leroy Kilpatrick, chief engineer of WSAZ-TV, Huntington, from directing preparations for installation of 25-kw amplifier—the first shipped by RCA (Vol. 8:27). He suffered injuries in Philadelphia taxi accident.

Telecasting Notes: Costs-per-thousand sets for placement of 20-second film spots are tabulated by Assn. of National Advertisers, 285 Madison Ave., N. Y., and copy is available for \$1; table shows range from \$775 per spot, or 28¢ per thousand, on New York's top-priced stations WCBS-TV & WNBT (\$4500 per hour) down to \$20 per spot, or \$1.54 per thousand, on Albuquerque's KOB-TV. Note: You can make your own analysis of basic TV charges for all time segments from the digests of rate cards of all 109 stations which will be carried in our *TV Factbook No. 15* of July 15, 1952, due off presses in about week . . . Day-time TV viewing by women in New York area now averages 13 hours a week per viewer, as against 10 hours year ago, according to WCBS-TV gen. mgr. Craig Lawrence; he says weekday daytime viewing by women totals nearly 15,000,000 hours a week, and number of N. Y. women viewers has increased from 928,250 year ago to 1,148,928 . . . CBS-TV is segmenting its high-budgeted (\$66,000 weekly for talent) hour-long *Jackie Gleason* show into thirds, rather than traditional 15 or 30-min., and offering it thus to sponsors with opening & closing credits for all 3 . . . The Teleprompter, gadget that permits speakers to read their lines without seeming to do so, won its spurs in big way at GOP convention this week; no secret about how it operates, either, for TV viewers could occasionally see it in front of speakers' rostrum and were told about it several times by admiring commentators . . . As if GOP convention news weren't hot enough, NBC-TV cut into its Chicago telecasts at 1:55 p.m. July 10 for exclusive pickup of big blaze at Warner Bros. studios in Burbank, Cal. . . Ethyl Corp. (gas & oil) can't get saturation coverage via TV of its marketing areas in midwest, south & California, because of paucity of stations, so it's placing its filmed commercials (sports shorts) in some 550 drive-in theatres in 14 states . . . 20th Century Fox Television Productions Inc., besides *UP-Movietone* daily newsreel and reissue of *Crusade in Europe*, indicates expansion in TV field by setting for fall production 15-min. weekly *Children's Newsreel* and *Fox Family Quiz* and 5-min. daily *Sport Show* . . . Add radio programs going into TV versions: *First Nighter* half-hour film series to be made by Frank Cooper for NBC-TV.

Best-remembered TV film commercials in New York area, according to study by Advertest Research, are Tide, Philip Morris, Flamingo, Bulova, Muriel Cigars, Chevrolet, Piels Beer, Schaefer Beer, Clorets, Pall Mall, Castro, Ivory, Kools, Motts, Benrus, Raleigh, Hellman's, Rheingold, Pan-American Airlines, Ideal Dog Food, in that order. Most-liked commercials are Tide, Flamingo, Muriel, Schaefer, Ideal, Philip Morris, Hellman's, Bulova, Pall Mall, Chevrolet. Most disliked, Advertest says, are Philip Morris, Flamingo, Bulova, Clorets, Pall Mall, Schaefer, Raleigh, Parliament, Serutan, Piels.

First Paris-to-London TV program service (Vol. 8:20) began July 8, although opening ceremonies were delayed 20 minutes by thunderstorm over English Channel. While opening telecast of speeches by statesmen and diplomats was somewhat fuzzy and indistinct, observers said pictures of entertainers in cabaret high in Eiffel tower came through clearly and distinctly. Series of programs designed to give Britons picture of "French way of life" will be climaxed July 14 with celebration of Bastille Day.

Free films—2332 titles, what they're about, where and how to get them—are listed and cross-indexed in 12th annual edition of *Educators Guide to Free Films*, just published by Educators Progress Service, Randolph, Wis. (\$6).

Excellent reading: Eric Sevareid's *In One Ear*, 258-p. collection of his nightly 4-min. CBS-radio "analyses of the news," just published by Alfred A. Knopf, N. Y. (\$2.95).

Five TV-less cities tapped AT&T relay circuits to watch GOP convention via closed-circuit hookups. Residents of Portland, Ore. flowed in endless stream through Armory to watch dozens of sets installed by local TV-radio distributors in cooperation with stations KEX, KGW, KOIN & KPOJ. Large crowds also watched sets in parking lot of Meier & Frank dept. store, and at Portland Public Auditorium where Seattle's KING-TV sponsored demonstration (Vol. 8:21). In Denver, KLZ & KOA, with 17 TV distributors, took over Empire Room of Shirley Savoy Hotel, installed 17 booths, each with different make TV set; "We couldn't have jammed in another person with a shoe horn," in words of KLZ gen. mgr. Hugh B. Terry. In addition, sets were installed in 50 private hotel rooms, rented by dealers, distributors, ad agencies, etc. Waco, Tex. got look at TV, too, when TV applicant KWTX set up 50 sets in front of its studios. Other closed-circuit demonstrations were held in Wichita, Kan. by KANS and others (Vol. 8:26) and Fresno, Cal. by KPFE (Vol. 8:21).

First RCA compatible color tests during regular telecasting hours were conducted over WNBT, New York, 9:45-10 a.m. June 9, under authorization granted by FCC. During tests, viewers were asked to report on quality of reception. Two additional transmissions are authorized in series: 9:45-10 a.m. July 11 & 15. Presumably, permission for further tests will be requested. FCC's present willingness to permit such tests is regarded as indication that FCC-industry bitterness has been largely dissipated since height of the color war (Vol. 8:26).

TV station-dealer-serviceman liaison in Dallas is provided by WFAA-TV's TV service engineering consultant, Morris Barton. Appointed a month ago, he has been contacting distributors, retailers and servicemen to advise on questions such as antenna placement for best reception as well as customers' doubts about uhf and color. Mr. Barton found that some dealers and salesmen—as well as large segment of public—believed set attachments would be needed to receive interconnected network programs which began in Dallas July 1. WFAA-TV says Mr. Barton's liaison work has been instrumental in boosting TV sales in Dallas area.

Republic Pictures has abandoned TV film production, at least temporarily, and RKO has dropped plans to enter the field, according to reports this week from Hollywood and New York. Both reportedly balked at continued demands of James C. Petrillo's AFM for 5% of grosses realized from showing of films. Meanwhile, Screen Actors Guild (AFL) signed 3-year contract with 17 of biggest Hollywood TV film producers providing for additional payment to actors for re-televising of TV films and higher salary minimums for actors who make more than one film in a week.

MGM president Nicholas M. Schenck, in announcing emergency slash of 25-50% for all executives earning more than \$1000 a week, told mass meeting of employes this week: "We will examine and re-examine the field [of TV] as time goes on, but at the present time we have no present plans nor are we contemplating any plans for TV filming." As did 20th Century-Fox last summer, MGM also will reduce number of employes.

Mt. Sutro is envisioned as another "Empire State" and "Mt. Wilson" for common use of rival stations' antennas by ABC engineering v.p. Frank Marx, in announcing 10-year lease to San Francisco's KPIX for its re-located transmitter; ABC-TV's own KGO-TV has been using site for 3 years for 530-ft. tower looming 1360-ft. above sea level.

Charges against Robert L. Easley, consulting engineer who was indicted on charge of using mails to defraud (Vol. 8:3-4), were dismissed June 9 in U. S. Court for D. C.

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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July 19, 1952

In this Issue: { New TV Factbook Jam-Packed with Data, page 1
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NEW TV FACTBOOK JAM-PACKED WITH DATA: We think Television Factbook No. 15, latest of our semi-annual series of all-industry directories and reference books, is the best such job we've yet turned out -- and we think you'll agree when it's delivered to all full-service subscribers in next day or so.

Most important feature this year is the complete tabulation of data on all 547 applications for new TV stations pending before FCC as of July 12, with report on status of CPs. This will be kept up-to-date with our weekly Addenda (blue sheets) reporting all later applications, grants, changes, hearings, etc. First of the new series, Addenda 15-A, goes to all full-service subscribers with this Letter, reports on 63 new applications filed between July 12-19, Denver grant, various changes, etc.

The 136-page volume, carrying no ads, provides personnel and rate data about all 4 networks, all 109 operating stations; contains detailed data on all actual and projected TV stations in Canada, Mexico, Cuba & South America.

Among its departments are area estimates of sets-in-use with families and other market data; TV-radio receiver production figures by months and years; directories of TV receiver & tube manufacturers, telecasting equipment companies, technical consulting services, attorneys, engineers, unions, trade publications, trade associations, FCC, etc. New features are directory of community antenna systems, now operating or projected, and bibliography of literature pertaining to TV.

With each Factbook goes a new 34x22-in. wall map in color, showing present TV areas, cities over 10,000 population, present network interconnections by coaxial & microwave relays, and all presently planned additional coaxial-microwave routes.

Extra copies of the Factbook cost subscribers \$2.50; we suggest Newsletter-only subscribers use enclosed card to insure speedy delivery.

KFEL-TV TELECASTING; PLANS OF OTHERS: Incredibly -- Denver's KFEL-TV is on the air! Granted CP for Channel 2 on July 11, owner Eugene P. O'Fallon on July 18 obtained special temporary authorization (STA) from FCC to begin telecasting immediately.

Station was to test over the week end, begin regular programming July 21 with dedicatory statement by Sen. Edwin Johnson (D-Colo.), who would appear on all or most of NBC-TV network, speaking from Chicago where he is managing presidential campaign of Sen. Russell.

Development is one of most dramatic in TV's recent history. O'Fallon had bought 500-watt RCA transmitter, cameras, etc. some time ago. After getting CP, he wired for STA immediately. FCC was almost too startled to act. It withheld action for couple days, waiting for sworn statement giving iron-clad assurance that low-power operation was indeed temporary. Station manager Frank Bishop flew in with statement, produced calculations showing Denver would get Grade A service.

Just at close of its Friday workday, Commission, convinced, granted the STA. Meanwhile, RCA flew in 25 servicemen to handle local receiver installations.

Temporary rig includes, in addition to 500-watt transmitter, horizontal

dipole antennas with reflectors (visual & aural), radiating directionally towards Denver from 25-ft. pole on Lookout Mt. A 3-bay superturnstile antenna is on hand, and RCA promises delivery of 2-kw amplifier by Aug. 1.

* * * *

So much for Denver -- choicest new market in the country. How about other 17 granted last week? We queried all of them, already have replies from most.

None is in shape KFEL was, but most think they'll be telecasting by year's end. The 4 other vhf grantees (in Denver, Spokane & Austin) would have no trouble at all -- from equipment standpoint. And the 13 uhf permittees probably could make it -- if they and FCC will be satisfied with initial low-power operations.

But we expect some more prodigies, after seeing the KFEL-TV blitz -- particularly in vhf. Some CP-holders are in absolute stew to get going.

We have no word yet from KVOB, Denver, but from Spokane Chronicle's Dick Dunning we got report he feels there's "slight chance" to get his Channel 6 KHQ-TV on air by Jan. 1 -- "if everything breaks in our favor." But problems incident to 35-kw GE transmitter, 5-bay antenna, 826-ft. guyed tower, new building -- and the weather -- may force deferment of debut until spring. Channel 4 KXLY-TV, 50% owned by Bing Crosby, reports only that it will begin tower construction at once.

From Austin, Tex., where Mrs. Lyndon Johnson's KTBC (she's wife of the U.S. Senator) got Channel 7, we learn that construction will begin within 60 days, and station may be on air by year's end. Its counsel even predicts "90 days" from now.

Holding uhf CPs for Denver and Portland, Ore., Empire Coil Co.'s Herbert Mayer says stations will be built simultaneously, should debut by Thanksgiving or, at latest, Christmas. Engineering consultant Ben Adler, who is also building some of the components, echoes this optimism. Here's word from other uhf respondents:

Bridgeport, Conn. -- Target date of Jan. 1, 1953, is set by WICC's Phil Merryman, who is trying to buy or lease equipment of NBC's famed "guinea pig" experimental uhf station there. An engineer himself, he doesn't claim date is certain.

New Britain, Conn. -- "We hope to be on the air during December, 1952," reports Peter B. Kenny, mgr. of grantee WKNB. "We expect to start initial construction on the transmitter site this month."

Springfield, Mass. -- "We hope to be on the air in 6 months," writes WSPR's mgr. Alan C. Tindal, "but there's still some question as to transmitter." And Economic Stabilizer Roger Putnam, of Springfield, who heads grantee firm, told us: "This thing caught me by surprise. I had no idea the FCC would act so quickly. I can't give a definite date because we're just starting to order equipment."

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York, Pa. -- WSBA mgr. Walter Rothensies wires: "We have had our equipment on order for over a year, and RCA has assured us of fall delivery. Since our tower is already constructed and part of our building completed, we hope to start telecasting before the end of this year." Second York grantee, WNOW, gives no date, says merely "as soon as possible."

Flint, Mich. -- James L. Rubenstone, of Philadelphia, head of grantee corporation, says "we hope to begin operation late this fall, but this of course depends on the delivery of equipment."

Youngstown, O. -- More cautious, perhaps more coldly realistic than other grantees, WKBN president Warren P. Williamson, a technical man, says his "best conservative judgment" is that "it will be the summer or fall of '53 before we get going." This is the way he looks at it:

"We have had equipment ordered from RCA since before the freeze; but about all they can deliver this fall is a 1-kw transmitter, and our CP calls for 10-kw. It looks to me like many stations may go into interim operation. We frown on this for fear such operation would not do justice to uhf and we might all wind up in the same situation as FM. Apparently RCA feels, however, that this is the way to best finance their transmitter development."

We'll report as soon as possible on Denver's other vhf, and the other uhf grantees in Holyoke and New Bedford, Mass., Youngstown, Austin.

Vhf grantees should have no trouble making real time -- unless they happen to be awfully finicky about getting exactly the equipment they want before juice is turned on. The uhf situation is different, and Williamson hit it on the nose: high-powered uhf transmitters just aren't available.

RCA feels it can do good job of 1-kw deliveries this year, but chances for 10-kw seem very slim. And newly-announced 5-kw and 50-kw units, using klystron tube (Vol. 8:27), aren't promised before end of next year.

GE has promised its only 12-kw transmitter to WHUM, Reading, Pa. Company thinks it may get out another this year, but no more than that. It can, however, supply 100-watt units (which drive the 12-kw) right away. Its 1-kw transmitter and more 12-kw aren't expected before early 1953.

DuMont expects to deliver 1-kw units this year, but it doesn't promise its 5-kw and larger before next year.

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FCC is hesitant about low-power interim operations, probably even more than the grantees. Many at Commission vowed "never again" after seeing public get soured on FM because of pipsqueak signals. But FCC has a real dilemma. It doesn't want to repeat the FM experience, yet it is terribly anxious to get uhf going fast -- particularly in new vhf-uhf markets. It would like to see uhf stations start at least as soon as vhf, to encourage purchase of vhf-uhf sets, give uhf station even break in capturing an audience. Getting on air too late may be even more dangerous for uhf station than a start with low power.

That 1-kw transmitter can give good service, with high-gain antenna, has been demonstrated at Bridgeport. Would that be adequate in other cities? Would even lower power be satisfactory? Those questions will have to be answered soon.

Another problem may become serious before long -- steel. Strike has created uncertainties over deliveries of towers. If it continues much longer, it can jeopardize plans of grantees who have no substitutes for complete new towers -- such as AM towers, mountain sites or tall buildings.

NO CPs THIS WEEK, BUT MORE ARE ON TAP: Jittery applicants and their quarterbacks -- attorneys and engineers steering applications through FCC -- waited tensely this week, but Commission didn't grant any CPs.

After burst of 18 grants last week, everyone feels anything can happen. But FCC's pace for next few weeks is extremely unpredictable -- largely because of new McFarland Bill, which became law this week and affects certain granting procedures. Until FCC feels more comfortable about the new provisions, it may be inclined to move slowly. Some cautious FCC legalists felt Commission had moved too fast, even before McFarland Bill was signed by President Truman.

Though there's plenty of confusion, in and out of Commission, as to exact significance of new law, general feeling is that processing procedures won't be affected radically.

A big reason for lack of grants this week is quite simple: Staff hasn't had time to clear many applications. It worked night and day preparing those granted, set for hearing or dismissed last week, but couldn't keep up pace.

Applicants certainly caught on in a hurry, after last week's quick flurry. They filed 63 this week, most of them in cities next up in processing lines, bringing total to 610. [These are all digested in Addenda 15-A herewith. This is start of new series, supplementary to TV Factbook 15, giving you complete up-to-the-minute record of all applications, grants, amendments, etc.]

Applications which FCC didn't grant last week, though they were uncontested, provide interesting stories. Some contained faulty engineering by applicant, were dismissed. Others were stymied by FCC's own boners in allocating some uhf channels in violation of its own mileage minima. But Louis Wasmer's Channel 2 application for Spokane, still uncontested in fact, was bypassed because of some undisclosed reason dealing with his qualifications. There may be others like that.

We've analyzed top 25 cities in each processing line, considering all appli-

cations FCC License Division says it had received as of 5 p.m. July 18, find that 22 applications are still uncontested -- 6 of them vhf, no less:

Group A: Portland, KGON No. 21; Youngstown, Polan Industries No. 33; Spokane, KSPO No. 2; Sacramento, John Poole No. 46; El Paso, KR0D No. 4, KSTM No. 9; Mobile, WALA No. 8, WKAB No. 48; Scranton, WGBI No. 22 & Appalachian Co. No. 73; Knoxville, WROL No. 6; Savannah, WTOC No. 11; South Bend, WSBT No. 34; Peoria, Hilltop Bcstg. Co. No. 19.

Group B: Bridgeport, Harry L. Liftig No. 49; Fall River, New England Television Co. No. 40; Harrisburg, WHP No. 33; New Castle, WKST No. 45; Battle Creek, WBCK No. 58 & W.S. Butterfield No. 64; Ft. Lauderdale, WBRD No. 17 & WFTL No. 23.

Some of these may be held up for various reasons, but from standpoint of competition they're free for FCC approval as of this writing.

A couple very handy documents, incidentally, as you try to keep track of applications, are our Supplements No. 81 & 81-A. First shows the order in which cities are being considered for grants. Second is our own rearrangement of those cities by States and alphabetically within States; it saves a lot of time when you want to find a particular city's position on processing lines.

FCC CAUTIOUS ON SATELLITES & WIRED SYSTEMS: FCC's first action on "satellites" and community antenna systems, taken this week after long study by staff, was to authorize very limited experimentation with satellites (and boosters) and to set the stage for exhaustive hearing on community systems.

Action on satellites comprised grant to Sylvania to rebroadcast signals of WJAC-TV, Johnstown, over experimental uhf station KG2XDU, Emporium, Pa. (Channel 22) -- midnight-7 a.m., one hour between 9 a.m.-noon and one hour between 1-6 p.m. Sylvania was also granted CP for new experimental uhf station on Channel 82, with 30 watts, in heart of Emporium. KG2XDU is on nearby hill. Sylvania's program is to determine coverage and interference factors (Vol. 8:25).

Booster authorization went to WSM-TV, Nashville, to build 5-watt station in Lawrenceburg, Tenn., rebroadcast WSM-TV's signals on same channel (No. 4), polarized to cut co-channel interference (Vol. 7:50). Hours are limited to midnight-7 a.m.

Reason for severely circumscribing hours of operation and specifying that operations are of "a non-continuing nature," is to avoid giving impression Commission has authorized such stations on regular commercial basis.

Commission also defined satellites and boosters. Former rebroadcasts signals of originating station on different frequency; booster uses same frequency.

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Community antenna action dealt with application of J.E. Belknap & Associates, Poplar Bluff, Mo., which proposes to build microwave system to feed signals of St. Louis' KSD-TV and Memphis' WMCT to number of prospective community systems in the area. Application was set for hearing, with date and subject matter to be specified in near future. Reasons for hearing, given in letter to Belknap:

- (1) FCC isn't sure whether operation would be true common carrier.
- (2) Availability of programs to Belknap isn't certain, particularly since KSD-TV and WMCT have objected to proposal, claiming property rights in signals.
- (3) "Several important questions with respect to the status of community antenna TV systems under the Communications Act" must be resolved before FCC can determine whether Belknap's applications should be granted.

Comrs. Hyde and Jones dissented from action setting application for hearing; they would have granted it. Others (Walker, Henneck, Bartley) voted for hearing for various reasons: fear of infringing stations' property rights in programs; fear of fostering "monopolies," i.e., extending coverage of big-city stations and discouraging growth of local outlets, etc.

It was coincidence that brought both subjects before FCC the same day, but there's no question that they're related -- inasmuch as community antenna systems are bound to suffer if satellites and boosters are authorized ultimately.

THEATRE OWNERS AREN'T RUSHING INTO TV: Radio broadcasters continue dominant, newspaper interests prominent, among applicants for new TV stations -- but the expected avalanche of applications from local theatre interests hasn't materialized.

We count mere couple dozen theatre owners, as distinguished from film stars (Vol. 8:28), among the 610 applications thus far on file. There are probably others, minority interests, not readily identifiable.

On theory that you must join 'em if you can't lick 'em, as did newspapers when radio reared its competitive head, it was anticipated that hundreds of theatre owners would seek to get into telecasting to hedge against TV's impact on boxoffice.

Only a handful of theatremen, up to now, have become telecasters -- and all highly successful: United Paramount, which owns WBKB, Chicago, and proposes to buy ABC network with its 5 TV stations (Vol. 7:21 & 8:28); WKTV, Utica, N.Y., owned by Kallet chain; WTVJ, Miami, owned by Mitchell Wolfson's Wometco Theatres. Paramount Pictures, incidentally, is the only producer in telecasting, with KTLA, Los Angeles.

Of the 18 new-station grantees last week, none happens to be a theatremen, but that's just a happenstance for the FCC as now constituted isn't showing any more prejudice against theatre than against newspaper or absentee ownerships. Preliminary study of the lists of applicants to date, as published in TV Factbook No. 15 and Addenda 15-A, brings to light just 28 applications in which theatre exhibitors are identifiable -- though it's generally expected that others, like the Schine & Reade chains and Thalheimer in Richmond, will seek to get into the TV swim. [For list of theatre-owning interests identified in applications to date, see p. 10.]

DEMOCRATS TO PROFIT BY GOP'S TV MUFFS: The TV revolution in American life which is now reaching into the heart of nation's political party structure, appears destined to change not only campaign methods but format of nominating convention itself.

Republican convention of 1952 may go down in history as last such meeting held in traditional old-time style. By 1956 the quadrennial shindig may be more of a big political TV show than a nominating convention.

GOP was at definite disadvantage in being first party to hold convention -- and Democrats intend to profit by their mistakes. Televised Republican convention had plenty of exciting moments, dramatic moments, history-making moments -- and, of course, comic relief. But let's face the facts: Except to students of political science, much of it was pretty doggone dull.

This is borne out by ratings, which were far below expectations. GOP show drew nighttime Hooperating of 36 in New York, average daytime rating of 13.7. When Gen. Eisenhower was nominated on first ballot, Hooper was only 17 -- vs. rating of 34 for daytime Kefauver Crime Committee hearings last year. Trendex gave the night sessions rating of 45 -- only 10% higher than previous week of normal programming. Top winter shows get ratings in 50s & 60s.

Ratings varied little city-to-city. Night Hooperating of the convention was 35.4 in Philadelphia, 32.5 in Los Angeles.

What it adds up to is this: Much of the show just didn't have enough appeal to bring summer viewers off the porch and into the living room or make them stay up past bedtime. Certainly "history in the making" wasn't hot enough to hold interest of the large number of politically apathetic viewers, many of whom deluged local TV station switchboards with the demand: "Get those bums off the air!"

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Every move made by the Republicans on TV screens last week was observed by team of Democratic "scouts" who holed up in Chicago's Conrad Hilton Hotel with 3 TV sets to monitor convention coverage on all networks. From the notes they took came carefully planned blueprint for putting more showmanship in the Democratic meeting -- and tailoring it specifically for TV.

"We certainly have to recognize that there are a lot of potential voters in the TV audience who may be swayed by what is said and done at this convention," said Democratic national TV-radio director Kenneth Fry. "You can be sure we aren't going to repeat some of the mistakes the Republicans made."

Master-minding the Democrats' "TV manners" is party's special TV consultant

J. Leonard Reinsch, director of Cox TV-radio stations (WSB-TV, Atlanta & WHIO-TV, Dayton) -- and there's no doubt his TV know-how will be used to advantage next week.

What the Democrats learned by watching GOP convention is best indicated by these announced plans for their own Chicago pow-wow:

Open all committee meetings to TV-radio. Some observers attributed last week's Eisenhower victory to Taft faction's stand against TV cameras in meetings of Republican National Committee and credentials committee (see Telecasting Notes).

Limit all nominating speeches to 15 minutes.

Set up TV camera directly in front of speaker's platform to provide variety of shots (which GOP refused to permit because it cut down seating space).

Cut out much of the singing and unnecessary preliminary oratory, getting down to business before bedtime.

Start day sessions at noon, evening sessions at 8 p.m. -- and keep to the announced schedules.

Restrict floor demonstrations to delegates and alternates, barring paid placard-wavers from convention hall.

Keep platform uncluttered by stragglers who divert attention from speaker; decorate hall & rostrum with vote-getting posters & banners (for maximum of free advertising); eliminate Teleprompter, which was picked up by camera at GOP convention.

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Electronic age's effect on conventions was summed up this week at press conference by Pennsylvania's Gov. Fine -- himself an unwitting star at one of the dramatic moments of GOP meeting. He predicted TV will "sound the death knell" of convention system of nominating candidates unless procedures are changed.

"The convention system must be overhauled, become more orderly and more responsive to the will of the people," said Fine, "or go the way of the dinosaur."

Personal Notes: Joseph H. McConnell, NBC president, elected trustee of the Hanover Bank, N. Y. . . James D. Shouse, Crosley chairman and Avco v.p., elected to board of *Cincinnati Enquirer* . . . Adrian Murphy, president of CBS-Radio, elected to board of Advertising Research Foundation . . . Walter B. Emery, legal assistant to FCC Chairman Paul Walker, resigns to become a consultant to Joint Committee on Educational TV . . . Victor M. Ratner, ex-CBS promotion v.p., recently with R. H. Macy & Co., to head Theatre Tele-Sessions, new div. of Theatre Network Television (Nathan L. Halpern, president) developing closed-circuit TV for business, govt. meetings, etc. . . Ted Cott, mgr. of NBC's WNBT & WNBC, going to Europe on vacation, plans to set up film exchange with BBC and French TV interests . . . Robert Klaeger, ex-Signal Corps, joins Transfilm Inc. as production v.p. . . Edward V. Cheviot, ex-adv. mgr., *San Antonio Light*, succeeds Jerry Lee, resigned, as commercial mgr., WOAI-TV, San Antonio . . . Lawrence L. Wynn, ex-International Transvideo, then KFBI, Wichita, named to newly-created sales managership of WABD, New York . . . John Patrick Smith promoted from national sales mgr. to asst. gen. mgr., WCPO & WCPO-TV, Cincinnati, succeeded by Glenn Clark Miller . . . Charles F. Harrison Jr., ex-Ohio radio newsman, named news editor, WFIL & WFIL-TV, Philadelphia . . . R. David Kimble, ex-WBBM, Chicago, joins BAB as national promotion director under v.p. Kevin B. Sweeney . . . William K. Treynor, asst. station relations head, to direct new NARTB office in San Francisco . . . Kenneth Greenberg succeeds Charles Sterritt, now with CBS sales in Detroit, as chief of audio-visual div., American Red Cross publicity dept., Washington . . . George T. Duram, ex-E. C. Hooper, ex-TV radio chairman of ANA, joins Geyer, Newell & Ganger as media director . . . Sam Blake now in charge of TV-radio dept., Ettinger Co., N. Y.

INTEGRATION" OF RADIO with TV, adopted as basic policy by NBC last month with naming of Sylvester Weaver and Frank White to top v.p. posts (Vol. 8:25), this week took form of realignment of top executives and reassignments at lower levels—all looking to unification of departments.

John K. Herbert, radio network sales v.p., becomes v.p. in charge of both TV & radio sales, with TV sales v.p. George Frey reporting to him. Charles C. Barry, radio network program v.p., is now v.p. in charge of both TV & radio programs. Frederic W. Wile Jr., TV network production v.p., heads both TV & radio production, also supervising technical services for both. All report to v.p.-gen. mgr. Frank White, as does Harry Bannister, station relations v.p., and Robert Sarnoff, v.p. in charge of film div.

Also reporting to White and serving both TV & radio henceforth are Sydney H. Eiges, press & information v.p.; Ruddick C. Lawrence, promoted from TV sales development mgr. to newly created post of director of promotion, planning & development; Charles J. Cresswell, network controller; Henry Sjogren, controller for o-&o stations.

Operations v.p. Edward D. Madden becomes asst. to president Joseph H. McConnell. Executive v.p. Charles R. Denny takes charge of NBC's 5 TV and 6 radio stations, public relations, staff engineering. Reporting to Denny will be James M. Gaines, v.p. in charge of o-&o stations; Wm. F. Brooks, public relations v.p.; O. B. Hanson, engineering v.p. Joseph Heffernan, financial v.p., continues in that capacity with added staff duties; he's currently in Hollywood negotiating for possible purchase of an AM station—expected to be either KFI or KMPC. NBC has TV outlet there, but no radio.

Guatemala City will have TV, if plans of local W. J. Dorion & Co. are carried through; it reports ordering equipment, makes unspecified, costing \$450,000.

Telecasting Notes: "One of the more interesting if little-noticed consequences of the Republican National Convention," writes Jack Gould in July 14 *New York Times*, "is that the man who had appeared on TV the most went down to defeat and the man who had appeared the least won the nomination." He then goes on to relate how Senator Taft seldom missed a discussion program, forum or press conference, appearing several times weekly, while Gen. Eisenhower kept away from "live" studio shows, even resisted the persistent blandishments of Martha Roundtree (*Meet the Press*). It was planned that way, says Gould, because the general in mufti stood out in contrast to the general in uniform and he wasn't yet ready for the rough-&-tumble of the "informal and deadly inquisition of the live studio show." Mr. Gould inferentially adds the point we raised in May (Vol. 8:21)—that there's such a thing as "overstaying your welcome" as a visitor into the home via the TV screen. He observes: "No doubt in future primary campaigns, all candidates will have some second thoughts on the question of how early and how often it is wise to appear on TV, [and] the matter of timing in primaries may assume new and added importance" . . . Then the egregious blunder of the Taft forces—the one that burned up not only the TV workers in Chicago, but the folks back home: "After assiduously courting the TV audience for months and months, it is disastrous then to turn around at the last moment and try to bar TV [during] the fight over credentials." That led to 50,000 letters and telegrams of protest, which some think may well have cooked Taft's goose with many delegates. Gould opines: "To Senator Taft goes the dubious distinction of being the first candidate to be hoist on his own TV petard" . . . Ziv TV Programs Inc., one of biggest TV film producers,

apparently doesn't go along with idea that New York may become TV film capital, feels its future is on West Coast, for production v.p. Herbert Gordon has moved his headquarters from New York to Hollywood . . . Use of TV film by national sponsors has increased 50% in past year—from 12 hours a week in May 1951 to 18 hours in May 1952, reports July 16 *Variety*; 5½ hours of film programming was placed on national spot basis in average May 1951 week, 7½ hours were spot this year . . . NBC-TV film library, now containing 15,000,000 ft. of carefully-indexed footage, leasing films to ad agencies, package producers, et al. . . . Bing Crosby, it now develops, will appear next season on CBS Radio, probably also CBS-TV, for GE and not for Coca-Cola, as previously reported; latter deal fell through . . . CBS-TV Film Sales to represent Bing Crosby Enterprises in sale of its TV films, with several new program series being offered . . . Largest contract ever made between TV network and a film processing laboratory signed by CBS-TV this week with DeLuxe Laboratories Inc. providing for minimum of 100,000,000 ft. of film processing . . . One of neatest coups of TV panel competition was Ted Granik's signing of President Truman for his *Youth Wants to Know* on NBC-TV, July 30 . . . Emilio Azcarraga's huge new Televiscentro in Mexico City, home of his XEW-TV and his radio stations, will also be used by Romulo O'Farrill's XHTV under deal whereby they share audience entry fees, reports *Variety* . . . KDYL-TV, Salt Lake City, has begun construction of new transmitter on 8600-ft. mountain peak in Oquirrh Range 17 mi. west of city; when operating, it will add 200,000 homes to service area, covering 85% of population of Utah . . . XELD-TV, Matamoros, Mexico (opposite Brownsville, Tex.) now represented by Adam J. Young Inc., replacing Blair TV.

GENERAL TIRE & Rubber Co., which has achieved considerable success in acquisition and operation of TV-radio station properties, and which has also looked into possibility of purchasing one or more electronic factories, this week purchased control of Crosley Motors Inc., maker of bantam cars. General Tire acquires 317,077 of Crosley's 569,254 outstanding shares in exchange for 756 shares of 3¼% of its own second preferred. Based on current market value of General Tire, this represents about 20¢ a share for Crosley stock, or \$63,400.

Powel Crosley retires as president of Crosley Motors, but his brother Lewis continues as v.p. In 1945, Powel Crosley disposed of his broadcasting operations, notably WLW, to Avco Corp. for reported \$22,000,000 in order to devote all his time to making small cars. He never achieved production goal of 150,000 a year, coming nearest with 30,000 in 1948, dwindling to 300 a month in 1951 and closing down entirely recently due to shortage of materials.

The 65-year-old Mr. Crosley owns farms in Indiana and Georgia and also is owner of the Cincinnati Reds.

Network Accounts: Carnation Co.'s current cycle of *Burns & Allen* shows, alt. Thu. on CBS-TV, ends Sept. 5, after which they go on films, sponsored alternately by Carnation and B. F. Goodrich Co., time undetermined; they start filming soon at General Service Studio, Hollywood . . . Singer Sewing Machine Co. makes network TV debut Sept. 11 with sponsorship of filmed *Four Star Playhouse* on CBS-TV, alt. Thu., 8:30-9, thru Young & Rubicam; show will alt. with *Amos 'n' Andy* . . . General Foods, for its Jell-O Div. and Post Cereals Div., July 7 bought five 5-min. segments weekly of *Today* on NBC-TV, Mon.-thru-Fri. 7-9 a.m., thru Young & Rubicam for Jell-O and Benton & Bowles for Post Cereals Div. (Sugar Crisp) . . . General Foods started quiz show *Who's There?* July 14 on CBS-TV, Mon. 9:30-10 . . . Schick Inc. (electric razors), thru Kudner, and Thomas Leeming & Co. (Silk 'n' Satin hand lotion), thru Wm. Esty, will sponsor *Jackie Gleason*

Show which starts Sept. 20 on CBS-TV, Sat. 8-9; show needs one more sponsor to be completely sold . . . Hotpoint Div., GE, will sponsor filmed version of *Adventures of Ozzie & Harriet* on ABC-TV as well as radio on alternate weeks this fall, thru Maxon Inc.

Station Accounts: WCBS-TV, New York, reports these spot users have taken advantage of its new 45% discount for volume purchases of 12 or more daytime announcements per week: Best Foods, Hellman's Mayonnaise, Nucoa, Maxwell House Coffee, Rival Dog Food, Loew's Theatres . . . Emerson Drug Co. (Bromo Seltzer) names Lennen & Mitchell, New York, to handle account, including TV-radio . . . Procter & Gamble, for new home permanent called Pert, using TV spots starting in August, thru Biow Co. . . . Piccadilly Tobacco Co. (cigarettes) to sponsor *Maggi McNellis Show* starting July 31, Thu. 9:30-10 p.m., on WJZ-TV . . . Lydia Pinkham TV-radio campaign starting in August, thru Harry B. Cohen Adv., N. Y. . . Other advertisers reported using or planning to use TV: American Tea & Coffee Co., thru Simon & Gwynn, Memphis (WSM-TV); Niagara Massage Co., thru Kamin Adv., Houston (WFAA-TV) . . . Bostwick Laboratories Inc. (Dynol moth proofing and Hero fire extinguisher), thru Marfree Adv., N. Y.; Harris Chemical Co. (Fly-Ban), thru Marfree Adv., N. Y.; Dr. Shor's Products Inc. (chlorophyll toothpaste), thru Herbert B. Shor Inc., Philadelphia; Globe Pharmaceutical Distributing Co. (Burn-Aid medicated bandage & ointment), thru Schwimmer & Scott, Chicago; Lurr Products Corp. (Lurr insecticide), thru Rand Adv., N. Y.

WJR, The Goodwill Station Inc., Detroit, reports net profit of \$468,045 (44¢ a share) on sales of \$1,670,366 for first 6 months of 1952, compared with \$533,396 (56¢) on \$1,693,993 same 1951 period.

AT&T has produced 10-min. film on the workings of TV, with long lines dept.'s Dr. N. F. Strieby as commentator; to be released for theatrical & non-theatrical showings.

THE BUSINESS SCENE—NEW MARKETS & UHF: Wish we could tell you that the new stations being authorized by FCC will take the air in a hurry -- but there are still too many ifs-and-&-buts, particularly with respect to the new uhf outlets.

While Denver's first vhf actually started this week end, albeit with fairly low power, opening up that ripe new market for receivers, the 4 other vhf outlets thus far authorized (in Denver, Spokane & Austin, Tex.; see Vol. 8:28) will take some time to get going. Several may get on the air, though, by end of year.

But not many uhf stations are likely in the immediate future, due to the equipment problem (see p. 3). Only thing certain is that receiver manufacturers, with their new uhf tuners, are well ahead of the uhf transmitter manufacturers, with their multitudinous problems of high-powered tubes, antennas, etc.

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The TV trade is doing nicely, meanwhile, in most existing markets -- particularly in the 10 newly interconnected cities which got network service for the first time with the GOP convention (Vol. 8:23). Retailing Daily surveyed those cities, found set sales up in all of them, starting as far back as May when New Orleans alone reported 4935 sets sold as compared with 1105 in May 1951.

In Phoenix, 3000 TVs were sold in 5-week campaign preceding extension of the coaxial. All Texas cities, normally good markets, reported sales increases and told of servicemen doing land-office business in preparation for conventions. Even Miami enjoyed huge April-May increases -- proving that market isn't just seasonal.

Seattle's KING-TV reported to us, at press time, that "coming of the cable" was preceded by sale of 6600 TV sets in June, compared with 1900 in June 1951.

"Just like Christmas," was report from Tulsa quoting local appliance dealer as saying, "It has been fantastic for July with sales equivalent to December."

Most TV-radio factories are on vacation now, and preparing for new lines and for what's expected to be a good fall-winter business.

Factory inventories, meanwhile, continue to go down nicely--fell to 357,356 as of July 11 from 388,957 July 4, according to RTMA. TV output in week ended July 11 was mere 31,510 sets (only 153 private label), reflecting plant shutdowns.

Radios are also down, seasonally. Week's output was 71,613 units (28,024 private label) vs. 65,911 week before. Factory inventories were 424,002, down from 459,190. Week's radios were 19,641 home, 11,681 portable, 16,722 clock, 23,569 auto.

WHAT FIRST GRANTS MEAN, MARKET-WISE: You get some idea of the new-market potential in FCC's new station grants when you look into latest Census Bureau figures covering the 11 cities for which construction permits were authorized last week (Vol. 8:28). They add up to well over 1,000,000 households -- and that's just the beginning.

In the metropolitan areas covered by the CPs, 1950 census shows 1,065,711 households, or separate dwelling units, for total population of 4,125,809. Actual market potential, of course, is considerably greater than this because normal 60-mi. coverage radius of a TV station would embrace many more families -- though a few get some fringe TV service already.

Thus the irreducible minimum of households that should be prospects for new TV sales, once telecasting begins, would be the Portland metropolitan area's 228,975 households, Denver's 171,963, Spokane's 69,030 -- beyond range of any TV up to now.

Breakdown further shows 145,967 households in Youngstown area, some of its homes already enjoying service from Cleveland, 52 mi. away; 113,730 in Springfield-Holyoke, 54 mi. from New Haven; 77,640 in Flint, 46 mi. from Detroit; 74,099 in Bridgeport, 18 mi. from New Haven; 58,935 in York, 21 mi. from Lancaster; 42,584 in Austin, 71 mi. from San Antonio; 41,530 in New Britain-Bristol, 21 mi. from New Haven; 41,258 in New Bedford-Fall River, 27 mi. from Providence.

Topics & Trends of TV Trade: Suspend or decontrol? That question, as applied to TV price ceilings, split OPS down the middle this week. Harried by sharp cuts in funds & enforcement personnel, plus pressure for decontrol from organizations—latest being NARDA—weakens agency now has 3 alternatives: (1) To suspend controls with so-called “trigger” level, meaning that when prices reached an arbitrarily set point, controls would automatically be restored; (2) remove all ceilings; (3) continue present ceilings, which hamper few dealers or manufacturers of well-below-ceiling receivers.

Diehards in OPS who favor suspension feel their approach gives public safeguard against possible future price boosts. Decontrollers contend Congress in effect ordered outright removal of ceilings in provision of Defense Production Act stating “consideration” should be given to ending controls on commodities selling substantially below ceilings. If deadlock ensues, problem may be tossed into lap of Price Administrator Arnall, who once wrote Admiral’s Ross D. Siragusa that he favored “earliest possible” decontrol.

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Trade Miscellany: Accent is on uhf in summer-fall “indoctrination” plans of some of big set makers; they’re demonstrating own uhf converters to distributors and dealers in upcoming uhf telecasting areas . . . Portland’s uhf Channel 27, granted last week to Empire Coil Co. (Vol. 8:28), may make that city the prime “proving ground” for uhf since all vhf channels are in competition and will inevitably be delayed; president Herbert Mayer promises station on air by end of year . . . “Converkit,” to convert small-screen sets to use picture tubes up to 21-in., announced this week by RCA tube dept.; containing RCA’s first “universal” horizontal-deflection-output and high-voltage transformer, it will be available to servicemen soon . . . One-line-a-year merchandising program proposed by NARDA’s Mort Farr (Vol. 8:26) gets another staunch backer in Stromberg-Carlson’s Cliff Hunt, TV-radio gen. mgr. . . . 7500 retailers expected at NAMM convention and trade show in New York’s Hotel New Yorker, July 28-31.

Distributor Notes: Emerson-Long Island Inc., 465 Jericho Turnpike, Mineola, has been formed as new Emerson distributor for Nassau & Suffolk counties by Stanley M. Abrams, resigned as Emerson sales director . . . Philco names H. T. Waller Co., Long Beach, Cal., for Long Beach area, succeeding Progress Co., resigned . . . Sylvania appoints Western Empire Distributors, San Francisco, for northern California . . . CBS-Columbia appoints Pacific Telecoin, San Francisco, ex-Majestic, as distributor for northern California . . . Arvin appoints Hughes-Peters Inc., Columbus (Wm. Wilson, president) for central-western Ohio . . . Fada names Radio Electric Service Co., Philadelphia (Al Kass, gen. mgr.) for Philadelphia.

New community antenna systems, reported by Jerrold Electronics: Powell Electric Co., Raymond & South Bend, Wash. (Leroy Powell, owner, Raymond); Master TV Antenna Systems Inc., Seattle (L. M. Kelley, 203 White Bldg.), also operating in Centralia under name of Community Antenna of Centralia Inc.; Coburn TV Inc., Chehalis, Wash. (Alex Coburn, pres., Chehalis); unidentified group in Auburn, Tex. [For complete Directory of Community Antenna Systems, actual and projected, see *TV Factbook No. 15*, pp. 130-131.]

Dun & Bradstreet dealer TV sales and inventory reports will be discontinued after June report, due at end of this month; after that, RTMA will gather the figures itself, but first report won’t be out until September to cover July & August. New statistical plan was approved by RTMA board at recent Chicago meeting after “test run” in Maryland, Virginia & District of Columbia.

Order for 850 RCA receivers for Washington’s Hotel Statler, placed last week, is third such for that company; it also sold 1275 for Hotel Statler, Los Angeles, and 900 for Park Sheraton, New York.

State-by-state TV set shipments, with county-by-county breakdowns, for first 5 months of 1952 (1,799,977 units), are detailed in reports released this week by RTMA.

Muter Co. has purchased all stock of Enderes Co., Guttenberg, Ia., plans to expand its forged tool line along with increase in Muter TV-radio components production.

Trade Personals: Dan D. Halpin, RCA Victor mgr. of TV receiver sales, has resigned to join DuMont as gen. sales mgr., receiver div. . . Richard A. Graver’s new post with Capehart-Farnsworth (Vol. 8:28) is gen. mgr., commercial products div.; he resigned last week as Admiral v.p. . . Roger L. Brown, Emerson national sales mgr., returning to old job of regional sales mgr., Dallas . . . Wm. A. Mara, Bendix Radio gen. mgr., has returned to Detroit as director of public relations, Bendix Aviation; new gen. mgr. Edward K. Foster has Arthur F. Welch as asst. gen. mgr. and has appointed Harold C. Harr, ex-Easy Washing Machine Co., as mgr. of operations . . . R. L. Russell, in charge of Hallicrafters branches, has been designated as gen. mgr. of newly established Hallicrafters Canada Ltd., 51 Camden St., Toronto, with Fred Bardgett, ex-Canadian Radio Mfg. Co., as local distribution mgr., and R. Hedley Childerhose, local sales engineer . . . Harry Jarvis succeeds Ken Kerr, now Dominion Electrohome, as gen. mgr. of Capitol Records of Canada Ltd. . . Dr. Ben Kievit, Sylvania eastern field engineer, named TV-radio picture tube sales engineering mgr. . . Luther F. Cree heads Motorola defense div. personnel, replacing Walter Locke, on leave . . . Albert Axelrod, CBS-Columbia senior engineer, is member of U. S. Olympic fencing team at Helsinki; at City College of New York he was captain and intercollegiate champion . . . Alfred Shaffer, ex-Bendix & RCA Radiomarine, appointed CBS-Columbia govt. contract div. administrative engineer . . . Carl D. Volpe, ex-Starrett quality control head, named plant manager, assisted by Leo Bernstein . . . Wm. J.

Alexander, ex-Montgomery Ward, new adv. mgr. of RCA Victor record div. . . John P. Finneran, ex-N. Y. Sound-scriber sales promotion mgr., appointed Westinghouse Supply ad mgr. . . George J. Zipf, ex-Raytheon N. Y. district sales engineer, now heads Chicago district sales & service . . . Ralph G. Morel, ex-Zenith of N. Y., named Bendix Radio eastern seaboard sales mgr. . . Alois Konecny Jr. appointed treas., General Instrument Corp., Elizabeth, N. J. . . Julius A. Renhard, RCA broadcast equipment sales representative in District of Columbia, will head new RCA office in Seattle; David Bain, from Camden plant, succeeds him . . . R. O. Rose, ex-Hoffman, Kansas City, named Raytheon district mgr. there, succeeded by Les McRoberts, ex-Jenkins . . . John T. Bluerock, ex-Glenn O. Pippert Co., Cincinnati, named Sparton Ohio-Indiana district mgr. . . Paul E. Condon, ex-Mid-Continent Airlines, named adv. mgr., Collins Radio, succeeding Alfred K. Higgins, who is reducing activities for reasons of health . . . J. W. Horne from Memphis to Norfolk as Graybar branch mgr., succeeded by W. J. Berry, St. Louis power apparatus sales mgr. . . S. Jay Gardiner, ex-v.p., elected pres. of Olympic Appliances Inc., N. Y., succeeding Percy L. Schoenen, new parent company head . . . Ray E. Friedman elected president of Capitol Distributing Co., Providence, Emerson distributor for R. I. & southeast Mass., succeeding LeRoy L. Rosenfeld, resigned to form Emerson of Texas Inc. . . Stanley Kempner, ex-Queen Anne Aluminum Corp., one-time TV-radio editor of *Retailing Daily*, appointed Meek N. Y. area sales mgr.

EFFORTS TO HASTEN quick decision on ABC-UPT merger, invited last week by FCC itself (Vol. 8:28), were attacked in scathing 35-p. opposition filed by Commission's Broadcast Bureau.

If Commission were to throw out whole question of past anti-trust activities of officials of United Paramount Theatres and Paramount Pictures, Bureau's attorneys state, FCC would be reversing its entire policy on the subject. Furthermore, if FCC bypassed customary procedure of requiring the examiner's initial decision, it would be ignoring "a fundamental concept of its hearing procedures, that is, at least to consider the evidence and the record of the trial before determining the merits of a controversy" and "by an unprecedented procedural device [eliminate] that evidence no matter what its purport may be."

Bureau claimed there is serious question of credibility of witnesses involved, and that FCC must have benefit of fact that the examiner "has lived with the case."

DuMont also filed a reply this week, also asked that examiner not be ignored. DuMont objects to merger, claiming that ABC-UPT tieup would give new firm enormous advantage in purchase of films for TV.

Despite its exhaustive opposition, Broadcast Bureau concludes that if FCC still intends to forget the whole anti-trust issue—and general opinion is that it does—some real speed can be achieved by disposing of case "administratively." This means that parties wouldn't even need to take time to file "findings of fact" before Commission can act. Such a procedure goes even further than the eager parties themselves ventured to suggest.

Ban on U. S. TV film coverage of Olympic Games beginning next week in Helsinki, in favor of a feature film to be produced and marketed in American theatres by a Finnish firm, drew strong protest this week by 3 TV newsreels. Ban followed report that Finnish Olympics committee demanded \$250,000 for TV rights, which American newsreels turned down. Signing protesting cable to committee were NBC-TV news director Francis McCall; UP-Movietone's Jack Haney; Telenews editor L. P. Genock.

Performer's right to privacy is not violated by **televising his show without his consent.** That was ruling this week of N. Y. Court of Appeals in dismissing damages suit by Arsene Gautier of N. Y. against Washington Redskins pro football team, contending televising his halftime show, "Gautier's Steeplechase," as part of Chesterfield commercial in Dec. 1948 without his consent broke his contract and violated his civil rights.

Senator Robert S. Kerr (D-Okla.) this week sold his KRMG, Tulsa, to group of local businessmen, including Ralph Talbot, former theatreman; C. B. Akers, ex-KRMG v.p.; P. C. Lauinger, publisher of *Oil & Gas Journal*. Block of stock also was issued as gift to Oklahoma A & M College. This week, KRMG applied for TV in Tulsa. Sen. Kerr still controls WEEK, Peoria, also TV applicant.

U. S.-Canadian border TV allocations are now official, State Dept. and FCC this week announcing formal "exchange of diplomatic notes." Allocation is same as it was in Third Report of last year, except for couple minor uhf additions. Canadian and Mexican allocations are included in new *TV Factbook 15*.

Hazeltine proposes 2-for-1 split of stock as of Sept. 3, with increase in authorized shares from 600,000 to 1,500,000, and has called special stockholders meeting Aug. 23 with holders of record July 31 eligible to vote. There are no present plans for any of the 800,000 authorized shares remaining after the 100% stock dividend.

Moviedom's latest "answer to TV": 78% of films now before Hollywood cameras are being photographed in color, more than twice as many as last year.

Theatre-owning interests are identifiable with the following applications for new TV stations thus far filed with FCC (see story, p. 5): Denver Television Co., seeking Channel No. 7 (John M. Wolfberg); Aladdin Radio & TV Inc., Denver, No. 7 (Harry Huffman & Frank H. Ricketson); Martin Theatres of Georgia Inc., Columbus, Ga., No. 28; Turner Farrar Assn., Harrisburg, Ill., No. 22; Greater Rockford TV Inc., Rockford, Ill., No. 13 (Rolando Frederick Gran); Winnebago TV Corp., Rockford, Ill., No. 39 (Harry Balaban); Premier Television Inc., Evansville, Ind., No. 62 (Grand-Carlton Corp.); Fort Wayne TV Corp., Fort Wayne, Ind., No. 33 (Alliance Theatres); Mid-Continent TV Inc., Wichita, Kan., No. 3 (Sherrill C. Corwin); Columbia Amusement Co., Paducah, Ky., No. 6; WSMB Inc., New Orleans, No. 20 (Paramount Gulf Theatres); W. S. Butterfield Theatres Inc., Flint, No. 16 & Battle Creek, Mich., No. 64; Lakeland Telecasters Inc., Duluth, Minn., No. 6 (Rolando Frederick Gran); St. Louis Amusement Co., No. 11 (Fanchon & Marco); John & Saloma Greer, No. 7 in Albuquerque & No. 2 in Santa Fe, N. M.; Van Curler Broadcasting Corp., Schenectady, N. Y., No. 35 (Fabian Theatres); Fergum Theatres Inc., Mansfield, O., No. 36; Oklahoma TV Corp., Oklahoma City, No. 9 (Video Independent Theatres Inc.); Rivoli Realty Co., Johnstown, Pa., No. 56 (Walter M. Thomas); Southern TV Inc., Chattanooga, Tenn., No. 12 (Joel W. Solomon); Lufkin Amusement Co., Beaumont, Tex., No. 4; Lindsey TV Co., Lubbock, Tex., No. 5 (Lindsey Theatres Inc.); Valley Telecasting Co., Green Bay, Wis., No. 6 (Rolando Frederick Gran); Hawaiian Broadcasting System Ltd., Honolulu, No. 9 (Consolidated Amusement Co. Ltd.); Ohio Valley Television Co., Henderson, Ky., No. 50 (Malco Theatres); Milwaukee Area Telecasting Co., No. 12 (Rolando Frederick Gran). In addition, Wometco's Mitchell Wolfson is identified with Orange TV Broadcasting Co., seeking No. 13 in Tampa, and is to be minority stockholder in other southern applications.

Add VIPs seeking new TV stations, in addition to those previously reported (Vol. 8:28)—these being among the 63 new-station applications filed this week and reported fully in *TV Addenda 15-A*: U. S. Senator Fred A. Seaton (R-Neb.), publisher of *Hastings* (Neb.) *Tribune* and various other newspapers, strong Eisenhower backer, heads company applying for Channel 5 in Hastings. Wm. Connors III, publisher of *Buffalo Courier-Express*, seeks Channel 7 there; *Erie Times*, Channel 66; *Scranton Times* (WQAN), Channel 16; *Honolulu Star-Bulletin*, with Mormon Church (KGMB), Channel 9; Victor Whitman Knauth, half owner of *Omnibook Magazine*, Channel 59 in New Haven; Robert Choate, publisher of *Boston Herald-Traveler*, Channel 5 there; Ralph I. Richardson, Austin (Tex.) oilman, Channel 13 in El Paso.

Canada's new TV stations, due on air on or about Sept. 1, will bear call letters CBFT, Toronto (Channel 9) and CBLT, Montreal (Channel 2)—and Channel 4 has been assigned to third projected for Ottawa. That's official word from CBC, which will operate the stations. CBC also advises that Ottawa's opening date is uncertain due to steel situation and other factors, but construction should be under way by next spring. Govt.-owned CBC has temporarily shelved plans for own stations in Winnipeg, Vancouver, Windsor, London, Hamilton, awaiting public reaction to new Toronto and Montreal services. CBC, which is also the licensing authority, has made it clear it will not grant CPs for privately owned stations until its own stations get going.

We erred, apparently, in reporting that oilman Edwin K. Pauley "once dropped option to purchase KPIX for \$450,000" (Vol. 8:27). Chief owner Wesley I. Dumm asserts: "Neither Edwin K. Pauley, nor anyone else, ever had an option to purchase KPIX for any figure, at any time."

Television Digest

with **ELECTRONICS REPORTS**

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TV'S 1952 TIME SALES—\$400 MILLION: This seventh year of commercial telecasting, with only 109 stations on the air as yet, will come fairly near to equalling radio broadcasting's best dollar sales volume. This despite fact that TV has grown slowly from mere 10 stations in 1946, is still an infant by comparison with its parent AM, which is some 25 years its senior and now has some 2350 stations on the air.

Here's how we figure telecasters will achieve time sales of \$400,000,000 or more this year, as against last year's \$239,500,000 (\$132,200,000 for networks and their 15 stations, \$107,300,000 for 93 other stations). And as against radio's 1951 total of \$455,400,000, embracing all networks and 2265 AM & FM stations, according to FCC's preliminary 1951 audit (see p. 8, TV Factbook No. 15):

Network TV time billings for first 6 months of 1952 are close to \$89,000,000 before frequency discounts (see latest PIB figures, p. 12). That presages reasonable certainty of \$200,000,000 or more gross before end of year, for best revenue months by far are last half. That's for networks alone, doesn't include their own stations.

Since spot and local follow network trend, traditionally in radio at least, it's fair guess that last year's \$107,300,000 volume for 93 TV stations will easily be doubled this year by the 109 operating stations -- especially in light of higher time rates and vastly greater volume of time sales.

So let's reckon \$200,000,000 for spot & local, too. Add that to \$200,000,000 for network -- and you have our \$400,000,000 estimate.

That's time sales alone. Program-production-talent costs will probably run half again as much, possibly even higher. Hence you have an authority like Sponsor Magazine forecasting 1952 TV-advertiser expenditures at \$600-700,000,000.

Not bad for an infant industry! Small wonder, then, that so many eager beavers are trying to get into telecasting, now that freeze has been lifted.

And if mere 109 stations can achieve this fantastic result, imagine what's in store when there are double, triple, even more stations. And draw your own conclusions about impacts on other media, including parent radio.

APPLICATIONS POUR IN DURING FCC HIATUS: By granting merely one CP this week, to WKAQ, San Juan, Puerto Rico (plus 4 educational grants), FCC found itself fast losing the advantages of channel-by-channel processing procedure upon which it counted so much to produce rapid expansion of TV.

With filing of 60 applications this week, after 63 last week, total is now 664 (plus 23 CPs) -- and possibility of quick uncontested grants in high priority cities is being drastically reduced. Even uhf channels are rapidly becoming "over-subscribed," forcing hearings and months of delays.

Among most exasperated applicants are those who have been in the clear, except that FCC made errors in allocating channels for which they applied. Trying its best to rectify situation, FCC this week announced new allocations for affected

cities. In Baltimore, Harrisburg, Reading, Youngstown, Warren, Commission was able to change channels outright, effective 30 days after publication in the Federal Register. In 9 others, rule-making is required. Among the 9 is Fall River, Mass., where WKNB's CP for Channel 30 is rendered ineffective pending completion of rule-making. All applications for channels involved are stymied until changes are made final. [For cities and channels involved, see p. 6. For this week's CPs, applications, etc., see TV Addenda 15-B herewith.]

Two other Puerto Rican applications, WAPA and WKVM, both asking for Channel 4, were notified that they have to go to hearing. New McFarland Act requires that they be notified before being actually set for hearing. Also notified were Honolulu's KPOA and KGU (seeking Channel 4), KULA and Royaltel (seeking Channel 2). KGMB's Channel 9 request and Radio Honolulu's bid for Channel 11 were held up for undisclosed reasons.

* * * *

In efforts to pry CPs from Commission or reduce competition, applicants are exhausting every known technique. From cities where FCC made faulty allocation, there are petitions for "immediate grant" from applicants willing to condition CPs on channel changes to come. Steubenville's WSTV petitioned Commission to force George Storer to choose which of his applications he wants to prosecute -- Wheeling or Miami (or pre-thaw Minneapolis) -- because grant of only one would give him full limit of 5 stations. Cedar Rapids' WMT asked FCC to throw out application of KSTT, Davenport, competing for Channel 2, claiming latter is "but one step ahead of insolvency" and therefore disqualified as an applicant.

Commission has had time to recover from "shock" of making 18 grants July 11, should be in position to produce some every week from now on. It is rapidly shifting employes to TV division, is even calling engineers in from field offices.

No new examiners have been appointed, nor have dates been set for hearings. Commission expects to add 7-8 examiners, is likely to appoint some from attorneys now on staff. Complicating examiner situation is fact that Federal examiners have taken Civil Service Commission to courts on matter on their hiring and firing. This could seriously delay appointment of additional examiners.

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Educational grants went to Kansas State College, Manhattan, Kan., and to University of State of New York in Albany, Buffalo, Rochester. Grants were made by tenuous 3-2 vote, Comrs. Hyde and Jones dissenting. Their dissents were based on fact neither institution has money for construction. Both must await action by State legislatures. Had Comrs. Sterling and Webster been on hand, it's very likely grants wouldn't have been made. It's also likely that when they do return, no more such CPs will be handed out. There's additional possibility that the Commission will refuse to give this week's grantees extension of time to build stations, when they request such extensions, unless better financial showing is made.

Request for educational Channel 2 in Miami, by Lindsey Hopkins School, was passed over by Commission. WTVJ has offered to lease school its Channel 4 facilities for \$1 a year when WTVJ is granted move to new site, higher power. FCC ruled school would have to wait until WTVJ is granted its change.

FCC also failed to grant New York City and Syracuse applications of U of State of New York because of faulty engineering in applications. University also applied this week for Binghamton, Ithaca, Utica, plans to ask for 2 more.

STRIKE LEAVES TOWER MAKERS UP IN AIR: Steel strike played hob with antenna tower manufacturers' plans to be ready to supply new TV stations as grants are handed out. Although strike is settled, it will be months before steel supply for civilian projects is back to "normal". Two months of production have been lost (see p. 11).

"Just as we were getting our heads above water, along came the strike and ruined the situation for TV towers. It will take us a long time to build up our inventories of the various types of steel needed for towers."

This comment from a leading maker of TV towers reflects view of majority of the top tower manufacturers we canvassed this week. Estimates of "lead time" for

delivery of 500-1000-ft. towers varied from as little as 6 months to more than year from time of ordering -- but all agreed it would have been much shorter had it not been for disruptions caused by strike.

Lead time on smaller towers -- about 12 weeks before the strike -- now is 20-30 weeks, one manufacturer estimated. Some makers still have stock of finished small towers, others have enough materials on hand to turn out few more. One large manufacturer expressed confidence he could turn out 7-9 500-ft. towers & half dozen 300-400-ft. ones before year's end -- and he ventured that for remainder of year the tower industry "can deliver towers faster than GE and RCA can deliver transmitters."

But tower bottleneck won't be enough to keep eager grantees off the air -- that's certain. As soon as they get their grants and their transmitters, many are expected to follow example of Denver's Eugene O'Fallon, whose KFEL-TV is on air now with 25-ft. pole as substitute for antenna tower. Similar makeshifts, you'll recall, were the rule in early days of FM.

Some grantees will use their AM or FM towers, many of which were built with TV in mind. Others will use high buildings or buy and relocate and rebuild used FM and communications towers.

Note: While tower manufacturing, like transmitter production, is dominated by handful of companies, quite a few smaller ones are also bidding for business -- and their inventories could conceivably help relieve possible bottlenecks. We've listed 19 tower manufacturing and erecting concerns in TV Factbook No. 15 (p. 123).

ON-AIR DATES ESTIMATED BY NEW GRANTEES: "When will new stations start telecasting?" continues to be the big all-industry question. "As quickly as possible," is refrain from grantees responding to our inquiries. That response may have a lot of different meanings, but enthusiasm appears to be far more genuine than it was among some 1947 & 1948 CP-holders who stalled because of TV's staggering losses in those days.

In vhf, CP-holders have situation in their own hands. If they're willing to put money and energy to work, they can get on air within weeks -- throwing up temporary rigs such as KFEL-TV's in Denver (Vol. 8:29). Fiercely competitive equipment manufacturers can provide entire "task forces" for individual jobs.

Story in uhf isn't so simple. Grantees can get reasonably good deliveries on 1-kw and 100-watt transmitters -- but most have yet to make up their minds on wisdom of starting with such low powers.

Some uhf CP-holders are satisfied with Bridgeport experience, have decided 1-kw can provide safe signal. None has yet indicated whether he considers 100-watt unit adequate, even with high-gain antenna.

There's also question of FCC policy. It hasn't yet ruled on matter. In KFEL-TV's case, it insisted that "principal city" get signal level provided for in rules. Chances are this will prove to be FCC's "floor."

Blunt fact of uhf situation is that manufacturers miscalculated. Great hopes for high-powered transmitters by last half of this year just haven't materialized. Not that such units won't be produced, or that manufacturers aren't straining every resource to make them. It's just a case of misjudging development required.

We know of only 2 uhf transmitters above 1 kw due for delivery this year -- GE's 12-kw units, one going to WHUM, Reading, other to unnamed July 11 grantee -- though RCA feels it has chance of getting out a few 10-kw. Federal informs us it will have 1-kw transmitters this year, 10-kw early next year. FCC made its own survey of manufacturers last week, got same sizeup we did.

* * * *

We now have estimates of on-air dates from virtually all of CP-holders. In addition to those reported last week (Vol. 8:29), we can report on following:

Denver -- W.D. Pyle (KVOD), Channel 2 grantee, wires: "We expect to be on the air in 6 weeks or much less if possible on an interim operation with reduced power." That means on or before Labor Day -- and we understand there's every likelihood RCA can complete 2-kw installation, already started, in less than 6 weeks. Pyle doesn't want Eugene O'Fallon's KFEL-TV to get too big a jump on him, though

O'Fallon's 500-watt installation is "burning up" the town with very good signal, thanks to mountain site equivalent to twice Empire State Bldg. height.

KFEL-TV got exceptional break, too, in that Chicago political convention was on the air, attracting enormous interest, and it forthwith joined NBC-TV for some 20 hours of network per week, agreed to take Studio One from CBS-TV. It will pick programs from all networks until KVOB-TV competition enters in. CBS-TV, which tried unavailingly to sign up KFEL-TV, is understood to have first option on KVOB-TV time.

Spokane -- Radio tycoon Ed Craney (KXLY), partner with Bing Crosby, et al., in Channel 4 grant, advises that by September he will have closed-circuit operation for dealers, by Dec. 1 test pattern on air, by Christmas Eve regular commercial schedule. Other grantee, Spokane Chronicle's KHQ, Channel 5, last week advised it hoped to begin telecasting by Jan. 1.

Austin -- KTBC mgr. J.C. Kellam reports that he has started construction of road to 925-ft. hill where tower will be located; that transmitter house will get under way next week; that Channel 7 equipment will be ordered by next week -- and no time will be lost in getting on air. Oilman Charles H. Coffield, with CP for Channel 18, says he can't begin by Christmas because of equipment problem.

Youngstown -- Vindicator publisher Will Maag, holding uhf Channel 73, last week ordered equipment from RCA, has had Cleveland's Austin Co. at work on plans for \$500,000 building. "We plan to get on the air as soon as equipment is available and may use our present facilities (WFMJ) with temporary additions until we know better just what we want in a building." Last week, rival WKBN, granted Channel 27, predicted summer or fall of 1953, fearing to try low-power operation earlier.

ANTI-TRUST SUIT--FILMS TO TV, OR ELSE: As if film industry didn't have enough woes, mainly declining boxoffice attributed to TV, Dept. of Justice this week tossed bomb-shell in its lap by filing anti-trust suit against 12 movie makers & distributors -- charging conspiracy to keep 16mm films from TV and other non-theatrical outlets.

New Attorney General McGranery's first big anti-trust action, filed in Los Angeles Federal district court, was strangely reminiscent of FCC's ill-starred move to force movie producers to release their films and stars to TV if they wanted any consideration when it came to new-station grants (Vol. 7:13). That one proved to be a blooper, was quickly dropped by Commission's then rampant "trust-busters."

This suit has been in making since war years, not merely since postwar TV boom, we're told by Justice Dept. spokesman. Immediate reaction of exhibitors was bitter anger, directed not only at Govt. but against unnamed and unknown "TV power" that they said "must be behind this action." Hopping mad, they accused Govt. -- and TV industry -- of kicking them when they're down.

Reflecting that attitude, editorial "The Hands of Esau" in the authoritative Motion Picture Herald July 26 called suit "a piece of blatant and transparent injustice," but discounted charge that TV interests were responsible for it. "It would seem, offhand," the trade journal stated, "that the latter medium would have neither the money nor the influence to cause a national action."

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TV people were quietly jubilant but saw only faint possibility of earlier releases of Hollywood's better, more recent production. Telecasters understandably drool over prospect of opening up major producers' vaults, where run-out features are stored, to say nothing of getting relatively fresh features for TV showings.

But TV folk are realistic enough to realize that producers can't be blamed for hoarding their backlogs so long as there are mere 100-odd TV rental outlets, from which in nature of things only a pittance can be derived. (Average "oldie" is said to realize maximum of \$20,000 from today's TV rentals.)

Major movie producers' attitude is that they won't release wares to their main competition. Not yet, anyhow -- not until there are enough TV outlets to bring in rentals comparable to those from the 20,000 or so movie houses of the land.

They aren't free agents, moreover. To release old films to TV, studios must meet Jimmy Petrillo's terms: Rescore all musical sound and pay 5% of gross to musicians union's royalty fund. At present, most consider these conditions ruinous.

Question thus raised in suit is whether Govt. can force employer, in guise of anti-trust action, to bow to union's demands.

* * * *

While exhibitors sound off, the 12 defendant companies for most part maintained discreet silence -- possibly recalling earlier anti-trust brushes with Govt. Only producer to comment was Republic's president Herbert Yates, who said: "We do not know of and have never been party to any conspiracy not to serve TV stations. We now have 75 contracts with TV stations and are serving approximately 40 markets out of the existing 63."

Besides Republic Pictures and its Republic Productions, other defendants are 20th Century-Fox, Warner Bros. & its Warner Bros. Distributing Corp., Columbia & its TV subsidiary Screen Gems Inc., Universal & its United World Films, RKO and independents Films Inc. and Pictorial Films Inc. Big Theatre Owners of America was named as co-conspirator but wasn't made defendant. Though their vaults are locked as tightly as others, neither Paramount nor MGM was named.

Suit charges that defendants (1) withheld 16mm feature films from market to avoid competition with theatres "despite wide demand" by TV; (2) refused to allow exhibition of films within 10 mi. of theatres; (3) kept films from non-theatrical outlets until their value was diminished. Court is asked to give TV access to backlog after "reasonable clearance periods" between theatrical and TV showings.

Importance of suit was underscored by Attorney General's statement that it "was filed as part of the continuing program of the anti-trust division to prevent businessmen and others from combining to place restrictions upon what the public may see on their TV sets." Reference apparently was to govt.'s current suit against National Football League (Vol. 8:20) and proclaimed surveillance of NCAA college football restrictions (Vol. 8:23).

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Note: While the film industry buzzed about suit, Variety reported that RKO is on verge of signing over its entire pre-1949 backlog of 800 or more features to syndicate headed by Canadian financier Lou Chesler, who would give DuMont first call on the films. Transaction was said to require the payment by Chesler's syndicate of \$14,000,000 over 4 years, of which \$2,500,000 would be advanced by DuMont.

NO LETUP in rate of filing applications for new TV stations seems apparent, as 60 more went into FCC hopper this week—bringing total pending to 664 (249 of them uhf). These plus FCC's grant of Channel 2 to El Mundo's WKAQ, San Juan, Puerto Rico, and 4 educational grants, plus various amendments and changes, make this week's second TV Addenda 15-B as sizeable as its predecessor. The Addenda (blue sheet) contains details on all applications; with listings in TV Factbook No. 15 and Addenda 15-A, it should keep your records up to date.

Noteworthy among this week's applicants were 2 former TV station owners, who sold out but now seek new ones. Leonard Versluis, who last year sold his WLAV-TV, Grand Rapids (now WOOD-TV), for \$1,400,000 (Vol. 7:19), now seeks uhf Channel 35 in Muskegon, Mich. Tom Potter, who sold KBTW, Dallas (now WFAA-TV) to Dallas News for \$575,000 (Vol. 6:4), now seeks uhf No. 40 in Baton Rouge, as well as No. 24 in Austin, No. 31 in Beaumont, No. 43 in Chattanooga.

Present TV owners also are in for more. Edward Lamb (WICU, Erie, and WTVN, Columbus) filed this week for No. 9 in Orlando, Fla., where he owns WHOO, and uhf No. 21 in Massillon, O. Helen Maria Alvarez, co-owner and the manager of KOTV, Tulsa, has personally applied for No. 40 in Sacramento, Cal., is also part owner of companies seeking No. 10 in Corpus Christi and No. 11 in Little Rock.

Cleveland's WGAR, with new stockholder lineup headed by John Patt, applied for uhf No. 65 there, while William O'Neil, owner of Cleveland's WJW, and member of the General Tire & Rubber Co. family, applied for uhf No. 19 there. Alf Landon applied for No. 42 in Topeka;

Democratic National Chairman Frank McKinney's group for No. 21 in Fort Wayne; publisher D. C. Rowley for No. 15 in Ashtabula, O.; publisher William Loeb for No. 9 in Manchester, N. H.

Harry Butcher, ex-CBS v.p., wartime naval aide to Gen. Eisenhower, appears as chairman of new applicant company for Channel 3 in Santa Barbara, Cal., where he operates KIST. Among his stockholders are Colin Selph, ex-KPIX; Ronald Colman, the actor; Cecil Smith, head of Schwabacher & Co., bankers; C. H. Jackson, rancher; Arthur F. Marquette, Chicago adman.

And also indicating eagerness of AM operators to tie up with capital capable of swinging TV, was \$115,000 sale this week of half interest in WHBG, Harrisburg, Pa., 250-watt ABC outlet on 1400 kc., to Philadelphia Inquirer (WFIL-TV). New parent company, with manager Herbert Kendrick and newspaper each owning 50%, has applied for uhf Channel 17 in Harrisburg.

Movie boxoffices took in 5.5% less money last year than in 1950, reports Commerce Dept. In 1951, Americans spent \$1,166,000,000 for movie tickets, or \$69,000,000 less than \$1,235,000,000 in 1950. Other recreation expenditures by public in 1951, compared with 1950: Legitimate theatres and opera, unchanged; professional baseball, down 7.2%; professional football, up 12.5%; college football, unchanged; horse and dog race admissions, up 5.5%; pari-mutuel receipts, up 8.7%. Corporate income of motion picture producers, before taxes, increased from \$125,000,000 in 1950 to \$131,000,000 in 1951, Commerce Dept. report also showed, but income after taxes fell from \$65,000,000 in 1950 to \$54,000,000 last year.

Personal Notes: FCC Comr. Edward Webster returns from London week of July 28 after conferences on cable rates and merits of AM vs. FM for special services . . . Comr. Frieda Hennock plans visit to Los Angeles to spark interest in educational TV channel . . . Lindsey Nelson, ex-Liberty network, named NBC asst. director of sports and David M. Camerer, ex-Dartmouth All-East tackle, named coordinator of NCAA football TV coverage, under Tom Gallery, NBC sports director . . . Ward L. Quaal, director of Clear Channel Broadcasting Service, joins Crosley as asst. gen. mgr., succeeding Dwight Martin, now General Teleradio v.p.; no successor to CCBS post yet selected . . . Merl L. Galusha, ex-supervisor of farm broadcasting for WGY & WRGB, Schenectady, named WRGB production supervisor in charge of all TV programming . . . Edward P. Shurick, CBS-TV account executive, promoted to newly created post of mgr. of sales development . . . Ernest Hartman, ex-WNEW, now asst. program director, WCBS, New York, under Sam Slate . . . Carroll H. Marts now mgr. of Mutual's midwest operations, succeeded as midwest sales mgr. by Virgil Reiter . . . George Burke promoted to film mgr., KNBH, Hollywood, succeeding Robert Guggenheim Jr., resigned . . . Mattie Tippit promoted to director of film programming, KTTV, Hollywood, succeeding Mal Klein, promoted to night program mgr. . . Robert Lucas, ex-ABC-TV program sales, now with Barry & Enright Productions, N. Y. . . Harry Friedman, in charge of DuMont Network personnel relations, has resigned to return to practice of law . . . Manny Reiner resigns as sales mgr., Louis G. Cowan Inc., to become sales v.p. of PSI-TV Inc., film producer . . . Joseph Walters transfers from communications equipment to broadcast field sales for RCA engineering products dept., Atlanta region.

HOURS OF VIEWING continue to lengthen even in so "mature" a TV city as New Brunswick, N. J., the "Videotown" of Cunningham & Walsh's continuing survey. Agency's fifth annual study (Vol. 5:28, 6:26, 7:35), covering all set owners in city and representative non-TV families, shows that older sets are in use for a "staggering" average of 5 hours during 5 p.m.-midnight.

Radio listening and moviegoing remained hard hit, but "older" TV families do tend to increase listening somewhat after about a year of TV ownership. For example, listening dropped 88% among families who bought TV last year. But, among families owning sets 1-5 years, there was 50% increase in number of people who listened some time during the evening. Daytime listening remains little affected—in fact, is higher in TV homes than non-TV.

First-year impact of TV on other activities remains high: 77% drop in movie attendance, 53% decline in magazine reading, 87% drop in entertaining (complete reversal of early days of "TV parties" following purchase of set).

Newspaper reading is doing much better than holding its own. In 1-5 year TV families, it increased 40% in 1951 and "almost doubled" in 1952. The researchers say increase isn't necessarily associated with TV viewing, because non-TV families have also increased newspaper time.

Note: For set-owning and buying habits, as uncovered in latest "Videotown" survey, see *Topics & Trends of TV Trade*, p. 10.

AFM Czar Petrillo loosed angry blast at TV's use of canned music this week, announcing a union investigation with statement that "we cannot stand idly by and see the new television industry go the way of radio." He wrote recording companies and booking agents to warn that making cut-rate recordings abroad with non-union members violates agreements and the AFM members "place their membership in jeopardy" by such action. Trade speculated Petrillo's unamplified announcement foreshadowed possible trouble in local TV contract talks.

FOLLOWING UHF channel changes, to correct its own errors in allocation plan (see story, p. 1), were announced by FCC this week, effective 30 days after publication in *Federal Register* (expected next week):

	Channel No.	
	Delete	Add
Baltimore, Md.	30	60
Warren, O.	21	67
Youngstown, O.	33	21
Harrisburg, Pa.	33	55
Reading, Pa.	55	33

Following changes were made subject of proposed rule-making, with comments due by Aug. 18, counter-comments 10 days later:

	Channel No.	
	Delete	Add
Wilmington, Del.	53	83
Elberton, Ga.	16	24
Fort Wayne, Ind.	21	69
Lexington, Ky.	33	64
Fall River, Mass.	40	68
North Adams, Mass.	15	74
Lima, Ohio	41	73
Allentown, Pa.	45	67
Newberry, S. C.	37	70

Pending completion of rule-making proceedings, applications for channels proposed to be deleted or for following channels will not be processed: Allentown, Pa., No. 39; Greenville, S. C., No. 23; Lima, O., No. 35; Winchester, Ky., No. 37; Cincinnati, O., No. 48; New London, Conn., No. 26; New Britain, Conn., No. 30; Ft. Wayne, Ind., No. 27; Wilmington, Del., No. 59.

Station Accounts: Independent Exhibitors Inc., New England theatre group affiliated with Allied States Assn., in current bulletin is urging movie producers to place trailers of current movie hits on TV before TV viewers "become a lost audience." It states: "The time to get our audience is before show time and TV is the best available medium to accomplish this; for reasons unknown we, as an industry, are passing it up" . . . RKO is plugging revival of film *King Kong* on New York TV stations, preliminary to Aug. 8 & 12 openings, plans saturation campaign of TV spots for *Sudden Fear* (with Joan Crawford) on New York & Cleveland stations before Aug. 7 openings . . . Added sponsors taking up WCBS-TV's 45% volume discount (Vol. 8:29): Lever Bros. (Breeze) and Hudson Pulp & Paper Co. (tissues) . . . Texagon Mills Inc. (lace & net products) used TV for first time during Democratic convention when it bought 30 ten-second spots on WJZ-TV, thru Posner-Zabin Adv., N. Y. . . Serutan planning half-hour films in selected markets in addition to its current sponsorship of *Life Begins at 80* on DuMont and *Battle of the Ages* on CBS-TV, thru Franklin Bruck Adv., N. Y. . . Among other advertisers reported using or preparing to use TV: Miller Table Pad & Venetian Blind Mfg. Co. (combination storm windows & doors), thru Lloyd S. Howard Assoc., N. Y.; G. A. Goodrich Co. (Good-N-Rich cake mix), thru Buchanan & Co., Chicago; U. S. Bedding Co. (King Koil Springwall mattress), thru B. E. Fischbein & Assoc., Minneapolis; Knapp-Monarch Co. (home appliances), thru Olian Adv., St. Louis; Mrs. Chapman's Home Foods (Woody's Bar-B-Cue products), thru Ross Roy, Los Angeles; Blue Crown Spark Plug Co., thru Burlingame-Grossman, Chicago; Owen Nursery (mail order seeds & shrubs), thru MacFarland, Aveyard & Co., Chicago; Esquire Inc. (*Esquire*, *Coronet* & *Apparel Arts* Magazines), thru Grey Adv., N. Y.; Brown Brothers Inc. (Brownie Potato Chips), thru Morris Cavanaugh Adv., Pittsburgh . . . Owen Nursery, Bloomington, Ill. (new Bob Richards Enterprises div.), thru MacFarland, Aveyard & Co., Chicago.

