

Television Digest

with **ELECTRONICS REPORTS**

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WHAS-TV UP TO 316 kw; STATUS OF OTHERS: An imaginative engineer, backed to the hilt by imaginative management, this week is demonstrating how to make the most of tele-casting equipment. Case in point is the achievement of 316 kw on Channel 11 by first ever to go to that power -- Louisville's WHAS-TV, now country's most powerful.

WHAS-TV will begin radiating the maximum allowed on Channels 7-13 by FCC at 6 p.m., Saturday, Feb. 7, when it also shifts from Channel 9 to 11.

"We are first because of Orrin Towner," says station director Victor Sholis. It's quite a saga, as Sholis relates it. Starting in 1948, veteran chief engineer Towner began working with GE toward development of a 12-bay antenna. It was blue-printed in July 1949, placed in operation March 1950. When FCC permitted interim power hikes, WHAS-TV went to 50 kw, highest then allowed, in August 1951.

On transmitter end, Towner worked with GE to squeeze 28 kw out of an amplifier rated at 20 kw. Amplifier was delivered Jan. 16. Transmitter-antenna combination, plus big 6½-in. transmission line, produces the 316 kw.

What does increase mean to coverage? With height 495-ft. above average terrain, Grade A radius goes from 24 to 35 mi., Grade B from 43 to 52, and .2 mv/m is pushed from 54 to 63 mi. A .1 mv/m contour map shows signal reaching north to Rushville, Ind., south to Glasgow, Ind., east to Paris, Ky., west to Jasper, Ind.

"Signal-Day" program Feb. 7 was to start with film showing early construction of WHAS-TV, then 40 minutes of reports from viewers monitoring the change.

Satisfactory reception of Channel 11 in lieu of No. 9 is expected by Towner. "Trimmer adjustments will of course make it easier to tune to Channel 11," he said, "and should eventually be made, but will not require a serviceman's call on the date of the change. Older sets will probably require contact cleaning and circuit alignment in order to properly receive Channel 11."

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GE is proud of this "first", naturally, though it points out that Towner is working on amplifier's safety factor when he drives it at 28 kw instead of 20 kw. GE still rates it at 20 kw.

Whether other stations will soon duplicate WHAS-TV's feat probably depends on Towner's experience. Several will be in position to do so. Following stations now have 12-bay GE antennas: WKRC-TV & WCPO-TV, Cincinnati; WNEF-TV, Binghamton; WHEN, Syracuse. WHEN gets its 20-kw GE amplifier this month; WKRC-TV has 20-kw RCA unit; WCPO-TV is due to get its GE amplifier in May.

Due for 12-bay GE antennas in February are: WFBG-TV, Altoona; KGUL-TV, Galveston; KFDA-TV, Amarillo -- all new stations. WKTU, Utica, is scheduled for March.

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WHAS-TV's channel shift sparks 2 others in area. WCPO-TV, Cincinnati, will move from Ch. 7 to Ch. 9 about March 1, and WHIO-TV, Dayton, will switch from Ch. 13

to Ch. 7 right after. Another series in area will start about April 1 when WAVE-TV, Louisville, moves from Ch. 5 to Ch. 3. About same date, WLWD, Dayton, will shift from Ch. 5 to Ch. 2. WLWT, Cincinnati, shifts from Ch. 4 to Ch. 5 by May 1, then WLWC, Columbus, goes from Ch. 3 to Ch. 4 by June 1. WNBK, Cleveland, is moving into new plant sometime this summer, won't shift from Ch. 4 to Ch. 3 until then. Therefore, WLWC and WNBK will be operating co-channel on Ch. 4 for short period, will probably have to adjust powers for interim operation.

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Power hikes frequently accompany channel shifts. Of the 7 shifted to date, 4 besides WHAS-TV have increased power: WSAZ-TV, Huntington; WJAC-TV, Johnstown; WGAL-TV, Lancaster; WMCT, Memphis. WKRC-TV, Cincinnati, has moved from Ch. 11 to Ch. 12 at same power, will boost output to more than 200 kw -- perhaps close to full 316 kw -- when WHIO-TV, Dayton, vacates adjacent Ch. 13. WDTV, Pittsburgh, has switched from Ch. 3 to Ch. 2, presumably will boost power in May.

In addition to the foregoing 7 stations, 23 are required to shift by FCC's allocation plan. All 30 are listed on p. 96 of TV Factbook No. 16.

Shifts are not without their headaches, even when accompanied by hefty power hikes. In some areas, station managers were shocked to learn that some receivers didn't even contain coils for the new channels. In fringe areas, critical high-gain one-channel yagi antennas sometimes perform very poorly even if the shift is slight. Other times, fringe viewers are suddenly confronted with co-channel or adjacent-channel interference to their slight but hitherto "clear channel" signals.

[For report on Channel 2-6 power hikes to full 100 kw, plus list of all vhf amplifiers in operation or being shipped, see page 4.]

RADIO CRITERIA APPLIED IN DENVER CASE: There were no startling precedents in first so-called "initial decision" rendered in a post-freeze TV hearing -- FCC Examiner James Cunningham's report this week on Denver's Ch. 7, favoring KLZ group over the Wolfberg theatre group. Report runs 60 mimeo pages, bears official label FCC 53D-1.

Final decision by Commission itself isn't likely for 2 months or more, since Wolfberg has 20 days to file exceptions and will present oral argument about a month later. Then there's always possibility of appeal to courts after final decision.

"Here's where we came in," is general reaction of lawyers in and out of FCC, meaning that Cunningham selected winner on basis of criteria long used in AM. In this case, he gave KLZ the nod because of stockholders' longer local residence and somewhat larger percentage of local ownership, its "higher integration of ownership in management," its long and brilliant experience in AM, its more intense preparation for TV through training of personnel and observation of TV stations, its diligence in arranging for CBS-TV affiliation -- plus the more extensive record of participation in civic affairs on part of KLZ principals.

Wolfberg's principal objection to decision will undoubtedly be that Cunningham gave no weight to theory of "diversification in the ownership of media of mass communications," i.e., that KLZ shouldn't operate both AM and TV. [For officers, stockholders and counsel of the 2 applicants, see p. 110, TV Factbook No. 16.]

While FCC has denied newspapers' applications when contested by non-newspaper applicants, Cunningham said, "it does not appear from a review of its decisions in competitive cases involving applications for TV facilities, that the Commission has seen fit to apply a similar policy [to AM]."

"The record of the proceeding herein is devoid of evidence which would indicate either that a radio licensee is disqualified to hold a TV license and to furnish both radio and TV service to the same community, or that the radio ownership and operation of an applicant for TV facilities are factors which, in the public interest, should require that it yield in favor of its [non-radio] competitor."

If FCC had considered this element important, he added, it would have made it an issue in the hearing and he would have had contestants present evidence on it.

[Attempting to speed up hearings, Commission this week amended hearing procedures, urged attorneys to cooperate. For details, see page 4.]

THE UHF MARKETS: ATLANTIC CITY & YORK: How are the uhf telecasters making out? How is public reacting to problems of conversion and uhf antenna installations? What are manufacturers, distributors, dealers doing to promote uhf at local level?

Having reported on Portland's KPTV (Vol. 8:38-40) and York's WSBA-TV (Vol. 8:44), this week we visited Atlantic City (WFPG-TV) and revisited York -- 2 of the "oldest" uhf markets -- as part of our continuing survey of the new "upstairs" TV.

Of the 25 stations going on air since freeze, 9 are uhf (see list on p. 5). To get a line on their problems, their pitfalls, their potentialities, we talked to telecasters, distributors, dealers and laymen and observed pictures in both cities.

Atlantic City and York have much in common: Each has one uhf station on the air, each has CP for a second. Both have been on the air 6 weeks, were second and third uhf in the country (after Portland's KPTV). Both have RCA 1-kw transmitters, radiate about 20 kw, are owned by local AM stations and have competition from vhf stations in nearby cities. Both communities have vhf penetration roughly in neighborhood of 50%. But there the similarity ends.

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Even in a fast buck town, there are no fast bucks to be made out of uhf. Perhaps that is the lesson of uhf's first 6 weeks in Atlantic City -- 6 off-season winter weeks in the seashore playground whose main industry is the summer vacation.

