

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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In this
Issue:
1952

Early UHF Proving Ground—Reading, Pa., page 1
Status of Stations Shifting Channels, page 2
Well Into Priority Lists, FCC Grants 6, page 3
NBC's New Network Radio Rate Structure, page 4

Status Report on Progress in Color TV, page 6
Trade Goes Well & Goose Hangs High, page 7
Dept. of Justice Probe Argued in Court, page 9
\$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 Televiscentro, 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 . . . Televiscentro 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

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.

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.

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 *Jewelers 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.

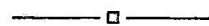
"(3) Among the printed media, TV probably will have a more dire effect on magazines than on newspapers, although this possibility may derive from the fact—as in radio—that there may be over-expansion in the periodical field.

"(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 govt. 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.

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Intra-industry signs are plentiful, too, that the optimism is justified. Not only continuingly 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.

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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."

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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.

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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).

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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.

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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—WLTV, 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 WEAf (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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NARTB LIBRARY

September 13, 1952

In this Issue:

{	Alliances of Necessity—TV & Movies, page 1	Movie Promotion on TV Producing Results, page 5
	One More VHF, 2 UHF; More Speed Urged, page 2	\$5,000,000 Grant Lifts Educators' Hopes, page 6
	2 Macon AMs Join for TV, Test Policy, page 3	Statistics Point Up Favorable Trend, page 8
	Report on Roanoke & Other New Markets, page 4	European TV-FM Allocation Plan Signed, page 11

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.

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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 speaks 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:

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(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.

R EPEAT 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 Trefarri 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 accomodate 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.

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Theatre-TV proponents, in saracastic 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

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 KVOD-TV) will be call letters of new Denver station on Channel 9 for which FCC recently issued CP to owners of KVOD (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.

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."

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.

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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.

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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. Flamondon 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 by Sylvania 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.).

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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-phono 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.

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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.

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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 & WBTW, 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 WBTW. 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 14-1* 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

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In this Issue:

Comr. Jones Resigns to Practice Law, page 1
Portland's First Station on the Air, page 1
FCC to Speed Up TV Grants; 8 More CPs, page 3
Theatremen & TV—'Split Personality', page 4
No Taboos on Newspapers or Theatres, page 4

Existing TV Station Faces Competitive Hearing, page 6
Busy FCC Week Produces Many Actions, page 6
Output at Peak, Inventory Down Too, page 8
UHF in Portland Spurs Tuner Activity, page 8
Financial Report on Electrical Manufacturers, page 11

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. Fanny 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 TABOOS 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. Re-elected 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. Altdoerfer, 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 Sketches 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. (cannery), 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.

Personal Notes: Staff of upcoming new KBTB, 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. Winnic, 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 sale director, replaced by John F. Sloan, ex-sales mgr. WPAT, Paterson, N. J. . . . Wally McGough, ex-sales mgr. WJAC-TV, Johnstown, named sales mgr.

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.

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.

* * * *

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.

* * * *

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.

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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 of 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 1952, 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. Y. against 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 Radio Div. or to have some of its distributors handle Estate Radio.

Distributor Notes: Capehart's N. Y. distributor, International 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. G. Oberc Inc., Detroit . . . Sylvania names Electric Supply Co. Inc., Wichita . . . Bendix Radio appoints Nash-Kelvin Sales Corp., Pittsburgh.

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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 includes 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 in 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 locations, 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 *Borer* 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	646.3	2.77	24.5	10.1	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	...
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	9.10	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	3	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.

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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 govt. 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

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In this
Issue:

100 CPs This Year, Dozen on the Air? page 1
UHF in Portland—Early Reports Good, page 2
3 More CPs as FCC Girds for Hearings, page 3
Theatre TV Looms as a Hot Competitor, page 4
Steel for New Stations—Outlook Tight, page 5

Network TV-Radio Billings—August & Jan.-Aug., page 7
ABC-UPT Merger Good Bet for December, page 8
Prices Going Up, Shortages Foreseen, page 9
UHF Pioneering—Problems for TV Trade, page 10
Count of TV Sets-in-Use by Cities, page 14

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 KBTv (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.]

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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).

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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.

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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 WTOF 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.

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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 Jeppesen, 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 WELI, 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 Gittleson, 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 employees. 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.	July	Jan.-Aug.	Jan.-Aug.
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. Patcevitch 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.

* * * *

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?"

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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, cooperative 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, Ashtabula, 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.

* * * *

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	193,000
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.....	1(d)	177,000	St. Louis.....	1	421,000
& Kalamazoo.....			Syracuse.....	2	172,000
Greensboro.....	1	96,000	Toledo.....	1	203,000
Houston.....	1	177,000	Tulsa.....	1	77,500
Huntington.....	1	92,600	Utica.....	1	74,500
Indianapolis.....	1(a)	298,000	Washington.....	4	338,000
& Bloomington.....			Wilmington.....	1	118,000
Jacksonville.....	1	68,000	Total Interconnected	108	18,682,800
Johnstown.....	1	169,000	<i>Non-Interconnected Cities</i>		
Kalamazoo (see Grand Rapids) 1(d)			Albuquerque.....	1	17,900
Kansas City.....	1	223,000	Brownsville (Matamoros, Mexico).....	1(e)	11,100
Lancaster.....	1	163,000	Total Non-Interconnected	2	29,000
Lansing.....	1	103,000	Total Interconnected and Non-Interconnected	110	18,711,800
Los Angeles.....	7	1,240,000			
Louisville.....	2	149,000			
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."