Telecasting Notes: Democrats voted in favor of the Teleprompter, just as Republicans did (Vol. 8:28), despite proposal to eliminate it. Electrical prompting device again got repeated radio and press mentions this week, mostly favorable, as it was used by speakers at Chicago convention. But it wasn't so much in evidence, wasn't seen by TV cameras so often, as at GOP shindig, because Democrats built it right into the rostrum so it wouldn't be noticed. Keynoter Gov. Dever, however, used 2 extra Teleprompters so he could look around the room without faltering . . . Nearly 51,000,000 viewers saw GOP convention on TV—largest audience in TV history—according to American Research Bureau, which found TV sets turned on in 14,980,000 homes and average of 3.4 viewers per set. Peak viewing period was during Gen. MacArthur's address. ARB found 69.3% of TV owners in Chicago saw convention; in New York figure was 50%, in Los Angeles 40% . . . 2% cash discount on national advertising, adopted by WHIO-TV, Dayton, said to be first by any TV station, evoked statement of commendation from BBDO's Frank Silvernail, as chairman of TV-radio committee of AAAA; WHIO and nearly score other radio stations, he noted, have adopted the discount in last 6 months . . . "Billboard spectacular," like one it already has in Times Square, will be erected by WCBS-TV opposite Radio City Music Hall, visible from much of Rockefeller Center (where RCA-NBC have headquarters); "running sign" at bottom will carry changing copy about CBS key station's shows . . . Children's creative art instruction show, *Through the Enchanted Gate*, on New York's WNBT-TV, Sun. 12:30-1, sponsored by Museum of Modern Art, has proved hit among youngsters and adults alike, with 2500 letters and samples of work received since show started May 11; program was planned by v.p. Ted Cott, has Ben Grauer as commentator . . . Yale Divinity School to offer experimental lecture-seminar course in religious TV this fall, headed by Rev. Everett C. Parker, in cooperation with New Haven's WHNC-TV as lab . . . Outdoor TV studio of WTMJ-TV, Milwaukee, covering half city block adjacent to Radio City, was put to regular program use July 15—first of its kind . . . 1000-ft. tower of WBEN-TV, Buffalo, by Ideco, nearing completion, now slated to be finished by end of August . . . Radio Writers Guild strike against ABC, CBS & NBC TV-radio networks (Vol. 8:27) has been settled with agreement on \$15 weekly pay raise . . . 90 stations now in NARTB-TV, with addition last week of San Francisco's KRON-TV & Grand Rapids' WOOD-TV.

"Tinkering" with his set cost him view of Republican Convention, a Capital Heights (Md.) GOP politician charges in \$5000 suit against TV repair firm filed in Maryland circuit court. Robert E. Ennis, attorney and unsuccessful candidate for GOP Congressional nomination, sued Royal Appliance Co., Washington, D.C. on grounds he was "greatly annoyed, inconvenienced and defrauded" as result of repair job company did on his set. Royal Appliance has also filed suit to collect \$36.29 repair bill from him.

Late hours of Democratic national convention night of nominations and demonstrations, July 24, were too much for *Chicago Tribune's* WGN-TV management, so it pulled off the network and put on movie in response to telephoned pleas from audience.

Benton-Shine Corp., theatre operators, last week closed down last movie house in Ballston Spa, N. Y. (pop. 5000) with frank assertion that it has lost its clientele to TV and to the 4 drive-ins within 25-mi. radius.

Voice of America's new floating radio station, Coast Guard vessel *Courier*, left New York July 17 for Mediterranean where she will relay State Dept. broadcasts to Soviet bloc nations for first time.

Network TV-Radio Billings
June 1952 and January-June 1952
(For May report, see *Television Digest*, Vol. 8:25)

ZOOMING network TV time sales, despite falling off in June, are manifest in 6-month report by Publishers Information Bureau, showing time billings of \$88,731,250 vs. \$55,248,279 for same 1951 period. June sales of \$13,324,972 compared with \$14,701,827 in May and \$9,147,093 in June 1951 (Vol. 8:25).

Network radio fell to \$83,451,825 in first 6 months from \$95,405,207 same period last year. June fell to \$12,932,841 from \$13,994,919 in May and \$14,853,115 in June 1951. CBS continues to maintain substantial lead in radio, is close runner-up to NBC in TV. But for the 6 months, NBC-TV's \$41,067,493 far surpasses its \$24,183,934 from radio, whereas CBS-TV runs \$32,451,094 vs. CBS Radio's \$29,601,495. The complete PIB tabulations:

NETWORK TELEVISION				
	June 1952	June 1951	Jan.-June 1952	Jan.-June 1951
NBC	\$ 5,904,546	\$ 4,244,240	\$41,067,493	\$26,739,532
CBS	5,385,820	2,900,782	32,451,094	17,069,328
ABC	1,276,250	1,437,593	10,714,033	8,378,853
DuMont	758,356	564,478	4,498,630	3,060,566
Total	\$13,324,972	\$ 9,147,093	\$88,731,250	\$55,248,279

NETWORK RADIO				
	June 1952	June 1951	Jan.-June 1952	Jan.-June 1951
CBS	\$ 4,590,536	\$ 6,201,963	\$29,601,495	\$39,160,107
NBC	3,708,014	4,739,193	24,183,934	30,000,036
ABC	3,001,314	2,720,268	19,403,716	17,385,156
MBS	1,632,977	1,191,691	10,262,680	8,859,908
Total	\$12,932,841	\$14,853,115	\$83,451,825	\$95,405,207

NETWORK TELEVISION—January-June 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	1,276,250	5,385,820	758,356	5,904,546	13,324,972
Total	\$10,714,033	\$32,451,094	\$ 4,498,630	\$41,067,493	\$88,731,250

NETWORK RADIO—January-June 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	4,963,578*	1,821,571*	3,861,882	13,970,123*
June	3,001,314	4,590,536	1,632,977	3,708,014	12,932,841
Total	\$19,403,716	\$29,601,495	\$10,262,680	\$24,183,934	\$83,451,825

* Revised as of July 22, 1952.
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 and trends.

As against NBC Research's estimate of 16,939,100 TV sets-in-use as of last April 1 (Vol. 8:17), Market Research Corp. of America (formerly Industrial Surveys Inc.) reported July 23 that its own survey shows 14,588,000 homes with sets in April—or one out of every 3 U. S. families. That's gain of 2% over January 1952 and 28% over April 1951 when 26 out of every 100 families owned TVs. Nearly 60% of TV-owning families live in large cities (more than 500,000 pop.), 25% in medium-sized markets (50-500,000), 11% in small towns (2-50,000), 4% on farms. "Viewed from almost any marketing angle," stated MRCA president Samuel G. Barton, "the TV market is a concentrated market. More than 75% of all TV families are concentrated in northeast and north central part of the country [and] only about 10% are in the Pacific region." Note: Differential of more than 2,000,000 in TV count, as between NBC and MRCA, presumably is accounted for by TVs in public places and by multiple sets in some homes.

TV TRADE BOOMS, STOCKS MELTING AWAY: Business is booming in TV, along with other appliances like refrigerators and air-conditioners.

That's the word from the manufacturers generally -- the TV folk reporting that inventories at all levels are literally melting away with the summer heat. Main reasons for TV's extra-seasonal flurry aren't hard to discern:

(1) Political conventions created exceptional demand, stimulated by network TV-radio sponsorships by Admiral, Philco & Westinghouse. Those companies are jubilant, each reporting excellent reactions and better-than-expected movement of goods. And their enthusiasm is shared by most of rest of the industry.

(2) Opening up of Denver market last week, first and biggest new city to get post-freeze service, not only is taking lots of TV receivers but points way to similar boom demand in other cities now without TV as soon as new stations can get going. And Washington prospects are that enough non-competitive grants can be made in at least the medium-sized and small cities during ensuing months to add up to continued good total market for the industry's production.

Admiral's Ross Siragusa said convention telecasts-broadcasts "have cleaned us out to point where we haven't enough merchandise to back up our campaign." Philco spokesman said: "Business is marvelous. It's ahead even in New York. Our dealers and distributors are running out of merchandise." Westinghouse was similarly enthusiastic, took occasion of high demand to cut prices of its TVs for unusual reasons (see Topics & Trends). All of course referred to appliance as well as TV trade.

Talking to others -- topkicks of DuMont, Hallicrafters, Motorola, RCA -- we got same enthusiastic reaction to current upsurge. Some were worried lest production programs cannot keep up with expected demand rest of year. All reported that their TV business is good everywhere, including even steel-strike cities.

"Every market is wonderful," said one of biggest set makers. "Even New York is going to town, though it's supposed to be so well saturated. Our orders exceed our present and planned output rate by 25%. The net effect should be a shrinking of inventories and a healthy new norm for the whole industry this fall."

* * * *

That the industry doesn't regard June-July increases as a temporary boom is evidenced by the tubemakers who say their sales are way up -- auguring increased production schedules as plants reopen after vacations.

Factory inventory shrinkage has been evident for some weeks -- but RTMA's July 18 figure bore out trend sharply. Total went down nearly 65,000 from week preceding -- to 293,804 -- and there's talk now that there won't be any inventory to speak of by autumn, and that the industry is trending back to halcyon days of 1950.

That was a \$3 billion year -- and Dr. Allen B. DuMont is so enthused by the prospects of new markets that he told his distributor convention this week there's a potential \$15 billion retail volume in prospect for TV in next 5 years. He reasoned:

"At present there are almost 18,000,000 sets in use. Until recently, it was thought that by the end of 1957 there would be 40,000,000. Now, additional surveys and information indicate the figure may easily top 50,000,000. On that basis...TV dealers from coast to coast will have increased their sales to \$15 billion."

Dr. DuMont calculates that 32,000,000 more sets would mean retail sales of \$10 billion, with an additional \$5 billion in sales of picture and receiver tubes, plus components and "normal receiver maintenance."

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The Denver story indicates the veritable hunger of folks for TV in so-called "teleblind" areas. As soon as KFEL-TV got on the air (Vol. 8:29), truckloads and carloads and even planeloads of receivers began to pour into the city. A few big

set makers anticipated broadcaster Gene O'Fallon's plans, had some sets on hand -- but not enough. Station from high mountain site is radiating amazingly strong signal on Channel 2 despite temporary low power; it's being seen over an unexpectedly wide radius, with rabbit-ear antennas fairly satisfactory in many locations.

McCullom-Law Corp.'s H.S. Law, chairman of Rocky Mountain Electrical League, wired us that dealers estimate 8000 sets will have been sold by this week-end, with 3000 delivered. By end of year, he forecast 50,000. Within 12 months, local forecasters think total should reach 90,000 -- meaning around 50% saturation!

Denver's second station is assured within matter of weeks (see p. 3), and competitive network and local programming is bound to keep interest high.

If Portland, next largest TV-less city, really gets a station before end of year -- even on uhf-only, that being first grant there -- it's reasonable to expect it will repeat the Denver story. And more towns like those granted last week could add up to continuing boom demand for the industry as a whole.

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With summer vacation shutdowns in effect in many factories, production for week ended July 18 was only 57,769 TV receivers (2836 private-label), compared with year's low of 31,510 week preceding (Vol. 8:29). At same time factory inventories fell to 293,804 -- down 64,552 from week before and back to level of last April 25.

Radio output totaled 127,170 units (61,616 private), up from 71,613 one week earlier. Radio inventory fell to 359,553. Radios turned out week ended July 18 consisted of 49,469 home sets, 25,692 portables, 11,399 clock, 40,610 auto.

RTMA also released official 6-month tally of TV and radio production, which shows 2,318,236 TVs vs. 3,457,519 in first half of 1951 and 1,927,279 in second half of 1951. Six-month output of radios was 4,838,343 vs. 7,865,330 same 1951 period. This is the month-by-month breakdown by RTMA:

	<u>TVs</u>	<u>Home Radios</u>	<u>Portables</u>	<u>Auto</u>	<u>Clock</u>	<u>Total Radios</u>
January.....	404,933	288,723	68,433	195,147	80,152	632,455
February.....	409,337	312,705	72,866	267,779	106,103	759,453
March (5 weeks)	510,561	357,689	99,720	343,314	175,169	975,892
April.....	322,878	286,164	110,529	275 250	176,003	847,946
May.....	309,375	288,927	128,351	215,478	115,588	748,344
June (5 weeks).	361,152	297,669	205,186	246,909	124,489	874,253
TOTAL...2,318,236	1,831,877	685,085	1,543,877	777,504	4,838,343	

Trade Personals: Bastian M. Stol, Philco International regional mgr. in Mexico, appointed regional mgr. for Europe; Robert C. Currie, ex-regional mgr. for Caribbean, now gen. mgr., distributor div., Philco Radio e Televidao, Sao Paulo, Brazil; Alphonso J. Andrade promoted to mgr., Philco S.A. Inc., Bogota, Columbia; Victor Alin, ex-Europe, named sales promotion mgr. under v.p. Ovid Riso . . . Elmer Crane, chief of components branch, NPA Electronics Div., ex-Cleveland DuMont distributor, forming Reliance Lumber Co. with 40 sq. mi. of timberland north of Sault Ste. Marie, Canada; for time being he'll divide his time between Washington and Canada . . . Dr. Charles J. Burton, ex-Stanford Research Labs and American Optical Co., named v.p. of Olympic Radio's new lab at Stamford, Conn., under Dr. R. Bowling Barnes, president of Olympic Development Co. . . . Walter C. Appleton named Crosley eastern regional mgr., with headquarters at 50 E. 42nd St., N. Y.; he will also cover Boston, Philadelphia areas . . . Harold Christian, ex-RCA Service Co. Pittsburgh mgr., heads new Denver office at 1725 Wazee St. . . . Graham R. Treadway, ex-president, Horton-Bristol Mfg. Co., joins LaPointe-Plascomold as asst. to president . . . Salvatore Silvestri, ex-Belmont, named factory supt., Hedco Mfg. Co., Chicago (record players) . . . Robert B. Moon new gen. sales mgr., Hammerlund Mfg. Co. . . . Ashton H. Hulbert, ex-Detroit salesman, named Motorola northwest regional mgr. in

Seattle . . . Arthur E. Welch, Bendix Radio asst. gen. mgr., names 6 district mgrs.: Bartley Fury, ex-Nash-Kelvinator in Atlanta, to cover Seattle, Portland, Spokane; George Dyna, ex-Hoffman, for Los Angeles, San Diego, Denver, Phoenix; Charles Bock, ex-Zenith in N. Y. & Raytheon, for N. Y., Newark, Connecticut; Arthur E. Champagne, ex-National Television Co., for northern New York & New England; T. Goodwin Lyon, ex-Philco & Teeter Co., Kansas City, for Kansas City, St. Louis, Des Moines, Davenport, Oklahoma; James Mason Martin, ex-Bendix Houston distributor, for Texas . . . Dr. Allen B. DuMont awarded title of cruiser champion of Long Island Sound for 1952 by winning 107-mi. race, sponsored by N. Y. Athletic Club, with his 54-ft. cruiser *Hurricane III* . . . V. S. Mameyeff, Raytheon mgr. of export activities, named mgr. of its international div . . . Sidney Vorzimer, ex-Emerson, joins Pacific Mercury . . . R. G. Scott, head of CR commercial engineering section, promoted by DuMont to mgr., sales engineering . . . J. P. Ryan promoted to operations mgr., Albany branch, Crosley.

Youngest "ham" in history: 7-year-old Leonard Ross, Los Angeles, reported in AP dispatch from Los Angeles to have passed FCC test there with score of 85, also passed Morse code test.

Topics & Trends of TV Trade: Fifth year of annual "Videotown" studies conducted by Cunningham & Walsh ad agency (see p. 6) reveals that now "mature" TV guinea pig city (New Brunswick, N. J.) has more than 60% saturation; that 1951 sales were 32% less than 1950, are expected to decline additional 16% this year; that 85% of 1951 set sales went into new homes, only 15% for replacement; that prospect for this year is 78% new homes, 22% replacement. In addition, survey found:

(1) Only 2% of families own second set. About 1/2% of TV families plan to buy another, keep old one. According to surveyers, "most owners are at a loss to decide in which room they would place a second set if they had one."

(2) Two major reasons for not buying are "not interested" (41%) and "can't afford" (28%). Of entire group, only one family has refrained from buying because TV is "bad for children"—a reason given frequently in previous surveys.

(3) Reason for buying replacement, as given by largest group (59%), is to get larger screen. Only 18% mentioned poor performance of present set.

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New DuMont line—featuring \$200 set for first time—was shown to distributors July 24 in New York. It includes 6 holdovers from old line plus 9 new models, 7 with blonde counterparts. Whole line is now divided into 2 price groups—"DeLuxe" group with 21 tubes & 4 rectifiers and the lower-priced sets with 18 tubes, 2 rectifiers & crystal detector. All sets feature Selfocus picture tube and provision for built-in uhf conversion. The 3 new sets in DeLuxe line contain roll-out drawer and phono switch for easy installation of record changer. The new DuMont models (all prices inboard and rounded out):

Table models—17-in. mahogany, at \$200, blonde \$210; 21-in., \$280, blonde \$290. Consoles, all 21-in., are priced at \$350 open-face; \$375, \$390 & \$400 with doors; models in limed oak, \$360, \$385 & \$410. The 3 new models in DeLuxe group, all 21-in. consoles with doors, are 450, \$460 & \$500 in mahogany, \$470 & \$480 in blonde. Held-over models range from 17-in. table at \$280 to 21-in. fruitwood console at \$550.

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Distributor Notes: Admiral's new factory branch for southern California, Golden State Appliance Distributing Co., 242 S. Anderson St., Los Angeles (successor to Herbert H. Horn Inc.) is headed by Arthur J. McGettrick, ex-Memphis regional mgr., as v.p.-gen.mgr. Other executives are George A. Prendergast, ex-Appliance Distributors, Chicago, operations mgr.; J. R. Hill, service mgr.; George Gramlich, adv. mgr., latter two formerly with Horn . . . Bendix Radio appoints Graybar for San Francisco, Oakland, Fresno, Sacramento, Monterey, Portland, Seattle, Tacoma, Spokane, San Antonio, Boise, Washington, Wilmington, Del., Philadelphia, Harrisburg, Reading, Allentown; and Nash-Kelvinator Sales Corp. for Georgia, Florida, eastern Tennessee . . . Edward J. Kelsky, pres. Keps Electric Co., Pittsburgh, and Edmund Orgill, pres. Orgill Brothers & Co., Memphis, both Admiral distributors, were delegates to Democratic national convention.

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Canadian subsidiary known as DuMont Television & Electronics Ltd., 901 Victoria Sq., Montreal, has been formed by DuMont, its first in foreign country, to effect licensing agreements for manufacture of DuMont sets and tubes. Dr. T. T. Goldsmith Jr., research chief, has been named president; Ernest A. Marx, director of international div., v.p.; Bert L. Graham, controller, secy.-treas.

New immigration law passed by Congress gives preference under quotas to aliens with special abilities, including electronic engineers and technicians, on petition to the Attorney General.

IN MIDST of bountiful market, virtually out of inventory, enjoying fruits of huge TV-radio advertising campaign that included sponsorship of political conventions on CBS-TV and radio, Westinghouse has cut prices \$10 to \$50 on most of 19 new TV models it introduced only 6 weeks ago, or last June 9 (Vol. 8:24). Explanation of seeming paradox is that "Westinghouse is out to win the high place in TV market that its product and brand-name merit—and so is following the old Henry Ford theory of reducing prices as demand warrants and in anticipation of greater production to come," or as a top executive put it: "We're offering better values to dealers, who can thus feel freer to push our goods with the public—and we're doing this despite fact that we were competitively priced even before."

Low end of line's 16-in. plastic table stays at \$190 and two 17-in. plastic tables at \$200 & \$230; high end, 21-in. combination console with doors, remains \$595. But prices are reduced on 17-in. mahogany tables to \$230 & \$250 (down \$20 & \$10, respectively), blonde \$240 & \$260 (down \$20 & \$10); on 17-in. mahogany consoles to \$270 & \$290 (down \$20 & \$10), blonde \$280 & \$300 (down \$20 each); on two 21-in. mahogany consoles to \$370 (down \$10 & \$20), blonde \$390 (down \$10), full-door mahogany \$425 (down \$25), full-door blonde \$425 (down 50). All prices are inboard; dealer-distributor price protection of June 9 extends to Sept. 1.

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New technique for measuring TV and FM receiver transmission line attenuation has been developed by Bureau of Standards' R. C. Powell, is described in technical report 1699. Report says "results reproducible to better than 10% can be obtained" and that 1% is possible with more elaborate equipment. Advantage of system, Bureau says, is "simplicity and speed and the fact that only easily obtainable apparatus is needed."

First vhf-uhf antenna is claim of Ward Div. of Gabriel Co. for new high-gain "Trombone," containing 8 driven elements. Ward also announces "U-Vee" combination vhf-uhf antenna, with many features of Trombone but less gain.

New Kingston uhf tuner, extremely compact and said to be simple to produce and align, is described in detail by Kingston Products Corp. chief engineer H. F. Rieth in August *Tele-Tech*.

Roland Radio Co. has been formed by Steelman Phonograph & Radio Co., Mt. Vernon, N. Y., as subsidiary to manufacture table & portable radios and radio-phonographs.

RCA has licensed Hayakawa Electric Co. Ltd., Tokyo, to manufacture TV sets in Japan, where first stations in Tokyo & Osaka are due to begin operating in October.

Raytheon Mfg. Co. is subject of profile titled "Buck Rogers Inc." in July 7 *Time Magazine*.

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RTMA educational TV committee, headed by Emerson's Benjamin Abrams, who was persuaded by FCC Comr. Hennock to put up \$10,000 grant to each of first 10 educational TV stations to get on the air (Vol. 8:26), holds meeting Aug. 6 in New York offices of RCA president Frank Folsom. Purpose is to persuade other manufacturers to do likewise, thus help underwrite such stations. Invited to attend: Dr. W. R. G. Baker, GE; Max F. Balcom, Sylvania; John W. Craig, Crosley; Dr. Allen B. DuMont; Frank Freimann, Magnavox; Paul V. Galvin, Motorola; Larry F. Hardy, Philco; Matt Little, Quam-Nichols; Glen McDaniel, RTMA president; E. F. McDonald, Zenith; Leslie F. Muter; Ross D. Siragusa, Admiral; Robert C. Tait, Stromberg-Carlson; A. D. Plamondon, Indiana Steel Products, RTMA chairman.

Financial & Trade Notes: Sylvania's sales in first half 1952 set new record of \$104,226,623, compared with previous peak of \$103,822,579 for the same period last year. Net income, however, dropped to \$3,398,776 (\$1.48 a share) from \$5,680,670 (\$2.95) because of higher costs and softer prices. For second quarter of 1952, net income was \$1,445,005 (60¢) on sales of \$48,239,162 vs. \$2,165,515 (\$1.11) on \$43,191,494 in last year's second quarter. President Don Mitchell said sales of TV sets were seasonally slow during second quarter, but orders for picture tubes had increased and "everywhere in the industry there is evidence of optimism over the fall and winter market."

RCA & subsidiaries (including NBC) hit all-time sales record of \$305,838,000 in first 6 months of 1952, exceeding by more than \$3,500,000 previous peak of \$302,333,933 achieved same period last year. Net earnings after taxes of \$12,037,000, however, declined to \$11,300,000 (70¢ a share) from same 1951 period's \$15,703,000 (\$1.02) after \$16,608,000 taxes. Second quarter 1952 sales totaled \$141,966,000, profits \$4,223,410 (25¢) after taxes of \$4,272,000 vs. \$116,742,178 and \$3,801,819 (22¢) after \$766,000 taxes for first quarter 1951.

Zenith Radio reports for first half 1952 net profit of \$1,336,357 (\$2.71 a share) on sales of \$46,925,511, compared with \$2,379,797 (\$4.83) on \$53,007,639 in first half 1951. For 3 months ended June 30 profit was \$253,115 (51¢) vs. \$151,088 (31¢) same 1951 period.

Raytheon reports sales of \$111,000,000 and profit of \$2,047,000 (84¢ a share) for fiscal year ended May 31. Taxes amounted to \$3,900,000. For preceding year, sales were \$89,662,122, net profit \$2,179,063 (\$1.12). Backlog of govt. orders exceeds \$200,000,000.

Pacific Mercury Television Mfg. Co., now part-owned by Sears Roebuck (Vol. 8:25-26), reports net income of \$5866 (1¢ per share) on net sales of \$6,513,284 for year ended March 31 vs. \$72,135 (14¢) on \$5,740,044 year preceding.

Standard Coil Products Co. and subsidiaries report first-half 1952 net income of \$1,490,547 (\$1.01 a share) on sales of \$30,081,049, compared with \$1,042,725 (71¢) on \$19,651,584 same period last year.

Muter Co. earned net profit of \$212,002 (32¢ a share) on sales of \$5,936,453 for first 6 months of 1952 vs. \$459,093 (70¢) on \$7,879,678 same 1951 period.

Sentinel Radio earned \$263,692 (69¢ a share) on sales of \$10,126,175 during fiscal year ended March 31 vs. \$706,252 (\$1.96) on \$20,090,708 for preceding year.

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Motorola has asked SEC to register for sale 175,921 shares of \$3 par common stock to increase working capital. After planned 2-for-1 stock split (Vol. 8:27), new stock will be offered to common stockholders at rate of one for each 10 shares held as of Aug. 11. Statement filed with SEC says that in 1950 & 1951, Motorola's "plant and equipment accounts, after depreciation, increased over \$5,000,000, working capital requirements for receivables and inventories increased \$18,000,000 and other assets (except cash) increased \$1,000,000—a total of \$24,000,000."

Dividends: Zenith Radio, 50¢ payable Sept. 30 to stockholders of record Sept. 12; Standard Coil Products Co., 25¢ Sept. 15 to holders Sept. 5; P. R. Mallory Co., 30¢ Sept. 10 to holders Aug. 30; Stewart-Warner, 35¢ Sept. 6 to holders Aug. 15; Westinghouse, 50¢ Aug. 30 to holders Aug. 4; Weston Instrument, 50¢ Sept. 10 to holders Aug. 25; Clarostat, 10¢ Aug. 15 to holders Aug. 4; Universal Pictures, 50¢ Aug. 6 to holders July 25; Avco, 15¢ Sept. 20 to holders Aug. 29; Servomechanisms, 10¢ Aug. 15 to holders Aug. 1.

Electronics Reports: Steel strike is over — but steel pinch isn't. Longest and costliest stoppage in history, it resulted in loss of about 17,000,000 tons of the basic metal. NPA estimates steel supply won't be back to normal until second quarter 1953. While no serious stoppages in TV-radio-electronics industry are now foreseen, several manufacturers have predicted forced slowdowns next month before steel starts flowing to them in quantity.

A GE spokesman said this week that his company "will face serious difficulties in our TV receiver operation shortly after Aug. 1 due to the time lag between commencement of steel production and delivery." And Arvin Industries reportedly has appealed to NPA for permission to divert 100 tons of steel, now earmarked for metal furniture, to the manufacture of TV-radio; it argued that amount of steel would last only 3-4 days in its furniture plant but would keep TV-radio division going 4-5 weeks.

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Big slash in personnel of NPA Electronics Div. is anticipated as result of Congressional cut in NPA budget. Although NPA as whole is expected to lose about 20% of its employes, the Textile, Leather & Specialty Equipment Bureau—of which Electronics Div. is a part—is slated to dismiss one-third of its staff, and as a result Electronics Div. is expected to be cut same amount, although final decision hadn't been made at week's end. Division, headed by Richards W. Cotton, on leave from Philco, now has staff of 74, at peak had 89.

Among larger unclassified military contracts announced by Defense Dept.: Air Force—Magnavox, \$15,230,008, radio components; Hewlett-Packard Co., \$923,735, signal generators. Signal Corps—Admiral, \$1,816,602, power supplies, and \$456,082, radio spare parts; American Phenolic, \$986,208, antenna parts; Sentinel Radio, \$700,000, radio spare parts; Crosley, \$616,281, radios; Machlett Laboratories, \$421,845, facilities for production of thyratron tubes; Raytheon, \$338,910, tubes; Supreme Inc., Greenwood, Miss., \$304,158, tube testers. Western Electric, \$5,989,404, transistors & varistors; Motorola, \$1,352,781, radios (3 contracts); Tele King, \$642,155, generators; Litton Industries, \$623,400, tubes. Bureau of Ordnance—Sylvania, \$5,682,925, acquisition of production equipment needed to make VT fuze tubes. Navy—Soundsciber Corp., New Haven, Conn., \$407,388, recorder-reproducers; Hickok Electrical Instrument Co., Cleveland, \$336,912, electronic multimeters; Remington-Rand, Univac digital computer system, value undetermined.

Certificates of necessity for rapid tax write-off of expanded electronic plant facilities approved by DPA June 27-July 10: Western Electric, Winston-Salem, N. C., \$1,500,000 (40% amortization); Packard-Bell, Los Angeles, \$290,000 (40%); Waltham Horological Corp., Lynn, Mass., \$266,674 (55%); Marcus Transformer Co., Hillside, N. J., \$104,300 (40%); RCA, Bloomington, Ind., \$35,857 & Camden, N. J., \$32,939 (both 65%); Eitel-McCullough, San Bruno, Cal., \$33,671 (65%); NuTone Inc., Cincinnati, \$33,716 (70%); A-F Engineering Co., Elizabeth, N. J., \$32,000 (70%); Radax Mfg. Co., Rochelle Park, N. J., \$26,590 (70%); Infra Electronic Corp., Roseland, N. J., \$21,381 (55%); Tektronix Inc., Portland, Ore., \$16,000 (45%).

Donner Corp., investment counselor for Wm. H. Donner family, has acquired control of Air Associates Inc., Teterboro, N. J., whose 3 divisions produce aircraft products, aviation supplies, electronics. W. C. Yarnell, Donner v.p., succeeds C. K. Baxter, president of Donner Corp., as a director of Air Associates.

Daly-Arrow Ltd. has been set up in Canada by Daly Condensers Ltd., Ealing, England, following purchase of controlling interest in Arelec Ltd., Montreal. P. B. Renshaw is president, J. R. G. McVity is mgr.

Count of TV Sets-in-Use by Cities

As of July 1, 1952

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

SETS-IN-USE total fell just short of anticipated 18,000,000 as of July 1, NBC Research's monthly report showing 17,983,200. But this time all but 2 of the 109 listed stations are interconnected, and all but 28,200 receivers are now in range of network service.

Increase during June was 355,900, best month of year thus far, comparing with 336,500 for May (Vol. 8:26)—but opening of Denver market and general sales flurry in July should make Aug. 1 report considerably better. Best gainers during June were New York, up 35,000; San Francisco, 19,000; Detroit, 18,000; Pittsburgh, 17,000; Chicago, 15,000; Los Angeles, 15,000; New Haven, 12,000; Indianapolis-Bloomington, 11,000; Houston, 10,000; Philadelphia, 10,000. Following is July 1 count (consult individual stations for their estimates of number of families within respective service areas):

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
<i>Interconnected Cities</i>			<i>Interconnected Cities—(Cont'd)</i>		
Ames (Des Moines).....	1	89,200	Minneapolis-St. Paul.....	2	320,000
Atlanta.....	3	180,000	Nashville.....	1	70,900
Baltimore.....	3	396,000	New Haven.....	1	298,000
Binghamton.....	1	80,000	New Orleans.....	1	102,000
Birmingham.....	2	114,000	New York.....	7	3,040,000
Bloomington (see Indianapolis) 1(a)			Norfolk.....	1	118,000
Boston.....	2	911,000	Oklahoma City.....	1	92,300
Buffalo.....	1(b)	274,000	Omaha.....	2	133,000
Charlotte.....	1	150,000	Philadelphia.....	3	1,062,000
Chicago.....	4	1,185,000	Phoenix.....	1	39,600
Cincinnati.....	3	329,000	Pittsburgh.....	1	465,000
Cleveland.....	3	629,000	Providence.....	1	222,000
Columbus.....	3	216,000	Richmond.....	1	132,000
Dallas.....	2	177,000	Rochester.....	1	151,000
Fort Worth.....	1		Salt Lake City.....	2	75,000
Davenport-Rock Island.....	2	123,000	San Antonio.....	2	84,700
Dayton.....	2	192,000	San Diego.....	1	119,000
Detroit.....	3(c)	704,000	San Francisco.....	3	414,000
Erie.....	1	84,700	Schenectady.....	1	216,000
Grand Rapids.....	1(d)	173,000	Seattle.....	1	155,000
& Kalamazoo.....			St. Louis.....	1	407,000
Greensboro.....	1	91,000	Syracuse.....	2	168,000
Houston.....	1	160,000	Toledo.....	1	191,000
Huntington.....	1	87,000	Tulsa.....	1	77,500
Indianapolis.....	1(a)	276,000	Utica.....	1	73,000
& Bloomington.....			Washington.....	4	377,000
Jacksonville.....	1	60,000	Wilmington.....	1	110,000
Johnstown.....	1	159,000	Total Interconnected.....	107	17,955,000
Kalamazoo.....	1(d)		<i>Non-Interconnected Cities</i>		
(see Grand Rapids)			Albuquerque.....	1	17,300
Kansas City.....	1	214,000	Brownsville (Matamoros, Mexico).....	1(e)	10,900
Lancaster.....	1	155,000	Total Non-Interconnected.....	2	28,200
Lansing.....	1	101,000	Total Interconnected and Non-Interconnected.....	109	17,983,200
Los Angeles.....	7	1,215,000			
Louisville.....	2	143,000			
Memphis.....	1	137,000			
Miami.....	1	96,100			
Milwaukee.....	1	341,000			

- (a) Bloomington separately 170,000. Indianapolis separately 244,000.
- (b) Does not include estimated 59,000 sets in Canadian area reached by Buffalo station.
- (c) Does not include estimated 37,000 sets in Canadian area reached by Detroit stations.
- (d) Grand Rapids separately 137,000. Kalamazoo separately 145,000.
- (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 96,871 up to April 30, 1952, according to Canadian RTMA (Vol. 8:24). Since Canada has no stations of its own and nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The CRTMA area count as of last April 30: Windsor 35,732, Toronto-Hamilton 33,133, Niagara Peninsula 16,931, Montreal 547, other areas 5528.

New call letters of Canada's 2 new stations, due on air Sept. 1, were incorrectly stated in Vol. 8:29; they are CBLT, Toronto, and CBFT, Montreal—reverse of way we had them. Same corrections should be made in Directory of TV Stations in Canada and Latin American Countries, p. 36, *TV Factbook No. 15*. We regret the error.

Unusual glimpse into financial condition of NBC, whose fiscal details are usually consolidated into parent RCA's reports, is afforded in data filed with the FCC in connection with network's proposed \$2,225,000 sale of its KOA, Denver (AM) to comedian Bob Hope and associates and local business group (Vol. 8:26). As of last May 31, NBC's total asset are listed at \$45,603,000, liabilities \$18,463,000, earned surplus \$19,851,000. Plant and equipment, including its 5 TV & 6 AM stations, are valued at \$20,400,000 (KOA on books for \$225,000, though originally costing network \$412,000). KOA's net sales in 1951 were \$1,112,000 vs. \$983,000 in 1950, earnings before taxes \$239,000 vs. \$232,000. Bob Hope's assets, incidentally, are listed as \$3,769,000, of which \$2,000,000 is invested in oil leases, \$612,000 securities, \$659,000 govt. bonds, \$500,000 cash—and his income is stated as being "in excess of \$100,000."

Ford Foundation, probing various aspects of TV, including proposals that it underwrite erection of non-commercial educational TV stations, has consulted ex-FCC chairman Wayne Coy at the instance of educator Robert Hutchins—but nature of his advice to them hasn't been disclosed. Coy met with Foundation executives in Pasadena in early July, traveling from his present headquarters in Albuquerque, where he manages and (with Time Inc.) owns half interest in KOB & KOB-TV. Ford Foundation board met last week in New York, but did not announce any action, though it's understood to have been urged to grant funds for educational stations and for an investigation into TV and radio programming.

Start of theatre-TV hearing has been pushed up from Jan. 12, 1953 to Oct. 20, 1952 to let proponents get in about a week of testimony this fall. FCC granted petition of Motion Picture Assn. of America and National Exhibitors Theatre-TV Committee for earlier date so they might present accounting and engineering aspects of their case (Vol. 8:26). Commission's order said that after this information is presented, hearing will be adjourned until Jan. 12.

Report on high TV tower problems is slated to be completed Aug. 4 by TV-aviation-Govt. working committee (Vol. 8:17, 19-20, 22). It then will be submitted to larger parent group, headed by FCC Comr. Webster and CAA deputy administrator F. B. Lee, for final approval. Report is expected to reject proposals for changes in FCC regulations on towers over 500 ft., and instead propose modifications in CAA's air navigation rules.

Remote-control TV camera, said to be first of its kind, will be demonstrated to TV industry and armed forces engineers Aug. 4-8 in Washington's Hotel Statler by General Precision Laboratory Inc. New camera, with full-size 4-lens image orthicon unit, can be panned, tilted, focused, lens changed and iris controlled from distances up to 1000 ft.

Uhf propagation experiments to determine effect of varying heights, proposed by RCA (Vol. 8:22), were given go-ahead by FCC this week in STA (special temporary authorization) covering 3 months. RCA is using 4 modified Signal Corps transmitters on 842-854 mc, radiating from antennas at 4 levels on WOR-TV tower.

Charlie Chaplin filed suit in New York Federal court this week against NBC and Hy Gardner, *New York Herald Tribune* columnist, asking \$3,000,000 damages for libel in Gardner's broadcast and writings allegedly implying Chaplin was a Communist. July 4 broadcast included tape recording of phone conversation with Chaplin's butler.

New chairman of British Broadcasting Corp., govt. monopoly of TV-radio, is 78-year-old Sir Alexander Cadogan, veteran diplomat, quoted by AP as saying he has never seen BBC's TV and found the U. S. variety "too noisy for my taste."

MARTIN CODEL'S

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

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UHF GRANTEES SCROUNGING FOR TRANSMITTERS: Prospects for some speedy construction by new-station grantees, vhf & uhf, appear to be improving. While there has been little doubt that vhf CP-holders can perform some remarkable feats of construction, approaching the incredible record of Gene O'Fallon's KFEL-TV, Denver (Vol. 8:29), there has been some uneasiness about time element for uhf stations.

But we now detect a new note of optimism among the uhf grantees. Most of them have dismissed fears about going on air with 1-kw transmitters radiating 15-20 kw, are now bedevilling transmitter makers to part with their experimental and prototype units. There are a very few such to be had, and we expect Herbert Mayer's Empire Coil Co., with CP for Channel 26 in Portland, Ore., to be among the first to capture one. It wouldn't be surprising to see him on air within 60 days.

Very few can make such speed in uhf, but prospects for a nice handful by year's end look extremely good. GE says it can deliver first 12-kw unit to WHUM, Reading, Pa., by December, if station gets grant for channel. GE's second 12-kw transmitter is going to Springfield TV Bcstg. Co., uhf grantee in Springfield, Mass. GE will keep turning out 12-kw units from then on, expects to roll out 15-20 by mid-1953. RCA feels it can produce 12 or more 1-kw transmitters before end of 1952. These, plus 1-kw output of DuMont, Federal and GE, add up to fairly bright picture.

GE has announced availability of 15-kw klystron tubes (actually 12-kw when finally operating) to industry in general. However, it appears that few, if any, will be available before next year. Initial production will be by Varian Associates, San Carlos, Cal., developer of the tube. If demand warrants, GE itself will go into production. To its own transmitter customers, GE is planning to offer rental arrangement for klystrons because of their heavy initial cost.

FCC GRANTS 3 MORE CPs, PICKING UP SPEED: With grant of 3 CPs this week -- a vhf in El Paso, 2 uhf in Ft. Lauderdale -- FCC's processing pace quickened after 2 dullish weeks. Actually, Commission isn't doing too badly, considering fact it has actually disposed of about 125 of the 718 applications received since freeze ended, granting 26 and setting for hearing or dismissing about 100 more.

Commission also relieved a couple sore spots this week, when its engineers juggled allocation plan, came up with Channel 10 for Lafayette, La., Channel 6 for Temple, Tex. -- thereby avoiding court fights.

The week's CPs: El Paso, KROD, Channel 4; Ft. Lauderdale, WFTL, Channel 23 and WBRD, Channel 17. FCC notified 17 other applicants they'd have to go to hearing because of competition -- in Mobile, Evansville, Henderson, Chattanooga, Spokane. In addition, WMFS, Chattanooga, and WKST, New Castle, Pa., were notified that their financial uncertainties had to be resolved before they'd be clear for grants. FCC got to 17th city in Group A processing list, 20th in Group B.

Worth noting in this week's action is that FCC has developed a "lead time" in considering applications. The "burst" of 18 CPs on July 11, when Commission

granted applications which had been filed or amended few days before meeting day, is thing of the past -- unless there's sudden reversal of policy. Currently, Commission isn't granting applications unless they've mellowed in its files for week or 2. Last week and this, there have been applications free for grants except that Commission felt they should get more careful scrutiny.

* * * *

FCC is now pondering problem of hearings. Answers on such questions as following are expected next week:

- (1) When can more examiners be added?
- (2) Which cities come first?
- (3) Where will hearings be held -- in Washington or cities involved?
- (4) Shall simultaneous hearings for all channels in each city be held, or should same examiner hear them sequentially?
- (5) How about problems of applicants' attorneys, who may find themselves understaffed to handle several simultaneous hearings, and request postponements?
- (6) How should staff be allocated between hearing and non-hearing cases?

Outlook for more examiners appears brighter. Some 4-5 of FCC's present 7 will be free for TV when hearings start -- probably early September. Addition of 7-8 more by September-October appears quite likely. Regardless of outcome of court case involving examiners and Civil Service Commission, FCC believes it will be able to start hiring examiners in a few weeks.

"Which cities come first?" is likely to provide good argument. Denverites will undoubtedly claim FCC should stick to its city-by-city priorities in hearings as well as in regular processing. Tampa-St. Petersburg applicants are certain to argue that they rate highest priority because area has neither stations nor CPs.

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Channel-shifting, subject to rule-making proceedings, which added vhf channels to Temple and Lafayette, was achieved as follows:

Channel 3 was substituted for No. 6 in San Angelo, No. 2 for No. 10 in Baton Rouge, No. 8 for No. 2 in New Orleans, No. 10 for No. 8 in Mobile.

Commission is naturally delighted that it could effect the parlay without violating its mileage separations. Action made some applicants wish they'd squawked louder, perhaps forcing Commission to hunt up more vhf channels. Most ticklish case, Channel 4 situation in Pittsburgh, remains undecided -- and there's no indication whether Commission has found trick of making everyone happy there.

* * * *

There were 2 educational applications in this week's filings -- from USC's Allan Hancock Foundation for Los Angeles, and State of New Jersey for New Brunswick -- bringing total educationals to 4 CPs, 10 applications.

Educational CP-holders still don't have money to build, but they're confident of prospects nevertheless. Ralph Steetle, executive director of Joint Committee on Educational TV, is convinced educational TV won't follow pattern of educational radio -- initial burst of enthusiasm, quick fadeout. He points out that in old days radio was regarded as something for colleges' electrical engineering and speech departments to tinker with. Today, he claims, drive comes from top-level -- university presidents.

Big factors in current educational drive are the philanthropic foundations, such as Ford and Kellogg. In the last 2 years, they've poured over \$1,500,000 into various phases of educational TV-radio. It will be many months, perhaps years, before anyone knows whether this pump-priming has worked.

There are high-placed skeptics at FCC who feel that every educational TV station that gets going is all to the good. However, they claim that channel reservation is really a blessing in disguise for commercial interests, if educators don't occupy channels -- because frequencies will then be available to commercial applicants who lose out in first round of processing now going on.

GOOD NETWORK PROSPECTS FOR NEW CITIES: AT&T remains optimistic about its ability to supply network service to new TV cities about as fast as new stations get on air. For cities on existing coaxial and microwave routes, such hookups present only minor problems. Denver, of course, had been ready long before KFEL-TV took to air. And it will be no great trick to splice in such cities as Portland and Austin, now on TV routes (see map with TV Factbook 15). Only possible delay, a slight one, is that demand may outrun supply of terminal equipment.

A tougher problem, but still not worrying AT&T too much, is job of tying in cities slightly off present routes -- such as Springfield, Flint, Youngstown, etc. Usually, a couple microwave hops or short coaxial run is enough, and AT&T spokesmen say they'll be able to take care of "reasonable number" of these.

Where time element becomes more speculative is for such cities as Spokane. AT&T has announced plans for running coaxial from Seattle to Yakima but has made no definite statement about extensions from there on. Approaching from other direction, phone company has fairly firm plans for microwave from Salt Lake City to Pocatello, Boise, Pasco -- branching at Pasco to Spokane, Yakima and Portland.

But completion of run from Salt Lake City isn't due until late 1953 or early 1954, and Spokane's 2 vhf grantees expect to be on air by end of 1952 (Vol. 8:30). AT&T engineers say that if Spokane stations want service by the end of this year, they'll probably get it via temporary microwave from Yakima.

AT&T's great southern coaxial is now equipped for TV except for Ft. Worth-Phoenix section. In this "blank" section are such cities as El Paso (which got vhf CP this week, see p. 1), Tucson, Abilene. Outlook here is good, since AT&T is now equipping section for TV, will have one circuit in each direction by spring.

Albuquerque's KOB-TV remains "stepsister" among operating stations, being only one in U.S. without network service. AT&T says prospects there are still unsettled, but that city will get service from El Paso or Denver. Probability is that microwave will start at Denver, picking up such cities as Colorado Springs, Pueblo and Santa Fe as it goes along -- ready to feed any station in those cities that may be constructed by that still undetermined time.

For Canada, AT&T is ready to feed CBLT, Toronto, whenever station wants service. Station is due to start tests Aug. 15, open formally Sept. 8, but AT&T understands station won't want U.S. network service immediately. Canadian Bell is said to be ready to open its Toronto-Ottawa-Montreal microwave to TV any time.

FCC ADDS COMPLEXITY TO PARAMOUNT CASE: A peculiar and confusing climax to Paramount hearing came this week, when FCC went part of the way towards approving ABC-UPT merger and at same time showed willingness to forget "ancient history" regarding Paramount Pictures Corp. anti-trust violations.

Though ABC and UPT may be pleased by FCC's demonstration of sympathy, they were disappointed by Commission's failure to carry through on its apparent promise to render quick decision on merger with minimum of legal fol-de-rol (Vol. 8:28).

Action came in form of decision Aug. 1 on the multitude of petitions filed. Here's what Commission said:

(1) "Old" anti-trust violations, i.e., more than 3 years old, should not be held against broadcast licensees -- unless violations involved radio communications.

(2) ABC's financial straits merit quick decision, but FCC needs benefit of examiner's experience with case, so he must render initial decision.

(3) All issues are so interwoven that none can be severed and decided now.

Tremendous confusion surrounds the first matter. Commission devoted long paragraph to discussion of anti-trust violations, concluded it would ignore musty cases cleared up by Supreme Court decisions -- except where radio communications were involved. Then, in "enacting clause" to button up the subject, it said:

"It is ordered that...no consideration be given to evidence relating to any of the activities of the parties to this proceeding which occurred more than 3 years before Aug. 7, 1951, the date upon which the renewal licenses were [set for hearing]."

There was no mention of "radio communications." Does this mean FCC really

intended to ignore charges that Paramount Pictures suppressed TV patents of Scophony Corp. -- which is probably crux of whole hearing? Nobody knows. Comrs. Walker, Hyde and Bartley formed majority in the decision. Comr. Jones dissented from section which eliminated consideration of old anti-trust cases. Comrs. Sterling and Hennock didn't participate.

Meeting of examiner Leo Resnick with FCC's and parties' counsel Aug. 5 will kick the question around. Resnick's ruling will determine whether hearing is over, ready for decision, or due to resume interminable wrangle over Scophony case.

If Resnick's ruling favors parties, he could plunge immediately into preparing decision, parties could start working on findings of fact, and a final FCC decision could come as early as 6 weeks from now.

Most observers think FCC really intended to "wash out" the whole case or that it went as far as it thought it could towards washing it out, with hope that examiner and FCC prosecutory staff would finish the job.

Midst the confusion, one thing is clear: Paramount Pictures and industry, generally, are finally rid of long-dead and irrelevant anti-trust violations as deterrents to their holding station licenses.

FCC's action was actually a technical victory for FCC hearing div. chief Fred Ford and his staff, because Commission denied all parties' requests that FCC sever their particular problems from the hearing and give them quick decisions.

But in the long run, FCC's staff seems to have won the battle, lost the war.

THEATRE TV—is it the panacea that some movie industry leaders proclaim it to be? *New York Times* veteran film critic Bosley Crowther has some strong ideas on subject, which he expounded July 6 in appraising Eidophor color theatre-TV demonstrations (Vol. 8:26). He called Eidophor "surprisingly good." But then he went on to ask: "What can eventually be done with large-screen color TV that can't be done now with large-screen color film—outside of transporting an image more quickly from its origin to the screen?"

Pointing out obvious advantages of theatre-TV's use in relaying such topical programs as sports and big news events, he added: "But what can be the advantage of transporting to theatres by TV such images of regular entertainment as can now be transported on film (probably a great deal better) is more than this observer can see." Crowther's reasoning:

"Spyros Skouras, the energetic president of 20th Century-Fox and apparently the most enthusiastic proponent of Eidophor, has painted a glowing picture of the fresh entertainment that might be brought into theatres all over the country through large-screen color TV. He has visioned elaborate productions of such celebrated spectacles as Metropolitan operas, Broadway musicals, symphonic orchestra concerts, Radio City Music Hall stage shows and special programs created by such masters as Rodgers and Hammerstein and Irving Berlin.

"No doubt such lavish entertainment would have wide and stirring appeal and would do a great deal to bring customers back into theatres. No doubt, too, the realization that these programs were being brought in 'live,' direct from their actual performance, would give an initial sense of novelty. But, allowing that such entertainments might be consistently obtained and that all of the difficult problems of concurrent broadcast to theatres across the country might be overcome, it is questionable how long the novelty of the transportation method would prevail. And it is certainly questionable whether such entertainments might not better be carried into the theatres on film.

"After all, there have been motion pictures, in color, of operas, of symphonic orchestras, of concerts, of musical comedies. There is no present reason for assuming that similar pictures transmitted by TV will be finer in photographic texture or superior cinema-wise. As a matter of

fact, it is doubtful that they will even be as good, especially in the essential of expert cinema. Unless some entirely new technique of artistic presentation is devised, it appears that the producers of theatre-TV programs will have to follow the familiar syntax used in films.

"In short, it would seem to this observer that a great deal of hope is being placed in a piece of complex mechanism that adds no element of expression to the screen. The motion picture itself was a brand new medium. The addition of sound gave it much greater scope. The electronic camera-transmission system adds only the limited advantage of speed."

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Mr. Skouras' rebuttal, published by the *Times* July 13, asserted critic Crowther "missed the point about what Eidophor entertainment will be." He wrote:

"Its strong appeal [will be] in its immediacy—its quick adaptability for presenting live shows of unmistakably popular appeal. For example, Judy Garland's appearance at the Palace Theatre was a great success. With Eidophor, a show built around her appearance and telecast to hundreds of theatres would certainly have enormous appeal elsewhere than in New York for the very reason that it would be a live presentation and not a film . . .

"It is my opinion that in a short time the legitimate theatres will use this Eidophor system presenting plays to 200-250 theatres simultaneously at advance admissions, thus putting these theatres back on a prosperous footing. A year or so later these same plays will be presented at popular admissions in the motion picture theatres and these theatres will get a tremendous benefit . . . The elimination of the double feature bill will serve to do away with the so-called 'B' pictures, raising the standards of motion pictures to heights yet unrealized."

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Strong swing to film by TV (Vol. 8:24, 26) was given further impetus this week as CBS-TV's *Man Against Crime* joined parade, raising to 27 total of network shows on film, or nearly double the 14 of last year. NBC now will have 13 shows on film, CBS 12, ABC 2. In addition, DuMont will air number of films on local or regional basis. July 28 *Sponsor Magazine* estimates film will enjoy 2-1 advantage over live shows this fall.

NETWORKS LOST at least \$3,000,000 on convention coverage, but gained plaudits of press and public for job well done. While sponsors paid total of about \$8,000,000 for TV-radio coverage of political meetings, NBC is said to have gone in hole to extent of \$1,500,000, CBS \$1,000,000, ABC \$500,000. DuMont indicated it had also gone into red, but wouldn't release figures.

Unscheduled pre-emptions of regular commercial program time when convention sessions ran overtime accounted for good part of the loss. From networks, we get this breakdown of commercial TV programs cancelled during both conventions: NBC, Republican convention 30 programs comprising 12¾ hours, Democratic 31 programs, 12¾ hours; CBS, Republican 27 programs, 14¾ hours, Democratic 24 programs, 13½ hours; ABC, Republican 5 programs, 2¼ hours, Democratic 7 programs, 3¼ hours. DuMont figures weren't available.

Ratings of convention "shows" continue to come in. First to compare viewing of GOP and Democratic conventions is Pulse report for New York area, which observes audience for Republicans outnumbered Democrats by more than one-third. GOP convention averaged nighttime rating of 43, daytime rating of 16.5 vs. Democrats' 32 & 12.2. Pulse survey also indicated, contrary to Hooper and Trendex surveys (Vol. 8:29), that convention ratings were higher than ratings of top programs during peak winter months. It found, too, that more women than men watched Chicago telecasts during nighttime as well as afternoon. American Research Bureau reports that average set was tuned to GOP convention for total of 15.2 hours among families watching convention.

Next time they'll do it differently, networks agree. *Billboard* asked NBC's Bill McAndrew, ABC's Charles Underhill and CBS's Sig Mickelson what changes they'd make in covering 1956 conventions. They were unanimous in predicting no more gavel-to-gavel coverage. Mickelson and McAndrew wanted to drop the pool coverage, and all 3 felt better timing and shorter speeches were not only desirable but possible.

Network Accounts: Prudential Life Insurance Co. will sponsor 10-10:30 portion of *Your Show of Shows* alternate weeks, alternating with Lehn & Fink (Lysol), starting Sept. 6 on NBC-TV, Sat. 9-10:30 . . . Kellogg Co. (cereal) bought Tue. & Fri. 3-3:15 segments of *Art Linkletter's House Party* on CBS-TV, Mon.-thru-Fri., 2:45-3:15, thru Leo Burnett Co., Chicago, completing list of sponsors for that show—with Pillsbury Mills taking 2:45-3 period Mon.-thru-Thu., Green Giant Co. 2:45-3 Fri. and Lever Bros. 3-3:15 Mon.-Wed.-Thu. . . . Admiral Corp. sponsoring *Chicago Tribune* Los Angeles Rams-College All-Stars charity football game Aug. 15 on DuMont, Fri. 9:30 p.m., thru Russell Seed . . . General Foods, starting Sept. 22, will sponsor TV version of radio comedy *Life with Luigi* on CBS-TV, Mon. 9:30-10, with J. Carrol Naish as star . . . Ironrite Inc. (ironers) sponsors *Hollywood Screen Test*, returning Aug. 25 on ABC-TV, Mon. 7:30-8, thru Brooke, Smith, French & Dorrance, Detroit . . . P. Lorillard Co. (Embassy cigarettes) sponsors *The Web* when it returns Sept. 28 during new time on CBS-TV, Sun. 10-10:30, thru Geyer, Newell & Ganger . . . Hotpoint Co. (home appliances) & Lambert Co. (Listerine products) starting Oct. 3 will alternate sponsorship weekly of *Adventures of Ozzie & Harriet* on ABC-TV, Fri. 8-8:30, thru Maxon Inc. and Lambert & Feasley, respectively . . . Campbell Soup Co. starts *Double or Nothing* Oct. 6 on CBS-TV, Mon.-Wed.-Fri. 2-2:30, with Bert Parks . . . Anheuser-Busch (Budweiser beer) bought 7:15-7:30 period Fri. on NBC-TV for unannounced show starting in fall . . . Westinghouse sponsoring *Pick the Winner* on DuMont, Thu. 9-9:30, starting Aug. 14.

Personal Notes: TV-radio integration at NBC, well under way for past several weeks with top executive reassignments (Vol. 8:25, 29), continued this week with merger of station relations staffs under v.p. Harry Bannister. Sheldon B. Hickox Jr., ex-TV station relations director, will head merged department, reporting to Bannister; Thomas E. Knode, ex-TV station relations contact rep, named mgr., reporting to Hickox. Fred Shawn, ex-radio stations relations director, is transferred to unspecified executive post in combined network production dept. . . . Edward P. Shurick, CBS-TV sales account executive, appointed network sales development mgr. . . . Joseph J. Thorndike, former *Life Magazine* managing editor, and Oliver Jensen, ex-*Life* editorial board member, named editorial executives of *Omnibus*, Ford Foundation's TV documentary series on CBS-TV 4:30-6 Sundays beginning Nov. 9 . . . Hugh B. Terry, v.p. of Aladdin Radio & Television Inc. (KLZ), Denver, early TV applicant, promoted to president, succeeding Harry E. Huffman, new chairman; Gene Jenkins, ex-Avco electronic research engineer, appointed TV station engineering director . . . Bruce Dodge, ex-Kenyon & Eckhardt Inc. TV executive, heads Weiss & Geller Agency's TV-radio dept., N. Y. . . . George L. Griesbauer, ex-WNBW account executive, appointed sales mgr. of WMAL-TV, Washington, succeeding Wm. Decker, resigned . . . Roy W. Hall, ex-sales mgr. of WCCO, Minneapolis, named CBS-TV sales account executive.

Belgium plans to start TV service early next year, with stations at Brussels, Ghent, Liege, Malines and Arlon. After long period of indecision regarding technical standards, country settled on both the 625-line system adopted by most European countries and French 819-line system. A strong reason for 2 systems is fact country is politically divided into Dutch-speaking and French-speaking groups. Even after adopting systems in January, Ministry of Communications was in doubt about workability of dual setup, called in as consultant Donald G. Fink, ex-editor of *Electronics Magazine* now with Philco. He determined that systems can work side by side, that dual-system sets can be built, came back with this comment: "Your correspondent returned with warm sympathy for Belgium, a country which has learned so well to deal with the toughest of all political barriers, language. And with equally warm appreciation of the blessings we enjoy in these United States."

Film industry, still incensed by anti-trust action filed against 12 movie makers and distributors last week in Los Angeles on charge of conspiracy to keep 16mm films from TV and other non-theatrical outlets (Vol. 8:30), carried fight to White House with telegram by Council of Motion Picture Organizations to President warning nation's screens may be used to defend industry against govt. action. Meanwhile, *New York Times'* Jack Gould criticized suit as follows: "The Washington agency seems infected with the fever that somehow TV has some preordained right to show on its screen anything that it wants without regard to the economic consequences."

Second TV station for Caracas, Venezuela will be designed, manufactured and installed by British Marconi for Television Venezolana S.A., a private firm. RCA is now installing Channel 5 transmitter for non-commercial operation by Venezuelan Govt., scheduled on air in November. Marconi contract provides for some \$280,000 worth of equipment, including 5-kw transmitter and mobile equipment. Private station reportedly will be Channel 3 or 4 and is also expected to aim at November debut. Both stations will use 625 lines, 50 fields, 50-cycle current.

Dominican Republic's first TV station, La Voz Dominicana, began telecasting Aug. 1.

TRADE SEES 'NORMAL' PATTERN EVOLVING: Optimism for the future...the evolution of a "normal" market -- these are today's bywords in the TV trade.

Last of summer trade shows, the Music Show in Hotel New Yorker, saw brisk sale of sets to dealers by both large and small manufacturers (see Topics & Trends). Fresh in everyone's mind was tremendous lift given set sales by the convention telecasts, the land-office TV business in Denver -- due to be repeated in Portland and other areas now without TV (Vol. 8:30) -- and the extra-seasonal boom in the 10 cities newly added to AT&T's cable-microwave circuits (Vol. 8:29).

Industry leaders continued bullish in size-up of current market and of the prospects for fall and winter. Crosley's William A. Blee, returning from a nationwide business tour, talked of "phenomenal" upswing in all appliances -- notably TV. "Crosley has just passed through the biggest June that we have ever experienced," he told New York press conference. "Last month, sales of Crosley TV sets exceeded the previous June record by 370%."

TV price trend will soon be up, Mr. Blee feels, as result of higher wages and materials and end of distress selling. "The low prices consumers enjoyed in the immediate past on account of excessive inventories cannot be maintained," he added.

Industry is out of its "self-made depression of a year ago," Sylvania v.p. Arthur L. Chapman told New York distributor convention. "There never was a slump in consumer buying of TV sets since the Korean war, except for normal seasonal slow-downs," he stated. "The industry was producing at the rate of 10,000,000 sets a year and then cut to less than 2,000,000. Customers continued buying at 5-6,000,000 set rate and only now has the inventory situation leveled off."

He predicted output of 5-5,500,000 sets in 1953 "to meet actual consumer needs," and about 7,000,000 a year by 1957. There will be some 47,700,000 sets-in-use by 1961, he said.

Radio pioneer Frank A. D. Andrea told his TV distributors: "The upturn in sales has been very encouraging and gives substance to the optimistic forecasts from industry leaders across the nation."

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With all major fall lines now introduced except Motorola (scheduled Aug. 8) and Admiral (Aug. 15), it's evident that list prices are substantially below those of last spring. Most lines start with 17-in. table model at \$170-\$200, and many manufacturers have adopted plan of a "standard" (lower price) and a "deluxe" line.

Will these prices stick? Most trade sources express certainty they won't go any lower. Firmness of prices was evident at Music Show where the usual repricing and undercutting by smaller manufacturers was noticeably absent. Couple of them, in fact, boosted prices after show's opening. And Muntz, whose principal pitch has always been on price basis, this week raised entire line \$20-\$30.

Clamor for decontrol of TV set prices increased this week as RTMA appealed to OPS to remove ceilings. The manufacturers' association argued that TVs now are selling at average of 15% below ceilings, and there are no price boosts in sight. Components are well below OPS lids, RTMA petition said, and there are no longer any production-retarding materials shortages. As for freeze-end, it will actually have "little effect" on TV market, price-wise, RTMA stated.

RTMA plea, added to pressure from NARDA and other organizations, drew no immediate response from OPS, which appears to be galloping off in 3 different directions. Some within that agency are determined to leave ceilings as they are; another faction wants to suspend lids temporarily; a third is for all-out decontrol.

As if to temper the current optimism -- and to emphasize that selling effort still will be needed in future months -- factory inventories of TVs went up by

52,685 last week, reversing trend of preceding 3 weeks. RTMA figures show inventory of 346,489 for week ended July 25 vs. 293,804 week before (Vol. 8:30).

With most factory vacation shutdowns over -- RCA and Sylvania were the only major plants closed -- production for week was 67,325 TVs (10,032 private label), up some 10,000 from preceding week's 57,769.

Radio output and inventories went up, too. Week's production was 136,673 (15,926 private label) vs. 127,170 week before. Inventories were 414,030, up from 359,553. Week's radios: 59,278 home, 28,549 portable, 25,106 clock, 23,740 auto.

CR TUBE BUSINESS GOOD; 21-in. DOMINANT: Picture tube makers, their order books heavy, reflect optimism of setmakers for fall and winter market. Standardized now on the 17- & 21-in. rectangular tubes, from all quarters in that segment of TV industry come reports that business is on strong upgrade.

RCA reports capacity production, with both kinescope plants in Lancaster, Pa. and Marion, O. on 3-shift-plus-overtime basis. Story is similar, in varying degrees, with other major manufacturers.

The 21-in. is odds-on favorite in tube-size sweepstakes, but the 17-in. still shows surprising vitality. All tubemakers say heaviest production is on the 21-in., but warn that 17-in. can't be counted out -- at least not yet. DuMont says its orders for 21-in. outnumber 17-in. by 4-1; GE says 21-in. is 65-75% of its output; at Sylvania the ratio is 52:48 in favor of 21-in.

Is 27-in. the next step? Is that size destined to become next "popular" big-volume item? Not for year or so, tube and glass blank makers agree. They see 27-in. confined to high-end luxury models, for while at least.

Those who make 27-in. report increasing interest by setmakers, but "not much real demand." GE, big maker of 27-in. tubes, says that size represents about 5% of its total picture tube output.

The 27-in. has revived talk of "implosion menace" -- as always when bigger sizes are being developed. Some in tube trade point out that large area of 27-in. tube face results in 3-4 tons pressure from outside (about 15 lbs. per sq. in.). And they worry lest one defective tube implode, giving industry black eye.

Others ridicule this talk -- point to groundless "implosion scares" when the 10, 12 & 16-in. tubes were introduced. And they also note that today's 27-in. glass tubes are spherical faced, providing greater structural strength than cylindrical faces used on 21-in. tubes.

Word of new "implosion-proof" tube bulb comes from Kimble Glass Co. (Owens-Illinois). Result of 3 years' development, it has metal band around envelope where it joins face-plate. Banding process, say Kimble experts, is inexpensive and practical, and they hope to make banded 21-in. bulbs available to industry for experimentation in about 6 weeks. Kimblesays all its 27-in., due for late fall production, will be banded.

Merchandising Notes. Stromberg-Carlson boosts dealer discounts by up to 5%; new line consists of eight 21-in. models . . . New TV-radio winter lines will be introduced Jan. 5-16 at International Home Furnishings Market, Merchandise Mart, Chicago . . . Sylvania appoints R. Warneke Co. (L. R. Gardner, owner) distributor for Houston area . . . Hallcrafters appoints Southern Radio Supply Co., New Orleans, for New Orleans area . . . Muntz TV planning to enter air conditioning field with factory in New Orleans slated to produce 200,000 half-ton units a year . . . Meck Television Inc., retail subsidiary of Scott Radio Laboratories, begins operations in Southwest with opening of 2 stores in Dallas . . . Muntz TV opens 35th branch in Seattle, having expanded to Memphis, Dallas, Fort Worth, San Francisco in last 3 months . . . National Electronics Mfg. Co. to introduce four 27-in. Natalie Kalmus sets at \$600, two 27-in. combinations at \$800 in mid-August . . . RCA's first clock radio due in autumn . . . Bulova Watch Co. demonstrating new 5-tube clock radio, with own brand name, to sell at \$49.95 thru jewelry stores only.

Exclusive license to manufacture DuMont sets in Canada was granted this week to Canadian Aviation Electronics Ltd., 8280 St. Lawrence Blvd., Montreal, by newly-formed DuMont Television & Electronics Ltd. subsidiary (Vol. 8:30). Company headed by R. K. Patrick, ex-RCA of Canada engineer mgr., also operates plant in Winnipeg, sales & TV service depot in Toronto & Montreal, will franchise independent Canadian organizations as distributors.

Stromberg-Carlson temporarily quit Canadian TV production this week after leasing its space and facilities to Motorola Ltd. Reasons given were limited market, company spokesman estimating peak of only 78,000 sets this year—most in Toronto within U. S. signal range—as well as abbreviated initial 3-hour-a-day CBC programming.

Newspaper ad lineage for TV sets decreased 17% in June from June, 1951, according to monthly Neustadt report on retail advertising based on 9 major U. S. markets. Total TV lineage for month was 667,349 vs. 804,369 lines in June, 1951.

Topics & Trends of TV Trade: Increased sales and hurry-up orders for more sets—that's story from TV manufacturers who exhibited at Music Industry Trade Show this week at Hotel New Yorker. Dominated by smaller set makers, this last big show of season attracts many retailers looking for "secondary" TV line. Manufacturers showing their new wares hailed return of real buying—as distinguished from "sampling." Dumping of excess inventories was noticeably absent. New lines introduced at show by few larger manufacturers and many small ones indicate firming of prices—which, incidentally, are almost all inboard. In almost every case, low end is 17-in. table model at \$200. Only other popular tube size is 21-in., generally starting about \$250-\$290 for table model—plus smattering of 27-in. sets. Tele King, which introduced line starting with 17-in. table at \$170, promptly withdrew its list, announced it is hiking cost prices to dealers 5%-8%, will announce new list prices later. For new lines shown at Music Show, see below.

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Twelve new GE receivers plus 3 holders constitute new line shown at Music Show. GE line is divided into 3 groups—low-end "Standard" series, "Stratopower" series and "Ultra Vision" series. Latter 2 series use "Stratopower chassis," with new interference suppression circuit and sensitivity claimed to be 267% greater than any previous GE receiver. The 4 Ultra Vision sets combine black face aluminized picture tube with darkened safety glass said to double picture contrast and tone range. All new GE sets have uhf plug for external tuner, can be adapted internally with GE 3-station translator. New models, priced inboard (prices rounded out):

Standard series, all table models—17-in. striped mahogany finish \$200, mahogany veneer \$240; 21-in. striped mahogany finish \$290.

Stratopower series—17-in. console, print mahogany \$290, 20-in. console, print mahogany \$350, 21-in. table, print mahogany, \$350; 21-in. console, mahogany veneer \$390, 21-in. half-door console, mahogany veneer \$430.

Ultra Vision series, all 21-in. consoles—mahogany veneer \$420, blonde \$440, mahogany, half doors \$450, American Provincial, half doors \$450. Holdover models are 21-in. table, mahogany \$320, limed oak \$340, 21-in. console \$370.

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Olympic, which claims 40% of its TV sales are combinations, showed new 14-set line featuring 4 combinations and 2 "Tele Timer" models with clock which automatically turns set off and on. Prices of Olympic line (excluding Federal tax): Standard series—17-in. walnut table \$160, mahogany \$180; 17-in. combination, walnut \$300, mahogany \$320; 17-in. console clock TV, mahogany \$230, same in 20-in. \$270; 20-in. mahogany table \$230; 20-in. combination \$370. "Powerhouse" series—17-in. mahogany tables \$200 & \$230, blonde \$240; 17-in. mahogany console \$250; 21-in. mahogany table \$250; 21-in. mahogany console \$290, doors \$330, blonde \$350; mahogany combinations \$340 & \$400.

Majestic's new line (prices inboard): Tables—17-in. mahogany \$190 & \$220, blonde \$230; 21-in. mahogany \$260 & \$270, blonde \$270 & \$280. Consoles—17-in. mahogany \$240, blonde \$250; 20-in. mahogany \$270; 21-in. mahogany \$290 & \$300, blonde \$300 & \$310; doors, mahogany \$320, blonde \$340; full doors, mahogany \$330 & \$350, blonde \$350 & 370; sliding doors \$400; combination mahogany \$480; combination mahogany with twin speakers \$550, blonde \$580; combination with tape recorder, mahogany \$750, blonde \$785.

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Raytheon changes name of Belmont Radio subsidiary to Raytheon Television and Radio Corp. "to identify the company name more closely with the Raytheon trademark."

Sparton's new 14-set line features "Equasonne" audio system for high fidelity sound reproduction and "Ultra Range tuner," said to increase sensitivity. Priced inboard, table models are 17-in. mahogany at \$200 & \$260, 21-in. mahogany \$280 & \$330, 21-in. blonde \$290 & \$340. Consoles begin with 17-in. mahogany at \$320 and include 21-in. mahogany at \$340, \$380 & \$440. Corresponding models in blonde are \$360, \$390 & \$460. Top of line is 21-in. combination at \$590 in mahogany, \$600 blonde.

Arvin brought out 19 new sets, 9 of them 82-channel vhf-uhf with single-knob tuning (Vol. 8:19). Priced inboard, tables are 17-in. mahogany \$200 & \$240, 21-in. mahogany \$250. Consoles, all 21-in.: mahogany at \$300, \$360 (same, vhf-uhf \$400), \$400 (vhf-uhf \$450), \$450 (vhf-uhf \$500), \$550 (vhf-uhf); blonde sets at \$320, \$380 (vhf-uhf \$420), \$420 (vhf-uhf \$470), \$530 (vhf-uhf); maple or French Provincial vhf-uhf \$550.

Three new Magnavox models introduced at Music Show are highlighted by unusually compact 27-in. set mounted on base which serves as acoustical baffle, listing at \$594 in oak with wrought iron legs or in mahogany with wooden legs. As TV-AM-phono combination, with addition of matching cabinet which sits on top of TV cabinet, list is \$750. Other new sets are 21-in. table, mahogany \$290, oak \$300, and 21-in. open console, mahogany \$340, oak \$360.

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Sylvania introduced 18 new TV sets to distributors at New York convention July 26, in addition to 14 carried over from previous line. Sixteen of the new receivers feature "Ultrapower tuner," with provision for built-in uhf conversion and one-knob tuning for all 82 channels. These may be purchased already converted for uhf at additional cost. Sylvania's external converter, in mahogany cabinet, is priced at \$42.50. Scheduled for October production is 27-in. console with remote control, to be priced around \$700. New Sylvania sets, priced inboard:

Table models—17-in. mahogany \$240 & \$270, blonde \$250 & \$280; 21-in. mahogany \$330, blonde \$340, with HaloLight \$390 in mahogany, \$400 in blonde.

Open-face consoles, all 21-in.—mahogany \$370, blonde \$380, mahogany with HaloLight \$450, blonde with HaloLight \$470. The 21-in. consoles with doors & HaloLight—mahogany \$480 & \$500, two blonde models at \$500. The \$500 consoles may be converted into corner units with addition of corner book cases, available in mahogany or maple at \$50 a pair. Topping line is 21-in. combination with HaloLight, mahogany \$630, blonde \$650. Holdover models range from 17-in. table at \$200 to 20-in. HaloLight console at \$420.

Packard-Bell showed new sets to 3000 West Coast retailers in Los Angeles July 30. Company is carrying over its 17-in. mahogany table model at \$250. New models include: 21-in. plastic table \$290, mahogany \$330, maple & blonde \$345; 21-in. console, doors, mahogany \$370, American Colonial & blonde \$400, French Provincial \$420; 24-in. console, doors, mahogany \$500, blonde, Colonial & Provincial \$520. TV-AM-phono combinations are: 21-in. mahogany \$500, blonde, Colonial & Provincial \$525, 24-in. with dual speakers, mahogany \$650, blonde, Colonial & Provincial \$675. All prices are inboard.

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First mechanically mass-produced radio, using plated circuits in place of wiring, is being made and sold by Motorola. Die-stamping process, given trade name of PLAcir, is used in one of Motorola's home radio models which has been sold for field testing in consumers' homes, according to v.p. Elmer H. Wavering. Process will be adapted to other Motorola radios, and eventually to TV sets, he said.

Trade Personals: David J. Hopkins, pres. of Emerson West Coast Corp. distributors, named Emerson sales & adv. director; he is son of late presidential adviser Harry Hopkins . . . Jack Herbst, DuMont Southern California regional mgr., named Hoffman Southern California sales mgr., succeeding Marshall Wells, now with Admiral in Los Angeles . . . William Rogers Herod elected GE v.p., will continue as president of International GE, now a division of parent company rather than wholly-owned affiliate . . . Frank Feilen named Crosley field service mgr., coming from company's Atlanta office . . . Wm. P. Frost, ex-Packard-Bell district sales mgr., named Westinghouse Southern California district mgr., also covering Boise, Salt Lake City & Phoenix . . . Mathew F. Barnes, Zenith Southwest regional sales mgr., transferred to San Francisco, to cover Sacramento, Fresno, San Francisco, Salt Lake City & Denver, succeeded by Robert G. Smith, ex-Landers, Frary & Clark district mgr. . . . Gene Gold appointed Crosley advertising & promotion mgr. . . . Harold T. Sawyer, ex-GE and Bailey Meter Co., appointed mgr. of industrial product sales, RCA Victor engineering products dept., handling industrial TV, electron microscopes, etc. . . . David T. Goodhart appointed asst. to GE TV receiver sales mgr. Paul H. Leslie . . . Tom Ryan, ex-Appliance Distributors Inc. Chicago supervisor, named Sylvania Chicago regional mgr., succeeding Dave Catheart, now setting up distributorship in Des Moines . . . Philip J. Wood, Stewart-Warner field sales mgr., names 3 regional sales mgrs.: Roland A. Connoy, ex-Western Auto TV sales mgr. in Kansas City, for Minnesota, Nebraska, Iowa, Illinois, Wisconsin & Dakotas, with headquarters at 2846 Princeton Ave., Minneapolis; Michael Craffey Jr., ex-Crosley Detroit, for Michigan, Ohio, Indiana & western Pennsylvania, with headquarters at 13332 S. Norfolk St., Detroit; J. T. Sharkey, ex-S. S. Fretz Co. sales mgr. in Philadelphia, for Delaware, Maryland, Virginia, southern New Jersey, Philadelphia, Harrisburg, York, Allentown, Scranton, Wilkes-Barre, with offices in Radnor, Pa. . . . Richard J. Bambery, Admiral asst. distribution mgr., named regional mgr. for Evansville, Ind., Jackson, Miss., Little Rock, Memphis, Nashville & New Orleans . . . Henry J. Dostal, ex-Tele-tone & Emerson, named Tele King contract sales mgr., to handle private label sales . . . Harry E. Callaway, Thearle Music Co., San Diego, named president, National Assn. of Music Merchants succeeding Ray S. Erlandson, San Antonio Music Co., who becomes chairman; Russell B. Wells, Denver, named v.p.; Ben F. Duvall, Chicago, secy.; Parker M. Harris, New Orleans, treas. . . . Lowell E. Pettit, formerly adv. mgr., GE electronics div., named mgr. of new investor relations services dept. . . . Richard E. Farnham, ex-Admiral Boston distribution division sales promotion mgr., appointed Westinghouse TV-radio div. public relations supervisor, a new position.

J. Lester Gasser, 43, Stromberg-Carlson controller & asst. treas., died of heart attack July 22 in Hammond, N. Y. while on a Lake Ontario vacation fishing trip.

"Extended Play" 45rpm record, same size as present 45's but playing up to 8 minutes a side or 16 minutes a record, will be introduced by RCA Aug. 15. Columbia Records, rumored in trade to be preparing new 45 record with 2 popular selections on each side, commented: "If the public responds favorably [to RCA's new record], then we will bring out a similar record." Standard popular record selections usually run about 3 minutes per side.

TV receivers will be guinea pig for new National Advertisers' Consumer Bureau, 342 Madison Ave., New York, formed by R. Edward Taylor. Aim is to get durable goods manufacturers to become "subscribers," supplying data on their products to Bureau which in turn will answer consumers' written queries for 10¢ fee.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for May: Frank H. Sparks sold 100 Arvin, holds 7650; Jack Cohn sold 300 Columbia Pictures held through trust, holds 69,263 directly and through trusts; Abraham Schneider gave 600 Columbia Pictures as gift, holds 7462 plus 12,812 warrants for common; William C. Decker gave 14 Corning Glass as gift, holds 5266; Walter B. Smith sold 50 Corning Glass, holds none; William H. Osborne Jr. bought 100 Driver-Harris, holds 310; R. B. LaRue bought 100 General Precision Equipment, holds 600; Kenneth C. Prince bought 100 Hallcrafters through Prince & Schoenberg (March), holds 100; Wm. H. Harrison bought 100 IT&T, holds 2185; Edward D. Phinney bought 300 IT&T, holds 405 directly, 620 through joint tenancy; Richard A. O'Connor sold 2000 Magnavox, holds 58,412; W. Ray Johnston sold 8300 Monogram Pictures (March & April), holds 4517; Stanley J. McGiveran bought 100 Owens-Illinois, holds 100; Joseph H. Gillies sold 1000 Philco, holds 8407; Thomas A. Kennally gave 35 Philco as gift, holds 18,062; Noah Dietrich bought 1000 RKO Pictures (Nov. 1951), holds 1000; David J. Greene bought 4500 RKO Theatres through trust, holds 48,850 directly and through partnership, trust and members of family; A. Louis Oresman bought 4000 RKO Theatres, holds 22,100; E. Finley Carter sold 282 Sylvania, holds 700; Don G. Mitchell sold 100 Sylvania (April), gave 50 as gift, holds 3392; Walter R. Seibert bought 191 Sylvania (Feb. 1951 & Feb. 1952), holds 191; A. H. Blank sold 500 United Paramount Theatres held through trusts, holds 12,232 directly and through trusts; William T. Kilborn bought 200 United Paramount (Aug. 1951), holds 200; Simon B. Siegel bought 100 United Paramount, holds 100; Harry M. Warner sold 1900 Warner Bros. Pictures, holds 261,400 directly and through trusts; W. S. Woodfill bought 100 Zenith, holds 100.

United Paramount Theatres reports consolidated earnings for first 6 months of this year of \$3,669,000 (\$1.11 on 3,300,838 shares), including \$1,165,000 capital gains, after taxes of \$2,518,000. In same period last year, earnings were \$4,855,000 (\$1.49 on 3,260,227 shares), including \$1,186,000 capital gains. In second quarter of this year, UPT's earnings were \$1,481,000 (45¢), including \$921,000 capital gains, vs. \$2,081,000 (64¢) including \$854,000 capital gains, in second quarter 1951.

Motorola stockholders voted to triple present authorized shares to 3,000,000, declared 100% stock dividend on 879,605 shares outstanding July 15. Company also plans to offer 175,921 additional shares of \$3 par common stock (Vol. 8:27, 30). Motorola reported first-half 1952 net sales of \$69,793,000, earnings \$3,129,704 (\$3.56 a share) vs. \$73,449,000 & \$3,756,863 (\$4.27) same period last year.

Scott Radio Laboratories, in first report since merger with Meck November 19, 1951, reports net profit of \$183,902 (18¢) on sales of \$3,614,837 between merger date and May 31, 1952. Because of merger no comparable figures for previous year are available.

Hoffman reports first-half 1952 net income of \$598,692 (\$1.05 a share) on sales of \$15,196,383 vs. net loss of \$347,345 on \$7,703,942 same 1951 period, with TV sales up 38% over first-half 1951 volume. Backlog of govt. orders is estimated at \$75,000,000.

General Electric shows net profit of \$57,119,000 (\$1.98 a share) on sales of \$1,171,202,000 for first 6 months of 1952 vs. \$70,326,000 (\$2.44) on peak \$1,184,735,000 same period last year.

Stromberg-Carlson reports net income of \$580,342 (\$1.56 a share) on sales of \$19,861,125 for first 6 months of 1952 vs. \$169,444 (31¢) on \$14,959,710 last year.