"Atlantic City's Own TV Station," Fred Weber's WFPG-TV (Ch. 46), made debut late in December into a community of some 42,000 permanent homes, ranked as nation's 128th market by J. Walter Thompson Co. (see TV Factbook No. 16). For years, Atlantic City residents have reached out with boosters and stacked conical antennas on high masts to pick up Philadelphia's 3 TV stations -- though hardly to the extent of 82% saturation reported in J. Walter Thompson's TV homes study.

TV picture from Philadelphia is extremely variable, occasionally is blacked out for days on end due to seaside tropospheric conditions, often is quite snowy. Since set owners must choose between high and low-band antennas, very few receive good pictures from all 3 Philadelphia stations (Channels 3, 6 & 10).

Uhf station is building an audience, but it's a slow and painful process. NBC's set census credits the area with 5000 uhf receivers as of Jan. 1 (Vol. 9:5). While most uhf set owners are pleased with picture from new station, it certainly hasn't set town afire -- mainly due to this unhappy combination of circumstances:

(1) Overpromotion before station went on air. (2) Public's misunderstanding of uhf. (3) Poor relations -- even open hostility -- between trade and station. (4) Poor signals during first days of telecasting. (5) Weakness of signal in downtown business section compared to residential and suburban areas. (6) Limited number of network shows, due to difficulty in persuading sponsors to add new station.

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Ballyhoo by station and merchandisers in advance of debut stressed clear picture, neglected to mention need for special antenna. "No outdoor antenna needed in most cases" appeared prominently in advertisements. Most TV store windows displayed large placard with replica of WFPG-TV's test pattern and the words: "Watch for this test pattern on your screen Dec. 15."

Came the dawn of last Dec. 21 and station went on air -- with the usual early transmitter difficulties. The public swarmed to TV stores, where dealers hitched up the rabbit ears, got little or no picture because of lack of outside antennas.

Public was embittered. TV set sales slumped -- both uhf and vhf. Dealers blamed station, said it wasn't "putting out". Station blamed dealers and service-men, said they weren't demonstrating or installing uhf properly. And just about everybody blamed set manufacturers for "not telling us we'd need antennas."

RCA sped crews to city, took measurements, found propagation "every bit as good as Portland, York, Wilkes-Barre and the other uhf areas." Engineers did find city's business section was in "low signal area", but even there signal level ranged from 7800 to 16,000 uv/m with 30-ft. antenna -- considerably above the 2000 uv/m

needed for snow-free pictures and FCC's 5000 uv/m for Grade A coverage.

Very few stores in city were set up to give uhf demonstrations; of those using outside antennas, many had poor installations. Distributors began calling meetings of their dealers to discuss ways to boost sales.

We attended meeting this week called by big Philadelphia RCA distributor Raymond Rosen Co., and attended by 95 tradespeople & servicemen from 21 of Atlantic City's 22 RCA dealers. High brass from RCA receiver, transmitter and service depts. were there to explain uhf in general and WFPG-TV in particular. Theme of the meeting was: "You can't sell it unless you can show it." Distributor offered to pay all but \$20 of cost of complete RCA Service Co. antenna installation for each store.

Some retailers are now displaying excellent uhf pictures; these are the ones who are making the sales. Those who display no pictures or poor pictures are same ones who insist the TV market was "shot to hell" by new station. Everyone agrees there's no market now for vhf-only sets; those who buy choose vhf-uhf sets.

One of largest local dealers -- who handles one of the "big 5" brands and a smaller brand -- complained bitterly that he couldn't get the manufacturers to come to Atlantic City and tell him what was wrong with his antenna installation, or even advise him by mail. "They were here with their publicity crews before the station went on the air, though," he mourned.

Public is gradually becoming aware that the cost of uhf conversion generally comes to about \$75 -- converter plus antenna -- although there are some few residential sections where indoor or existing vhf antennas are pulling in fine picture.

Affiliated with CBS & NBC via microwave relay, WFPG-TV is now carrying about 18 hours of network programs weekly, fills in with films. It goes on air at 1 p.m. with test pattern, begins programming at 5. In response to dealer demands, it hopes to begin patterns at 9 a.m. as soon as extra transmitter operator can be rounded up. Station as yet has no camera, hopes to have mobile unit by summer.

It's also looking to summer -- when Atlantic City comes to life again and vacationers' money starts flowing -- for big spurt in audience. Both trade and station have learned you can't sell uhf on "buyer beware" basis, and that both groups must work together to promote and prove local uhf TV.

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York's uhf has its problems, too -- but station-dealer relationships and sales of sets & converters aren't among them. Distributors and dealers we visited there all agreed sets are selling briskly, and that uhf has given business a boost.

Trading area is ranked as nation's 90th market, with nearly 62,000 homes. City alone, exclusive of surrounding countryside, and nearby towns, is estimated to have some 18,000 TV sets, of which some 7000 are equipped for uhf. City is 23 mi. from Lancaster, whose WGAL-TV sends out NBC & CBS programs on Channel 8.

Programming is biggest difficulty faced by Louis Appel's WSBA-TV (Ch. 43). Most York residents have high praise for York station's clear picture and Lancaster station's programs. WSBA-TV, an ABC affiliate, is on with programs 5-midnight weekdays, goes on air before noon Sat. & Sun. Says program director Thomas J. Maloney:

"Our entire operation was predicated on a film and network program schedule, originally. We've had to change that format somewhat and now we're going after local programming. We've discovered that we have to make our bread & butter in York, not New York. But it's pretty tough for a town like this to depend on local shows."

Like all other ABC-TV affiliates, WSBA-TV is fervently hoping for approval of ABC-UPT merger, counting on infusion of UPT capital to raise level of ABC programming and sponsorship to point where it can compete with NBC & CBS affiliates.

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Dealers showed good. clear pictures, using outside antennas. They said all-channel sets and continuous tuners dominated market -- but some said they could have sold strips equally well if enough were available. Local Sylvania distributor, Careva Co., said January was record sales month for area.

Installation was tremendous problem at first -- inasmuch as the Lancaster station shifted from Channel 4 to 8 about same time as York station went on air, causing heavy drain on servicemen to install new Channel 8 antennas as well as the uhf equipment. Consensus was that Lancaster's channel shift aided York's uhf station because servicemen were able to install uhf antennas at same time as new vhf.

10 CPs INCLUDE 2 VHF, 8 UHF—TOTAL 230: Nine AM stations and one appliance dealer comprise this week's batch of TV grantees (2 vhf, 8 uhf) as total CPs since freeze mounted to 230. FCC skipped ahead 12 cities in Group A to 214th city, advanced only one step in Group B to 191st city. Week also produced first initial hearing decision since freeze, wherein examiner James Cunningham proposed to award Denver's KLZ group Channel 7, favoring it over Wolfberg theatre interests (see p. 2).

The vhf CPs: Billings, Mont., KOOK, No. 2 (2nd for city); Texarkana, Tex., KCMC, No. 6. Uhf grantees: Lansing, Mich., WILS, No. 54 (2nd for city); Clayton, Mo., KFUO, No. 30 (4th uhf in St. Louis area); Winston-Salem, N.C., WTOB, No. 26; Ashtabula, O., WICA, No. 15; Longview, Tex., East Texas Television Co., No. 32; Hampton, Va., WVEC, No. 15; Newport News, Va., WHYU, No. 33; Milwaukee, WCAN, No. 25.

There are now 112 uncontested applications on file with Commission, eligible for grants without hearing if otherwise qualified -- decrease of 8 since our compilation last week. Of these, 39 are vhf (4 educational), 73 uhf (9 educational) and they're located in 103 cities. There are 262 contested channels -- 171 vhf, 91 uhf.

Sidelights on CP-holders: Sole non-AM grantee is Arlington J. Henry, Longview, Tex. radio dealer. Winston-Salem grantee is also applicant for Durham and Richmond. Lou Poller, part owner of Milwaukee CP, is applicant for uhf in Philadelphia. Two of the grantees are identified with newspapers: WICA, Ashtabula Star-Beacon (Rowley); KCMC, Texarkana Gazette & News (Palmer). Clayton, Mo. grantee, owned by Lutheran Church-Missouri Synod, is third identified with church groups; Mormon Church controls KSL-TV, Salt Lake City, holds interest in KGMB-TV, Honolulu.

[For further details about grantees, see TV Addenda 16-E herewith; for complete data on these and all other applications, see TV Factbook No. 16.]