Telecasting Notes: Canada's CBFT, Montreal, is now operating experimentally from temporary tower atop Mt. Royal (because of steel shortage), carrying International League baseball games sponsored by Canadian RTMA, as well as test programs. CBC director general of engineering Gordon L. Olive reports good reception in such U. S. cities as Plattsburg, N. Y., and Burlington, Vt. Formal opening is set for Sept. 6. CBLT, Toronto, begins tests Aug. 15, is due for formal opening Sept. 8 . . . Old films' value to TV indicated by *Variety* report that Edward Small's Peerless Television, formed last November to market 26 movies, has contracts totaling \$800,000 or about \$30,000 a film—and that's only in 26 markets . . . Schedule of feature film fare on ABC's WJZ-TV, New York, has reached total of 35 pictures per week, 10 hours on Saturdays alone . . . Convention foresight paid off for Paramount's KTLA, Los Angeles, which carried pooled political telecasts sponsored by Richfield Oil; station had policy with Lloyd's of London indemnifying it against loss of sponsored programs after 6:30 p.m. Friday for each convention . . . Cuba's RHC Cadena Azul radio network reportedly sold to Ben Marden, formerly a bigtime New York nightclub operator; network holds CPs for TV in Havana, Matanzas, Santa Clara, Ciego de Avila, Camaguey, Santiago (see p. 36, *TV Factbook 15*) . . . College football TV schedule, to be announced soon by NBC, will include 11 Saturdays of nationwide telecasts plus one day devoted to regional and local games . . . Sneer at TV by Hollywood is 20th Century-Fox's *Dreamboat*, Clifton Webb film which satirizes TV's use of retreaded former movie idols . . . Flying saucer story: WPIX, New York, offering \$500 to first of its camera crews at Yankee Stadium and Polo Grounds to catch the discs with TV camera, and \$100 to first cameraman who records them on film . . . State Dept. preparing report on U. S. TV for its overseas information program . . . ASCAP won a point last week in its battle with TV stations over music fees, when N. Y. District Court Judge Henry W. Goddard ruled that stations must supply ASCAP, on confidential basis, detailed data on income and programming for 8 representative weeks for one past year . . . Sale of KOTV, Tulsa, to Jack D. Wrather Jr., his mother, Mrs. Mazie Wrather, and mgr. Helen M. Alvarez (Vol. 8:19) was approved by FCC this week; also approved was swap whereby CBS acquired 47% of WTCN-TV, Minneapolis, in exchange for 53% of its WCCO there (Vol. 8:10) . . . Mexican Ministry of Communications censoring TV films, restricting those deemed "unsuitable for children" to showings after 9:30 p.m. . . . TV films and kinescopes of live programs, as well as theatrical films, will be exhibited at International Cinema Art Exhibition in Venice Aug. 20-Sept. 6.

Most ambitious project of National Assn. of Educational Broadcasters in programming field, and generally regarded as precursor of similar efforts in TV, is newly announced 13-week radio dramatization, *The Jeffersonian Heritage*. Financed by \$300,000 Ford Foundation grant, recorded series will be aired this fall by NAEB tape network, and made available to commercial stations on sustaining basis as well as to foreign radio networks.

Subscription-TV proponent International Telemeter Corp. seizes upon disappointing returns of Crosby-Hope Olympic "telethon" (Vol. 8:26), which finally produced only some \$200,000 out of \$1,000,000 pledged, to claim that its pay-as-you-look system could have collected immediately from all viewers watching show.

Democratic presidential nominee Adlai Stevenson is selling his 2.5% interest in Sangamon Valley Television Corp., applicant for Channel 2 in Springfield, Ill. because, a spokesman said, he wants no connection with an application before Federal agency during campaign.

"Communication Sets Its Sights Ahead," by Harold S. Osborne, retiring AT&T chief engineer, in summer issue of *Bell Telephone Magazine*, includes this novel prediction: "Let us say that in the ultimate, whenever a baby is born anywhere in the world, he is given at birth a number which will be his telephone number for life. As soon as he can talk, he is given a watch-like device with 10 little buttons on one side and a screen on the other. Thus equipped, at any time when he wishes to talk with anyone in the world, he will pull out the device and punch on the keys the number of his friend. Then, turning the device over, he will see his face on the screen, in color and in 3 dimensions. If he does not see him and hear him, he will know that the friend is dead."

NBC-TV ranks 2nd, CBS-TV 4th, CBS-Radio 5th, NBC-Radio 6th, ABC-Radio 7th, ABC-TV 11th, MBS 12th among national media in total investments by advertisers for first 6 months of this year, according to *Life Magazine* newspaper advertisement which ranks *Life* as first. TV-radio rankings are based on Publishers Information Bureau gross figures for network time only. The top 12: *Life*, \$48,573,615; NBC-TV, \$41,067,493; *Saturday Evening Post*, \$39,055,384; CBS-TV, \$32,451,094; CBS-Radio, \$29,601,495; NBC-Radio, \$24,183,934; ABC-Radio, \$19,403,716; *Time*, \$16,888,193; *Better Homes & Gardens*, \$11,661,333; *This Week*, \$10,959,044; ABC-TV, \$10,714,033; MBS, \$10,262,680.

TV is available to 80% or more of population, rather than 60-65% commonly assumed, according to American Research Bureau director James Seiler. Acknowledging that set distribution may be quite sparse 100-150 miles from stations, he says that ARB gets so many hundreds of reports of consistent reception at those distances in its program-rating diaries that signals should be classified as "available." ARB is increasing its coverage to 13 cities, adding Cincinnati, Dayton and Columbus, starting with August report. Aiming for total of about 20 cities, ARB will probably add Dallas-Ft. Worth, St. Louis and Minneapolis this fall.

In precedent-setting decision which held radio network cannot be held responsible for slanderous remarks made by guest on ad lib show unless plaintiff can prove malice or negligence by networks, NBC was cleared of libel charge this week in Chicago by Federal Judge William J. Campbell, who dismissed \$2,000,000 suit filed by Al Wagner of Mobile, Ala., owner of *Cavalcade of Amusement* show. Wagner contended dancer Sally Rand remarked on interview over WMAQ, NBC Chicago outlet, that she had judgment against him for \$23,000 for debt. Judge ruled, however, that Miss Rand must stand trial.

Demanding larger share of network revenues from time sales, NBC-TV affiliates will meet Aug. 27 with president Joseph H. McConnell in New York to discuss new formula for network payments to stations. Some 38 of NBC-TV's 44 primary affiliates meeting in Cleveland July 26 heard recommendations for new standard affiliation contract by 7-man compensation committee headed by Walter Damm (WTMJ-TV, Milwaukee). Affiliates generally expressed enthusiasm over proposals, details of which were withheld pending negotiations with network.

Radio market researchers were taken to task this week for underestimating automobile market potential. BAB v.p. Kevin B. Sweeney, revealing results of Pulse spring survey of 250 locations to Illinois Broadcasters Assn. in Peoria, said 92.4% of all postwar autos—or total of 27,500,000 (70.4% of U.S. total autos)—are radio-equipped, with over third of auto sets in use all day. Other market facts: about 25% of all radios are in autos; 8 of 10 autos in large cities are radio-equipped, with northeast states' 75.1% ownership leading nation.

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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TOP-PRIORITY CITIES GET OCT. 1 HEARINGS: FCC set first hearings this week for competing TV applicants -- those for Denver, Canton, Portland and Waterbury -- for Oct. 1 in Washington. At the same time it revealed some of the policies it will follow in regard to hearings in general.

Commission will stick to city-by-city priority list -- "for the time being" -- in scheduling order of hearings. Comr. Hennock dissented from decision on hearing procedures without stating her objections, and Comr. Bartley dissented in part.

"The use of the temporary processing procedure as a guide for hearings will depart from the policy which the Commission established of making grants first where the greatest need exists," he argued. "For example, Denver, having received three grants, stands to end up with possibly 6 grants before we can schedule hearings looking toward a second grant for St. Louis, a city twice the size of Denver, and 8 other single-station cities larger than Denver."

All hearings are to be scheduled for Washington, though Commissioners say that under "unusual conditions" they'll consider application to hold them elsewhere.

Same examiner will conduct hearings for all channels in each city, rather than separate examiners hearing cases simultaneously. But all hearings involving a particular city will be scheduled to begin same day, to prevent applicants' amending their applications while hearing for different channel in same city is in progress. Applicants aren't permitted to amend within 20 days of hearing date.

FCC hopes to have 7 new examiners on staff by Oct. 1 hearing date -- plus the 4-5 of its present 7 expected to be free for TV cases.

2 CPs, 2 RULE-CHANGES TURNED OUT BY FCC: Commission ground out 2 CPs this week -- uhf in Mobile and vhf in Honolulu -- for total of 28 grants to date.

It also modified its rules on location of stations and studios outside the cities to which channels are assigned, and tentatively squeezed a brand new uhf channel into Fremont, Ohio.

CPs went to WKAB, Mobile, Channel 48, and KGMB, Honolulu, Channel 9. FCC set aside 9 other applications for hearings because of competition -- in Portland, Beaumont-Port Arthur, Shreveport. This week Commission progressed but one notch on priority list, got to 18th city in Group A, took no action of Group B applications.

* * * *

FCC notified Tom Potter, Texas oilman who founded and sold WFAA-TV, Dallas, that his application for Channel 43 in Chattanooga "involves financial and past operation questions which indicate the necessity of a hearing." Application by Mr. Potter for Channel 31 in Beaumont was also thrown into hearing hopper -- this one because of competition for same channel.

Fact that Potter sold WFAA-TV (then KBTV) to Dallas News in 1950 when the station was losing money (Vol. 6:4,11) is what worries Commission. They argue that when he applied for permission to sell that station he said his other interests

left him little time to give to its operation, and Commission wants to determine whether his new application is "speculative venture."

The "financial questions" mentioned by FCC are something of a mystery. At week's end, Potter's attorney hadn't received FCC notification and Commission didn't make its text public. Potter is known to be worth about \$4,000,000, is said to have lost some \$40,000 in sale of WFAA-TV to Dallas News for \$575,000.

New applications slowed down to comparative trickle this week. Only 20 were filed -- smallest amount for any week since June 1-7. Applications pending Commission action now total 710. [For details of this week's applications, together with CPs, applications scheduled for hearing, etc., see this week's Addenda 15-D.]

* * * *

Commission amended 2 of its Rules Governing TV Stations this week. In response to petition of South Jersey Broadcasting Co. (WKDN), Camden, owned by Major Ranulf Compton, ex-Conn. Congressman, it liberalized provision which permits station in a small community or suburb to utilize frequencies assigned to larger community less than 15 miles away.

This practice previously was permitted only where smaller community had no channel assigned to it. WKDN's petition noted that Camden is assigned Channel 80 for non-commercial educational use, but requested permission to apply for a channel assigned to Philadelphia nevertheless. New amendment which resulted permits applicant for smaller city to seek channel assigned to larger city within 15 miles so long as no commercial channel is assigned to smaller city.

Stations were promised "breathing space" in suburbs for their studios, in the other rule-change of the week. While refusing to repeal its rules relating to location of main studios as requested by WSIX, Nashville, Commission relaxed section so that studios may be located outside main community on showing of "good cause."

A uhf channel was "found" for Fremont, O., at request of WFRO which showed that Channel 59 could be assigned there without upsetting any other allocations. FCC inserted channel there this week, subject to rule-making proceedings.

* * * *

Legal challenge of some basic allocation procedures was flung at FCC this week by KROW, Oakland, Cal., in filing suit in California Federal Court charging that Commission acted illegally by refusing to give preference to applicants who went through hearings before freeze.

Though KROW states it doesn't ask "review of entire allocations report, particularly in view of the fact that TV grants throughout the country were frozen for a 4-year period" -- case's precedent could affect applicants from many sections of country other than San Francisco-Oakland area.

Petition points out that KROW went through competitive hearing in 1948 and charges Commission's final allocations report is "invalid, arbitrary, capricious and contrary to the Commission's own established rules in that it removes the petitioner's application for a new TV station from the hearing docket, thereby destroys the previously accrued procedural rights of petitioner, and opens up this application to comparative consideration with new applications not entitled to comparative consideration under the Commission's rules."

KROW also charges FCC reduced number of commercial vhf channels assigned to San Francisco-Oakland area from 6 to 4 "in absence of any engineering necessity."

Court is asked to compel FCC to give preferred status to applicants who went through hearing before freeze. "The Commission should continue the San Francisco-Oakland applicants in hearing status," says suit, and "no other parties filing applications subsequent to the hearing should be allowed comparative consideration."

* * * *

Add grantees' plans for getting on air: President L. Coleman Judd of WBRD, which last week was granted uhf Channel 17 in Ft. Lauderdale (Vol. 8:31), tells us he plans to begin construction as soon as possible, but earliest verbal commitment he could get for delivery of equipment was "sometime after January 1953."

NEW NPA RULES AID TV STATION BUILDERS: There's less red tape, less waiting in store for new TV grantees anxious to get started on studio and transmitter buildings, as result of liberalization of NPA construction regulations on use of copper and aluminum. But steel for towers will be hard to get for some time.

New amendment to CMP Regulation 6, out this week, permits builders of TV-radio stations, and other projects classified as "industrial," to write their own priority tickets for up to 5000 lbs. of copper products, 4000 lbs. of aluminum per quarter per project. Previous limits were 2000 lbs. each of copper and aluminum.

This substantial increase in copper availability may be enough to permit some grantees to get on air weeks -- even months -- earlier than they had anticipated, since they may now "self-authorize" their copper, instead of applying to NPA and waiting for approval. "Copper products," in NPA's definition, include wiring and cable installed in TV-radio station buildings. Self-authorization procedures apply to both new building and remodeling projects.

* * * *

Tower outlook continues dim because of steel strike, and it's evident many grantees will be forced to rely on makeshifts and temporary arrangements to get on air. Builders are still permitted to self-authorize 25 tons of steel per project per quarter -- but that's not enough to build a TV tower, let alone a studio building plus a transmitter building and a tower.

A 500-foot self-supporting tower requires about 115 tons of steel, a guyed structure some 60 tons. Over a 9-month period, a builder could, of course, self-authorize enough structural steel to put up a good guyed tower.

The only other possible way to get enough steel for big new tower is to apply to NPA for allotment. But in fourth quarter, steel will be extremely tight.

NPA's construction allotment criteria for fourth quarter, issued this week, place "new starts" on civilian building in rather low priority position -- but officials say it will be several weeks before they'll know just how much steel they can allocate for TV station construction applications.

One drawback in applying to NPA for steel: Applicant loses his self-authorization privileges for copper and aluminum, must also apply for rations of those metals. NPA says there have been no new applications so far from TV grantees for metals for fourth quarter, indicating heavy use of self-authorization procedures.

* * * *

Cheery note for grantees: NPA looks with favor on the idea of building temporary installations in order to get on air quickly. Officials say they won't discriminate against those telecasters when they apply again for materials to build new, permanent station projects. In fact, there's every indication that telecasters who build temporary quarters for their stations will have the inside track when it comes to getting materials for more elaborate buildings.

Their applications for new or enlarged buildings go in same file as their previous applications for temporary installations, and are considered as continuation of the same project. "Continued" projects get higher priority for materials allocations than do "new starts."

QUICK BUILDUP OF UHF AUDIENCE PROBABLE: Set and tuner makers are rarin' to go with uhf receivers, converters and adapting gadgets the minute the first uhf station goes on air -- and it's good bet that telecasters in uhf-only markets will build up their audiences just about as fast as their vhf counterparts.

Single-channel tuning strips are now being produced by Standard Coil for its turret tuners, and Zenith is ready to turn out strips Sept. 1. RCA is now producing 1-&-2-channel selectors and all-channel tuners. Philco is tooled up and ready to begin output of converters. Other tuner and receiver makers are in similar stages of readiness -- some already building all-channel sets -- waiting only for the word that there's a market.

No market exists now, for all practical purposes, not even in cities with uhf grants. Most manufacturers report very few queries from public, save in Portland

and Springfield, biggest markets with uhf grants only. In Denver, only new post-freeze TV market, consumer interest in uhf is scant, distributors report. Although Empire Coil Co.'s Channel 26 outlet will be on air there this year, Denverites are understandably reluctant to pay extra money for something they can't see.

Customers are more interested in the picture than in the mechanics of its transmission. Most prospective set buyers, manufacturers say, appear to be as unaware of uhf-&-vhf as they are of the piston displacement of their automobiles.

* * * *

In letter to all major TV manufacturers, Empire Coil president Herbert Mayer this week reminded them his uhf stations in Denver and Portland (Channel 27) will be on air before Christmas and asked "what provision your company is making for reception of uhf transmission...in these areas." His letter advised:

"This problem is of considerable importance to us in Denver, where sales of vhf sets are currently being made in large numbers. We feel that installation of a suitable uhf receiving device should be made when the set is originally installed, rather than later, as servicemen will be very busy installing new sets in December."

Denverites are being urged to insist on uhf adaptability when they buy TV sets. Better Business Bureau has issued booklet giving facts about uhf as well as "dumping" of questionable sets in a new TV market. Denver's Rocky Mountain News ran this headline: "Obsolete TV Sets on Way to Denver."

A few vhf-uhf receivers are coming into Denver and being sold, but they're the exception. Most of them are turret-tuner sets with Standard Coil uhf strips installed, costing only few dollars more than vhf-only sets. Standard Coil says it's shipping "quite a few" uhf strips to setmakers, now has strips for all uhf channels and is waiting for the deluge -- "all we need is stations."

Zenith says its long-standing uhf promotion campaign is paying off. Even in Portland, which has no station as yet, v.p. L. C. Truesdell says, "we're selling sets now with the guarantee that customers will have the uhf strips by the time the station goes on the air." Zenith's uhf strips will begin going to dealers Sept. 1. Admiral, too, reports readiness to supply strips as soon as stations are ready.

* * * *

But it won't be all clear sailing for uhf. Availability of receiving sets and adapters may well be the least of its problems. As Mr. Mayer indicated in his letter, there may be real bottleneck in servicemen when uhf station goes on air. And many technicians must yet learn the peculiarities of uhf installation.

Uhf antennas will be readily available, but nevertheless they'll pose another problem. Public isn't aware that in many cases -- if not most -- separate antenna element is required when uhf station comes on air in area already served by vhf. And in words of one major manufacturer: "One big problem that's not generally understood is that satisfactory signals may be hard to get in some locations. Uhf is new and untested in mass use. There has to be a 'break-in' period in uhf, just as there was in vhf, before we have all the answers."

Notes on foreign TV as reported through diplomatic dispatches to Commerce Dept.'s *Foreign Commerce Weekly*: William M. O'Neil, owner of WJW, Cleveland, and TV applicant for that city, reported planning to build TV stations in Caracas and Maracaibo, Venezuela . . . 5-kw TV transmitter being installed on Mt. Portofino, Italy, 15 miles from center of Genoa, to rebroadcast programs from other stations in northern Italy; scheduled on air in first half 1953 . . . Bangkok, Siam to get closed-circuit TV demonstrations by Pye Co., Cambridge, England . . . Phillips of Eindhoven has new TV factory in Krefeld, Germany, capable of turning out 800 sets a day.

TV antenna permit costing \$1 per installation is required in Denver under measure passed Aug. 4 by city council. TV distributors, up in arms, Aug. 7 filed proposal to exempt all antennas less than 18 ft. high. Council is due to consider this proposal Aug. 11.

Regular production of TV transmitters is now under way at Gates Radio Co., company officials say. Gates has 500-watt transmitter, priced at \$22,000 for Channels 2-6 and \$24,000 for 7-13, and 5-kw at \$48,500 for 2-6 and \$52,500 for 7-13. Company has shipped only 2 since last May. A 500-watt job went to KUTA (AM), Salt Lake City, in May.

Permission to rebroadcast programs of WJAC-TV, Johnstown, Aug. 13-17, was granted by FCC to Sylvania's experimental station KG2XDU (Channel 22), Emporium, Pa. Occasion for special temporary authority is uhf demonstration to summer seminar of Emporium section, IRE, "and for incidental tests and adjustments."

Handy reference for writers seeking to enter TV is *TV Writer's Guide* (224-pp.) by Margaret R. Weiss, published by Pellegrini & Cudahy (\$3.95).

Personal Notes: J. L. Van Volkenburg, CBS-TV president, and Adrian Murphy, CBS-Radio president, elected to CBS board. In addition to new members, CBS board now consists of Prescott S. Bush, Frederick L. Chapman, Bruce A. Coffin, Lloyd H. Coffin, David H. Cogan, Ralph F. Colin, James B. Conkling, J. A. W. Iglehart, Leon Levy, Edward R. Murrow, Samuel Paley, William S. Paley, Dorsey Richardson, Frank Stanton . . . W. Spencer Harrison, CBS-TV senior attorney, appointed v.p. in charge of legal and business affairs . . . Leonard H. Hole, NBC-TV production mgr., appointed network production director in continuing TV-radio unification; John B. Cron, ex-film syndication sales mgr., named TV film sales mgr., Stanton Osgood, former executive asst. to TV operations director, named film production mgr., both reporting to v.p. Robert W. Sarnoff . . . Bill Brooks, NBC public relations v.p., to resign Oct. 1 to form own public relations company with NBC itself as one of his clients . . . William H. Davidson, ex-Free & Peters and ABC, appointed NBC radio spot sales mgr. . . Harold L. Morgan Jr. becomes ABC-TV services dept. v.p. in charge of production & finances, Charles M. Underhill program dept. national director as network splits TV operations into 2 branches; both report to TV network v.p. Alexander Stronach Jr. . . Richard K. Doan, WCBS-TV program director, named v.p. of C. E. Hooper Inc. handling service to TV stations; also named v.p. were W. Bruce McEwen, account exec. in charge of TV-radio service to advertisers and agencies, and Nadine E. Miller, press and public relations director, heading subscriber relations on time buying . . . Dave Driscoll, ex-news and special events director, WOR, named to similar post at WOR-TV, replaced by Milton Burgh, MBS news head; Robert J. Sullivan appointed WOR promotion mgr., succeeding Joseph Creamer . . . John Patterson, asst. sales director WPIX, New York, promoted to sales director, succeeding John F. Noone, resigned . . . Richard B. Starke, ex-Katz TV-radio account executive, joins DuMont in similar capacity . . . Paul F. Biklen, ex-Fuller & Smith & Ross, and Joseph Thompson, ex-associate producer of NBC's *Today*, join N. W. Ayer & Son, former as New York service representative, latter handling Hollywood TV production . . . Warren F. Warner, program dept. mgr., WKRC, Cincinnati, named program mgr. WTVN, Columbus . . . Frank J. Howard, WJAR-TV's local time sales representative, named head of new promotion dept. . . Edward Barrett, ex-Voice of America chief and *Newsweek* editorial board member, now NBC consultant studying new approaches to news telecasting . . . Harold D. Cohen, OPS associate chief counsel and prewar FCC special counsel, resigns to join Washington law firm of Pierson & Ball.

TV-Democratic Party "deal" was charged by Truman Rembusch. Allied Theatre Owners of Indiana pres., in telegrams to Attorney General McGranery and Sen. Sparkman (D-Ala.) protesting anti-trust suit filed against 12 movie makers and distributors (Vol. 8:30,31). Mr. Rembusch charged telecasters, seeking political favors, put candidates at Democratic convention in more favorable light than Republicans. Meanwhile, *New York Times* editorially joined fight against suit, declaring "in our opinion it is a suit born of fuzzy bureaucratic thinking that clearly flouts economic reality . . . It is in the public interest that both TV and the motion picture industry should flourish and they must have time to learn to live together. The Department of Justice is ill-advised in prematurely trying to tip the scales to one side's advantage."

Paul A. Porter, ex-FCC chairman, underwent emergency appendectomy this week in Paris, where he is Mutual Security Agency's economic affairs director.

Fordham University's FM station WFUV suspends operations 5 weeks beginning Aug. 15 as economy measure.

Financial & Trade Notes: CBS's net income showed increase for 6 months ended June 28 over corresponding period last year, reaching \$2,851,415 (\$1.22 a share) on \$105,594,498 gross, compared with 1951's \$2,471,317 (\$1.44) on \$77,836,266. This year's figure was based on 2,337,896 shares outstanding, with acquisition of Hytron Radio & Electronic Corp. accounting for increase over 1,717,352 shares last year. Earnings before taxes of \$4,300,000 were \$7,151,415 in 1952 against \$6,346,317 for 26 weeks in 1951.

Admiral's sales and earnings declined for first 6 months of 1952 despite 17% increase in second-quarter sales over same 1951 period. Company reports first-half 1952 income of \$2,523,355 (\$1.31 a share) on sales of \$83,015,391 vs. \$4,093,421 (\$2.12) on \$103,587,355 same 1951 period. Substantial gain was made in second quarter, with earnings of \$1,007,849 (52¢ a share) on sales of \$39,045,035 vs. \$1,690,077 (88¢) on \$33,265,807, with readjustment of tax reserves reflected in higher earnings on lower sales volume. President Ross D. Siragusa attributed June TV sales boost to pre-convention promotions. He said TV inventories were nearly depleted, predicted industry-wide TV sales of 2,750,000 in 2nd half of 1952.

Dividends: Tung-Sol Electric Inc., 25¢ Sept. 2 to holders Aug. 13; Oak Mfg. Co., 35¢ Sept. 15 to holders Sept. 1; Standard Coil Products Co., 25¢ Aug. 15 to holders Aug. 5 (not Sept. 15 for Sept. 5, as reported in Vol. 8:30); Cornell-Dubilier, 30¢ payable Sept. 25 to holders Sept. 10; General Precision, 25¢ Sept. 15 to holders Aug. 25; CBS, 40¢ Sept. 5 to holders Aug. 22; Paramount Pictures, 50¢ Sept. 26 to holders Sept. 12; Television Electronics Fund, 11¢ Aug. 29 to holders Aug. 15; Magnavox, 37½¢ Sept. 15 to holders Aug. 25.

Ken Rad Tube & Lamp Corp. directors have authorized additional liquidating dividend of \$2.50 a share to stockholders of record Aug. 11. Previous liquidating dividends by company total \$27.50 a share, plus one-fifth share of Westinghouse stock. Company began liquidation in 1945 following sale of its tube plant to GE and its lamp plant to Westinghouse.

Trade Personals: Edward R. Taylor, asst. to Motorola pres. Paul V. Galvin, elected v.p. in charge of sales and merchandising, newly created post . . . Edward Kantrowitz, Emerson advertising production mgr., promoted to ad mgr.; Albert Leon, statistical dept. head, named sales production mgr. . . Rear Adm. Martin P. Hottel (ret.) named Westinghouse air-arm division mgr., specializing in aviation electronics . . . Joseph C. Martin, ex-Billboard editorial staffer, appointed industry promotion chief of Record Industry Association of America Inc., to plug home use of records as part of \$100,000 publicity campaign . . . Ralph B. Austrian, ex-RKO Television Corp. & former RCA asst. v.p., joins Pereira-Luckman, Beverly Hills architect-engineer, as senior associate . . . Oden F. Jester, ex-Maguire Industries and Stewart-Warner radio sales mgr., appointed Standard Coil distributor sales mgr. . . Richard L. Sandefur, ex-Westinghouse Boston TV-radio division sales rep, named northwestern district mgr., Chicago, succeeding H. A. Brewer, resigned . . . David J. Hopkins, Emerson sales mgr., names 3 regional sales mgrs.: Murray Gennis, pres. Emerson Radio of Ohio Inc., midwest; Wm. H. Cormier, ex-Century Distributing Co. sales mgr., western; Roger G. Brown, southern . . . Moe Zimble, ex-Fada, named Capehart-Farnsworth factory branch sales rep for Queens, Nassau & Suffolk counties . . . Joseph Walters appointed RCA Atlanta broadcast field sales rep . . . Howard S. Moncton, asst. mgr. of Sylvania physics lab, promoted to TV & radio division administrative engineer, replaced by Irwin Goldman, senior engineer.

HOPES HIGH FOR TV PRICE LID REMOVAL: Suspension of controls on TV receiver prices looms as distinct possibility in near future, with OPS now taking belated cognizance of industry's depressed price structure.

High-level meeting of OPS officials was held this week to determine whether TV industry meets standards for suspension -- and advocates of suspension in OPS came out of parley feeling victory was in sight.

Credit RTMA decontrol petition (Vol. 8:31) with bringing the pot to a boil. Although suspension or decontrol of TV had been in back of OPS minds for some weeks (Vol. 8:29), it took RTMA with its 340 members to bring matter to head. This on top of similar request from NARDA week earlier was enough to start wheels turning.

If suspension is adopted -- we emphasize it's still in "if" stage -- the OPS will establish a "trigger" price level. When prices reach that point, controls will be restored automatically. In this respect, suspension differs from outright decontrol, for which there is now very little support at OPS.

One major obstacle to suspension remains. That's President Truman's threat to call Congress back in special session to enact stronger price control law -- as he was urged to do by price administrator Ellis Arnall this week. If he carries out his threat, the temptation to retain status quo until Congress acts might be strong enough to keep suspension from going on the books now.

* * * *

Meanwhile, TV trade continues to bubble with enthusiasm over fast pace of summer sales, and optimistic predictions for fall and winter still are order of day.

"Terrific" is adjective most commonly employed to describe today's business and tomorrow's prospects. It was used by a Zenith executive who told us this week that production and sales are at highest level in company's history. And Philco v.p. John Kuneau used same word, adding his company has less than week's inventory.

"Dealers are buying more liberally and there's a better feeling about the public's interest in buying," said Emerson's Ben Abrams; "it's a considerable improvement over the past 2-3 months." RCA calls business "very good, better than we expected." CBS-Columbia says orders from dealers and distributors are so heavy it has had to establish allocation system on all factory shipments.

Note of caution was injected by one of largest TV manufacturers, expressing minority view. While echoing that business is now remarkably good, he told us: "The industry may be too optimistic -- it's too early to tell whether there's been a post-convention letdown, and overconfidence now might be dangerous."

Echo of this warning was to be found in TV factory inventory figures as reported by RTMA for week ended Aug. 1 -- showing another 24,000-set increase on top of preceding week's climb of nearly 53,000 (Vol. 8:31). This brings inventories at factory level to 370,539 -- still not an unduly high figure for this time of year.

Week's TV production was 69,962 (9091 private label), up some 2600 from the 67,325 reported for week ended July 25.

Radio output and inventories dropped. Week's production was 118,573 (54,092 private label) vs. 136,673 week before. Inventories dipped to 366,361 from 414,030. Week's radios were 51,285 home, 22,878 portable, 23,831 clock, 20,579 auto.

British TV-radio-electronics production for 1951 set new record: TV sets, 711,000; radios, 2,087,000; receiving tubes, 39,661,876; picture tubes, 748,604; industrial tubes, 28,952. As of April 1, 1952, there were 1,480,144 licensed TV sets in Britain, plus an estimated 100,000-200,000 unlicensed sets, and 11,263,327 licensed radios. British TV-radio-electronics exports in 1951 totaled about \$62,000,000 (£22,000,000), some 25% higher than 1950.

Inadequate TV markups proved unanimous chief complaint of member dealers surveyed by NARDA, with 70% reporting they could sell at higher prices if allowed greater markup, 76% declaring low margins caused them to shift emphasis from TV to white goods.

Uhf takes spotlight at NEDA Atlantic City conference Sept. 22-25, with full day devoted to it, including panel discussions led by RCA tube renewal sales mgr. H. F. Bersche.

Topics & Trends of TV Trade: Motorola's 33-model line features 17-in. plastic table model at \$180, a \$20 reduction from price of corresponding model in old line. At top end is 27-in. mahogany console at \$695. Line introduced at distributors' meeting in Chicago's Conrad Hilton Hotel features cascode-type shielded tuner, "average increase of 1000 volts per set" for brighter picture and shielded light on channel selector for easy tuning in darkened room. Priced inboard, line includes: Tables—17-in. mahogany plastic \$180, ebony plastic \$190 & \$200, walnut \$220, mahogany \$230, limed oak \$240; 21-in. mahogany plastic \$230 & \$260, ebony \$250, mahogany \$280, limed oak \$290. Consoles—17-in. walnut \$260, mahogany \$270 & \$300, limed oak \$280 & \$310, birch \$320, mahogany combination \$450, limed oak \$470; 21-in. mahogany console \$290, limed oak or walnut \$300; 21-in. mahogany \$320, \$370 & \$400, limed oak \$330 & \$390, fruitwood \$430, combination mahogany \$575 & \$650, limed oak \$600, avodire \$675; 27-in. mahogany console \$695.

Hoffman inaugurated one-line-a-year policy with introduction of 26 new models at wholesalers' meeting in Pasadena. Line features 2 chassis: Mark V, for fringe areas, and QXP, containing cascode long range standard tuner. Line also features twin 12-in. and 5-in. speakers with push-pull sound switch that can eliminate one of the speakers. Company also presents for first time 3 "leader" models to sell at one price throughout nation: 17-in. table model mahogany at \$200, 21-in. table model mahogany \$280, 21-in. open face mahogany console \$320.

Other new models (prices inboard and rounded out): Tables—17-in. mahogany \$230, blonde \$240; 21-in. mahogany \$320, blonde \$290 & \$330. Consoles—21-in. open face blonde or maple \$330 & \$390, mahogany \$380; half-door mahogany \$380, blonde or cherrywood \$390; full-door mahogany \$450, blonde or cherrywood \$460; combination mahogany \$485 & \$775, blonde or cherrywood \$495 & \$795; 27-in. full-door mahogany \$775.

Canadian Admiral presented 21 new receivers in Montreal, along with prediction by president Vincent Barrea that over 1,500,000 sets will be sold in Canada by 1957. All models have built-in radios and antennas. New line, timed to permit dealer tie-ins with CBC telecasts of remaining Montreal Royals baseball games, includes 8 table models—four 17-in. & four 20-in.—ranging from \$370 to \$510. Consoles—six 17-in. & two 21-in.—range from \$470 to \$590. Remaining 5 are combinations, including 17-in. "3-foot home theatre" model at \$580. Top of line is 21-in. half-door limed oak combination at \$720.

Stromberg-Carlson's new line, introduced at western distributors' meeting in Chicago's Palmer House, comprises 8 sets (including 3 carryovers), all 21-in. tubes. Advertising mgr. Stanley H. Manson announced company would concentrate on local, rather than national advertising in fall and that 27-in. set is not planned at present. Following prices of 5 new models include excise tax but not warranty: table model, plectone cabinet \$295; curved door console mahogany \$480; full-door Chinese classic mahogany \$485, oak \$495, ivory-red or ebony \$545. Carryovers include mahogany table model at \$330, open console \$395, ¾ curved door console \$465.

Capehart-Farnsworth unveiled new 10-model line at distributors' meeting in Chicago's Conrad Hilton Hotel, and announced \$20-\$40 reductions on 4 carryovers. Models reduced (all prices rounded and inboard, including tax and warranty): 17-in. mahogany table model, \$230 from \$270; 21-in. mahogany console, \$280 & \$350 from \$300 & \$380, blonde \$370 from \$390. New models (all 21-in. consoles): half-door mahogany \$400, blonde \$430; full-door mahogany \$430 & \$475, blonde \$450 & \$475, redwood burl \$475; AM-phono mahogany combination \$600, twin 12-in. speakers \$795; 27-in. mahogany full doors, price undetermined.

Electronics Reports: Goal of \$396,000,000 in govt.-aided expansion for electronics industry was set this week by Defense Production Administration. Target covers govt. tax amortization aid for added defense electronic production facilities approved from Jan. 1, 1950-Dec. 31, 1951. As of July 31, DPA and NSRB had issued certificates of necessity covering some \$289,000,000, or about 73% of goal. In terming \$396,000,000 target an "interim" goal, DPA intimated it may well raise its sights on electronics expansion at later date. Principal items involved in govt.'s electronics expansion program are end equipment, power and receiving tubes, transformers, coils, capacitors, resistors, crystal and relays. The expansion figures do not include govt.-owned facilities.

The \$289,000,000 expansion approved to date is divided among 593 separate projects. Of these, 224 involved expansion of end equipment production facilities valued at \$151,000,000; tubes, 129 projects, \$94,000,000; components, 199 projects \$26,000,000; miscellaneous electronics items, 41 projects, \$18,000,000.

* * * *

It will probably be well into 1953 before steel will be as plentiful as it was before strike began in June, says NPA chief Henry Fowler. But there are differences of opinion within that agency as to whether or how much the shortage would plague consumer durable goods manufacturers. If steel shortage does cut into TV production, it is expected that transformer laminations may be biggest bottleneck. Fourth-quarter steel allotments to TV-radio and other consumer goods makers are pegged at 90% of third-quarter allotments, or 50% of manufacturers' rate of use during first half 1950. Other manufacturers of electronic products and parts will be limited during fourth quarter to 70% of their third-quarter share. Third-quarter orders may be placed through Nov. 30 and fourth-quarter orders through Feb. 28. NPA also reduced manufacturers' maximum permissible inventories of steel from 45 to 30-day supply. GE is laying off 3650 workers at its Pittsfield, Mass. transformer plant because of strike-induced steel shortage.

Certificates of necessity for rapid tax write-off of expanded electronics plants issued by DPA July 11-24: Westinghouse, Victory, Pa., \$212,089 (65% amortization); RCA, Los Angeles, \$110,700 & Camden, N. J., \$32,904 (both 65%); Sonotone Corp., Elmsford, N. Y., \$45,887 (65%); Tung-Sol, Bloomfield, N. J., \$45,000 (65%); Applied Science Corp. of Princeton, Princeton Junction, N. J., \$40,000 (45%); J. P. Seeburg Corp., Chicago, \$38,101 (50%); Co-Operative Industries Inc., Chester, N. J., \$33,901 (70%); Lennox Mfg. Co., Cook County, Ill., \$16,027 (70%); Sylvania, Woburn, Mass., \$811,566 (50% amortization); Weston Electrical Instrument, Newark, \$229,750 (65%); RCA, Camden, \$159,971 (2 certificates, both 65%); Instrument Corp. of America, Blacksburg, Va., \$133,138 (50%); Sprague Electric Co., Burlington, Vt. (magnet wire), \$70,222 (40%); Western Electric, Burlington, N. C., \$50,594 (65%).

Merchandising Notes: TV trade-in guide, giving estimated values of used sets, due to be published by National Appliance Trade-In Guide Co., Madison, Wis. as companion volume to appliance trade-in guide . . . Dept. store sales in New York were off 4.5% in July, chiefly due to hot weather, reports *Herald Tribune* survey, with only 2 stores reporting TV-radio sales increases; declines in other stores ranged from 7 to 80% despite political conventions.

Combination uhf converter and vhf booster has been announced by Sutton Electronic Co., 426 W. Short St., Lexington, Ky., for fall production. Unit has own power supply, crystal mixer and 2 tubes, will list at \$59.50.

Telecasting Notes: Climax of CBS-Radio rate-cut hassle may come Aug. 12 at Chicago's Conrad Hilton Hotel where all 203 CBS-Radio affiliates have been invited to meeting to discuss 4-week negotiations between network and 10-man affiliates committee headed by George Storer, president of Storer Broadcasting Co. Although terms of proposed slash are closely guarded secret, there have been reports that affiliates committee has agreed to new discount structure equivalent to 20-30% nighttime rate cut, with some increase in daytime rates. Committee will present this proposal to all affiliates at Chicago meeting, where its fate is uncertain . . . Two important literary deals providing top-flight new material for TV announced this week: Isidore Lindenbaum, Filmcraft Productions president, acquired TV-radio rights to entire library of Mark Twain, including 36 major works, 250 articles, 2300 published letters and several thousand unpublished items, for high-budget *Mark Twain TV Theatre*. Dan Enright of Barry & Enright Productions signed pact for exclusive TV-radio rights to all literary works of H. G. Wells for new TV series to include both live and filmed programs . . . First course in TV at Marquette U, Milwaukee, will be taught this fall by WTMJ-TV asst. program mgr. Colby Lewis; studio in school of speech has been equipped with 2 TV cameras for full-credit course covering programming, administration, and coordination of writing, staging, directing and acting . . . TV replaces newsreel at Miami Beach's Carib theatre which picks up regular WTVJ 6-6:10 Mon.-Fri. news show on its theatre-TV equipment; both theatre and station are owned by Wometco Theatres, which plans to show other local WTVJ shows on its big-screen equipment . . . TV film service for Congressmen will supplement radio recording equipment in House TV-radio room before next Congressional session; rates will run about \$36 for first minute, \$10 for each additional minute . . . First Hopalong Cassidy films to be made exclusively for TV went before cameras Aug. 4 with William Boyd in familiar role; series of 26 half-hour films will be released by NBC in October . . . Strike of 1200 members of Screen Writers Guild has been called for Aug. 11 against Alliance of TV Film Producers . . . TV film clinics sponsored by Hughes Sound Film Corp. & KLZ give Denver industry personnel bi-weekly fill-in from experts on such TV problems as lighting, camera operation, scene composition, film editing, writing, narration and music clearance . . . Regular TV service in Canada starts Sept. 6 on Montreal's CBFT, Sept. 8 on Toronto's CBLT . . . Largest network in sports telecasting history set up by DuMont for Admiral-sponsored All Star football game Aug. 15 in Chicago, with 53 stations lined up in 52 cities . . . House probe of TV-radio programming will resume shortly after Labor Day, probably in New York City . . . Fred Allen, ill with virus attack, ordered by doctors to cancel NBC-TV quiz show sponsored by Old Gold cigarettes scheduled to open in October . . . TV code has more subscribers than NARTB-TV has members; 93rd code subscriber signed up this week, NARTB has 90 TV station members . . . WJZ-TV, New York, marks fourth anniversary Aug. 10.

Football TV schedule of 12 National Collegiate Athletic Assn. games this fall will be worked out at Chicago conference next week between NBC and college representatives. Schedule must meet NCAA requirement of wide geographical distribution, but requirement may be modified if cost and availability of cables and other TV equipment are too high in specific cases. Although tentative negotiations have been under way for several weeks, final schedule can't be arranged until all college representatives are able to meet with NBC. At least one has been attending Olympic games in Helsinki. NBC will soon announce sponsor or sponsors, who reportedly will pay more than \$2,500,000 for entire package.

JUMP OF 93.3% in 1951 TV advertising over 1950 topped all media in estimate of *Printers' Ink Magazine*, compiled by McCann-Erickson Inc. Of nation's record \$6,496,500,000 advertising volume, TV reached \$388,400,400, or 6% of total, including \$296,700,000 for national advertising, \$91,700,000 for local. Figures are based on talent and production costs as well as time charges. Radio benefited by \$712,300,000, increase of 6.7% over 1950 and representing 10.9% of national volume. Of radio total, \$406,400,000 was national, \$305,900,000 local.

Figures for June 1952 show TV national advertising expenditures of \$21,293,000 (time charges only), down 9% from May, but up 48% from June 1951. Radio, only medium to drop below June 1951 figure, showed 15% decrease, but registered 2% increase over May 1952.

All-time U. S. high advertising volume was gain of almost \$800,000,000, nearly 14%, over 1950. Of total, \$3,736,300,000 was spent nationally and \$2,760,200,000 locally. Following is breakdown of dollars spent in all media, other than TV-radio, percentage of total, and increase over 1950: Newspapers, \$2,257,700,000, 34.7% of total, 8.8% increase; magazines, \$573,700,000, 8.9% & 11.4%; farm papers, \$25,700,000, .4% & 21.2%; direct mail, \$923,700,000, 14.2% & 15%; business papers, \$292,100,000, 4.5% & 16.3%; outdoor, \$149,200,000, 2.4% & 4.7%; miscellaneous, \$1,173,700,000, 18% & 13.6%.

Paramount hearing stalled temporarily again this week, after end appeared to be nearly in sight. Examiner Leo Resnick met with FCC's and parties' counsel Aug. 5 to rule on Commission's Aug. 1 decision that "old" anti-trust charges be dropped and ABC-UPT merger be tabbed for quick action by examiner (Vol. 8:31). But parley concluded FCC's decision left 2 questions unanswered and Resnick requested Commission to clarify whether more evidence should be taken on (1) charges that Paramount suppressed TV patents of Scophony Corp. and (2) recent anti-trust activities, i.e., within past 3 years. If Commission's answer—expected next week—is "yes," hearing could drag on for several more months with continued cross-examination by Paramount on Scophony issue, and almost completely new case by Broadcast Bureau on recent anti-trust activities. Meanwhile, Resnick ordered resumption of hearing Aug. 12 to clean up "loose ends," such as correction of certain exhibits, offering of more depositions, etc.

Entire educational TV picture will come under scrutiny of fact-finding subcommittee named at Aug. 6 New York meeting of RTMA committee. Meeting was called by Emerson's Benjamin Abrams "to explore possibilities of how RTMA may aid and assist development of educational TV." He said subcommittee was appointed "to develop a concrete program of how the industry can help." Research agency probably will be hired to conduct survey. Subcommittee members: Max F. Balcom, Sylvania; Robert C. Tait, Stromberg-Carlson; Larry F. Hardy, Philco; Keeten Arnett, DuMont.

"Most powerful TV station in world" is how WSAZ-TV, Huntington, W. Va. describes itself since Aug. 4 power increase and switch from Channel 5 to 3. It enjoys this distinction only temporarily, of course, since it is first of 30 existing stations to shift channels as required by FCC (for complete list of required channel shifts, see p. 81, *TV Factbook No. 15*). Station's ERP jumped from 16.7-kw to 84-kw with installation of RCA's first 25-kw amplifier.

Dept. of sheer coincidence: Publisher Martin Codel and associate editor Albert Weinstein of *Television Digest* both hospitalized with same ailment—kidney stones—the former in Beebe Hospital, Lewes, Del., latter in George Washington University Hospital, Washington.

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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SPURT IN TV PROCESSING BRINGS 8 CPs: With granting of 8 CPs this week, FCC again hit its stride -- making total of 36 stations authorized since processing began July 1. Box score now stands at 30 commercial CPs, 6 educational. Two of this week's were educational grants. Of total, 10 are vhf, 26 uhf.

The week's authorizations: El Paso, KTSM, No. 9; Ashland, Ky., Polan Industries, No. 59; Bridgeport, Harry L. Liftig, No. 49; Scranton, Appalachian Co., No. 73, and WGBI, No. 22; Baton Rouge, WAFB, No. 28. Educational grants went to University of the State of New York -- No. 25 in New York City, No. 46 in Binghamton.

Seven more applications were disposed of -- competitive requests in Portland, Sacramento and Scranton -- and were notified that they have to go to hearings (see TV Addenda 15-E herewith for details, plus this week's 14 new applicants).

There's still no telling how fast FCC will continue to move in processing. It all depends on way applications run. You'll note that while FCC inched down its priority lists a few more cities this week, it also harked back to Bridgeport, at top of Group B, and Portland, second city in Group A.

But processing staff has been beefed up considerably, should get through substantial number of applications every week, though some new staff recruits need more seasoning before they'll be much help. List of TV Division personnel, most of whom are now working on applications, is carried on p. 5.

* * * *

Toughest spot in FCC's whole allocation plan -- Pittsburgh -- looks as if it will finally be eased. Curiously, the solution proposed has been widely known for many months:

FCC had failed to put Channel 4 in Pittsburgh or suburban Braddock, as the parties had requested, because co-channel spacing would have been fraction of a mile under 170-mile minimum established in rules. Both WWSW, Pittsburgh, and WLOA, Braddock, have appealed to courts to get channel into area.

It has long been known that Channel 4 could be placed in an area (nicknamed the "Golden Triangle," after Pittsburgh's famed business district) slightly over 15 miles from downtown Pittsburgh -- from which excellent signal could be radiated into city (Vol. 8:17). But, for unknown reason, nobody had asked FCC to do it.

Ice was broken this week, however, by Pittsburgh's Mayor David Lawrence, who petitioned Commission to place the channel in Irwin, Pa., 17 miles away. He produced affidavit by Everard M. Williams, head of Carnegie Tech's electrical engineering dept., who showed that Irwin is 170 miles from Buffalo's WBEN-TV, 171 from Washington's WNBW, 177 from Columbus' WLWC.

If channel is finally allocated to Irwin, applicant from any town within 15 miles could apply for it under FCC rules -- including Braddock, McKeesport and Duquesne. It's assumed number of Pittsburgh applicants would go for channel, and there's rumor that group in Irwin itself (pop. 4228) may apply.

Assignment would give Pittsburgh area 4 vhf channels -- one of them already occupied by WDTV, another reserved for educators. Allocation would probably wipe out WWSW and WLOA court appeals (Vol. 8:19).

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Comr. Webster dissented from educational grants, saying action renders channels idle while state-supported institution awaits funds to build. He feels channels would be used more quickly if given only to financially prepared schools. In making first educational grants (Vol. 8:30), Comrs. Hyde and Jones both dissented, using arguments similar to Webster's. If Webster had been present then, FCC would have been deadlocked, 3-3. This week, however, Hyde didn't dissent and Jones was absent. Also absent was Comr. Sterling, who probably would have dissented.

Of 6 educational grants to date, State of New York has received 5 -- others being in Albany, Buffalo, Rochester (Vol. 8:30). It has applications pending for Ithaca, Syracuse, Utica, plans to file in Malone and Poughkeepsie. Kansas State College, Manhattan, Kan., holds other educational CP.

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FCC announced appointment of 2 new examiners this week, is expected to add 5-6 more in next couple months. New examiners are Wm. G. Butts, who comes from Common Carrier Bureau, and Herbert Sharfman, from Office of Opinions & Review. Another probable addition is Benito Gaguine, legal assistant to Comr. Rosel Hyde.

Examiners have been assigned to hearings starting Oct. 1 in Washington for 4 cities: Denver, James D. Cunningham; Portland, Elizabeth C. Smith; Canton, Fanney N. Litvin; Waterbury, Herbert Sharfman.

Some applicants preparing for hearings are beginning to kick about the issues to be considered, as FCC has drawn them up. Main fear is that they won't be given adequate opportunity to show superiority of technical facilities -- ability to serve more people, provide stronger signal. Number of petitions to "enlarge the issues" have been filed by applicants who are naturally eager to demonstrate capacity to serve greater areas than opponents.

TV CITIES UP SOON ON PRIORITY LIST: FCC may act very soon on applications from the cities which already have TV stations -- if it continues at rate it's going.

Commission now has reached city No. 26 in Group B (cities within 40 mi. of TV stations), No. 20 in Group A (cities 40 or more miles from stations). Analysis of FCC's City-by-City Priority List for Processing of TV Applications (pp. 98-103, TV Factbook No. 15) shows that while "A" list is almost solid with applications down to 175th city, "B" list already is beginning to thin out.

FCC has only 12 more cities to go in Group B before it reaches Schenectady, first city which already has TV station. Even sooner, it will get to some relatively large cities on "B" list. There now are but 5 more "B" cities for which applications have been filed before Akron and Worcester come up on priority list.

And it's very likely that FCC will soon reach such big cities as New York and Los Angeles -- before it's even halfway through 1013-city "A" list.

There's no intention of changing processing procedure to give super-priority to cities with no TV service -- at least, not at present. But same effect could be achieved without any change in rules. At present Commission has about same number of staff processing Group A & B applications. By shifting more of these to Group A, it could move more swiftly through applications from non-TV cities, slow down its processing of cities which have TV service.

Commission hasn't indicated whether it will do this, but there are plenty of arguments for continuing at present pace. Simultaneous processing lines were set up in the Allocations Report for purpose of encouraging early start of uhf stations especially in areas now served by vhf -- as well as hastening end of "TV monopolies" in present TV cities. These purposes would be served by acting on applications from TV cities as soon as possible.

Argument on other side is Commission's stated goal of making TV service "available to the greatest number of people in the shortest period of time" -- which might be better attained by concentrating on Group A.

NEXT STATION DUE & OTHERS UPCOMING: Looks like the next new station on the air will be Denver's second, KVOD-TV, which this week announced Sept. 29 as definite starting date as well as appointment of Joe Herold as its general manager.

Joe Herold resigns as RCA consultant on station planning to go to Denver. He's an engineer, builder and original manager of Omaha's WOW-TV and builder of two stations in Havana and one in Brazil. Reprints of his studies on "Early Planning of TV Stations" (July 12) and on "TV Station Operating Costs" (April 19), which we published as Special Reports, are still among our most demanded items.

No CP grantee has yet taken actual delivery of a transmitter, so far as we've been able to learn after contacting the major transmitter manufacturers and all grantees or their engineering or legal counsel. Some have placed firm orders, others are shopping around for deals with the highly competitive transmitter makers.

That augurs more delays in getting new stations on the air, though it's fair to assume that some of the 36 CPs (including 6 educational) can make it on the air by promised time of Christmas or Jan. 1. In several cases, notably northern climes, quick construction is doubtful due to hazards of weather.

Though quite a few applicants have bought and warehoused equipment, some several years ago, none of these appears to be included among CPs granted so far.

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Since FCC's first post-freeze grants of July 11, we've reported on all who responded to our routine inquiries about equipment and starting times. This week, we've had a few more replies:

New El Paso grantee KTSM-TV (Karl O. Wyler) on Channel 9 tells us he has ordered RCA equipment, chosen site for transmitter, has new studio structure already in use that was built with TV in mind, thinks he can make it "shortly after Jan. 1."

Other El Paso grantee KR0D-TV (Dorrance D. Roderick-El Paso Times) on Channel 4 says RCA equipment ordered, construction begun, starting date March 1, 1953.

Mobile (Ala.) grantee WKAB-TV on Channel 48 reports GE equipment ordered, construction starting at once, hopes to get on air "sometime before Christmas."

York (Pa.) grantee WSBA-TV on Channel 43 has set Nov. 1 as on-air date, according to ABC-TV, with which it will affiliate -- first uhf grantee known to have signed network affiliation contract as yet. Station previously said Dec. 1.

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Most of this week's grants were uhf (see p. 1), so their hopes of getting on the air quickly aren't too high. Polan Industries, awarded No. 59 in Ashland, Ky., is certain to move fast as possible; it makes TV tube bulbs, knows field extremely well, is applicant also for Roanoke, Youngstown, Wheeling & Parkersburg.

Scranton's 2 uhf grantees are contemplating using same tower with whoever gets town's third uhf; both have ordered GE equipment, and Appalachian group already has a camera chain. Baton Rouge grantee WAFB has GE 12-kw job on order, but is said to be switching to RCA 1-kw in zeal to get going quickly. And Bridgeport grantee Harry Liftig proposes to use same tower as WICC-TV (Phil Merryman) who has abandoned efforts to get RCA's Bridgeport plant and is said to have ordered Federal equipment.

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First educational station on air may be Kansas State College's KSAC-TV, Manhattan, granted Channel 8 July 24. It has asked FCC for STA to begin operating with 1.6-kw within 3-6 months, advising Commission it has 500-watt transmitter and 3-bay antenna with 160-ft. tower available -- all of own make.

Just about every other uhf grantee has tried to acquire RCA-NBC's famed uhf "guinea pig" station at Bridgeport, Conn., for the equipment, and it's possible it will eventually be sold. However, RCA technical v.p. Dr. C. B. Jolliffe announces that the station, on regular schedule since Dec. 30, 1949, will continue to operate under present experimental license.

It's devoting part time to color tests, but it has served mainly for uhf propagation observations and as test location for manufacturers checking performance of their uhf receivers and converters.

PRINTED CIRCUITS TO BRING BETTER TV SETS: Little-publicized "industrial revolution" in TV-radio industry has reached something of a landmark -- with quantity production and marketing of first completely mechanically-produced radio.

Laboratories of industry and Govt. for many years have developed and experimented with "printed-circuit techniques" to introduce optimum reliability, standardization and economy into electronics production. Printed circuit's value was proven in World War II, and since then has been used extensively in subassemblies for military and industrial electronic devices and to lesser extent in circuitry of home TV and radio receivers.

But TV-radio manufacture today is still largely a "hand labor" operation. The intricate process of wiring and soldering is still done by hand, albeit on assembly-line basis. That's why it's news when Motorola reveals it has turned out nearly 20,000 mechanically mass-produced radios in recent months -- with all circuits die-stamped and plated instead of wired (Vol. 8:31).

Motorola chose its low-end 5-tube table radios (\$17 & \$18) as guinea pigs for mechanization. Experimentally, it marketed them first in big cities, then in areas of high humidity where radio wiring is put to severest test. Then Motorola surveyed distributors and dealers for reports from customers.

There were no complaints, say company's delighted executives -- and that, they point out, is unusual for any run of new radios. Motorola calls circuit the "Pla-Cir," will soon embark on campaign to promote it. It's now adapting process to bigger radios, and predicts its plated-circuit TV set will be out in 2-3 years.

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Most other manufacturers don't want to be pinned down on how soon the public will be able to buy mechanically-wired TV sets. Off-the-cuff opinions vary, but they're generally in range of 3-6 years.

No one in industry will deny that hand wiring and soldering are out of place in a business which produces 14-27,000,000 finished units a year. All agree that the future lies in printed-circuit techniques (a term which is loosely used to include die-stamping, plating, solder-dipping and other processes which replace hand wiring with mechanized operation).

But industry scientists and engineers differ among themselves on the proper approach. Many feel there are weighty problems to be licked before techniques can be established and the necessary expensive machinery built. Nevertheless, most big TV-radio makers have assembled sample printed-circuit home radios in their labs.

Sylvania has turned out experimental sets in which many of the components -- as well as the wiring -- were machine-stamped. But its engineers see no quantity production for at least a year. GE has made trial runs of similar sets; while it has used printed-circuit subassemblies in its home radios for the past year or so, there's no indication when it intends to mass-produce printed-circuit radios.

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While full mechanization of TV-radio industry inevitably will result in lower priced receivers, cost isn't most important factor in the coming changeover. Principal advantages of printed circuitry:

(1) Better performance and reliability -- elimination of "human element" in production, insuring good connections, lack of errors and trouble-free operation. This is particularly important in product as complicated as a TV set.

(2) Complete standardization -- all receivers of any particular model having exactly the same performance characteristics.

(3) Miniaturization -- hand-in-hand with development of transistor, printed circuits will make possible compact chassis, paving way for wrist-watch radios, etc.

(4) Speed and economy of assembly -- but savings will come only when production of any particular model is enough to amortize cost of expensive machinery.

Though printed-circuit sets will need fewer repairs than their hand-wired predecessors, servicing may pose problem. One solution is plug-in subcircuits, with repairman replacing entire stage of circuitry when any part of it goes bad.

Telecasting Notes: In constructing a typical American village in NBC-TV's Brooklyn studio as permanent set, v.p. Pat Weaver contemplates selling low-cost daytime TV serials—in hour-long block of four 15-min. shows to be titled *Hometown*, dramatizing life in small town, planned sometime between 10 a.m. and noon 5 days week this fall; by using single set and same characters for all 4 serials, advertisers' normal single-show cost of \$45,000 a week can be cut some 80% . . . **Who-gives-a-damn-dept.:** NBC-TV grants Progressive Party's nominees (can you name 'em?) 1:30-2 p.m., Sept. 2, for acceptance speeches—after declining to carry nominating convention July 4-6; it's hailed as "major victory [in our] fight to break through the radio-TV blackout against the party by the major networks" by national secretary C. B. (Beanie) Baldwin, who also masterminded Henry Wallace's campaign of 1948 . . . More than 13,000,000 homes looked in on GOP convention at some time on July 10, peak viewing day, says A. C. Nielsen Co.; Gen. MacArthur's keynote address reached 8,285,000 TV homes, Gen. Eisenhower's acceptance speech 7,668,000 . . . Denver's new KFEL-TV, granted CP for Channel 2 July 11 and on air with regular schedules 10 days later (Vol. 8:29), has published Rate Card No. 1 fixing Class A base hour rate at \$250, spots \$60, begins telecasting day at noon weekdays, 5 p.m. Sat., 4 p.m. Sun., operates mainly network (CBS, DuMont, NBC) until sign-offs at 10 p.m., has appointed Blair-TV Inc. as national rep . . . NARTB and AAAA shortly to release proposed new standard order-form for spot TV . . . AAAA hands out same kudos to KFEL-TV, Denver, that it gave WHIO-TV,

Dayton (Vol. 8:30), for adopting 2% cash discount; Ted Bates & Co.'s Edgar Small, chairman of committee on cash discount, expressed determination that "case for the 2% cash discount is put before all TV broadcasters and station representatives" so that "TV gets off on a sound financial footing" . . . Kliegl Bros., 321 W. 50th St., N. Y., out with new manual of TV studio lighting and associated equipment, including tested sample studio plans, available on request from company or from broadcast equipment sales depts. of DuMont, GE, General Precision Labs or RCA . . . Television Snapshots Inc., 50 Park Ave., New York, new film production firm formed by Babette Doniger, ex-Kathi Norris Inc. and WPIX, and John McGowan, veteran producer . . . Clifton Utley, ace NBC Chicago TV-radio commentator, off Aug. 9 on 3-week flying trip around world, including visit to Korean battlefields . . . Cab drivers star in new *Free Ride* program on WNBW, Washington, with 3 cabbies interviewed each week on topics of day . . . New WHYN-TV, Holyoke-Springfield, Mass., Channel No. 55, authorized in July (Vol. 8:28), has named Branham Co. as national rep . . . Petry rep firm's TV div. out with new market study titled *New Style and Power for Men's Wear Promotion* . . . KTTV, Los Angeles, raises Class A hour rate Sept. 1 from \$1000 to \$1200 . . . DuMont-owned stations, at N. Y. management meeting this week, agreed to offer all 3 stations as package to sponsors . . . New \$1,750,000 five-story building will be built by WTOP Inc., Washington, to house all TV-radio personnel and facilities, except Wheaton (Md.) radio transmitter, at present 40th & Brandywine NW studio site for next summer occupancy.

Personal Notes: Edward T. Ingle, TV-radio director of Republican National Committee, continues in that post under new chairman Arthur E. Summerfield and new immediate chief Robert E. Humphreys who succeeded Wm. H. Mylander as publicity director . . . Eugene F. Katz, head of Katz Agency, station reps, back this week from 6-week trip to Europe and South Africa . . . William Doty Edouarde, former NBC-TV western div. spot sales mgr., appointed sales mgr., KNBH, Los Angeles, succeeded by Walter B. Davison . . . Theodore C. Streibert, ex-MBS chairman, now executive of General Teleradio (General Tire & Rubber Co.), elected to board of trustees of Adelphi College, Garden City, N. Y. . . . Jacob A. Evans becomes NBC adv.-promotion director; Hugh M. Beville, research & planning director; Robert W. McFadyen, director of development, in merger of TV-radio adv., promotion, research and planning depts. under Ruddick C. Lawrence, as director of promotion, planning & development . . . Chet Campbell promoted to press mgr., NBC central div., succeeding Jack Ryan, resigned . . . Joseph Carlton Beal promoted to production mgr., WDSU-TV, New Orleans . . . Thomas M. McDonnell named TV-radio program development director, Foote, Cone & Belding, succeeded as production director by George Wolf . . . Bernice Coe promoted to sales v.p., Sterling Television Co. . . . Hampton W. Howard, ex-Hartley Productions, placed in charge of new motion picture production div., Transamerica Broadcasting & Television Corp. . . . Thomas J. McMahon, ex-N. W. Ayer, joins DuMont Network as director of sports . . . Henry F. Hull Jr. named director of TV-radio program production, Calkins & Holden, Carlock, McClinton & Smith.

FCC's expanded TV Division, processing applications under chief Cyril M. Braum, now comprises: Applications Branch—Joseph N. Nelson, *chief*; Arthur S. Feld, H. Gifford Irion, William Jensen, David I. Kraushaar, Albert P. Opdyke, Earl R. Stanley, *attorneys*; George K. Ashenden, Paul B. Duncan, Daniel Jacobson, Harold G. Kelley, Louis Light, John P. McCullin, Jerome Padberg, McIvor L. Parker, Frank Toth, *engineers*; Joseph J. Berezny, Nelson C. Carlisle, Douglas S. George, Joseph Giammateo, John Griffin, William H. Hunter, George W. Johnson, Glenn F. Murphy, Paul O. Reehling, Richard F. Stuart, *accountants*. Technical Branch—Hart S. Cowperthwait, *chief*; Julian T. Dixon, *engineer*. Due to be added to Applications Branch by Sept. 1 are engineers Earl G. Coston and Clayton W. Hanson.

Two conflicting viewpoints on Eidophor color TV projection (Vol. 8:26, 31) are presented in August issues of *Tele-Tech Magazine* and *Radio & Television News*. Former praises system on five counts: (1) "Splendid" overall quality "approached that of best motion picture projection," (2) brightness equal to movies, (3) definition, (4) color fidelity, (5) "quite adequate" contrast ratio of 1:200. Latter ripped into system as "far inferior to that seen at the RCA [color theatre-TV] demonstration" (Vol. 7:42), concluded system "would in no way compare favorably with our accepted standards for Technicolor movies and as far as the TV medium is concerned, we are more convinced than ever before that the public, if given the opportunity, would certainly choose the system which the FCC did not see fit to wait for."

Degree in TV-radio will be offered by New York's Columbia U for first time with 1952-53 academic year. TV-radio majors will be eligible for B.S. degree based on 14 courses offered in cooperation with NBC, most of them taught by NBC executives. Coming school session will begin ninth consecutive year of NBC-Columbia broadcasting courses under supervision of University's Eric Barnouw.

Strike of 6000 members of Screen Writers Guild and Authors League of America began Aug. 11 in Hollywood against Alliance of TV Film Producers. Alliance's 13 member companies promised no interruption to programming, claimed they have year's backlog of scripts and 6-8 weeks of completed films on hand.

Station Accounts: Early into TV, as it was into radio, Bulova Watch Co. is buying spots on new stations as soon as they begin operating; agency is Biow Co. . . . Weatherman telecasts proving to be good sellers on TV, with Philip Morris sponsoring *Rain or Shine* on WCBS-TV, Mon.-Wed.-Fri., 7:25-7:30 p.m., thru Biow Co., and Armour & Co. buying nightly 10-min. show on WNBQ, Chicago, Mon.-Tue.-Thu., thru Foote, Cone & Belding . . . Red Line Commercial Co., U. S. sales agent for England's famed Bovril Beef Extract, buying time on N. Y. stations for fall-winter campaign exclusively on TV, thru Hilton & Riggio . . . Flako Products Co. (pie crust & cookie mix) seventh sponsor to buy 12 daytime ann. per week on WCBS-TV; others are Best Foods, Maxwell House Coffee, Rival Dog Food, Lever Bros., Hudson Pulp & Paper Co. and Loew's Theatres . . . Brewing Corp. of America (Carling's beer & ale) and Atlantic Refining Co. will again sponsor all Cleveland Browns pro football games; BCA last week signed with WABD, New York, for 2 to 5 news & weather spots nightly between 8 & 11 p.m., thru Benton & Bowles, in deal involving about \$200,000 outlay . . . Miller Brewing Co. (Hi-Life Beer) thus far set to sponsor new *March of Time* series starting in Oct. on 45 stations, thru Mathisson & Assoc., Milwaukee . . . Hoffman Radio Co.'s 4 bay area distributors co-sponsoring *San Francisco at Night*, roving TV camera visiting night clubs, hotels, other romantic city spots every Fri. 9:30-10 p.m.; show also features "set of the week" giveaway . . . Illinois Bell Telephone Co. buys onetime Little League baseball championship Aug. 16 on WNBQ, thru N. W. Ayer . . . Pacific Sportsfishing Assn. sponsors *Les McMurray's Fishing Facts* on KTTV, Los Angeles, Thu. 10:20-10:30 p.m., thru Uhl Service Adv. . . . Among other advertisers reported using or preparing to use TV: Brooklyn Paint & Varnish Mfg. Co. (Dreem interior paints), thru Anderson & Cairns, N. Y.; Vick Chemical Co. (Cetamin cough syrup), thru BBD&O, N. Y.; National Water Softener Co., thru Ad Vision Associates, Los Angeles; CIO (national labor union), thru Henry J. Kaufman & Associates, Washington; A. C. Gilbert Co. (American Flyer electric trains), thru Charles W. Hoyt, N. Y.; International Salt Co. (Red Cross & Sterling salt), thru Scheideler, Beck & Werner, N. Y.; National Carbon Div., Union Carbide & Carbon Corp. (Prestone anti-freeze), thru Wm. Esty, N. Y.; Landers, Frary & Clark (Jet 99 vacuum cleaner), thru Goold & Tierney, N. Y.; Simmonds Upholstery Co., thru Lloyd S. Howard Associates, N. Y.

Unions, too, seek TV's selling power, according to Aug. 11 *Wall Street Journal*. CIO publicity director Henry C. Fleisher says TV is perfect for "selling" labor's views to public because: (1) It's "more neutral medium" than daily newspaper or radio. (2) "People don't go to meetings any more—union meetings or any other kind." Single-shots were used 2-3 years ago, but this year labor is putting its programs on continuous basis, chief among them CIO's 13-part series *Issues of the Day* which originated on Washington's WMAL-TV and spread to Pittsburgh, Dayton, Indianapolis, Cincinnati, Minneapolis, Columbus & Chicago via films sponsored by its locals. Some others: *With Fear*, AFL Machinists Union, on KTTV, Los Angeles; *770 on TV*, AFL Retail Clerks Union, KTTV, Los Angeles; *Meet the UAW-CIO*, CIO United Auto Workers, WWJ-TV, Detroit.

Britain's fifth TV station went into operation this week at Wenvoc, near Cardiff, making country's fifth—others being at Alexandra Palace, London; Sutton Coldfield, Birmingham; Holme Moss, Yorkshire; Kirk o' Shotts, Scotland. Thus nearly 80% of nation's population is within TV range, which British say is even better than U. S.'s percentage, albeit country's total TV sets-in-use is not much more than 1,000,000.

SECOND WAVE of network radio rate cuts was well under way this week as majority of CBS-Radio affiliates approved new discount plan which in effect slashes night rates 25%, boosts daytime 5%. Proposal overwhelmingly endorsed by 120 affiliates in Chicago Aug. 12 was "compromise formula" recommended 6-0 (4 abstentions) by 10-man affiliates committee headed by George Storer—as alternative to even bigger cuts proposed by CBS. New rates become effective Aug. 25 if formally approved by 85% of the 209 CBS-Radio affiliates by Aug. 20.

That NBC-Radio will now be forced to institute similar cut, is foregone conclusion. NBC spokesmen wouldn't comment on CBS affiliates' action except to say study of rate situation is now going on and "NBC will always remain competitive with other networks." It's also certain that ABC & MBS must follow suit.

Meanwhile, nighttime radio ratings hit all-time low for June 29-July 5 period, as reported in latest Nielsen survey. Highest-rated nighttime show (*Groucho Marx*) got 5.5 rating, compared with 9.1 for nighttime leader (*Lux Theatre*) same period year ago. Paradoxically, 2 Southwestern NBC-Radio affiliates—WOAI, San Antonio & KPRC, Houston—have received network rate increases of 10%, restoring their rates to where they were before NBC's 10% cut last summer (Vol. 7:17).

Network radio as sales tool is as effective as ever and delivers customers at lowest cost of any major advertising medium. That's conclusion reached in new research study which NBC calls "first exploration of the qualitative aspects of radio listening in 12 years." Study was conducted by W. R. Simmons & Associates under direction of Dr. Thomas E. Coffin, patterned along lines of NBC's Hofstra College studies. Using Davenport (TV market) and Fort Wayne (no TV) as guinea pig cities—together they have 45% TV saturation—surveyors compared radio's selling ability with and without TV. Study showed gain in sales among radio listeners over non-listeners ranging from 11%-111%. "Typical" programs showed gains of 20, 24, 30, 61 & 64%. Survey also found that people spend more time with radio than with 3 competing media, even in area of 45% TV saturation. Results: radio averaged 124 minutes daily, TV 83 minutes, newspapers 38, magazines 16. Total of 1,234,000 questions were asked in interviews in more than 11,000 households. Results of survey are available from NBC in booklet titled *Measuring Radio's Sales Effectiveness*.

Ford Foundation is underwriting, to amount of \$2,000,000, a new 90-min. show titled *Omnibus*, starting Nov. 9 on CBS-TV, Sun. 4:30-6 p.m. for 26 weeks, to be offered to 5 advertisers for multiple sponsorship. Product of Foundation's TV-Radio Workshop, it's designed "to enlighten as well as entertain," is supposed to point way to "mature, adult TV entertainment." It ignores usual "time packages" of 15 minutes, proposes to include in each show 5 separate features—relating to arts, industry, comedy, science, drama—no matter how long each runs and none interrupted by commercials.

Contending TV portrayal of him on *Lucky Strike's Big Story* last Jan. 18 on NBC-TV caused "grievous mental and physical suffering," Charles Bernstein last week sued NBC-TV and *Washington Daily News* reporter Martha Strayer for \$100,000 in District of Columbia court. Bernstein was once convicted of murder but subsequently pardoned, contends telecast invaded his privacy because it was carried against his wishes 7 years after pardon. His counsel are Segal, Smith & Hennessey, Washington radio attorneys.

NARTB 1953 convention will be held in Los Angeles Biltmore Hotel, April 28-May 1 inclusive.

ADMIRAL POPS SURPRISE; TRADE WELL UP: Fast-moving Admiral took its good time about bringing out new "1953 line" -- and, latest to do so, it pulled big surprise at convention of 400 distributors-dealers in Chicago's Drake Hotel Aug. 15. It brought out as leader item a 21-in. plastic table model at \$199.95, including tax & warranty.

Anomaly of booming market, in which talk has been of higher prices, set is about 40% lower in price than its own low-end 21-in. table of last January. Cabinet is said to be "only slightly larger than comparable 17-in. sets" -- actually measuring 21¼-in. wide, 21-in. high, 20 3/16-in. deep. Mask is molded into cabinet, tube is 21-in. glass, spherical-faced, which Admiral says no other manufacturer will have available for at least 6 months.

Short line was stressed this time, reduced to 11 basic models, by onetime arch proponent of big line -- purpose being, as v.p. Wallace Johnson told meeting, to make it easier for dealers to sample and display. Also stressed was policy of "full discounts" on all but 5 models.

One-line-a-year henceforth was promised, too -- clearcut victory for NARDA efforts to that end, now certain to be followed by other leaders.

Convinced that trend is to 21-in. as basic size, Admiral retained only two 17-in. in line -- though also offered two 27-in. (For details of line and prices, see Topics & Trends column, p. 9.)

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Admiral president Ross Siragusa observed that the TV trade is now in healthy state, with inventories at lowest in 18 months. The market is "no longer plagued by surpluses and distress merchandise," he said. Inventory of all Admiral distributors, he reported, is only one-sixth of year ago, or "equal to less than one unit per dealer." (Admiral claims 30,000 dealers.)

Siragusa foresaw many new "virgin markets" as result of lifting of freeze, forecast 30,000,000 TV set sales in next 5 years and an average of 7,000,000 sets per year thereafter. Replacement market, he maintains, will always be good. He noted that, though radio has long been called "saturated," the industry will sell 10,000,000 sets this year for total of \$250,000,000.

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As if to emphasize booming nature of TV, particularly when new market opens up, Wall Street Journal sent reporter to Denver this week. He reported Aug. 15 that "mile-high city has gone stark, raving TV crazy." In 3 weeks, number of TV dealers jumped from 150 to 300, may go to 500 in another month, he reported. "There's even a mortuary retailing sets," manager Dan Bell of Denver's Better Business Bureau is quoted. And reporter Ray Vicker observes: "Denver is almost as glutted with grinning TV vice presidents...as Chicago was with political bosses last month."

But all isn't beer and skittles, for a lot of "junk" is being unloaded on area's eager customers -- and Better Business Bureau is stepping in. Important lesson of Denver, where 50,000 sets will be sold before year's end, was well stated by DuMont's new sales chief Dan Halpin:

"Denver is setting the pattern for new TV cities across nation. The tremendous enthusiasm for TV shown here will be repeated in retail sales everywhere."

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Another healthy index is this week's RTMA report on TV production and inventory. In week ending Aug. 8, production jumped to 94,271 sets (7332 private label) from 69,962 week before -- evidencing quickened pace as factories reopened after summer vacations. Same week factory inventories plopped to 304,672 from 370,539.

Radios moved well, too. Week's output was 124,243 (51,460 private), up from 118,573. Factory inventories were 369,674, little changed from preceding week. The week's radios were: 48,694 home, 29,362 portable, 25,096 clock, 21,091 auto.

NEW DIRECTORY OF SET & TUBE MAKERS: Exactly 90 manufacturers of TV receiving sets, including assemblers and kit makers, are listed with full data (addresses, telephone numbers, executives) in the Directory of TV Receiving Set Manufacturers published in our TV Factbook No. 15, issued recently. That compares with 94 in preceding edition, published just 6 months earlier. In addition, our directory lists 20 companies said to make or assemble sets but from whom detailed data wasn't obtainable.

There are quite a few subtractions from previous listings, not many added, in the main directory. It embraces all major producers, representing 98% or more of total production. List still includes such firms as Freed, Tele-tone, Starrett; they are in receiverships, but are still reported turning out private-label orders.

The additional list of 20 companies embraces addresses and such other information as could be obtained. They're relatively obscure firms, for most part, which failed to respond to questionnaires. Examples: Mars, Mitchell, Multiple, Pathe, Shaw, Cascade, Kay, Telindustries.

There are also 20 Canadian TV-radio manufacturers, according to our survey -- and they're listed in similar detail. Canadian list compares with 19 as of 6 months ago. And our Directory of Tube Manufacturers lists 37 companies, same as 6 months ago; of the CR tube makers, 11 also manufacture receiving tubes.

Note: TV Factbook No. 15 also tabulates TV set production by months & types, 1947-52; factory sales & inventories by months, 1950-52; distributor sales & inventories by months, 1950-52 -- all RTMA figures -- and sets-in-use with total families and other market data to June 1, 1952. Copies may be ordered by subscribers at \$2.50.

Trade Personals: Vice Admiral Carl F. Holden, director of naval communications 1942-43, elected president of Federal Telecommunications Laboratories Inc., Nutley, N. J., research unit of IT&T; Harold H. Buttner retires from post to become IT&T v.p. in charge of coordinating all IT&T research & development . . . Kenneth F. Carlson appointed mgr. of manufacturing, Westinghouse electronics div.; Oscar L. Short, supt. of quality control; Kenneth E. Reams, supt. of production; Carlyle W. Miller, mgr. of application engineering; Forrest S. Mabry, engineering mgr. . . Ernest L. Hall, who quit Pilot Radio in May to join Emerson as asst. to president, has resigned latter post . . . Stanley S. Cramer, president, Radio Condenser Co., elected chairman; Russell E. Cramer, exec. v.p., becomes president; Wm. W. Paul, exec. v.p.; Russell E. Cramer Jr., v.p. & chairman of exec. committee; Fred A. Graber, treas.; John R. Wert, secy. . . Anthony J. Astrologes, asst. secy., becomes asst. treas. & asst. controller of Indiana Steel Products Co., in changes just announced; John Bouwmeester, mgr. of mfg. div., named v.p.; Anthony R. Kirsch, treas.; Charles Maynard, engineering v.p. . . **Hans Berger**, ex-production mgr., named v.p. for operations & production, Kaye-Halbert . . . Dr. Henry F. Ivey, ex-Westinghouse, named Skiatron research & development director . . . Harry B. Price Jr., president of Price's Inc., Norfolk, and NARDA v.p., elected president of Norfolk Retail Merchants Assn., which his father headed in 1926 . . . George Karl, ex-KSD & KSD-TV, St. Louis, named research & market analysis mgr., Stewart-Warner TV-radio div. . . Raymond T. Leary moves from Chicago office to become sales mgr., Cornell-Dubilier jobbers div. . . Jerome E. Hoag Jr., ex-Westinghouse N. Y. TV-radio div. rep, appointed St. Louis district sales mgr. . . Dale Samuelson, ex-publicity supervisor, Motorola communications & electronics div., named Hammarlund sales promotion mgr. . . Frank A. Johnson, ex-Starrett, appointed Majestic district sales mgr. for N. Y. state . . . Edward M. Cappucci promoted to gen. mgr., RMS, continuing in charge of purchasing; Joe Laura named western branch mgr. at 1400 W. Washington Blvd., Los Angeles . . . Joseph H. Lukan named consumer products mgr., northern div., Westinghouse Electric Supply Co. headquartering in Milwaukee and replacing Harry Burkit, resigned; Richard

Walker replaces Lukan in Chicago . . . R. Don Harris, Westinghouse TV-radio div. St. Louis district sales mgr., to Dallas as southwest district sales mgr., succeeding Wm. M. Anderson, resigned.

Distributor Notes: Hallicrafters appoints Horn & Cox Inc. (formerly Herbert H. Horn Inc.), Los Angeles (Ray B. Cox, pres.) for Los Angeles area, replacing Thomas Distributing Co., which continues as Hallicrafters' San Diego outlet . . . Sylvania appoints Graybar, Buffalo, for western New York . . . CBS-Columbia appoints S. S. Fretz Jr. Co., Philadelphia, for Philadelphia area, succeeding Radio Electric Service Co. . . Raytheon names Joske's of Texas (Evan R. Moon, merchandising mgr.) for San Antonio . . . Hoffman appoints Graybar, 336 N 3rd W, Salt Lake City (C. B. Cooper, mgr.) for Utah; West Texas Radio Supply Co., 1026 W 6th Ave., Amarillo, for Texas; Hoffman Sales Corp., 1104 Union Ave., Kansas City (Lester McRoberts, mgr.) for Kansas, Missouri, Oklahoma, Nebraska, Iowa & Minnesota; Wholesale Appliance Co., 201 Rock St., Little Rock (Conrad Ahrens, owner) for Little Rock area . . . Bendix Radio names Graybar for Philadelphia & Washington . . . DuMont's Los Angeles distributor, Quality Television Corp., elects Jack N. Smith pres., Jerome B. Higgins v.p., Frederic A. Lyman, ex-DuMont asst. national sales mgr., secy.-treas. and sales mgr.; they now have financial control of company, which is no longer connected with Bob Hope Enterprises . . . Admiral's Los Angeles distributor, Golden State Appliance Distributing Corp., names Marshall C. Wells gen. sales mgr.; he's ex-Hoffman and ex-Sues, Young & Brown sales mgr. . . Zenith appoints Harry Knodel Distributing Co. (Harry Knodel, pres.) for Cincinnati area, succeeding Griffith Distributing Corp. . . Arvin appoints Austin & Son, Denver (Wm. E. Austin, pres.) . . . Tele King appoints Allyn Distributing Co., 1527 Broadway, Denver (Albert Rose, gen. mgr.) . . . DuMont Philadelphia distributor, Olson & Co., names Rowland Guilford, ex-N. Y. branch mgr., as sales mgr. . . Emerson West Coast Corp., San Francisco, elects Seymour J. Cooper president to succeed David J. Hopkins, now director of sales-adv. in N. Y. . . CBS-Columbia appoints Marcus Bros. Inc., 2101 15th St., Denver (Simpson Marcus, pres.)

Topics & Trends of TV Trade: New boom in TV is marked by stirrings among the smaller manufacturers, who were considerably in evidence at recent National Assn. of Music Merchants show in New York (Vol. 8:31). For example, Pathe Electronics Corp., affiliated with Pathe Television Corp. (Sidney Joffe, pres.), has announced it will market the 200 sets-a-day or more produced by Jewel Radio Corp., in addition to its own Pathe brand and the final production run of Freed-Eisemann 20-in. consoles made by bankrupt Freed Radio Corp. (Vol. 7:10). Jewel will continue to sell its own radios. At NAMM, Pathe showed 14 sets of own, all 20-in., pricing 2 tables at \$250 & \$280, consoles \$300 & \$350, full-door consoles \$400 & \$430. Jewel had two 21-in. sets at \$200 & \$250. The Freed-Eisemann sets were priced at \$350, \$449, \$625 & \$645. In addition to our reports on new GE, Olympic, Majestic, Sparton, Arvin, Magnavox and Sylvania models seen at NAMM show (see p. 8, Vol. 8:31), these were some of the other brands shown:

Shaw Television Corp. showed 6 new sets, all carrying 40% dealer discount. Equipped with twin speakers and with accent on unusual cabinetry, line includes 21-in. mahogany consoles at \$440, \$460, \$640 & \$660. Counterparts of these sets in blonde, cordovan, ebony or amber are \$460, \$480, \$660 & \$680. Marble-top 21-in. lists at \$760 in mahogany, \$780 in cordovan or ebony. Also in line is 27-in. mahogany, \$830; cordovan leather trim, \$860.

Sheraton Television Corp. div. of Video Products Corp. showed line including: Tables—17-in. simulated leather \$230, mahogany \$240; 21-in. mahogany \$270, blonde \$280. Consoles—21-in. mahogany \$300, blonde \$320; full doors, mahogany \$340, blonde \$360; 27-in., doors \$560. Prices are inboard.

Philharmonic Radio & Television Inc., New Brunswick, N. J. displayed "Decorator" series consisting of five 21-in. full-door consoles in mahogany, French provincial, knotty pine, fruitwood and limed oak at \$370, AM combination at \$400, AM-FM combination \$450, all prices inboard.

Brunswick unveiled 3 new full-door consoles (prices inboard): 21-in. knotty pine, early American spice cabinet \$400; 21-in. carved mahogany inlay \$400; 24-in. carved mahogany \$500.

Harold Shevers Inc. introduced 4-model line, all 21-in. (prices inboard): Table model with remote control \$300; console with doors & remote control \$330; full-door console, remote control \$400; combination, two speakers \$400.

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June picture tube sales by RTMA members totaled 285,975 worth \$5,871,483, an increase over May's 247,724 valued at \$5,323,826 and over June 1951's 221,759 valued at \$4,664,744. Rectangular 16-in. and larger represented 99% of June total. Sales for first 6 months total 1,845,309 worth \$41,259,503 compared with 2,552,757 worth \$66,546,932 same 1951 period. Receiving tube sales in June totaled 24,365,462 valued at \$18,279,016 vs. 23,636,484 at \$17,037,274 in May, compared with June 1951 sales of 27,667,099. Of June 1952 total, 15,770,335 went for new sets, 5,187,557 replacement, 2,477,569 Govt., 930,001 export. Sales for first 6 months totaled 160,183,526 vs. 215,902,325 same 1951 period.

June excise tax collections on TVs, radios, phonos were \$8,164,025, down from May's \$10,704,725 and June 1951's \$9,754,385. On refrigerators, air conditioners, etc., Govt. collected \$5,465,246 in June, compared with \$5,820,645 in May and \$8,129,807 in June 1951.

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William C. Cole, Capehart-Farnsworth Detroit sales mgr. and former Admiral Milwaukee district mgr., died in Detroit July 29 after brief illness.

NEW ADMIRAL line, introduced Aug. 15 at one-day Chicago convention, consists primarily of 21-in. models but includes 17-in. ebony plastic table at \$180, walnut plastic \$190; also new twin-speaker 27-in. half-door mahogany console at \$675, blonde \$695.

The 21-in. sets with spherical-faced tubes are ebony plastic table at \$200, mahogany plastic \$220, mahogany wood \$260 (including 4 detachable legs); open-face walnut console \$280, mahogany \$290, blonde \$300; half-door mahogany console \$320.

With cylindrical tubes, open-face walnut is \$310, mahogany \$340, blonde \$350; half-door mahogany \$380, blonde \$400. Combinations with radio and newly-designed variable speed record-changer are mahogany upright \$360; walnut laydown \$430, mahogany \$450, blonde \$470; laydown with cylindrical tube, \$500.

Added are so-called California Custom sets "for ranch style living" at \$350 in maple with spherical tube and full doors, \$420 in maple with cylindrical tube, \$430 in silver fox with cylindrical tube.

Part of Admiral line includes new chassis called super-cascade, designed for better fringe area reception. It has 4-in. high base, 22 tubes, is said to have 20 times sensitivity of former 30-tube chassis. Models also have DX-range finder at rear, with dial calibrated in miles "to customize chassis for better reception of nearby, medium-distant and distant signals." All sets are equipped with turret tuners for uhf adaptation, all have built-in antennas. All consoles and combinations are on casters.

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Trade Miscellany: Dumping of old-model TV sets has been rife in booming new Denver market, so local Better Business Bureau agreed this week to serve as clearing house for information to consumers while distributors registered serial numbers; BBB estimates some 10% of TV shipments into Denver are "bootleg" and if situation continues distress merchandise will account for about 30% in another 30 days . . . Bankrupt U. S. Television Mfg. Corp. (Vol. 8:26) this week listed liabilities of \$244,359, assets of \$10,889. Biggest creditor is Uncle Sam, with \$143,920 owing for taxes; next biggest RCA, \$38,886 . . . DuMont's Dan. D. Halpin, new gen. sales mgr., definitely commits company to one-line-a-year at Detroit dealer meeting this week . . . Sentinel out this week with 18 models ranging from 17-in. walnut table at \$200 to 27-in. full-door Korina console at \$645, prices all inboard . . . Muntz reported planning to have 35 of its branches do own TV assemblies, instead of shipping full set from Chicago plant, adapting each set to local areas; Chicago capacity thus might be boosted from present 10-12,000 sets per month to 20,000.

"Music is a big business" will theme nationwide series of sales meetings of RCA Victor record distributors, dealers and sales personnel Aug. 18-28, during which plans for new 45rpm "extended play" record (8-min.) will be divulged, with prices, albums, etc.; also new low-priced 45rpm and long-playing classical music line under "Bluebird" label and new kiddies' record line. Big fall-winter sales program will be supported by heavy advertising.

Sylvania has set up 2 new international trading corporations: Sylvania Interamerican Corp., a Delaware corporation dealing with sales in western hemisphere, with offices in New York City and Panama City; Sylvania International Corp., for exports to other parts of world, incorporated at Chur, Graubunden, Switzerland. Both will buy from parent company, and from such other companies as they may represent, and will sell within respective areas.

Complete data on the 107 members of West Coast Electronic Manufacturers Assn., with executives and product list, is contained in new membership roster released this week on eve of Western Electronic Show & Convention in Long Beach municipal auditorium Aug. 27-29.

Financial & Trade Notes: Philco chalked up largest second-quarter sales in its history this year—\$80,917,000 as compared with \$57,499,000 in 1951—but sales for first half 1952 declined to \$165,156,000 from \$171,023,000 same period last year. While earnings before taxes for second quarter increased to \$4,604,000 from \$492,000 last year, net income after taxes was \$1,948,000 (52¢ a share) vs. \$2,220,000 (61¢) in 1951 period—because of fact that company paid \$2,656,000 taxes in second quarter 1952 but received \$1,728,000 tax credit in second quarter 1951 since its earnings for period didn't equal excess profits tax base.

Net earnings for first half 1952 totaled \$4,289,000 (\$1.16 a share) after \$6,060,000 taxes vs. \$5,741,000 (\$1.58) after \$8,647,000 taxes same 1951 period. President Wm. Balderston said "business is continuing at very gratifying levels [with] inventories of all Philco products at a minimum."

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American Phenolic Corp. reports profit of \$688,889 (\$1.72 a share) on net sales of \$19,220,730 in first half 1952 compared with \$350,799 (88¢) on \$11,109,262 year ago. For 3 months ended June 30, profit was \$379,650 (95¢) on \$9,668,486 sales vs. \$199,325 (50¢) profit same period last year.

Canadian Admiral reports net profit of \$198,884 (32¢ a share on 287,716 shares) on net sales of \$1,726,116 during first 1952 quarter; comparisons unavailable.

Cornell-Dubilier's earnings for 9 months ended June 30 were \$1,105,743 (\$2.25 a share) on sales of \$27,396,372 vs. \$1,415,738 (\$2.91) on \$26,202,998 same period last year.

General Precision Equipment Corp. reports net income of \$325,452 (48¢ a share) on sales of \$11,436,566 for 3 months ended June 30 vs. \$183,035 (30¢) on \$7,654,493 same 1951 period.

Packard-Bell Co. reports net income of \$863,426 on sales of \$17,008,627 for 6 months ended June 30 vs. \$989,902 on \$16,893,445 same period of 1951.

International Resistance Co. reports first half 1952 profit of \$193,825 after taxes of \$268,000 on sales of \$5,200,364 vs. \$492,215 after \$900,000 taxes on \$7,208,838 same 1951 period.

Pacific Mercury Television Mfg. Co. stockholders ratified sale of 200,000 common shares to Sears, Roebuck & Co. (Vol. 8:25-26). Pacific reports sales for 1952 6-month period increased greatly to \$4,260,000, compared with \$1,240,000 same 1951 period.

Tung-Sol, for 6 months ended June 28, reports net income of \$889,843 (\$1.76 a share) on sales of \$15,445,814 vs. \$1,305,113 (\$2.71) on \$17,681,953 corresponding 1951 period.

Stewart-Warner reports net profit was \$1,809,578 (\$1.41 a share) on sales of \$62,201,601 for first half 1952, compared with profit of \$2,209,253 (\$1.71) on \$51,410,156 for first half 1951.

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Dividends: Hazeltine, 100% stock dividend payable Sept. 5 to holders Sept. 3; Philco, 40¢ payable Sept. 12 to holders Aug. 29; Magnavox, 37½¢ Sept. 15 to holders Aug. 25; International Resistance Co., 5¢ Sept. 2 to holders Aug. 22 (reduced from 10¢); I-T-E Circuit Breaker, 56¼¢ Sept. 2 to holders Aug. 21; Aerovox, 15¢ Sept. 15 to holders Sept. 2.

Collins Radio has received \$5,000,000 V-loan credit for defense production through group of midwest banks, increasing its V-loan debt to \$15,000,000. Company has \$165,000,000 backlog of defense contracts.

Raytheon common will be listed on N. Y. Stock Exchange on or about Sept. 15 under application approved by exchange's board of governors this week.

Among officers' and directors' stock transactions reported by SEC for June 10-July 11: Bruce A. Coffin received 17,583 CBS "A," 17,583 "B" in exchange for Hytron stock (Aug. 1951), sold 1000 "A" (Jan. 1952), gave 83 "B" as gift (Dec. 1951), holds 16,583 "A," 17,500 "B"; Lloyd H. Coffin received 16,908 CBS "A," 16,908 "B" in exchange for Hytron stock (Aug. 1951), gave 50 "A," 50 "B" as gift (Dec. 1951), sold 500 "A," 500 "B" (Jan. 1952), holds 16,358 "A," 16,358 "B"; Jack Cohn sold 300 Columbia Pictures for trusts, holds 68,963 personally and through trusts; Abraham Schneider gave 200 Columbia Pictures as gift, holds 7262 and 12,812 warrants for common; William W. Sinclair sold 9520 Corning Glass, holds 30,000; Eugene C. Sullivan gave 50 Corning Glass as gift, holds 35,370 personally and through trust; Henry A. Mulcahy bought 28 General Instrument (Sept. 1951), holds 128; Walter E. Green bought 25 General Precision Equipment, holds 165; W. Ray Johnston sold 2200 Monogram Pictures, holds 2317; Kenneth C. Meinken bought 500 National Union, holds 37,600; David J. Greene bought 7000 RKO for trust, holds 45,850 personally and through partnership, trust and family; Reuben L. Freeman bought 100 Sentinel, holds 100; Walter R. Seibert sold 100 Sylvania, holds 91; A. H. Blank sold 8 United Paramount Theatres, bought 8 for trusts, holds 5187 personally and through trusts; Decca Records bought 134,375 Universal Pictures, holds 406,175 and 37,500 warrants for common; General Cinema Finance Corp. sold 134,375 Universal Pictures, holds none; John J. O'Connor sold 100 Universal pfd., holds 100 common.

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Webster-Chicago will report loss for quarter ended June 30 on estimated sales of \$4,000,000, compared with net income of \$175,137 (39¢ a share) on \$4,502,280 in same 1951 period, according to Aug. 5 *Wall Street Journal*. Downtrend follows \$15,267 net loss in this year's first quarter. President R. F. Blash is quoted as blaming high development and engineering costs, adding that profits on \$17,000,000 backlog in defense contracts have been small due to lack of space and need for considerable tooling-up. But he expects currently accelerating defense production to yield satisfactory profit next year.

Though pay-as-you-look TV is still far from being authorized by FCC, Skiatron is planning new financing for its Subscriber-Vision, including some \$275,000 for N. Y. tests this fall; proposes to increase common stock from 1,000,000 to 1,500,000 shares, of which 150,600 would be optioned to Hanovia Chemical & Mfg. Co. (ultra-violet equipment) in line with recent research agreement (Vol. 8:27). Board would also be increased from 7 to 9 at special stockholders meeting called Aug. 21.

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Loew's Inc., which embraces MGM, reports increased gross sales and operating revenues, but less earnings, for 12- & 40-week periods ended June 5. In 40-week period, net profit was \$4,478,133 (87¢ a share) compared with \$5,567,619 (\$1.08) for same period last year. Gross sales and operating revenues rose to \$135,646,000 from \$132,883,000. For 12 weeks, profit was \$740,817 (14¢) on gross revenues of \$39,953,000 vs. \$1,341,754 (26¢) on \$38,933,000 same period last year.

RKO Theatres reports net income of \$174,803 for 6 months ended June 28, reduced sharply from \$551,639 same 1951 period. Last year's income included \$378,887 profit on sale of capital assets, compared with \$16,519 on similar transactions this year. Net income for quarter was \$36,936, compared with \$109,698 in 1951.

Paramount Pictures reports earnings of \$2,785,000 (\$1.19 a share) for 6 months ended June 30, compared with \$2,832,000 (\$1.23) same 1951 period. This year's earnings for quarter ended June 28 were \$1,430,000 (61¢) vs. net income of \$1,421,000 (62¢) in same 1951 quarter.

Electronics Reports: "Automatic" materials allotment system has been set up by NPA to relieve most manufacturers of necessity of filing applications for CMP materials beginning in first quarter 1953. This move, together with vastly increased self-authorization quotas announced in June (Vol. 8:25), is expected to cut NPA's "caseload" by nearly four-fifths.

Under new procedure (Direction 18 to CMP Reg. 1), manufacturers will be permitted to compute their own allotments if they need more than the amounts permitted under self-authorization but were allotted in third quarter less than 500 tons of carbon steel, 90 tons alloy steel, 10,000 lbs. nickel-bearing stainless, 40,000 lbs. copper, 60,000 lbs. aluminum. Complicated formula for computing allotments is detailed in Direction 18, available from NPA.

On basis of new self-authorization procedures alone, NPA Electronics Div. estimates it will receive only about 200 initial first-quarter materials applications from manufacturers, compared with 800 initial applications it received for third-quarter materials rations. It expects that only 12-15 TV-radio manufacturers will now have to apply for metals allotments. New automatic authorization procedure should cut these figures further.

Responsible for latest rule changes is big Congressional slash in NPA budget, under which agency will lose some 800 of its 4100 employes. At least 20 members of Electronics Div. staff are slated to be victims of economy ax. Exodus has already begun. Four staffers are known to have left voluntarily for other jobs in last 2 weeks; many others are "looking." Firings will be without regard to merit, but on basis of "retention points," giving most weight to seniority and Civil Service status. Division now has 68 on staff, is expected to be pared to 50 or less.

How serious an effect recent steel strike will have on production is still being debated in mobilization agencies—but it's certain full impact of stoppage hasn't been felt yet by most of industry. An NPA spokesman this week clarified recent statement on placing of third and fourth quarter orders for steel (Vol. 8:32). NPA made it clear that orders will be placed in normal manner for these quarters, but mills will be permitted to deliver third quarter orders for steel through Nov. 30, fourth quarter orders through Feb. 28—so that they may "catch up" without canceling any orders.

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Certificates of necessity for rapid tax write-off of expanded electronics plants approved by DPA July 26-Aug. 6: Bogue Electric Co., Paterson, N. J., \$312,561 (65% amortization); Davis Industries Inc., Detroit, \$286,915 (60%); Electro Connector Mfg. Corp., Philadelphia, \$184,999 (55%); Western Electric, Winston-Salem, N. C., \$143,339 (65%); Pneumafil Corp., Charlotte, N. C., \$87,486 (60%); American Phenolic, Chicago, \$79,984 (65%); International Projector Corp., Bloomfield, N. J., \$77,842 (50%); Arma Corp., Brooklyn, \$46,121 (65%); Bendix, Towson, Md., \$28,189 (65%) & North Hollywood, Cal., \$17,738 (60%); Polarad Electronics, Brooklyn, \$9303 (70%); H. G. Machine & Tool Co., Long Island, \$5796 (65%).

Among larger military contracts (over \$1,000,000) announced by Air Force: RCA, \$18,009,188, radar equipment (3 contracts); GE, \$16,935,162, radar equipment (3 contracts); Delco Div., General Motors, \$7,634,173, radios; Air Associates, Teterboro, N. J., \$6,242,207, radios; Sylvania, \$3,501,383, radio receivers & transmitters; Collins, \$2,568,328, aircraft electronic items (2 contracts); Webster-Chicago, \$2,469,760, radar beacons; Magnavox, \$2,260,999, radio compass components; Kingston Products Co., Kokomo, Ind., \$1,878,644, radios; Weston Electrical Instrument, \$1,542,858, multimeters; Bruno-New York Industries, \$1,434,212, meter sets.

Video magnetic recording system, developed by Bing Crosby Enterprises (Vol. 7:46), will be demonstrated by chief engineer Jack Mullen Aug. 28 at Western Electronic Show & Convention of IRE and West Coast Electronic Manufacturers Assn. in Long Beach (Cal.) Municipal Auditorium. Other sessions of Aug. 27-29 meeting include panel discussions on color TV and effects of freeze-end, papers on compatible color TV by Hazeltine's A. V. Loughren & D. E. Foster and Sylvania's Dr. R. M. Bowie, on potential uses of glass components in TV receivers by Corning's H. S. Craumer, on combination uhf-vhf tuner by Polytechnic Research & Development's H. A. Finke & S. Deutch, as well as sessions on transistors and airborne electronics. More than 300 products will be displayed.

Admiral won trademark infringement case in Rochester U. S. District Court against Penco Inc., subsidiary of Price Vacuum Stores Inc., Philadelphia, now plans action against others using "Admiral" trade name. Judge Harold P. Burke granted permanent injunction against Penco, awarded Admiral \$2000 attorneys' fees in addition to court costs and found the Philadelphia concern guilty of infringing Admiral trademark and of unfair competition in distribution and sale of so-called "Admiral" vacuum cleaners and sewing machines. Federal Trade Commission last week issued complaint against Getz Bros. & Co., San Francisco, charging its use of "Admiral" brand name on sewing machines partly made in Japan is deceptive trade practice. Also named in complaint was Del Mar Sewing Machine Co., charged with selling machines under "Majestic" tradename.

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Most materials shortages are over, sound recorder industry feels. Industry advisory committee members, consulting with NPA in Washington Aug. 6 said nickel alloys and certain military components are only items still giving them real trouble. Biggest problem now is shortage of skilled electronics technicians, and NPA told industry it is studying steps to accelerate immigration of alien skilled personnel from abroad.

Entering electronics field is Marchant Calculators Inc. which acquired control of Physical Research Laboratories Inc., Pasadena, Cal. computer manufacturer. Physical Research, renamed Marchant Research Inc. and moved to Oakland, will be headed by board chairman Edgar B. Jessup, now president of Marchant Calculators, and president George Greene, founder of Physical Research.

Radioplane Co., manufacturer of radio-controlled target planes for training military personnel, has been purchased by Northrop Aircraft Co., Van Nuys, Cal., and will continue operations as a division. Employing 650, Radioplane has \$18,800,000 of military contracts, earned net profit of \$282,997 for 9 months ended April 30.

In drive for simplification of Naval electronics equipment, Bureau of Ships has written all electronics manufacturers with which it has contracts, soliciting proposals "which will result in the production of less complex and more easily maintained equipment."

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Rear Admiral Earl E. Stone, 1946-49 director of naval communications, has been named asst. chief of staff in charge of communications for Gen. Ridgway's European Command, with Maj. Gen. Francis H. Lanahan continuing as chief signal officer for SHAPE and Maj. Gen. Francis L. Ankenbrandt as asst. chief of staff in charge of air force communications.

"So You're Going to Work Abroad for RCA" titles neatly illustrated little instruction brochure published by RCA International Div. for employes sent overseas; it's just as good reading for anyone else.

PARAMOUNT HEARING inched another step towards windup this week, as FCC issued "clarification" of its last opinion in matter (Vol. 8:31). Though FCC could have been more explicit in this week's opinion, it's still abundantly clear Commission is anxious to bring things to a close so that action may be taken on ABC-UPT merger.

This week's opinion was in answer to examiner Leo Resnick's 2 questions: (1) Should he forget the Scophony case wherein Paramount is charged with suppression of TV patents? (2) Should he permit FCC's prosecutory staff to build new case against Paramount based on latter's activities of last 3 years?

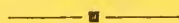
FCC's answer was a clear "yes" to the first. In Aug. 1 opinion, Commission had said it would ignore all anti-trust violations more than 3 years old, except those involving "radio communications." This week, it said:

"We intended by this ruling to include as directly involving radio communications only those activities which involved the conduct of radio communications *services* or directly restrained the conduct of such services. Thus, a conspiracy to restrain radio broadcasting, or any other radio service, by restraining the flow of advertising or programs to broadcast stations would be an activity directly involving radio communications; on the other hand, a conspiracy to restrain the manufacture of radio apparatus, while it might have some indirect effect upon radio communications services, would not, within the meaning of our opinion, be considered an activity directly involving radio communications."

On second question, it tossed ball back to Resnick, telling him it didn't want to interfere with his discretion. But it did repeat that it wants speed and that "a further extensive investigation and the prolonged continuances which that investigation would entail, would scarcely be consistent with the objective of a speedy determination of the proceeding."

Hearing resumes Aug. 20, with good probability that Resnick will rule that further investigation is unnecessary.

Complicating Resnick's job is petition for reconsideration filed this week by DuMont, which feels that it is being left out in the cold. It asks that FCC consider only last 3 years when it comes to determining whether Paramount controls DuMont, claiming such treatment only fair in light of fact that Commission is willing to apply 3-year rule to Paramount's anti-trust violations.



Natural affinity of TV-radio with movies is recognized in unusual quid pro quo deal between NBC's WNBT & WNBC with Motion Picture Industry Committee of Greater N. Y., representing 30 chains and 500 theatres. They'll swap facilities for mutual promotion under plan which originator Ted Cott, NBC v.p. thinks might well be adopted in other communities. Stations will launch "support movies" drive Sept. 8, carrying daily listings of current movies on locally originated programs. Week later, WNBC (radio) will start weekly *Hollywood USA* variety show, featuring interviews with stars of current movies as well as local listings. WNBT (TV) will carry daily 5-min. strip between 6:15 & 6:30, patterned after popular fan magazine treatments of pictures and stars. Radio's third phase, starting Sept. 29, will be series of documentaries on men behind the movies, scripts probably to be supplied by MPA. In exchange, the theatres will flash weekly trailers and exhibit pictures in their lobbies of WNBT & WNBC stars and programs, and they'll plug TV and radio in their direct mailings and posters. Another proposed angle of the promotion involves enlisting some 1800 stores and supermarkets, whose representatives would be invited to special previews, would vote for "super movie of the month" which would in turn be plugged on TV-radio, in theatres and by in-store promotions.

TV interests continue to manifest desire to spread their telecasting holdings in this week's applications filed with FCC, totaling 14. Applicants include Harry Bitner (WFBM-TV & WOOD-TV), already applicant for Flint, Mich., seeking Channel 7 in Evansville, Ind.; Seattle's KING-TV applying for No. 8 in Portland; Harold Gross, owner of WJIM-TV, Lansing, 50% applicant, with big Dow Chemical Co.'s Alvin B. Dow holding 40%, for No. 51 in Saginaw, Mich.; owners of WKTV, Utica (Kallet Theatres), applying for No. 7 in Buffalo; H. Leslie Hoffman, head of Hoffman Radio Corp., one of large group of stockholders seeking No. 11 in San Jose, Cal. Applications now on file total 716, of which 282 are uhf. [For details about this week's applications, see *TV Addenda 15-E* herewith; for complete list of all applications and actions to date, see *TV Factbook No. 15* and all Addenda to date.]

WCCO-TV will be new call letters of WTCN-TV, Minneapolis, FCC having granted authority to change as of Aug. 17. Change results from approval of deal whereby CBS acquires 47% of newly formed Midwest Radio-Television Inc. in exchange for 53% interest acquired by that corporation in 50-kw WCCO (Vol. 8:10). Other major principal in Midwest is Ridder Newspapers, publishers of *St. Paul Dispatch* and *Pioneer Press* and various other newspapers and operator of several radio stations (see *TV Factbook No. 15*). Ridder Newspapers this week purchased *Long Beach* (Cal.) *Press-Telegram* and *Independent*, close on heels of purchase of *San Jose* (Cal.) *Mercury* and *News*. Midwest chairman Wm. J. McNally and president Robert B. Ridder will vote CBS stock as trustees, as does *Washington Post* publisher Philip Graham CBS's 45% interest in WTOP-TV.

NBC-TV's college football schedule and sponsor of 12 National Collegiate Athletic Assn. games this fall will be announced at New York press conference Aug. 20. Network has offered package for more than \$2,500,000 (Vol. 8:32), and there's possibility several regional sponsors will share cost. This week saw flurry of other TV sports activity. CBS-TV announced it will carry armed forces football every Saturday, Sept. 20-Dec. 6. Govt. anti-trust suit against National Football League, charging illegal TV blackouts of home games (Vol. 7:41, 44, 47-48, 52; and 8:2, 6, 9, 21), was set for November by U. S. District Judge Allan K. Grim, Philadelphia. New York Yankees baseball team tested TV's effect on home attendance with one-night ban Aug. 11—first time since 1948—with prior approval of WPIX and sponsor; results haven't been officially divulged yet.

"TV neck"—induced by long periods of neck strain watching a low screen—is latest of man's ailments. Dr. William Kaufman, Bridgeport, Conn. physician, reported in *Journal of American Medical Association* he had observed symptom of pain in nape of neck in several patients recently, urged higher screens or lower chairs.

New York brewers, reporting record sales of beer for home consumption during July, attributed boom not only to hot weather but to political conventions that kept folks home watching TV; trend in beer consumption, they say, is now definitely away from tavern and toward home, national trend running 70-30 in favor of packaged beer.

Dept. of Invention: Moscow reports it will be ready with experimental color TV by this time next year; also will soon bring out 19-in. screens for first time.



The Paul A. Porter mentioned in Vol. 8:32 as undergoing emergency appendectomy in Paris last week is *not* the former FCC chairman, now partner in law firm of Arnold, Fortas & Porter. He's Paul R. Porter, Mutual Security Agency executive in Europe. We regret the error.

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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4 MORE GRANTS, HEARINGS SHAPING UP: FCC chipped away at its TV application backlog this week, granting 4 CPs (1 of them educational) and notifying 12 others that they will have to go to hearings.

But it still can't seem to get ahead of the game, what with 18 applications this week piling up pending total to 730. Boxscore of CPs granted now adds up to 40 -- 33 commercial, 7 educational -- in 17 states & 2 territories. All but 11 are uhf.

Week's commercial grants were all in uhf, FCC finding it increasingly difficult to locate uncontested vhf applications. Grantees were:

Chattanooga, Chattanooga T-V Inc. (WMFS), No. 49, and Tom Potter, No. 43; Austin, Tom Potter, No. 24. Educational grant on Channel 8 went to U of Houston and Houston Independent School District, each of which has millions in oil royalties immediately available for station construction and operation.

FCC had been leery of oilman Potter when his applications came up previously, questioning his finances and the circumstances surrounding sale of his KBTB, Dallas, now WFAA-TV (Vol. 8:32). He received grants this week after making clear showing he is worth several million and telling Commission reason he sold KBTB (at \$40,000 loss, he said) was pressure of other business, now discontinued. He said he has "not thought of looking upon the stations as a business speculation." Chattanooga T-V Inc. also had financial questions which were answered satisfactorily.

[For this week's grants, applications, etc., see Adenda 15-F herewith.]

* * * *

All this week's activity was in Group A cities, FCC advancing merely 4 more cities to Peoria, 24th on list -- but we're advised it was mere coincidence that no action was taken on Group B cities.

Our analysis of priorities last week (Vol. 8:33), showing that Commission may soon be processing applications in TV cities if it continues at present rate, appears to have surprised quite a few applicants. It remains a fact that there are very few cities with applications to be considered in Group B before the Commission comes to cities which now have stations.

Some Group A applicants are miffed at possibility applicants in TV cities may get action before they will. But Commission is being subjected to so much pulling and hauling in opposite directions, regarding priorities, that it's unlikely commissioners would agree on any change at this time.

* * * *

Hearings are getting more and more attention from applicants, particularly since Oct. 1 will signal start of testimony for Denver, Portland, Canton, Waterbury (Vol. 8:32). Examiner Fanney Litvin held pre-hearing conference with her 2 Canton contestants on Aug. 15, and most observers got impression TV hearings won't differ much from previous TV, FM and AM hearings. She ruled against request that parties

be permitted to introduce "population count" to show coverage. Number of applicants have petitioned FCC to permit such evidence, await decision (Vol. 8:33).

Portland pre-hearing conference has been scheduled for Aug. 26 by examiner Elizabeth Smith. Herbert Sharfman plans one for Waterbury, hasn't decided on date. James Cunningham hasn't determined whether he'll have conference on Denver.

FCC hasn't yet set dates for additional hearings but it's expected to do so in week or two -- scheduling 2-3 more cities for hearings to start second or third week in October, going down priority lists same as it did in initial processing.

Order in which hearings will be held on each channel within a city will be determined by docket numbers -- lowest number coming first.

All hearings are still scheduled for Washington, but this week brought first request for "field" hearing. Tampa Bay Area Telecasting Co. asked that its hearing be held in Tampa, saying it would cost \$5-6,000 to send witnesses to Washington.

Most examiners have decks cleared for TV hearings, having little or no backlog of other types of cases to decide before they can render TV decisions. Commission had been gearing for TV hearings for some time, deliberately avoiding overloading examiners with hearings in AM, common carrier, etc. Examiner Leo Resnick will be tied up with Paramount hearing for couple months (see p. 5), and one or 2 others are committed to other cases, but majority of the 9 present examiners and 5-6 more to be appointed should be clear from October on. TV will take most of their time, but Commission has to sandwich in certain number of cases for other services.

* * * *

In efforts to eliminate opposition, avoid hearings, several applicants are trying to find weak spots in competitors now. For example: WEOL, Elyria, O., has asked FCC to give it conditional grant on Channel 31 and throw competitor Lorain Journal into hearing on its anti-trust violations; Smith Radio, Port Arthur, Tex., charged that Port Arthur College has no legal right to apply for commercial TV; and Polan Industries, Youngstown, asserted WFMJ-TV can't hang on to CP for Channel 73 while asking to be given No. 21 instead.

UHF's AIMING TO BE FIRST IN NEW AREAS: So great is urge of some uhf grantees to get on air ahead of vhf in new TV areas, or at least to start simultaneously with vhf so as not to be handicapped in building up audience, that it won't be surprising if a few make it reasonably soon. We may have several before end of year, despite fact they can't get full-power equipment for a while (Vol. 8:29-31).

Unless there's sleeper somewhere, our best information is that, after debut of Denver's vhf KVOB-TV set for Sept. 29 (Vol. 8:33), next new market to be opened up will be by Portland's uhf KPTV, city's only grantee thus far. That would make it 111th U.S. station to get on the air -- and, of course, the first commercial uhf.

Empire Coil Co.'s Herbert Mayer tells us he feels sure he can get his Portland outlet on air by Thanksgiving, his Denver uhf possibly same time. He has site in Denver already, has permission to use city land in Portland's Council Crest Park which is 1050 ft. above city. He estimates 200-ft. tower could be up in 3 weeks.

Ed Craney's vhf KXLY-TV, Spokane (with stockholders Bing Crosby, et al) is subject of recurring rumors he may get on air very soon, thanks to acquiring old GE transmitter of KSL-TV, Salt Lake City. But he's admitting nothing.

The 2 uhf grantees in York, Pa. are aiming for November or December starts, but big problem of uhf CP holders is equipment (primarily transmitters). They are really anxious to build, to get uhf transmissions and receivers going early, but the unavailability of equipment has most of them stymied.

We've had a few more responses to our inquiries regarding plans of grantees. This week's 2 uhf in Chattanooga, one in Austin (see p. 1 and TV Addenda 15-F) have no specific on-air estimates as yet, we're advised by counsel, but will get going as soon as possible.

Baton Rouge's WAFB-TV hopes for early February start, writes manager Tom Gibbens, though is wrestling with alternative of waiting for high-power transmitter promised by summer of 1953; it has already named Adam Young Inc. as rep.

New Bedford's uhf WNBH-TV reports frankly it doesn't know yet, publisher Basil Brewer stating he hasn't been able to get firm delivery dates.

Holyoke's uhf WHYN-TV, says manager Charles DeRose, has ordered 12-kw GE transmitter, has tower & building ready atop Mt. Tom, should make it by next March.

Polan Industries' J.A. Wells expresses hope its GE equipment ordered for uhf in Ashland, Ky. can be delivered in time for debut "sometime in December."

And Honolulu's KFMB-TV (Channel 9) is reported shooting for February 1953.

* * * *

Note: San Diego will be getting competitive service soon from across border in Tijuana, Mexico. George I. Rivera, building XEAC-TV there on Channel 6, says his Federal equipment will be in operation "very early in November."

And from Mexico City comes report engineer Guillermo Gonzales Camarena, who has experimented with CBS color transmissions on Channel 5, will have XHGC-TV in that city on regular commercial schedule after Sept. 18. He built equipment himself, is said to have backing of radio-theatre tycoon Emilio Azcarraga (XEW-TV).

STATIONS' FIRST PROFIT YEAR ANALYZED: Telecasting's 1951 income was further dissected this week by FCC's economists, who issued final report filling out and adjusting their preliminary report of last spring (Vol. 8:10). Their study (FCC Public Notice 79420) adds interesting factors that can be thrown into the ceaseless speculation about TV's burgeoning future.

Most obvious question still: When many new stations are operating, cutting advertising pie into more pieces and dissipating "monopolies" and artificialities created by 4-year freeze, can this same sort of prosperity be maintained?

Final AM-FM statistics for 1951 won't be available until next month, but preliminary figures issued in April (Vol. 8:16) provide adequate comparisons. Most striking fact apparent in FCC's summaries to date is this:

Number of TV stations was less than 5% that of radio in 1951 (108 vs. 2265 reporting to FCC), yet TV took in more than half the revenues radio did (\$235,700,000 vs. \$455,400,000). And even more remarkable, TV's net earnings before Federal income taxes were more than two-thirds that of radio (\$41,600,000 vs. \$61,800,000).

FCC won't have official 1952 TV figures until next year, but we've stuck our necks out -- after studying monthly PIB figures and consulting best-informed industry sources -- and guesstimated TV's revenues will run \$400,000,000 or more this year (Vol. 8:30). Gross earnings thus might well hit \$70,000,000 or more.

Since radio's rise has flattened out in recent years (e.g., 1951 was mere 2.5% better than 1950), gap is closing very fast. TV's net performance -- income before taxes -- should easily surpass radio's this year.

* * * *

FCC's final 1951 TV figures (adjusted from preliminary estimates):

(1) Total TV revenues were \$235,700,000 -- of which \$175,300,000 (after deduction of commissions) came from time sales, \$33,000,000 from talent sales and commissions, \$27,400,000 from sale of program material or services. Revenues were \$105,900,000 in 1950, \$34,300,000 in 1949.

(2) Income was \$41,600,000 before taxes -- compared with losses of \$9,200,000 in 1950, \$25,300,000 in 1949.

(3) Total time sales of \$208,600,000 (before deductions of commissions) break down to \$97,600,000 by networks (vs. \$114,000,000 for radio networks in 1951), \$59,700,000 by stations to national and regional sponsors, \$51,300,000 by stations to local advertisers.

(4) Total TV operating expenses of \$194,100,000 were more than half those of radio's \$376,300,000 in 1950 (1951 data not available). TV talent cost \$34,000,000 in 1951, almost equal radio's \$37,400,000 in 1950. TV's overall programming expenses were \$109,100,000, compared with radio's \$140,800,000 in 1950.

(5) Average TV station's revenues were \$1,312,000, expenses \$974,000, income before taxes \$338,000. Excluding the network-owned stations, average revenues per

station were \$1,153,790, expenses \$824,574, income \$329,216. Among 29 stations in markets 1,000,000 or larger, average revenues were \$2,003,130, while 2 in cities under 100,000 averaged \$272,804.

Revenues of the 93 stations not owned by networks break down to about 23% from networks, 39% national & regional spot, 37% local. For AM affiliates in 1950, percentages were 20%, 32%, 48%, respectively.

* * * *

(6) Investment in tangible broadcast property of average station, excluding network-owned, was \$592,262 -- ranging from \$923,716 for 29 stations in markets 1,000,000 or larger to \$277,245 for 2 stations in markets under 100,000.

(7) Profitable operation was achieved by 92 of the 106 supplying data (two didn't provide complete information). In 1950, 53 reported losses. Of the 14 losers, 8 were in New York and Los Angeles -- even though they averaged revenues of \$2,007,000. Of other losers, one was in 1-station market, 3 in 2-station markets, 2 in 3-station markets.

(8) City-by-city breakdown of revenues for the 12 cities with 3 or more stations showed San Francisco achieved greatest increase over 1950 -- 163.4% -- for total of \$3,616,000. Washington had smallest increment -- 68.1% -- or \$3,756,000.

New York's 7 stations had greatest total revenues, \$22,978,000; Los Angeles' seven, \$13,487,000; Chicago's four, \$12,946,000; Philadelphia's three, \$8,791,000; Detroit's three, \$6,765,000; Cleveland's three, \$4,816,000; Baltimore's three, \$3,945,000; Cincinnati's three, \$3,809,000; Columbus' three, \$2,387,000; Atlanta's three, \$1,653,000.

(9) Cost of selling was much smaller fraction of total expenses in TV than in AM -- 7.6% vs. 14.2% for average station, 5.7% vs. 13.7% for networks (AM percentages from 1950). Major expenses for the average TV station were: programming 43.7%, technical 20.8%, general-administrative 27.9%. Average radio station in 1950 spent 35% for general-administrative, 33.7% programming, 17.2% technical.

FABULOUS EARNINGS RECORD OF WBKB: Chicago's 6-year-old WBKB will show profit before taxes of more than \$2,000,000 this year on gross of something more than \$4,000,000 -- probably the biggest earner in the business of telecasting other than the network keys in New York. Its fabulous fiscal story came to light this week, when it was learned that profit for first 6 months exceeded \$1,100,000. Best sales months of year are in second half, hence expectation of \$2,000,000-plus before tax bite.

It isn't a story of sudden riches, though. Station did earn \$1,800,000 in 1951 and \$650,000 in 1950 -- but between its commercial inaugural on Sept. 6, 1946 (one of TV's first stations) and latter 1949, it ran licensee Balaban & Katz some \$4,300,000 in red, as revealed in FCC's Paramount "anti-trust" hearings.

This is the station CBS has optioned for \$6,000,000 cash from parent United Paramount Theatres, conditioned on FCC approval of UPT's merger with ABC (Vol. 7:21 et seq). If approved, UPT-ABC retain ABC's WENR-TV (Channel 7), which presumably will have same management as WBKB.

Profit-&-loss figures for telecasting, except as revealed in aggregate in FCC's annual audits (see above), are usually the most carefully guarded secrets of the individual stations -- for obvious reasons. WBKB's earnings figures to 1951 were made matter of record in Washington hearings (Vol. 8:10), and its sales reputation has been matter of wonderment in TV circles for several years.

Milwaukee's WTMJ-TV, earlier this year (Vol. 8:1), also startled industry by releasing to Fortune Magazine that its gross profit for 1951 was \$1,105,000 on gross revenues of \$2,230,000. But taxes of \$735,000 brought net profit down to \$370,000.

Secrets of WBKB success? Good management (John H. Mitchell, ex-theatreman). Compact operation with minimum frills (though it produces 118-125 live shows weekly on schedule usually running 9 a.m. to 1:30 a.m. daily). Accent on local programming and participations (7 salesmen, all on commission basis). Immovable public service segments (university periods, farm periods, etc.).

Note: CBS-TV, its network affiliation, recently raised WBKB network rate so station is hiking Class A base rate from \$1300 to \$1550 per hour as of Sept. 1.

PARAMOUNT CASE ENDS, PARTIES OPTIMISTIC: Paramount hearing is over, at long last -- and final decision should come by December. Seven months of testimony (and time-consuming efforts to expedite the hearing) ended Aug. 20 when examiner Leo Resnick denied FCC Broadcast Bureau's last-ditch request for 2 more months in which to prepare anti-trust case against Paramount Pictures, based on its activities of last 3 years only. Resnick's reasons: (1) Commission wants "speedy determination." (2) Issues remain unchanged, thus require no further hearing.

Chances FCC will approve ABC-UPT merger, always quite good, are brighter than ever. CBS's acquisition of WBKB, Chicago, would follow without question.

FCC has so pruned case down, eliminating consideration of ancient anti-trust activities, that there's scarcely anything left in the record to be held against Paramount. Thus, Paramount will undoubtedly be permitted to keep KTLA, Los Angeles.

Outcome of Paramount-DuMont control issue is somewhat less predictable. Both companies presented good cases in effort to show that Paramount doesn't and can't control DuMont through its 25% holdings in DuMont. But parties are somewhat handicapped by previous FCC rulings that Paramount could, technically, exercise control. Yet there is certainly less of the "let's get 'em" attitude around FCC than there used to be, and Commission may be persuaded by current arguments.

Proposed findings on control issue must be filed within 20 days, Resnick ruled. Findings on all other issues must be in within 30 days -- the 2 periods running concurrently. It's expected Resnick will announce his initial decision by mid-October. Then time for filing exceptions and oral argument will be provided, taking perhaps another month. FCC's final decision should certainly come within one more month -- December. And it looks now like it will be 6-1 or 5-2 decision with Comr. Jones and possibly Hennock dissenting.

MOST AMBITIOUS community antenna project to date is about to be launched in Williamsport, Pa.—backed by J. H. Whitney & Co., New York investment organization (Vol. 8:24). Milton J. Shapp, president of Jerrold Electronics Corp., major manufacturer of community antenna equipment, reports as follows:

"A company has been formed known as the Williamsport-Jerrold Television Cable Corp., with the funds provided by the J. H. Whitney & Co., Fox, Wells & Co. and some local capital. Sufficient capital has been put into this project so that one-half of Williamsport will be wired by the end of October and the balance of the town by early spring.

"Williamsport is the first of many cities in which Whitney intends to invest money for community antenna systems. It will be their policy in all such installations to put up sufficient capital to wire up the town as quickly as possible, in order to provide the quickest and best TV reception for all residents in the town."

Installation in Williamsport (1950 pop. 45,047) will pick up 3 signals—WNBK-TV, Binghamton, Channel 12; WPTZ, Channel 3, and WFIL-TV, Channel 6, Philadelphia. Shapp reports that 5 months of tests at receiving site on mountain near Williamsport produced excellent results. City is 130 miles from Philadelphia, 82 miles from Binghamton.

"An aggressive sales campaign is planned," says Shapp, "to secure the cooperation of all local dealers promoting TV."

The "Jock" Whitney group has been interested in community systems for some time, and, from its time schedule for installations, obviously intends to determine economic potential in a hurry and amortize investment as quickly as it can—against the possibility that new TV stations may reduce demand for such systems. WRAK, Williamsport, has applied for uhf Channel 36.

Fox, Wells & Co., private investment firm of Albert B. Wells family, owns large share of Olympic Radio. Wells family founded American Optical Co., which it sold last

year, and has other electronics interests (Vol. 8:11).

Community system operators and planners are still anxiously waiting for FCC to announce date of its hearing to probe nature and future of systems (Vol. 8:29). Commission wants to determine whether it can or should regulate the service.

Timebuying for presidential campaign is still in "iffy" stage—except for public statement by retiring Democratic chairman Frank McKinney that he had reserved 25 hours of TV time for Stevenson and statement by GOP publicity director Robert E. Humphreys that he has optioned unstated amount of option time. At latter headquarters, where newspaperman Humphreys has taken over TV-radio network timebuying personally, impression is one of great confusion; Kudner agency president James Ellis and time-buyer Virginia Butler are expected to bring some order out of the chaos, however. Democratic TV-radio director Kenneth Fry, whose ad agency is Joseph Katz Co., Baltimore, says Democrats will decide on piecemeal basis whether to use TV and/or radio for Stevenson speeches. His Detroit speech Labor Day, 1-1:30 p.m., will be carried over CBS-TV. There will be no "talkathons" by the candidates, it was made clear, nor are suggestions that they engage in TV-radio debates likely to be accepted—invitation for first one having been extended to both Eisenhower and Stevenson by NBC president Joseph H. McConnell.

FCC comings and goings: Comr. Walker has no current plans for vacation; his most recent speech was at educational TV workshop sponsored by Iowa State College (WOI-TV, Ames, Ia.). Comr. Hyde now on vacation, will speak at Aug. 27-29 Western Electronic Show in Long Beach, Cal., before returning about Sept. 8. Comr. Sterling back from vacation. Comr. Webster back from European telecommunications conferences, undecided about taking vacation. Comr. Jones has no vacation scheduled. Comr. Bartley won't take vacation, expects to address Oct. 10 meeting of Alabama Broadcasters Assn. in Tuscaloosa. Comr. Hennock expects to visit West Coast shortly.

WHAT MAKES a TV commercial effective? Answer: Demonstrate it, animate it, tell it briefly. That's substance of report on survey just concluded by researchers George Gallup and Claude Robinson, financed by 8 top TV spenders—GE, Westinghouse, Lorillard, Colgate-Palmolive-Peet, Lipton, Alcoa, Bristol-Myers, Borden.

Detailed survey results will be presented to these sponsors at series of special "clinics" starting in Sept., but in meantime *Tide Magazine* examines their findings in exclusive Aug. 15 cover story and reports following conclusions by Gallup & Robinson:

(1) Best possible commercial: One which employs demonstration of product superiority, animation and is read by star as part of show itself. Westinghouse's Betty Furness, in demonstrating TV receivers, is cited as classic example of effectiveness of first characteristic; Ajax pixies scrubbing sinks with product is lauded in second; Red Skelton's skits for Tide products in third. While demonstration type of commercial was found to be 33% more effective in sales power than all other types, only 19% of national TV advertisers use it.

(2) Worst commercial: One which uses "straight sell" technique with over-emphasis on minor differences between competitors, delivered by unknown announcer. Unnamed soaps & toiletries, cigarettes and major appliances are cited as examples of products being employed in offensive commercials. Cigarette advertisers are berated particularly for repetitious use of "mildness."

Station Accounts: These were top users of national spot during second quarter 1952 when that category rose to 1384 advertisers from 1277 first quarter, according to latest *Rorabaugh Report on TV Advertising*: Kools, 64 markets; Bulova, 64; Lehn & Fink (Etiquet), 60; Lever Bros. (Chlorodent Toothpaste), 59; Westlox, 57; Lever Bros. (Shadow Wave Home Permanent), 55; Colgate Shaving Cream, 50; Trico Windshield Wiper, 49; Procter & Gamble (Cheer), 48; Greyhound Bus, 46; Nescafe, 46; Clorets, 45; Cat's Paw Rubber Co., 45. *Rorabaugh Report* also lists all spot TV account users placing in 10 or more markets, plus all network accounts and all accounts reported by 107 stations . . . Pacific Coast Borax Co. (20 Mule Team Borax) is reviving radio feature of 8 years ago, *Death Valley Days*, as film at Flying A Pictures, Hollywood; plans to place it in all TV markets, thru McCann-Erickson, N. Y. . . Columbia Walescraft Ltd. (Craftsmen Billfolds) buying TV station identification spots for election night, one-time, thru Lewin, Williams & Saylor, N. Y. . . Warner Bros. used 4 TV stations in N. Y. this week to promote opening of *The Miracle of Our Lady of Fatima*; RKO's success with TV promotion of *King Kong* and *Sudden Fear* leads it to plan TV campaigns also for *The Big Sky* and *The Lusty Men* . . . International Shoe Co. buys Fox Movie-tone's *Children's Newsreel* for 10 markets, thru Wyatt & Scherbel, N. Y. . . Bulova Watch is not only buying time on new TV stations and from CP holders, as reported in this column last week (Vol. 8:33); it's actually seeking time options on not-yet-granted applicant stations . . . Lone Star Brewing Co. buys 9 p.m. station-break spot 6 nights weekly on KTBC-TV, Austin, Tex. (as yet unbuilt), thru Thomas F. Conroy Inc., San Antonio . . . Among other advertisers reported using or preparing to use TV: J-A Corp. (Lemon Quick), thru Buchanan & Co., Chicago; U. S. Industrial Chemicals Inc. (Super-Pyro anti-freeze), thru Geyer, Newell & Ganger, N. Y.; Eastern Wine Corp. (Chateau Martin wine), thru Ben B. Bliss & Co., N. Y.; Dannon Milk Products Inc. (Yogurt), thru Zlowe Co., N. Y.; Flex-Let Corp. (Flex-Let watch bands), thru Ben Sackheim Inc., N. Y.; Seeman Bros. (Nylast detergent), thru Wm. H. Weintraub, N. Y.; Wilson & Co. Inc. (Bake-Rite shortening), thru Ewell & Thurber Associates, Chicago.

Survey found best-liked commercials use the most entertainment but they are frequently less efficient than those which use entertainment as subordinate to program. Also, researchers found consumers don't like graphs, charts or any documentation which requires "mental gymnastics."

Ideas which seem to register with viewers today may change tomorrow as products themselves change, Gallup and Robinson will point out. For example, this year Frigidaire has new roll-out shelf which is strong advertising feature but may be obsolete as selling point next year when competition adopts it. As a basic point in TV advertising, too, researchers remind that each idea in a commercial competes with both surrounding programming and other ideas in the same commercial, risking danger viewer will reach saturation point before sales message gets across.

Researchers took area-type random samples of TV audience via interviews in 9 markets with 3 or more channels. They contend they asked questions of a completely fresh set of respondents every 3 days. They asked 6 basic questions: (1) What programs did you watch last night? Describe some details. (2) Who were the sponsors? (3) What products were advertised? (4) What do they usually say in their commercials? (5) What did they say last night in their commercials? (6) Describe all you remember about what you saw and heard on the commercials.

Network Accounts: Return of NBC-TV's *Your Show of Shows* Sept. 6, Sat. 9-10:30, has this lineup of sponsors: 9-9:30, Camel; 9:30-10, S. O. S. cleanser, Griffin Shoe Polish & Benrus; 10-10:30, Prudential Insurance Co. & Lehn & Fink (Lysol), alt. weeks. W. A. Sheaffer Pen Co., thru Russel M. Seeds Co., will sponsor 10-10:30 segment Oct. 4, Nov. 1 & Dec. 13 . . . Bayuk Cigars Inc. (Phillies) start *Ringside Interviews* with Ted Husing Sept. 8 on DuMont, Mon. 10:45-11, thru Ellington & Co. . . Procter & Gamble starts *The Doctor* Aug. 24 on NBC-TV, Sun. 10-10:30, thru Pedlar & Ryan, N. Y. . . Reynolds Metals Co. (aluminum products) starts Eddie Mayehoff Oct. 5 on NBC-TV, Sun. 7:30-8, thru Russel M. Seeds, N. Y. . . RCA begins alt. week sponsorship Aug. 24 of *Kukla, Fran & Ollie* on NBC-TV, Sun. 4-4:30 . . . GE will sponsor *I Married Joan*, situation comedy with Joan Davis, starting Oct. 15 on NBC-TV, Wed. 8-8:30 . . . Carnation Co. and B. F. Goodrich Co. start alt. week sponsorship Oct. 16 of filmed *George Burns & Gracie Allen Show* on CBS-TV, Thu. 8-8:30; Erwin Wasey & Co. is agency for Carnation, BBDO for Goodrich . . . American Chicle Co. (Clorets) joins Schick Inc. (electric razors) & Thomas Leeming & Co. (Silk 'n' Satin hand lotion) as sponsor of *Jackie Gleason Show*, starting Sept. 20 on CBS-TV, Sat. 8-9, thru Dancer-Fitzgerald-Sample; show is now completely sold . . . Emerson Drug Co. (Bromo-Seltzer) reported as alt. sponsor with Gruen Watch Co. of *Walter Winchell* on ABC-TV, Sun. 6:45-7, & ABC-Radio 9-9:15 starting Oct. 5 . . . Kellogg Co. (cereal) will sponsor 5-5:30 segment of *Super Circus* on ABC-TV, Sun. 5-6 starting Sept. 28; Mars Candy Co. resumes sponsorship of 5:30-6 portion Sept. 14. Leo Burnett is agency for both . . . Hazel Bishop Inc. (lipstick) Oct. 1 starts sponsorship of *This Is Your Life* on NBC-TV, Wed. 10-10:30, thru Raymond Spector . . . Gillette's *Cavalcade of Sports* (boxing) returns Sept. 5 to NBC-TV, Fri. 10 p.m. to conclusion, thru Maxon Inc. . . Pabst resumes IBC boxing shows on CBS-TV Sept. 10, Wed. 10 p.m. to conclusion, is reported spending average of \$30,000 per fight, thru Warwick & Legler . . . Ford Motor Co. reported replacing *Mr. Peepers* Oct. 2 with filmed *Ford Theatre* on NBC-TV, Thu. 9:30-10.

Telecasting Notes: Next to adjust network radio rates downward—whether by flat cuts, discounts or otherwise—is expected to be NBC within next few weeks. That “integrated” network also faces added headache of Aug. 27 meeting demanded by its TV affiliates to discuss upward adjustments . . . CBS’s new radio discount structure (Vol. 8:33), which it says 95% of affiliates have now approved, amounts to lower costs to advertisers up to 30%, reductions of payments to affiliates of about 15%. CBS executives think it means end of under-the-counter deals, radio sales v.p. John J. Karol hailing it in St. Louis Ad Club speech this week as stabilizing radio values, rebalancing costs between day & night period, ending “deals.” ABC & MBS are sure to reduce, too, but probably will await NBC formula . . . MBS alone among radio networks is continuing to run ahead in dollar volume (Vol. 8:30), estimating its 1952 income will run 13% more than 1951 . . . Upsurge in fall radio business is reported by NBC sales v.p. John K. Herbert, who says sponsored network option time is up 16% over 1951; last fall, 7¼ hours of morning time were sold, and this year it’s more than 13 hours, with afternoon and evening time running about same . . . Canadian movie attendance (1867 theatres, 89 drive-ins, 41 under construction) has been up regularly since 1945, may gross record \$100,000,000 this year, but new TV stations in Toronto & Montreal may cause falling off in 1953, according to film chief Nathan D. Golden, U. S. Dept. of Commerce . . . For station and agency film buyers, as well as commercial men selling film to sponsors, the film direc-

tories, ratings, placements and ads carried regularly in *Billboard Magazine* are “musts”; we commend them to management which may have overlooked good bet in this top-notch trade-reporting . . . Hollywood reports, not always reliable, have Bing Crosby staying off TV until fall of 1953, feeling his radio-movie chores are enough; this week, CBS-TV announced Jack Benny’s monthly TV show for Lucky Strike starts Oct. 5, Sun. 7:30-8 p.m. . . . Screen Gems, TV subsidiary of Columbia Pictures, announces that Will Rogers Jr., whose *Story of Will Rogers* is current full-length feature, has been signed to do 30-min. TV film titled *Life, Liberty and Orin Dooley* . . . Douglas Fairbanks Jr. producing 39 TV films in London, using top British stars, under \$900,000 contract with NBC-TV . . . “Heydey for Industrial Pix” is seen by *Variety*, reporting big companies find they “can get plenty of for-free playing time for their films on tele” . . . U of Wisconsin setting up closed-circuit TV under \$105,750 appropriation to train staff for eventual operation of own telecasting station . . . War hero Col. Robert S. Allen, ex-partner of Drew Pearson, featured in series of films titled *Capitol Ideas* syndicated by producer Al Kane, 1411 Walnut St., Philadelphia . . . New program byproduct of TV: Stars shoot own home movies, as did Dinah Shore on vacation, put them on own show, as she will when it resumes on NBC-TV Aug. 26, Tue. 7:30-7:45 . . . WKRC-TV, Cincinnati, new rate card effective Sept. 1 raises base Class A hour rate from \$700 to \$850, one-min. from \$130 to \$140 . . . WCCO-TV, Minneapolis, raises Class A hour rate Sept. 1 from \$850 to \$900, 10-sec. from \$80 to \$90; no change in Class B & C rates.

Personal Notes: Wm. S. Paley, CBS chairman, vacationing in Europe . . . Maj. Lenox R. Lohr, onetime NBC president, now president of Chicago’s Museum of Science & Industry, awarded honorary degree in civil engineering from Rensselaer Polytechnic Institute . . . John H. Perry, 72-year-old Florida chain newspaper-radio owner, in serious condition this week in American Hospital, Paris, with fractured left hip and complications; he and Mrs. Perry were in France on way to Spain for wedding of their son Farwell . . . Paul Mowrey, ex-ABC-TV network sales, replaces Hal Hough as program mgr., WJZ-TV, New York . . . Ves Box promoted to program director, KRLD-TV, Dallas, succeeding Roy George, resigned; Fritz Kuler now asst. program director, Nick Mueller head of film dept. . . . Norman Gittleston, ex-sales & program mgr., WJAR-TV, Providence, onetime promotion mgr., WFMY-TV, Greensboro, promoted to mgr. of TV operations of Outlet Co., licensee of WJAR-TV . . . Allan Kalmus, mgr. of NBC-TV publicity, joining Lever Bros. as director of press relations . . . Robert DeSousa, ex-KNBH, Hollywood, named regional sales mgr., Major Television Productions . . . Don Rosenquest, ex-DuMont, named supt. of traffic, CBS-TV network programs, Hollywood . . . James C. Pollack, ex-ABC Chicago, now program director, KECA-TV, Los Angeles . . . Hugh A. Smith, education director, KPIX, San Francisco, named gen. mgr., KXA, Seattle, TV applicant. controlled by same interests (Wesley Dumm) . . . Worthington Miner, NBC-TV producer-director, named to advisory committee of American Academy of Dramatic Arts . . . Richard Day, Hollywood art director, signed by NBC-TV art dept. to work on color TV experiments; his last picture was Sam Goldwyn’s *Hans Christian Andersen* . . . Daniel Potter, ex-NBC and Compton Adv., recently a media director of Benton & Bowles, promoted to v.p.

tor of public affairs—both reporting to Charles C. (Bud) Barry, v.p. in charge of TV-radio programming. Also reporting to Barry is Abe Schechter, general program executive, with the program organizations headed by Max Liebman, Worthington Miner and Robert Montgomery continuing unchanged.

Reporting to McAvity are Merritt (Pete) Barnum, mgr. of new program development; and Fred Coe, Douglas Coulter, Dee Engelbach, Sam Fuller, George McGarrett, Roger Muir, Barry Wood—all executive producers. Also Carl Stanton, TV network program mgr., to whom TV producers report, along with LeRoy Passman, asst. TV network program mgr., and Ludwig Simmel, mgr. of co-op programs (on TV matters).

Also reporting to McAvity: John Cleary, radio network program mgr.; Hal Kemp, mgr. of talent office; Ben Parks, network TV program mgr., Chicago; Homer Heck, network radio program mgr., Chicago. Under Cleary are all radio staff directors and Arch Robb, mgr. of music services; Van Woodward, supervisor of script dept.; Ross Ronaldson, supervisor of literary rights & script readers; Robert Wogan, supervisor of network program operations; Ludwig Simmel (on radio). Under Kemp are Mitchell Benson, mgr. of radio contracts, and John Rayel, talent & program coordinator.

Under Davidson Taylor come Wm. R. McAndrew, mgr. of news & special events; Tom Gallery, mgr. of sports; Edward Stanley, mgr. of public service programs; Charles H. Colledge, mgr. of public affairs operations; Leslie Vaughan, business mgr. of public affairs; Richard Pinkham, executive producer of *Today*. Other major assignments in public affairs dept. are Henry Cassidy, TV-radio news commentator, with assignments on *Today*; Francis C. McCall, producer of *Camel News Caravan*; Joseph Meyers, chief of central news desk; Adolph Schneider, NCAA football.

Note: CBS’s split TV-radio operations, each under separate president, will continue, say advices from that network. There are no plans there to adopt integration policy followed by NBC.

UNIFIED TV-RADIO operations at NBC, under current integration-for-economy shakeup (Vol. 8:25), has Tom McAvity, ex-talent & program procurement mgr., now holding title of national program director, and Davidson Taylor, ex-general production executive, named direc-

END OF TV-RADIO CEILINGS AT HAND: Battle for suspension of OPS price ceilings on TVs, radios & phonographs is about over. An order to suspend ceilings at all levels from manufacturer to retailer is on desk of outgoing administrator Ellis Arnall.

Only his signature is required. He wasn't available for comment, but spokesman assured us there's little doubt order will be signed, probably during Aug. 25 week, if Arnall carries through his announced intention of leaving office Sept. 1.

It's distinct victory for the industry, RTMA counsel Ray Donaldson having petitioned for just such action last July 29 and gen. mgr. James D. Secrest having held frequent conferences with OPS in absence of president Glen McDaniel (due back from vacation in Orient Sept. 3).

Order was drafted this week by consumer durable goods div. officials, most of whom have bags packed and are moving out daily. While none will divulge details, one told us: "The industry won't have any cause to regret this order. It contains a 'trigger' price level at which controls will automatically be restored, but level is high enough to satisfy even the most die-hard manufacturers and retailers."

Short of outright decontrol, OPS actually had no alternative. Congressional fund cuts, sharp personnel reductions and industry demands for end of all controls in an industry beset with depressed prices all combined to make the OPS realize it could not enforce ceilings even if it maintained them.

TV sets are still selling at average of 15% below ceilings, so OPS finally realized it could more profitably channel its manpower and funds into other fields in a week which saw Govt. announce living costs had reached new all-time peak.

TVs MOVING WELL, OUTPUT AT PEAK WEEK: Production of TV sets shot up to 119,049 week ended Aug. 15 (10,757 of them private label) -- highest since April 1951. It marked return to "normal" 100,000-per-week level, not achieved since first 1952 quarter.

Plants are all back at full schedules, following vacation shutdowns, and it could even be that unseasonal summer boomlet, accelerating in fall-winter, will see production reach as high as the 200,000-plus units per week of some 1950 weeks.

Some set makers are saying they're allocating output to distributors again, and the retail picture generally is reported bright. There's note of caution among some, however, who say summer market was abnormally good -- but wait till after Labor Day to evaluate "true market." By Sept. 15 we can really tell, they say.

Factory inventories, which plunged some 65,000 units week before, went up about 5000 week ended Aug. 15 -- to 309,584, regarded quite safe.

Radio output also went up -- to 153,035 (21,493 private) from 124,243 week preceding. Radio inventories were 344,359, down about 25,000. Aug. 15 week's radios were 69,066 home sets, 26,888 portables, 30,245 clock, 26,836 auto.

With 2,318,236 TVs produced in first 6 months, nearly 500,000 in the 7 weeks thus far reported in second quarter, it seems very safe guess that TV output will go over 5,000,000 this year. NPA officials predict 1,000,000 sets third quarter and 1,500,000 fourth -- their official working figures.

Everybody knows retail TV trade has been good, generally, in last few months -- but there's no statistical backing as yet, except for RTMA's weekly factory output figures. Dun & Bradstreet's monthly retail sales-&-inventory reports ended with May 31 figures (Vol. 8:27); since then, RTMA statistical dept. chief Wm. F.E. Long has been gathering them for the intervening period, and on Sept. 25 is scheduled to put out first of RTMA's own retail reports.

New service will show dealer sales and inventories for end of July and end of August, broken down by table, console & combination models, these further broken down by screen sizes. Sales estimate will cover June-July-August combined. Thenceforth, the figures will be issued on regular monthly basis.

Topics & Trends of TV Trade: Nearly \$2,000,000,000 will be spent on TV set purchases this year at average outlay of \$300 per set, same median as 1951. Federal Reserve Board estimates this in its *1952 Survey of Consumer Finances*, at same time admitting network extensions and new stations will alter upward its forecasts. About 25% of consumers who expressed intention to buy new TV set already own one, strengthening predictions of bullish replacement market this year. Breaking down prospective purchasers by income groups, FRB predicts 33% of purchasers will have incomes of at least \$5000; 23% between \$4-5000; 20%, \$3-4000; 13%, \$2-3000; 6%, \$1-2000; 5%, below \$1000.

FRB estimates TV sets were owned in early 1952 by 30% of all spending units—families or individuals living alone—with 59% of owners earning at least \$7500. As for place of residence, 51% live in metropolitan areas; 26% in cities of 50,000 or more population; 23% in cities of 2500-50,000; 21% in towns under 2500; 8% in rural markets. Survey also disclosed 48% bought sets on installment plan in 1951; 44% in 1950, 47% in 1949. Highest frequency of set ownership, 40%, was among married persons with children; skilled or semi-skilled workers led occupational categories.

Of the 1951 purchasers, 43% earned at least \$5000; 17%, \$4-5000; 21%, \$3-4000.

FRB report estimates 6,300,000 "spending units" bought TV sets (new and used) during 1951, which will come as surprising news to industry whose production that "recession year" was 5,384,798 sets, shipments to dealers 5,179,973, distributor inventories 439,340 at end of year (*TV Factbook No. 15*, p. 131). FRB also figures 6,100,000 in 1950, TV's big year when 7,463,800 sets were made, 7,355,100 sold by factories, 7,078,600 shipped to dealers, 363,500 in distributors' inventories at end of year.

In other words, fewer sets were sold in 1950 than in 1951, if we accept FRB figures—which look like they need some more realistic bases.

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Trade Miscellany: Record Industry Assn. of America noting that only 4% of TV sets are made with record players, has asked RTMA to revive old phonograph industry committee and to seek to persuade manufacturers to include either record-playing equipment or phono-jacks in all sets . . . Mexico's Bureau of Statistics reports 29,300,000 pesos (about \$3,387,000) worth of imports of TV receivers and transmitters between Jan. 1950 and May 1952; in 1951, 8906 TVs without cabinets, 2704 with cabinets were imported, valued at about \$1,920,000 . . . **Industria Electronica S.A.**, Madrid (Gabriel Soria, managing director), making radios and 45rpm records, and **American Radio Television (Hellas)**, Athens (Charilaos Petropoulos, director), assembling radios, added to RCA Victor's overseas manufacturing operations . . . **Muntz TV Inc.**, with 54 outlets now, reports 30,288 TV installations for quarter ended July 31 vs. 21,149 same period last year; in July alone, 10,998 deliveries; for fiscal year to next March 31, anticipated 175,000 vs. 118,000 for preceding year . . . **Philco's** govt. & industrial div. under v.p. Joseph H. Gillies has set up headquarters at new address: 4700 Wissahicken Ave., Philadelphia, telephone Tennessee 9-4000 . . . **Raytheon** moves this week into new office building at 3076 W. 117th St., Waltham, Mass. . . . **Hallcrafters** plans Los Angeles TV-radio assembly plant.

GE sets up special fair trade section within its small appliance div. to enforce fair trade laws on all its products, becoming first large manufacturer to take action since passage of McGuire bill (Vol. 8:6, 19, 20, 27); **W. J. Pfeif** heads section, which has already informed some 900 dealers of its action.

Hallcrafters has introduced 7 table models and 6 consoles as supplement to 1952 line, ranging from 17-in. to 27-in. at \$200-\$625. One 21-in. modern mahogany table model at \$340 is equipped for vhf-uhf, with all others adaptable by internal or external converters. Also introduced with line was \$50 "telecart," base in form of tea table in mahogany or limed oak, mounted on outsize casters for mobility. Line consists of 17-in. table models in modern ebony plastic \$200, modern mahogany plastic \$210; 21-in. modern mahogany table \$250, \$280 & \$340, modern blonde \$260 & \$290, modern mahogany open face consoles \$330 & \$350, modern blonde \$350, ¾-door 18th Century mahogany \$380; 27-in. modern mahogany open console \$595, modern blonde \$625.

Standard Coil has priced its uhf tuning strips at \$13.95 list. Suggested dealer price is \$9.75. The \$13.95 price is for a "set"—an oscillator strip and an antenna strip—to receive one uhf channel on Standard turret tuners. Standard is now producing strips for all uhf channels, and has already shipped 7-8000 to dealers, principally in areas where uhf grants have been made. A few thousand more strips are on order, a spokesman said, and company is geared for heavy production when uhf stations go on air.

Canadian RTMA reports June TV set sales by factories were 5670 with list value of \$2,442,781. That brought sales for first 6 months of 1952 to 30,686 worth \$14,304,857. Toronto-Hamilton area led month's sales with 42.3%, Montreal 24.8%, Niagara Peninsula 14.9%, Windsor 13.8%, remaining 4.2% going to other areas. Inventory as of June 30 totaled 19,759. All sales of Canadian-manufactured TVs to that date amount to 109,124 valued at \$51,818,882.

Cuba, too, saw TV sales pickup in second quarter, after first-quarter slump (Vol. 8:23). Commerce Dept. reports second-quarter imports into that country of 7652 TV sets valued at \$1,282,523 compared to 4774 at \$833,590 first quarter. Imports of radios from U. S. second quarter were 22,471 at \$443,172 vs. 24,492 at \$431,866 first quarter.

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Merchandising Notes: Profiting handsomely by opening of new TV markets are local newspapers, enjoying undreamed of lineage gains; Denver's newspapers are replete with TV receiver ads, special sections etc., and this week Salt Lake City's *Deseret News* carried special 12-p. section heralding city's new higher-powered transmitters . . . **RCA** set tongues wagging this week with full-page ads in metropolitan newspapers captioned "The Campaign Comes to 18,000,000 Whistle Stops"—whistle stops referring to that many TV receivers; institutional ad idea, tying TV with presidential campaign, attributed to Carl Byoir, public relations counsel . . . **Sears Roebuck** fall catalog cuts 20-in. Silvertone table \$10 to \$200; offers 17-in. wood table at \$190, console \$225; 20-in. wood table \$230, console \$245, combination \$245; 21-in. full-door console \$300 . . . **Meck** has withdrawn \$99.95 TV set (20-in.) offered since March, now has 20-in. table at \$129.95, plus tax & warranty, as lowest-priced set.

Distributor Notes: **Emerson** names Michael Kory, president of its Emerson-New Jersey Inc., to be mgr. of all subsidiary distribution companies, of which 4 are wholly-owned, other 12 not covered by factory regional sales reps; **Murray Golden** becomes mgr. of Emerson-New Jersey, **Jack Gaertner** continues as sales mgr. . . . **Capehart** appoints **George J. Schultz Inc.**, Norfolk (George J. Schultz, pres.); **Allen TV & Appliances Inc.**, 1703 N. Harrison St., Fort Wayne (Sid Hutner, pres.) . . . **Stewart-Warner** names **Parker Co.**, Denver (Wm. C. Campbell, mgr.), succeeding **Austin & Son**, now **Arvin** . . . **Raytheon** names **Glenn Earl Inc.**, Salt Lake City, ex-Hoffman . . . **Emerson** of Michigan appoints **Robert F. Perkins** sales v.p.; he's ex-Philco Distributors Inc., Detroit.

SHIPMENTS OF TV sets to dealers in first half of 1952 totaled 2,118,510 units compared to 2,470,954 in corresponding 1951 period, reports RTMA. Production first 6 months was 2,329,759. All states and District of Columbia shared in shipments. New York led with 258,304; California was a close second, with 218,915.

Shipments by states and counties for 26 weeks ended June 27 are tabulated in separate RTMA report. Noteworthy are scattered numbers going to areas regarded as far outside TV service ranges—e.g., 5 to Chouteau County, Mont.; 7 to Booneville County, Ida. By states, first-half shipments went to:

State	Total	State	Total
Alabama	26,278	Nebraska	18,150
Arizona	7,331	Nevada	6
Arkansas	6,122	New Hampshire	8,405
California	218,915	New Jersey	82,626
Colorado	1,158	New Mexico	2,954
Connecticut	49,547	New York	258,304
Delaware	7,906	North Carolina	44,048
District of Columbia	19,701	North Dakota	51
Florida	35,447	Ohio	168,745
Georgia	44,894	Oklahoma	32,591
Idaho	47	Oregon	191
Illinois	119,943	Pennsylvania	186,759
Indiana	83,565	Rhode Island	14,443
Iowa	37,714	South Carolina	10,082
Kansas	13,481	South Dakota	281
Kentucky	29,266	Tennessee	29,692
Louisiana	22,020	Texas	92,487
Maine	3,194	Utah	11,344
Maryland	35,318	Vermont	2,120
Massachusetts	91,473	Virginia	38,458
Michigan	89,316	Washington	28,939
Minnesota	28,853	West Virginia	22,944
Mississippi	5,908	Wisconsin	32,884
Missouri	55,013	Wyoming	75
Montana	21		
		Total	2,118,510

RTMA parts division chairman Matt Little, Quam-Nichols, announces these section chairmen: Richard W. Mitchell, Industrial Development Engineering Assoc., amateur radio; Larry H. Kline, Ward Products, antenna; W. Myron Owen, Aerovox, ceramic capacitor; Eugene M. Keys, Edwin I. Guthman & Co., coil; Louis Kopinsky, John E. Fast & Co., fixed capacitor; D. S. W. Kelly, Allen-Bradley, fixed resistor; Roland M. Bixler, J-B-T, instrument & test equipment; S. N. Shure, Shure Bros., phonograph records & cartridges; H. E. Moon, General Industries, record changer & phono-motor assemblies; Lester W. Tarr, Cinch Mfg., socket; Russell S. Fenton, Permoflux, speaker; Charles L. Matthews, Wm. H. Welsh Co., speaker parts; W. R. MacLeod, King Labs, special products; C. L. Snyder, General Ceramics, steatite; W. S. Parson, Centralab, switch; L. S. Racine, Chicago Transformer, transformer; S. L. Gabel, Superior Tube, tube parts; Russell E. Cramer Jr., Radio Condenser Co., TV-radio tuner; Victor Mucher, Clarostat, variable resistor; Roy S. Laird, Ohmite, wire wound resistor & rheostat; Jay H. Johnson, John & Hoffman, metal stampings & specialties.

Trade Personals: Benjamin Abrams, president of Emerson, sailed with Mrs. Abrams Aug. 22 on the *United States* for visits with Emerson distributors in France, Italy and Israel . . . David Sarnoff, RCA chairman, due back from Europe Sept. 1 . . . Wm. E. Boss, staff asst. to RCA consumer products v.p. Joseph B. Elliott, named mgr. of new TV market development section, assuming duties formerly held by Dan Halpin, now DuMont national sales mgr. . . Francis F. Florsheim, Columbia Wire & Supply Co., named chairman of Assn. of Electronic Parts & Equipment Mfgs., Chicago, succeeding John H. Cashman, Radio Craftsmen Inc.; Karl W. Jensen, Jensen Industries, vice chairman . . . Gerald L. Hartman, ex-Belmont sales mgr., now mgr. of marketing, Bendix home appliances . . . Henry C. Sarau Jr. appointed supervisor of industrial engineering, Ernest Hardy supervisor of tool design and manufacture, Westinghouse's new electronics div. . . Ralph A. Walch named mgr. of new Sylvania tax service dept. . . John F. Conger resigns as mgr. of Capehart-Farnsworth's southwest sales region, Dallas . . . Herbert Kabat, Olympic asst. gen. sales mgr., promoted to gen. sales mgr.

Dept. of Justice's sweeping anti-trust probe into RTMA and 18 or more TV-radio-electronics manufacturers for alleged conspiracies relating to color, FM and patents gets first challenge in New York Federal district court Sept. 2 at hearing on RCA's motion to quash or modify grand jury summons on grounds it was unduly burdensome and merely repeated ground covered in 1924-28 Federal Trade Commission proceedings and in 1932 Delaware consent decree covering patent and licensing agreements (Vol. 8:25). Reports that Govt. had asked for postponement are denied by Malcolm A. Hoffman, anti-trust division's top trial attorney in New York, who said: "The Attorney General has requested that the case be presented and pursued and that is what we are doing." He also stated all companies have complied with subpoenas (Vol. 8:11-12, 14-16), though it's known some are still balking at "dragnet" nature of data requested, going back several decades. Industry opinion generally is that case was inspired initially by (1) certain FCC officials' efforts at reprisal for industry's opposition to FCC decision favoring CBS color; (2) desire to seek "goat" for failure of FM to click with public; (3) antagonism in some quarters to RCA patent pool. Besides RTMA and RCA, companies known to have been subpoenaed: Admiral, CBS-Columbia, Crosley, DuMont, Emerson, GE, Hazeltine, IT&T (Capehart-Farnsworth, Federal, et al), Motorola, Philco, Pilot, Raytheon, Sylvania, Westinghouse, Zenith.

Contrary to fears of movie people, TV isn't likely to be beneficiary of Justice Dept.'s much-publicized 16mm anti-trust suit against 12 producers and distributors (Vol. 8:30, 31, 32). While asking injunction to force each of defendants to sell its products individually to TV after alleged conspiracy is dissolved, govt. lawyers privately admit they don't have too many legal precedents on their side because they don't charge existence of a monopoly. Although there have been a few cases where companies have been required, on dissolution of conspiracies, to make their products freely available to competitors, they have been too infrequent to give the Govt. much confidence or TV leaders much hope. It's also interesting to note that amid the anvil chorus of boos from the movie industry, press and magazines, not a single TV spokesman has risen to praise the suit—further indication the govt. action adds up to no hits, all errors.

Our story on printed circuits in last week's issue brought an immediate response from a British reader who points out that Sargrove Co. in England began turning out small table radios about 4 years ago with a fully automatic machine utilizing printed-circuit techniques similar to those employed by Motorola in its Pla-Cir sets (Vol. 8:33). Also this week, Hallicrafters president Wm. J. Halligan was quoted in Aug. 21 *Retailing Daily* that his firm will come out Oct. 15 with clock radio (at \$35) using printed circuits, but it wasn't made clear whether entire circuitry of sets will be printed.

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Negroes hold such NBC job titles as director of community affairs, senior staff writer, accountant, studio engineer, maintenance engineer, photo file supervisor, building maintenance man, asst. film librarian, file clerk, announcer, scenic artists—and, of course, performers. RCA president Frank Folsom so testified before labor-management subcommittee of Senate Labor Committee recently, saying non-discrimination on account of race, color, creed or national origin is a basic policy of entire RCA. Thus for this year, for example, RCA's personnel dept., managed by Dr. Joseph W. Bird, hired 9 Negro engineers—3 from Howard U, others from Pennsylvania, Ohio State, Columbia, Brooklyn Polytech, Tennessee Agricultural & Industrial College, Youngstown College.