ONE MORE VHF STARTS, OTHERS NEARING: Grantees seem to be making haste more slowly, whether by design or necessity, in getting new stations on the air. They're thus heeding the repeated advice of engineers and station equipment manufacturers, duly reported in these columns, and perhaps will profit by the experience of others. For the TV "gold rush" doesn't always pan out, certainly not immediately, simply because most pre-freeze "pioneers" and a few post-freeze operators have hit pay dirt.

Careful planning and engineering, close cooperation with trade, no undue promises to the public about easy reception -- the utter necessity for these basic approaches is the lesson to be learned from sometimes sad experiences of others.

That they're learning, was indicated this week when only one new station got on the air -- WLVA-TV, Lynchburg, Va. (Ch. 13). It took plenty of time to install DuMont plant, set first test pattern schedules far ahead to Feb. 2 (which it kept) and planned commercial debut Feb. 8 (which it can make).

It's 8th of this year, 25th post-freeze to get under way. It can be added to your on-the-air list now, as can Tijuana's XETV (Ch. 6), which Federal reports began first tests this week and which is designed to cover San Diego area.

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Next uhf are proceeding carefully, too. They should be WFMJ-TV, Youngstown (Ch. 73) and WROV-TV, Roanoke (Ch. 23), both RCA installations. They should get going within a week. WFMJ-TV ran dummy-load power up to 1 kw this week, found some bugs, won't put signal out until absolutely sure, then plans basic NBC-TV program service 3 p.m.-midnight daily. It will feed off Winona, O. leg of the Pittsburgh-Cleveland microwave relay, and is down on network's "must" list for advertisers.

Youngstown's WKBN-TV (Ch. 27), which began Jan. 11, is meanwhile putting out excellent signal, thus giving city healthy start in uhf.

Roanoke's WROV-TV is all set the moment RCA field engineer gives final okay, should start anytime next week. It will be ABC-TV outlet, plans heavy kine and film schedule. "We're making no rash promises," says mgr. Frank E. Koehler, but whole trade looks on Roanoke area as significant proving ground for dual vhf-uhf operation -- WSLs-TV (Ch. 10) having begun operation there last Dec. 10 (Vol. 8:48).

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Where else? Reading's long-promised WHUM-TV (Ch. 61) may get going Monday, Feb. 10, with GE's first 12 kw. It's uhf's first high power and its coverage will be

watched intently by everybody. This week, RCA shipped uhf to New Britain's WKNB-TV (Ch. 30) per schedule, and next week will ship to Harrisburg's WHP-TV (Ch. 55) and to WKST-TV, New Castle, Pa. (Ch. 55). Transmitter has been shipped but antenna and filterplexer have been holding up Baton Rouge's WAFB-TV (Ch. 28).

On the vhf side, RCA equipment is on hand at KVOA-TV, Tucson, Ariz. (Ch. 4); KSWO-TV, Lawton, Okla. (Ch. 7); KTTS-TV, Springfield, Mo. (Ch. 10); KSCJ-TV, Pueblo (Ch. 5); WBAY-TV, Green Bay, Wis. (Ch. 2); KELO-TV, Sioux Falls, S.D. (Ch. 11). The Pueblo owners bought old CBS 5-kw transmitter, await antenna due in latter February. Green Bay has interim 2 kw, gets full power unit in April. KELO-TV has had transmitter long time, is waiting for 12-section antenna.

GE shipments of both vhf & uhf, actual and planned, remain unchanged from those reported in recent issues, except for shipment last week of transmitter to KWFT-TV, Wichita Falls (Ch. 6), due on air March 1, and for scheduled Feb. 13 shipment to KGUL-TV, Galveston (Ch. 11). Of DuMont deliveries already made, KOLN-TV, Lincoln, Neb. (Ch. 12) and KDZA-TV, Pueblo (Ch. 3) are due to start any time now.

[For further reports on transmitters and on upcoming new stations, see digests of latest data in our continuing survey, p. 5.]

FULL POWER of 100 kw, maximum permitted on Channels 2-6, is much simpler to achieve—at this stage of equipment production—than the full 316-kw reached on Channel 11 this week by WHAS-TV, Louisville (see p. 1).

GE's first low-band 35-kw amplifier is operating at KHQ-TV, Spokane, giving it full power. WCBS-TV, New York, has next one, should radiate 42-kw very shortly; 42 is maximum permitted from Empire State Bldg., 1290-ft. above average terrain. CBS's KNXT, Los Angeles, should get its 35-kw amplifier next week. Also due to get GE's low-band amplifiers this month are: KPRC-TV, Houston; KRLD-TV, Dallas. March deliveries scheduled are WSYR-TV, Syracuse; KPIX, San Francisco. April is date for: WMBR-TV, Jacksonville; WTVJ, Miami.

RCA has done terrific job of amplifier production. Following is status of its deliveries; Now in operation—25-kw Channel 2-6 units at WSAZ-TV, Huntington; WJAC-TV, Johnstown; WMCT, Memphis; KSTP-TV, St. Paul; KXLY-TV, Spokane; 20-kw high-band unit at WKRC-TV, Cincinnati. Due to go on air this week or next—25-kw low-band unit at WCCO-TV, Minneapolis; 20-kw high-band at WJAR-TV, Providence, and WNAC-TV, Boston; 25-kw high-band at WPIX, New York.

RCA will soon ship 25-kw Channel 2-6 amplifiers to following, expects them to be operating by end of March: WBZ-TV, Boston; KRON-TV, San Francisco; WDAF-TV, Kansas City; WSB-TV, Atlanta; WBT, Charlotte; WOW-TV & KMTV, Omaha; WOAI-TV, San Antonio; KSD-TV, St. Louis. NBC's WNBQ, Chicago, and KNBH, Los Angeles, now have their 25-kw amplifiers, and WNBW, Washington, will get its next week. Due shortly are shipments to WNBT, New York, and WNBK, Cleveland.

RCA rated its first high-band amplifiers at 20-kw, but its latest at 25 kw. Some of the 20-kw units still at factory may be reworked to provide 25 kw.

DuMont's first 25-kw Channel 2-6 amplifier goes to its WDTV, Pittsburgh, in May. DuMont's WABD, New York, and WTTG, Washington, are next. Also at top of its list are WHBF-TV, Rock Island, and WFMY-TV, Greensboro. DuMont's first 50-kw Channel 7-13 amplifier will probably be delivered to WATV, Newark, in September. Next week incidentally, DuMont may announce first schedule of 5-kw uhf transmitter shipments.

Federal is building 25-kw units for all vhf channels, won't ship first for 3-4 months. Standard Electronics' first 20-kw high-band amplifier is now in use at WOR-TV, New York, and 5 more are due to be delivered by April. It plans to show a 40-kw vhf unit at NARTB convention in Los Angeles April 28-May 1, and will ship first 1-kw uhf transmitter in June.

HEARING PROCEDURES were amended this week by FCC, which is appalled at the delays—literally years—which face applicants further down priority lists.

"Cutoff date" of 20 days was changed to 30 days, which means that an applicant must file at least 30 days before hearing begins in order to join hearing.

Hearings will start with a conference designed to eliminate all questions about which there is no argument.

From now on, Commission won't include, as issues in hearings, the legal, technical and financial qualifications of contestants—if its staff finds they meet minimum qualifications. If an applicant thinks his opponent isn't so qualified, it's up to him to persuade Commission to include questions concerning such qualifications as part of the hearing.

As Comr. Rosel Hyde explained at FCC Bar Assn. luncheon Feb. 6, "It's absurd to spend 5 days examining the financial qualifications of a man with \$10,000,000." Commission's aim, he said, is to limit hearing to "true areas of conflict," notably: (1) Background and experience of applicants. (2) Proposals regarding management and operation. (3) Programming.

Hyde gave lawyers good-natured scolding, urged them not to "burden the record with trivia, minutiae, useless and repetitious material."

New procedures are effective immediately, are detailed in FCC Public Notice 53-118, Mimeo. 85760.

New TV labor advisory committee named by NARTB: Robert D. Swezey, WDSU-TV, chairman; Joseph McDonald, NBC; Frank Falknor, CBS; Donald McGannon, DuMont; Mort Weinbach, ABC; Donald Thornburgh, WCAU-TV; Leslie Johnson, WHBF-TV; Edward Wheeler, WWJ-TV; Philip Lasky, KPIX; Richard A. Moore, KTTV. New TV Information Committee named; Harold E. Fellows, NARTB president, chairman; Richard A. Borel, WBNS-TV, Columbus; Howard Chernoff, KFMB-TV, San Diego; Jack Harris, KPRC-TV, Houston; Henry W. Slavick, WMCT, Memphis; Charles Vanda, WCAU-TV, Philadelphia; John W. Pacey, ABC-TV; David J. Jacobson, CBS-TV; Gerald Lyons, DuMont; Edward D. Madden, NBC-TV.