Electronics Reports: What is electronics? In search of good definition, Television-Electronics Fund Inc., investment company, asked Dr. Wm. L. Everitt, dean of U of Illinois engineering college and past president of IRE. He replied—and reply has been published in brochure titled *Electronics Re-Defined*: “Because electronics is so intimately interwoven with other sciences and techniques, and because its by-products are so widely useful, it is probable that its boundaries can be defined only temporarily. Like other words in our language, we shall probably have to re-define electronics from time to time as its expansion continues.” With this preface, Dr. Everitt ventured this definition of the modern science of electronics:

“Electronics is the science and technology which deals primarily with the supplementing of man’s senses and his brain power by devices which collect and process information, transmit it to the point needed, and there either control machines, or present the processed information to human beings for their use.”

Webster’s New International Dictionary (1946), incidentally, supplies this more confining definition: “That branch of physics which treats of the emission, behavior, and effects of electrons, especially in vacuum tubes, photoelectric cells, and the like.”

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Aid to steel-hungry manufacturers came this week from NPA. In issuing Direction 19 to CMP Reg. 1, it authorized most manufacturers to use up to 500 tons of conversion steel without charging it against their CMP allotments. Conversion steel, while more expensive than regular carbon steel, can be used in TV-radio chassis, brackets and components. Also dropped from CMP regulation was used steel, and curbs on foreign steel were eased considerably. NPA met with loudspeaker industry advisory committee Aug. 21, and was told that several speaker makers will soon be in “serious trouble” as result of steel shortage.

Shortage of specialized components and high-reliability tubes continues to be biggest bottleneck in military communications equipment production. Radio communication equipment industry advisory committee members Aug. 20 told NPA that principal hard-to-get components were quartz crystals, metalized capacitors, relays, hermetically sealed meters, transformers. One manufacturer said he can use only 5-10% of the JAN specification tubes he buys, because military requirements for equipment performance are so exacting. Shortage of qualified engineers and technicians still persists, but production workers were reported more plentiful.

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Supplementary third-quarter allotments of materials for construction of electronics plants costing an estimated \$21,700,000 were announced this week by NPA. Made before start of steel strike, allotments for new projects went to: RCA, tube plant at Lancaster costing \$3,486,100; Collins Radio, Cedar Rapids, Ia., research & development facilities, \$2,122,308; Bell Aircraft Corp., Niagara Falls, N. Y., electronic research & development, \$500,000. Allotments for continuation of projects already started: Hughes Aircraft, electronic equipment plant at Tucson, \$11,300,000; GE, tube plant at Anniston, Ala., \$2,000,000; Roosevelt Field Inc., Mineola, L. I., electronic equipment plant, \$2,000,000; Raytheon, Newton, Mass., tubes, \$277,539.

Certificates of necessity for rapid tax write-off of expanded electronics plants approved by DPA Aug. 6-13: Motorola, Phoenix, Ariz., \$36,155 (55% amortization); Suffolk Products Co., Northport, N. Y., \$12,727 (70%); Michigan Brass Co., Grand Haven, Mich., \$8675 (70%); Raymond Rosen Engineering Products Inc., \$5905 (70%); Rhode Island Electronics Inc., Lonsdale, R. I., \$2787 (70%); Gaertner Radio Co., Los Angeles, \$1477 (70%).

Signal Corps orders for transistors have been steadily increasing. Recently announced contracts for transistors and related items totaled \$5,000,000 and were awarded to 4 companies: Sylvania, \$1,599,200; RCA, \$1,234,033; Raytheon, \$1,180,053; GE, \$944,614. Among other large (over \$1,000,000) unclassified military contracts announced by Govt.: *Signal Corps*—Motorola, \$25,857,572, radios (2 contracts); Packard-Bell, \$2,682,668, maintenance parts; GE, \$2,650,291, radio relay equipment; Federal Telephone & Radio, \$1,646,959, multiplexer design model; Radiomarine Corp. (RCA), \$1,277,191, radar; Chatham Electronics, \$1,475,372, thyratron tube production facilities; Crosley, \$1,107,007, radios. *Air Force*—Bendix Radio, \$20,804,500, components (2 contracts); Trad TV Corp., \$1,315,447, radios; Espey Mfg. Co., \$1,204,065, radios.

New TV-radar combination developed by Civil Aeronautics Administration is said to be far more sensitive and easier to read than ordinary radar. Report by CAA’s A. W. Randall and J. S. Marshall gives these details: New device uses RCA-developed “memory tube” in combination with TV-type circuits and picture tubes. Memory tube (not a CR tube) makes high-persistence phosphors unnecessary, permits use of regular TV picture tube for radarscope. Principal advantage of new system is that TV tubes can be easily read in normal light, whereas standard radarscope tubes must be viewed in darkness.

American Institute of Electrical Engineers, at its convocation of the Centennial of Engineering in Chicago’s Congress Hotel Sept. 3-13, includes among Sept. 12 speakers Haraden Pratt, advisor to the President on telecommunications, discussing “First 50 Years of International Communications,” and NBC engineering v.p. O. B. Hanson, on “Historic Highlights in Developing the Radio Broadcasting and Television Arts.”

TV Antenna System Inc., community antenna project serving New Philadelphia and other Ohio communities, has been allotted materials by NPA to begin \$30,000 expansion program in third quarter.

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Transit FM, already cleared by Supreme Court (Vol. 8:22), won another victory this week when FCC dismissed protest of Transit Riders Assn. Inc. against renewal of license of transit FM operator WWDC-FM, Washington. Commission’s reason for dismissal was that protesting group is not a “party in interest” according to Communications Act. FCC added, however: “We wish to emphasize [that] our processes take specific cognizance of the right of the general public to complain to us—and that those complaints, where meritorious, are given careful consideration.” Comr. Webster dissented, saying he thought Assn. is a “party in interest” and that Commission should hold hearings on transit FM to determine its exact nature and merits. Comr. Hennock issued concurring opinion, saying that an “individual licensing proceeding” isn’t proper occasion to conduct study of transit FM but that such study should be made. She agreed with Comr. Webster that Assn. is a “party in interest.” FCC majority comprised Comrs. Walker, Jones, Bartley, Sterling. Comr. Hyde didn’t participate.

“Blind” TV set—an FM radio which will pick up TV sound as well as regular FM programs—has been developed by Pyramid TV Service Co., 289 E. 139th St., N. Y. (Herbert Abrams, president), for New York Guild for the Jewish Blind. Set will sell for \$50-\$65, has Braille channel numbers on tuning disc. Guild officials explained that most blind people would like to listen to TV programs to know what their sighted friends are talking about. TV is also important to the blind, they said, because its programs stimulate the visual imagination more than radio.

Count of TV Sets-in-Use by Cities

As of August 1, 1952

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

DENVER appears on monthly sets-in-use report for first time in NBC Research's Aug. 1 count, which credits it with 5000 receivers as of that date (first station, KFEL-TV, began scheduled operations July 21). Actually, by July 26 week-end, our reports from distributors were that 8000 sets had been sold, 3000 delivered; by end of year, forecast is 50,000 (Vol. 8:30).

Increase in ownership was 371,000 sets during July to bring total to 18,354,300. June gain was 355,900 (Vol. 8:30). Areas showing biggest gains were New York, up 30,000; Chicago, 25,000; Detroit, 22,000; Pittsburgh, 20,000; San Francisco, 19,000; Los Angeles, 15,000; New Haven, 12,000; Boston, Atlanta, Houston, Philadelphia, 10,000 each. Following is Aug. 1 count (consult individual stations for their estimates of number of families within respective service areas):

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
<i>Interconnected Cities</i>			<i>Interconnected Cities—(Cont'd)</i>		
Ames (Des Moines).....	1	90,500	Minneapolis-St. Paul.....	2	322,000
Atlanta.....	3	190,000	Nashville.....	1	75,700
Baltimore.....	3	403,000	New Haven.....	1	310,000
Binghamton.....	1	85,000	New Orleans.....	1	109,000
Birmingham.....	2	118,000	New York.....	7	3,070,000
Bloomington (see Indianapolis) 1(a)			Norfolk.....	1	120,000
Boston.....	2	921,000	Oklahoma City.....	1	92,300
Buffalo.....	1(b)	279,000	Omaha.....	2	135,000
Charlotte.....	1	155,000	Philadelphia.....	3	1,072,000
Chicago.....	4	1,210,000	Phoenix.....	1	39,700
Cincinnati.....	3	333,000	Pittsburgh.....	1	485,000
Cleveland.....	3	638,000	Providence.....	1	224,000
Columbus.....	3	220,000	Richmond.....	1	137,000
[Dallas.....	2		Rochester.....	1	155,000
[Fort Worth.....	1	182,000	Salt Lake City.....	2	76,000
Davenport-Rock Island.....	2	130,000	San Antonio.....	2	88,400
Dayton.....	2	195,000	San Diego.....	1	120,000
Denver.....	1	5,000	San Francisco.....	3	433,000
Detroit.....	3(c)	726,000	Schenectady.....	1	219,000
Erie.....	1	87,000	Seattle.....	1	164,000
Grand Rapids.....	1(d)	175,000	St. Louis.....	1	413,000
& Kalamazoo.....			Syracuse.....	2	170,000
Greensboro.....	1	94,000	Toledo.....	1	197,000
Houston.....	1	170,000	Tulsa.....	1	77,500
Huntington.....	1	88,600	Utica.....	1	74,000
Indianapolis.....	1(a)	285,000	Washington.....	4	383,000
& Bloomington.....			Wilmington.....	1	113,000
Jacksonville.....	1	64,000	Total Interconnected.....	108	18,325,700
Johnstown.....	1	165,000	<i>Non-Interconnected Cities</i>		
Kalamazoo.....	1(d)		Albuquerque.....	1	17,600
(see Grand Rapids).....			Brownsville (Matamoros, Mexico).....	1(e)	11,000
Kansas City.....	1	218,000	Total Non-Interconnected.....	2	28,600
Lancaster.....	1	159,000	Total Interconnected and Non-Interconnected.....	110	18,354,300
Lansing.....	1	102,000			
Los Angeles.....	7	1,230,000			
Louisville.....	2	145,000			
Memphis.....	1	141,000			
Miami.....	1	101,000			
Milwaukee.....	1	346,000			

- (a) Bloomington separately 176,000. Indianapolis separately 250,000.
- (b) Does not include estimated 63,000 sets in Canadian area reached by Buffalo station.
- (c) Does not include estimated 38,000 sets in Canadian area reached by Detroit stations.
- (d) Grand Rapids separately 138,000. Kalamazoo separately 147,000
- (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 109,124 up to June 30, 1952, according to Canadian RTMA (see p. 9). Since Canada has no stations of its own and nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The CRTMA area count as of last June 30: Windsor 37,740, Toronto-Hamilton 43,923, Niagara Peninsula 18,776, Montreal 2725, other areas 5960.

Do's and don'ts of political broadcasting are presented in question-&-answer form in NARTB's *Political Broadcast Catechism*, distributed to all members.

Owner Harold F. Gross of Lansing's WJIM & WJIM-TV has sold his 1-kw AM station in Kalamazoo, WGFG, for price "in excess of \$100,000."

Eighteen more applications for new TV stations (11 of them for uhf) were filed this week, bringing total pending to 730, of which 290 are for uhf. Among vhf applications this week were one for Jacksonville, Channel No. 12, by group including theatreman Mitchell Wolfson (WTVJ) and Sidney Meyer, who stated they will also apply for Charlotte; Cheyenne, Wyo., No. 5, by Tracy McCracken publishing-radio interests; Brownsville, Tex., No. 5, by KBOR principals (this town is opposite Matamoros, Mexico, where XELD-TV has operated since last September). Among uhf applications are 2 for Little Rock, Ark., No. 17 sought by publisher Donald Reynolds and associates, No. 23 by Great Plains TV Properties, new Chicago corporation, which also applied for No. 36 in Sioux City, has applications pending for Springfield, Ill. & Duluth, Minn. For Pensacola, Fla., No. 15 is sought by Charles W. Lamar & T. E. Gibbens, of Baton Rouge; for Trenton, N. J., No. 41 by WTTM; for Manchester, N. H., No. 48 by WKBR group, including Collins Radio's Wm. J. Barkley and Scott Killgore. This week, Oregon publisher Sheldon Sackett (*Coos Bay Times*), who also owns KROW, Oakland, Cal., made known that his new MED Inc. will shortly file for Medford, Ore., and WW Inc. for Walla Walla, Wash., both for Channel 5. [For details about all this week's applications, see *TV Addenda 15-F* herewith; for complete list of all applications and post-freeze FCC actions to date, see *TV Factbook No. 15* and *Addenda* to date.]

General Motors will sponsor the 11 National Collegiate Athletic Assn. football games to be released on NBC-TV this fall (Vol. 8:23, 26, 32-33). Parent company, using TV for first time, will pay full card rate for 2 hours each Saturday afternoon for total of more than \$2,500,000. All GM automotive and appliance subsidiaries will be urged to buy TV-radio tie-ins locally. One of biggest TV sponsorship deals yet, it was personally handled by NBC president Joseph McConnell, sales v.p. John D. Herbert, sports director Tom Gallery, Detroit sales mgr. Walter Gross with GM principals and Kudner agency. NBC announced partial schedule, opening Sept. 20 with Texas Christian vs. Kansas at Lawrence; Sept. 27, Princeton at Columbia; Oct. 4, Michigan at Stanford; Oct. 11, Texas A&M at Michigan State; Nov. 29, Army vs. Navy at Philadelphia. Other 6 games will be announced in week or so. Full network will carry all contests nationally, with no "blackouts" or other regional restrictions.

World's most powerful TV station—where is it? British Marconi's U. S. representative B. G. H. Rowley disputes claim by WSAZ-TV, Huntington (84-kw ERP), to that distinction (Vol. 8:32). Says Mr. Rowley: "The 50-plus kw of [BBC's] Holme Moss are genuine kilowatts out of the transmitter and its ERP is several hundred." WSAZ-TV (Channel 3) this week reduced its ERP in north-&-south direction to 17-kw to avoid interference with WLWC, Columbus, which has not yet moved from Channel 3 to 4. As result, Huntington station claims it's now radiating 100-kw east-&-west.

Northbound Miami-to-Atlanta TV channel will be opened by Jan. 1, 1953 in time to carry Orange Bowl football game on New Year's Day, AT&T announces. New equipment will be added to Jacksonville-Miami cable to equip it for northbound traffic, and existing northbound channel will be used to carry signal to Atlanta where it will be fed to network.

American Broadcasting Co. had net loss of \$67,000 for 6 months ended June 30, after giving effect to \$74,000 tax credit; this compares with net income of \$472,000 for same 1951 period.

Storer Broadcasting Corp.'s first public report since stock was listed shows operating revenues of \$5,441,950 and net profit of \$744,361 (64¢ a share) for first 6 months of this year.

Television Digest

with ELECTRONICS REPORTS

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PORTLAND WILL BE UHF 'TEST TUBE' CITY: It's clear now that Portland, Ore., granted CP for uhf while city's vhf go to competitive hearings, will be the proving ground for commercial uhf -- eyed intently by every other grantee or prospective grantee.

That Portland will have first uhf station on the air, possibly by Election Day Nov. 4, definitely by Thanksgiving Day, was fairly well assured this week when RCA-NBC sold to Channel 27 grantee Empire Coil Co. their famed Bridgeport (Conn.) "guinea pig" transmitter and began at once to dismantle it for immediate shipment to Portland -- tower and all.

Empire Coil's president Herbert Mayer, who built and operates the highly successful vhf WXEL, Cleveland, and holds CP also for uhf Channel 26 in Denver, broke the news of his definite plans and purposes this week coincident with ground-breaking ceremonies for his building on Portland's city-owned Council Crest.

Most of city is within 5-6 miles of antenna, which is 1300-ft. above town. Since city is very flat, 20-kw radiated from 210-ft. tower is expected to provide good reception. All 4 networks will feed programs to station (to be called KPTV). It may get as much as year's head start on any vhf station there, thus placing the burden on set makers to see to it that uhf receivers and converters are available.

The Bridgeport station and its equipment are well known to trade, operating as experimental KC2XAK since Dec. 29, 1949 -- used not only by RCA-NBC for propagation tests but by nearly all manufacturers for testing uhf receivers. It requires some modification for the Portland channel, including new antenna.

RCA-NBC are giving up Bridgeport after what technical v.p. Dr. C.B. Jolliffe says was "an expenditure of more than \$3,000,000 [on this] vital factor in making uhf technically and commercially practicable for home use throughout the nation."

With resources of RCA and other big equipment makers behind uhf, with FCC eager to get it going, those channels are gaining favor. But most applicants prefer vhf, seek uhf only when it's only thing available. They want to wait-&-see how uhf works out for other fellow. Portland operation looks like one they're waiting for.

Empire is going ahead with Denver uhf also, putting 250-ft. tower on Lookout Mt., higher by 200-ft. than KFEL-TV's vhf site there. Mayer's KDEN has been assured delivery of 1-kw transmitter by November, and he wants to get it on air same time as Portland -- or, at latest, by Christmas.

* * * *

Looks like race between educational grantees Kansas State and U of Houston, as to which will be first on air. Both got Channel 8. Kansas' engineering dept. has an old 500-watt transmitter for which it has already asked FCC for STA to start in 3-6 months (Vol. 8:33). Oil-rich Houston U, specifying GE equipment, doesn't have to wait for legislative appropriations for financing (as do most other educational

grantees). It already has FM tower and building, also complete TV film chain, so that transmitter installation should be fairly simple and speedy.

Also with FM transmitter & tower all ready, atop Mt. Wilson, is this week's grantee U of Southern California (uhf Channel 28), similarly well-heeled by Allan Hancock Foundation. It has long planned own TV, already offers 21 TV-radio courses.

Note: Denver's KFEL-TV, first post-freeze station on air, this week got FCC authority to use 2-kw transmitter, 3-bay antenna, thus hiking power to 6.4-kw ERP. RCA has promised to have it in operation no later than Sept. 8.

3 CPs MAKE TOTAL 43, AS 737 AWAIT ACTION: FCC cleared 23 more applications this week, but it squeezed mere 3 uhf CPs (including one educational) out of them. Of the 780 applications filed since end of freeze, Commission has processed 177, approximately 20%, handing out 43 CPs, lining up 134 applications for hearing. With 12 applications filed this week, 737 are still pending.

All this week's actions were in Group A priority list, Commission getting as far as Little Rock, 27th in line. The new CPs:

Peoria, WEEK, No. 43; South Bend, WSBT, No. 34. U of Southern California, Los Angeles, got educational Channel 28 without a hitch, being adequately financed.

All other applications acted upon were competitive, were notified hearings are required. They are in South Bend, Baton Rouge, Montgomery, Little Rock, Corpus Christi, Evansville. [For details, see TV Addenda 15-G herewith.]

Grant to WEEK has note of irony, since station was granted CP for Channel 12 Aug. 18, 1948, had it taken away June 8, 1949 for failure to construct.

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Applicants keep getting itchier as dates for hearings approach. Big pre-hearing conference on Portland channels, conducted by examiner Elizabeth Smith Aug. 26, kept FCC counsel Arthur Scheiner hopping as applicants' counsel probed reasoning behind FCC's refusal to permit applicants to show population they would serve.

FCC counsel was in really tough spot, having no choice but to defend an obviously weak position. Time and again, he virtually requested parties to ask FCC, not him, for "clarification." Applicants are now doing just that. To illustrate how tough FCC considers problem, its Broadcast Bureau asked for and received couple more weeks to mull question.

Examiner Smith decided to conduct Portland hearing as follows: (1) Oct. 1 all applicants exchange engineering exhibits. (2) Contestants for each channel will then be heard, in inverse order of docket numbers, which puts Channel 21 applicants first, then No. 12, No. 8, No. 6. (3) In hearing on each channel, engineering testimony comes first, then rest of case.

Entire hearing will be held in Washington, unless FCC grants a petition to move non-engineering testimony to Portland. Request of Tampa applicant to move its hearing to Tampa (Vol. 8:34) has been opposed by FCC's Broadcast Bureau, awaits decision by full Commission. FCC will be hard to persuade on this matter, because of its limited funds and because out-of-town hearings have habit of dragging on.

Miss Smith attempted to learn how long hearings would take, couldn't get solid estimates from counsel, who pointed to many imponderables. In any event, she vowed to render decisions as soon as possible, assured applicants her decisions on all channels would come close together. There's no telling what Commission will do about time element when it comes to final decision. It may decide to issue all decisions in each city simultaneously.

Jockeying for position continues as hearings near. This week, Wichita's Mid-Continent TV Inc. petitioned to amend from Channel 3 to No. 10, to leave hearing involving 5 applicants and join one with 2. Then Honolulu's KGU hopped on KPOA, competitor for Channel 4, charging latter didn't file in good faith, actually sought to delay TV in Hawaii. KGU said it announced May 11 it would file for No. 4, then applied on June 4. On July 2, KPOA also asked for No. 4, although Nos. 9 & 13 were still open. KGU counsel Reed Rollo said he asked KPOA counsel if they were aware that 2 channels were still open, never heard anything further.

FCC certainly didn't waste time grabbing proposal of Pittsburgh's Mayor Lawrence to put Channel 4 in that "Golden Triangle" near his city (Vol. 8:33). It initiated rule-making to allocate the channel to Irwin, Pa., 17 miles from Pittsburgh. Since allocation would get FCC off uncomfortable hook involving court appeals, it said it was deferring action on request of WLOA to put the channel in Braddock -- saying allocation to Irwin would make channel available to Braddock. At same time, FCC denied request of Pittsburgh's WCAE to move Channel 9 from Wheeling-Steubenville and add Channel 4 to Pittsburgh proper.

In another allocation parlay, New Orleans' WNOE told FCC another vhf channel, No. 8, could be added to New Orleans while Commission is juggling channels to add No. 10 to Lafayette, La. This could be done, WNOE said, simply by taking Commission's proposed reallocation (see Addenda 15-D) and substituting No. 3 for No. 2 in Baton Rouge, retaining No. 2 in New Orleans.

PROSPECTS FOR HIGH-POWERED UHF EQUIPMENT: Why the snag in high-powered uhf stations? How about those rosy predictions of this spring?

Since 32 of the 43 CPs granted so far are uhf -- and this proportion may well continue for many months -- delay in availability of high-powered uhf transmitters is a serious obstacle to speedy expansion of TV in new markets and old.

Delivery of modest number of lower-powered units this year may relieve the pressure somewhat, providing good service for some cities -- perhaps quite a few, though no one can guarantee that. But most of the uhf grantees would like to hit the air with a full-powered bang.

Reason behind delay in high-powered units is quite simple: Over-optimistic predictions based on initial laboratory successes, aggravated by equipment manufacturers' competitive eagerness to be first and to capture the prospective market.

No ineradicable bugs have developed in manufacturers' projected transmitters, as far as we can ascertain. The proponents of the klystron tube, the first "white hope" for real power, stand firm in their faith. Yet manufacturers obviously miscalculated development and production time.

GE says it has one 12-kw klystron-powered transmitter available, will have another by December, plans full-scale production starting next year. DuMont says it's quite pleased with its 5-kw Eimac klystron, is considering selling its single laboratory model transmitter "to shut up those who have doubts about the klystron." RCA is being somewhat coy about its high-powered uhf schedule.

Boasting 50% of all TV orders, RCA once said it would have 10-kw transmitters by end of year, then said it couldn't do it. First it said it would use its own tube, not a klystron; then it said it would use whatever high-powered tube came first, klystron or otherwise. Now it expects to have 10-kw units by year's end, employing tube other than klystron. Yet RCA doesn't rule klystron out of future plans.

These varying estimates may be understandable, predicated as they are upon laboratory progress (and competitive claims) -- yet chagrin of uhf grantees is equally understandable.

"Miracles" are rare in this type of development, and sudden announcement of immediate availability of high-powered transmitters is unlikely. But -- with lush uhf equipment market going begging and with tens of millions of dollars in receiver sales stymied by lack of uhf transmitters -- you can be sure every transmitter maker is straining every facility to crack the bottleneck.

TV & AVIATION--NO DISPUTE OVER AIRSPACE: There's no inherent menace to aviation in new TV allocation plan, despite the greater antenna heights it permits.

That's gist of complete and harmonious agreement reached by representatives of TV and aviation industry organizations with FCC, CAA, CAB and the Armed Services after 4 months of study and consultation (Vol. 8:17, 19-20, 22, 30).

TV representatives got what they wanted -- scrapping of a proposed set of criteria which would have placed severe limitations on availability of sites for towers over 500 ft. As we reported 3 months ago (Vol. 8:22), industry-govt. working

committee agreed that there's no need for hard-&-fast rules to govern placement of towers, and practice of approving sites on case-by-case basis should be continued.

Working committee has completed draft of report which includes its recommendations based on study of potential number of high TV towers. Report won't be released officially until Sept. 2, deadline for comments by members of committee.

Report will then be submitted to FCC Comr. Webster and CAA deputy administrator F.B. Lee for "appropriate action." This will involve calling meeting of a larger industry-govt. group, formed last April (Vol. 8:17), to approve agreement. Approval is virtually certain.

Working committee agreed "present airspace subcommittee procedures are eminently satisfactory and no changes should be made," but it did propose changes in two other rules: (1) Amendment of CAA Safety Manual to govern minimum clearances of objects near direct air routes; (2) Specifications for marking and lighting of future antenna towers (not to apply to towers already built).

The conflict between aviation and the radio & TV industry in competing for the use of the airspace is not expected to present a broad national problem, but may present some acute local problems in or near the large metropolitan areas," report states. It praises "excellent" cooperation between the two industries which "has served to emphasize the realization that both the TV and aviation industries can and must live together and that neither desires to exclude the other from reasonable enjoyment of the airspace."

* * * *

Aviation industry's original demand for new criteria to govern high towers was sparked by flamboyant newspaper accounts of FCC's Final Allocation Report last April -- implying that 2000 new TV stations, each with 2000-ft. tower, would spring up virtually overnight. But in subsequent committee meetings TV representatives -- NARTB, Federal Communications Bar Assn., Assn. of Federal Communications Consulting Engineers -- together with FCC, allayed aviation's fears of "an Empire State Bldg. in every cornfield." For example, as report points out:

It would cost \$1-1,500,000 to build a 2000-ft. antenna, and require about 100 acres of land. Only a station in very large market could afford such a project. FCC allocations have been made to 1240 towns and market areas; of these, only 171 have population of more than 50,000; 593 have 10-50,000; 530 less than 10,000.

No more than 5% of TV towers will exceed 1000 ft., an NARTB study shows. Survey by unnamed engineering firm found "the most probable maximum number of TV stations in U.S. within the next 10 years will be 1100."

Maximum antenna height proposed in any of the 700 TV applications on file with FCC Aug. 1 was 1585 ft. above ground. Another study of first 603 applications filed since April 14 shows that only 395 of these or 65.5% can be granted because of multiple applications for single channel. Of the 603 applications:

Nearly 80% request towers less than 600 ft. high. Some 10% propose to build towers of 600-1000 ft.; 3.6% ask 1000-1500 ft.; less than .2 of 1% want towers 1500 ft. or higher. There are no applications for 2000 ft. or more. Numerically, there are 23 applications for towers over 1000 ft. Only one asks more than 1200 ft. -- 1585 ft. in Oklahoma City.

PLUUGING UHF and supporting FCC's allocation plan, Comr. Rosel Hyde in Aug. 29 address at Western Electronic Show & Convention in Long Beach, Cal. said he was pleased to note that about 40% of all applications are for uhf; that applicants are seeking uhf in such vhf-served cities as Washington, Philadelphia and Cleveland; that large percentage of CPs granted so far are uhf; that "certain applicants are clamoring for an opportunity to put such stations on the air before the end of this year."

Regarding uhf receivers, Hyde said: "I do not wish to seem bureaucratic, but I feel strongly that every purchaser of a new TV set is entitled to a set providing complete TV service. And, a receiver which is not designed for

uhf reception, does not offer complete television service."

Comr. Hyde defended allocation plan along same lines as his engineering colleague Comr. Sterling (Vol. 8:24). He gave 5 reasons behind adoption of fixed allocation plan:

(1) Most efficient use of spectrum. (2) Opportunity for smaller communities to enter TV later. (3) Educational reservation. (4) Border problems can be settled once and for all. (5) "Administrative necessity." Without an allocation plan, Hyde said, there would have been hearings "so complicated that they would have effectively kept the freeze, insofar as the more populous areas of the U. S. are concerned, in perhaps a different, but in an equally cold deep freeze locker for years ahead."

SIMULCASTS will be favored wherever TV is used by Republican National Committee in current presidential campaign, with "flexible budget" for TV-radio combined revealed by publicity director Robert Humphreys at "between \$1,800,000 and \$2,000,000." Democratic headquarters, on other hand, plans to use TV and/or radio, as strategy dictates, according to radio chief Ken Fry—and budget is expected to be as large as GOP's, if not larger.

GOP budget includes air time, films, talent displacements, etc., some of funds coming from affiliated organizations such as Young Republicans and local groups. Ad agencies are Kudner and BBDO; latter handled GOP's placements in 1948, was asked by Kudner this week to lend a hand and will have Bruce Barton on the job. Kudner estimates half-hour simulcast will cost \$50-65,000, more if time is preempted. Eisenhower & Nixon are booked for 15-20 simulcasts thus far. There will also be tie-ins with Senatorial and Congressional campaigns by means of film and tape cut-ins or split-screen technique.

"Plenty of TV-radio spots," were also promised by GOP publicity chief, who obviously is emphasizing TV-radio. He has undertaken to handle network-agency dealings himself—despite lack of experience in that field—while TV-radio director Edward T. Ingle concentrates on speakers bureau. BBDO is expected to place most if not all national TV-radio time.

Telecasting Notes: Arthur Godfrey this season will total 5 hours per week on CBS-TV, 3½ hours daytime. His *Talent Scouts* resumes Sept. 1, Mon. 8:30-9 p.m., sponsored by Lipton; *Arthur Godfrey & His Friends*, Sept. 3, Wed. 8-9 p.m., sponsored alternately by Toni & Pillsbury Mills 8-8:30, by Chesterfield 8:30-9; *Arthur Godfrey Time*, Mon. & Wed. 10:15-11 a.m., Tue. & Thu. 10-11, sponsored by Frigidaire, Owens-Corning Fiber Glass, French Sardine Co., Lever Bros., Pillsbury . . . Daily serial drama will be carried as 15-min. segment of *Kate Smith Hour* on NBC-TV when it resumes Sept. 8, Mon.-thru-Fri., 4-5 p.m.; it will deal with family life in small town, and titled *The House in the Garden* . . . Ted Granik's *Youth Wants to Know* (NBC-TV, Wed. 8-8:30 p.m.) wins American Legion's first annual TV award; Legion's "Mike" awards, based on poll of members, went in TV class to CBS's *I Love Lucy*, *Strike It Rich* & *Arthur Godfrey Talent Scouts*, in radio to *Talent Scouts* & *Dr. Christian* and to NBC's *Cavalcade of America* . . . Metropolitan Opera's usual one-shot telecast not slated this season on ABC-TV, though Sat. 2 p.m. Texaco broadcasts will again be heard on ABC from Nov. 29, thru Kudner . . . Bishop Sheen, returning to DuMont Nov. 11, may be sponsored this time, proceeds to go into his multi-denominational "Mission Humanity" fund, according to *Variety* . . . First nuptial mass on TV was celebrated in Boston Roman Catholic Archdiocese via WBZ-TV by Archbishop Cushing Aug. 24 . . . BBC planning four 30-minute TV films showing preparations for Coronation, for sale in U. S. markets as well as Canada; project is said to be forerunner of new BBC "overseas film TV program" . . . Degree in TV-radio being offered by U of Texas; its TV workshop, under E. R. Norris, is installing complete closed-circuit facilities, and students will also work in Austin's 2 new TV stations . . . CBS's *Television City*, Hollywood, now 85% complete, with some operations due to start this fall . . . TV station compensation structure will be upset by ABC-United Paramount merger, says *Sponsor Magazine*; "with \$30,000,000 dropped into ABC till, ABC is expected to make strong bid for more affiliates," offering better affiliation deals than other networks . . . More Sept. 1 rate increases to add to those reported last week (Vol. 8:34): KTTV, Los Angeles, raises Class A hour rate from \$1000 to \$1200, one-min. from \$210 to \$240; WSPD-TV, Toledo, hour from \$600 to \$700, one-min. from

First simulcast for Eisenhower will be on NBC Sept. 4 from Philadelphia, 9:30-10 p.m. EDT, officially opening campaign (cost: \$30,500 for TV time, \$16,000 for radio). Next comes radio-only from Kasson, Minn. Sept. 6 on selected ABC & NBC stations, 12-12:30 p.m. CST, rebroadcast via transcriptions Sept. 8 on Keystone network over 525-550 stations in farm areas; then, radio only Sept. 9 on total of 514 ABC & NBC stations from Indianapolis, 9:30-10 p.m. CDT.

Democrats have Gov. Stevenson on CBS-TV, no radio, Labor Day from Detroit, 1-1:30 p.m. EDT; President Truman same day on CBS, radio only, from Milwaukee, 10:30-11 p.m. EDT; Gov. Stevenson Sept. 5 in simulcast on ABC from Denver, 9-9:30 p.m. EDT. Also on Stevenson agenda is Sept. 6 NBC radio broadcast from Kasson, Minn., on delayed basis, 9 p.m., and simulcast on CBS Sept. 9 from San Francisco, 10:30-11 p.m.

That's as much schedule as they'll disclose at this time, though it's also known the Democrats have tied up CBS-NBC networks for simulcasts election eve, Nov. 3, from 10:30-11 p.m. EST. GOP bought 10-10:30, but may now switch to 11-11:30.

Note: In 1948 campaign, when there were few TV stations, Republican National Committee spent \$650,000 on radio, \$10,000 on TV; Democrats spent \$750,000 on radio, \$15,000 on TV.

\$120 to \$140 . . . Lutheran Church (Missouri Synod) releases first of its 26 half-hour films, produced at Family Films Inc. in Hollywood at cost of \$500,000, to TV stations in 19 cities week of Sept. 7; titled *This Is the Life*, series covers life of "a typical Christian family" . . . United Nations general assembly sessions will be telecast on NBC-TV 11-noon daily starting Tuesday, Oct. 14; CBS-TV will also cover but hasn't announced schedule . . . CBS-TV Pacific Network for sponsorships "tailored to a western audience" announced by gen. mgr. Wilbur Evans . . . ABC's owned-&-operated stations may drop own spot sales rep, with Pety taking over WJZ & WJZ-TV, KECA & KECA-TV, KGO & KGO-TV; Blair handling WENR & WENR-TV, WXYZ & WXYZ-TV.

Integration of TV-radio executives, staffs and functions has about been completed at NBC (Vol. 8:25)—and next major policy step will be new network radio rate structure, expected shortly after Labor Day. How NBC cuts will compare with new CBS discount structure (Vol. 8:33), isn't indicated yet, nor have ABC and MBS revealed their new cards. CBS explains daytime increases, night decreases by way of discounts, in brochure sent to advertisers and agencies last week. New rates went into effect Aug. 25, approved by most affiliates, but reports were current, unverified, that 50-kw WJR, Detroit, and WGAR, Cleveland, were contemplating withdrawal from network rather than accept; and that these other stations have not accepted: KRNT, Des Moines, and WNAX, Yankton, S. D. (Cowles); WNOX, Knoxville; KCBQ, San Diego.

NARTB challenged educational CPs granted institutions which haven't made adequate financial showing (Vol. 8:30, 33) by petitioning FCC this week to reconsider its Channel 8 grant to Kansas State College, Manhattan, Kan. NARTB president Harold Fellows stated: "In no way is our petition in opposition to the grant to Kansas State College, but instead is expressing opposition to the manner and method of the handling of the grant by the FCC." NARTB contends FCC has violated Communications Act and its own rules which require applicant to prove financial ability to construct and operate station.

Roy W. McLaughlin, 57, ABC spot sales mgr. in Chicago, ex-mgr. of WENR-TV, died Aug. 24 after long illness.

WARNING to keep its house clean was hurled at TV this week by a Senate Internal Security subcommittee which charged Radio Writers Guild, whose 12-15,000 members produce an estimated 90% of radio network scripts, was dominated by a minority group of about 100 "pro-Communists."

Sensational charges, played up heavily in newspapers this week, followed release of closed-hearing testimony that RWG control was seized in 1943 by small group of Communists and pro-Communists at direction of Alexander Trachtenberg, Red propaganda chief. RWG promptly denied charges, issued statement saying it has "never aligned itself with or supported any Communist or pro-Communist organization," added its officers have signed non-Communist oaths as required by the Taft-Hartley law.

Committee Chairman McCarran (D-Nev.) said he was convinced TV industry is "very susceptible" to same kind of infiltration. Said McCarran: "Those who are responsible for its development must also accept responsibility for its character and the type of programs it channels into the homes of America. We found, strategically placed to take advantage of TV's progress, persons who refused to say, under oath, whether or not they belonged to the Commu-

nist party but who were described by other persons, under oath, as Communists or very active pro-Communists."

As an example of pro-Communist employment, RWG member Ruth Adams Knight testified Joseph Liss, whom she identified as "well known as a left wing sympathizer," has been employed more than anyone else as a writer on CBS-TV's *Studio One*. She also testified Peter Lyon, who refused to tell the committee whether or not he was a Communist, wrote a radio show for NBC's *Cavalcade of America* in which he attempted to compare favorably Communist partisans in Yugoslavia with American colonists in the Revolutionary War period.

McCarran said the committee would next turn to an investigation of other labor organizations in the entertainment industry, including Actors Equity, American Guild of Variety Artists, Radio & Television Writers Guild, Television Writers Guild and newly-formed Television Authority. Probe of possible Communist influence in the "theatrical press" will be followed by study of FCC and Voice of America, McCarran declared, without referring to any specific charges against the govt. agencies, although RWG members also write for VOA and United Nations Radio.

Personal Notes: Paul A. Walker, FCC chairman, to attend official inauguration Sept. 6 of CBFT, Montreal, Canada's first TV station; CBLT, Toronto, also operated by CBC, inaugurates Sept. 8 . . . John S. Young, onetime NBC announcer who quit radio to join diplomatic corps, with assignments to Philippines and Haiti, returning as ABC commentator, with first assignment a weekday 7 p.m. strip on WJZ . . . Lawrence H. Rogers promoted to v.p. & gen. mgr., Leroy E. Kilpatrick to v.p. & technical director, WSAZ-TV, Huntington . . . Mann Holiner, ex-Lennen & Mitchell TV-radio v.p.; Paul Manning, ex-Scripps-Howard correspondent, and Bruce M. Allen, ex-ABC-TV, named TV-radio directors at Kudner Agency's special N. Y. office at 270 Park Ave. for handling Eisenhower promotion . . . Robert Sarnoff, NBC v.p., nominated for president of Radio-TV Executives Society, newly formed by merger of American Television Society and Radio Executives Club of N. Y. . . . Dave Baylor, ex-program mgr., WGAR, recently gen. mgr. of WJMO, Cleveland, joins WEWS Sept. 1 as a general executive under gen. mgr. James C. Hanrahan . . . Peter J. Smith, ex-program director, WDTV, Pittsburgh, joins Fuller & Smith & Ross as asst. production supervisor in charge of daytime TV-radio . . . Donald Bishop promoted to TV mgr., NBC press dept., succeeding Allan Kalmus, resigned to be press chief of Lever Bros.; Auriel Macfie succeeds Bishop as magazine editor . . . Norman S. Ginsburg, DuMont Network stations promotion mgr., named adv. & program promotion mgr. for both network and its key WABD . . . Fred W. O'Brien Jr., ex-KVOD, Denver, appointed mdsg. & publicity mgr., WWJ & WWJ-TV, Detroit . . . Gale Blocki, Chicago v.p., John Blair & Co., joins BAB Sept. 15 as mgr. of Chicago office . . . Kenneth B. Murray now WOR-TV rep for New England, with headquarters in Statler Bldg., Boston . . . Perry Ward promoted to special events director, KOTV, Tulsa . . . Joseph Goodfellow named eastern sales mgr., NBC radio spot sales . . . Bob Carter joins Caples Co., Los Angeles, as TV-radio director . . . Robert J. Reardon and Frank B. Rice join TV station reps Harrington, Righter & Parsons . . . Martin Hummel Jr., ex-NBC, named promotion mgr. of *Collier's* . . . Peter M. Robeck, ex-KTTV, named national sales mgr., Consolidated Television Sales . . . Dr. Benjamin Werne, NYU professor of industrial relations, appointed to new ABC post of director of labor relations . . . George Z. Zachary joins Lennen & Mitchell in charge of TV-radio under Nicholas E. Keesely; Francis C. Barton named business mgr. of TV-radio dept.

Station Accounts: Canadian Admiral Corp. is first Dominion receiver manufacturer to sign for regular sponsorships on Montreal's new CBFT, buying all home football games of Montreal Alouettes; when station opens Sept. 6, it's estimated there will be at least 3000 sets-in-use, and 25-30,000 are expected by end of year . . . Admiral's Cuban distributor, Television y Aire Acondicionado SA, reports phenomenal results from sponsorship of live local version of DuMont show *Down You Go*, carried Mon. 9-9:30 p.m. on CMQ-TV, Havana, and its 4 satellite outlets under title of *Admiral Paga* (Admiral Pays); Cuba estimates 60,000 TV sets in use . . . Standard Oil of Indiana to sponsor 11 home games of Chicago Bears and Cardinals, with Chicago blacked out under National Professional Football League rules, on hookups of midwest stations outside 75-mi. limit, being arranged thru McCann-Erickson . . . Humble Oil to sponsor 12 Southwest Conference college games, via films day after, on 5 Texas stations . . . White Owl Cigars, thru Young & Rubicam, and Certified Automotive Inc. (Rolan tire chains), thru Gerald Shields, sponsoring 45-min. Maywood harness racing telecasts weekly on WBBQ, Chicago . . . Marshall Field's *Adventures of Uncle Mistletoe*, annual Christmas shows for children, being filmed for 26-episode syndication by Kling Studios, Chicago; will be carried on WGN-TV Tue. & Thu. 5:15-5:30 p.m. CST from Sept. 23, also for Frederick & Nelson on KING-TV . . . Canada Dry buys *Terry & the Pirates* film series from Official Films Inc. for placement in selected markets . . . Miles Laboratories (Alka-Seltzer), which hasn't renewed *One Man's Family* on NBC-TV, reported planning \$1,000,000 budget for spot TV . . . Among other advertisers reported using or preparing to use TV: Gibson Refrigerator Co., thru Henri, Hurst & McDonald, Chicago; Arden Farms Inc. (dairy products), thru Allied Adv., Los Angeles; Chicago & Southern Air Lines (merging with Delta Air Lines), thru Burke Dowling Adams Inc., Memphis; Converted Rice Inc. (Uncle Ben's rice), thru Leo Burnett, Chicago; Holeproof Hosiery Co. (men's & women's hose), thru Weiss & Geller, Chicago; Wander Co. (Ovaltine), thru Grant Adv., Chicago; Beacon Co. (Beacon wax), thru Allied Adv. Agency, Boston; Ullman Co. Inc. (Princess plate mats), thru Grey Adv., N. Y. (WCBS-TV); New York Telephone Co. (Classified Directory), thru BBD&O, N. Y. (WCBS-TV); Supreme Wines Inc. (Kosher wine), thru Emil Mogul Co., N. Y.; Aluminum Window Corp. (Alwintite storm windows & doors), thru Newton Adv., N.Y.; DuPont Corp. (Zerone & Zerex anti-freezes), BBDO.

TV OUTPUT ZOOMS, INVENTORIES SHRINK: Manufacturers' confidence in current TV market got statistical backing this week, with RTMA report showing output for week ending Aug. 22 had jumped to 138,705 units (15,337 private label) from 119,049 week before. It was highest production total since first week in April 1951.

Factory inventories plunged to 267,828 as of Aug. 22 from 309,584, lowest since last April. "Sets really are moving," was happy refrain from the makers.

Total output for quarter's 8 weeks thus far reported: 617,239. For the 34 weeks of year to date: 2,939,144.

Radio production went up to 165,912 (61,396 private label) as of Aug. 22 from 153,035 week earlier; factory inventories were 335,160, down from 344,359. Week's radios were 68,373 home, 32,170 portable, 35,218 clock, 30,151 auto.

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Economists are seeing bright things ahead for all consumer durables, Federal Reserve Board reporting retail installment paper for appliances jumped 32% in June from May level. A.W. Zelomek, economist of International Statistical Bureau Inc., believes sales outlook for TVs, along with other appliances and autos, is favorable for rest of year and for early 1953, citing these factors:

"Disposable income will average moderately higher. The 1953 models of practically all appliances will represent more new designs than at any time in years... Prices will still be reasonable, even though some moderate advances may be expected in view of the higher steel cost and rising labor costs. Radio and TV will be aided by one of the most interesting and intensive national political campaigns in years. Easy time payments will be emphasized, since Regulation W will not be in existence."

LAG IN STEEL MAY FORCE SHORTAGES: Again the spectre of shortages -- just when TV demand is well up, production back to early 1951 levels, inventories dwindling, and the trade outlook most encouraging.

This time NPA officials say burst of speed in fourth-quarter TV production (advance estimate: 1,500,000 units) now cannot be expected to materialize because of reduced allotments due to recent steel strike.

While third quarter will doubtless see output of predicted 1,000,000 (8-week score: 617,239), they retract predictions of big spurt in fourth quarter -- that is, unless TV demand is so great that output is upped at the expense of radios.

Manufacturers and assemblers may be pinched directly for steel in the fourth quarter -- but it's the parts suppliers who will give most trouble. Sharpest danger signal comes from transformer makers, dependent on electrical silicon steel.

GE has already laid off 3650 workers at Pittsfield (Mass.) transformer plant (Vol. 8:32). Others say they can't fill orders on schedules. Their pipelines are dry, and they see September as a "very rough month."

Though silicon steel should start flowing again in October, enabling them to fill most orders, they say customers won't get as much as they ask.

Some speaker manufacturers have already reported they expect very soon to run out of steel for brackets and baskets (Vol. 8:34). Others minimize steel shortage talk, say they expect to be able to hold to relatively normal schedules.

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Component makers in fourth quarter will get 70% of steel they used in traditionally slow third quarter. First quarter 1953, they're slated to get 10% less.

Components may be biggest bottleneck, but set makers are beginning to worry about own steel allotments for chassis, brackets, etc. Those on base-period basis will receive in fourth quarter only 45% of amount they used in average quarter of

first-half 1950 base. In first quarter 1953, this is slated to drop to 30%.

Those no longer using base period will get for fourth quarter 70% of their third quarter use; in first quarter, this will drop to 60%.

NPA is trying to "catch up" by end of next February, by means of drastically reduced allotments, on some 20,000,000 tons of lost steel production. TV & radio are not big users of steel, but are on allotment nevertheless.

Most industry folk are inured to recurrent shortage scares, take view that Washington always cries havoc yet somehow industry always manages to come through.

Topics & Trends of TV Trade: OPS suspended price ceilings on TVs, radios, phonographs and component parts, among other products already below ceilings, effective immediately—just as we forecast last week (Vol. 8:34). In amendment to revised GOR-5, OPS set "trigger" level for automatic recontrol if and when prices reach 97% of Jan. 1951 level at manufacturers' prices. It will establish a composite wholesale price index for receivers based on price and sales data supplied by following companies, which voluntarily agreed to furnish such data: Admiral, Arvin, Crosley, Emerson, GE, Packard-Bell, RCA, Zenith. Based on Jan. 1951 manufacturers' level, OPS estimated index now stands at 93.2, contends receivers are now selling at 10.2% below ceilings at retail.

* * * *

Philco's new TV-80 chassis is going into 4 new models offered distributors since 52-model line was introduced at June convention (Vol. 8:25). They're 17-in. maple console at \$290, mahogany console \$290, blonde \$320; 20-in. mahogany table \$230. Also to "adjust the mix," Philco this week posted higher prices on 21-in. console, up from \$380 to \$390, and on three 17-in. combinations—one up from \$400 to \$430, another from \$460 to \$470, blonde up from \$490 to \$500. At same time, it raised prices \$10 on 4 refrigerators, leading to flurry in trade press about possible general price increases in TV and appliances which no other manufacturer would agree was in near prospect. *Retailing Daily* quoted one manufacturer as saying: "There is no reason to go down because we are doing very well. There is also no reason for going up because business isn't that good."

Note: Scott Radio (John Meck) disclosed this week it will raise prices on some of its TV models by 10-15% in few days, Mr. Meck stating this was forced by 10% increase in prime manufacturing costs since last Jan. 1. Meck's \$99.95 TV (20-in.) was recently withdrawn in favor of low-end \$129.95, plus tax & warranty.

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Stewart-Warner's new 16-model line features 27-in. mahogany console at \$500, which it claims is lowest-priced 27-in. set on market. Sets contain removable screen for easy cleaning, tilted screen to minimize reflection and improved tuner, amplifier and circuitry. Line includes (prices rounded): 17-in. mahogany table \$200, open-face console \$230, full-door \$250, combination \$500; 20-in. combination TV-radio, \$450; 21-in. mahogany table \$280, \$320 & \$350, blonde \$330, mahogany "consolette" \$300, open-face console \$330 & \$350, blonde \$360, half-door console \$390, blonde \$400; 27-in. open-face mahogany console \$500.

Western Auto out with new line of its private-label Truetone TVs, ranging from 17-in. simulated leather table model at \$190 to 21-in. green & plaid leatherette table at \$240, blonde console at \$300, combination \$450; also offers clock radios at \$26 to \$35, auto radios at \$43 to \$60.

Standard electron and radio tube sizes are being sought at International Electrotechnical Commission meetings in Sheveningen, Holland, starting Sept. 3, which Sylvania's Virgil M. Graham is attending as representative of Joint Electron Tube Engineering Council (RTMA & NEMA).

Trade Miscellany: Most of the 21 TV-radio manufacturers listed in our *TV Factbook No. 15* (p. 120) are exhibitors at current Canadian National Exhibition in Toronto, where they're making big pitch to sell Dominion-made TV sets in anticipation of opening of Canada's first stations—in Montreal Sept. 6, Toronto Sept. 8 . . . At London's National Radio Exhibition, opening this week, TV displays indicated trend away from 12-in. to 14 & 17-in. rectangular tubes, with Phillips still offering projections; there are more than 100 exhibitors of latest in British TV, radio and communications . . . To Canada for first showings of DuMont sets made by first licensee there, Canadian Aviation & Electronics Ltd., in Montreal's Queen's Hotel Sept. 4, go Dr. T. T. Goldsmith, DuMont research chief; Ernest A. Marx, international mgr.; Robert Cavanaugh, chief engineer . . . Channel Master announces "world's first broad band yagi," the "Futuramic" antenna, in 10-element models which will receive as many as 7 vhf channels; channel 7-13 antenna is priced at \$20.83, four different low-band units each picking up 3 or 4 channels at \$40.97 . . . Sightmaster Corp. planning subsidiary (with Chemalloy Associates, Santee, Cal.) to make and sell new aluminum process welding rod, sales to be headed by Frederick Wakefield Minor, ex-General Motors . . . Westinghouse has extended for 30 days, to Oct. 1, its dealer price protection policy initiated last June 9 when new line was released (Vol. 8:24), price cuts coming about 6 weeks later (Vol. 8:30) . . . Raytheon's office move, incorrectly reported last week (Vol. 8:34), should have referred to Cleveland office, going into new building at 3076 W. 117th St.

Distributor Notes: Admiral names Spicola Appliance Co. Inc., Tampa (A. G. Spicola, pres.), replacing State Distributing Co. . . . CBS-Columbia appoints Bison Electrical Co., 1137 Main St., Buffalo . . . DuMont Buffalo distributor, Kemp Distributors Inc., appoints Jack J. D'Amico sales mgr., replacing Wm. A. Fields, now forming Syracuse distributorship . . . DuMont names Lewis E. Winn district sales mgr. of its Specialties Distributing Co., Detroit; he's ex-RCA Distributing Corp. of Detroit . . . Hallicrafters appoints Joyce Appliances Inc., 146 McLean Pl., Indianapolis (Tom Joyce, pres.) . . . Hoffman Radio subsidiary Hoffman Sales Corp., Los Angeles distributor, appoints John F. Herbst, ex-western sales mgr. for DuMont, as sales mgr. . . . Kaye-Halbert appoints Century Distributing Co., 1160 Stout St., Denver . . . Sylvania appoints Kimball Distributing Co., Salt Lake City . . . Trav-Ler names Joseph B. Rembaum gen. mgr. of its Trav-Ler Sales Corp., Boston; he's ex-Eastern Co., Cambridge.

Standard Coil Products Inc. has purchased 4 acres in Chicago's Melrose Park district, plans 70,000-sq. ft. addition to present 40,000 sq. ft. building. Big tuner and component manufacturer reports 3 Chicago plants currently employ 2500, with additional 5000 in subsidiaries and branches in Bangor, Mich.; Los Angeles; Kansas City, Kan.; Elmhurst, N. Y.

New microwave equipment in 940-960 mc band (type CW-5B), supplying 5 voice channels and one service channel for short hauls (up to 300 miles), now offered by RCA.

Trade Personals: James Carmine, Philco executive v.p., and Mrs. Carmine sail Sept. 4 on the S.S. *United States* for 6 weeks in Europe . . . Earl R. Smith, chief of home furnishings branch, OPS consumer durable goods div., onetime RCA executive in Camden and Japan, resigns Sept. 1 to join Philadelphia office of Small Defense Plants Administration as production specialist . . . Louis H. Niemann, Hytron div., CBS-Columbia, and Harry W. Robb, GE, awarded Certificates of Service by Commerce Secy. Sawyer for uncompensated service to defense production program at "great personal sacrifice"; both were consultants to NPA . . . Rear Adm. Stanley F. Patten (ret.), DuMont v.p., elected to board of directors . . . Robert C. Hamilton, asst. to adv. mgr., Sylvania TV-radio div., Buffalo, appointed mgr. of radio sales . . . George Karl, ex-KSD & KSD-TV, St. Louis, named Stewart-Warner research and market analysis mgr. . . . Harry E. Callaway, NAMM president, appoints to executive committee Ray S. Erlandson, San Antonio, board chairman; Russell B. Wells, Denver, v.p.; Ben F. Duvall, Chicago, secy.; Parker M. Harris, New Orleans, treas. . . . S. F. Zelinsky named industrial relations director, Raytheon, Chicago. . . . Elias Cohen, ex-Philco and Tele-tone, named chief development engineer, Video Products Corp., maker of Sheraton and private-label TVs; Patrick J. Scinto, ex-Philco, is chief TV engineer, and Bernard Gordon, ex-Starrett and Tele-tone, chief mechanical engineer . . . Sidney Steinberg, ex-Hearn's TV-radio-appliance buyer, named merchandising mgr., Friendly Frost chain in N. Y.

GE's Dr. W. R. G. Baker again heads RTMA's TV committee, to which RTMA chairman A. D. Plamondon Jr. this week also appointed Benjamin Abrams, Emerson; Robert S. Alexander, Wells-Gardner; Max F. Balcom, Sylvania; H. C. Bonfig, Zenith; John W. Craig, Crosley; Allen B. DuMont; J. B. Elliott, RCA; E. K. Foster, Bendix Radio; Paul V. Galvin, Motorola; W. J. Halligan, Hallicrafters; Larry F. Hardy, Philco; W. A. McDonald, Hazeltine. Re-appointed head of FM policy committee was Crosley's John W. Craig, with these members: H. C. Bonfig, J. B. Elliott, Larry Hardy; H. L. Hoffman, Hoffman Radio; E. H. Vogel, GE; Dr. Baker and Mr. Plamondon, ex officio.

Controversy over uhf strips vs. external converters vs. built-in tuners etc., is getting hotter—with attention now focused on Denver "proving ground" where vhf station is on air and uhf telecasts are scheduled to begin around Thanksgiving. Full-page Raytheon ad in *Denver Post*, captioned "Before You Buy Any TV Set Be Sure and Read These Facts," pitches for sets with built-in tuners, mentions own brand only in passing. Ad calls turret tuner strips and most external converters "compromise solutions," claims optimum reception can be furnished only by sets with continuous uhf tuners which are "completely independent of the vhf tuner and avoid the use of the tubes and circuits in the vhf portion of the receiver." Ad is institutional in character, urges consumers to buy brand-name merchandise from reputable dealers, contains coupon for Raytheon booklet on uhf.

Telecommunications Planning Committee to determine best use of nation's communications in event of war was announced this week by Haraden Pratt, President Truman's telecommunications adviser. Committee (names withheld) comprises representatives of FCC, CAA, State, Defense & Commerce Depts., Central Intelligence Agency.

Copper and aluminum were taken off "critical list" by DPA this week. In eighth bi-monthly issue of its *List of Basic Materials & Alternates*, both metals are listed in section captioned "supplies in approximate balance with demand." On other hand, steel plates have been moved to "most critical" list, sheet & strip to "short supply" list.

Financial & Trade Notes: Hazeltine, which has just split stock 2-for-1, reports net profit of \$1,116,074 for 6 months ended June 30, equal to \$3.19 a share on 350,000 shares outstanding, after Federal income taxes of \$2,534,885 and reserve of \$82,300 for patent infringement and replacement of govt.-furnished equipment. No comparison with same 1951 period is available, but for whole of 1951 Hazeltine reported net profit of \$1,610,789 (\$4.17 a share) on gross income of \$6,957,344 (Vol. 8:12).

International Resistance Co., which recently cut quarterly dividend from 10¢ to 5¢, felt sharp decline in both sales and earnings first half of this year because of "over-production of TV sets in 1951 coupled with heavy forward buying of resistors," according to president Earnest Searing, as quoted in Aug. 29 *Wall Street Journal*. But final 6 months, traditionally best for sales, plus cost reduction program and introduction of new boron-carbon resistor and selenium rectifier, are expected to improve balance sheet. From Jan. 1 to June 22, 1952 sales fell to \$5,200,304 from \$7,208,838 year before, net income to \$193,285 (15¢ a share) from \$492,215 (49¢).

Dividends: Admiral, 25¢ payable Sept. 30 to stockholders of record Sept. 19; Hazeltine, 25¢ Sept. 15 to holders Sept. 2; Sprague Electric, 50¢ Sept. 15 to holders Aug. 29; Avco, 15¢ Sept. 20 to holders Aug. 29; Bendix Aviation, 75¢ Sept. 30 to holders Sept. 10; Warner Bros., 25¢ Oct. 4 to holders Sept. 5; Sylvania, 50¢ Oct. 1 to holders Sept. 15; Stromberg-Carlson, 25¢ Oct. 1 to holders Sept. 10.

LaPointe-Plascomold Corp. (TV antennas) has completed offering of 92,194 shares of common stock, reports president J. E. Respass. Present shareholders took 39,076, investment houses 50,000.

Fair weather stories about color TV in this week's newspapers, developed by some ambitious reporter or editor, created something of a furore in the trade. Stories got prominent display via press associations and in metropolitan press, though they turned out to have nothing new in them. They merely recapitulated history of color controversy, related fact that NTSC is continuing successful tests of compatible color and will go to FCC for approval of system when experiments are completed. NTSC chairman Dr. W. R. G. Baker was quoted saying he thinks tests may be finished early next year. Even some of the trade press got excited about story, repeated it.

Skiatron president Arthur Levey, planning new stock issue to finance its system of pay-as-you-look TV (Vol. 8:33), faces suit in N. Y. Supreme Court on charges by John A. Stephen, Otto Augstein and Hans Kraft that he stripped old Scophony Corp. of America of patents and inventions for his own benefit. They claim that as stockholders they advanced large sums to finance Scophony.

Hearing on RCA motion to quash or modify Federal grand jury summons in anti-trust probe of RTMA and 18 or more TV-radio-electronics firms for alleged conspiracies relating to color, FM and patents (Vol. 8:34) has been postponed from Sept. 2 to next day because of crowded New York Federal court docket following Labor Day.

Williamsport (Pa.) community antenna situation has devolved into dog-eat-dog competition with entrance of Whitney-backed organization into field (Vol. 8:34). Two existing companies in town and the new one prefer to fight it out, sometimes using same poles to string lines, rather than join forces.

Community antenna system appeared more promising than uhf TV station to Susquehanna Valley TV Corp., Lock Haven, Pa. Company told FCC it was withdrawing application for Channel 32 to concentrate on expansion of its community system.

Network TV-Radio Billings

July 1952 and January-July 1952

(For June report, see *Television Digest*, Vol. 8:30)

NETWORK TV & radio billings hit lowest ebb in July—if you leave out of account the “package” sponsorships of political conventions, according to monthly Publishers Information Bureau report. Regular TV time billings totaled only \$10,351,177 in July as against \$13,239,131 in June, previous low for year, and \$11,731,395 in July 1951. Network TV continued ahead of network radio, however, which at \$9,538,394 also hit seasonal low, dropping from \$12,937,757 in June and \$11,731,395 in July 1951.

For first 7 months of 1952, TV billings ran \$98,996,586 vs. \$92,995,351 for same 1951 months. Biggest July drop in TV was by NBC, though all networks declined; in radio, by CBS, with all also declining. Complete PIB monthly report follows (convention time sales excluded):

NETWORK TELEVISION

	July 1952	July 1951	Jan.-July 1952	Jan.-July 1951
NBC	\$ 4,591,130	\$ 3,477,952	\$45,577,906	\$30,217,484
CBS	4,163,245	3,434,659	36,614,339	20,503,987
ABC	943,387	1,351,163	11,661,155	9,730,021
DuMont	653,415	645,359	5,143,186	3,705,925
Total	\$10,351,177	\$ 8,909,138	\$98,996,586	\$64,157,417

NETWORK RADIO

CBS	\$ 3,238,256	\$ 4,387,193	\$32,844,883	\$43,547,300
NBC	2,878,196	3,728,687	27,062,130	33,728,723
ABC	2,082,266	2,267,674	21,486,332	19,652,830
MBS	1,339,276	1,347,841	11,601,956	10,207,749
Total	\$ 9,538,394	\$11,731,395	\$92,995,351	\$107,136,602

NETWORK TELEVISION—January-July 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*	5,823,829*	13,239,131*
July	943,387	4,163,245	653,415	4,591,130	10,351,177
Total	\$11,661,155	\$36,614,339	\$ 5,143,186	\$45,577,906	\$98,996,586

NETWORK RADIO—January-July 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	4,595,452*	1,632,977	3,708,014	12,937,757*
July	2,082,666	3,238,256	1,339,276	2,878,196	9,538,394
Total	\$21,486,382	\$32,844,883	\$11,601,956	\$27,062,130	\$92,995,351

* Revised as of Aug. 26, 1952.

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 and trends.

NBC-Washington moving out of downtown Trans-Lux Bldg. as of Sept. 1, on termination of 15-year lease, and centralizing all offices and studios in Wardman Park Hotel, where it has transmitter, studios and theatre. It has asked zoning authorities for permission to increase tower height there by 200 ft. Plans for own building in capital either at transmitter site or elsewhere, are under consideration. *Washington Star's* WMAL-TV last week completed move of its remaining offices and studios from Trans-Lux Bldg. to new Connecticut Ave. studio building, formerly an ice skating rink.

Present New York-Washington microwave-coaxial facilities will soon be supplemented by new 11-station 230-mile microwave chain nearing completion. AT&T announced that TV service on new chain will begin in early fall. New relay is known as “direct” route, in contrast with present microwave which has dogleg from New York to Clark's Knob, Pa., then down to Washington.

Twelve more applications were filed this week for new TV stations, bringing total now pending to 737. This week's applicants: In Fresno, Cal., Channel No. 47, by J. E. O'Neill, farmer and president of American Automobile Assn.; Pensacola, Fla., No. 3, WCOA & *Pensacola News and Journal* (Perry); Twin Falls, Ida., No. 11, KLIX (Frank Carman, Grant Wrathall, et al.); Mason City, Ia., No. 3, owners of KSMN; Jackson, Mich., No. 48, Sparks-Withington Co.; Saginaw, Mich., No. 57, WKNX; Asbury Park, N. J., No. 58, Walter Reade theatre interests; Niagara Falls, N. Y., No. 7, WPIT (Pittsburgh) and Cataract Theatre group; Olean, N. Y., No. 54, WHDL (*Olean Times-Herald*); Bethlehem, Pa., No. 51, WEST (Steinman Bros.); Knoxville, Tenn., No. 26, J. H. Doughton & Harold H. Thoms; Lynchburg, Va., No. 16, WWOD. Reported from Tampa was fact that Edgar T. Bell, ex-WKY, Oklahoma City, now heading group seeking station there, was in that city this week surveying Tampa-St. Petersburg situation with view to applying there in possible collaboration with local interests. [For details about all this week's applications and FCC actions, see *TV Addenda 15-G* herewith; for complete list of all applications and all post-freeze FCC actions to date, see *TV Factbook No. 15* and Addenda to date.]

Biggest radio station sale deal in 6 years—transfer of NBC's 50-kw KOA, Denver—was approved by FCC this week. New licensee will be Metropolitan Television Co., paying \$2,250,000 for the station (Vol. 8:26) and an applicant for TV Channel 4 in Denver. New owners include actor Bob Hope and associates, putting up \$1,250,000 for five-eighths ownership; and Denver group, including Mayor Quigg Newton and RCA distributors Hendrie & Bolthoff Co., subscribing \$875,000 for three-eighths (for full list see p. 14, Vol. 8:26). NBC is said to have sold station because price was good, policy is now to integrate TV-AM operations, and, already having allowable limit of 5 TV stations, it saw little chance of getting TV adjunct in Denver.

TV-radio programing probe by Harris subcommittee of House Interstate & Foreign Commerce Committee (Vol. 8:20, 23, 26) is tentatively scheduled to reconvene in Washington Sept. 16-17 to hear NARTB TV director Thad H. Brown Jr. and govt. relations director Ralph W. Hardy. Then subcommittee is expected to move to New York Sept. 23-24 to hear network officials and representative of U. S. Brewers Foundation. Hearings are scheduled to wind up in Washington Sept. 25-26 with testimony by FCC Chairman Paul Walker.

It wasn't Teleprompter—it was another device—that caused the snafu which so annoyed Gen. Eisenhower during his American Legion address this week. When gadget balked, the GOP candidate was “thrown” and later expressed extreme annoyance. Since Teleprompter is so well known, having been used at recent conventions, news-men assumed it was the one being used and so stated. Corrections failed to catch up with fact, giving Teleprompter Service Corp. president Irving B. Kahn some bad moments.

Second Havana outlet to be operated by Circuito CMQ interests (Mestre), in collaboration with owners of CMBF, will be ready for operation about Oct. 1 and will operate on Channel 7 with call letters CMBF-TV. Its 5-kw DuMont transmitter will be housed in same quarters as CMQ-TV, which also feeds network of 4 satellite stations in Cuba (see p. 36, *TV Factbook No. 15*).

Cotton and Sugar Bowl games—as well as Orange Bowl (Vol. 8:34)—will be fed to networks Jan. 1, 1953 under schedule announced by AT&T this week. Applications to equip present coaxial-microwave facilities to Dallas and New Orleans for occasional northbound TV service have been filed with FCC.

MARTIN CODEL'S

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

Television Digest

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		NBC's New Network Radio Rate Structure, page 4	\$60 Billion Industry Built by the Audion, page 9

EARLY UHF PROVING GROUND—READING, PA.: Another highly important uhf "test tube" station will be Reading's WHUM-TV, finally granted CP for Channel 61 this week after frustrating delays brought on by an FCC allocation error.

Station is shooting for December on-air date, thus isn't expected to beat Portland's KPTV which is due to begin in November (Vol. 8:35). But it will provide significant technical and economic data that KPTV won't, such as:

- (1) High power -- 260-kw ERP vs. KPTV's initial 20-kw -- in area with all kinds of terrain, some quite rugged, some fairly level.
- (2) Great height -- 1783-ft. above average terrain and 1017-ft. above ground vs. KPTV's 1300-ft. and 210-ft.
- (3) Location good distance, about 20 miles, from main city to be served.
- (4) Introduction of uhf into area now served by vhf to varying degree.
- (5) Pickups and distribution by community antenna systems.

Possibly most eager of all uhf entrepreneurs, WHUM-TV president Humboldt Greig planned to have bulldozers at site same day CP was announced; had man picking up mobile unit to conduct closed-circuit telecasts at fairs in Reading, Allentown and Bloomsburg; prepared to sign network contract with CBS-TV.

Greig expects to cover whole section of state from site known as Summit Station, will have additional studios in Pomeroy stores in Harrisburg & Wilkes-Barre. Hookup into network facilities presents no problem, since coaxial runs mere block from studios in Reading's Berkshire Hotel. Station will install own microwaves to transmitter from Reading, Harrisburg and Wilkes-Barre.

Station gets first GE klystron-powered 12-kw transmitter, will use low-loss waveguide to carry power to 25-gain antenna. Greig says he didn't want to take chance on starting with low power, fearing that some types of uhf converters, strips, etc., are incapable of providing adequate picture with weak signal.

* * * *

GE's second 12-kw transmitter goes to Springfield's WWLP about year's end. Beginning in January, rate of production will be 2-a-month, stepped up to 3-a-month as soon as possible. GE's 1-kw units aren't due until mid-1953.

Some of GE's customers have decided to take Oct.-Nov. deliveries of 100-watt driver, see whether signal is adequate to start commercial service while waiting for higher-powered units. These include Mobile's WKAB-TV, Holyoke's WHYN-TV, plus some applicants who expect CPs soon.

* * * *

Most uhf grantees -- and they number 38 of the 49 CPs since the freeze was lifted -- are perforce vague about their on-the-air prospects, so are somewhat indefinite when queried about plans. But we can report, on basis of latest replies,

that Baton Rouge's WAFB-TV (Channel 28) "will definitely go ahead and is exerting all efforts to be on the air in February 1953," according to mgr. Tom E. Gibbens. It's starting with 1-kw RCA transmitter, 500-ft. Emsco tower, will radiate 21-kw.

South Bend's WSBT-TV, reports mgr. Robert Swintz, has ordered RCA transmitter for its Channel 34, has tower up (FM), is enlarging transmitter building, has set target date of June 1953.

University of State of New York, according to Commissioner of Education L.A. Wilson, has no funds yet for the 5 uhf non-commercial educational stations granted it, awaits report of special legislative commission to 1953 Legislature. "I am very hopeful that favorable action will be taken by the Legislature on the financing of the construction and operation of these stations," writes Mr. Wilson.

There's possibility Austin's KTBC-TV (Senator Lyndon Johnson) may get going by Dec. 1 on its vhf Channel 7, with temporary RCA equipment ordered for Sept. 15 delivery. And Honolulu's KGMB-TV president J. Howard Worrall reports that equipment hasn't yet been ordered, but he thinks Hawaii's first grantee (vhf Channel 9) will get station on air in June 1953.

STATUS OF STATIONS SHIFTING CHANNELS: Those channel shifts for 30 existing stations, required under FCC's allocation plan, are bringing up some novel problems. None of them is considered serious or permanent, but they're worth watching.

Only one of the 30 has actually accomplished shift; 16 more have received CPs to move; only one hasn't yet applied for the change. [For list of stations with CPs to shift, and those still pending, see p. 10.]

When Huntington's WSAZ-TV shifted from Channel No. 5 to 3 and increased its power to 84 kw, it brought immediate reaction. It produced co-channel interference with Columbus' WLWC, which hasn't yet shifted from No. 3 to 4, and to Pittsburgh's WDTV, which hasn't yet gone from No. 3 to 2.

Fringe area viewers got quite a shock, complained to FCC. One southeastern Ohio community antenna operator found himself in trouble. As a result, WSAZ-TV decreased its north-&-south radiation pending shifts of other stations.

When FCC grants changes, it tells station to await further word until actual shift will be permitted. Cincinnati's WKRC-TV this week received STA to go from No. 11 to 12, provided it keeps same ERP for present.

Some shifts can be accomplished independently without affecting other stations. But other stations are so interrelated that moves must come simultaneously, else intolerable interference will result. No group shifts are due soon.

Complicating problem is fact number of stations are being held up for various reasons, preventing shifts of others. For example: Some are mounting antennas on AM towers, and FCC wants to know whether AM directional patterns are affected. In other cases, applicants have asked FCC to make changes in allocation plan which would keep stations on present channels or shift them to different ones.

Still others are being challenged by applicants who feel they have the same rights to new channels that existing stations have. And Commission is still pondering "duopoly" aspects of some which have overlapping coverage.

New Haven's WNHC-TV is only station which hasn't applied for change. It's having trouble getting CAA to approve increase of present tower height to maximum permitted -- 1000-ft. above average terrain. It wants maximum in order to minimize adjacent-channel interference when it goes to Channel 8, what with New York stations operating on Channels 7 and 9.

Channel-shifting provides sort of preview of what will happen to some fringe area viewers when new stations get on air, increasing co-channel interference. The Huntington case happens to be temporary. However, when station such as Pittsburgh's WDTV shifts to Channel 2, some viewers between Pittsburgh and Baltimore will experience new interference. Highly directional receiving antennas may very well minimize the problem, but the phenomenon could cause a lot of confusion.

Community antenna operators can afford elaborate receiving arrays to ameliorate problem. But FCC engineers fear that some systems are so situated that they will have trouble completely eliminating interference.

WELL INTO PRIORITY LISTS, FCC GRANTS 6: FCC plunged clear to 109th & 110th cities in its Group B-1 priority list -- down to Akron and Worcester -- in week of application processing which produced 6 new CPs, all uhf, bringing total grants to date to 49. At same time, Commission got to Wheeling, 31st on Group A list.

FCC's tremendous leap in Group B-1 category stems from fact it could skip over great many towns -- mostly very small or well-served by nearby stations -- for which no applications had been filed. Very shortly, FCC will be acting on applications in B-2 list -- cities with vhf stations operating, but only uhf remaining to be applied for. There are 30 such cities, including New York and Los Angeles.

Following are the week's CPs: Reading, Pa., WHUM, No. 61, and WEEU, No. 33; Akron, WAKR, No. 49; New Castle, Pa., WKST, No. 45; Massillon, O., Midwest TV Co. (Edward Lamb), No. 23; Fall River, Mass., New England TV Co. (Alfred DeMaris, Providence bus fleet operator, president), No. 46.

Grants bring total CPs to 49 to date -- 11 vhf, 38 uhf. With only 5 applications filed this week, lowest number in many months, total pending is now 736.

Commission also notified applicants they'll have to go to hearings in following cities: Portland, Ore., Battle Creek, Worcester, Wheeling, Jackson, Miss. [For details on this week's actions and applications, see TV Addenda 15-H herewith.]

Dates for hearings in 4 more cities were set: Oct. 15, Harrisburg and Tampa-St. Petersburg; Oct. 20, Wichita and Jackson, Mich. Examiners for some of these are due to be appointed next week, possibly including Herbert Sharfman and/or Fanney Litvin, who have the 2 shortest hearings starting Oct. 1 -- the two-party cases for Waterbury and Canton, respectively.

* * * *

Commission settled confusion over zone-border problems, where channel is allocated to city in one zone but applicant proposes transmitter site in another -- by ruling that transmitter site is controlling. For example, Louisville's WAVE-TV, with channel assigned to Zone II, proposes transmitter in New Albany, Ind., Zone I. FCC decided that station's co-channel separations and power-height limitations must be governed by Zone I specifications contained in its rules.

Rules were amended to cover such situations -- effective immediately. [For text of new rules, contained in FCC Notice 52-992, see TV Addenda 15-H herewith.]

* * * *

Though FCC has "nailed down" its allocation plan with 49 CPs, and attempted to knock props out from under court appeals (by finding additional channels for some cities), it took occasion this week to answer number of criticisms of plan. Its justifications were contained in opinion denying WCAE's request that Channels 9 & 4 be added to Pittsburgh. [For salient points in this decision, see below.]

SOME OF PHILOSOPHY behind FCC's allocation plan is contained in interesting "Memorandum Opinion and Order" (FCC Notice 52-988) in which Commission this week denied the request of WCAE that Channels 9 & 4 be assigned to Pittsburgh (Vol. 8:35). Much of it was in answer to criticism of allocation plan voiced by Comr. Jones and others. Following are excerpts of Commission's explanation:

(1) "While the terrain surrounding Pittsburgh may have some effect on uhf propagation . . . it is our view that uhf stations operating in Pittsburgh will afford a satisfactory TV service from the viewpoint of both economics and coverage."

(2) "We could have . . . assigned channels at random without regard to the location of cities. To have done so would obviously have resulted in some theoretical efficiency of the utilization of such channels. Such assignments would have been unrelated, however, to the realities of geography and economics and would have resulted in an actual inefficiency in the utilization of the available channels."

(3) Reason for using postoffices and Commerce Dept.

reference points as basis for mileage calculations is that they're generally centrally located and have higher than average population density.

(4) If proposed antenna sites were used as reference points, "the Commission would be compelled to suspend its rule making proceedings to determine prospective licensees, and prospective transmitter sites, for every TV station in the U. S. . . . No licenses could finally be issued until the completion of the rule making proceedings with final assignments of channels. The result would be chaotic proceedings in which no applicant could be sure of the channels available. And the delays in establishing an adequate national TV system would be enormously increased."

(5) A "safety factor" regarding mileage separations was provided "against the possibility that the interference which stations may suffer will be greater than could be predicted upon the basis of the available data." To show that it is willing to review its decision as more data becomes available, Commission pointed to fact it authorized experiments with booster and satellite stations—which will determine amount of interference produced by low-powered operations.

Telecasting Notes: Canada's first TV stations, Toronto's CBLT on Channel 9, which was inaugurated Sept. 6, and Montreal's CBFT on Channel 2, bowing Sept. 8, offer good reception over 80-mi. radius, according to CBC officials—no other stations in Dominion or U. S. being near enough to cut down service ranges. They will be hooked up (Ottawa, too, due on Channel 4 next spring) via 12-relay microwave sometime next year . . . Unable to agree over split in commercial rates, at week's end neither NBC-TV nor CBS-TV had made arrangements to hook up with CBLT, though lines from Buffalo were available; DuMont alone had definite affiliation . . . "Supercolossal" seems to be word for Emilio Azcarraga's huge new Telecentro, Mexico City, housing his XEW-TV as well as his radio operations, built at cost exceeding \$3,000,000; nothing in U. S. rivals it yet, says *Variety's* radio editor George Rosen, in dispatch from Mexico City—though CBS's Hollywood setup due Oct. 1 and NBC's expansion there aiming for Oct. 4 completion will come near to doing so . . . Telecentro charges admissions to TV-radio shows, has studios seating 3000, with collapsible grandstands so they can be combined and converted into huge arenas . . . Procter & Gamble ran survey of Mexican listeners' program preferences, found 55% like sports, 44% feature films, 43% comics, 40% musicals, 21% news, 18% quiz, 8% drama; found, also, that 78% of set owners (about 25,000) understood English, thus obviating dubbing in many kines and films . . . Britain's ban on TV-radio ads is costing country dearly in dollar export drive, says Sir J. Stanley Holmes, chairman of Beecham companies, makers of liver pills and other brand-name medicines; his firms spend \$9,000,000 a year on advertising and would like to allocate some to TV-radio . . . Camera

NBC's NEW network radio rate structure, approved at Chicago meetings attended by 125 affiliates Sept. 3-4, consists of discount plan which in effect cuts evening time costs 23-30% depending on type and volume, increases morning time costs 4%, retains present afternoon rates. Plan to be submitted to 192 affiliates also provides for 14% reduction in network payments to stations.

NBC brass said revisions are "designed to increase the use of the medium by present advertisers and to develop new business" and told affiliates how discounts can attract daytime advertisers into night periods, and vice versa. President Joseph H. McConnell said new rates would be effective when necessary station acceptances are received.

It was foregone conclusion that other radio networks would be forced to cut rates after CBS did (Vol. 8:33). Both are running behind last year in dollar volume, as shown in PIB tables (Vol. 8:35). Though both ABC and MBS are somewhat ahead, they are expected to follow suit.

Chairman of NBC stations planning & advisory committee P. A. Sugg (WKY & WKY-TV, Oklahoma City) had this comment: "Though the affiliates believe that, in terms of values delivered, network radio is already underpriced, we recognize the realities of the competitive situation. I think I can speak for practically all the stations represented at the Chicago meetings in saying NBC has approached the problem with intelligence, imagination and sound business judgment."

Paul Dobin, chief of FCC Broadcast Bureau's rules & standards div., who as Commission counsel in TV allocation proceedings played a leading role in writing *Final Allocation Report* of last April 14, resigned this week to join Washington law firm of Cohn & Marks. His probable successor will be his assistant, Arthur Scheiner. Dobin is a Harvard graduate, Class of '41, joined Army immediately thereafter, joined FCC on discharge in 1946 and for a time was legal asst. to Comr. Jones.

focused on city desk and nearby, daily except Sun. 1-2 p.m. *El Mundo en Television* show on Havana's CMUR-TV is edited by Gaspar Pumarejo, founder and former owner of station; newspaper *El Mundo* is part-owner at present, is also in group building second outlet . . . "UT Film Library" of musical shorts, designed as fill-ins and with name TV-radio stars, being launched by United Television Programs Inc., 444 Madison Ave., N. Y., offshoot of Standard Radio, transcription service (Gerald King-Milton Blink); plan is to offer 2-year leases of library shorts, to which about 6 numbers per month will be added . . . Bishop Fulton J. Sheen dropping his bookings on NBC-Radio's *Catholic Hour* this season, but resumes weekly *Life Is Worth Living* series on DuMont Network Nov. 18, Tue. 8-8:30 . . . Stanford U requiring "internships" of 3 months in TV or radio station for students seeking new M.A. degree in TV-radio in courses under Prof. Hubert Heffner, head of speech-drama dept.; bay area stations cooperating . . . Syracuse's WHEN, in overnight move Aug. 31, shifted transmitter to Sentinel Heights, about 9 miles south; temporary 100-ft. tower with 6-bay antenna gives 21-kw ERP, will offer 50-kw from 12-bay at 1914-ft. above sea level by mid-Nov. . . . San Antonio's tallest building, Transit Tower, being reinforced to support new 6-bay antenna of KEYL-TV, weighing with tower, 22,000 lbs. . . . NARTB Code Review Board to meet in New York Sept. 30-Oct. 1 to discuss progress; 94 stations (out of 109 in U. S.) now subscribe to code . . . "Integration" of TV-radio staffs at NBC (Vol. 8:25, 34) have thus far resulted in dropping of between 100-150 employees . . . BAB's paid-space campaign on behalf of radio as an advertising medium breaks Sept. 8 in leading newspapers and business papers with first of series of 3 full-page ads.

Personal Notes: New TV advisory committee formed by ABC includes as first members: Kenneth Berkeley, WMAL-TV, Washington; Franklin Snyder, WXEL, Cleveland; Mortimer Watters, WCPO-TV, Cincinnati; William Lane, WLTV, Atlanta; Otto P. Brandt, KING-TV, Seattle . . . Samuel Chotzinoff, NBC gen. music director, sailed for Europe Sept. 4 to join Toscanini in Milan, returns in early October to prepare for maestro's NBC Symphony series starting Nov. 1 and for *NBC-TV Opera Theatre* . . . Dick Rawls has resigned as mgr. of ABC stations dept. to enter independent station operation; he's succeeded by Al Beckman, from sales & traffic operations, bearing new title of director of TV-radio station relations . . . Ray Diaz new national program director, ABC-Radio, succeeding Leonard Reeg, program v.p. who resigned to join John Gibbs Agency, for which he will set up Hollywood branch . . . F. Cleveland Hedrick Jr., ex-Pierson & Ball, has opened own law offices at 1025 Connecticut Ave. NW, Washington . . . Robert J. Wade, ex-NBC, joins Rotondo Construction Co., New York TV-radio & stage builders, as production director . . . Granville Esch promoted to studio supervisor, KRON-TV, San Francisco, with Doran Ford as asst. . . . Gene Wilkey, gen. mgr. of WCCO, Minneapolis, moves to KMOX, St. Louis, in same capacity, John L. Ackerman joining CBS spot sales in N. Y. . . . Ray Cole, DuMont engineer with unusual sideline, is producer of play *Suffer, Little Children* staged by Greenville (Pa.) Summer Theatre, with movies already bidding . . . Don Flagg, ex-Telepix, now president of Don Flagg Productions, San Francisco, named west coast rep of DuMont film syndication dept. . . . R. C. Maddux, sales v.p., WOR-TV, has resigned . . . E. E. Eshleman Jr., from Chicago office, and Harry B. Tremaine, ex-*Esquire*, join Raymer N. Y. office . . . Werner Michel, asst. director of TV-radio, Kenyon & Eckhardt, resigns as of Sept. 15 . . . Roger LaReau, commercial mgr. of WTVN, Columbus, named regional sales mgr. for all Edward Lamb enterprises, including TV stations WTVN & WICU; AMs WIKK, WHOO, WTOD; *Erie Dispatch*.

Station Accounts: TV stations aren't publicizing it much, but quite a few are hanging out SRO sign on fall-winter time availabilities — what with major networks claiming every bit of option time, national spot going great guns, local well up. One station frankly stating that practically all prime evening time is sold (6:30-11:15 p.m.) is WCAU-TV, Philadelphia, its latest sales being to Blue Cross, sponsoring *March of Time*, thru Gray & Rogers; Hamilton Watch Co., thru BBDO, and International Silver, thru Young & Rubicam, alternating *Jewellers Theatre*; Esslinger Beer, 3 added newscasts, thru C. Cunningham Cox; Spratt's Dog Food, *Crusader Rabbitt*, thru Paris & Peart . . . Leonard F. Schmitt, GOP primary candidate for Senator opposing Wisconsin's Joseph R. McCarthy, not only used 26 hours of radio in his much-publicized Aug. 28 talkathon; he included 4 half-hour TV periods on WTMJ-TV, Milwaukee. Backers paid 6 Milwaukee stations carrying portions of the talkathon exactly \$8640.54 for time . . . Dunhill, subsidiary of Philip Morris for promotion of king-size cigarettes, is buying all available spots, including some 5-min. news, weather, sports, for saturation campaign Sept. 9-15 in 7 eastern cities, thru Biow; among other availabilities, it bought 129 spots on WCBS-TV, 57 on WNBT, others on WABD . . . Sinclair Refining Co., using TV-radio with other media in big campaign for new anti-rust gas, thru Morey, Humm & Johnstone, N. Y. . . Among other advertisers reported using TV: Crispie Potato Chip Co., thru Botsford, Constantine & Gardner, San Francisco; Iron City Chemical Co. (Glycolator), thru Dan W. Frye Adv., Pittsburgh; Mound Metalcraft Inc. (Tonka toys), thru Craigie Adv., Minneapolis; Rox Products Co. (masonry water-proofing paint), thru Clark & Rickerd Inc., Detroit; Westhauser Nurseries, thru Kencliffe, Breslich & Co., Chicago; Commercial Solvents Corp. (Norway & Peak anti-freeze), thru Fuller & Smith & Ross, Chicago; Kroehler Mfg. Co. (Sleep-Or-Lounge), thru Henri, Hurst & McDonald, Chicago.

Network Accounts: When Milton Berle's *Texaco Star Theatre* returns to NBC-TV Sept. 16, Tue. 8-9, it will run on 3-week consecutive cycle, with Buick taking over every 4th week for new program; agency for both is Kudner . . . Procter & Gamble will sponsor 3:45-4 Mon.-thru-Thu. segments of *Welcome Travelers* starting Sept. 8 on NBC-TV, Mon.-thru-Fri. 3:30-4, with Shwayder Bros. Inc. (Samsonite luggage) sponsoring Fri. 3:45-4 . . . Sealy Inc. (mattresses) start alt. week sponsorship Oct. 18 of *Balance Your Budget* on CBS-TV, Sat. 10-10:30, thru Olian Adv., Chicago . . . Wine Corp. of America (Mogen David wines) started *Where Was I?* Sept. 2 on DuMont, Tue. 9-9:30, thru Weiss & Geller, Chicago . . . Gulf Oil retaining Fri. 8:30-9 on NBC-TV for *Rendezvous* after dropping *We, the People* Sept. 26 . . . Philip Morris will probably sponsor *My Hero* with Robt. Cummings on NBC-TV, Sat. 7:30-8, starting in Oct. . . . Lever Bros. (Pepsodent) reported readying sponsorship of Jack Lemon & Cynthia Stone on CBS-TV, Tue. & Thu., 7:45-8, thru McCann-Erickson . . . *Kate Smith Show* returns Sept. 8 to NBC-TV, Mon.-thru-Fri. 4-5 with following sponsors: Procter & Gamble, Knomark Mfg. Co. (Esquire shoe polish), Doeskin Tissues, Junket, Glidden Co. (paints), Pillsbury, Minute Maid, Nestle Co., Johnson & Johnson, Gerber, Simoniz & Toni Co. . . . DuPont starts *Cavalcade of America* Oct. 1 on NBC-TV, alt. Wed. 8-8:30, thru J. Walter Thompson; Scott Paper Co. reported buying alt. weeks for dramatic program . . . General Foods sponsorship of *Life With Luigi* starts Sept. 22 on CBS-TV, Mon. 9:30-10 . . . P. Lorillard Co. (Embassy cigarettes) resumes *The Web* on CBS-TV, Sun. 10-10:30, thru Lennen & Mitchell . . . Adam Hat Stores start *Famous Fights From Madison Square Garden* Sept. 15 on DuMont, Mon. 9:45-10, thru Hirshon-Garfield . . . Colgate starts *Mr. and Mrs. North* Oct. 3 on CBS-TV, Fri. 10-10:30.

FCC's AUDIT of TV network & station 1951 revenues (\$235,700,000) and earnings before Federal taxes (\$41,600,000), analyzed in our Vol. 8:34, impelled NARTB president Harold Fellows to draw some comparisons with radio ("going up, even in TV markets") and to draw conclusion that "TV is big business requiring big revenues because it costs big money to operate it."

At current district meetings, however, he is telling radio broadcasters to "move cautiously" in contemplating going into TV, but makes these predictions:

"(1) TV is big and it will get much bigger. Within a few years, at least one signal will be available to virtually every home in America.

"(2) TV's time costs are not liable to come down, but advertisers will receive bonuses in the form of increased listenership and more business.

"(3) Among the printed media, TV probably will have a more dire effect on magazines than on newspapers, although this possibility may derive from the fact—as in radio—that there may be over-expansion in the periodical field.

"(4) TV is not apt to lower the value of good radio stations."

As for radio, Fellows admonishes not to put it "on the back shelf." Much of the radio broadcasters' business, he continued, is coming from a new source—from the local retailer who is awakening to the tremendous advantages of this low-cost medium.

"Radio has never been stronger," he asserts. "In my opinion, it will remain strong. It is the best buy you can get for the money you spend in most lines of merchandising and selling."

"So TV is not proving a bogey-man at all. Like most things new, the people — providentially, perhaps — were prepared for a magnificent new product of science: as they were ready for the steamboat, the airplane and the unfolding wonders of atomic development."

Station rep changes: KHJ-TV, Los Angeles, drops Petry in line with General Teleradio's policy of having own representation. And it's official now that ABC is dropping own national spot sales (Vol. 8:35) to have its owned-&-managed stations in New York & San Francisco represented by Petry, in Chicago & Detroit by Blair. No announcement has been made yet about Los Angeles representatives. Most major reps bid for the ABC contracts, with exception of Katz.

Survey of evening radio listening in 4200 New York TV homes during a week in March "explodes" certain popular notions, says Pulse Inc., by showing that listening has increased steadily for last 15 months; that networks share the increase as well as independents; that mid-evening listening has held up as well as early and late evenings.

Total radio homes in U. S., now 43,866,120, represent 98% of all homes in the country, reports A. C. Nielsen Co. There were 40,970,000 (95.6%) in 1950 U. S. Census. States with 99% saturation: Iowa, Kansas, Minnesota, Nebraska, South Dakota, Wisconsin.

Merger of ad agencies Geyer, Newell & Ganger with W. Earl Bothwell Inc., to operate under former's name, announced this week by B. B. Geyer, who is chief executive officer, and Bothwell's Aldren H. Kenyon, who is chairman of executive committee.

New CBS-TV Pacific Network will comprise KNXT, Los Angeles; KPIX, San Francisco; KFMB-TV, San Diego; KSL-TV, Salt Lake City; KPHO-TV, Phoenix. First account, starting Oct. 6, is United Air Lines' *Harry Owens Show*.

STORIES ABOUT COLOR TV in newspapers last week (Vol. 8:35), though they merely recapitulated history of color battle and presented little new, did have effect of reviving curiosity about color's progress.

Publicly, FCC sticks to its official position, expressed by Comr. Rosel Hyde, speaking at West Coast Electronics Convention in Long Beach this week: "The FCC has already accepted a color TV system. However, we won't close our eyes to progress made since then."

But virtually everyone at FCC, as in industry, recognizes that the officially "accepted" but dormant CBS field-sequential system, has no chance of resuscitation.

Progress on compatible system, through industry's National TV System Committee, has been admittedly slower than many enthusiasts expected it to be. But those familiar with work of NTSC and its numerous panels don't accuse it of dilatoriness. FCC itself is kept completely informed of every move—receiving copies of all minutes of all panels and main NTSC group itself.

Even CBS and Paramount's 50%-owned Chromatic TV Labs finally concluded they have everything to gain and nothing to lose by participating in work of NTSC. Both recently became members. Former is represented through its manufacturing division, CBS-Columbia Inc., with engineering v.p. L. M. Kay as delegate. President Richard Hodgson represents Chromatic, which at one time was prime mover in efforts to get NPA to lift ban on production of field-sequential receivers. Company had hoped to create market for its Lawrance tri-color tube.

Currently, Chromatic is marking time with its tube, Hodgson says. Company is trying to keep busy with gov. orders while waiting for commercialization of compatible system. Hodgson reports company is making a few 21-in. round tubes, plans rectangulars when metal shells are available, is prepared to make both 1-gun and 3-gun tubes.

Theatre-TV proponents are still dissatisfied with AT&T's responses to their requests for cost data on inter-city transmission facilities. AT&T told Motion Picture Assn. of America and National Exhibitors Theatre TV Committee that it doesn't have equipment needed for kind of transmission they want and that it can't estimate cost of supplying such facilities. MPAA & NETTC met Sept. 5 in Washington, decided to write AT&T again. They complained to FCC that hearing starting Oct. 20 (Vol. 8:30) may be unduly protracted due to lack of data.

Committee to study TV-radio rating methods was appointed last week by Advertising Research Foundation. An effort to resolve conflicts among various audience measurement services, \$25,000 study is financed partly by BAB, with remainder expected to come from NARTB. Committee headed by Dr. E. L. Deckinger, Biow, includes Hugh M. Beville, NBC; Harper Carraine, CBS; Oliver Treyz, ABC; Richard J. Puff, MBS; Fred B. Manchee, BBDO; J. James Neale, Dancer-Fitzgerald-Sample; G. Maxwell Ule, Kenyon & Eckhardt; Gordon A. Hughes, General Mills.

Canadian rights to make and sell Telemeter equipment for pay-as-you-look TV has been acquired from International Telemeter Corp. (50% owned by Paramount Pictures) by Famous Players Canadian Corp., which has named Jean A. Pouliot as chief engineer.

Mitchell Wolfson's successor as president of Theatre Owners of America, which holds national convention in Washington's Shoreham Hotel Sept. 14-18, is reported in motion picture trade circles as likely to be Alfred Starr, Nashville circuit operator.

NARTB district meeting in Denver's Cosmopolitan Hotel Sept. 11 will feature forum on TV-radio legislation and regulation, with Senator Johnson (D-Colo.) and ex-FCC chairman Wayne Coy as principals.

NTSC members feel time they've employed field testing has been fully justified. They admit they've turned up bugs, but say they've found solutions. For example, color synchronizing burst had no effect on compatibility of system, couldn't be detected on black-&-white receivers—until it was picked up on sets made by 2 large Chicago manufacturers. Pictures "jittered" intolerably, but burst was modified to eliminate trouble.

In another case, an "intercarrier beat" of about 600 cycles developed between sound carrier and color subcarrier, producing interference resembling that occurring with local oscillator interference. Technique to minimize the effect was found.

Currently, other improvements are under consideration. These will take additional time to field test, and Sept. 8 meeting of whole NTSC will weigh advisability of allotting the needed time.

RCA just this week received FCC permission to field test 3 different color subcarrier frequencies to determine which is most compatible, producing best black-&-white picture. Authorization is notable in that NBC is permitted to use WNBT, New York, for 15 minutes daily during regular programming hours, 9 a.m.-noon, Sept. 15-30.

To those who may charge that NTSC is conducting a "delaying action," members point to current Justice Dept. anti-trust proceedings (see p. 9) and foolhardiness of giving slightest impression of "collusion."

It appears that most wounds of the great color war have healed. We haven't checked recently with former FCC chairman Wayne Coy for his current views. We don't know what significance should be attached to this:

In reception room of Chairman Walker's offices at FCC there hang pictures of all former chairmen. Mr. Coy's is the only one in color.

Signal Corps' mobile TV system, housed in 4 buses, will be both described and employed during Oct. 6-10 SMPTE convention in Hotel Statler, Washington. It will be used to televise talks by military representatives on use of TV and photography by their respective branches, feeding pictures to 10 direct-view sets and one 5x7-ft. projection receiver at convention. Maj. William A. Garden, NBC-TV producer of field shows before recall to active duty, is in charge. Chief engineer is Lieut. Pierre Boucheron Jr., former NBC development engineer.

Preparing for theatre-TV hearing Oct. 20 (Vol. 8:30), NARTB's TV engineering advisory committee meets in New York Sept. 19. Members: Raymond F. Guy, NBC, chairman; Rodney Chipp, DuMont; John Leitch, WCAU-TV, Philadelphia; J. E. Mathiot, WGAL-TV, Lancaster; Carlton G. Nopper, WMAR-TV, Baltimore; J. R. Poppele, WOR-TV, New York; R. J. Rockwell, Crosley Broadcasting Corp.; Thad H. Brown, NARTB director of TV; Richard Allerton, NARTB research director.

Screen Actors Guild joined motion picture industry in opposing Govt.'s 16mm anti-trust suit against 12 producers and distributors (Vol. 8:30, 31, 32, 34), will request AFL executive council to investigate Justice Dept.'s action. SAG also announced it favored release of more old films to TV provided (1) producer sells TV rights to films "of his own free will" and (2) actors in such films receive additional compensation for their TV rights.

Axel G. Jensen, Bell Labs director of TV research, will be recipient of 1952 David Sarnoff Gold Medal Award at Society of Motion Picture Engineers semi-annual convention in Washington's Hotel Statler, Oct. 6-10.

RCA's 12th training course in basic theory, design, operation and maintenance of telecasting equipment will be conducted at Camden Sept. 22-26.

TRADE GOES WELL & GOOSE HANGS HIGH: It's a happy prosperity the TV manufacturers, distributors and dealers now generally enjoy and apparently face rest of this year and well into next. That is, if you can accept what nearly all will tell you, and if we're to believe what the economic experts forecast for industry at large and for consumer goods in particular.

Most optimistic sizeup of current situation, among the many business reports crossing our desk, is the one in this week's U.S. News & World Report (Sept. 5), its business trends page opening with these words:

"Almost all clouds seem to be disappearing from the business horizon. Good business generally is in prospect for the remainder of the year. That is the appraisal of nearly all trade groups and analysts." It goes on to spell out why "business optimism actually is based on a solid foundation." Very pleasant reading.

Just about everyone you talk to in TV is optimistic -- in "old" areas as well as the "new" ones that will open up toward end of this year and during 1953 as result of FCC's newly enlightened policy of authorizing new stations as speedily as possible. Since freeze was lifted, 49 CPs have been granted, 38 of them uhf -- and they're coming along each week at comfortable rate (see TV Addenda 15-H herewith).

Uhf in Portland and Reading within matter of months (see p. 1) means brand new markets, for which manufacturers & distributors are well prepared; they tell us they will have plenty of receivers in the new uhf-first markets, mostly with uhf built in, ready to ship as soon as stations are ready. In vhf-uhf areas, there will be plenty of converters for old sets and plenty of uhf promotion for new.

If Denver is any criterion of hunger of TV-less areas, every newly opened market should prove an immediate bonanza for the industry.

* * * *

Intra-industry signs are plentiful, too, that the optimism is justified. Not only continually favorable production and inventory figures (see below) but various other reports from the trade are symptomatic. For example:

Big 4 manufacturers -- Admiral, Motorola, Philco, RCA -- all say business is swell. An RCA spokesman, assessing good summer after the poor spring, remarked: "I never did think this business was ready to slide back far." Philco's Jimmy Carmine said business is up 50% over last year at this time, with night shifts working.

Zenith's Henry Bonfig and Hallicrafters-Chicago's Ernst Riehl are quoted in trade press as saying demand for TVs is unprecedented, business excellent. Magnavox president Frank Freimann reports June-July orders and shipments tenfold ahead of same months last year, early August best in company's history.

Big Corning Glass Works, estimating that 20,000,000 TVs will be sold in the next 4 years (probably conservative), is expanding tube plant in Albion, Mich., has already added 200 workers. And Philadelphia Electric Assn. reports 11,885 TVs sold in July as against only 4835 in July 1951.

* * * *

Foregoing digests of some of the salutary reports of the week are topped by RTMA production & inventory statistics. Last week's were good, this week's better:

TV output went up again -- to new high of 144,212 (6139 private label) in week ending Aug. 29; preceding week's 138,705 had also been year's record. It added August's 5 statistical weeks up to 566,199 (preliminary estimate).

Inventories at factory went down again -- to 242,807 on Aug. 29, lowest since March. This was about 25,000 less than preceding week (Vol. 8:35).

Radios continued steady, output for week 170,208 (69,706 private), factory inventories 307,109. Preceding week's production was 165,912, inventory 335,160. Week's radios were 65,085 home sets, 27,692 portables, 37,230 clock, 40,201 auto.

Topics & Trends of TV Trade: Better Business Bureau really means business, naming names and brooking no nonsense from TV-radio-appliance firms using misleading advertising claims of "emergency" and "Everything Goes—Regardless of Cost." In New York, BBB this week bitterly condemned Sunset Appliance Stores claim for such ads, urged they be banned—an opinion concurred in by panel of TV industry representatives.

After blasting Sunset for selling some sets higher than in other stores, despite ads purporting to present merchandise at "lowest prices in history," BBB recommended that no general "underselling" or "lowest prices" claims be made by any retailer. Sunset officials, whose run-ins with BBB date back to summer of 1951, denied their ads were erroneous, reported "no complaints as yet from consumers."

* * * *

Britain's radio industry, whose output runs about \$250,000,000 a year, has been fighting a losing battle against sales resistance at home because of the two-thirds purchase tax on TV-radio sets and restrictions on installment buying, reports London dispatch to *New York Times* Sept. 1. But industry is making tremendous effort to tempt buyers at current National Radio Show, where cheapest radio is \$21, while TVs run \$107 for 9-in. Bush model, \$179 for 12-in. Ferguson, up to \$338-360 for 17-in. Console and \$809 for 21-in. Export business is reported good, with some \$70,000,000 worth of goods sent abroad to Canada, Netherlands, South America—including both new Canadian telecasting transmitters, orders for 5000 receivers for Colombia and Brazil, and 10% of components exports going to U.S. Dispatch also says some manufacturers have begun making sets suitable for use in U.S. and on Continent.

* * * *

Merchandising Notes: Dynamic Mort Farr, president of NARDA, flushed with success in crusade to persuade some manufacturers to go to one-line-a-year, now warns that public confidence will be undermined by promiscuous TV dealer franchises. He views with alarm situation in Denver, where there are more than 500 dealers, including drug stores, antique shops, even an undertaker; says they aren't properly equipped to inspect, install or service TVs . . . Victor Television Corp. (Victor Grober, pres.) permanently enjoined from using "Victor" in corporate name or otherwise by reason of final decree obtained by RCA in Federal district court in N. Y. last week . . . In Philadelphia Federal district court, Price Vacuum Stores Inc. was enjoined from selling vacuum cleaners bearing "Admiral" brand, following complaint by Admiral Corp. . . . GE placing first ads explaining TV serviceman's accomplishments and problems in Sept. 8 *Life*, Oct. 4 *Collier's*, captioned "America's Newest 'Profession' Keeps 18 Million TV Sets Healthy" . . . Montreal Television Show is scheduled for Sept. 15-20 in Mt. Royal Hotel, with most Canadian set manufacturers displaying . . . Tieups with CBS stars will feature CBS-Columbia Inc. promotional campaign, first ads featuring Jack Benny saying "I've traded in my Maxwell for a CBS-Columbia set" . . . Crosley Distributing Corp., Avco subsidiary, sets up own "Brama" awards for branch managers leading in monthly sales.

Distributor Notes: CBS-Columbia appoints Aufford-Kelley Co. Inc., 5080 Biscayne Blvd., Miami (Albert Kelley, pres.) . . . Arvin appoints O'Donnell-Dunigan Inc., Rochester . . . Arvin Denver distributor, Austin & Son, appoints John F. Conger sales mgr.; he's ex-Capehart southwest mgr. . . . Packard-Bell names Glenn Tillack, Santa Barbara, Cal. . . . Bendix Radio New York distributor, Nash-Kelvinator Sales Corp., appoints Wm. J. La Salle sales mgr.

Trade Personals: Glen McDaniel, RTMA president, returns to his desk Sept. 8 after 5 weeks abroad; he's due to leave RTMA Oct. 1, no successor named as yet . . . W. M. Adams, Sprague Electric, named chairman of RTMA export committee, succeeding V. S. Mameyeff, Raytheon; Meade Brunet, RCA International, appointed vice chairman; A. M. Freeman, RCA Victor, reappointed chairman of tax committee . . . P. B. Reed, RCA Service Co. v.p. in charge of govt. service div., off Sept. 1 on month's flying trip to armed forces bases in Alaska, Japan, Korea, Formosa, Philippines, Hawaii . . . Dr. George W. Brown, ex-RCA Labs, recently with Rand Corp., Santa Monica, and visiting professor of engineering at UCLA, joins International Telemeter Corp., he's not to be confused with RCA Labs' Dr. George H. Brown . . . C. P. Boggs, ex-Sylvania, appointed manufacturing v.p., Brush Development Co., Cleveland . . . Daniel G. Schuman elected controller, Stromberg-Carlson, succeeding the late J. Lester Gasser . . . Wm. Steele, ex-Jerrold, is establishing Television Sales Co., 1711 Fairmount Ave., Philadelphia, to distribute receiving and picture tubes . . . Wm. L. Thibadeau rejoins Starrett as gen. sales mgr. . . . Neil T. Regan, ex-Steve Hannagan, handling Admiral account, named public relations counsel for Hallicrafters . . . James M. Landis, ex-SEC and Civil Aeronautics Board chairman, elected Skiatron director . . . Edgar Dailey, ex-International Resistance, named chief engineer of Snyder Mfg. Co. (antennas).



Olympic Radio reports net loss of \$36,511 on sales of \$5,276,518 for 6 months ended June 30, compared with net profit of \$259,206 (70¢ a share) on sales of \$8,842,942 same 1951 period. President Percy L. Schoenen blamed deficit on narrower profit margins from lower prices and on costs related to preparations for defense contracts, but he said orders for 1953 TV sets indicate "profitable operations for the closing half-year." Firm cut inventories from \$4,383,572 at mid-1951 to \$2,795,865 at mid-1952. Govt. contracts total \$16,000,000 and revolving credit with Irving Trust Co. will make available additional \$2,500,000.

"Ultra-High Day" at National Electronic Distributors Assn. convention and manufacturers conference in Atlantic City, Sept. 23-24, will feature RCA's movie on uhf and panel discussion by Harry A. Ehle, International Resistance Co., moderator; R. D. Maddox, Belden Mfg. Co.; L. C. Ebel, Anaconda Wire & Cable Co.; Harold Harris, Channel Master Corp.; Kenneth Weitzel, GE; Roger Furst, David Bogen Co.; Wilfred B. Whalley, Sylvania.

RTMA board holds quarterly meeting in New York's Hotel Roosevelt Sept. 19, with group meetings Sept. 17-19. Set div. names public relations & advertising committee at Sept. 17 meeting. Membership promotion committee reports Sept. 18, and phono-record industries will launch drive to promote sale of phonos and encourage phono jacks on all TV sets.

Magnavox feels market is ripe enough to warrant dropping all 17-in. in favor of 21-in., president Frank Freimann predicting that before long "17-in. will be relegated to position of the 12-in. sets of a year ago."

Suspension of warranty, repair and rental price ceilings on TV and radio sets is being prepared by OPS as complementary action to its order suspending ceilings on TVs, radios and phonographs (Vol. 8:35).

"Some Ideas on Vhf and Uhf Tuners" is subject of talk by P. R. Mallory's Robert D. Baker at meeting of Radio Club of America in GE Auditorium, 51st St. & Lexington Ave., New York, 8 p.m., Sept. 11.

GE announces 27-in. rectangular picture tube (27EP4) under 23-in. in length (about 1-in. shorter than GE's 24-in.) and providing 24x18½-in. picture.

DEPT. OF JUSTICE'S projected grand jury probe into TV-radio-electronics industry (Vol. 8:11-12) had first day in court Sept. 4, with counsel arguing about 2 hours and Federal Judge Edward Weinfeld of New York district giving RCA 20 days to answer govt. reply to its motion to vacate or modify grand jury summons for voluminous documents relating to patents, color and FM. Gist of arguments by RCA counsel John T. Cahill and by Malcolm Hoffmann, special asst. to Attorney General:

(1) RCA contended data requested in sweeping subpoena, also served on RTMA and 17 other companies, had been previously covered in 1932 Delaware consent decree covering patent licensing. Govt. insisted consent decree has no effect on grand jury investigation, cited 1951 Newark soap probe in which judge ruled grand jury may go over information subpoenaed in an earlier case.

(2) To RCA claim that subpoena is "so broad, sweeping, vague and indefinite that compliance therewith would be unreasonable and oppressive," Govt. replied that subpoena has already been modified in 15 instances; that range of grand jury probe of possible anti-trust violations must necessarily be extensive; that quantity of documents is not an adequate measure of a subpoena's reasonableness.

Substance of govt. argument is that growth of TV-radio industry has rendered obsolete many practices approved 15 or 20 years ago. Hoffmann cited expansion of RCA patent agreements as example of industry's growth, then said:

"The radio-television industry as it exists today, bears about as much resemblance to the radio industry of 1930 as a jet-powered transport does to Lindbergh's *Spirit of St. Louis*. Nevertheless, RCA suggests that because part of the consent decree, designed to end industry abuses in

1930, related to RCA patent licensing policies, a grand jury sitting in 1952 in the southern district of New York is powerless to include in an investigation of the radio, television and related electronics industry any inquiry into RCA's present and possibly illegal control of this different and expanded industry by patents and patent licensing."

RCA contended Govt. should seek relief from Delaware courts if subsequent growth of industry has outmoded any provisions of 1932 decree. This the Govt. contended is impossible on grounds only a grand jury investigation can produce necessary facts on which to base an appeal to courts.

RCA claimed original subpoena would have required examination of "15,442 file drawers approximating 56,802,-120 sheets of paper located in many different locations throughout the United States and other countries of the world." Govt. counsel scoffed: "Frivolous."

Hoffmann told court that all respondents except RCA and "a company in bankruptcy proceedings" (unnamed) have complied in whole, or are presently engaged in compliance with subpoena and had taken advantage of his invitation to consult with him on interpretation of it. [Editor's Note: Govt. brief refers to 19 respondents, which means that our enumeration is confirmed, though actual identities of the companies haven't yet been released by Dept. of Justice; for list, see Vol. 8:34.]

Cahill argued RCA has no objection to presenting pertinent information on FM and color, which are scarcely mentioned in govt. brief. Cahill said he objected only to that portion of subpoena dealing with patent licensing. After Judge Weinfeld's ruling, expected shortly after RCA files its rebuttal brief, company will have 10 days to produce all data requested.

Electronics Reports: Some \$60 billion dollars spent on radio, TV, long-distance telephony, motion picture and electronic equipment since invention of the audion tube in 1907! Estimate is by *Tele-Tech Magazine*, whose editors offer it in September edition "for the edification of the deForest 45-year celebration committee." Add TV-radio broadcasting, communications tolls and sound-pictures admissions (all services depending on the tube) and total would perhaps be \$85 or \$90 billion, they also assert.

Annual turnover, they add, probably totals \$8 billion, broken down thus: military electronic apparatus, \$3 billion; 5,000,000 TV sets, \$1¼ billion; 12,000,000 radios, \$500,000,000; miscellaneous communications & industrial equipment, \$500,000,000; TV-radio broadcasters' income, \$1 billion; movie admissions, \$1 billion; communications tolls, \$500,000,000; miscellaneous services, \$250,000,000.

* * * *

Charles W. Potter, Indiana Bell Telephone Co. v.p. & gen. mgr., named director of NPA's communications equipment div., succeeding Everett C. Roys, v.p., General Telephone Co. of Pennsylvania. Ralph F. Lucier, Central Group of United Utilities Inc., becomes deputy director. Bonnell W. Clark, retired Westinghouse sales v.p., returns as director of NPA's electrical equipment div. after 3 months' absence, succeeding Luther D. Shank who joins National Electric Products Co., Pittsburgh.

Top mobilization job, director of Office of Defense Mobilization, goes to DPA-NPA administrator Henry H. Fowler who takes over Sept. 8 from presidential assistant John Steelman. Latter had filled in on acting basis since resignation of GE's Charles Wilson. Fowler continues as DPA chief, but resigns NPA post, successor to be named by Secretary of Commerce Sawyer.

Westinghouse has completed all building construction for new electronic div. headquarters and tube plant occupying 365,000 sq. ft. on 114-acre tract in Elmira, N. Y.

Certificates of necessity for rapid tax write-off of expanded electronics plants approved by DPA Aug. 14-20: Western Electric, Whippany, N. J., \$3,767,200, & Pomona, N. C., \$1,047,747 (both 40% amortization); Magnetic Metals Co., Camden, N. J., \$224,597 (70%); Transducer Corp., Boston, \$137,376 (65%); Allied Control Co., Plantsville, Conn., \$58,255 (60%); Donnelly Electric & Mfg. Co., \$43,875 (65%); Pix Mfg. Co., Newark, \$26,228 (70%); Raytheon, Waltham, Mass., \$15,000 (65%); DuMont, Clifton, N. J., \$6652 (65%); Allied Control Co., New York, \$6335 (70%). Certificates approved Aug. 21-27: Sylvania, Hicksville, L. L., N. Y., \$370,500 (40%); Raytheon, \$198,752 (65%); Eastern Electric, New Bedford, Mass., \$62,793 (70%); DuMont, East Paterson, N. J., \$43,125 (65%); E. B. Metal Products Co., New York, \$41,886 (70%); Aircraft Radio Corp., Boonton, N. J., \$41,874 (70%); DuMont, Clifton, N. Y., \$20,129 (65%); Diamond Instrument Co., \$4,160 (70%).

Govt. orders from RTMA members for communications and other equipment totaled \$538,794,477 in first 6 months of 1952, compared with \$508,709,882 same 1951 period. Largest amount, \$263,131,886, went for radar. Remainder was divided as follows: communications, \$160,693,327; radio navigational aids, \$45,423,158; sonar, \$10,783,479; laboratory & test equipment, \$13,459,401; miscellaneous, \$45,296,101. Sales billed to Govt. totaled \$242,825,994 vs. \$76,330,438 in first half of 1951. Second quarter orders this year reached \$322,499,543, sharp increase over first quarter, but down from 1951's second quarter of \$324,-493,087.

Sylvania is moving its electronics div. from Boston to newly constructed plant on 76-acre tract in Woburn, Mass., scheduled to employ 850 this month; company will let contract this month for 64,000-sq. ft. first unit of new Winchester, Ky. plant.

Sylvania expects Dec. 1 to complete new 40,000-sq. ft. plant for making microwave tubes at Mountain View, Cal.

Only 5 new applications for TV stations were filed this Labor Day week, 4 of them for uhf. But they add considerably to competitive quests for facilities, as evidenced in new Cascade Television Co.'s application for Channel 8 in Portland, Ore., to be set for Oct. 1 hearing with Westinghouse (KEX), North Pacific Television Inc. (KING, Seattle) and Portland Television Inc. (local businessmen) as previous applicants. Cascade has large list of stockholders, headed by president George Sheahan, oilman, and including western radio station interests. Week's other applications: Worcester, Mass., Channel No. 14, by WNEB; Atlanta, No. 36, WEAS Inc., Decatur, Ga. (E. D. Rivers Jr.); Memphis, KWEM-TV Inc., No. 48 (E. D. Rivers Jr.); Saginaw, Mich., No. 51, WSGW (John L. Booth). Applications pending now total 736, of which 294 are for uhf. [For details about this week's applicants and FCC actions, see *TV Addenda 15-H* herewith; for complete list of all applications and all post-freeze FCC actions to date, see *TV Factbook No. 15* and Addenda to date.]

Two international conferences at which U. S. is represented: (1) International Telecommunications plenipotentiary conference in Buenos Aires Oct. 1-Dec. 15, first such since 1947 Atlantic City meeting. Philip F. Siling, chief of RCA Frequency Bureau, sailed Sept. 4 to attend sessions designed to review and streamline ITU organizational setup. Only other industry member definitely going is C. K. Collins, AT&T. Rest of delegation, including officials of State & Defense Depts. and FCC, not yet named. (2) Radio broadcasting session of CCIR Study Group 10 which started in Geneva Aug. 25. Neal McNaughten, NARTB engineering director, is chairman of both U. S. and international committees. Other U. S. representatives at meeting are Eric Klapper, Bureau of Standards, and Wayne Mason, U. S. telecommunications attache, Berne.

Remarkable long-distance TV reception was reported in Dominican Republic by set owners who found plenty of time for DX-ing while waiting for Ciudad Trujillo's HIT-TV to begin operations Aug. 1 (Vol. 8:31). That capital city's newspapers quoted residents as saying they had picked up programs from Miami (830 mi. away), Jacksonville (1095 mi.), Havana (870), New York (1560) and Philadelphia (1520) "from a few minutes to well over an hour." One U. S. citizen reports he viewed "a good part of the Republican convention." Ciudad Trujillo's station is operated by La Voz Dominicana, owned by Gen. J. Arismendi Trujillo, brother of republic's president. Antenna radiates 5-kw ERP. Aug. 1 also saw inauguration of country's first commercial FM broadcasts.

Can you top this claim for long-distance TV reception? Leslie Donley, Pueblo, Col. dairyman, reports he's received more than 20 distant stations since he bought his set in June. Among stations he's picked up (all on Channels 2-6): XEW-TV, Mexico City; CMQ-TV, Havana; WBRC-TV, Birmingham; WDTV, Pittsburgh; WSB-TV, Atlanta. Donley lives at altitude of 4000 ft., has 4-stack antenna, rotor and booster atop 36-ft. mast. He claims he's received signals from same distant stations again and again—as many as 12 times from same station. Report this week by Andrea tells of Puerto Rican customer, using 74-ft. tower and rotor antenna, who is picking up Washington, Jacksonville, Norfolk, Atlanta, Havana.

Oklahoma City-Amarillo coaxial cable construction has been completed, AT&T reports, adding it is equipped to handle only telephone service at this time, can be modified to carry TV when an order for TV service is placed.

Theatre TV gets rights to Sept. 23 Walcott-Marciano heavyweight title bout in Philadelphia, despite reputed \$200,000 offer by commercial TV-radio sponsor; no home TV or radio.

Status of stations required to shift channels under FCC allocation (see story, p. 2) is as follows: (a) Already shifted—WSAZ-TV, Huntington, from Channel 5 to 3. (b) Granted STA to shift when ready—WKRC-TV, Cincinnati, 11 to 12. (c) Granted CPs to shift, but not given STAs to move when ready—WLTW, Atlanta, 8 to 11; WBRC-TV, Birmingham, 4 to 6; WCPO-TV, Cincinnati, 7 to 9; WXEL, Cleveland, 9 to 8; WNBK, Cleveland, 4 to 3; WHIO-TV, Dayton, 13 to 7; WOOD-TV, Grand Rapids, 7 to 8; WJAC-TV, Johnstown, 13 to 6; WAVE-TV, Louisville, 5 to 3; WTMJ-TV, Milwaukee, 3 to 4; WTAR-TV, Norfolk, 4 to 3; WDTV, Pittsburgh, 3 to 2; WJAR-TV, Providence, 11 to 10; WHAM-TV, Rochester, 6 to 5; WSYR-TV, Syracuse, 5 to 3. (d) Applicants for CPs pending—WOI-TV, Ames, 4 to 5; WTTV, Bloomington, 10 to 4; WBKB, Chicago, 4 to 2; WLWT, Cincinnati, 4 to 5; WLWC, Columbus, 3 to 4; WLWD, Dayton, 5 to 2; WOC-TV, Davenport, 5 to 6; WGAL-TV, Lancaster, 4 to 8; WHAS-TV, Louisville, 9 to 11; WMCT, Memphis, 4 to 5; WRGB, Schenectady, 4 to 6; WDEL-TV, Wilmington, 7 to 12. (e) Not yet applied—WNHC-TV, New Haven, 6 to 8.

Network TV takes second place only to magazines among media measured by Publishers Information Bureau for its *National Advertising Investments in 1952, First 6 Months*, just published. Covering 1749 advertisers offering 4763 products or services during that period, PIB reports 88 general plus 6 farm magazines totaled \$278,951,780 vs. \$251,789,367 for same 1951 period; 4 TV networks, \$88,731,250 vs. \$55,098,126; 4 radio networks, \$83,457,170 vs. \$95,535,232; 8 Sunday newspaper sections, \$29,027,393 vs. \$31,607,801. Ad expenditures are recorded by industry classes as well as by media in 100-p. book.

Company which started it all—sponsored radio, that is—is said by NBC to be one Queensboro Corp., Jackson Heights, N. Y., which came to old WEAJ (now WNBC) 30 years ago with offer, accepted, to carry 15-min. commercial show plugging new apartment development. To celebrate that "first" of Aug. 28, 1922, WNBC put on special show last week starring Bob & Ray with old jingles as presented by Billy Jones & Ernie Hare, Cliquot Club Eskimos, A&P Gypsies and other oldtimers.

New rules covering 72-76 mc band, sandwiched between TV channels 4 & 5 and used by police, fire industrial services, etc., were proposed by FCC this week. Proposal (FCC Notice 52-992, Docket No. 10315) would tighten conditions under which such stations may operate, so as to protect TV reception. There are about 1000 such stations in operation. Comments must be filed by Oct. 13, counter-comments 10 days later.

Report on high towers, compiled by working committee of TV, aviation and govt. representatives (Vol. 8:35), is now in hands of FCC Comr. Webster and CAA deputy administrator F. B. Lee. They hope to have meeting of all interested parties late this month, when final approval is expected. Nub of report is that approval of sites should continue on case-to-case basis rather than on basis of fixed, restrictive rules.

As politicians, neither President Truman, Gov. Stevenson nor Gen. Eisenhower is a "sacred cow" to the networks. CBS-Radio had to cut Mr. Truman off when he over-ran his sponsored time in Milwaukee this week. Same day, CBS-TV had to fade out Gov. Stevenson during Detroit speech. And on Sept. 4, Gen. Eisenhower got same treatment from NBC during simulcast from Philadelphia.

Twentieth Century Fund, set up by Edward A. Filene in 1919 for research and education on economic problems, discloses it's contemplating experimental TV programs and production of 3 new films.

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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ALLIANCES OF NECESSITY—TV & MOVIES: A few more years, a few more stations -- and it's a fair assumption that telecasting revenues will surpass movie boxoffice. If that statement seems fantastic, consider:

(a) The 4 networks and 109 existing TV stations will very likely achieve gross revenues of \$400,000,000 or more this year (Vol. 8:30, 34).

(b) The 23,199 U.S. movie houses (official Jan. 1, 1952 count) will probably achieve boxoffice of about \$1.2 billion this year, MPAA estimates. They took in \$549,997,700 first 6 months, according to Internal Revenue Bureau.

(c) Thus TV revenues, with very few stations as yet on the air, are already running about one-third total boxoffice. And the number of stations is increasing, whereas movie houses (except for drive-ins) are decreasing.

Fact is that the 4 TV networks have already surpassed the 4 radio networks in time sales (Vol. 8:35). And it won't be long before the all-radio gross of \$455,400,000 (FCC 1951 audit of networks & 2265 stations, which isn't likely to be surpassed by much this year, if at all) will be exceeded by the all-TV gross.

* * * *

All of which isn't intended here to gloat over the lusty infant prodigy's rise, while its progenitors struggle to hold their own. But facts are facts, which here speak volumes about the fabulously fast growth of the fantastic business of telecasting. Certainly they're worth close scrutiny by those inclined to blind their eyes to reality -- those newspaper people who scorned radio at first, those radio folk who shied from TV, those moviemen still whistling in the dark.

Movie gross has slipped badly since \$1.6 billion peak in 1946, and doesn't look like it's on way to recovery, judging from its \$1.235 billion in 1950, its \$1.166 billion in 1951 and the expected \$1.2 billion this year. Television, on the other hand, has leaped from gross of \$34,300,000 in 1949 to \$105,900,000 in 1950, \$235,700,000 in 1951, and more-than-likely \$400,000,000 this year.

Small wonder, then, there's so much talk about "marriage" or "alliance" and that no less an authority than MGM's Dore Schary, whose studio has been noticeably cool to TV, recently told New York Herald Tribune interviewer:

"TV is here to stay, and there's no question about that. But as yet TV hasn't been able to put on its screens anything to match the giant entertainment offered by the motion pictures, and it will be a long time before it will be able to do that. I think when it is done it will be the motion picture makers who put it on the screen for them.

"I don't believe anybody knows anything about what the eventual answers will be concerning the alliance between TV and motion pictures. [It] will come in the future, but when and how and in what form nobody knows.

"The way for the motion picture industry to challenge TV is to make an increasingly better product. TV cannot compete with entertainment of the quality

found in 'An American in Paris' or 'Greatest Show on Earth'. Nor could 'Quo Vadis' be properly or even adequately viewed on a 21-in. screen or even a 4-ft. screen..."

Sam Goldwyn's thesis -- that fewer theatres devoted to better pictures will be the evolution of movies, which must bring forth the Qualitative while TV goes in for the Quantitative -- seems borne out by the Schary dictum. That alliances are inevitable, forced by economic as well as popular exigencies, is borne out by:

* * * *

(1) United Paramount Theatres merger with ABC is fairly sure to be approved (Vol. 8:34), adding national TV network and 4 big stations to the 4 stations already owned by motion picture interests (TV Factbook No. 15, p. 6).

(2) About 35 entities applying for some 60 new stations are controlled or partially owned by theatre-owning interests, as a study of the 744 applications now on file will reveal (see full listings of all applicants in TV Factbook & Addenda).

(3) Production of new films made especially for TV, by both big and little moviemakers, is now a major Hollywood business -- far outstripping, in dollar volume, the business of renting old movies to TV.

(4) No one doubts, least of all the movie bankers, that all films in vaults will eventually be released to TV -- just as soon as there are enough stations to compete with theatres, at least for second or third runs, thus assuring better rentals than the \$25,000 top now achievable from existing stations. One who has released his oldies to TV, Republic's Herbert Yates says: "We believe that by making our pictures available to TV, by the expansion of our facilities at the studio and the laboratories, we are developing a new source of business that will enable us to participate on a profitable basis in the future expansion of the TV industry."

(5) More and more top movie stars are going into TV, both live and film, in spite of restrictive contracts. Already signed for TV films are names like Ethel Barrymore, Irene Dunne, Charles Boyer, Robert Cummings, Joel McCrea, Joan Caulfield, Joan Crawford, Herbert Marshall -- to mention just a few now working on them.

(6) Among applicants for TV stations (as investors, primarily) you will find such names as Bing Crosby, Bob Hope, Jack Benny, James Stewart, Mary Pickford, Gene Autry, et al. (Crosby owns part of new station granted for hometown Spokane.)

(7) Movie promotions via TV, especially use of trailers, are on increase -- and it's commonly conceded they help boxoffice. Thus, as major buyers of time, the movie people are contributing to the prosperity of a medium that some still think is the main cause of their industry's decline.

ONE MORE VHF, 2 UHF; MORE SPEED URGED: Though many applicants complain of FCC delays, Commission thinks it's doing fairly well in TV processing -- 52 CPs granted since July 1, plus about 150 more applications sent to hearings.

Acting on this week's TV agenda, which yielded 3 CPs, Commission confined attention to Group A priority list, got as far as Fresno, 35th city.

Week's new CPs were: Roanoke, Va., WCLS, Channel No. 10; Rockford, Ill., Winnebago Television Corp., No. 39; Jackson, Miss., Mississippi Publishers Corp. (Jackson Clarion-Ledger), No. 25.

Rockford grant was first new one to any movie exhibitor -- Winnebago firm being controlled by the brothers Harry & Elmer Balaban, owners of chain of theatres in Chicago and other cities in Illinois & Michigan. They're brothers of Paramount Pictures' president Barney and Balaban & Katz's John (UPT) but in no way corporately connected with either the big film producing or exhibiting firms.

Competitive applications in following cities were notified they must go to hearings: Peoria, Rockford, Roanoke, Fresno.

New angle in Rockford is case of Greater Rockford TV Inc., which goes to hearing not only because of competition for Channel 13 from WROK but because of overlap and anti-trust questions. Theatreman Rolando F. Gran, 22.4% owner of Rockford application also holds 50% of Milwaukee Area Telecasting Corp. Commission says there's overlap between the two -- 13 miles in Grade A coverage, 46 miles in Grade B. In addition, he's involved in theatre anti-trust suits.

Since most applications will be tied up in hearings, FCC and Communications Bar Assn. are seriously concerned lest applications in important areas may remain bogged down for years.

In attempt to streamline hearing procedures, bar committee (Wm. Dempsey, chairman) met Sept. 12 with commissioners and staff. Commission was cooperative, appointed its own committee -- comprising Comr. Hyde and top attorneys Fred Ford, Joseph Kittner and Richard Solomon -- to work with bar group.

Groups will meet next week to consider methods of cutting deadwood out of hearings in such matters as depositions, stipulations, motions procedure, etc.

Appointment of additional examiners -- from list of 4 staff members whose names were submitted to Civil Service Commission -- is expected in week or two. The candidates are Thomas Donahue, Benito Gaguine, Gifford Irion, Annie Hunting.

* * * *

Plea for speed in another respect -- the handling of priority lists -- was filed this week by WFPG, Atlantic City, applicant for uhf Channel 46. That station says priority procedure fails to carry out Commission's stated policy -- "to make TV service available to greatest number of people in the shortest period of time."

City is 66th on Group A priority list. While FCC has reached 35th city in Group A, it has hit 110th on Group B.

"At first blush," WFPG says, "it would seem to be an advantage to be on list A, the list of cities having no TV service, as compared with list B, the list of cities receiving one or more services already. Actually the reverse is true."

Station points to CPs already granted in Ft. Lauderdale (pop. 36,000), Ashland (31,000) and Massillon (29,600), each of which already receives one TV signal -- while Atlantic City, with 61,000 and no TV service, remains dormant. Even worse, WFPG says, Akron got a CP even though it receives 3 TV signals.

Further aggravating WFPG's situation is that delay jeopardizes its chances of quick delivery on uhf transmitter. It had been promised RCA's first new one.

These possible solutions are suggested: (1) Transfer uhf-only cities from Group A to B. (2) Accelerate processing of Group A while decelerating Group B.

* * * *

Requests that allocation zones be changed in West Virginia, to permit addition of vhf channels to Bluefield and Oak Hill, were turned down by FCC this week. Commission said it wouldn't consider changes in zones for a year, adding that its experience in processing applications has strengthened its belief that one-year rule is necessary and desirable.

Commission also turned down NARTB's request that it reconsider grant to Kansas State College (Vol. 8:35). It didn't go into merits of NARTB's argument that Commission violated own rules in making grant, merely dismissed petition on grounds NARTB isn't a "person aggrieved or whose interests are adversely affected."

2 MACON AMs JOIN FOR TV, TEST POLICY: Clear-cut test case of "joint" TV application (from 2 AMs in same city) is now before FCC, should get action in month or less.

WBML & WNEX, Macon, Ga., both 250-watt locals (both also operating FMs), own 50% each in new Macon Television Co. which this week filed for uhf Channel 47. Macon is 54th on Group A priority list, and Commission reached 35th city this week.

After prodding by Sen. Johnson (D-Col.) and upon petition by KFBI, Wichita, Commission in June issued declaratory ruling stating that such applications would be considered on case-to-case basis as they came up (Vol. 8:26). It's quite likely that Commission would approve some types of joint applications -- particularly those from cities with great number of AM stations, theory being that such cities would still have plenty of AM competition.

Whether Macon application will satisfy FCC isn't easy to predict, but the application plays on Commission's tenderest emotion -- its desire to promote uhf.

Carefully prepared jointly by Pierson & Ball and Dempsey & Koplovitz law firms, application presents following situation and arguments:

(1) Macon has only 2 commercial channels, Nos. 13 & 47. WMAZ has applied for No. 13. WBML filed for No. 47. WNEX then debated which channel it should seek, decided to discuss tieup with WBML.

(2) If WBML & WNEX compete for No. 47, WMAZ will get quick grant, and, while first 2 battle through hearing that may take several years, build audience of vhf sets that "may well present an insuperable obstacle" to new uhf station.

(3) If joint application is granted, Macon can get competitive service right off the bat, and public will buy vhf-uhf sets from the start, saving cost of adding uhf later and guaranteeing both TV stations an audience.

To counter argument that AM competition will be reduced by joint participation in TV station, the 2 stations promise:

(a) If joint application isn't granted, they'll pursue Channel 47 independently and competitively. Each has adequate resources to build TV whether AM is profitable or not. Furthermore: "Each party will continue to receive 100 cents on the dollar for every dollar earned by its radio station, and every incentive that now exists for WBML & WNEX to compete for the available AM advertising revenue will continue to exist if the [joint TV application] is granted."

(b) AMS will continue operating without inter-station consultation.

(c) TV rate card won't be tied into either AM rate card in any manner.

(d) Grant will be accepted subject to any stipulation FCC deems necessary.

REPORT ON ROANOKE & OTHER NEW MARKETS: This week's only vhf grant, first CP for vhf issued in a month, went to WSLS, Roanoke, Va., owned by big Shenandoah Life Insurance Co. From its management we get the welcome word that it will get on air "early in 1953" to open up that brand new market.

Minimum of delay is expected because 20-kw Channel 10 equipment is already on order from RCA, transmitter site atop 3800-ft. Poor Mt. (17-mi. southwest of Roanoke) already in use for FM.

That's best "new market" news of week out of our continuing survey of plans of all CP holders -- with possible exception of statement this week from gen. mgr. J.C. Kellam of KTBC-TV, Austin, Tex. He now reports that Channel 7 station will go on with 2-kw interim transmitter which RCA promised to have in operation by Dec. 1. But, he adds: "We are going to try to beat that date by as much as Nov. 1."

Other current replies all come from uhf grantees: WHUM-TV, Reading, Pa., Channel No. 61 (Vol. 8:36), steel starts going up Sept. 22, mobile unit already in use to promote TV via closed circuits, 12-kw GE station "sure" by Dec. 1, says gen. mgr. Humboldt Greig; WAKR-TV, Akron, No. 49, considering interim low-power to get going early in 1953, says president Bernard Berk; WMAC, Massillon, O., No. 23, is "shooting for next Feb. 1," in words of grantee Edward Lamb; New England TV Corp., Fall River, Mass., No. 46, starting date "in vicinity of May 1953"; WEEU-TV, Reading, Pa., No. 33, "looks like about July 1, 1953," according to manager Thomas E. Martin who reports FM facilities on Mt. Penn will be expanded to add GE equipment.

Other replies are too indefinite to merit reporting, especially from the uhf grantees worrying about availability of transmitters -- but we'll continue to keep you posted as fast as definite dope is forthcoming.

REPEAT FILMS, as in theatres, already carried Saturday from noon to 4:30 on New York's WNBT under title of *Continuous Performance* and with slogan "Come in anytime and see complete show," will shortly be tried after midnight. WNBT's nightly *11th Hour Theatre*, 11:20 to 12:30 a.m., in few weeks will be repeated once from 12:30 two nights a week, then repeated through the all-night hours if the tests click. Manager Ted Cott's idea is to tread warily at first.

"Fantastic results" are reported from *Continuous Performance*, which consists of feature film and one short; started in July, it gives each participating sponsor 3 one-

minute shots. Because of General Motors-NCAA football schedule on NBC-TV, it will have to be curtailed for 11 weeks, but plan is to resume 3-time Saturday p.m. repeats right after grid season.

Already sponsoring whole *11th Hour Theatre* are Trefari Jewelry, Tue. nights; Savarin's Medallio d'Oro (coffee), Wed.; Ruppert Beer, Thu. & Fri.; Best Foods, Sat. Show carries only participations Sun. & Mon. In Cott's opinion, repeats of same film in the wee hours may be answer to problem of all-night programming, which thus far has met its best success on Pittsburgh's WDTV (Vol. 8:11)—and he thinks the repeat-film idea has great revenue possibilities for new stations soon to go on the air.

PIX HITCH Tix Pitch to TV." Thus characteristically, *Variety* banners Sept. 6 report that movie promotions on TV are paying off at boxoffice—noting that \$23,000 was spent that week in Los Angeles area alone for plugs via TV. No longer trial balloon, movie promotions on TV are admittedly reaching vast audiences and helping exhibitors in their eager efforts to hypo boxoffice. As an example, 20th Century-Fox this week bought 75 spots on ABC's WJZ-TV to plug *The Snows of Kilimanjaro*—campaign running from Sept. 12-20, climaxed by 45-min. telecast final evening.

Extent of growing use of TV's "unquestionable power as a promotional medium"—and dollars & cents results therefrom—is theme also of excellent roundup in Sept 6 *Motion Picture Herald*, also one of movie trade's most important organs. Foremost example cited is RKO's outlay of several hundred thousand dollars on TV to plug *King Kong*. As direct result, old picture earned "phenomenal gross" during summer. RKO exploitation chief Terry Turner said:

"Our use of TV has increased the gross at the box-office anywhere from 25 to 200%. RKO found that where *King Kong* was supported by TV trailers, the opening day was 40% above normal. The day will come when we will spend \$5,000,000 on TV instead of magazines. There will have to be an adjustment all around. It will mean changes in booking and clearances to take the best possible advantage of TV."

And *King Kong* isn't an isolated case. Warner Bros. recently invested heavily to plug *Our Lady of Fatima* on N. Y. TV stations, spending more than \$5000 in one week with what Warner executives called "excellent results." Paramount's *Caribbean* opened to a \$4000 house instead of normal \$2900 at Philadelphia's Fox Theatre as result of TV advertising. MGM used medium in Cleveland for its *Callaway Went Thataway* and raked in added revenue. Encouraged by *King Kong* example, RKO repeated plan for *Sudden Fear*, *The Big Sky*, *Clash by Night*, *The Lusty Men*, *One Minute to Zero*, and reaped tidy windfall, especially when coupled with guest appearances of stars.

Stanley Kramer Co., thrilled by payoff on mere \$5000 for *High Noon* on KTTV & KLAC-TV, Los Angeles, may revamp its advertising setup to accommodate TV, reports *Variety*.

While formats differ, plugs used for *King Kong* are expected to be pattern for future promotions, thanks to astonishing success. This called for 55-second TV trailers, scenes from pictures and spots—campaign beginning 10 days before film opened and continuing through entire run. Full cost of the promotions has usually been borne by the distributors, with circuit exhibitors chipping in. High costs are cited as chief bar to more participation by independent distributors.

Biggest drum-beater in its field currently is International Telemeter Corp., which advances 3 new suggestions as future possibilities for its pay-as-you-see system: (1) Turning over "fair share" of its coin-box take to NCAA members to help compensate for loss of gate receipts via telecasts. (2) Installing "yes" and "no" buttons on coin boxes so viewers can register their answers to any public questions put before them on TV; answers would be recorded on magnetic tape. (3) Including special slugs with soap bar purchases to be used to buy additional Telemeter programs.

Associated Broadcasting Development Corp. is name of new company formed in England to promote sponsored TV. Directors include Sir Alexander Aikman, chairman of EMI; Norman Collins, ex-BBC, now chairman of High-Definition Films; C. O. Stanley, chairman of Pye Ltd.; Sir Robert Renwick.

PARAMOUNT-DuMONT "control" issue entered final stages of long FCC investigation this week as both parties and FCC's Broadcast Bureau filed their proposed findings. On all other issues, including ABC-UPT merger, proposed findings are due Sept. 19.

Paramount and DuMont recapitulated all their arguments to effect that former doesn't control latter, and therefore, their various licenses should be renewed. If FCC rules favorably, each company can expand its TV ownership to 5 stations.

Broadcast Bureau contended that neither company has affirmative control of DuMont, but that Paramount's "veto" power (through ownership of all "B" stock, 2.9% of "A", election of 3 directors out of 8) gives it negative control. Following are Bureau's main points:

(1) Majority of both "A" and "B" stockholders must approve any corporate action.

(2) Treasurer Paul Raibourn, Paramount v.p., "has been an active and dynamic influence in DuMont's financial and other affairs" through his supervision of funds and his joint responsibility with Dr. DuMont for many important actions.

(3) Paramount can solicit proxies and gain control of board.

(4) DuMont withdrew Boston application in 1945 when Paramount opposed it.

(5) "Checks and balances" in company prevent Dr. DuMont's group from gaining control. Only twice did "A" directors force through measures Paramount directors disapproved.

Paramount and/or DuMont gave these counter-arguments to those five points:

(1) "A" stockholders dominate management and DuMont's financial condition permits expansion without Paramount's consent.

(2) Raibourn withdrew from DuMont activities after 1946, no longer supervises books but depends on company auditors.

(3) All "A" stockholders possess same power and, in fact, DuMont can win any proxy fight.

(4) DuMont dropped Boston application, picked Pittsburgh because it was on coaxial route.

(5) Paramount has almost always approved Dr. DuMont's policies—and in the 2 cases when they didn't, DuMont won.

Pressure on FCC for quick, favorable decision on ABC-UPT merger mounts daily, as ABC's AM-TV affiliates complain that uncertainty has seriously affected network's fall business.

Theatre-TV proponents, in sarcastic answer to AT&T's most recent reply to requests for data on inter-city transmission facilities (Vol. 8:36), argue that it's not for AT&T to decide whether specifications for 10-mc bandwidth are "necessary and practical." Motion Picture Assn. of America and National Exhibitors Theatre TV Committee, seeking information for hearing which starts Oct. 20, also contend that: (1) Necessary equipment and its cost are available or can be developed. (2) Cost data of existing facilities, which AT&T supplied, are of no value since existing service is "wholly inadequate and unsatisfactory." (3) Question is not whether AT&T can ultimately meet requirements, but "when and for how much." (4) Each party in FCC proceeding is under duty to furnish all available data.

TV-radio programming probe by Harris subcommittee of House Interstate & Foreign Commerce Committee (Vol. 8:20, 23, 26, 35) resumes in Washington Sept. 16 to hear Mutual's M. Hollis Seavey and NARTB's TV director Thad H. Brown Jr. and govt. relations director Ralph W. Hardy.

Personal Notes: Jack Poppele, engineering v.p. of WOR & WOR-TV, with WOR for 31 years and builder of the former Macy TV stations (WOR-TV & Washington's WOIC, now WTOP-TV), resigns as of Oct. 1 to set up consulting service for planning, construction and staffing of new TV stations . . . Victor A. Sholis, v.p. & chief of WHAS & WHAS-TV, Louisville, has taken leave of absence to be administrative asst. to Wilson Wyatt, Gov. Stevenson's campaign mgr.; sales mgr. Neil Cline is in charge . . . M. H. (Deke) Aylesworth, ex-NBC president, ill of liver ailment in St. Luke's Hospital, N. Y. . . . Richard M. Pack, ex-program director, named program & operations director in staff realignment of WNBT & WNBC, New York; Peter Affe heads TV programming, Steve White radio, with John M. Grogan production supervisor of WNBT and George Wallach his opposite number at WNBC . . . Sherman Headley promoted to asst. mgr., WCCO-TV, Minneapolis; Robert P. Sutton, WCCO program mgr., joining CBS Hollywood . . . Ernest Walling, ex-program mgr., NBC-TV, joins WPTZ, Philadelphia, as director of programming as of Sept. 15 . . . G. W. (Johnny) Johnston, TV-radio director, National Assn. of Manufacturers, on month's trip to Pacific Coast in connection with NAM's third series of *Industry on Parade* films starting Oct. 15 . . . Alan Torbet, ex-KROW, named gen. mgr. of KSFO, San Francisco, in separation of its operations from KPIX (TV) under v.p. & gen. mgr. Philip G. Lasky . . . Blayne Butcher, ex-Lennen & Mitchell and other agencies, joins new WHUM-TV, Reading, Pa., due for completion by Dec. 1, as aide to mgr. Humboldt Greig . . . Wm. L. Clark resigns from ABC to return to WPIX, New York, as eastern sales mgr. . . . Wm. A. Wylie named mgr. of ABC station relations dept.; Bertha Kurtzman promoted to operations mgr. of WJZ-TV . . . Frederic G. Berner, ex-American Home Foods, and Russell S. Tate Jr., ex-Chicago client service office, named v.p.s of Market Research Corp. of America (formerly Industrial Surveys Co.) . . . Stanley J. Reulman, Pacific Coast sales mgr. for Katz Agency, moves headquarters to San Francisco, is succeeded by Richard Hasbrook in Los Angeles . . . Robert E. Thompson, ex-Weed & Co., named radio director, George W. Hayman Adv., N. Y. . . . John T. Southwell, ex-BBDO, Young & Rubicam and Huber Hoge & Sons, named TV-radio v.p., Hirsch & Rutledge, St. Louis . . . David Hale Halpern, ex-Owen & Chappell and ex-president, American Television Society, joins Biow Co. . . . Herbert L. Golden resigns from *Variety* to join Bankers Trust Co., New York, whose v.p. Harry Watkins heads new Entertainment Industries Div., specializing in financing of films, TV, radio, etc. . . . Matty Brescia, ex-Liberty Broadcasting System, now with E. D. Rivers Jr. radio & TV (application) enterprises, heading promotion and headquartering temporarily at KWEM, W. Memphis, Ark. . . . Carl Cannon, ex-NBC, appointed director of United Nations tour services .

Union wage scale for TV film actors is in effect on virtually all filmed programs, with signing of 10 more contracts this week, Screen Actors Guild announced. Contracts provide: (1) Minimum salaries of \$70 a day & \$250 a week for single role in single picture, \$320 for 2 films a week, \$375 for three. (2) Additional payments to actors for re-use of TV shows. (3) Additional payments if films are exhibited in movie theatres. SAG is currently negotiating contracts in New York with ad agencies for actors in film commercials after winning 2-year jurisdictional fight with TV Authority. Latter demanded role in current negotiations, but parent union, Associated Actors & Artists of America, ruled that SAG has sole jurisdiction over film actors, although TV Authority retains right to represent performers in live shows.

GRANT OF \$5,000,000 for educational TV from Ford Foundation's Fund for Adult Education has officials of Joint Committee on Educational TV more optimistic than ever about prospects of actually putting reserved channels to use.

Grant is not only largest to date but it's first designed to assist in station construction as well as program development. Fund will operate on principle that "the Fund helps those who help themselves," chairman Paul H. Helms stating that aid "will be limited to those few strategically located communities where educational institutions and interested groups of citizens are themselves able and willing to carry a major part of the financial burden."

In addition to Ford grant, JCET officials justify their optimism by reporting such activities as following:

(1) Some 30 more applications will be filed in next few months, many of them "serious" in the sense that funds will definitely be available for construction. To date, although 242 channels (about 12% of total) are reserved for non-commercial education, only 14 have been applied for, 8 of them granted (see *TV Factbook No. 15* and Addenda to date).

(2) "Exploration" is in full swing at various levels—city, state, regional, national. Among more active states cited: New York (5 grants to its state university already), Connecticut, New Jersey, Pennsylvania, Ohio, Illinois, Oklahoma, Minnesota, Washington, Wisconsin, California, North Carolina. Southern Regional Education Board, representing 14 states, plans big session on TV soon. National Assn. of Educational Broadcasters holds annual convention in Minneapolis Nov. 6, hopes to add impetus to campaign.

(3) Though most broadcasters are antagonistic, JCET thinks it will have better luck with manufacturers whose recently appointed committee (Vol. 8:32) has been consulting with JCET. Optimism is based on theory that manufacturers anticipate good equipment market among educational grantees as well as new markets for receivers in areas too sparsely populated to attract commercial stations.

(4) Though teachers' pay is low and many schools are physically decrepit, it's a practical fact that those who hold schools' purse strings can be sold on TV more easily than they can be persuaded to raise salaries and improve school facilities.

Coast-to-coast theatre-TV hookup—first in history—for Sept. 23 Walcott-Marciano heavyweight title bout in Philadelphia (Vol. 8:36), will also be biggest yet. With AT&T theatre-TV facilities to west coast available for first time, approximately 40 theatres have signed up so far, some already sold out at \$3-5 per ticket. Philadelphia and New England states are blacked out. Meanwhile, in Montreal this week, New Jersey boxing commissioner Abe J. Greene told National Boxing Assn. convention that increasingly tight hold on fight promotions by International Boxing Club and 2 major TV chains will doom small promoters by (1) tying all big fights to TV, (2) then ending fights on home TV, and (3) eventually forcing all major bouts into theatre TV.

TV occupies first 2 days of SMPTE convention in Washington's Hotel Statler Oct. 6-10, is subject of following papers: TV facilities of CBC, by J. E. Hayes, CBC; film projection with image orthicon camera, R. D. Chipp, DuMont; new variable focal length TV lens, Frank Gillette & Louis Raitiere, General Precision Labs; echoes in TV transmission, Pierre Mertz, Bell Labs; NTSC color. A. V. Loughren, Hazeltine; dichroic mirrors, Mary Ellen Widdop, RCA; kinescope recordings, Ralph E. Lovell & Robert M. Fraser, NBC; Signal Corps mobile TV unit, John S. Auld, Signal Corps Photo Center; lighting movies for TV, Karl Freund, Hollywood; camera control system for TV films, Ferenz Fodor, Filmcraft Productions.

Telecasting Notes: From the authoritative spokesman of the commercial side of TV-radio, *Sponsor Magazine*: Talent & production bill for sponsored programs on the 4 networks will run "around \$98,000,000" during 1952-53 season (Sept.-June); Sept. 8 edition of *Sponsor* publishes complete tabulation of all TV network commercial shows now booked, with estimated talent & production costs. It also reports that CBS-TV estimates its time sales for network time alone, after agency commissions & discounts, will run \$53,000,000, or 90% ahead of 1951 when figure was \$28,000,000 or 28% ahead of 1950 . . . Major boom in both TV & radio spot this fall is predicted by *Sponsor*, which says combined dollar volume is expected to reach \$65,000,000 in final quarter with "much new spot money being pulled out of other media" . . . All media except radio (off 19%) showed gains in July over July 1951, reports *Printers' Ink*; best gain was by business papers, up 24%, with TV up 15%, outdoor 13%, magazines 10%, newspapers 4% . . . TV's "DPs" is what *Variety* calls the "casualties of the continuing exodus of N. Y.-berthed shows to the Coast" as "more and more sponsors [are] growing film conscious and spreading their Hollywood wings." Axings at NBC-TV are cited, plus fact 16 fewer programs are originating this season in its N. Y. studios . . . Iowa viewers, interviewed for TV applicant WHO, Des Moines (same ownership as WOC-TV, Davenport), for most part (75%) didn't object to TV commercials—but 25% were annoyed by some of the advertising, mainly tobacco, beer & soap sponsorships; survey is published as 1952 *Iowa Radio-TV Audience Survey*. Dr. Whan's survey also found that Iowans in TV

PROBLEM of high-gain antennas with beams so narrow that they sometimes overshoot vital population centers (Vol. 8:20) has been solved to satisfaction of ABC's engineering topkicks.

You'll recall ABC's experience with "nulls" (weak or non-existent signals) when it fired up its new Empire State Bldg. antenna (Vol. 7:51). We asked ABC's Frank Marx and John Preston to sum up their work to date, got this response from latter:

"In the spring of 1948, our field experience with KECA-TV in Los Angeles began to confirm our earlier fears of the effect of antenna vertical radiation pattern nulls on service at short and medium distances from the antenna. In Los Angeles, using the standard in-phase antenna, the first null below the horizon fell across the center of Pasadena, resulting in weak and sometimes unusable service even though the Mt. Wilson antenna could be seen from the receiving location.

"We corrected this problem, in the face of discouraging opinions from the manufacturers, by changing the phase of the current in a particular layer of the antenna by a particular amount to provide null 'fill-in.' In 1950, we designed our main Empire State antenna in a similar manner."

ABC then considered feasibility of "shaping" antenna patterns to minimize "useless and perhaps even harmful" radiation above horizon, succeeding in designing 8-gain antennas providing 50%-100% more power below horizon.

"On the general subject," Preston concludes, "we have for some time looked with disfavor on high gain antennas which achieve desired values of ERP toward the horizon, but at the expense of inadequate fields within the service perimeter. Such antennas, in our view, truly produce 'paper kilowatts.' We greatly favor lower antenna gain (or the equivalent in special vertical pattern shaping) and higher transmitter power to achieve the desired horizontal ERP. In fact, I believe our experience and views along these lines have greatly influenced the expedited activity in development of 50-kw vhf transmitters. We fully expect a similar trend toward custom-built antennas."

homes still spend 55.5% of daily listening time at radios . . . Operations of WNEW, New York, one of most successful AM independents, will be subject of article tentatively scheduled for October *Fortune Magazine*; big AM station is to get same dollars-&-cents treatment as WTMJ-TV last winter (Vol. 8:1) . . . New TV-movies tieup for joint promotions is planned in Chicago between NBC and local theatres following pattern of deal network's WNBT & WNBC arranged with 500 N. Y. theatres to swap facilities for mutual plugs via trailers, guest appearances, etc. (Vol. 8:33) . . . Metropolitan Opera Co. will present 2 or 3 operas in English as part of Ford Foundation's *Omnibus* shows starting on CBS Nov. 9, Sun. 4:30-6 p.m. Operas will be specially produced, not telecast direct from stage . . . Teleprompters have been installed for clients by Chicago's WNBQ, first of NBC-owned stations to announce use; others reported also to have it, also network headquarters—CBS-TV having signed contract some time ago . . . KBTW (not KVOB-TV) will be call letters of new Denver station on Channel 9 for which FCC recently issued CP to owners of KVOB (Vol. 8:29) . . . New WHUM-TV, Reading, Pa., due Dec. 1, appoints H-R Representatives Inc. (Frank Headley) as exclusive national rep . . . Joe E. Brown will play role of circus manager in new program alternating every fourth week with Milton Berle show on NBC-TV . . . GE will conduct two 2-day TV studio lighting clinics for engineers and production experts at Cleveland's Nela Park, starting Oct. 13 . . . WHAS-TV, Louisville, raises Class A hour rate Oct. 1 from \$500 to \$600, one-min. from \$100 to \$120.

Station Accounts: For dept. stores, George Kamen Inc., 250 W. 57th St., New York, has devised TV film package designed to get them to use medium without paying more than local time costs. Thirteen 15-min. shows featuring Ed & Pegeen Fitzgerald in household hints are offered weekly, with one-min. spots by Bendix Washers, Gorham Silver, Coro Jewelry, Parker Pens, Ekco Products, Tappan Stoves, et al—3 per show. Stores carrying these brands buy local time, and these are already reported signed up to start Sept. 22: Carson, Pirie & Scott, Chicago; J. L. Hudson, Detroit; Woodward & Lothrop, Washington; Famous Barr, St. Louis; Lazarus, Columbus; Thalheimer, Richmond; Holmes, New Orleans; Rike-Kumler, Dayton . . . Weaver Products Co. (Spoolie hair curlers), testing one-min. film *Your Figure, Ladies* on WGN-TV, Chicago, sold \$40,000 worth of hair curlers with 13 spots costing \$1300, placed thru Erwin, Wasey . . . Frigidaire buys *Foreign Intrigue* for new CBLT, Toronto . . . Mennen to place 5-min. film strip titled *Oh, Baby!* thru Grey Adv., N. Y. . . Among other advertisers reported using or preparing to use TV: Acrisoil Co. (Acrisoil & Terrasoil soil conditioners), thru Lewin, Williams & Saylor, Newark; Insect-O-Lite Co. (Insect-O-Lite lamp), thru Farson, Huff & Northlich, Cincinnati; Modern Floor Coverings Co., thru John L. Halpin Adv., Schenectady; Kool Vent Metal Awning Corp. of America (aluminum ventilated awnings), thru Marsteller, Gebhardt & Reed, Pittsburgh; Magic Chef Inc. (gas ranges), thru Krupnick & Assoc., St. Louis; Marcal Paper Mills Inc. (napkins, wax paper), thru Calkins & Holden, Carlock, McClinton & Smith, N. Y.

Transmitter of 75-kw peak power is now in use at Britain's Kirk o'Shotts (Scotland) TV station, replacing low-power unit employed since station opened in May. No U. S. manufacturer has yet delivered unit larger than 25-kw, though 50-kw transmitters are due next year. Big reason for Britain's apparent lead is that FCC's power limitations have made such large units unnecessary.

STATISTICS POINT UP FAVORABLE TREND: Football and the World Series are about to add another fillip to nicely-moving TV trade -- but the most impressive news continues to come out of RTMA's weekly production & inventory figures.

First September output week, ended Sept. 5, continued high pace set in mid-August, with 133,458 TV units turned out (19,525 private label) -- only slightly down from the 18-month peak of 144,212 achieved the preceding week (Vol. 8:36).

Better yet, factory inventories fell once more -- to 226,089, lowest since mid-March, and comfortably down from worrisome high of 491,834 in June (Vol. 8:24).

Radio output dropped to 129,074 (50,883 private) as of Sept. 5 from 170,208 the week preceding. Radio inventories fell to 286,961 from 307,109. Week's radios were 44,622 home sets, 18,036 portables, 29,784 clock, 36,631 auto.

* * * *

Thus, first 36 weeks of year have brought forth slightly more than 3,215,000 TVs, 6,140,000 radios -- so that it's reasonably certain the industry will make (and sell) even more than the 4,400,000 TVs and 10,900,000 radios averaged in an RTMA board poll last November.

We got average guesstimate of 4,850,000 as year's TV output in our own poll of 9 top producers in June (Vol. 8:24), guesses ranging from 3,700,000 to 5,500,000.

Next week's RTMA meetings in New York may well take time again for this popular game. Our own guesstimate is nearer 5,500,000 than 5,000,000 this year.

As for 1953, we're inclined to go along with Sylvania's Frank Mansfield, who heads RTMA statistics committee. He forecasts at least 5,000,000 sets in 1953, maybe 5,500,000 depending on number of new markets opened up by new stations.

For 1954 & 1955, Mansfield thinks 5,700,000 is good guess; then a possible tapering down as new markets consolidate their new telecasting gains. For 1956, he guesstimates 5,500,000. After that, by TV's tenth business year, he thinks replacement market will really be reflected. Heretofore it has been disappointing because of extraordinary long-life of TV sets -- now reckoned in terms of 8-10 years!

With 5,000,000 sets per year as replacement factor, eventually, Mansfield foresees minimum 6,500,000 sets per year by 1961. He emphasizes these are his own guesstimates, in no sense attributable to RTMA.

* * * *

TV sets-in-use went above 18,350,000 as of Aug. 1 (Vol. 8:34). No less a spokesman than NBC's press v.p. Sydney H. Eiges predicted, at Pittsburgh TV-radio exposition the other night, that 20,000,000 will have been sold in U.S. by end of this year. At present rate, sets-in-use by year's end might well reach that figure.

Longer range, Dr. Allen B. DuMont estimated 40,000,000 sets sold by 1956 -- or double the probable "census" of Jan. 1, 1953.

All of which presages tremendous business ahead, other factors being favorable. What with new markets, second-&-third sets in the home, obsolescence and (touchstone of the whole trend) the acceptance now of TV as an indispensable adjunct of most households, it's probably fair to say that TV is well on the way to the same "98% saturation" now claimed for radio.

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Note: Looks like RTMA chairman A.D. Plamondon Jr. will also assume pro-tem title of president after Oct. 1, when resignation of Glen McDaniel is effective. No successor to paid presidency is in sight. Provision having been made by last board, it's good guess that the elected chairman will step in. Headquarters meanwhile will function under capable direction of gen. mgr. James D. Secrest.

Topics & Trends of TV Trade: "Coming in here like a ton of bricks" is enthusiastic report from Buffalo on signal of Toronto's new CBLT (Channel 9). Our correspondent is Dick Levy, of W. Bergman Co., Philco distributor, and his comments are worth repeating because they indicate how people in a one-station market also welcome new TV services—with consequent increase in demand for TV sets and accessories.

"If the high standard they set last night is maintained," writes Levy day after opening of CBLT this week, "we're due also for a big business in antenna and/or booster sales. I have a rotorless (switch) job and small booster. Works fine." He goes on to laud CBLT's "more leisurely, less commercial pace", "better and smoother film projection" and "obvious emphasis on quality, perhaps at the expense of quantity." As a major TV-radio sponsor himself, he liked particularly CBLT's *News Magazine*, which included films from British, German, French & Dutch TV sources and kines from ABC, NBC & WOR-TV.

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Canadian RTMA is bucking competition of Rediffusion Inc., Montreal, which has been feeding closed-circuit TV programs from its own studios to about 100 subscribers, and now advertises it will carry "all CBC programs" transmitted by newly-opened CBFT—including baseball games sponsored by CRTMA. Undoubtedly, set makers object not only to "resale" of programs for which they've paid but to fact Rediffusion supplies own receivers, which are 16-in. units made by Britain's Ekco Ltd. Canadian GE, Westinghouse & Admiral are reported ready to sail into Rediffusion, which now says it plans new and "more objective" promotion. It charges \$5.60 weekly for first year, \$4.60 second, \$3 third. Company furnishes wired radio service in such places as Hong Kong, Singapore, Malta, Malaya, as well as in England. *Retailing Daily* keeps running account of situation, has good roundup in Sept. 9 issue.

Future of printed circuits excites Hallicrafters about as much as it does Motorola, first to mass-produce radios with the technique (Vol. 8:33). In New York this week, president William J. Halligan told press that: (1) On Oct. 15, he'll begin mass production of printed-circuit clock radios to sell for \$34.95 & \$37.50, about 50% below prices of similar sets produced conventionally. (2) Twenty girls will be able to assemble 1000 sets a day, compared to the 100 girls needed today. (3) Single dip can make about 100 connections. (4) As for TV sets: "Right now we can do about 1000 of these connections in a single dip, so the day isn't far off when TV sets will also be turned out on such an assembly," effecting about 25% savings to consumer. (5) Time is approaching when one man will control entire TV and radio assembly lines.