Academy of Television Arts & Sciences, Hollywood, this week announced annual "Emmy" program award winners: situation comedy, *I Love Lucy* (CBS); personality, Bishop Sheen (DuMont); public affairs, *See It Now* (CBS); variety, *Your Show of Shows* (NBC); mystery, *Dragnet* (NBC); drama, *Robert Montgomery Presents* (NBC); panel quiz, *What's My Line?* (CBS); children's *Time for Beany* (DuMont); actor, Thomas Mitchell; actress, Helen Hayes; comedian, Jimmy Durante.

RCA TRANSMITTER plant in Camden, N. J., as we toured it this week, revealed vhf & uhf transmitters and antennas of all sizes in all stages of production. It was readily apparent that 1-kw uhf and 2-kw vhf transmitters are in good rate of production. The first completed 10-kw vhf was undergoing exhaustive tests. A 50-kw Channel 7-13 amplifier was well underway. Officials didn't disclose who are getting latter 2 units, or when. Nor would they predict availability of 10-kw uhf amplifiers.

Many 25-kw Channel 2-6 amplifiers have been shipped and many more were under construction (see p. 4). We were told that the Ch. 7-13 amplifier, previously rated at 20-kw has been rerated at 25-kw.

In nearby field, vhf & uhf antennas were being fabricated. Included were a 28-gain uhf antenna for highest channels and a 12-bay Ch. 7-13 antenna. RCA engineers say they've been considering 12-bay antennas for Chs. 2-3 and 4-6. A Ch. 2-3 unit sounds like a mighty formidable structure—220-ft. long, 40 tons. Only one tower erection company in the country has said it would tackle job of erecting one.

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Our continuing survey of upcoming new stations this week yielded these reports on vhf grantees preparing to go on the air:

KSWO-TV, Lawton, Okla. (Ch. 7) is unusual case of station which actually expects to beat own promise of starting date. Originally set for April 1 (Vol. 8:52), mgr. Paul Goode now predicts on-air date of already-delivered RCA plant as March 1. Construction of \$350,000 TV Center 4 mi. each of city has begun, and it's expected to cover Ft. Sill, Altus, Anadarko, Chickasha, Duncan, Waurika, Temple, Walters, Frederick and rest of cluster of nearby communities. O. L. Taylor is rep.

Tacoma's first station apparently will be *News-Tribune's* KTNT-TV (Ch. 11), giving Seattle area its second vhf outlet. GE equipment has been delivered, test patterns are presently scheduled for Feb. 20, commercial programming March 1, reports president Frank S. Baker. Weed TV will be national rep.

Altoona's WFBG-TV (Ch. 10) has its GE transmitter, but has encountered delay in getting antenna, which now looks like it will be available about Feb. 15. So it may take until March 1 before it gets going from tower atop Wopsononock Mt., just outside Altoona. H-R Representatives Inc. is national rep. It starts with interim low power, goes to 316-kw about May 1.

Colorado Spring's lagging TV set sales are attributed, in dispatch to *Retailing Daily*, to 6-day operating schedule of KKTV (Ch. 11), which began operations Dec. 7 but is off air Saturdays, as well as to technical problems presented by local mountainous terrain. Dealers are reported eagerly awaiting second station, KRDO-TV (Ch. 13), which has ordered RCA equipment and is due to begin in April. Dispatch said set-buying rush lasted about 10 days after station started, then fell off. Two stations will perk up interest, dealers feel.

KFBC-TV, Cheyenne, Wyo. (Ch. 5), granted only week ago, says it's too early to give details, but figures on late fall debut.

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From uhf grantees came these reports this week in our continuing survey of upcoming new stations:

WILK-TV, Wilkes-Barre, Pa. (Ch. 34), second uhf outlet in that city (WBRE-TV on Ch. 28 having started Dec. 30), now reports it won't make anticipated February debut (Vol. 8:43) but looks forward to starting in latter April. Delay is necessitated by slowed GE shipment and changing of design of filterplexer, tower and other components.

Jacob A. Newborn Jr., who has promised his WTVS, Gadsden, Ala. (Ch. 21) by April and who has interest in KBMT, Beaumont, Tex. (Ch. 31), promised in May, now reports his Tyler, Tex. station (Ch. 19), no call letters assigned yet, should get started in latter April or early May. GE equipment is designated for all 3 stations.

KQTV, Fort Dodge, Ia. (Ch. 21) hasn't ordered equipment yet, but starts construction on April 10, will have 750-ft. tower and aims to start Oct. 1, reports Edward Breen, whose KFVD got grant week ago. John Pearson will be national rep.

Salem, Ore. uhf grantee Lawrence A. Harvey (Ch. 24) is quoted in reports from that city as stating \$295,000 will be spent on station, which is expected to be ready by mid-summer. No other details. Mr. Harvey is son of Leo Harvey, president of Harvey Machine Co., Torrance, Cal. (aluminum & brass products).

"Late summer" is word now on KTVA, Austin, Tex. (Ch. 24), granted oilman Tom Potter, of Dallas, last August. GE equipment is expected in July. Austin's KTBC-TV (Ch. 7) began operating last Thanksgiving Day. CP is also outstanding for KCTV, Austin (Ch. 18), granted Texas oilman Charles Henry Coffield last July 11; he hasn't yet indicated construction or starting plans.

WNOW-TV, York, Pa. (Ch. 49) now reports April 1 as target date, with DuMont equipment. Hollingbery has been named national rep. York already has first uhf, WSBA-TV (Ch. 43), which began operating Dec. 22 (Vol. 8:51-52).

Target of "fall of 1953" is only information yet forthcoming from last week's grantee Charles Barham, Charlottesville, Va. (Ch. 64), who with his wife operates AM station WCHV there.

KFDX-TV, Wichita Falls, Tex. (Ch. 3), third grantee there, has bought old transmitter of WBEN-TV, Buffalo, due to be shipped this month. Prime mover Darrold A. Cannan hasn't reported starting plans yet, though rival KWFT-TV (Ch. 6) has been promised for March 1 by president Kenyon Brown.



Educational TV grantee Connecticut State Board of Education, awarded CPs for Ch. 24 in Hartford, 71 in Bridgeport, 63 in Norwich by FCC last week (Vol. 9:5 & *TV Addenda 16-D*), is awaiting action of the current state legislature before it can give real consideration to equipment quotations already supplied. "If the legislature acts now," reports Joseph T. Nerden, consultant on audio-visual education and chairman, Commissioner's Advisory Committee on Educational TV, "and the money is made available with the beginning of the fiscal year July 1, 1953 [we should] be able to be on the air approximately 8 months later. This would mean that about the latter part of February, 1954 would be the earliest time we would have a live broadcast."

The 9 uhf stations now on air, in order in which they went on air (see Special Report); KPTV, Portland, Ch. 27; WFPG-TV, Atlantic City, Ch. 46; WSBA-TV, York, Ch. 43; WSBT-TV, South Bend, Ch. 34; WKAB-TV, Mobile, Ch. 48; WBRE-TV, Wilkes-Barre, Ch. 28; WKBN-TV, Youngstown, Ch. 27; WJTV, Jackson, Miss., Ch. 25; WEEK-TV, Peoria, Ch. 43.

Uhf channels in 17 communities would be changed by proposed rule-making initiated by Commission this week to correct substandard spacings. Changes, listed in *TV Addenda 16-E* herewith, require no channel switches by any operating station, CP or applicant. Proposal is contained in FCC Public Notice 53-139, Doc. 10404.

Waters Conley Co., Rochester, Minn., plans to begin manufacture of uhf converters about March 1, has leased Valencia Ballroom, north of Rochester, for plant space.

THEATRE-TV service can be provided by common carriers—using 10-mc video bandwidth specified by theatre industry—with a saving in spectrum space, money, manpower and materials. So AT&T attorney Ernest D. North told FCC at theatre-TV hearing this week, as telephone company had its “day in court” to testify on engineering and accounting aspects. He added that exclusive allocations of frequencies to theatre industry would remove theatre-TV service from public regulation on rates, discrimination among customers, etc., which apply to common carriers.