Canadian RTMA reports July TV set sales by factories were at record 7492, with list value of \$3,398,944, apparently in anticipation of new Montreal and Toronto. Steady rise brought sales for first 7 months of 1952 to 38,178 worth \$17,703,801. Montreal jumped ahead in month's sales with 52% of July sales, Toronto-Hamilton 27.3%, Niagara Peninsula 8.5%, Windsor 7.7%, remaining 4.5% going to other areas. Inventory as of July 31 totaled 17,817. All sales of Canadian-manufactured TVs to that date amount to 116,616 valued at \$55,217,826.

Canadian Admiral Corp. doubling plant capacity in Toronto to 42,000 sq. ft., will employ about 300 when expansion is completed. Two-year-old plant is now turning out 200 TVs daily in addition to radios and record players.

Majority of Freed Radio creditors have accepted plan to pay 50% over 3 years, 50% in preferred stock, reports Referee John E. Joyce, who will hold confirmation hearing in New York Federal Court Oct. 9.

Merchandising Notes: Admiral publishing page ads in 140 Sunday newspapers Sept. 21 to promise "no longer than necessary delay" in delivery to dealers of new 21-in. plastic table listing at \$200, tax & warranty included (Vol. 8:33). Ads say Admiral is convinced 21-in. screen-size is most-demanded size, state new all-glass "Dynaray" tube was developed for it by Corning Glass at cost of \$250,000, says 4 plants are "working around the clock" to accelerate manufacture and delivery of tubes and cabinets . . . Admiral ads take no cognizance of intra-industry squabble over tube size, some rivals claiming it's really an extended 20-in. providing some 225-sq. in. picture area vs. 245 for other 21-in. . . . Mexican market, growing, reacting unfavorably to alleged "dumping" of old TVs at so-called bargains, with major manufacturers joining in warning public against buying pigs-in-poke . . . How Denver's city officials, wholesalers and dealers prepared for and met problems involved in coming of TV to first new post-freeze market (Vol. 8:29) is told in September *Electrical Merchandising*; good reading for other soon-to-get-TV markets . . . Fada has 20 new models ranging from 17-in. table at \$200 to 24-in. blonde console at \$470, all prices inboard . . . Muntz's new 27-in. will be ready by Oct. 1, offered at \$370 for walnut console, \$400 walnut console, \$10 & \$15 extra mahogany & blonde, all plus tax and warranty . . . Meck opens own retail stores in Chicago, Pittsburgh & Indianapolis this week, bringing total to 16 in 13 cities . . . "Buck Rogers" kit being distributed bysylvania as dealer giveaways to children, designed to bring parents into stores to buy TVs, as part of \$500,000 promotion campaign in TV markets over next 90 days . . . Westinghouse conducting about 100 TV service schools this month and next to coach servicemen and dealers, with particular emphasis on its plug-in uhf receptor.

Distributor Notes: Motorola appoints D. M. Lucas Inc., Omaha (D. M. Lucas, pres.), replacing Mueller-Selby Co. . . . Raytheon names Kaufmann-Washington Co., Washington (David Kaufmann Jr., pres.) . . . Sylvania names Federal Distributing Co., Des Moines, and Lyle Co. Inc., Miami . . . Bendix Radio's Chicago distributor, Nash-Kelvinator Sales Corp., appoints Trent J. Corcia sales mgr.; he's ex-Zenith . . . Bendix Radio appoints Nash-Kelvinator Sales Corp., Buffalo and Baltimore, and Graybar, Dallas . . . Hallicrafters names Barton Distributors Inc., Wichita, Kan. . . . Hoffman appoints Plains Distributing Co., Amarillo (Sam Marmaduke, owner) . . . CBS-Columbia appoints H. Leff Electric Co., Cleveland . . . National Electronics Mfg. Co. (Natalie Kalmus TV) appoints Thane Distributing Co., Denver . . . Zenith of N. Y. names George J. Birgy, ex-Crosley Distributing Co., adv. & sales promotion mgr. . . . DuMont names Midstates Distributing Corp., Syracuse (Bill Fields, pres.).

Eager-beaver uhf applicant WVEC, Hampton, Va. (Norfolk area), seeking Channel 15, has area distributors for Admiral, GE, Philco, RCA, Zenith already signed up to provide sets with built-in uhf and external adapters for demonstrations of their efficiency to dealers is also bringing in GPL remote and manual cameras for closed-circuit TV demonstrations as promotional buildup Oct. 3 in Chamberlain Hotel. In Reading, Pa. area, where uhf WHUM-TV is promised by Dec. 1, Admiral this week advised dealers they can give away uhf tuning strips with all Admiral sets; strips are good for sets made last 4 years.

Zenith unveils 3 new 21-in. full-door consoles—in mahogany at \$400 & \$460, cherry \$460—as additions to its 1953 line (Vol. 8:23); also offers 25 new radios ranging from portable at \$30 to radio-phonograph console at \$330.

San Francisco's Western Winter Market has been set for Feb. 2-6.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for July 11-Aug. 10: Richard F. Dooley received 7 Admiral in exchange for Canadian Admiral, holds 57,301; Wallace C. Johnson received 150 Admiral in exchange for Canadian Admiral, holds 1650; Lynn C. Park received 100 Admiral in exchange for Canadian Admiral, holds 24,920; F. H. Uriell received 50 Admiral in exchange for Canadian Admiral, holds 1250; Lila F. Geiser bought 100 Cornell-Dubilier "A" (Oct. 1946), sold 66 (Nov. 1950), holds 130; Herman M. Stein gave 200 Davega pfd. as gift, holds 10 common; Benjamin Abrams bought 800 Emerson through Max & Helen Abrams Foundation (Nov. 1951), 200 through trusts for children (June 1952), 300 through trusts for grandchildren (June 1952), holds 296,139 personally and through trusts and foundations; R. B. LaRue bought 100 General Precision Labs, holds 700; Philip F. LaFollette bought 200 Hazeltine, holds 1000; Paul V. Galvin sold 150 Motorola, holds 151,525 personally and through trust; Robert W. Galvin sold 150 Motorola, holds 64,108 indirectly through trust; Richard S. Lawton bought 100 Sentinel (June 1952), holds 100; Sherry O'Brien bought 300 Sentinel jointly with wife (April 1947), holds 300; James O. Burke gave 4200 Standard Coil as gift, holds 351,460 personally and through Tripp Building Corp.; Hervey W. Harper bought 100 Tung-Sol (June 1952), holds 73,114 common, 1000 pfd. personally and through LCM Corp.; Walter P. Marshall bought 25 United Paramount Theatres, holds 125; W. S. Woodfill bought 100 Zenith, holds 200.

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Dividends: Arvin, 50¢ payable Sept. 30 to stockholders of record Sept. 15; Corning Glass, 25¢ Sept. 30 to holders Sept. 17; Decca, 17½¢ Sept. 30 to holders Sept. 16; Erie Resistor, 20¢ Sept. 15 to holders Sept. 8; Loew's, 20¢ Sept. 30 to holders Sept. 16; Standard Radio Ltd. "A", 10¢ Oct. 10 to holders Sept. 19; Square D, 35¢ Sept. 30 to holders Sept. 16; Muter, 15¢ Sept. 30 to holders Sept. 15; Sparks-Withington, 15¢ Oct. 7 to holders Sept. 19; IT&T, 20¢ Oct. 15 to holders Sept. 19; General Electric, 75¢ Oct. 25 to holders Sept. 19; Canadian GE, \$2 Oct. 1 to holders Sept. 15; Canadian Westinghouse, 50¢ Oct. 1 to holders Sept. 15; United Paramount, 25¢ Oct. 17 to holders Sept. 29; Raytheon, 60¢ Oct. 1 to holders Sept. 15.

Banner year was enjoyed in 1951 by TV, radio and electronic parts jobbers with parts sales of \$350,000,000, gain of 10% over previous year, according to National Credit Office annual report which noted, however, that decline in TV sales in early part of 1952 forced jobbers to cultivate other electronic business. Report disclosed 41 new jobbers have gone into business since March 1951, with majority showing initial investment of over \$20,000; 11 jobbers folded in same period. NCO said radios still constitute largest part of replacement market.

Warner Bros. Pictures Inc. and subsidiaries earned \$4,958,846 (\$1 a share) on gross income of \$84,309,000 for 9 months ended May 31, 1952 vs. \$5,808,000 (86¢) on \$84,870,000 like period year ago.

Weston Electrical Instrument Corp. showed net profit of \$546,141 (\$3.40 a share) on sales of \$14,295,380 for first half of 1952 vs. \$275,752 (\$1.72) on \$9,129,689 same period last year.

Alliance Mfg. Co. reports 1951 net income of \$627,223 (\$4.11 a share) on net sales of \$9,318,302; comparisons unavailable.

Arvin reports net income of \$778,639 (87¢ a share) for quarter ended June 30, compared with \$889,609 (\$1) same 1951 period.

Capitol Records reports net income of \$424,717 (82¢ a share) for year ended June 30, compared with \$419,414 (74¢) in 1951.

Trade Personals: Wm. H. Chaffee, Philco v.p. & director of purchases, placed in charge of newly formed Radio Division, with v.p. Frederick D. Ogilby continuing in charge of the TV Division—both reporting to div. president Larry F. Hardy . . . Wilson Oelkers, purchasing agent for Philco TV-radio div., promoted to gen. purchasing agent, succeeded by his asst. Merle N. Thompson . . . Harold M. Detrick, ex-v.p. & gen. mgr. of Magnavox plant in Greenville, Tenn., named mgr. of manufacturing for new Westinghouse TV-radio div. plant in Metuchen, N. J. . . . Richard A. Norman, supt. of subminiature tube manufacturing at GE's Owensboro plant, appointed mgr. of manufacturing for GE's CR tube operations in Syracuse under Robert E. Lee, mgr. of operations . . . Robert C. Gray, ex-mgr. of technical operations of RCA Service Co., promoted to northeast area mgr. in charge of New England, New York and New Jersey territories with headquarters in RCA Bldg., N. Y. . . . Marvin Hobbs, electronics advisor to Munitions Board chairman John Small, Sept. 12 joins Raytheon TV & Radio Corp. as Washington representative; he returned Sept. 8 from 5 weeks in Europe as consultant to Mutual Security Agency . . . Dr. Sidney J. Stein promoted to director of research, International Resistance Co. . . . Dr. Carl F. Moen, ex-Penn State professor, joins Electro-Voice Inc. as senior engineer under v.p. A. M. Wiggins . . . Wm. F. Anderson, NPA military equipment section of electronics div., resigns to join DuMont TV sales dept.

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Among 100 largest U. S. manufacturing companies, from viewpoint of assets at end of 1951, National City Bank of New York lists Radio Corporation of America, \$370,000,000 assets, 186,592 shareholders, 57,657 employes; General Electric Co., \$1,460,000,000 assets, 252,993 shareholders, 210,200 employes; Westinghouse Electric Co., \$1,004,000,000 assets, 102,912 shareholders, 108,654 employes. Note that RCA & GE have more stockholders than employes.

Seven TV-radio manufacturing corporations, covered in *Wall Street Journal* quarterly survey, showed \$9,244,000 earnings in second 1952 quarter, down 13.6% from \$10,704,000 same 1951 period. Seven motion picture firms showed \$6,789,000 earnings, down 12.1% from \$7,720,000. Twenty-two electrical equipment companies showed \$55,939,000, down 14.4% from \$65,366,000.

I-T-E Circuit Breaker reports net income of \$1,332,418 (\$4.75 a share) on net sales of \$32,090,861 for 6 months ended June 30, compared with \$864,721 (\$3.25) on sales of \$21,149,098 same 1951 period. Backlog of unfilled orders was \$34,070,000 vs. \$35,539,000 in 1951, while backlog at end of 1951 was \$59,023,000 vs. \$57,530,000 at end of 1950.

RKO reports net loss of \$3,712,834 for 6 months ended June 28, compared with loss of \$734,720 corresponding 1951 period. Deficit was \$1,756,181 for quarter ended June 28, compared with net profit of \$351,645 (9¢ a share) same 1951 quarter.

Technicolor Inc. reports little change in earnings for first 6 months of 1952, with consolidated net profit of \$1,025,420 (\$1.10 a share) compared with \$1,061,395 (\$1.14) same period last year. In second quarter 1952, profit was \$506,472 (54¢) vs. \$571,624 (61¢) in second quarter 1951.

Twentieth Century-Fox reports 6 months net income of \$962,493 (35¢ a share) compared with \$1,071,113 (30¢) for first half 1951. For quarter ended June 28, company showed profit of \$928,492 (34¢) vs. \$196,337 (3¢) same 1951 period.

Webster-Chicago reports net loss of \$272,432 on sales of \$7,674,945 for 6 months, compared with profit of \$409,943 on sales of \$9,829,723 same 1951 period.

Electronics Reports: Excellent job opportunities in electronics during next few years are foreseen by Labor Dept.'s Bureau of Labor Statistics in new Bulletin 1072 titled *Employment Outlook in Electronics Manufacturing*. Continuing TV-radio receiver demands and expansion of defense production make immediate prospects "especially favorable," BLS says.

Noting expansion of electronics employment from a few hundred workers in 1922 to almost 300,000 this year, BLS declares engineers, electronic technicians, tool and die makers and skilled machine tool operators are still in short supply.

Engineers comprise over 5% of industry's employes, one of highest ratios of engineers to total workers in any American industry, report says, adding that more than 33% of all electronics workers were employed in Chicago, New York and Philadelphia areas last year. Assembly workers comprise 35% of all employes; quality control, 10%; metal working and tooling, about 6%.

One of a series of occupational pamphlets prepared in cooperation with Veterans Administration, bulletin is available for 25¢ from Supt. of Documents, Washington.

* * * *

National Electronics Conference and Exhibition has been scheduled for this year at Chicago's Hotel Sherman, Sept. 29-Oct. 1, with opening day's sessions including TV meeting where C. H. Jones, Westinghouse, will read paper on "Effects of Noise on NTSC Standards"; M. B. Ritterman, Sylvania, "Auto-Correlation Theory Application to the Video Signal"; K. E. Farr, Westinghouse, "A 42-tube Compatible Color TV Receiver"; W. K. Squires & H. L. Newman, Sylvania, "Video Amplifiers for Optimum Transient Response"; J. R. Clark, Purdue, "Blocking Oscillator Analysis." Conference is sponsored jointly by AIEE, IRE, SMPTE, Illinois Institute of Technology, and Northwestern, Illinois, Wisconsin & Purdue universities.

Two engineering projects under study by Joint Technical Advisory Committee (of RTMA & IRE): (1) Methods of reducing bandwidth of channels for mobile communications—a study requested by FCC. (2) Elimination of unnecessary requirements contained in Commission's engineering standards, such as burdensome frequency checks, extensive "proofs of performance" for stations, etc. JTAC hasn't undertaken any big TV project since color fracas simmered down and final TV allocation plan was issued. Ralph Bown, Bell Labs' director of research, is chairman of 8-man committee for this year.

RCA's tiny Vidicon camera tube, introduced 2 years ago, has finally been commercialized. Intended primarily for industrial use, tube (Type 6198) measures 6-in. long, 1-in. diameter. Commercialization will undoubtedly speed expansion of industrial TV. Series of components to be used with tube will be available this fall.

Next Electronics Parts Show will be held in Chicago's Conrad Hilton Hotel, May 18-21, 1953, reports newly-elected president Samuel L. Baraf. Other 1953 directors: Arthur Stallman, Ithaca, N. Y., v.p.; Matthew Little, Chicago, secy.; Jack A. Berman, Chicago, treas.

Baltimore & Ohio R.R., with RCA, will stage demonstration of industrial TV's utility in operation of a railroad yard at B&O's Barr Yard, Chicago, Sept. 16.

One of transistor's limitations, temperature, is gradually being licked. GE's Dr. John S. Saby reports operation of junction type at 270 degrees.

Dr. Oliver E. Buckley, chairman of board of Bell Labs, retired this week; he was president 1940-51, was succeeded by Mervin J. Kelly.

Western electronic achievement award by Pacific IRE goes this year to Dr. J. M. Pettit, Stanford U.

EUROPEAN TV-FM allocation plan—first of kind ever attempted—has been signed in Stockholm by the 22 nations of western Europe. Monumental document, worked out by telecommunications engineers and diplomats of 31 nations at European Broadcasting Conference ended July 30, is similar in scope to American TV allocation plan—but its problems were more complicated in many respects because of absence of standardized TV channels or bandwidths among European nations.

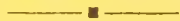
Allocation is effective Oct. 1 and fully in force July 1, 1953, and is officially described as "preliminary" and open to revision any time within next 5 years. Principle of plan is to provide for orderly growth of TV & FM in Europe with maximum coverage and minimum interference. Main aim is to bring every European within reach of TV & FM eventually.

As in U. S., TV and FM will cover 3 separate bands. European TV bands will be 41-68 & 174-216 mc (162-216 in France), compared with 54-72, 76-88 & 174-216 in U. S. European FM band is 81.5-100 mc vs. American 88-108. Plan allocates most larger European cities 2 TV stations each, fits in other stations around countryside. Instead of rigid rules on co-channel separation and maximum power and antenna heights, European plan uses complicated sliding scale to assign tentative powers and heights for each individual assignment in order to provide minimum interference.

Framers of allocation plan were faced with several accomplished facts which made their task more difficult. First, they were powerless to order frequency shifts of existing stations. But principal difficulty lay in fact that European countries have already adopted different bandwidths for TV channels, and that channels aren't standardized—that is, they may overlap even in 2 countries which use same channel widths. Plan's drafters had to reckon with France's 14-mc channel, Britain's 5-mc, the 7-mc used by rest of western Europe, plus Soviet bloc's newly adopted 8-mc channel—and fit them all together in unified allocation plan. Incidentally, Belgium, which is adopting both France's 819-line system and rest of Europe's 625-lines, says it will use 7-mc channel for both.

Plan sets up no standards for transmissions; these are left to individual nations. Some nations may use "FM band" for AM broadcasts, although most European nations have already adopted FM. In Britain, for example, long-standing FM-vs.-AM dispute still rages.

Although the 9 nations of Soviet bloc helped draft allocation plan and are expected to abide by it—at least so far as stations near border are concerned—they refused to sign final document. Among those attending conference were FCC chief engineer Edward Allen and State Dept. officials.



TV has been discontinued in Basle, Switzerland, after 8 weeks of experimental telecasts, reports Commerce Dept. Official reasons: public indifference, no funds. Basle's voters rejected proposal to finance TV experimentation with public funds. Private financing and some public money had been used to present 24 telecasts of 1¼ hours each under direction of Basle Broadcasting Cooperative.

Rome news dispatch tells of Italian radio technician's success in building TV set capable of consistently picking up British stations 1000 mi. away; he's Achille Marincolo, 35, and Italian State Radio experts are analyzing his circuit design.

France plans new TV stations (819 lines) at Strasbourg, Lyons, Marseilles, Bordeaux, Toulouse and probably Rennes. French Govt. also announced that it has decided on CBS color system but has no plans to introduce regular colorcasts in near future.

LET THERE BE LIGHT—but less of it—is new policy laid down by Democratic National Committee's astute TV-radio chief Kenneth Fry in ruling out bright newsreel lights for Adlai Stevenson's speeches in favor of the less brilliant lighting required for the more sensitive TV cameras.

Stevenson had been showing up badly on TV—sort of ghostlike—so Fry took action in San Francisco this week, ordered lights dimmer in face of vehement protests from newsreelmen. Result was vastly improved images of Stevenson on the air. Now, GOP publicity people are also studying idea, probably will adopt it to offset Gen. Eisenhower's extremely poor TV appearances.

That TV isn't denting size of turnouts for political rallies is attested by both political camps. Eisenhower-Stevenson speeches have been chiefly in big cities so far, but turnouts have been heavy enough to prove TV stimulates rather than deters attendance. GOP's Ed Ingle cites example of Philadelphia, where some 30-40,000 people milled around 16,000-capacity Convention Hall this week to hear Ike even though he was telecast.

Democrats are following "TV routing" for Stevenson so far as possible. They're generally conceded to be outsmarting GOP so far as use of TV-radio is concerned. On Sept. 15, they're going to show documentary films of Stevenson's campaign speeches and crowd reactions on NBC-TV, 10:30-11, simulcast on MBS. GOP plans similar Eisenhower films, date and network to be announced.

ABC's new radio rate structure is going into effect Oct. 1, effecting reductions to advertisers by way of better discounts along same lines as those of CBS (Vol. 8:33) and NBC (Vol. 8:36). No affiliates meeting was called; they're being notified currently by mail with riders to present contracts. Evening discounts run up to 62%, cutting costs to advertisers about 25%; afternoon rates remain unchanged; morning costs to advertisers are cut 5%; decreases are effected for Sat. a.m. & Sun. p.m. Payments to stations, computed on gross rates, are cut 15%, same as NBC, as against 14% by CBS. Regional affiliate meetings with ABC brass are planned next—not for purposes of discussing rates, however. First is scheduled in Hollywood, Sept. 29; others tentatively in New York Oct. 15, Chicago Oct. 22.

Complete football TV schedule of 11 National Collegiate Athletic Assn. games to be sponsored by General Motors on NBC-TV this fall (Vol. 8:32-34), was announced this week. Schedule opens Sept. 20 with Texas Christian vs. Kansas at Lawrence; Sept. 27, Princeton at Columbia; Oct. 4, Michigan at Stanford; Oct. 11, Texas A. & M. at Michigan State; Oct. 18, Cornell at Yale; Oct. 25, Purdue at Illinois; Nov. 1, Ohio State at Northwestern; Nov. 8, Oklahoma at Notre Dame; Nov. 15, Alabama at Georgia Tech; Nov. 22, Southern California at UCLA; Nov. 29, Army vs. Navy at Philadelphia.

Among those registered as lobbyists on Capitol Hill, according to latest quarterly report, are RTMA president Glen McDaniel (whose resignation is effective Oct. 1); NARTB's president Harold Fellows, govt. relations chief Ralph Hardy, attorneys Vincent Wasilewski & Abiah A. Church; CBS Washington v.p. Earl Gammons; NBC Washington v.p. Frank Russell; Motion Picture Assn.'s Jack Bryson.

Tiny weekly magazine *Quick*, published by Cowles, adding 32 pages to its New York edition, starting Oct. 20, to include TV program listings, technical data, etc.

Second volume of *The Best Television Plays*, edited by NBC-TV's Wm. I. Kaufman, will be published Sept. 26.

Interests already in TV are noteworthy among this week's 13 new TV applications. Seeking Channel 10 in Norfolk is group headed by General Teleradio Inc., the General Tire & Rubber Co. subsidiary operating MBS and owning WOR-TV, WNAC-TV & KHJ-TV, plus many radio properties; it's 40% stockholder, with 8% held by big local appliance dealer Harry B. Price, 8% by auto dealer Pretlow Darden, more stock by other local interests. Seeking Channel 9 in Charlotte is theatre-dept. store group that includes Wolfson-Myer interests, owning WTVJ, Miami, who are also among applicants for Jacksonville & Tampa. Big Jefferson Standard Life Insurance Co., which owns WBT & WBTV, Charlotte, and part of WFMY-TV, Greensboro, is applicant for Channel 8 in Florence, S. C., where ex-FBI man Melvin Purvis, who owns local WLOS (AM), would run station to be linked to WBTV. First application from Vermont filed this week (by WCAX) seeks Channel 3 in Montpelier. From Walla Walla, Wash. came Channel 4 application by local daily, *Union-Bulletin*. Week's other applications were all for uhf: San Bernardino, Cal., Channel No. 30, Orange Belt Telecasters; Atlanta, No. 36, WQXI; Macon, No. 47, WMBL & WNEX (see story, p. 3); Worcester, No. 14, Geo. F. Wilson; Detroit, No. 50, WJLB (John L. Booth); Grand Rapids, No. 23, John L. Booth; Mt. Airy, N. C., No. 55, WPAQ; Trenton, N. J., No. 41, WBUD, Morrisville, Pa. Dismissed were Kingsport, Tenn. application for No. 28 by WPKT, and Roanoke application for No. 28 by John W. Rollins. Score now stands 744 applications on file, 298 of them for uhf. [For details about this week's applications and FCC actions, see *TV Addenda 14-I* herewith; for complete list of all applications and all post-freeze FCC actions, see *TV Factbook No. 15* & Addenda to date.]

More enthusiasm than money marks application for uhf Channel 30 in San Bernardino filed by 3 young men this week. Organized as Orange Belt Telecasters, they propose to build station for \$22,575, operate it first year for \$40,530. They plan to build own 250-watt transmitter, though they say "all the engineers that we have spoken to [are] very pessimistic about the entire idea. Even professional engineering concerns were very vague about uhf design." The 3 principals, who propose to constitute entire staff first year, are: Hal R. Heywood, 25, who worked about a year for KDYL-TV, Salt Lake City, to be gen. mgr.; Bertram W. Shaw, 24, salesman for Kierluff Co., sales mgr.; Everett L. Carson, 30, engineer at Edwards Air Force Base, chief engineer.

General counsel Benedict Cottone and engineer Louis DeLaFleur are FCC members of U. S. delegation to Oct. 1-Dec. 15 conference of International Telecommunications Union in Buenos Aires (Vol. 8:36). Chairman and vice chairman are State Dept's Francis Colt DeWolf and Harvey Otterman. Other delegates: John D. Tomlinson, Sidney Cummins & Florence Trail, State Dept.; Capt. E. E. Berthold, Defense Dept.; Philip Siling, RCA; C. K. Collins, AT&T; Fred D. Meinholtz, *New York Times* & ANPA.

McCall's second annual awards to women in TV-radio, due in January, to be judged this year by Irene Dunne, actress; Dr. Earl J. McGrath, U. S. commissioner of education; Mrs. Oscar Ahlgren, president, General Federation of Women's Clubs; Elizabeth E. Marshall, 1951 winner; Otis Lee Wiese, publisher of *McCall's Magazine*.

Henry Ladner, attorney and engineer, who resigned in 1949 from NBC, where he was asst. gen. counsel, to open own law offices, died at 51 of heart attack Sept. 10. He was president of Ballantine Laboratories since 1950.

David R. Mackey, asst. professor of speech (including radio) at Pennsylvania State College, is writing history of NARTB as his Ph.D. thesis, with approval of NARTB board.

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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COMR. JONES RESIGNS TO PRACTICE LAW: FCC's stormy petrel, mainspring of the abortive color TV issue and more recently a bitter critic of the majority's "freeze-lift" and allocation policies, Comr. Robert F. Jones handed his resignation personally to President Truman Friday. He will join Arthur W. Scharfeld, radio specialist, in the practice of law in National Press Bldg. here; firm name will be Scharfeld, Jones & Baron -- third partner being Mr. Scharfeld's present associate, Theodore Baron.

Resignation became effective immediately, Jones not even participating in this week's heavy FCC agenda. Ex-resident of Lima, O., he was GOP Congressman from that district from 1939 to 1947, resigning in mid-term to accept FCC appointment, which expires June 30, 1954. He's 45, graduate of Ohio Northern U; as one of youngest members of Congress (elected at 32) was a very popular figure on Capitol Hill.

Successorship is conjectural. Staff people being mentioned are Wm. Massing, asst. secretary, an Indiana Democrat who has been with FCC and predecessor Radio Commission since latter's inception in 1927, and Mrs. Fanney Litvin, examiner, a Montana Democrat, also a Radio Commission veteran.

It's believed ex-Federal Judge Justin Miller, California Democrat, former NAB president, now NARTB chairman, who is serving part time as chairman of Salary Stabilization Commission, could have post if he wanted it -- as could Neville Miller, onetime mayor of Louisville, also an ex-NAB president, close personal friend of Wilson Wyatt, Adlai Stevenson's personal manager. Neville Miller, now a Washington attorney, is in fact most likely next chairman of FCC if Stevenson should win.

Party in power is entitled to majority. Appointment must necessarily be a recess one, requiring Senate confirmation. Since Commission has 3 Democrats (Walker, Hennock, Bartley), 2 Republicans (Hyde, Sterling), one independent (Webster), it's apparent President Truman can name either a Democrat or Republican for interim term.

(For Reports on Availability of UHF Receivers, Converters and Tuners, see pages 9-10)

PORTLAND'S FIRST STATION ON THE AIR: It took a born-&-bred easterner, who confesses he'd never been west of Chicago until this week, to lead in pioneering not only TV but uhf TV in the nation's largest unserved city -- Portland, Ore.

This week, he threw the entire industry -- telecasters, manufacturers, distributors, even the Federal regulators -- into a dither of excitement by the amazing manner of his successful effort to bring TV service into Portland quickly. His new KPTV (Channel 27) went on the air at midnight Thursday, only 60 hours after transmitter and tower completed journey across continent!

Having staked a bonanza TV claim in Cleveland, where he sought and obtained a vhf grant in 1949, while skeptical local interests sat on their hands, 44-year-old Herbert Mayer, president of Empire Coil Co., New Rochelle, N.Y., asked for and got first uncontested grant (uhf) in Portland last July 11, immediately upon lifting of freeze (Vol. 8:28). Local interests had disdained the uhf channel he sought.

What's most astonishing was that some 5 weeks after grant he bought up the RCA-NBC experimental uhf station in Bridgeport, tower and all (Vol. 8:35); had it dismantled Aug. 25 and shipped by trucks and special freight car to Portland; got it installed and 250-ft. tower up within 2½ days after arrival Sept. 11, along with a small cinder-block building; went on air for tests at 12:01 a.m., Sept. 18; and --

KPTV begins carrying NBC-TV network, some films and a few commercial spots this Saturday, Sept. 20, to give city its first program service. Formal debut date is Oct. 1, time of World Series, and in a matter of months consulting engineer Ben Adler will have 25,000-sq. ft. studio-office building ready in downtown district.

* * * *

It's much too early to gauge signal values, though RCA, Philco and other set makers have crews on hand taking measurements. First report from RCA fieldmen was that test patterns were very good within 10-mi. radius, and from Philco that its built-in antennas got excellent pictures 8 miles from transmitter.

By Friday afternoon, dealer Earl Heider reported good reception in Salem, 40 air miles away, and field testers told of clear pictures in Vancouver, about 15 miles. Transmitter on 1300-ft. Council Crest is 6 mi. from downtown Portland, and some 85% of the metropolitan area's population is within 10-mi. radius.

Engineers are cautious about early spot checks, though one noted that a 250-ft. antenna surmounting 1300-ft. elevation offers "ideal conditions" and told of "very satisfactory signals" despite building obstructions to line-of-sight. There were other reports that reception in some shadow areas wasn't too good.

* * * *

Commercial program service was to start at 4:30 p.m. Sat., with Mayer on air to introduce "first uhf commercial in history" over "only station of its kind in the world." Commercial is RCA's "Success Hill," 18-min. film of old Bridgeport operation. Then, at 5 p.m. (8 p.m. EST) NBC-TV pipes in All-Star Revue -- another good break for KPTV, inasmuch as Jimmy Durante and Margaret Truman are stars. After that come Show of Shows, Hit Parade, possibly a local wrestling show.

Station signs on Sun. with Philco Playhouse, which comes at 6-7 p.m. PST, then 2-hour film "Meet John Doe." Going light on spots at outset, Mayer is programming on day-to-day basis at first. He has 3 camera chains on hand, ready for local productions. Rate card's base is \$250 an hour, \$50 per spot.

* * * *

Were the set makers ready? Not too many of them -- for even RCA, from whom Mayer had bought the plant, had no thought that he could beat his announced intention of striving for debut "possibly by Election Day, Nov. 4."

But there's little doubt about availability of sets -- in matter of weeks. And there's none about the industry's eagerness to see Mayer's faith in uhf upheld, if only for its own profit. (See roundup on set and tuner activity, p. 8.)

This is indeed uhf TV's proving ground, which all segments of the business, especially other prospective telecasters & the set manufacturers, are eyeing keenly and critically. If the technicians are satisfied, if customers buy the slightly-more-expensive uhf receivers or the converters, if Mayer puts this one over, he will go down in the annals of telecasting as one of its most venturesome pioneers.

* * * *

When Mayer and his Washington counsel, Morton Wilner, called on FCC chairman Paul Walker last Monday to tell him KPTV was ready to go on the air Wednesday, that veteran radio regulator thought they were simply joshing. They assured him of their seriousness, whereupon Mr. Walker at regular Wednesday session of Commission pushed through the required STA (special temporary authority). One minute after midnight KPTV's power was turned on.

Mayer is the toast of the town as well as the trade, meanwhile; was to be introduced to local bigwigs at luncheon Saturday. Already the newspapers refer to him as Portland's "Mr. Television." It's his first visit to the city of his new enterprise. He's managing things personally, now recruiting permanent staff, with assistance of his advance man -- a non-TV chap from his factory named Dick Freeman.

Assuming consistently satisfactory signals, it's regarded as a foregone cer-

tainty that Mayer will make his Portland operation pay. While other local applicant are forced into competitive hearings in their quest for remaining channels, he stands to gain year or two head start on any competition.

Whether this property will turn out as successful as his WXEL in Cleveland, for which he has declined offers up to \$5,000,000, is conjectural. Empire Coil, a major transformer manufacturer, and WXEL, he says wryly, will have to carry the load for KPTV during its swaddling days; also for the other uhf he's building in Denver.

FCC TO SPEED UP TV GRANTS; 8 MORE CPs: Commission came up this week with a plan to quicken the pace of granting TV applications, beginning next month. And to show it meant business, it knocked off 8 uhf grants, including one educational.

Amending its Temporary Processing Procedure, FCC announced that on Oct. 15 it will stop processing conflicting applications. It will just skip over them -- and act only on applications which are uncontested.

Since there's already big backlog of applications set aside for eventual hearings -- and there'll be lots more by Oct. 15 -- new procedure won't work hard-ship on anyone. Commission noted 65 applications are now scheduled for hearing, and 168 more have been advised they'll have to go to hearing. As hearings progress, and backlog of processed conflicting applications has been whittled down, FCC will process another batch of them -- but that will be far in future.

Speedup may enable Commission to nearly double its rate of turning out CPs, some at FCC believe. It certainly will permit them to skip whole groups of cities on priority lists -- and it will considerably lessen grounds for complaints by some Group A applicants that Group B cities are getting better deal (Vol. 8:37). Speed-up plan was proposed and pushed by Comr. Bartley.

All grants this week -- as last week -- were from Group A priority list. Commission doubled back to some cities high on list -- even made a grant in Denver -- and at same time got as far down as Waco, 38th city. In Group B, next city to be acted upon is Worcester, the 110th.

* * * *

Week's new CPs, all uhf, went to: Montgomery, Ala., WCOV, Channel No. 20; Little Rock, Ark., Donald W. Reynolds (publisher & broadcaster), E.H. Rowley (movie man) and Kenyon Brown (KWFT, Wichita Falls), No. 17; Fresno, Cal., Fresno Bee-KMJ (McClatchy), No. 24; Denver, Mountain States Television Co., No. 20; Columbia, S.C., WCOS, No. 25, and WNOK, No. 67; Roanoke, Va., WROV, No. 27. Non-commercial educational uhf No. 43 went to Syracuse for U of State of N.Y., already granted 5 others.

Grants bring total CPs to 60 to date -- 12 vhf, 48 uhf. With only 6 filed this week, total pending is now 739.

Competitive applicants in following cities were notified they must go to hearing: Knoxville, Fresno, Madison, Wis., Jackson, Mich., Waco & Weslaco, Tex.

Question of overlap is also being thrown into hearing in 2 of above cases: KYNO, Fresno, which has interlocking ownership with KCOK, applicant for Tulare; and WACO, Waco, whose principals have also applied for TV in other Texas cities.

[For details about foregoing, see TV Addenda 15-J herewith; for reports on other Commission actions, see stories on p. 6.]

Comr. Sterling sharply dissented from Syracuse educational grant, on the grounds U of State of N.Y. failed to show financial readiness to build station.

* * * *

FCC appears adamant in its determination to hold all hearings in Washington. On Sept. 19 it turned down 3 petitions to hold all or part of hearings for Denver, Portland and Tampa-St. Petersburg on their respective home grounds.

Awaiting decision is big stack of petitions by parties to hearings, asking that they be permitted to present engineering data to show the population they would serve. Broadcast Bureau's hearing div. has consistently opposed these requests, arguing that FCC's Sixth Report has already determined minimum Grade A & B coverage requirements to which all applicants are required to adhere -- and, therefore, that coverage isn't subject to argument in hearing. Commissioners and staff met on question Sept. 19 until 7 p.m., failed to come up with answer.

THEATREMEN & TV—'SPLIT PERSONALITY': Official optimism, private pessimism. That pretty well summarizes the prevailing sentiment among some 700 delegates to Theatre Owners of America convention this week in Washington with respect to their ability to win any drawn-out economic battle with up-&-coming TV.

What you heard at the convention depended on where you were at the time: In the meetings, plenty of pep talks along the line that "TV can't hurt us, boys"; in the corridors, long faces and openly-expressed fears about what TV has already done and threatens to do further to dwindling boxoffice (Vol. 8:37).

Astute Louis Schine, v.p. of Schine Theatres and a man who specializes in reading handwritings on the wall, expressed what a lot of progressive exhibitors were thinking, but not daring to say, when he told us:

"Where a good movie competes with a bad TV show, people would rather go to the movies. But where a good movie competes with a good TV show, the tendency of people, in my area at least, is still to stay home and watch the TV show."

In Schine's statement is implicit warning to TV to improve its programs if it is to improve its financial position and exploit the gains it has made. For TOA is embarking on a large-scale public relations program to sell movies to the American public as "your best entertainment" -- in coordination with a drive by the movie producers to make better films.

How best to meet the TV competition? Retiring president Mitchell Wolfson, who owns the highly successful WTVJ, Miami, and seeks other TV outlets, called on exhibitors to "share the fruits of my experience" and apply for TV channels. After his speech, he predicted many exhibitors would do just that. So far about 35 theatre entities have applied for some 60-odd stations (Vol. 8:37).

From producers' standpoint, MPAA president Eric Johnston told the theatremen motion picture industry "is going to make films especially for TV" -- which will benefit theatres by enabling Hollywood to turn out "better pictures for theatrical exhibition." Said Johnston: "TV programs will be predominantly on films, no matter who makes them. If we don't make them somebody else will. It's as simple as that."

* * * *

Theatre TV was offered as another approach. S.H. Fabian, president of the chain bearing his name, said \$75,000 had been collected by his National Exhibitors Theatre-TV Committee, made an impassioned appeal for further financial contributions. He held out the prospect of off-hour revenues for movie houses by use of theatre TV until full-scale programming is an actuality.

Incidentally, in connection with theatre TV, TOA brass were lavish in their praise of Eidophor (Vol. 8:26), which Wolfson characterized as a "combination of capital, experience and enthusiasm." His description drew much applause.

It was a bitterly divided convention, unable to agree on the two most important topics on its agenda -- industry-wide arbitration and the govt.'s 16mm suit against 12 major producers & distributors to compel them to make their films available to TV (Vol. 8:30-32,34). After much blasting at govt. action, the convention decided only to refer to its regional offices the question of whether to attempt to be named as a co-defendant (TOA was listed only as co-conspirator) in an effort to fight the suit in court.

NO TABCOOS ON NEWSPAPERS OR THEATRES: Except for Comr. Hennock's preoccupation with educational channels, FCC as now constituted shows no disposition to discriminate for or against any particular class of applicant for new TV stations.

Newspaper and movie interests, for example, would seem to have little cause for worry that they'll be excluded just because they happen to be newspaper or film folk. Against competitive applicants, save for local monopoly situations, they are given as good chances as radio broadcasters, for example. Indeed, many of the radio stations best known to the Commission, which are also TV applicants, are identified with newspaper ownership.

Foregoing is fair estimate, we believe, of way things shape up now at FCC, though attitudes could change. But it's fact that 15 of the 60 post-freeze grants

of CPs have gone to companies embracing newspaper ownership. And movie exhibitors in last 2 weeks won first such grants -- for Rockford, Ill. and Little Rock, Ark. (see TV Addenda 15-I & 15-J).

Hitches can develop, of course, as in case of ill-starred holdup of ABC-UPT merger so that FCC might probe ancient Paramount anti-trust history. We recall, too, virtual "freezing" of all radio grants, changes, even purchases, if they involved newspapers, lasting 3 long years in the early '40s. This resulted after President Roosevelt remarked that "something ought to be done" about newspaper ownership of radio, whereupon FCC undertook long, exhaustive probe that fell flat on its face.

It takes Congressional legislation to discriminate against "classes" of TV or radio ownership -- and even in high-riding New Deal days the Commission preferred to use the stifling tactics of delay rather than go to Congress to ask for a law.

Part owner of a newspaper in Bloomington, Ill. and, until he was nominated, once small stockholder in TV application for Springfield, Ill., Gov. Stevenson if elected President is hardly expected to show the same bias as Mr. Roosevelt. Even his speech chiding the press for being predominantly pro-Eisenhower hardly presages any such attitude -- particularly in view of the jealously guarded record of TV-radio, through the years, for fair reporting and equal treatment.

* * * *

Study of the records (TV Factbook No. 15 with Addenda to date) shows 40 of the existing 110 TV stations owned in whole or part by newspapers, to say nothing of the 3 owned by Meredith and the half-of-one by Time Inc. (with ex-FCC chief Wayne Coy). And about 20% of the TV channels thus far applied for involve newspaper interests, which usually also have AM-FM interests. There are, in fact, 125 newspaper entities seeking 140 channels out of total of 739 applications on file.

The newspapers identified with the 15 (out of 60) post-freeze CPs granted to this date: Holyoke Transcript, New Bedford Standard Times, Youngstown Vindicator, Cleveland Plain Dealer and News (minority interest in Youngstown grant), Spokane Chronicle and Spokesman-Review, Fort Lauderdale News, South Bend Tribune, Erie Dispatch (for Massillon, O.), Akron Beacon Journal, Reading Eagle, Jackson (Miss.) Clarion-Ledger, Honolulu Star-Bulletin, San Juan (P.R.) El Mundo, Fresno Bee; and Little Rock grant this week involved publisher of Ft. Smith Southwest American.

For list of some of the more prominent newspaper interests applying for new TV stations, see item below.

Some of the major newspaper interests seeking new TV stations (nearly all already in AM or FM), whose applications still await FCC action or must go to competitive hearings (see story above): Hearst, applying for Pittsburgh & Milwaukee (already owner of station in Baltimore, part owner of one in Seattle); Cowles, for Des Moines, Sioux City, Minneapolis; Paul Block, Pittsburgh & Toledo; Frank Gannett, Elmira & Rochester, N. Y., Hartford, Danville, Ill.; Guy Gannett, Portland, Me.; McClatchy, Sacramento (granted in Fresno this week); Scripps-Howard, Knoxville (already owns stations in Cleveland, Cincinnati, Memphis); Scripps League, Spokane; Ridder, Duluth-Superior & Milwaukee (already owns part of one in Minneapolis); Capper, Kansas City & Topeka; Jack Knight, Chicago & Miami; Cox, Miami (already owns stations in Dayton & Atlanta); Brush-Moore, Canton, O.; Pulliam, Indianapolis; Perry, Pensacola; Southwest (Donald W. Reynolds--granted in Little Rock this week), Ft. Smith, Ark., Reno & Las Vegas, Nev.; Morgan Murphy, Duluth, Eau Claire, Madison, Wausau, Wis. and Lafayette, La.; Newhouse, Portland, Ore. (already owns station in Syracuse, and son of Samuel Newhouse applying also for Harrisburg, Pa.). In addition Meredith Publishing Co., which has TV stations in Syracuse, Omaha & Phoenix, is applying also for Rochester, St. Louis & Minneapolis. And publisher of *Omnibus Magazine* is among applicants for New Haven.

Gael Sullivan's departure as Theatre Owners of America executive director was officially noted by TOA as a "resignation." Actually, it was akin to the case of an employe who tells his boss, "You can't fire me; I quit." We learn that TOA brass, displeased by Sullivan's political activity as campaign manager for Sen. Kefauver's unsuccessful bid for Democratic presidential nomination, slashed his salary from \$50,000 to \$25,000 last April in move to get rid of him. Sullivan finally capitulated in angry name-calling session behind closed doors at TOA Washington convention Sept. 14, bolted room after blaming TOA chairman Charles P. Skouras for his ouster. He gets severance pay, was unavailable for comment but sources close to him denied published reports he had received "flattering offers" from TV interests.

International Telemeter Corp.'s projected community antenna system, now being built in Palm Springs, Fla., due to begin operating between Oct. 15-Nov. 1, according to president Carl Leserman. Installation of ITC's pay-as-you-look system, he reports, should be around next Feb. 1. Company is half-owned by Paramount Pictures.

New president of Theatre Owners of America, succeeding Mitchell Wolfson, is Alfred Starr, Nashville circuit operator. Reelected at TOA convention in Washington Sept. 15 were Charles P. Skouras, chairman; Walter Reade Jr., New Jersey exhibitor, exec. v.p.

FOR FIRST TIME, FCC has ordered an existing TV station—WGAL-TV, Lancaster, Pa.—to competitive hearing with another applicant for same channel. At same time, it advised the 3 Crosley stations—in Columbus, Cincinnati & Dayton—that their applications for power boosts raise questions of overlap requiring a hearing. Comr. Sterling dissented in both actions.

In the Lancaster case, Commission granted permission of WLAN (Peoples Bestg. Co.) for chance to get crack at Channel 8, to which WGAL-TV is supposed to shift (from Channel 4) under the allocation plan.

FCC majority ruled that since show-cause order for WGAL-TV's channel shift hasn't been "finalized," WLAN or anyone else could legally apply for Channel 8 facilities in Lancaster and be accorded competitive hearing. However, Commission granted WGAL-TV a conditional modification of license to move to Channel 8 and operate on minimum power pending decision in hearing.

Commission strategy in ordering hearing apparently was to lessen the possibility of its channel-shift proposals being challenged in court. WLAN attorney Arthur Scharfeld, however, said his client would "very likely take further court steps to prevent interim operation [of WGAL-TV] on Channel 8."

Similar Commission action is expected in case of WBKB, Chicago, which is supposed to shift from Channel 4 to 2, inasmuch as Zenith Radio Corp. also has application for Channel 2 there. The Chicago and Lancaster channel shifts were the only ones for which show-cause orders weren't "finalized" in Final Allocation Report.

In conjunction with its action on WGAL-TV, FCC ordered WDEL-TV, Wilmington, owned by same Steinman interests, to participate in same hearing because of overlap questions involved in its requested power increase. Commission told WDEL-TV to refile application for its

shift from Channel 7 to 12, specifying minimum power.

Lancaster hearing promises to be knock-down-drag-out. In letter notifying WLAN, Commission said hearing "will determine [WLAN's] financial qualifications [and] whether misrepresentations were made [in] its application for construction permit."

Controlling interest in WLAN is held by Frank H. Altdorffer, owner of Lancaster Electrical Supply Co., who also controls WKOP, Binghamton AM station and TV applicant. FCC's letter said investigation showed that WLAN had called in notes totaling \$60,000 from Lancaster Electrical and \$10,000 from WKOP, and listed these funds as "cash on hand" on balance sheet in its TV application. Then, Commission charges, WLAN advanced WKOP \$75,000, and WKOP listed these funds on its balance sheet when it applied for TV—after which they were returned to WLAN.

Comr. Sterling's dissent in Lancaster case charged Commission's action had no legal precedent because change in channel assignment was initiated by FCC and not by station. Said he: "If the Commission anticipated that it would be required to entertain competing applications in the [30 cities required to shift channels], it should have so indicated. [Moreover,] if consideration had been given to competing applications for the [30] channel changes [and] if hearings were necessary, it would have [been] impossible to have lifted the freeze on April 11, 1952."

In the Crosley case, FCC said pending applications by WLWT, WLWC & WLWD to boost power to 100-kw simultaneously with shift in channels "would cause Grade A overlap between Cincinnati & Dayton stations and Grade B overlap between all 3 stations." But in order to get channel shifts accomplished as quickly as possible, it requested Crosley to amend its applications to specify operation on new channels with present powers.

FCC HAD BUSY WEEK, meeting nearly all day for 4 days and into the night on Friday. In addition to those reported above and on p. 3, these were among its more important TV actions:

It rectified error in its allocations in response to long-standing petition of WMCT, Memphis (Vol. 8:18-19)—but not in the manner station had requested. WMCT had pointed out that FCC's proposal to shift it from Channel 4 to 5 violated the 190-mi. minimum spacing, since No. 5 was also allocated to Nashville, 187.5 miles from WMCT transmitter. WMCT asked permission to switch to Channel 3 instead. This brought sharp protest from WREC, Memphis applicant for Channel 3.

Dilemma was solved by moving Channel 5 from Nashville to Old Hickory, Tenn. (pop. 8500), 11 mi. away, subject to rule-making. Commission pointed out that Channel 5 would still serve Nashville area under this arrangement, and WMCT may now move to Channel 5 in Memphis without violating minimum spacing. Comrs. Webster and Hennock dissented from order.

In another order, Commission denied petitions by Wisconsin State Radio Council (U of Wisconsin) and commercial TV applicant WISC, who asked that Madison's single vhf channel be reserved for educators so that commercial applicants could compete equally on uhf (Vol. 8:18). Comrs. Walker and Hennock dissented.

FCC also turned down petition of CP-holder WFMJ-TV (*Youngstown Vindicator*) to change from Channel 73 to 21—apparently opening way for early grant (probably next week) to Polan Industries, sole applicant for No. 21 in Youngstown.

Petersburg application for uhf Channel 38. City of St. Petersburg (WSUN), only other applicant filing for same channel, immediately asked Commission to cancel scheduled Oct. 15 hearing and grant its application forthwith, since it no longer has competition for channel.

Two broadcasters told Commission they've found way to squeeze extra uhf channels into allocation table. WBRY (*Waterbury American-Republican*), scheduled for Oct. 1 hearing with WATR for Channel 53, proposed addition of No. 83 to Waterbury by switching uhf channels in Poughkeepsie & Middletown, N. Y. And WMIT, Marion, N. C., asked FCC to assign Channel 18 to Clingman's Peak, N. C., which it said wouldn't upset any other allocations.

Pittsburgh Mayor David Lawrence's proposal to add Channel 4 to Irwin, Pa., 14 miles from Pittsburgh (Vol. 8:33-34), ran into opposition from Pittsburgh applicant WWSW, charging proposed "juggling of assignments is wrong and unnecessary" and calling on Commission to "meet the issue directly" by assigning Channel 4 to city of Pittsburgh itself "and not in such a way as to make the Commission appear guilty of subterfuge."

* * * *

Pre-hearing conference on Denver this week brought ruling from examiner James D. Cunningham that all applicants will exchange exhibits Oct. 1; then contestants for each channel will be heard in order of docket number, presenting engineering testimony first.

Examiners were selected for hearings scheduled to begin Oct. 15: William G. Butts, for Harrisburg; Basil P. Cooper, for Tampa-St. Petersburg.

Week also saw flood of petitions, including one by Empire Coil Co., now preoccupied with its Portland and Denver uhf projects, asking permission to drop its St.

Venezuela's first TV station, YVKA-TV, operated by Govt., is now under construction with RCA equipment on mountain top overlooking Caracas, due on air in November.

Station Accounts: TV-radio use for Army and Air Force recruiting isn't definite yet, but \$1,000,000 contract for advertising in all media was awarded this week to Dancer-Fitzgerald-Sample (John Simmons, account executive). Army personnel working with ad agency won't have specific media plans for 3-4 weeks, predict little use of TV because budget figure is lowest in years . . . Success of *Saturday Evening Post* and *Look* in use of TV has impelled *Coronet* to eye it, with idea of placing short film subjects . . . Anheuser-Busch placing United World's weekly film *Headlines on Parade* in selected markets, thru D'Arcy Adv., St. Louis . . . National City Bank of Cleveland sponsoring Ted Malone in *Today's Top Story* on WXEL, Mon.-thru-Fri., 11:10-11:15 p.m.; he's moving to Cleveland . . . Big May dept. store, Hollywood, went into TV first time Sept. 16 as sponsor of *Webster Webfoot* on KLAC-TV, Mon.-thru-Fri., 5-5:30 p.m., with Jimmy Weldon, ventriloquist, and his talking duck; 3-year contract involves \$150,000 a year, show being aimed at children, placed thru Milton Weinberg Adv. . . Union Oil Co. sponsoring Pasadena Junior League's pop concerts, staged at Santa Anita racetrack, 4 times on KTLA, Fri. 10-10:30 p.m., thru Foote, Cone & Belding . . . California Fish Cannery Assn. sponsoring 3½-hour remote of annual *Fishermen's Fiesta* on KTLA, Los Angeles, one hour to be fed also to KPIX, San Francisco . . . Addison Industries Ltd., Toronto TV-radio manufacturer & distributor (Norge), buying *Sunshine Sketehes of a Little Town*, based on Stephen Leacock stories, on CBLT, Toronto, Tue. 7:30-8 p.m., with repeat in French on CBFT, Montreal, Thu. 8-8:30, thru F. H. Hayhurst Co., Toronto . . . Among other advertisers reported using or preparing to use TV: National Cranberry Assn., thru BBDO, N. Y.; Life magazine, thru Young & Rubicam, N. Y.; Flotill Products Inc. (canners), thru Ruthrauff & Ryan, San Francisco; Aid Soap Mfg. Co. (Purity soap), thru John R. C. Williams Adv. Agency, Pittsburgh; Ferrara Confectionery Co. (Honey Nougats & Torrone Ferrara), thru Admiral Adv. Agency, N. Y.; Brillo Mfg. Co., thru J. Walter Thompson Co., N. Y.

Network Accounts: Alternate week sponsorship trend continues strong this fall, with at least 36 advertisers using this money-saving technique; in some cases, same TV & radio shows are sponsored every other week, as Hotpoint and Lambert are doing with ABC's *Adventures of Ozzie and Harriet*. September *Television Magazine* says survey of dozen top advertisers and agency executives discloses unanimous approval of plan, seeing little or no loss of sponsor identification. Examples: *TV Playhouse*, Philco & Goodyear; *Robert Montgomery Presents*, Lucky Strike & S. C. Johnson; *Tales of Tomorrow*, Masland Carpet Co. & Jacques Kreisler Mfg. Corp.; *City Hospital*, Carter Products & Schick; *It's News to Me*, Jergens & Simmons . . . Gillette again sponsors *World Series* on NBC-TV, 12:45 p.m.-conclusion, expected to start Oct. 1 . . . General Cigar Co. (Robt. Burns cigars) starts *Herman Hickman Sports Show* Oct. 3 on NBC-TV, Fri. 7-7:15, thru Donahue & Coe . . . Pontiac started Herman Hickman Sept. 20 in *Football Scoreboard* after each Sat. NCAA game on NBC-TV, thru McManus, John & Adams, N. Y. . . Pearson Pharmacal Co. starts *Hollywood Opening Night* Oct. 6 (replacing *Lights Out*) on NBC-TV, Mon. 9-9:30, thru Harry B. Cohen Adv. . . Luden's Inc. (Fifth Avenue candy bar) starting Sept. 22, sponsors Mon. 5:45-6 segment of *Howdy Doody*, on NBC-TV, thru J. M. Mathes Inc. . . General Foods (Swans Down cake flour, Sanka coffee) starts *Our Miss Brooks* Oct. 3 on CBS-TV, Fri. 9:30-10 . . . Helene Curtis Industries (Suave shampoo) sponsoring 3:30-3:45 Fri. segment of *Welcome Travelers*, started Sept. 8 on NBC-TV, Mon.-thru-Fri. 3:30-4 (Vol. 8:36) . . . Andrew Jergens Co. (lotion) buys alt. week sponsorship of *It's News to Me* on CBS-TV, Sat. 6:30-7, starting Oct. 11; Simmons Co. (mattresses) starts Oct. 4 . . . Scott Paper Co. buys alt. Wed. 8-8:30 on NBC-TV for *Scott Music Hall*; show will alternate with DuPont's *Cavaleade of America* (Vol. 8:36) . . . Lever Bros.'s new show on CBS-TV, Tue. & Thu. 7:45-8 (Vol. 8:36) is *Heaven for Betsy* . . . Gulf replacing *We, the People* Oct. 3 with *Gulf Playhouse* on NBC-TV, Fri. 8:30-9, thru Young & Rubicam.

Personal Notes: Staff of upcoming new KBTW, Denver (KVOD), due on air Oct. 12, includes these new executives named by manager Joe Herold: Jerry Lee, ex-WOAI-TV, San Antonio, commercial mgr.; Carl Bliesner, ex-WREN, Topeka, chief engineer; James Butts, ex-WOI-TV, Ames, studio supervisor; Sam Worshman, ex-WOW-TV, Omaha, production facilities mgr.; Mrs. Rosa Lee Samuels, ex-KFXJ, Grand Junction, Colo., office mgr. . . Russell Olsen, ex-chief transmitter engineer, WEWS, Cleveland, is chief engineer of new KPTV, Portland . . . Charles C. Bevis Jr., NBC's mgr. of KOA, Denver, transferring to another executive post, being succeeded at KOA by Don Searle, veteran broadcaster, onetime ABC western div. v.p., who becomes one of new group, including Bob Hope and local residents, who recently purchased station and applied for TV (Vol. 8:26, 35) . . . Alfred H. (Doc) Morton, TV-radio consultant, ex-NBC v.p., onetime RCA European mgr., recently with 20th Century-Fox, named director of State Dept.'s Voice of America under Dr. Wilson Compton, succeeding Foy D. Kohler, career foreign service officer . . . Warren Abrams named mgr. of CBS-TV spot sales, Detroit, with Ralph Patt now devoting whole time to radio . . . Russell G. Winnie, asst. gen. mgr. of WTMJ & WTMJ-TV, elected to board of directors of *Milwaukee Journal* . . . Earl M. Johnson, MBS station relations v.p., is now engineering v.p. for network and its WOR & WOR-TV, succeeding Jack Poppele, resigned (Vol. 8:37); he'll also head WOR recording div.; Robert C. Mayo, WOR-TV sales mgr., promoted to sales director, replaced by John F. Sloan, ex-sales mgr. WPAT, Paterson, N. J. . . . Wally McGough, ex-sales mgr. WJAC-TV, Johnstown, named sales mgr.

WTVN, Columbus . . . Herbert Stewart, ex-commercial mgr., WTVN, Columbus, and gen. mgr. of WICU, Erie, joins Orange TV Broadcasting Co., Tampa, new station applicant . . . Henry E. Ringgold, v.p. of Edward Petry & Co., assigned to gen. sales mgr. of TV div., his asst. Larry Fields being named AM sales mgr. . . Ben Wickham, ex-Cleveland News, joins executive staff of WXEL, Cleveland . . . Robert Hurleigh, news editor of WGN & WGN-TV, named chairman, and WBKB asst. gen. mgr. S. C. Quinlan named vice chairman, of Chicago Unlimited, dedicated to promoting Chicago as center of TV-radio-film production . . . W. F. Craig now director of TV for Procter & Gamble, W. M. Ramsey continuing in charge of radio . . . Chet Kulesza, ex-Ellington & Co., now chief of TV film commercials, Sherman & Marquette, with James S. Campbell as TV copy supervisor . . . Lester J. Mallets named business mgr., TV-radio dept., Emil Mogul Co., now located in larger quarters at 250 W. 57th St., N. Y.; Nat B. Eisenberg is supervisor of creative programming, Florence Katz TV-radio timebuyer, Marvin Schloffer production supervisor . . . John H. Heiney, ex-J. Walter Thompson Co., ex-CBS Washington, appointed TV-radio relations director of Ford Motor Co. . . . Paul C. Phillips named TV production supervisor in New York office of N. W. Ayer . . . Wm. K. Holl, FCC executive officer, named managing officer of newly reorganized District of Columbia govt.

Radio & TV Executives Society, formed by merger of Radio Executives Club and American Television Society, has elected Robert W. Sarnoff president; Fritz Snyder, first v.p.; G. W. Johnstone, second v.p.; Claude Barrere, secy.; S. R. Dean, treas.

OUTPUT AT PEAK, INVENTORY DOWN TOO: Up still more went TV set production last week, down again went factory inventories. Output of 156,987 (9812 private label) for week ended Sept. 12 was highest since March 1951, was about 23,500 more than week preceding, beat previous 1952 peak of 144,212 for week ended Aug. 29.

Factory inventories, continuing downward, went to 212,197 from 226,089 the week before; it's lowest inventory figure since last March.

Radio output jumped to 208,809 (90,154 private) from 129,074 the preceding week, inventory of 267,754 being very nearly the year's low. Radios produced week ended Sept. 12 were 75,245 home sets, 25,510 portables, 45,610 clock, 62,444 auto.

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With TV output for first 37 weeks of year adding up to some 3,372,000 units, we stick to guesstimate of nearer 5,500,000 than 5,000,000 for 1952 (Vol. 8:27). At RTMA sales managers meeting in New York this week, they forecast 5,775,000 for 1953.

Trade reports continue good meanwhile, predicated not only on buying mood of public but on hot new markets (Denver, Portland, others to come). Big 4 producers all say "business is good," while in this week's crop of reports --

Sylvania has Buffalo factory going from 5 to 6-day week to keep up with orders; GE reports dealer demand is running 20-25% ahead of same period last year; Raytheon's Wm. L. Dunn said July-August sales to distributors were 10 times greater than same months last year; DuMont's Dan Halpin reports TV shipments in week ended Sept. 13 highest in company's history.

And Motorola's Paul Galvin, noting that whole industry is enjoying "healthy demand," predicted second half 1952 sales will exceed like 1951 period by 50%.

UHF IN PORTLAND SPURS TUNER ACTIVITY: "Another Denver", is the way manufacturers and their trade outlets gleefully contemplate the opening up of the Portland (Ore.) market, hitherto TV's largest unserved city (see page 1).

That they're delighted is an understatement; nonetheless, most of them were caught with their tuners down. And it looks like there will be a shortage of TV sets capable of receiving uhf in Portland for several weeks at the very least -- by which time the set makers will have caught their breath, made their own soundings, geared up production of uhf sets & attachments, and otherwise planned their sales campaigns.

Actually, potential demand in Portland is even bigger than Denver. Metropolitan Portland, with 702,829 population, is nation's 21st market, while Denver area, with 563,832, is 28th -- though city of Denver itself has 415,786, Portland 373,628. RCA consumer products division's Ray Saxon predicts sales of 60,000 sets in Portland area over the remainder of this year.

First into city with most sets was RCA, apparently; it had worked hand-in-glove with KPTV people to hasten station on air. It had about 300 sets shipped in via air freight, followed by 2500 more -- all with 2-channel "selectors" built-in at \$24.95 added to list. By November, it will be in production with all-channel set, the converter tentatively listed at \$49.95. It also has a one-channel selector to sell at \$9.95, not yet shown. Adapters will later be sold separately.

The sudden word that uhf was on the air came to most manufacturers from their distributors, who kept the wires hot with demands for "sets -- plenty of them." The manufacturers admittedly were caught short -- some hadn't started production of uhf sets and converters, others had made only token runs -- but they were confident that in very short time uhf sets would be pouring into Portland. However, none would venture prediction as to when supply would catch up with demand.

Virtually all new-model sets have provision for insertion of some type of uhf converter within the cabinet -- so that manufacturer or distributor can install

tuner and sell it as vhf-uhf set, or consumer can buy it as vhf-only, insert converter later. Many of the sets now being sold in Portland are vhf, sold with pledge that converter will be installed at earliest possible date.

Portland's big Meier & Frank dept. store, eager to get going in TV ever since the political convention pipe-ins (which it ran itself), opened its block-long TV dept. Sept. 15, drawing thousands all day long and into the evening. Sets on floor and in show windows picked up closed-circuit telecasts from seventh floor of store, featuring movies as well as live shots of store displays and crowds.

Store listed 16 brands of sets it is handling in double-page ad in Sunday paper: Admiral, Capehart, Crosley, DuMont, Emerson, GE, Hoffman, Magnavox, Packard-Bell, Philco, RCA, Sparton, Sylvania, Trav-Ler, Westinghouse, Zenith.

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Biggest tuner maker, Standard Coil Products Co., whose turret tuners are said to be used in about 30% of sets, is grinding out tuner strips for Channel 27 at its Los Angeles plant for insertion in Portland-bound turret tuner sets. Production will start Sept. 22 at Standard's Chicago plant. Though some strips are now being sent to Portland as well as to manufacturers, company official says it will be "two or 3 weeks before we can cover whole industry." Strips retail at \$13.95 a channel.

Among other large tuner manufacturers, the P.R. Mallory Co. is pushing its all-channel converters, marketed under its own brand name and under that of some TV set makers. Mallory reports it has shipped "several hundred" to Portland area, is now stepping up production with bulk of output to go there. Company spokesman said "few thousand" have been sold across the country, mainly for use as dealer demonstrators. The continuous-type external converter retails at \$42.50.

Sarkes-Tarzian Inc., which makes tuners for Westinghouse, Sylvania & others, is planning to market external one-channel "matchbox" converter with own power supply, which can be attached to back of any set and aligned to any channel.

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Spurred into feverish activity by the sudden news from Portland, the set manufacturers we could reach gave these reports:

Admiral has carloads of sets rolling to Portland -- all vhf. Standard Coil uhf strips will be rushed to distributor, who will insert them before delivering to dealers. Addition to list price, while not yet set, will probably be around \$10 a channel, with strip installed. All current Admiral owners in new uhf areas will get strip free until end of year; Sparton has made same guarantee on its sets.

Crosley says 2 carloads of its vhf-uhf all-channel sets (about 300) have now arrived in Portland, that it's selling no vhf-only sets there but is merchandising as one package its uhf "Ultratuner" plus conventional vhf set. "Several hundred" of its Ultratuners (\$50 list) are already in Seattle and Portland, and Crosley is stepping up its vhf-uhf set production, held first Portland dealer meetings Sept. 18-19 at new Crosley Distributing Corp., plans educational uhf indoctrination meetings for servicemen & dealers.

GE hasn't shipped any sets to Portland yet, but promises that when it does, they will have 3-channel "translator" built in. Some engineering prototypes are on way, but translators aren't yet in production. They'll add some \$26 to cost of set.

Raytheon says 30% of its production is now vhf-uhf sets, but first carload is on way to Portland. All-channel receivers cost \$40 more than their vhf-only counterparts. Sales v.p. W.L. Dunn calls Portland "no problem," reflects general attitude of manufacturers when he says: "Orders are pyramiding every day; we're so far behind I don't think we'll ever catch up."

Philco, rushing sample vhf-uhf sets to Portland early in week, had own crew of engineers there taking measurements. Combination set, not scheduled for quantity production until month's end, has continuous uhf tuner, lists at \$50 more than vhf-only. Sales v.p. Fred Ogilby reports "perfect reception" using only built-in antenna at 6 locations up to 8 miles from Portland transmitter. Philco plans to ship no vhf-only receivers to Portland.

Tele-King, which manufactures private-label TVs for Macy's, shipped several

hundred vhf sets via air, offering with them an outboard one-channel converter at loss price of \$3.50; for 2 channels, 2 of the units were recommended.

As previously reported (Vol. 8:5,11,19,32): Zenith has begun production of tuning strips. Westinghouse is now offering uhf "receptors" at \$14.95 each; there is room for 2 in recent Westinghouse sets. CBS-Columbia plans all-channel set in January; will also make plug-in type fixed-channel converters. All sets in Arvin line are available as vhf-uhf at \$50 extra.

Topics & Trends of TV Trade: Clinical observer Howard W. Sams, whose big staff of technical diagnosticians in Indianapolis probably know more about the innards of more TV-radio receivers than any other single lab in the land, comes forth in his bi-monthly *Photofact Index & Technical Digest* with these startling statistics:

One billion, 688 million *mechanical* parts will go into TV sets in 1952. This will call for the melting of 1,200,000 lbs. of solder and use of 82,000 miles of wire. Electronic components add up to more than one billion, 350 million items, including well over a half billion resistors, 433 million capacitors, 100 million transformers, 65 million coils, 8 million metallic rectifiers.

Figure out for yourself what 10,000,000 or so radios will add, to say nothing of the multitudes of defense and industrial electronics items now being produced.

* * * *

Philco has boosted prices \$10-\$30 on 8 models of line introduced last June, and has introduced 5 new models. Readjusted prices, it was stated, reflect "new chassis features and higher production costs," and are on these models (increases in parentheses): 1852, 17-in. mahogany console \$280 (\$10); 1852L, same in blonde \$300 (\$10); 1854, 17-in. mahogany console \$300 (\$10); 1854L, same in blonde \$400 (\$10); 2124, 20-in. mahog. table \$240 (\$10); 2125, same in fruitwood \$280 (\$10); 2260, 21-in. mahog. console \$370 (\$20); 2272, 21-in. full-door console \$430 (\$30). The 5 new models are a 17-in. blonde table, \$220; 17-in. mahogany table (with new TV-90 high-fidelity chassis) \$280, fruitwood \$300; 20-in. blonde table \$260; 21-in. mahogany console \$350.

Mitchell Mfg. Co., Chicago (E. A. Tracey, head of old Majestic, v.p.), primarily an air-conditioner manufacturer, is offering 17-in. TV console in mahogany at \$269.50, blonde \$279.50; 21-in. at \$329.50 & \$339.50; also 13 table radios from \$20 to \$30, portable phono at \$30—manufactured for it by Sonora. TV-radio div. is headed by Leonard Solomon.

Andrea unveiled 5 new 21-in. receivers this week, each with built-in AM radio and optional uhf tuner. They're mahogany table at \$380, blonde \$390; open-face mahogany console \$430, blonde \$450; full-door mahogany \$500; full-door blonde or walnut French Provincial \$520; full-door mahogany combination \$625, blonde \$650.

Westinghouse adds 3 new models to current line (Vol. 8:24): 20-in. simulated leather table at \$260, mahogany \$270; 20-in. modern mahogany console \$300; 21-in. mahogany combination \$500, blonde \$525.

Stromberg-Carlson ups price of its Chinese Classic TV line (red, ivory, ebony) to \$565 list in east, \$575 in west & south, representing \$20 & \$25 increase, forced by higher production costs.

RTMA board confirmed chairman A. D. Plamondon Jr., president of Indiana Steel Products Co., as president of association (Vol. 8:37), taking over from Glen McDaniel, whose resignation is effective Oct. 1. Since Mr. Plamondon is not on fulltime or paid basis, board this week elevated gen. mgr. James D. Secrest to executive v.p. Mr. McDaniel, who will practice law in New York, was retained as general counsel, succeeding John W. Van Allen, retiring.

Trade Miscellany: Dealers in Denver market received shipments of 24,821 TVs between last Jan. 1 and end August, of which 16,875 were received in August, reported RTMA, which shows these county totals: Adams Arapahoe 1228, Boulder 1355, Denver 19,829, Jefferson 1103, Larimer 365, Weld 587 . . . In first flush of opening of Denver market last July 18 (Vol. 8:29,30), chairman Rocky Mountain Electrical League, H. S. Law, predicted 50,000 sets would be sold by end of year, 90,000 within months, making 50% saturation . . . Newly opened Port market, though short of uhf-converted receivers (see 8), expected to have not less than 5000 TVs sold by end this week . . . States & counties of whole U. S., to which 2,406,757 TVs were shipped (out of 2,588,816 produced) during first 7 months of this year, are tabulated in RTMA release this week covering 30-week period to July figure of 8460 for Colorado indicates most shipments came in August . . . Majestic Radio (Wilcox-Gay) has dropped trademark infringement action in Federal court in N. J. Saraceni & Gentile Inc., manufacturer of custom TV cabinets, and its distributor Television Corp. of America agreeing to discontinue using name "Majestic" or "Majestic Products" . . . Telechron Corp. (GE subsidiary) got judgment last week in U. S. Circuit Court of Appeals upholding Wilmington district court's decision that Telicon Corp. stop using "Telicon" brand on TVs & radios . . . "Tractor radio" with 8 tubes and enclosed in sponge rubber in \$92.50 item being produced by Farm King Radio Co., Lyons, Ill., distributed through Tractor Supply Co., 231 N. Halstead, Chicago . . . RCA and Noma Electric Co. negotiating for former either to acquire Noma's Estate Range Div. or to have some of its distributors handle Estate line.

Distributor Notes: Capehart's N. Y. distributor, ITV Distributing Corp., 527 W. 34th St., appoints Martin L. Scher v.p. & gen. mgr. . . . Arvin's Los Angeles distributor, Kassler & Co. Inc., names Nate Hast v.p. & sales mgr. he's ex-Emerson sales mgr. . . . Arvin appoints J. A. Obere Inc., Detroit . . . Sylvania names Electric Supply Co. Inc., Wichita . . . Bendix Radio appoints Nash-Kelvin Sales Corp., Pittsburgh.

* * * *

New amplifier equipment for community antennas, designed for use in its Antenaplex systems providing 1, 2 & 3-channel service, has been announced by RCA. Designated SX-8CT tower amplifier system, new equipment uses input amplifier strips tuned to any vhf channels, output strips tuned to Channels 2, 4 & 6. System has frequency response within 3 db for 6-mc bandwidth, rated power output of 1.25 volts a.c. across 75 ohms.

First "commercial" model of its industrial TV system was announced this week by RCA. Using Vidicon tube and new closed-circuit chain, model ITV-5, was described as "a marked advance" over "experimental" models previously available. Camera uses only 3 tubes, including Vidicon, and entire system—consisting of 2 units—uses but 2 tubes. Uses of new "commercial" chain were demonstrated Sept. 16 at B&O freight yard in Chicago (Vol. 8:37).

New aid to technicians is *Circuit Digest*, a supplement to Caldwell-Clements' monthly *Television Retailing*, which gives schematics of 4-8 new TV receivers, tube location guide, parts lists, servicing tips.

Trade Personals: Seymour Mintz, Admiral adv. director since 1944, elected v.p.; Joseph Ptacin, asst. to adv. director, promoted to appliance div. sales promotion mgr., succeeding John Walt, now with Henri, Hurst & McDonald . . . Dr. Allen B. DuMont off with sales mgr. Dan D. Halpin Sept. 24 for series of distributor-dealer meetings in Western states to last until Oct. 6 . . . Frank Folsom, RCA president, off Sept. 20 on month's flying trip to Europe . . . Henry Bowes, govt. sales mgr. for Philco in Washington, named special TV representative planning new markets . . . J. A. (Shine) Milling, executive v.p., Howard W. Sams & Co., recently an RCA Victor v.p. and director of NPA Electronics Div., named chairman of govt. relations committee of Assn. of Electronic Parts & Equipment Mfrs. . . . Richard W. M. Ritter named western regional mgr., Kimble Glass Co.'s industrial & electronics div., with headquarters in Toledo; Thomas F. Logan transferred from N. Y. to Philadelphia branch, succeeded by Jerrold H. MacMillan, and Wm. H. Lewis is shifted from Philadelphia to new Syracuse branch . . . Walter Lederer, Bendix Radio adv. mgr., named district mgr. for mid-eastern states . . . R. E. Koehler, plant mgr. of subsidiary Flora Cabinet Co., promoted to plant mgr., Capehart-Farnsworth technical products div., Ft. Wayne . . . Wm. G. Frick, ex-contract dept. sales mgr., named mgr. of Capehart-Farnsworth Cleveland sales region . . . Fred E. Ellinger succeeds late Jerome Prince as president of Waldom Electronics Inc., Chicago, continuing also to operate his Ellinger Sales Co. . . . James Hunter promoted to v.p. & director of production, engineering & research, Columbia Records Inc. . . . Fred Mann, ex-Trans Vue sales mgr., new sales mgr., National Electronics Mfg. Co. (Natalie Kalmus TV) . . . Robert G. Smith named Zenith southwest sales mgr., replacing Matthew F. Barnes, transferred to San Francisco . . . James D. Lane, ex-Emerson West Coast Corp. sales mgr., named parent company's northwest field sales rep in Portland . . . L. E. Cotsen, Tung-Sol eastern sales mgr., appointed renewal sales mgr., replaced by Walter R. Ohlsen.

Importance of electronics industry on both military and civilian levels is expected to be thoroughly recognized by new top-level NPA officials. Succeeding Henry Fowler as administrator is west coast industrialist Richard A. McDonald (chairman, Crown-Zellerbach Corp.), who has appointed Horace B. McCoy as his deputy. As NPA asst. administrator and director of Commerce Dept.'s Office of Industry & Commerce. Mr. McCoy has been extremely alert to problems of the electronics industry and close to NPA's Electronics Div. Succeeding Mr. McCoy as asst. administrator for the Textile, Leather & Specialty Equipment Bureau—which is responsible for NPA's electronics programs—is his former asst., Richard Murphy.

Use of guided missile equipped with TV transmitter was revealed from Korea this week and got big front-page splash—but didn't excite electronics people who recognized device as the World War II RCA "block" equipment "tickled up a bit." Missile was successfully guided to enemy targets 150 miles from the carrier *Boxer* as TV receivers installed on carrier's deck and in mother plane gave control officers same view of flight as Hellcat pilot of World War II days.

Dr. Wm. E. Taylor, ex-U of Tennessee, Oak Ridge National Laboratory & Purdue, named physicist in charge of Motorola's transistor & semi-conductor research at lab in Phoenix, Ariz.

Jacob J. Mucher, 71, retired founder of Clarostat Mfg. Co., died Sept. 15 at home of his daughter in Dover, N. H. Victor Mucher, present president of Clarostat, is one of 3 surviving sons.

Financial & Trade Notes: "Only the airlines show a larger percentage of expansion over the decade—less significant, however, in view of the fact that total 1951 assets of the 11 rated airlines are less than General Electric's growth during the 10-year period." Thus *Forbes Magazine* (Sept. 15) comments on the "big story" of electrical equipment, documenting remarkable asset growth of top companies over last 10 years and tabulating other basic financial factors. It's noteworthy that 9 of the 10 companies covered are TV-radio producers, though the one that isn't, McGraw Electric, is called "best by 10-year test" by *Forbes*. These are the tables, as published by the well-known financial journal:

I. Electrical Equipment Lineup, 1942-51

	Asset Growth	Current Assets to Liabilities	Net Income on Book Value	Pretax Profit on Sales	Average Profit Deviation	Dividend Payout
General Electric	141.6%	2.01	16.4%	13.7%	3.23%	62.1%
RCA	74.5	2.52	54.6	12.1	2.07	37.8
Westinghouse	132	4.15	10.4	11.2	2.64	43.8
Philco	231.5	1.75	18.0	7.7	6.83	39.4
Motorola	146.2	1.93	30.0	9.7	2.83	24.9
McGraw Electric	846.3	2.77	24.5	19.1	3.24	53.9
Sylvania	698.9	2.60	12.3	8.4	3.61	55.7
Raytheon	241.1	1.82	10.9	5.3	3.19	35.7
Avco	358.6	2.70	9.9	7.0	2.65	41.1
Admiral*	412	1.80	37.1	11.7	3.08	14.1

Percentage figures in these columns represent each company's performance for 10 years. In Table II, these percentages are converted to rank-order numbers.
* 1944-51.

II. Electrical Equipment Ranking, Based on 1942-51

	Asset Growth	Current Assets to Liabilities	Net Income on Book Value	Pretax Profit on Sales	Avg. Profit Deviation	Dividend Payout	Market Price per \$1 of Earnings	Composite Ranking
General Electric	8	6	6	2	7	1	13.31	3 (tie)
RCA	10	5	1	3	1	7	12.75	2
Westinghouse	9	1	9	5	2	4	10.21	3 (tie)
Philco	5	10	5	8	10	6	9.40	9
Motorola	7	7	3	6	4	8	8.86	8
McGraw Electric	2	2	4	1	8	3	8.79	1
Sylvania	1	4	7	7	9	2	8.38	3 (tie)
Raytheon	6	8	8	10	6	10	7.81	10
Avco	4	3	10	9	3	5	6.36	7
Admiral*	3	9	2	4	5	9	5.18	6

Rank order numbers in the first six columns are based on performance figures in the corresponding columns of Table I. Column 7 shows price-earnings ratio of common stock, computed on the basis of last full year of earnings as reported or estimated. Column 8 averages the rankings in the first six columns to arrive at a "composite ranking."
* 1944-51.

Ralph E. Stolkin, president of Empire Industries, Chicago, and v.p. of National Video Corp., Chicago TV tube maker, heads syndicate reported nearing completion of negotiations to buy 1050 shares of RKO stock (about 30%) from Howard Hughes for \$7,350,000. He's also a major principal in groups that recently purchased KJR, Seattle, and KOIN, Portland, from Marshall Field (Vol. 8:27) and are now applicants for TV in those cities (see *TV Addenda 15-B*). He's v.p. & 21.75% stockholder Mt. Ranier Radio & Television Bestg. Corp., present KJR licensee, other officers & stockholders including Ted Gamble, Howard Lane, Edward Burke, Sherrill C. Corwin. He holds same amount of stock in Mt. Hood Radio & Television Bestg. Corp., now licensee of KOIN, with these and other principals. At 33, Stolkin is noted for having run a \$15,000 loan into several million dollars in 2 years, mainly selling ball point pens, and he now has oil, gas and ranching interests in Texas.

Indiana Steel Products Co. reports earnings of \$145,164 (\$1.02 per share) for first 6 months of 1952 after provision of \$255,000 for Federal taxes. This compares with \$415,532 (\$2.90) after \$700,000 taxes same 1951 period. Company reports resignation of v.p. Frank A. Hayden and election of P. R. Doelz as chairman.