AT&T engineering staff mgr. Frank Cowan said present microwave relay system used for TV networking could transmit 10-mc signal with some modification. He described 10-mc tests conducted during last year’s demonstration of Eidophor color TV at 20th Century-Fox’s New York office. A 440-mi. microwave loop between New York and Boston was equipped to accommodate 10-mc, and color pictures were transmitted from New York origination point to Eidophor equipment in New York via Boston. Very little difference was noted between picture piped directly from New York and that sent via Boston. He also presented cost estimates for various phases of theatre-TV system.

Alliance between Western Union and theatre-TV proponents (Vol. 9:3) was explored by Commission when WU’s J. Z. Millar took stand. From engineering viewpoint, he said, WU opposes idea of placing theatre TV outside common carrier band, “but this is a new field, and it is something we would like to have a part in.” Regard-

less of Commission’s decision on frequencies for theatre TV, he added, “we are going to cooperate 100% [with theatre-TV interests] any way we can.” In response to questioning, he said WU and theatre interests have cooperated on plans for TV systems “all through the past 3 or 4 years,” and that WU supplied much of the data for theatre-TV proponents’ cost figures (Vol. 9:5). He said WU embarked in 1947 on program to provide new transmission equipment for wideband theatre TV, is redesigning system around Sperry Corp. klystron tube.

Consulting engineer A. Earl Cullum, Dallas, representing American Petroleum Institute, argued that there are no basic engineering reasons why theatre-TV service must utilize lower microwave frequencies now allocated to petroleum industry and other industrial radio services. He suggested theatre-TV experimental work be directed toward frequencies not now occupied.

RCA’s Dr. George L. Beers opposed theatre-TV proponents’ choice of 10-mc video bandwidth, said RCA equipment can accommodate 8-mc signal “which we feel is adequate” to achieve same picture quality as 35mm films. One of the 3 attorneys for theatre-TV interests, former FCC chairman James L. Fly who represented Motion Picture Assn., has severed his connections with the group. Continuing as attorneys are Vincent B. Welch for MPAA and Marcus Cohn for National Exhibitors Theatre Committee. Hearings will reconvene Feb. 9 when theatre-TV attorneys will answer Commission’s requests for clarification of “apparent inconsistencies” in their case (Vol. 9:5), after which FCC will decide whether to continue hearing.

Personal Notes: Willard E. Wallbridge, station mgr. of WWJ-TV, Detroit, on March 1 becomes executive v.p. & gen. mgr. of WJIM Inc., Lansing, Mich., operating WJIM & WJIM-TV, owner Harold Gross planning to take less active part in management as he supervises \$750,000 expansion program, including new \$400,000 building and 1000-ft. tower for 100-kw transmitter; Howard Finch named v.p. in charge of TV programs & production . . . Ralph B. Hunter, ex-NBC & WOR-TV, joins WWJ-TV, Detroit, as program & production mgr. . . . Roger Clipp, gen. mgr. of WFIL & WFIL-TV, Philadelphia, detailed by Triangle Publications Inc. (Walter Annenberg) to be business mgr. of new national TV fan magazine; firm has already purchased local fan papers *TV Guide* of New York and *TV Digest* of Philadelphia as nucleus . . . Louis Stone now business mgr., CBS-TV program dept., succeeding Henry White, resigned to return to independent production . . . Fred Ruegg goes from San Francisco CBS office to New York March 1 as asst. director of labor relations, succeeded at KCBS by Pete Worth . . . J. E. Hayes, technical supervisor of Canadian Broadcasting Corp.’s TV stations, named CBC chief engineer, succeeding J. A. Ouimet, now CBC gen. mgr.; W. A. Nichols named asst. chief engineer; W. G. Richardson, asst. director of engineering . . . Harold G. Cowgill, attorney in firm of Segal, Smith & Hennessey, who resigned to return to his home town to become gen. mgr. of new WTVP, Decatur, Ill. (Ch. 17), due on air in July, has left Washington and is now supervising construction of the station . . . James L. Hollis, ex-Collins Radio chief of high power, high frequency transmitter development, has joined E. C. Page & Associates, Washington consulting engineers . . . Phil Fischer, v.p. of AFM Local 47, Hollywood, placed in charge of TV-movie relations, succeeding late Justin Gillette . . . Edwin Cahn, recently Pacific mgr. for Boyar cosmetics, named Los Angeles mgr., Avery-Knodel rep firm . . . Helen K. Mobberley, formerly with Washington stations, promoted from sales mgr. to gen. mgr., Forjoe & Co., national reps . . . Jack Logan resigns as mgr. of operations, WMAL, Washington, to devote fulltime to his Telestar Productions . . . Robert W. Potter,

ex-WREX, named program director of upcoming new WFTV, Duluth (Ch. 38) under mgr. James C. Cole . . . Thomas J. Maloney, ex-Telenews consultant, now program director, WSBA-TV, York, replacing Wm. Lilling, resigned . . . Jan King, formerly with Texas stations, named gen. mgr. of new WTVU, Scranton, Pa. (Ch. 73), due on air in March . . . Michael Nidorf, ex-partner in General Artists Corp., well known talent agent, appointed v.p. of Official Films Inc. . . . Burt Balaban, program-production director, Paramount TV Productions, resigns Feb. 15 to become president of Princess Pictures Inc., TV film producer . . . Sylvan Taplinger, ex-Kenyon & Eckhardt, named TV-radio director, Hirshon-Garfield . . . Lloyd Durant, ex-Compton Adv., joins Biow as TV creative supervisor; Arthur Napoleon, head of Biow’s TV commercial production dept., transferring to Hollywood office . . . Winslow H. Case resigns as v.p. & creative director, Campbell-Ewald, to become v.p. of Cunningham & Walsh in charge of TV-radio and copy for Chesterfield account . . . Lewis S. Wechsler, ex-Young & Rubicam, named TV-radio director, Emil Mogul Co.

NARTB created 4 vice presidencies by action of board in this week’s Florida meetings: Robert K. Richards, now administrative v.p.; Richard P. Doherty, v.p. for employee-employer relations; Ralph W. Hardy, v.p. for govt. relations; Thad H. Brown, v.p. & gen. counsel in charge of TV affairs. Three-year contracts were given Richards, Doherty and Hardy, as well as secy.-treas. C. E. Arney Jr. Other staff posts remain unchanged, except that dept. directors are now to be called “managers.”

Riding tri-dimensional movie wave, Henry Donovan, of Telemount-Mutual Productions, Hollywood, says he plans series of 13 tri-dimensional TV films in color to be viewed on home receivers through special glasses.

FCC Comr. George Sterling elected president of Old Timer’s Club, national organization of those who have been amateurs more than 40 years; with call of W3DF, he has been a “ham” since 1908.

Teletasting Notes: By far the majority of TV stations on the air (95 out of 133), plus all 4 networks, now subscribe to the NARTB Code, entitling them to flash on their screens the NARTB Seal of Good Program Practice. As of



NARTB-TV CODE SEAL

Feb. 8, the seal will look slightly different, embracing not only the words "Television Code Board" but also the Washington P.O. address of NARTB, so that viewers can know exactly where to write. By showing address, code review board chairman John Fetzer says, "the board hopes that viewers will be

encouraged to comment more freely and frequently on TV programming" . . . TV success led to MGM contract this week for Lucille Ball & Desi Arnaz, whose *I Love Lucy* (CBS-TV) is top-ranking TV show, who will be paid \$250,000 this summer for acting in technicolor film titled *The Long Long Trailer*, relating adventures of couple on cross country tour in auto trailer; when she was MGM contract player a few years ago, Miss Ball's salary was \$50,000 . . . Bernard Prokter, who owns *The Big Story*, sponsored by Pall Mall and Simoniz on NBC-TV, in Hollywood to produce feature film by that name for release to theatres . . . Film moguls abruptly reversed stubborn policy against TV (Vol. 9:3) and this week awarded TV rights to annual Academy Award presentations March 19 to NBC-TV for \$100,000; commercial sponsor of big Hollywood affair hasn't yet been announced, but left out in cold was Nate Halpern's Theatre Network TV which had been

negotiating for theatre-TV rights . . . Hollywood is being turned topsy-turvy, as hundreds of "little people," scrambling to cash in on "TV gold rush" by becoming TV film producers, have started old-time abandoned movie lots humming, writes Lowell S. Hawley in Feb. 7 *Saturday Evening Post* article, "Look What TV's Doing to Hollywood" . . . Kling Studios reported dickering for not-much-used Charlie Chaplin film studio on Sunset & LaBrea, Hollywood . . . Farm programs via TV aren't vogue to extent they've been on radio—but Cincinnati's WLWT is starting one titled *Forecast*, Mon.-thru-Sat., 6:45 a.m., slanted to interest city as well as farm folk, with interviews with farmers and suggestions to housewives on best buys of week; 15-min. show immediately precedes NBC-TV's *Today*, will be piped also to WLWC & WLWD . . . Good public service: U. S. Health Service's *A Drop in the Bucket*, special film informing local communities about fluorinated public drinking water; Dynamic Films Inc.'s *High Tower*, produced for Women's League for Israel and filmed in that country, available for screenings from that organization, 1860 Broadway, N. Y. . . . National Council of Churches of Christ in U.S.A., whose *Frontiers of Faith* program cost \$60,000, is doubling its TV program, plans to spend \$70,000 on *The Pastor Calls* as one of projects . . . Credit course in art appreciation has been started by U of Utah over KSL-TV, Salt Lake City; class is called *The World of Paintings*, is offered Sun. 1-1:30 p.m. . . . Honolulu, omitted from NBC-TV's Jan. 1 sets-in-use count (Vol. 9:5), now has 7000 in homes and about as many in hands of dealers, with Better Business Bureau saying they're selling at rate of 100 per day, reports KGMB-TV's C. Richard Evans . . . Hollingbery appointed rep for new KEYT, Santa Barbara, Cal. (Ch. 3), organized by Harry Butcher, Colin Selph, et al., and due on air next May-June.

Network Accounts: Long-sought Bing Crosby TV show will finally materialize under General Electric sponsorship on CBS-TV, with Young & Rubicam aiming for first show in May. Format hasn't been made known yet, but program will be filmed by Bing Crosby Enterprises for once-a-month showing at time still undetermined. GE now sponsors *Fred Waring Show* on CBS-TV, Sun. 9:30-10 p.m., which may be moved or dropped to make room for Crosby program . . . Wine Corp. of America (Mogen David wine) starts variety program, *Bill Cullen Show*, Feb. 12 on CBS-TV, Thu. 11:15-11:30 a.m., thru Weiss & Geller, filling half of time period now occupied by *There's One in Every Family*, which reverts to 15-min. . . . Studebaker Corp. buys partic. sponsorship of *All-Star Revue* for Feb. 28, March 7 & 14, on NBC-TV, Sat. 8-9 p.m., thru Roche, Williams & Cleary . . . Philip Morris & Co. Ltd. Inc. (Dunhill cigarettes) will move *My Hero* on NBC-TV, Sat. 7:30-8 p.m., to Sat. 8-8:30 p.m. when hour-long *All-Star Revue* is dropped in April (Vol. 9:5); Pet Milk Co., now participating sponsor of *All-Star Revue*, will take over 8:30-9 p.m. period, but hasn't selected program yet . . . Procter & Gamble Co. (Duz) buys Tue., Wed. & Fri. 1:30-1:45 p.m. portions of *Garry Moore Show*, starting Feb. 10, on CBS-TV, Mon.-Fri. 1:30-2 p.m., thru Compton Adv., to fill all time segments of program. Other sponsors: Motor Products Corp. (deep freezes); Pillsbury Mills Inc. (Duff's baking mixes & Ballard biscuits), C. H. Masland & Sons (rugs & carpets), Kellogg Co. (Gro-Pup dog food), Best Foods Inc. (Rit & Shinola), Stokely-Van Camp Inc. (food products) . . . NBC-TV's *Today*, weekdays 7-9 a.m., seems assured of successful year's operation already, with almost \$1,500,000 worth of billings already set for 1953, including \$250,000 in new business sold in January alone; latest advertisers are John Morrell & Co. (Red Heart dog food), starting March 6, thru N. W. Ayer & Son; Trailer Coach Mfrs. Assn., starting first week in April, thru J. Walter Thomp-

son; Liberty Mutual Fire Insurance Co. and Polaroid Land Camera Co., starting mid-Feb., thru BBDO; Bymart Inc. (Tintair home hair coloring), starting Feb. 4, thru Ruthrauff & Ryan; Nash-Kelvinator Corp. (Nash Motors Div.), starting March 4, thru Geyer Adv.; Food Specialties Inc. (Appian Way pizza pie), starting Feb. 13, thru Chambers & Wiswell . . . And "communicator" Dave Garroway has signed year's contract at reported \$2500 a week . . . Admiral Corp. buys *Golden Gloves Boxing Tournament* on DuMont, Chicago finals March 7, inter-city bouts with N. Y. March 26, bouts with European champions June 16.

Economics of TV vs. AM came up in novel decision rendered by FCC this week in acting on protest of AM station WGRD, Grand Rapids, against granting CP for TV in Muskegon to Leonard A. Versluis who owns WLAV in Grand Rapids. WGRD contended that Versluis' ownership of AM in Grand Rapids and TV in Muskegon (which will serve Grand Rapids) would deal it economic injury because Versluis could offer advertisers both TV and AM. WGRD cited case of *Sanders v. FCC* wherein courts held that an AM station is a "party in interest" if it's affected economically by another AM. Commission denied WGRD the hearing it requested, saying that TV and AM are two different services. "It is clear," Commission said, "that other advertising or entertainment media such as newspapers, magazines, local movie houses, or skating rinks, do not fall within the *Sanders* doctrine." Furthermore, FCC said, it has assigned over 2000 TV channels throughout nation and it is hardly in the public interest to entertain complaints of economic injury from AM stations in areas served by TV. Commission also pointed out that many AM stations have increased their revenues in TV markets. Comr. Henneck dissented, saying that difference between TV and AM didn't affect the case.

WOULD BROADEN RTMA'S ELECTRONICS SCOPE: Revamping of RTMA and change of name to the "Electronics Manufacturers Assn." is getting serious consideration -- though a good many among top echelons of the big TV-radio trade association, particularly the long dominant receiver manufacturers, have yet to be persuaded.

Fact that sales of electronics equipment to armed forces have exceeded TV-radio during last 3 years, dollar-wise, notwithstanding huge growth of TV industry, has led to proposal that will be considered by committee instructed to study idea and report to next meetings of RTMA board in Los Angeles, April 15-17.

Board "accepted in principle" proposals for complete reorganization and expansion at New York meeting Feb. 6, with view to reorienting toward expanding military and industrial electronics fields. These were main proposals in report by RTMA director E. K. Foster, Bendix, and C. B. Thornton, Hughes Aircraft Co.:

(1) Change name of organization to reflect coverage of entire electronics field. (2) Set up division to serve manufacturers of advanced electronics products. (3) Develop technical standards and contract specifications for advanced electronics in military and commercial fields.

Executive committee of RTMA technical products div. was ordered to come up with concrete recommendations. It's headed by ex-president Robert C. Sprague, and includes Max Balcom, Sylvania; W.R.G. Baker, GE; Fred Lack, Western Electric; Arie Liberman, Talk-A-Phone; Leslie F. Muter, Muter Co.; and Messrs. Foster & Thornton. Ex-officio members are president A.D. Plamondon Jr. and gen. counsel Glen McDaniel.

Full membership would have to approve amendments to by-laws for any such sweeping reorganization.

SIGNS POINT TO CONTINUING BIG OUTPUT: Record January production of 718,378 TV units -- and it was generally reported excellent month for retail sales, too -- gets the industry off to flying 1953 start and lends force to RTMA estimate of 7,000,000 TVs for this year in letter to NPA Feb. 6 asking for 2,110,000 lbs. of alnico 5 magnet material for speaker industry, up nearly 350,000 lbs. from 1952 allotment.

RTMA said increase is needed to cover not only 7,000,000 TVs but 12,000,000 radios & 1,500,000 phonographs, plus speakers for replacements, intercoms, public address systems, etc. RTMA said its figures are "based on the actual usage during 1952 and the most conservative estimates during 1953 [and] represent the consensus of the set industry." But NPA sees no letup in cobalt and nickel shortages, and warned magnet makers they'll have to "stretch" an inadequate supply (see p. 11).