DuMont sales for 24 weeks ended June 15 rose to \$29,036,000 from \$25,612,000 same period last year; net profit was \$56,000 vs. \$109,000 on 2,361,054 common shares outstanding at end of both periods. Current operations are reported at "increased rate of profit."

Emerson reports net profit of \$1,005,359 (52¢ a share) for 39 weeks ended Aug. 2, about one-third of the \$3,039,943 (\$1.57) in same 1951 period.

Telecasting Notes: Flushed with its success in covering July political conventions for Admiral, ABC-TV has evolved, and from Oct. 9 will showcase, new news digest program titled *All-Star News*, including live pickups from Chicago and Washington, has hired noted newsman Louis Ruppel as director; he's former CBS press chief, recent editor of *Collier's*. Schedule: Mon. 9-10, Wed. & Sun. 8-9, Thu. 8-8:30, Fri. 8:30-9 . . . For all owned-&-managed stations, ABC-TV this week signed up for INS Telenews . . . CBS key WCBS-TV, New York, boasts August was \$1,000,000 month, with first 2 weeks of Sept. exceeding \$500,000 in sales & renewals . . . Cleveland's WXEL Sept. 12-13 dedicated new addition with 50x55-ft. studio, 2 stories high, which consulting engineer Ben Adler describes as "ideal size"; also dedicated was 300-seat downtown Esquire Theatre, converted for TV and equipped at cost of \$300,000 . . . Add high film costs: 26 half-hour Abbott & Costello films sold for \$104,000 to Los Angeles' KTTV; *Ramar of the Jungle*, 26 half-hour series, by Arrow Productions, for reported \$216,500, to outlets in N. Y., Philadelphia, Denver, Toledo, Los Angeles, San Francisco. Both begin in October . . . Gen. Eisenhower "sat" for 40 TV spot commercials in studios of Transfilm Inc. this week; they're for sponsorship by Citizens for Eisenhower, thru Ted Bates Co. . . . C. E. Hooper Inc. offering new "truly accurate rating system" called *TV-Area Hooperatings* and covering 40 markets with 90% of receivers . . . TV-radio telethon carried on *Philadelphia Inquirer's* WFIL & WFIL-TV for 15½ hours Sept. 7 raised \$220,000 for cerebral palsy relief; on Louisville's WHAS-TV, about \$100,000 was raised in telethon running from 10:45 p.m. Sat. to 2 p.m. Sun., Sept. 13-14 . . . Political telethon that didn't pay off (same as in Wisconsin where primary candidate Len Schmitt opposing Sen. McCarthy lost out) was that of Marriner Eccles on KSL-TV, Salt Lake City; he went before cameras nearly 20 hours in vain effort to win GOP nomination for U. S. Senator . . . Phenomenal growth of General Tire & Rubber Co.'s TV-radio empire (operates WOR-TV, WNAC-TV, KHJ-TV, MBS & 7 AM stations), which last year accounted for 10% of company's \$7,790,467 net profit, is detailed in long anecdotal roundup in Sept. 15 *Wall Street Journal* . . . Animal trainers and a leading veterinarian conduct *A Kid & His Dog*, new show on WMAL-TV, Washington, Thu. 9-9:30 p.m. . . . Edward Petry & Co., in format of TV script, is distributing 15-p. *A Quickie on Quickies* to promote advantages of station identification announcements, calling them TV's "talking billboards" . . . Uhf grantee WSBA, York, Pa., aiming for Dec. 1 debut, set up camera chain in tent at last week's York Interstate Fair, drew large crowds with "see yourself on TV" gimmick, had staff members in attendance to answer public's questions about uhf . . . CBLT, Toronto, will have new 500-ft. antenna up by Oct. 1, reports engineering director Gordon Olive, increasing ERP 20-fold.

ABC-UPT merger deadline for proposed findings was postponed to Oct. 3 on request of FCC's Broadcast Bureau, following special meeting this week between examiner Leo Resnick and counsel for all parties. Proposed findings on other issues—including Paramount's fitness to hold TV license and transfer of WBKB to CBS, but excepting the DuMont-Paramount "control" issue, filed last week (Vol. 8:37)—are also due Oct. 3. CBS, with permission to confine itself to proposed WBKB purpose, filed its brief Sept. 18, urging Commission to approve transfer because: (1) There's no anti-trust evidence in CBS's history. (2) CBS will expand and strengthen WBKB's operations. (3) FCC can't disapprove transfer solely because of \$6,000,000 purchase price unless it's shown that CBS wants to resell for profit, or will become financially disqualified as result of purchase, or will overcommercialize programs.

SELF-REGULATION, not censorship, is only answer to alleged "offensive" TV-radio programs. So testified NARTB's gov't. relations director Ralph Hardy and TV director Thad Brown this week as Harris subcommittee of House Interstate & Foreign Commerce Committee resumed its programming probe, recessed since June (Vol. 8:20, 23, 26, 35, 37). They cited improvement since inception of TV Code, despite fact that only about 100 written complaints have been sent to Code Review Board. Chairman Harris suggested that more Code publicity is needed. Under questioning, witnesses also emphatically stated that local station operators—not networks, agencies or package producers—determine what goes on air, as Congress intended.

In 2 days of hearings, subcommittee also heard: (1) ABC's acting general counsel Mrs. Geraldine Zorbaugh, who said that 1946-51 crime trend was same in 10 TV cities as in 10 TV-less cities—backing this up with FBI statistics. (2) DuMont director Chris J. Witting, who testified that forced regulation of programs would "destroy the creative ability of the industry." (3) Churchman Dr. Clinton N. Howard, who blasted beer commercials. (4) Self-styled "metaphysical practitioner" Walter H. Wilson, who protested that spot announcements devoted to fighting disease spread fear and cause disease.

Subcommittee moves to New York Sept. 23-24 to hear NBC, CBS & National TV Film Council officials, returning to Washington Sept. 25-26 to hear FCC, American Civil Liberties Union, National Assn. of Catholic Men, National Assn. of Gagwriters.

Three vhf and 3 uhf applications comprised this week's new batch filed with FCC, bringing total pending to 739, of which 291 are uhf. Three applications were dismissed on request—Empire Coil, seeking Channel No. 38 in Tampa-St. Petersburg; KOIN, No. 6, Portland, Ore.; WBML, Macon, No. 47. Portland station is now owned by new firm, already applicant for No. 6. WBML is now joint applicant with WMEX for No. 47 (Vol. 8:37). New applicants are WTOL, Toledo (owned by Congressman Frazier Reams), No. 11; group owning WJDX, Florence, S. C., No. 8; Central Florida Enterprises, Orlando, No. 6; Polan Industries, Terre Haute, Ind., No. 69; WFRB, Utica, N. Y., No. 19; M. B. Rudman, Galveston, Tex., No. 35. [For details about foregoing new applications, see *TV Addenda 15-J* herewith; for complete list of all post-freeze applications, see *TV Factbook No. 15* & Addenda to date.]

TV "bandwagon" appeal is offered as inducement to prospective stockholders in Providence TV application—not yet filed—in full-page ad in Sept. 14 *Providence Journal*. Television Associates of Rhode Island Inc. (Philip A. Ostrow, chairman) calls its plan to sell 666,666 shares at \$1 each only one for "publicly owned TV station in Rhode Island." Ad uses question-answer technique to inform public that TV is profitable investment, that 93 out of 108 stations last year earned average of \$350,000 each and that stock purchase carries option on further issues.

Add political stakeholders: Stimson Bullitt, 33-year-old son of Mrs. A. Scott Bullitt, president of Seattle's KING & KING-TV, won Democratic nomination for Congress in Washington state primary Sept. 9. He's a director of the stations, was collegiate middleweight boxing champion at Yale. *Note:* Republican candidate to unseat Senator Benton, of Connecticut, is Prescott S. Bush, CBS director and partner in firm of Brown Brothers Harriman & Co.

Mexican TV-radio tycoon Emilio Azcarraga reported planning station in Tijuana, for which Federal transmitter and RCA antenna have been ordered. Besides operating XEW-TV, Mexico City, he holds CPs for 8 other stations (see p. 36, *TV Factbook No. 15*).

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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100 CPs THIS YEAR, DOZEN ON THE AIR? More new stations taking the air sooner than seemed possible. More in prospect during next few months than trade's fondest hope.

That's the outlook now, particularly for uhf -- and uhf accounts for all but 12 of the 63 new station grants since the freeze was lifted in July.

Besides Denver's first outlet (the vhf KFEL-TV) and Portland's first (the uhf KPTV), there could be as many as a dozen additional stations on the air before this year ends -- mostly in new markets.

It's a fair guess, too, that at its present rate -- and it plans to accelerate consideration of all non-competitive applications -- the FCC will have granted more than 100 new TV outlets before the year is out. Most will be uhf, which should gain impetus by speed with which Portland's got on the air.

Considering only grantees actually seeking to get going by or before next Jan. 1, here's the way things look now -- on basis of best information from stations and equipment manufacturers:

* * * *

Next vhf on air will be Denver's KBTU (KVOD-AM), now scheduled for Oct. 2 tests with 12-kw on Channel 9 and for commercial debut with CBS affiliation Oct. 12. Only other probable vhf this year is Senator Lyndon Johnson's KTBC-TV, Austin, Tex., using interim equipment on Channel 7 and shooting for Dec. 1 with good prospect. There's bare possibility Ed Craney-Bing Crosby KXLY-TV, Spokane, can get on before year ends, having acquired old KSL-TV transmitter -- but few think they can make it.

Uhf station prospects, despite paucity of high-power equipment, are better than at first seemed likely. WHUM-TV, Reading, Pa., which is to be GE's uhf showcase (as Portland's KPTV is RCA's), is good bet for Dec. 1 (Vol. 8:36); and now comes promise from WICC-TV, Bridgeport, that it will get on the air by January as "the first uhf commercial station to be built in New England." It gets Federal's first transmitter, but claim to "first" may be disputed by WWLP, Springfield, Mass., next highest on GE priority list, and possibly by WHYN-TV, Holyoke, Mass.

Empire Coil's Herbert Mayer, also building uhf in Denver, still aims for Thanksgiving or Xmas debut there; WSBA-TV, York, Pa., for Nov. 1 or Dec. 1; and, before end of year, WSBT-TV, South Bend, Ind.; WAFB-TV, Baton Rouge, La.; WKST-TV, New Castle, Pa.; WAKR-TV, Akron; possibly Youngstown grantees WFMJ & WKBN.

Senator Robert F. Kerr's WEEK-TV, Peoria, Ill., and the Pursleys' WKAB-TV, Mobile, Ala., are likewise willing to use low-power in order to get on before year ends, may do so with interim GE equipment. And Jackson (Miss.) Clarion-Ledger says, "Everything is being done to give some service by Christmas."

* * * *

We've confined foregoing to those grantees high on the manufacturers' uhf priority lists, who are willing to risk interim low power against time (maybe next

year) when factories can turn out equipment with higher power. Another high priority is Atlantic City's WFPG (Fred Weber) -- but it hasn't gotten CP yet.

There's many a slip, and some of these may not make it. But there's no doubting their serious intent, no mistaking their pressures on transmitter people, who cannot possibly keep pace rest of this year -- and probably most of next year -- with FCC grants, particularly so far as uhf equipment is concerned. They're taking blunt position now that they will not deliver any equipment to grantees who intend to stall or put it in storage. Curiously enough, of the dozen or more vhf plants known to have been delivered during freeze, and to be in storage, not one is held by a grantee; all holders are either going to hearings or not yet processed.

* * * *

We can report on a few more respondents to our continuing survey of plans of grantees. All who reported this week hold uhf CPs, all have ordered RCA equipment:

Roanoke's WROV-TV hopes to be on the air in December, but hasn't any assurances yet that equipment will be delivered in time, according to gen. mgr. Frank E. Koehler. Montgomery's WCOV-TV starts building Oct. 15, is assured Truscon tower in time for March 1 debut, states gen. mgr. Hugh M. Smith. Ft. Lauderdale's WFTL-TV now has March 1 target date, reports mgr. Robert Bowles. And WCOS, Columbia, S.C., will require 6-8 months, or until mid-1953, reports president Charles W. Pittman.

U of Southern California's well-heeled Allen Hancock Foundation, also a uhf grantee, is reported ready to go as soon as it can get equipment, having own studios and an FM plant in operation; but delivery time is still in doubt. And in Manhattan, Kan., Kansas State College's vhf has home-made plant in works, may get going soon.

* * * *

Note: Quietly and unobtrusively, Mexico City's newest TV station, possibly the highest in the world, began operational tests -- XEQ-TV at Cortez Pass, some 45 air miles from city at altitude of 13,000 ft. above sea level and 5500 ft. above Mexico City. Its Channel 9 signals, reports owner Emilio Azcarraga, will cover not only Mexico City's 3,000,000 population but 3,000,000 more in 76 other communities.

(For Trade Reports on UHF Receivers, Converters and Other Equipment, see page 10)

UHF IN PORTLAND--EARLY REPORTS GOOD: We're getting favorable reactions, for most part, to uhf propagation and reception in Portland, Ore., where WPTV began operation on Channel 27 last week (Vol. 8:38) -- first commercial uhf station in being.

But it's too early at this writing, only 6 days after first programs went on the air Sept. 20, to offer any definitive data. In fact, field measurements are still being taken and field strength surveys to date haven't yet been evaluated.

RCA as the developer of the experimental station in Bridgeport, which was dismantled, transported and set up in Portland in matter of weeks, is considerably more restrained than some of its own competitors. It will say only this much:

"The results achieved in Portland by KPTV are in the process of being carefully surveyed [but] appear to be better from a coverage standpoint than those in Bridgeport, undoubtedly due to the greater height of the transmitting antenna and the line-of-sight transmissions to most of the metropolitan area.

"In line-of-sight areas the coverage obtained was close to that forecast by the FCC curves. Some shadows beyond local obstacles have been noted, but not to a major extent. There has been some fill-in of signal beyond obstacles. Over-all preliminary results indicate the market area is being covered well and good reception has been observed in several directions at considerable distance.

"Data is still being analyzed in order to draw quantitative conclusions. Interest in TV is so keen that the public was most willing to cooperate with the survey, and usually gathered in droves wherever the survey trucks stopped."

* * * *

Not only RCA but most other major manufacturers of sets, tuners and transmitters had -- and some still have -- field crews in Portland. Set makers test with particular attention to receptivity of own receivers, of course. One of first crews on hand was Philco's -- and an early evaluation of uhf by that hard-hitting manufac-

turing and merchandising organization is far less restrained than that of RCA.

"I'm frankly excited about uhf," TV sales v.p. Fred Ogilby told us, stating that he has had no adverse reports at all. He's frankly interested in market, but realistic enough to know that the going market can't be any better than signals. And from that standpoint, he observed: "I only hope the rest of the new uhf areas are half as good as Portland. We're shipping sets as fast as rails can carry them."

Philco marketeer Henry Bowes, back from Portland Friday, said he accompanied field crew, saw excellent pictures at 20 different spots within city. The crew told him there are some bad spots, he said, but coverage generally is good. Acceptable pictures have been received in Salem, 40-mi. southward, and even 10 miles beyond.

Good pictures can be had on built-in aerials in town, said Bowes. All over the area there's great enthusiasm for TV and uhf -- and Bowes says we can look for some more uhf applicants in that area as result of KPTV's showing.

From still another reliable source, whom we're not at liberty to name: "We got excellent reception up to and within 21-28 mile radius, then 'snow' up to 40. We found few blind spots, except behind hills and directly under the transmitter -- conditions the engineers can lick. Buildings and trees weren't as bad as we first thought they would be. We're amazed by the results so far, though engineering data must be awaited for any true evaluations."

* * * *

Are the networks and reps lukewarm towards uhf? There's good reason to say many are, on basis of what their station-relations men (usually mere armchair technicians) have been telling uhf grantees and prospective grantees.

But fact is that Portland's KPTV not only is NBC-affiliated already but is being represented in national spot field by NBC-TV spot sales. And CBS-TV signed first affiliation this week with uhf -- WHUM-TV, Reading, Pa., due Dec. 1 -- while ABC-TV signed WICC-TV, Bridgeport, due Jan. 1 or thereabouts.

3 MORE CPs AS FCC GIRDS FOR HEARINGS: Commission made 3 more uhf grants this week, officially added 3 new vhf channels and one uhf to its allocation table -- and prepared to grease the skids for competitive hearings, which begin next week.

FCC reached 42nd city on Group A priority list, 115th on Group B, but passed over some applications on B list -- in Trenton, N.J. and Lorain, O. -- because their processing hadn't been completed. This week's grants:

Youngstown, Polan Industries, Channel 21; Harrisburg, Pa., WHP, Channel 55; Ann Arbor, Mich., WPAG, Channel 20. Polan already holds uhf grant for Ashland, Ky.

Commission acted on 20 competitive applications, notifying them that hearings are required. They are in Lebanon, Pa., Harlingen, Tex., Sioux City, Ia., Manchester, N.H., Springfield, Ill., Columbus, Ga., Wichita, Kan., Portland, Ore.

Thus far FCC has granted 63 CPs, 12 of which have been vhf. Another 13 applications were filed this week, bringing total pending to 744.

[For this week's grants, applications, etc., see Addenda 15-K herewith.]

* * * *

Grant to Polan Industries was challenged both within and without Commission. CP was issued fast on heels of FCC's Sept. 19 decision rejecting petition by Youngstown grantee WFMJ-TV to change from Channel 73 to 21 (Vol. 8:38). Comrs. Walker and Bartley dissented from grant to Polan, charging it was made too quickly and didn't give WFMJ-TV "an opportunity to take such action as it desired in the light of the Commission's action [turning down] its petition."

Another application for the same channel was filed this week by Valley Television Co. (Youngstown auto dealer Albert B. Wagner) -- after grant had been made to Polan. Attorney Paul Segal then filed petition for reconsideration of Polan grant.

Five of the applicants set aside this week for hearing were also notified to be prepared to answer questions concerning their corporate authority to construct and operate a TV station.

Commission added new channels to allocation table through these actions:

- (1) Changed boundary of Zone III so as to include Jackson, Miss., formerly

in Zone II, permitting assignment of Channel 3 to that city. Action was taken on petition of WJDX, Jackson, which pointed out nearest assignment of Channel 3 was in Pensacola, Fla., 218 miles away. Minimum co-channel separation permitted by rules is 190 miles in Zone II, 220 miles in Zone III.

(2) Finalized its proposals to add Channel 6 to Temple, Tex., Channel 10 to Lafayette, La., in changes affecting New Orleans, Baton Rouge, Mobile and San Angelo, Tex. (Vol. 8:31); and added Channel 59 to Fremont, O. (Vol. 8:32).

FCC turned down request of WBRY, Waterbury, to waive one-year ban on new changes in allocation plan and add new uhf channel to that city (Vol. 8:38). WBRY was scheduled for competitive hearing Oct. 1 with WATR for Channel 53 (Vol. 8:32), but dropped its application this week. Commission then canceled hearing, paving way for grant to WATR, whose application now is uncontested.

Commission also canceled Oct. 15 hearing for Channel 38 for St. Petersburg-Tampa, inasmuch as Empire Coil has withdrawn its application, thus leaving City of St. Petersburg (WSUN) only applicant for that Channel (Vol. 8:38).

* * * *

Some speedup in hearing procedures is expected to result from conferences of commissioners and staff with bar committee headed by Wm. Dempsey (Vol. 8:37). Second such meeting was held Sept. 26, participants reporting good progress. Comr. Hyde said group "will recommend some changes in practice."

Commission itself is still grappling with knotty problem of whether to overrule its Broadcast Bureau and give applicants opportunity to show superiority of technical facilities -- ability to serve more people, provide stronger signal. FCC hopes to rule early next week on the pile of petitions making this request -- before first hearings begin Wednesday on applications for Denver, Portland and Canton, O.

No new hearing examiners have been named since mid-August, but appointments are expected momentarily. Meanwhile, FCC assigned examiner J.D. Bond to Jackson, Mich. hearing Oct. 20.

THEATRE TV LOOMS AS A HOT COMPETITOR: Home TV now has a strong rival when it comes to bidding for rights to top-notch sporting events. Theatre TV, even in its present "closed-circuit" stage, proved this week that it's in a position to outbid the commercial networks -- for first-rate boxing attractions, if not other features.

Record theatre-TV hookup carrying the Sept. 23 Walcott-Marciano heavyweight title bout from Philadelphia was virtual sellout at 50 theatres in 31 cities, where fans fought for chance to pay \$3-\$5 a ticket. Home TVs and radios were blacked out -- a prerequisite to successful theatre TV -- sorely disappointing many set owners.

Fight promoters were guaranteed minimum of \$120,000 from theatre TV -- a figure that was easily surpassed on basis of about \$1 out of each admission going to International Boxing Club. While commercial TV sponsors have matched and exceeded this figure for big bouts in the past, there's another angle in fight promoters' enthusiasm over theatre TV: fight films for later theatre distribution.

Fight films are virtually worthless for subsequent theatre showings when "live" bout has already been viewed on home TV. But when theatre-TV gets exclusive rights, it's another story. As result, fight films are expected to swell the IBC coffers another \$100,000-\$150,000 or even more -- especially in light of the fight's much-talked-about, action-packed climax. To compete with the theatre TV-film package, a home-TV sponsor would have to offer \$250,000-\$300,000 for fight rights.

True, number of home TV stations and size of audience are increasing. But so is number of TV-equipped theatres. So you can expect plenty more theatre-TV exclusives in the future.

* * * *

Theatre TV went coast-to-coast for the first time with this week's bout via Nathan Halpern's Theatre Network TV Inc. But because of time-clearance hitches on AT&T circuits, kinescopes showed first round in California theatres as fight was entering 7th round in Philadelphia. Only one equipment failure was reported -- in New York where theatre was forced to refund \$12,000 when projector didn't work.

RCA equipment was used at 36 theatres, all reporting uninterrupted coverage,

among them Smith Management Corp.'s S-3 Drive-In, Rutherford, N.J. -- first drive-in ever to carry theatre TV. There, 1300 auto loads of fans at \$10 a car and 1200 "walk-ins" at \$3 a head jammed traffic, built bonfires, raised furore. Estimated 20,000 persons crowded into normal 3500-capacity space-- in one case, 3 men squeezed into car trunk -- and hundreds more crashed gate, literally and with binoculars.

Projection system was mounted in 5-ton truck, threw picture more than 125 ft., longest throw ever used in theatre TV. Signal was microwaved from Empire State Bldg. to Rutherford Center, thence via cable to drive-in. Owner Philip Smith enthusiastically predicted, morning after, that outdoor theatres alone will some day gross as much as \$10,000,000 in one night from theatre-TV attractions.

Note: Only station known to have beaten blackout was radio station WILD, Birmingham, which ingeniously picked up Mexican broadcast and hired U of Alabama Spanish teacher to translate for local sportscaster.

STEEL FOR NEW STATIONS--OUTLOOK TIGHT: New TV grantees are going to have to scratch hard for steel for big towers and studio buildings until well into 1953. As result of steel strike, NPA now plans to make no allocations of steel for such purposes until April 1953 -- except for projects which were under way before strike.

NPA has exhausted its supply of steel for fourth-quarter industrial building -- and TV-radio projects went by the boards. Among those deferred was application by WTOP for \$1,750,000 Washington TV-radio studio & office building (Vol. 8:33). Only one post-freeze grantee, however, had applied for fourth quarter materials.

Situation will be nearly as tight in first quarter 1953, say govt. planning officials -- meaning no allotments for "new starts" on construction projects. General easing of shortage is expected in second quarter 1953. Some steel industry chief-tains -- and their opinion is shared by many govt. planners -- see end to practically all metals scarcities by mid-1953.

Current shortage of steel won't keep new stations off air, as we've noted previously (Vol. 8:32). New grantees still will be able to use AM or FM towers to support TV antennas; or buy used towers (as did Portland's KPTV) or certain types of prefabricated towers; or employ various makeshift devices -- or use their self-allotment privileges.

Via the self-allotment route, a builder may write his own priority ticket for 5000 lbs. of copper, 4000 lbs. of aluminum, 25 tons of steel per quarter -- enough steel to put up a respectable 200-ft. tower. The super-towers, though -- the 500-&-1000-ft. ones -- still appear to be out for some time.

Theatre Owners of America, through incoming president Alfred Starr, of Nashville, this week denied our report that Gael Sullivan's resignation as executive director came as the climax of bitterness against his political activity on behalf of Sen. Kefauver's unsuccessful bid for the Democratic presidential nomination (Vol. 8:38). Our source of information was a usually reliable authority within the top echelon of TOA itself. But Mr. Starr states we were entirely wrong; he himself arranged and the TOA board approved Mr. Sullivan's 3-month leave of absence to act as the Tennessee Senator's campaign manager. He also cites the TOA executive committee's warm endorsement of Mr. Sullivan's 4-year tenure and its unanimous resolution of regret at his resignation, which he had discussed with top TOA officials for more than a year because of his desire to enter more lucrative fields. Since it's not our policy or purpose to injure, embarrass or impute the reputation of anyone, and in light of Mr. Starr's statement, we sincerely regret any damage or annoyance Mr. Sullivan may have suffered as a result of the story.

New blast at Justice Dept. 16mm anti-trust suit against 12 major film producers and distributors (Vol. 8:30-32, 34, 38) came this week in adoption of AFL convention resolution sharply criticizing action. Resolution was sponsored by International Alliance of Theatrical Stage Employes, Screen Actors Guild and California State Federation of Labor.

AT&T and theatre-TV proponents meet Sept. 30 to discuss data on intercity transmission facilities requested by Motion Picture Assn. of America and National Exhibitors Theatre TV Committee for Oct. 20 hearing before FCC (Vol. 8:30, 36-37). Latest development in long-drawn-out dispute reflects new conciliatory attitude on part of AT&T, as expressed in Sept. 22 letter; it repeated that equipment hasn't been developed yet and "cost information is therefore not attainable" but requested meeting for "mutual understanding of our respective problems." Parley will bring together top legal and technical representatives at MPAA offices, Washington.

William J. Scripps Associates, telecommunications consultants, was announced this week by the *Detroit News'* TV-radio pioneer (WWJ & WWJ-TV) to offer services in planning, engineering, designing and construction of all kinds of telecommunications systems--radio, commercial & industrial TV, multiplex, teletype, facsimile, telephony, radar, sonar, film recordings. Associated with Mr. Scripps are Dr. Walter Duchinsky, who installed UN building's communications system, and William L. Foss, Washington consulting engineer. Mr. Scripps has severed active association with WWJ & WWJ-TV, but continues as a director of the newspaper. New firm is setting up offices in Birmingham, Mich., New York and Washington.

Telecasting Notes: It cost Republican National Committee something more than \$75,000 for TV-radio simulcast Sept. 23 of Sen. Nixon's explanation of his \$18,000 expense fund. Official sources reveal 62 NBC-TV stations were lined up, plus 194 CBS-radio stations & 560 MBS. TV bill ran \$46,000, preempting *Armstrong Circle Theatre*. On CBS-Radio, about 5 minutes of Louella Parsons were preempted . . . Biggest combined audience in history is probable for Nixon's 9:30-10 p.m. program, TV audience estimated at 25,000,000, radio audience at 46,000,000 . . . Hollywood wags noted that Sen. Nixon's speech from Los Angeles competed on TV in some cities with *Suspense*, *Quick on the Draw* and *Dangerous Assignment* . . . CBS-TV & ABC-AM combined, right after Nixon talk, carried Gov. Stevenson's speech from Baltimore, cutting it 3 minutes short of ending; it was second time the networks have had to fade him out for mis-timing his conclusion . . . If Nov. 4 election brings out biggest vote in history, as some anticipate, current NARTB-promoted "Register & Vote" campaign will have played perhaps the decisive role; practically all TV-radio stations have joined campaign to overcome public apathy—regardless of their owners' political predilections . . . It's good guess that station owners & managers are about evenly divided as between Eisenhower & Stevenson, though no such poll as one among newspapers has been taken; being so rigidly regulated, chances are such poll of broadcasters-telecasters would get only anonymous replies, if any . . . Add politicians and VIP's seeking TV (Vol. 8:28-29): Richard H. Balch, who has held CPs for both AM & FM in Utica, N. Y. but dropped both, and who is now applicant for uhf there (*TV Addenda 15-J*), was Democratic candidate for lieutenant governor of N. Y. in 1950 and mgr. of Harriman's recent campaign for presidential nomination . . . And Paul V. McNutt, applicant this week for uhf in Ft. Wayne with fellow lawyer (see *TV Addenda 15-K*); he's a Democratic bigwig, onetime gov. of Indiana, high commissioner to Philippines, now chairman of United Artists . . . Officialdom hasn't done too badly in TV grants thus far. There are now-building KTBC-TV, Austin, Tex., owned by wife of Sen. Lyndon Johnson (D-Tex.); WEEK-TV, Peoria, Ill., controlled by Sen. Kerr (D-Okla.); WWLP, Springfield, Mass., headed by ex-economic stabilizer Roger L. Putnam . . . Radio station ownership by politicians—and

there are quite a few—got dragged into heat of campaign this week when *N. Y. Herald Tribune* reported Sept. 26 that Mrs. John J. Sparkman, wife of the Democratic vice presidential nominee, got \$6501 in dividends last year from her 49% ownership of WAVU, Albertville, Ala., 500-watt daytime local controlled by Pat M. Courington, husband of her niece . . . Sen. Benton (D-Conn.), campaigning for reelection, bought 6 half-hour telephone talkathons, sidewalk interviews, movies of his career, plus *Meet the Press* type of interviews, on WNHC-TV, New Haven; ending series last week because he felt he might be outwearing his welcome, he began series of radio talks . . . Dr. Allen B. DuMont doesn't go along with those who think TV's future rests mainly on film; in Los Angeles this week he said live shows rather than film will dominate "because of costs" . . . "Films for TV" is new section announced to start in November *Television Rates & Data* . . . Broadcast Information Bureau, 535 Fifth Ave., N. Y., this week issued 5th edition of its *TV Film Program Directory* devoted to "series, serials & packages" . . . Many N. Y. theatres leased by networks as TV studios are fast reverting to original owners or remaining vacant, says Sept. 25 *Billboard*, citing as reasons a trend to filmed TV shows and shift of many live network TV programs to west coast . . . Smart promotion idea: 60 teen-agers take over complete operation of WKY & WKY-TV, Oklahoma City, for full day, chosen on basis of best letters written in advance stating why they're interested in TV-radio as career; stunt went over so well it's to be made annual event . . . Best TV promotion of the year: *The Story of ASCAP*, presented in 2 chapters on Ed Sullivan's *Toast of the Town* on CBS-TV, Sun., Sept. 28 & Oct. 5, 8-9 p.m. . . . Success of recent Bertrand Russell interview on film has led NBC-TV to shoot another 30-min. interview with poet Robert Frost at his Vermont home . . . Walter J. Damm, gen. mgr. of WTMJ-TV, Milwaukee, shattered gallon bottle of Wisconsin milk against first column of new 1032-ft. tower, used wrench & nuts painted gold, at ceremonies this week marking erection of steel for antenna of new 25-kw transmitter expected to be ready about March 1 . . . Roanoke's WROV-TV, granted CP only last week (*TV Addenda 15-J*), conducted closed-circuit TV at Roanoke Home Show this week as promotion for hoped-for December debut.

Station Accounts: Note of caution and some pertinent observations arising from increasing use of TV advertising to promote movie attendance: "We do not believe," writes asst. mgr. Russ G. Winnie, WTMJ-TV, Milwaukee, "that TV stations can justify taking clips from motion pictures for use as commercial announcements without being extremely careful to examine the contents of these clips. Someone clipped out of *King Kong*, a super-horror picture, the most terrifying portions possible and they wanted to run them in children's programs. This type of promotion is inconsistent with our idea of children's programming. [If this] practice is to be followed, we have a notion that the spiciest clips possible will be used for commercials on future motion pictures in an effort to sell movies to the public. At least out here in Milwaukee, we have our consciences to live with" . . . In buildup of new Cinerama system of 3-dimensional movie projection, which has premiere in New York next week, McCann-Erickson included spot TV . . . Standard Oil of Calif., already sponsoring *Chevron Theatre*, buys added film series of classical musicals with vocalists & ballet titled *Standard Hour* on 6 western stations . . . Ford Dealers of Detroit sponsoring filmed highlights of U of Michigan football games every Mon. night on WWJ-TV, coach Fritz Crisler commenting: Willys-Overland dealers in Baltimore banded to buy one quarter each of 8 Sat. p.m. high school football games on WAAM . . . Among other advertisers reported using or

preparing to use TV: New York & New England Apple Institute, thru Charles W. Hoyt Co., N. Y.; Junex Products (Junex reducing pills), thru Harold Kaye Adv., N. Y.; Wyler & Co. (soup), thru Weiss & Geller, Chicago; J. Colonna Brother (Italian Kitchen cheese), thru Tracy, Kent & Co., N. Y.; Gemex Co. (watch bands), thru BBDO, N. Y.; Lan-O-Sheen Inc. (cleaner & soap), thru Bruce B. Brewer & Co., Kansas City, Mo.; Nebraska Consolidated Mills Co. (Duncan Hines cake mix), thru Gardner Adv., St. Louis; Salada Tea Co., thru Hermon W. Stevens Agency, Boston.

Fine gesture to educational TV on part of *Houston Post's* KPRC-TV was made known this week when TV chairman Holger Jeppersen, of Houston Independent School district, disclosed that publisher W. P. Hobby, ex-gov. of Texas, and executive v.p. Oveta Culp Hobby, wartime head of the WAC, had offered free of charge some \$150,000 worth of equipment, including studio & transmitter building, 500-ft. tower and various accoutrements. School District, along with U of Houston, recently were jointly granted Channel No. 8 for new non-commercial educational station KUHT (Vol. 8:34). It's likely the offer will be accepted in order to expedite new station, though it plans more elaborate facilities later. KPRC-TV expects to complete own new \$850,000 plant on 30-acre site by next Feb. 1, when educators could take over. It's also applying around Nov. 1 for power boost.

Personal Notes: Harry C. Wilder, who sold WSYR & WSYR-TV, Syracuse, to Newhouse newspaper interests in 1950 and continued as president, retires this week to devote time to his own radio and business interests, including WELL, New Haven, and WTRY, Troy, N. Y., both TV applicants . . . Telford Taylor, onetime FCC gen. counsel, recently small defense plants administrator, who has resumed law practice at 400 Madison Ave., N. Y., reappointed gen. counsel of Joint Committee on Educational TV . . . Mortimer Watters, gen. mgr. of WCPO-TV, Cincinnati, chairman of new ABC-TV advisory board comprising Kenneth Berkeley, WMAL-TV; Otto Brandt, KING-TV; William Lane, WLTV; Franklin Snyder, WXEL . . . Justin Miller, chairman & gen. counsel of NARTB, presented Federal Bar Assn. award "for meritorious services" at FBA annual dinner in Washington this week . . . Edward J. Noble, ABC chairman, serving as gen. chairman of 1953 Greater N. Y. March of Dimes drive . . . Pat Weaver, NBC v.p., in Hollywood observing new TV shows, returns Oct. 6 after attending Oct. 4 opening of new NBC studios there . . . Hal Hough, ex-WJZ-TV, named program director of WCBS-TV, succeeding Richard Doan, now v.p. of C. E. Hooper Inc. . . . John Patrick Smith, asst. gen. mgr. of WCPO & WCPO-TV, Cincinnati, in General Hospital there—polio victim . . . Seymour Horowitz promoted to program mgr., WJAR-TV, Providence, succeeding Norman Gittleston, now TV operations mgr.; Manning Tesser promoted to production coordinator . . . Paul Munroe, ex-NBC, CBS and various N. Y. ad agencies, now gen. mgr. of Mid-Continent TV Inc., applicant for Wichita; he's also TV consultant for Sherrill Corwin, California theatreman and principal in applications for Stockton, Portland, Seattle, & Springfield, Ill. . . . Fred Kilian returns to ABC-TV central div. as program director after 15 months with Young & Rubicam, Chicago . . . Warren Wade, ex-WPIX, now mgr. of WOR-TV, New York . . . Roy White promoted to studio engineering supervisor, KTLA, Los Angeles . . . Robert Friedheim promoted to v.p., Pierre Weis succeeding him as gen. mgr., World Broadcasting System (Ziv); Friedheim will be coordinator of all Ziv activities in N. Y., handling former duties of Herbert Gordon, now in Hollywood for Ziv . . . Louis H. Wray resigns as sales mgr., KHJ, Los Angeles, to open Denver office for Ziv; he's succeeded by Terry Mann . . . Ralph N. Weil, gen. mgr. of WOV, New York (AM), to direct TV-radio clinic of N. Y. Advertising Club's advertising & selling course . . . Cy Newman new TV-radio director of Miller Adv., N. Y. . . . Wm. Spier joins Ford Foundation's TV-Radio Workshop to produce *Omnibus* . . . Don Kearney, TV spot sales mgr., appointed national sales mgr., ABC-owned TV stations; Mae H. Dehn named business mgr. of WJZ-TV, New York.

Trend to specialized programming by competing networks and large independent stations as method of fighting big-name TV casts of NBC & CBS was further evidenced this week as WOR-TV, deep in red ink, adopted new format concentrating almost exclusively on filmed shows, eliminated news & special events dept., plans to drop nearly all sports and other live shows. Specialization has already been manifested by ABC and DuMont. Former is using news as its specialty, last week announced new all-star news digest program under newsman Louis Ruppel to begin Oct. 9 (Vol. 8:38). Latter is now undergoing all-out emphasis on sports programming under Tom McMahon. Retrenchment at WOR-TV spelled bad news for some 60 employes. Among them were news and special events director Dave Driscoll and sports director Bob O'Connor as well as some 30 engineers, some of whom may be rehired next spring when station resumes Brooklyn Dodgers home games under commitment to BBDO.

Network TV-Radio Billings

August 1952 and January-August 1952
(For July report, see *Television Digest*, Vol. 8:35)

ALL NETWORKS shared in jump in TV time billings during August, totaling \$12,736,521 as against \$10,315,067 in July and \$9,302,071 in August 1951, according to Publishers Information Bureau report Sept. 26. Their total time sales for first 8 months of this year amount to \$111,667,702, which compares with \$73,459,488 for same period last year. First-place NBC-TV leads CBS-TV by nearly \$10,000,000.

August radio network billings also went up for all save MBS, totaling \$10,937,244 as against \$9,554,737 in July; for the 8 months aggregate radio, at \$103,982,740, is about \$15,000,000 behind same 1951 period. CBS continues to lead in radio, NBC some \$360,000 behind it for the month. ABC alone is running ahead of 1951, both for August and for the 8 months. The complete PIB report:

NETWORK TELEVISION

	Aug. 1952	Aug. 1951	Jan.-Aug. 1952	Jan.-Aug. 1951
NBC	\$ 5,618,643	\$ 3,359,856	\$51,131,144	\$33,577,340
CBS	5,105,929	3,734,551	41,720,268	24,238,538
ABC	1,166,169	1,444,593	12,827,324	11,174,614
DuMont	845,780	763,071	5,988,966	4,468,996
Total	\$12,736,521	\$ 9,302,071	\$111,667,702	\$73,459,488

NETWORK RADIO

	Aug. 1952	Aug. 1951	Jan.-Aug. 1952	Jan.-Aug. 1951
CBS	\$ 3,991,490	\$ 4,440,261	\$36,886,518	\$47,987,561
NBC	3,338,843	3,808,906	30,400,973	37,537,629
ABC	2,281,852	2,210,352	23,768,234	21,863,182
MBS	1,325,059	1,329,375	12,927,015	11,537,124
Total	\$10,937,244	\$11,788,894	\$103,982,740	\$118,925,496

NETWORK TELEVISION—January-August 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
Total	\$12,827,324	\$41,720,268	\$ 5,988,966	\$51,131,144	\$111,667,702

NETWORK RADIO—January-August 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	3,254,599*	1,339,276	2,878,196	9,554,737*
Aug.	2,281,852	3,991,490	1,325,059	3,338,843	10,937,244
Total	\$23,768,234	\$36,886,518	\$12,927,015	\$30,400,973	\$103,982,740

* Revised as of Aug. 26, 1952.

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.

Spot radio cuts aren't in wind, despite revised rate structures of CBS, NBC & ABC (Vol. 8:33, 36-37), says Sept. 22 *Sponsor Magazine*, which surveyed stations, national reps, timebuyers—and concluded: (1) Any spot changes will be on individual basis, not national pattern, with some up, some down. (2) Most stations will eventually cut evening and/or raise morning rates, but not soon. (3) Currently booming national spot business will stiffen resistance to proposals for cuts. (4) Simultaneous day-night changes aren't inevitable, but many stations will make them. (5) TV's expansion will soon force single day-night radio rate. (6) Rate-card selling, not "deals," will return as regular formula. If and when cuts do come, stations are expected to avoid discount changes, if possible, to make timebuying easier, not harder.

CONGRESS' PROBE of TV-radio programing has ended—for time being. Rep. Harris (D-Ark.), chairman of investigating subcommittee of House Interstate & Foreign Commerce Committee, indicated his group's next action will be the summarizing of data and reporting to House, although slight possibility exists that ad agencies and sponsors will be called at further hearings following November elections. It's probable subcommittee won't recommend specific legislation, but will confine itself to urging (1) that FCC keep watch over program standards, and (2) that the industry continue its efforts at self-regulation.

Subcommittee wound up its proceedings with 2-day sessions in New York and Washington this week. NBC v.p. Charles R. Denny and CBS-TV president J. L. Van Volkenburg, in New York, followed lead of industry witnesses last week in emphasizing that self-regulation, not legislative control, is answer to alleged "offensive" programs (Vol. 8:37).

Washington witnesses included: (1) American Civil Liberties Union counsel Herbert M. Levy, who urged that program content be left to local operators and who condemned NARTB's TV Code as detrimental to program quality and possibly illegal. (2) Mrs. Winfield D. Smart, National Council of Catholic Women, who cited surveys taken in Falls Church, Va. to show too many crime programs on air before 9 p.m. (3) Albert J. McAloon, Rhode Island Juvenile Court, who asked that Congress lend support to groups fighting juvenile delinquency by "supervising" TV. (4) U. S. Brewers Foundation counsel Clinton M. Hester, who answered prohibitionists' frequent blasts against beer commercials by discussing constitutional issues of 21st amendment. (5) Miss Alice Keith, National Academy of Broadcasting, who condemned crime shows.

Rep. Harris also put into record letter from ex-FCC chairman Wayne Coy, who explained that illness prevented his personal appearance and stated that any ban on TV-radio beer advertising would be discriminatory if aimed at only one medium.

Network Accounts: Ten sponsors during last 2 weeks have purchased 102 segments of weekday 7-9 a.m. *Today*, reports NBC-TV sales v.p. John K. Herbert. They're Plymouth, thru N. W. Ayer; Beacon Wax Co., thru Allied Adv.; Kleenex, thru Foote, Cone & Belding; Nylast, thru Wm. E. Weintraub Co.; Noma Electric Co., thru Albert Frank-Gunther Law; West Coast Lumbermen's Assn., thru MacWilkins, Cole & Weber; International Silver Co., thru Fuller & Smith & Ross; Pharma-Craft Corp., thru Ruthrauff & Ryan; DeSoto and Polaroid, thru BBDO . . . Bob Hope this week signed \$2,000,000 contract, called biggest single deal in radio history, for 35 weeks of taped 15-min. shows to be carried on NBC-radio, Mon.-thru-Fri. 9:30-9:45 a.m. EST, starting Nov. 10, and for 26 weekly half-hour variety shows tentatively set for Wed. nights on NBC, both sponsored by General Foods; his TV will be confined to rotating appearances on *Colgate Comedy Hour* . . . Sterling Drug (Bayer aspirin) sponsors *Inspector Mark Saber—Homicide Squad* starting Oct. 6 on ABC-TV, Mon. 8-8:30, thru Dancer-Fitzgerald-Sample . . . P. Lorillard Co. (Embassy cigarettes) Oct. 7 starts *The Embassy Club* with Bob & Ray on NBC-TV, Tue. 10:30-10:45 p.m., thru Lennen & Mitchell . . . Pepsi-Cola starts *Short Short Dramas* Sept. 30 on NBC-TV, Tue. 7:15-7:30.

Conde Nast Publications (*Vogue*, *Glamour*, etc.), like Time Inc. and Meredith, is staking claim in TV with election of its president I. S. Patevitch to board of Telenews Productions Inc., now providing newsreels and planning to expand into film programs. He's latest stockholder.

ABC-UPT MERGER still looks like good bet for December decision—favorable. Proposed findings were filed jointly by ABC and United Paramount Theatres this week, along with arguments for Paramount Picture Corp.'s fitness to hold TV licenses, thus leaving only the DuMont and FCC Broadcast Bureau briefs still pending.

Last week's deadline extension to Oct. 3, asked for by FCC (Vol. 8:38), shouldn't delay final decision, inasmuch as examiner Leo Resnick's order noted that filings before deadline are enabling him to keep pace with the work. Moreover, no more postponements will be granted.

Final decision, accordingly—after allowing for Resnick's original decision, time for filing exceptions and FCC's deliberations—should come by December (Vol. 8:34). As things stand, decision is quite sure to be favorable.

ABC-UPT's joint proposal this week contends FCC should approve merger because: (1) New resources will promote network competition. (2) UPT officials will provide valuable business experience, showmanship, management ability. (3) Additional resources will promote research. (4) ABC needs revenue sources, other than broadcasting, such as other 3 networks have. (5) Better programing will result, stimulating other networks to improvement. (6) Merger won't tend to lessen competition since both theatre and broadcasting divisions will still have plenty of competition.

Paramount Picture Corp.'s arguments for renewal of its licenses: (1) Its officials have necessary legal, technical & financial qualifications. (2) It has pioneered in TV. (3) There's no anti-trust evidence in its telecasting history. (4) It has no restrictive policy towards TV in films, stories, talent. (5) Transfer of licenses after consent decree didn't need FCC approval because transfer was involuntary and wasn't accompanied by change in management or beneficial ownership.

New 73-page edition of RCA's *Application Data & Filing Information for TV Stations* has been sent to consulting engineers. Expanded loose-leaf manual contains new chart showing estimated studio equipment and operating costs for 4 classes of TV stations, bar graph charts comparing equipment and operating costs vs. coverage for all channels, chart showing antennas and transmitters which may be used together, data on suggested antenna feed systems, depression angles for different antenna heights, etc. It's available from broadcast equipment section, engineering products dept., Camden, N. J.

WJAC-TV, Johnstown, hopes to send good picture into Pittsburgh when it completes FCC-required channel switch from No. 13 to No. 6 and goes to 70-kw power by Oct. 1 or 2. Station is currently operating with 500-watt standby transmitter while regular 5-kw job is being converted for Channel 6 operation. Of the 30 stations required by allocation report to shift channels, so far only one—WSAZ-TV, Huntington, W. Va.—has completed the change (Vol. 8:32).

TV ban on legislative and judicial proceedings was urged by Federal Bar Assn. convention in Washington Sept. 22. Govt. lawyers adopted resolution after hearing Rep. Celler (D.-N. Y.) say that TV produces "ham acting" and that "rights of witnesses are completely forgotten in the zeal to do a good job of acting." Similar action was passed by New York State Bar Assn. Jan. 25 (Vol. 8:4), but rejected by New York City Bar Assn. (Vol. 8:3).

Improvement of TV pictures through better use of lighting will be subject of two clinics sponsored by GE at its Lighting Institute in Nela Park, Cleveland, week of Oct. 13. Meanwhile, CBS will test its new 5,500,000-watt C-I lighting system at its multi-million dollar Television City in Hollywood Oct. 3 under direction of inventor George C. Izenour.

PRICES GOING UP, SHORTAGES FORESEEN: Now comes a wave of price increases -- mostly \$10 or \$20 on selected units, generally attributed to higher production costs but at least in one case to higher discount allowances to distributors & dealers.

Whether it's a trend, or merely a natural manifestation of the new TV boom, it's too early to say. Trade papers are full of denials of manufacturers, big and little, that they also intend to hike prices. But past experience tells us that this in itself could be a signal that they too will be caught in the wave.

For the fact is that Philco's price increases last week (Vol. 8:38) were followed this week by similar announcements from Admiral, CBS-Columbia, Muntz and Sylvania (p. 11). Even earlier (Vol. 8:35), Scott raised prices, and latest hikes were second for Muntz which early in August raised entire line \$20-\$30 (Vol. 8:31).

No one will be surprised if more are announced before these words are read. For apparently the spectre of materials shortages signalled by steel (Vol. 8:35), at first scoffed at, is now regarded as real; components are costing more -- picture tubes, transformers, condensers, tuners; labor costs are going up.

There's even the possibility that TV sets will be in short supply soon, the New York Times reporting: "A serious shortage in all types of TV receivers is developing rapidly and will grow worse as the active fall season goes into the Christmas rush period." The Times goes on to say that retailers report leader sets in most lines already "critically short" and "probably virtually unobtainable by late Nov."

If set shortages do develop, they can also be attributed to the opening up of new markets -- notably Denver & Portland as starters -- which are taking great numbers of receivers.

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Besides those we've quoted in this column in recent weeks, several more set makers came out with statements this week that reflect the current TV boom, which is also getting marked attention on the stock exchanges where electronic shares enjoyed brisk activity. In fact, Admiral, Motorola, Magnavox & Zenith went to new highs.

Westinghouse TV-radio sales are way up, with "radio production completely sold out and no further radio orders being accepted for the balance of this year," said Joseph F. Walsh, TV-radio sales mgr. That could mean materials allotments from now on will be concentrated on TVs rather than radios, though he didn't say so.

Olympic Radio's president Percy Schoenen said demand has absorbed both accumulated inventories and expanded output, adding that TV set output will be expanded from 500 to 700 per day next week and to 900 before end of year.

Stromberg-Carlson's president Robert C. Tait, whose company raised prices on high-end units last week (Vol. 8:38), predicted shortages "before Christmas." They are already manifest in lower-priced lines throughout the industry, he said. Stromberg itself has practically no inventory left and now can't make sets fast enough.

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Declining factory inventories are again reported by RTMA, with only 205,658 sets on hand as of Sept. 19 -- down from 212,197 the preceding week and continuing the steady downward trend that began in July and that has ameliorated any fears that may have been felt when peak of 491,834 was reached in early June.

TV output was 156,791 (10,378 private label) for week ended Sept. 19, almost same as peak week's 156,987 as of Sept. 12.

Radio output was 191,213 for week (81,347 private label), inventory 246,933. Both figures are down from week before (Vol. 8:38). Week's radios were 71,276 home receivers, 32,304 portables, 35,329 clock, 52,304 auto.

Note: Dealer inventory figures now being compiled by RTMA aren't yet ready; last distributor inventory report, as of July 25, was 392,356.

UHF PIONEERING—PROBLEMS FOR TV TRADE: Some plain facts about uhf receivers, converters, antennas and associated equipment were laid on the line before about 2000 electronic distributors this week at Atlantic City.

Figuratively in the shadow of Portland's new uhf station -- for that was the main topic of conversation -- delegates to National Electronic Distributors Assn. convention put some tough questions to manufacturers' panel headed by International Resistance Co. v.p. Harry Ehle, and got some forthright answers.

The electronic distributor's principal customer is the TV-radio serviceman, and most questions centered around availability and suitability of uhf antennas and transmission line -- but highly interesting discussion on receivers, converters and uhf problems in general got started when distributor in audience asked:

"What will be the fringe area for uhf?"

Some 20-30 miles from transmitter, as rough rule-of-thumb, answered panelist Robert Furst, engineer for David Bogen Co. He was joined by Kenneth Weitzell, mgr. of GE's commercial engineering tube dept., who added:

"There's no such thing as a clearly defined fringe area." In case of uhf, he said, area of best reception will be limited sharply at first, because:

(1) Stations will start out with far lower signal strength than current vhf stations, because of unavailability of high-powered uhf transmitting equipment.

(2) Current uhf sets aren't nearly as sensitive as today's vhf. He pointed out that unwanted noise developed within modern vhf sets averages about 7 db, while the first uhf receivers and tuners develop about 20 db -- "approximately the level of the first TV sets of years ago." A 3-db reduction in receiver's noise level, he said, is equivalent to doubling transmitter power. As manufacturers reduce noise level in uhf receivers, fringe areas will be pushed farther out.

Antennas and lead-in wire contribute to "fringe area" problems in uhf, said Channel Master v.p. Harold Harris. Uhf antennas work under severe limitations of size, he said, and are greatly affected by moisture and dirt. Transmission line losses, too, are far greater in uhf than in vhf.

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What about converters? Do they work? That question was bothering good many distributors. Sylvania engineer Wilfred B. Whalley answered for panel when he said any of converters on market will work "satisfactorily." Mr. Furst added that "the immediate problem is to get converters into the field that will fill the primary need and operate reasonably well. The long-term problem is to perfect them."

If there's any shortage of uhf antennas -- and distributors seemed to think there was -- it wasn't evident at NEDA convention. Each antenna maker hawked his own "answer" to all uhf problems -- from \$3.50 up -- and almost every one was sure the other fellow's antenna wouldn't work at all.

Manufacturers of lead-in line -- represented on panel by engineers L.C. Abel of Anaconda and R. D. Maddox of Belden -- took most thorough grilling from the distributors. Summary of their replies: Uhf transmission line will be "slightly more costly than the present flat-ribbon type, but not as expensive as coaxial." Standard impedance will be 300 ohms, as in vhf. Field tests on uhf line are still going on, but the present vhf type is adequate as interim measure.

Distributors were frankly impatient with manufacturers' inability to deliver the uhf goods. Typical questions: "Two stations will probably come on the air in our city [York, Pa.] before anybody has equipment to receive them; what should we tell our customers?" "Why didn't you learn anything in Bridgeport?" "Why did the manufacturers miss the uhf boat -- didn't they know it was coming?" "Who's waiting for whom -- the antenna manufacturers or the transmission line manufacturers?"

* * * *

Distribution and service trades were given word of warning by Mr. Harris -- which could well be heeded throughout the TV merchandising fraternity:

"We're feeling our way in uhf," he said. "Your responsibilities to yourself and the industry will be very great in these early days. Your customers should be made aware that they are pioneering uhf -- that the early installations are not the

ultimate." He cautioned against buying large quantities of any uhf equipment, as new developments in the field will be rapid. He concluded with this advice:

"Just before uhf is scheduled to come to your town, it would be wise to send a member of your organization to the nearest existing uhf area, to determine which products are good, which are bad, which will work, which won't -- and make your own purchases accordingly."

Topics & Trends of TV Trade: Strong concern over TV receiver oscillator radiation is expressed by FCC in letter to RTMA president Glen McDaniel. Commission said it's "especially concerned with reports of uhf tuners, uhf tuning strips and internal converters, and built-in tuners [which] do not propose to use the standard intermediate frequency and fundamental operation which your organization agreed upon." Letter adds:

"If non-standard tuner designs are developed commercially, the problem of receiver radiation might well be aggravated to a degree which will require more effective suppression of oscillator radiation than would otherwise be required."

Commission's letter, dated Sept. 17, pointed out that it has proposed limitation of 15 uv/m at 100 ft. for radiations from TV-radio receivers and other equipment, and that it had based allocation plan on standard IF of 41.25 mc on advice of RTMA. Letter continued: "It is possible that before the problem is ultimately solved some modification of the suggested 15 uv/m at 100 ft. limitation may have to be made for uhf receivers. If a standard IF of 41.25 mc. is made effective by the manufacturers, [such] an adjustment may be feasible."

Also mentioned in letter were interference from TV receiver sweep circuits, and spurious receiver responses. RTMA was requested to submit information "concerning the steps which are being taken" to reduce these radiations.

Reply by Mr. McDaniel assured Commission: "We have gone to work immediately to compile additional information on, and give renewed attention to, the problems discussed in your letter." He added that reports on radiation tests on 1952 receivers will be available soon and that RTMA's committee R15 on radiation problems "hopes to be in a position to recommend standards for uhf receiver radiation reduction by the end of this month."

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Keen competition in 21-in. table offerings sees RCA out this week with new wood table model listing at \$260, priced inboard. Table ensemble is \$20 extra. This is now low-end of 21-in. line, introduced last June (Vol. 8:25), whose Lambert table listed at \$280 & \$290.

Prices on most of Admiral's recently introduced new line of consoles & combinations (Vol. 8:33) were increased approximately 5% this week, sales v.p. Wallace C. Johnson stating move was necessitated by higher production and materials costs.

Sylvania raised list prices this week on 6 models by \$10, on one by \$20, at same time hiking distributor discount about 1½% and suggesting same for dealers. The \$20 increase applied to console combination.

CBS-Columbia ups prices \$10-\$30 on its 3 top-end models, restores price cuts on its low-end and medium-cost receivers to original lists at introduction (Vol. 8:24).

Muntz raises prices of 20-in. tables \$10 to \$140 and 21-in. table & console to \$200; 21-in. console with doors is up \$20 to \$230. Tax & warranty are extra.

Admiral accessories div. (Ray Peterson, mgr.) to distribute Mult-Tel couplers manufactured by Brach Mfg. Corp., div. of General Bronze Corp.

David Bogen Co., New York (sound equipment) plans to have new all-channel uhf continuous tuner in February.

Merchandising Notes: August TV sales in 7 counties of southern California, as reported to Electric League of Los Angeles by 28 brands (excluding some of top private-label), totaled 186,298—13% more than August 1951—for cumulative total of 1,347,154 . . . Washington area, where competition often is cut-throat, has new Big-10 Group of independent TV, radio & appliance dealers, headed by James P. Fulford, organized for centralized buying, co-operative advertising, competition with chains; claims \$5,000,000 buying power . . . FM dept. of NARTB supplying kit of "material for self-propelled promotion" of FM-equipped radios, designed to persuade listeners to buy them as Xmas gifts . . . DuMont reports it's increasing factory field force and expanding by 50% its distributor organization . . . Davega Inc. buys 15-min. sports show with Harry Wismer preceding world series game on WOR-TV.

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Warning that independent service operators and parts distributors would be "cut to ribbons" by growing tendency of TV set manufacturers to introduce and service complete lines of tubes and parts for their own receivers came from Albert M. Haas, president of Philadelphia Television Contractors Assn., in address to National Electronics Distributors Assn. convention in Atlantic City this week. He advocated better selling job, price reductions and tighter credit as remedies. Meanwhile, plan for self-policing of TV service establishments—including voluntary adoption of a code of ethics, approval of qualifications by local Better Business Bureaus and display of emblem by those found qualified—is recommended to its members by National Alliance of Television & Electronic Service Assns. as means of combating unfavorable publicity against service trade.

RCA's expansion in appliance field, already signaled by distribution of Fedders-Quigan air conditioners under own brand name, made more definite by acquisition this week of Estate Stove Co., Hamilton, O., Noma subsidiary, subject to approval of Noma stockholders Nov. 5. RCA will thus manufacture and distribute "Estate" brand ranges and "Heatrola" gas & oil heaters. Estate's president Cecil M. Dunn becomes president of new RCA-Estate Appliance Co. Inc.

Muntz TV Inc., whose president Earl Muntz this week quit as president of Muntz Car Co. to devote full time to other enterprises, going into factory-to-consumer air conditioner business next spring; plans first pilot run of half, three-quarter & one-ton units at new 5,000-sq. ft. plant in Evanston, Ill., where some of its TV sets are made.

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Distributor Notes: CBS-Columbia appoints Graybar, Birmingham . . . Hallicrafters names Dixie Distributors Inc., Birmingham (Murray White, pres.) . . . Tele King appoints George Kraft Co., Portland, Ore. . . Capehart's San Diego distributor, Gold E Distributors Inc., appoints Rex Langdon sales mgr.: he's ex-Hoffman and replaces Bill Schreiber, now U. S. Grant Supply Co.

Hoffman Radio, west coast rep for Jerrold, reports it's installing community antenna systems for local firms in San Bernardino & Laguna Beach, Cal., each embracing 500 homes.

Hytron, tube-making div. of CBS, reported seeking site for new midwest plant.

Trade Personals: Donald MacGregor, v.p. of Zenith Radio tube-making subsidiary Rauland Corp., elected president & gen. mgr. of Webster-Chicago, succeeding R. F. Blash, now chairman; MacGregor was v.p. & gen. mgr. of Webster-Chicago before joining Zenith in 1947 . . . Irving Rosenberg, gen. mgr. of DuMont plant, elected to executive committee of RTMA set div., replacing Dr. Allen B. DuMont . . . S. K. Wolf, ex-Federal, now associate professor at New York U, is president of new Microwave Services Inc., consultants and constructors in the telecommunications field; Dr. S. J. Begun is chairman . . . Lawrence J. Straw named Bendix Radio mobile sales mgr.; A. Howard Bode new director of industrial relations; Herman S. Sacks promoted to adv. mgr., succeeding Walter C. Lederer, now a district mgr. . . Keith J. Ackley, ex-Stromberg-Carlson, named RCA home instrument field sales rep in upstate N. Y. . . John E. Kane, ex-Macy's and Raymond Rosen Co., now Sparton central Iowa rep . . . Henry Taylor promoted to asst. director of research, Aerovox; Peter B. Grad, ex-Borden Co., named technical director . . . Wm. B. Fors has resigned as Sparton adv. mgr. to join Detroit staff of *Holiday Magazine* . . . D. R. Edge, Graybar mgr. of govt. sales in Washington, adds title of mgr. of communications sales; Graybar also names J. M. Turner as operating mgr. in Jackson, Miss. . . Harry M. Stephey succeeds Henry Bowes as Philco's govt. & industrial sales div. mgr. in Washington; he will headquarter there but continue to administer Philadelphia & Dayton field offices.

New president of NEDA—National Electronic Distributors Assn.—is W. D. Jenkins, Radio Supply Co., Richmond, succeeding George Wedemeyer, Wedemeyer Electronic Supply Co., Ann Arbor, Mich. Other officers chosen this week at Atlantic City convention: Dahl W. Mack, Scranton Radio & TV Supply Co., Scranton, 1st v.p.; Gerald E. Murphy, Electronic Supply Corp., Battle Creek, 2nd v.p.; Max I. Epstein, Federated Purchaser, New York, treas.; J. Howard Klein, All-State Distributing Corp., Dallas, secy. Executive committee to serve under board chairman Aaron Lippman, Aaron Lippman & Co., Newark: L. E. Montague, Montague Radio Distributing Co., Beaumont, Tex.; Henry F. Morrison, Morrison's Radio Supply, Ashabula, O.; Anthony Dybowski, Dymac Inc., Buffalo; Roger Fjelstad, General Radio Inc., Seattle; Henri Jappe, A. W. Mayer Co., Boston; Leslie C. Rucker, Rucker Radio Wholesalers, Washington.

IRE's highest award, the 1953 Medal of Honor, was bestowed on Dr. John M. Miller, supt. of Naval Research Laboratory's radio division No. 1, the 1953 Morris Liebmann Memorial Prize going to John A. Pierce, Harvard research fellow, and the Zworykin TV Award to Frank Gray, Bell Labs. In addition, IRE this week announced 49 new fellows, including: Edward W. Allen Jr., FCC chief engineer; John L. Callahan, RCA Communications Inc.; K. A. Chittick, RCA Victor; Arthur A. Collins, Collins Radio; W. W. Eitel, Eitel-McCullough; Lyman R. Fink, GE; Lewis B. Headrick, RCA, Lancaster, Pa.; Philip J. Herbst, RCA Victor; John Hessel, chief, radio communications branch, Signal Corps, Ft. Monmouth; Frank G. Kear, Kear & Kennedy, Washington; Royce G. Kloeffler, Kansas State College (TV station grantee); Edmund A. LaPort, RCA International; Russell R. Law, RCA Labs; Wm. A. MacDonald, Hazeltine; Jack A. McCullough, Eitel-McCullough; Allen B. Oxley, RCA Canada; Bertram Trevor, RCA Labs; Charles J. Young, RCA Labs.

Dividends: Motorola, 37½¢ payable Oct. 15 to stockholders of record Sept. 30; Emerson Radio, 10¢ Oct. 15 to holders Oct. 4; Audio Devices, 3¢ Sept. 30 to holders Sept. 26; Packard-Bell, 25¢ Oct. 25 to holders Oct. 10; Technicolor, 50¢ Oct. 20 to holders Oct. 6.

Financial & Trade Notes: Excellent sizeup of "Electronics—America's Fastest Growing Industry" has been prepared for Oct. 1 *Financial World* by research specialist S. B. Lurie, of Paine, Webber, Jackson & Curtis. Semi-technical review intended mainly for investors concludes:

"While the electronics industry is in the process of changing character, it probably will remain related primarily to the entertainment business as such in the near future. Push-button factories are not going to materialize overnight. Microwave relay—an industrial electronics gadget which in effect represents a private telephone system without wires or cables—is more immediately exciting. This is being widely used by oil companies, pipelines, utilities, railroads, etc. At any rate, with the freeze on new TV stations having been lifted, entertainment TV will dominate the nearby electronics scene. A threefold increase in the number of sets-in-use—and a tenfold increase in the number of broadcasting stations—seems likely during the next 5 years. Sometime during this period, color and/or international TV will make new headlines.

"For the investor, the problem is simple yet complex. Certainly, the set makers and the broadcasting companies seem to have a promising near term future—one where merchandising ability and operating efficiency will be the 'payoff.' Similarly, the component parts makers in effect have 2 strings to their bow—for vacuum tubes and transistors require supporting parts whether they are used in entertainment or industrial apparatus. The latter is where a new field for success stories is being opened: i.e., which companies will make the instruments and controls applying electronics to industry? The die has not yet been cast as to whether the specialists—who are new and/or small companies—or the older established industrial giants will dominate the field."

Note: Standard & Poor's opines that "the electronics industry is on the threshold of developments which, through impact on industry and on individuals, may prove as revolutionary as the automobile or the use of electric power." It estimates 1952 production valued at \$4 billion, as against \$250,000,000 in 1939.

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Though DuMont lost \$583,377 in 1951, shows net profit of only \$56,000 for first 24 weeks in 1952 (Vol. 8:38), president Allen B. DuMont stated in San Francisco this week that his company will show profit of \$2,500,000-\$3,000,000 before taxes this year on sales of \$75,000,000 (vs. \$50,700,000 in 1951). He forecast 1953 sales at \$115,000,000. Denver was cited as example of how new TV markets boost sales; in 30 days after new station opened there, dealers sold 20 carloads of DuMont sets, he said, each carload containing 150-200 units.

Improvement in TV-radio-appliance market which began last spring shows no signs of slackening, said Avco president Victor Emanuel, announcing net sales of \$219,939,742 for 9 months ended Aug. 31, net income of \$6,647,079 (72¢ on 8,889,400 shares). Same period last year saw net sales of \$210,947,060, net income of \$7,660,372 (84¢ on 8,755,353 shares). Latter profit figure included \$1,032,507 non-recurring profits from sale of investments. Statement gave no breakdown to indicate sales and profit of Crosley's TV-radio manufacturing and broadcasting divisions.

General Instrument Co. reports net profit of \$303,592 (50¢ a share) on sales of \$12,071,483 for 6 months ended Aug. 31, compared with net loss of \$625,603 on sales of \$9,062,968 same 1951 period. Second quarter showed net profit of \$201,105 on sales of \$5,841,283 vs. net loss of \$589,053 on sales of \$3,176,357 corresponding 1951 quarter. Board chairman Abraham Blumenkrantz said plants at Elizabeth, N. J., Chicopee, Mass. & Joliet, Ill. "are increasing their production to meet heavy customer demand for its vhf & uhf tuners and other TV and radio components."

EXPANSION of electronics industry across-the-board was the unmistakable sign everywhere as some 2000 jubilant delegates gathered at the National Electronics Distributors Assn. convention this week in Atlantic City. Unbounded optimism welled from the forum on uhf (see story, p. 10) and was echoed and re-echoed in the small booths where some 75 manufacturers displayed their literature and spoke with renewed assurances of the prosperity that was amply evident.

H. F. Bersche, RCA tube dept. renewal sales mgr., set the tone of the meeting with flat prediction of \$1 billion in annual renewal business by 1955 and more than \$2 billion by 1960. Then he proceeded to give flesh and sinew to this pleasing skeleton with some eye-opening statistics based on expansion of (1) uhf, (2) microwave relays, (3) industrial TV, (4) transistors, and (5) color TV, eventually.

Using RCA chairman David Sarnoff's prediction of 1500 stations on air by 1957, Mr. Bersche foresaw 30,000,000 additional TV receivers sold by 1957, or a total of 50,000,000 sets-in-use by that year. He was careful to point out that each receiver represents sales volume and potential for new and replacement tubes and components.

Quoting the *Television Digest* account of the "silent boom" in microwaves (Vol. 8:18), Mr. Bersche declared

microwave system is rapidly replacing conventional open-wire telephone lines, lead-sheathed cables and coaxials, added FCC is receiving applications for microwave authorizations at the rate of 1000 miles per week after authorizing 20,000 miles by June 1952. He noted that each 200-mile path "is estimated to use replacement tubes at a rate of \$3000 to \$4000 annually."

Turning to transistors, Bersche estimated 42,000,000 will be built into equipment in 1956 and added: "Rest assured that the present limitations of transistors will be steadily reduced under the persistent pressure of modern electronics research and, as their capabilities are enhanced, their uses will multiply. The unquestionable advantages of transistors will result in a use rate of three or four hundred millions annually within a very few years."

Color TV's impact, he said, will be felt in these ways: (1) studio & receiver equipment will be more elaborate, require more tubes; (2) tri-color kinescope is more complex and somewhat more costly than black-and-white; (3) more and better test equipment will be required to design, manufacture and service receivers.

He concluded with this cheery prognosis: "The electronics distributing industry must in the next 8 years grow 3½ times its present size to keep up with industry growth."

Electronics Reports: Some key members of NPA Electronics Div. staff are among the victims of Congressional economy drive. Many of those leaving are well known to electronics industry—and are expected to be snapped up by companies in electronics field and by govt. agencies dealing with electronics. Reduction in force was made solely on basis of seniority, civil service status and veterans' preference, without regard to merit or position, and will require complete reorganization of division. First wave of firings was effective Sept. 26, but some employees left earlier. Among those going to new positions:

William F. Anderson, military section, to DuMont TV sales dept.; Francis Cunningham, electronic tube section, to Defense Dept. Electronics Procurement Resources Agency; Reynolds W. Collins, special components section, to Naval Research Laboratory; John A. Pfau, chief, foreign section, to civilian post with Army Engineers in Azores; Irving Zuckerman, expediting section, to Interior Dept.; Joseph C. Brown, CMP section, to Air Force post.

Others who have left include: CMP section's Adam Stein, electronics engineer, ex-Westinghouse Supply Co. & Ft. Belvoir research & development labs; engineer George Peratino, also of CMP section, ex-Naval Gun Factory electronics expert; Mrs. E. S. Little of foreign section, author of Commerce Dept.'s surveys of foreign TV-radio. Many more are scheduled to leave, including several section chiefs, but dates are not yet firm.

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New printed circuit firm, Circuitron Inc., has been formed by J. H. Whitney & Co., investment firm which recently put up funds for big community antenna project in Williamsport, Pa. (Vol. 8:34). Circuitron will manufacture die-stamped circuits embedded in plastic at industrial plant in Hoboken, N. J., on which it has taken long-term lease. President of new company is Robert F. Bryant, a Whitney partner. Engineer Robert A. Curran, one of the developers of stamped circuit process, will be executive v.p.

Non-technical dictionary of TV-radio-electronics terms, titled *What's the Right Word?*, just published by RCA's information dept., contains 50 pages of simplified definitions and illustrations. Foreword by v.p. C. B. Joliffe explains that glossary's purpose is "to help those who are interested in understanding the modern language of science as related primarily to the most common terms encountered in electronics, radio and TV."

RKO may make TV films—"but we want to make it clear that at this time we have no intention of releasing any of the studio's stock of film for TV." This statement from Ralph Stolkin, now controlling figure in film company, came in response to reports new RKO control would release backlog of oldies. Stolkin heads syndicate which this week purchased 1,013,420 RKO shares from Howard Hughes, plus 36,000 held by RKO president Ned Depinet, for total of \$7,345,940 (Vol. 8:38). Stolkin is president of Empire Industries, Chicago mail order firm, v.p. of National Video Corp., Chicago TV tube maker, and part owner of AM stations and TV applicants for Seattle, Portland and Springfield, Ill. Purchasing group also includes Sherill C. Corwin, principal in Seattle, Portland, Springfield, Wichita & Stockton TV applications and Texas oilman Edward Burke, also principal in the TV applications for Seattle, Portland, Stockton & Springfield.

Twentieth Century-Fox on Sept. 27, completing splitup of its theatre and film holdings, as required by court decree, formed 2 new parent corporations—20th Century-Fox Film Corp. and National Theatres Inc.—and will exchange one share of each in the new corporations for every share in old. New 20th Century-Fox Film Corp. will acquire from parent company its worldwide picture producing and distributing assets, its foreign theatres and its entire interest in Eidophor theatre-TV system. New National Theatres Inc. will acquire 20th Century's stocks in various U. S. theatre companies, including common stock in Roxy Theatre Inc. Spyros P. Skouras heads new film company, his brother Charles P. Skouras the theatre firm.

RCA ran color tests via 3 different subcarrier frequencies on WNBT, New York, Sept. 24-26, 9:45-10 a.m., bringing in *Kukla, Fran & Ollie* for the shows and asking public to report reactions. Tests will continue next week with other shows in line with FCC authorization and policy of developing compatible system. No comments on results were obtainable, except for informal statement that there are "still some bugs to be licked." Four FCC members—Comrs. Bartley, Hyde, Sterling, Webster—journeyed to RCA tube plant at Lancaster Sept. 22 to view latest developments on tri-color and other tubes.

CBS Laboratories Div. appoints Wilnot Castle Co., Rochester, N. Y., manufacturer of operating room appliances, as exclusive sales agents for its industrial TV system (color).

Count of TV Sets-in-Use by Cities

As of September 1, 1952

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

CENSUS OF TV sets-in-use rose by 357,500 during August to U. S. total of 18,711,800, according to Sept. 1 report of NBC Research—so that, with 4 more months to count and with receiver sales booming, it's reasonable to expect 20,000,000-mark to be reached by end of year. Best gains during August are reported for New York, up 30,000; Chicago 25,000, Detroit 22,000, San Francisco 15,000, Philadelphia 14,000, Indianapolis-Bloomington 13,000, New Haven 12,000, Boston 11,000, Los Angeles, Atlanta & Denver 10,000 each. The Denver count, obviously conservative at 15,000 total as of Sept. 1, is very likely to be disputed in view of official trade figures showing about 25,000 sets were shipped into area between Jan. 1 and end of August (Vol. 8:38). Following is Sept. 1 count 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	91,000	Minneapolis-St. Paul.....	2	324,000
Atlanta.....	3	200,000	Nashville.....	1	78,300
Baltimore.....	3	410,000	New Haven.....	1	322,000
Binghamton.....	1	89,000	New Orleans.....	1	114,000
Birmingham.....	2	122,000	New York.....	7	3,100,000
Bloomington (see Indianapolis) 1(a)			Norfolk.....	1	123,000
Boston.....	2	932,000	Oklahoma City.....	1	93,000
Buffalo.....	1(b)	284,000	Omaha.....	2	139,000
Charlotte.....	1	159,000	Philadelphia.....	3	1,086,000
Chicago.....	4	1,235,000	Phoenix.....	1	39,800
Cincinnati.....	3	337,000	Pittsburgh.....	1	490,000
Cleveland.....	3	647,000	Providence.....	1	227,000
Columbus.....	3	224,000	Richmond.....	1	139,000
Dallas.....	2	186,000	Rochester.....	1	158,000
Fort Worth.....	1		Salt Lake City.....	2	77,000
Davenport-Rock Island.....	2	138,000	San Antonio.....	2	91,100
Dayton.....	2	198,000	San Diego.....	1	121,000
Denver.....	1	15,000	San Francisco.....	3	448,000
Detroit.....	3(c)	748,000	Schenectady.....	1	223,000
Erie.....	1	90,000	Seattle.....	1	171,000
Grand Rapids & Kalamazoo.....	1(d)	177,000	St. Louis.....	1	421,000
Greensboro.....	1	96,000	Syracuse.....	2	172,000
Houston.....	1	177,000	Toledo.....	1	203,000
Huntington.....	1	92,600	Tulsa.....	1	77,500
Indianapolis & Bloomington.....	1(a)	298,000	Utica.....	1	74,500
Jacksonville.....	1	68,000	Washington.....	4	338,000
Johnstown.....	1	169,000	Wilmington.....	1	118,000
Kalamazoo (see Grand Rapids) 1(d)			Total Interconnected	108	18,682,800
Kansas City.....	1	223,000	<i>Non-Interconnected Cities</i>		
Lancaster.....	1	163,000	Albuquerque.....	1	17,900
Lansing.....	1	103,000	Brownsville (Matamoros, Mexico).....	1(e)	11,100
Los Angeles.....	7	1,240,000	Total Non-Interconnected	2	29,000
Louisville.....	2	149,000	Total Interconnected and Non-Interconnected	110	18,711,800
Memphis.....	1	145,000			
Miami.....	1	106,000			
Milwaukee.....	1	353,000			

- (a) Bloomington separately 185,000. Indianapolis separately 262,000.
- (b) Does not include estimated 65,000 sets in Canadian area reached by Buffalo station.
- (c) Does not include estimated 38,000 sets in Canadian area reached by Detroit stations.
- (d) Grand Rapids separately 139,000. Kalamazoo separately 149,000.
- (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 116,616 up to July 31, 1952, according to Canadian RTMA (Vol. 8:37). 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 July 31: Windsor 38,314, Toronto-Hamilton 45,971, Niagara Peninsula 19,412, Montreal 6622, other areas 6297.

RCA was granted week's extension of deadline for filing reply to govt. brief calling for compliance with N. Y. grand jury summons for voluminous documents relating to patents, color and FM (Vol. 8:11, 12, 25, 36) pending sweeping investigation of electronics industry. New deadline is Oct. 1.

LOCAL INTERESTS combining as TV applicants, rather than going to costly competitive hearings, were noteworthy among this week's amendments and 13 new applications filed with FCC, bringing total now pending to 744 (294 uhf). In Columbus, Ga., Martin Theatres and WDAK combined for uhf Channel No. 28, dropped separate applications for same. In Elmira, N. Y., *Corning Leader* amended to combine with *Elmira Star-Gazette* for No. 18, dropping former's application for No. 24; *Elmira newspaper* (Gannett), incidentally, once held vhf CP, dropped it. In Fargo, N. D., KGFO combined with KVOX, Moorhead, Minn., just across Red River, to ask for No. 13. In Wichita Falls, Kenyon Brown's KWFT joined with Houston Harte's *Record News and Times* (KTRN) for No. 6.

Among other applicants, WFIL-TV's Roger Clipp and partner Sam Townsend, who own WARC, Rochester, applied for No. 15 there; KRON-TV's Charles Thieriot applied for No. 14 in Modesto, Cal.; new group headed by Walter Tison, WALT, Tampa, asked for No. 13 there; ex-Gov. Paul McNutt is partner in application for No. 69 in Ft. Wayne.

For New Orleans, the *Times-Picayune* (WTPS), also onetime holder of vhf CP, applies for No. 4. Other applicants of week: Joliet, Ill., Sanders Bros., appliance dealers, No. 48; Youngstown, Valley Television Co., No. 21; Greenville, S. C., Piedmont Radio Co., No. 23; Nashville, WMAK, No. 8; Parkersburg, W. Va., Frank Baer group (owners of WTBO, Cumberland, Md.), No. 15.

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

New TV station in Tijuana, Mexico, tentatively given call letters XEAC-TV, whose Channel 6 signal is expected to reach into San Diego and other contiguous U. S. areas after it gets under way in early November (Vol. 8:34), is now 60% owned by Mexico City's XEW-TV, according to word from Emilio Azcarraga. At same time, it's learned newspaper-radio tycoon Azcarraga is buying into Romulo O'Farrill's XELD-TV, so that it's anticipated they will have interlocking interests, possibly in equal parts; possibly also in O'Farrill's XELD-TV, Matamoros (opposite Brownsville, Tex.). XEAC (AM) operator George I. Rivera will be minority stockholder and will operate new Tijuana station. It will use 5-kw Federal transmitter.

First "break" in football TV schedule of National Collegiate Athletic Assn. (Vol. 8:37) came this week as U of Pennsylvania, long-time advocate of unrestricted TV, got permission of NCAA's TV committee to telecast Sept. 27 game with Notre Dame, also proponent of unrestricted TV. NBC-TV and sponsor General Motors agreed to substitute game, in Philadelphia only (WPTZ), for NCAA's regularly scheduled Princeton-Columbia contest. Penn athletic director Fran Murray's request noted that Notre Dame was sellout, that closest competition was Pennsylvania Military College-Adelphi at Chester, and offered to turn over TV receipts to inter-faith charities.

Questions on uhf are answered in layman's language in new RCA pamphlet, *Ultra High Frequency Television*. Starting with smattering of basic theory and reasons for uhf TV, booklet undertakes answers to most common questions about new stations, receivers, tuners, etc. It predicts "perhaps 4 or 5" uhf stations on air late in 1952. urges public in current TV areas to buy vhf set now, convert later, rather than wait for vhf-uhf sets.

More on TV vs. movies: Samuel Goldwyn, returning from European trip, declared movies have turned back the "challenge" of TV because "people would rather pay for a fine picture than see a bad one for nothing," added subscription TV was definitely coming, although it may take "2 or 3 years."