The 1952 production was 6,096,279 TVs, 9,711,236 radios, 1,000,000 phonos. Retail sales during 1952 are estimated at 6,144,990 TVs and 6,878,547 radios. Factory inventories of TVs at end of 1952 were 104,809, of radios 190,269. Distributor inventories were 404,315 TVs and 571,275 radios. No figures on dealer inventories.

* * * *

End of wholesale-retail price controls on TV-radio parts came Feb. 6. OPS officials say they understand President Eisenhower will exempt manufacturers also with another order in week or two, in line with his State-of-the-Union message calling for orderly decontrol of prices. TV-radios have already been decontrolled.

But this news is tempered by the prospect that some form of consumer credit control akin to Regulation W, killed in last Congress, might be revived. The authoritative Wall St. Journal reporter George Cruikshank wrote Feb. 6 that some of the President's closest advisers are urging him to seek consumer credit controls to fight inflation and that matter was discussed in last week's meetings with Sen. Capehart (R-Ind.) and Rep. Wolcott (R-Mich.), chairmen of respective banking committees.

Early meeting with Federal Reserve Board chairman Wm. McChesney Martin is reported planned by President. Martin is said to be concerned over mounting install-

ment debt, estimated by FRB now at \$100 average for every man, woman and child. It's known he frowns on practice, widespread in the TV-appliance and other industries, of small down payments and unlimited time to pay balance.

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Predictions of more TV price increases bore fruit this week when 8 Admiral models were hiked \$10 to \$60 (see Topics & Trends). And all through the trade it was said February consumer selling was down from January, though that's seasonal. At San Francisco's Western Furniture Mart this week, however, TV business was brisk -- with dealers reported showing preference for name, quality and prestige over price and with 21-in. models dominating, as at Chicago marts last month (Vol. 9:2).

RTMA's fourth January week, ended Jan. 30, saw production jump to 198,489 (11,359 private label) from 190,649 the preceding week; it was 4th straight week of upward output. Factory inventories dropped to 133,436 from 156,958. Whole month's TV output of 718,378 (preliminary) compares with 404,933 in January 1952, 650,700 in January 1951 and 438,700 in January 1950.

Radios also got off to good January start, totaling 1,029,951 output at end of month, compared with slightly less than 600,000 in January 1952. In Jan. 30 week 283,081 radios were produced (140,784 private) and factory inventories were 257,200. Week's radios were 90,378 home sets, 22,533 portables, 53,196 clock, 116,974 auto.

Trade Personals: Wallace C. Johnson, Admiral sales v.p., names following regional mgrs. in realignment of territories: William H. Neil, St. Louis; Charles F. Gill, ex-Capehart-Farnsworth Washington, to Kansas City; Ralph C. Routsong Jr., ex-Admiral Washington sales mgr., to Louisville . . . Adm. Walter A. Buck, RCA Victor exec. v.p., off on 2-month business & vacation trip to California and Hawaii . . . Ernest A. Marx, director of DuMont international div., left Feb. 4 on 6-week trip to survey TV-electronics in 6 Latin American countries . . . Wm. A. Damerel promoted from asst. to president Jerome E. Respass to v.p., LaPointe Electronics Inc. (name changed from LaPointe Plascomold Corp.), succeeded by Milby M. Hancock, ex-gen. mgr. . . . Henry A. Crossland, ex-Philadelphia mgr. of GE electronics div., appointed special products sales mgr., GE receiver div. . . . C. R. Bower, ex-Emerson Denver mgr., named Sylvania TV-radio div. sales mgr. there; Robert K. Burbridge, ex-sales mgr. of Bi-State Distributing Corp., Omaha, named Cleveland sales mgr. . . . T. R. Mathews, ex-Stromberg-Carlson distributor mgr., named Raytheon eastern sales mgr. for TV-radio . . . Ralph J. Mowry, district mgr., GE major appliance div., elected president of Electric Institute of Washington . . . Elbridge Titcomb, DuMont Dallas service mgr., promoted to regional sales mgr. there . . . Robert V. Aiman named Hallicrafters Pittsburgh district mgr., replacing Charles Rexford, resigned . . . John Thuet, ex-Allied Appliance Co., Boston, named Sylvania Philadelphia sales mgr. . . . Malcolm Ross, ex-Majestic, Emerson & Sylvania, named purchasing director, Pacific Mercury TV Mfg. Co., will reside in Van Nuys, Cal. . . . George Halsted, ex-Cadillac Motors, appointed to Motorola's newly created post of field training mgr. under sales training mgr. Kip Anger . . . Phil G. Kerr, ex-St. Louis regional sales mgr., appointed asst. mgr. of branches of Admiral Corp.

Robert C. Sprague's nomination as Undersecretary of the Air Force (Vol. 9:3) may not be sent to Senate, despite desire of President Eisenhower and Secretary of the Air Force Harold Talbott to have him on their defense team. Reason is attitude of many Senators that such high level officials must divest themselves of stockholdings in companies doing business with the Govt. Ex-RTMA president "Bob" Sprague has resigned from big electronic components company he founded and headed until his brother's election as president last week, but there's little disposition now in the Administration to risk another Senatorial hassle over stockholdings such as Secretary of Defense Wilson and the Army, Navy and Air Force Secretaries had to go through before they were confirmed. Sprague, 53, graduate of Annapolis and MIT and regarded as ideally suited for the job, is reluctant to sell his big Sprague Electric Co. holdings and has promised he would have no part in govt. contracts; moreover, his firm's dealings with Govt. are largely indirect, as vendor of parts to defense contracts. If nomination is dropped, it's presumed he will return to his company.

Small business is doing all right for itself in defense orders, in opinion of Raytheon's E. F. Leathem, who notes that companies with fewer than 500 employes received 52% of Raytheon's \$57,000,000 subcontracting business and 81% of orders they were capable of handling during first 9 months of 1952. Mr. Leathem, asst. to president Charles F. Adams Jr., used occasion of a formal report this week to Air Force Small Business Subcontracting Program Committee to cite his company's policies as indicative of those followed by other large concerns, taking issue with reported belief and periodic complaints of small businesses that they were left out in cold in defense subcontracting.

Admiral will offer continuous uhf tuner as optional equipment on new sets for \$50 extra, while continuing to promote strips as best approach to uhf reception in most areas. New tuner won't be shipped for month or so, will be plugged for use in areas "where 4 or more uhf stations may be licensed."

Steve Hannagan, 53, one of country's top press agents, who included Admiral Corp. among clients, died Feb. 4 in his hotel room in Nairobi, Kenya Colony, after heart attack. He was on air tour of Near East and Africa for Coca-Cola Export Co.

GE awarding 50 fellowships for science study at Union College, Schenectady, to teachers from 13 states and the District of Columbia for 6-week program, June 28-Aug. 7; deadline for applications (to the college) is Feb. 15. RCA this week awarded \$800 scholarship for current academic year to 18 students majoring in science and engineering, including one woman science major at Wellesley.

John H. Bose re-elected president of Radio Club of America for 1953; others re-elected: Ralph R. Batcher, v.p.; Joseph Stantley, treas.; Frank H. Shepard Jr., corresponding secy.; Frank A. Gunther; recording secy.

Topics & Trends of TV Trade: Boom in phonograph industry is really rolling, with normal Christmas upswing for players & records spilling through January, usually a slow month. So great is demand for players that industry spokesmen this week told NPA officials number of manufacturers is expected to double this year, with boom likely to continue through 1953, although they frankly were at a loss to explain extraordinary rush. Meeting in New York last week end of Phonograph Industry Committee, representing RTMA, Record Industry Assn. of America & Phonograph Mfrs. Assn., produced plans for city-by-city survey of consumer purchases of tape recorders & phonographs, scheduled tentatively to begin in Buffalo in September.

As manifestation of boom, Feb. 7 *Billboard*, long a barometer of record industry, reported December & January record sales were highest ever, depleting dealer inventories and resulting in demands on manufacturers for more and more discs. RCA Victor's Jan. sales were up 20% over Jan. 1952; Columbia's Dec. sales up 15% over Dec. 1951, Capitol up 40% same month.

* * * *

Picture tube sales for 1952 totaled 6,120,292 valued at \$139,208,649, up nicely from 4,434,126 worth \$106,150,834 in 1951 but considerably below 1950 record of 7,473,614 at \$198,737,428, reports RTMA in year-end roundup this week. The 1952 total for first time represents sales of all manufacturers, not only RTMA members. Trend to larger tube sizes is reflected in compilation showing 98% were 16-in. or larger compared to 95% in 1951 and 72% in 1950. For December, sales were 852,501 worth \$20,394,042, down slightly from 876,712 valued at \$21,472,381 in November. Receiving tube sales for 1952 totaled 368,519,243 worth \$259,116,089 compared to 375,643,697 in 1951 and 382,960,599 in 1950. Of 1952 sales, 222,743,526 went for new sets, 82,768,037 replacement, 18,004,841 govt., 13,563,907 export.

Demand for TV & auto antennas this year will be 50% above 1952, and will result in disappearance of industry's traditional summer slump. Thus representatives of 10 antenna manufacturers, at NPA industry advisory committee meeting this week in Washington, described anticipated upsurge in their business as result of demand arising from: (1) new TV stations and channel shifts of existing ones; (2) biggest market for replacement TV antennas to date; (3) higher levels of auto production (75% of new cars are radio-equipped at factory). Manufacturers told NPA inadequate allotments of copper and aluminum, together with difficulties in placing mill orders, may keep them from satisfying 1953's heavy consumer demand.

Admiral raised prices on eight 21-in. models by \$10 to \$60 this week. Keeping leader 17-in. models unchanged, lists on mahogany plastic console went up from \$270 to \$280; blonde \$300 to \$330; open-face walnut \$310 to \$340, mahogany \$340 to \$370, maple \$350 to \$360; half-door mahogany \$320 to \$350; mahogany upright combination \$360 to \$370; blonde laydown combination \$470 to \$510; mahogany laydown \$450 to \$490 (with cylindrical tube \$490 to \$530 & \$530 to \$590).

Hijacked load of Sylvania TV & radio tubes, stolen Feb. 3 when truck was held up in front of warehouse on West 26th St., New York, comprised unmarked goods which Sylvania officials fear may quickly be disposed on market with little chance of tracing them to thieves. Shipment was fully insured.

Federal Trade Commission hearing on complaint Sylvania in 1949 sold radio tubes to Philco for 7-9¢ less than to own distributors (Vol. 6:2, 8:46) resumes Feb. 9 in Washington.

PRO FOOTBALL'S TV policy took heavy beating from parade of Govt. witnesses this week as Justice Dept. ended its direct case in anti-trust suit against National Football League in Federal District Court in Philadelphia. Govt. attorneys bolstered their case with RTMA set-production statistics, minutes of NFL club-owners' meetings, and TV-radio station officials, who charged that TV-radio restrictions angered the public and damaged their businesses.

Govt. is attempting to show that club-owners conspire to restrict individual TV-radio rights of each team in violation of Sherman anti-trust act. Judge Allan K. Grim continued to overrule objections of defense attorneys, who are expected to base their own case on grounds that TV-radio restrictions are "reasonable" necessity to preserve their business and that public isn't entitled to "free football." Meanwhile, despite Govt. promises that it will sue college football if current suit is successful, National Collegiate Athletic Assn. proceeded with plans to name TV committee this week end to draw up "controlled" TV program again for 1953 season.

In first 2 weeks of NFL trial, these witnesses appeared: James W. Seiler, American Research Bureau; Hugh Beville, NBC research; C. M. Weld, Rand-McNally; Martin Codel, *Television Digest*; J. Frank Beatty, *Broadcasting Magazine*; Sol Schildhouse, FCC Renewal Branch; Clair McCollough, WGAL-TV, Lancaster; Elmer Gibbons, KVON, Napa, Cal.; Herbert Stewart, ex-WICU, Erie; Charles Mallory, KSJO, San Jose, Cal.; Wm. F. E. Long, RTMA; Robert Pierce, WDOK, Cleveland; David Klein, The Pulse Inc.; Gordon McLendon, former owner of defunct Liberty Bestg. Co., now v.p. of KLIF, Dallas, KLES, Houston, and KLEP, El Paso; Lee K. Beznor, WOKY, Milwaukee; Don Wirth, Neenah, Wis.; Carl Gretz, Gretz Brewing Co.

Distributor Notes: Admiral consolidates its 7 factory distributorships into 2 corporations: Admiral Distributors Inc., New York (combines N. Y. & Chicago operations) and Admiral Distributors Inc. (in charge of Boston, Milwaukee, San Francisco, Los Angeles, San Diego); elects Earl Erickson v.p. & gen. mgr. of its Chicago div., Michael J. Nicolin v.p. & gen. mgr. of San Diego div. . . . RCA Victor Distributing Co., Detroit, names Walter Ruthenberg appliance mgr.; Southern Wholesalers Inc. (RCA), Washington, names Ralph M. Lane gen. sales mgr., replaced as TV-radio sales mgr. by Frank Levine . . . DuMont Dallas factory branch sales mgr. Robert Cheshire resigns . . . Raytheon names Goyer Supply Co., Greenville, Miss.; Tri-State Distributors, Spokane, Wash. . . . Motorola Chicago opens Rockford branch.

TV dealer trips to Europe look like they're becoming commonplace. Following lead of Westinghouse (Vol. 8:52), Admiral and GE this week announced sales contest trips to Europe, including stopovers in London during coronation June 2. All-expense 11-day trips to London, Paris and Nice, flying from New York May 24, will go to first 49 Admiral dealers who buy 75 TV-radio-phonograph combinations in February. Winners unable to make trip will each receive \$1500 savings bond. In addition, Admiral said it will finance vacation trips to Virgin Islands in June for limited number of dealers who exceed sales quotas, but didn't disclose details. GE will pay expenses for 2 TV-radio dealers and their wives for week in Europe beginning May 27 as top prizes in 8-week sales contest starting March 2.

Wells-Gardner, specializing in private label TV production, next week opens own store at 715 Michigan Ave., South Bend, Ind., second in planned expansion into own direct-to-consumer distribution. First was in Saginaw, Mich. All will be within 300 miles of Chicago.

Electronics Reports: Future of materials controls under new Administration is in doubt, but belief is widely held that many of NPA's control orders will be rescinded in line with President Eisenhower's policy of retaining only those controls necessary to defense program. Controlled Materials Plan itself may be superseded by program merely giving defense production priority on materials in place of current policy of rationing materials to all users—military, defense and civilian. As alternative, CMP could be "open-ended," permitting users to purchase materials on open market after all CMP orders have been placed. Among NPA orders slated to be abandoned is color TV order M-90. Announcement of new materials control policy is expected very soon.

Lifting of price controls on copper is expected to ease shortage considerably, but at expense of higher prices. Coming into copper market then will be: (1) scrap copper, which has been held back in anticipation of end of controls, and (2) higher priced foreign copper. DPA this week increased second-quarter aluminum allotments for manufacturers of TV-radio and other consumer goods from 55% to 60% of average quarterly base period use, and further increases may be granted in view of increased aluminum imports from Canada and improvement in Northwest power situation.

President Eisenhower this week abolished the Defense Production Administration (DPA), whose functions will be absorbed by reorganized Office of Defense Mobilization (ODM) under acting director Arthur S. Flemming. ODM will be completely revamped, and such DPA bodies as Electronics Production Board (Richards W. Cotton, chairman) are expected to lose their semi-independent status and come under new programs & planning branch of ODM. As for NPA—now nominally under Commerce Dept.—it's expected to be consolidated more fully into Commerce, its industry divisions being integrated into Office of Foreign & Domestic Commerce. Some of its functions related directly to defense program may be transferred to ODM. In the transfer, many DPA & NPA employees probably will be dropped.

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There's been no letup in shortages of nickel and cobalt—nor is any in sight. NPA officials made this clear at 2 industry advisory committee meetings in last 2 weeks. Nickel and cobalt are vital metals in magnets used in loudspeakers and TV focusing devices. Permanent magnet industry advisory committee was told this week there is "no justification for any optimism about increasing cobalt and nickel supplies in the near future," and that no appreciable change in NPA's method of allotting these scarce metals is in view. Both military and civilian demands for magnets will be considerably greater in 1953 than 1952, NPA said. Some 80% of cobalt supply now goes to military production, particularly jet engines. NPA plans to launch conservation program, aimed at reduction in size of speaker magnets, standardization of magnet sizes and salvage and reclamation of discarded magnets. Loudspeaker manufacturers last week told NPA they had no significant materials problems and no acute labor problems, but anticipate increased demand for TV & phonograph loudspeakers this year.

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Canadian Aviation Electronics Ltd., Montreal, already exclusive licensee for manufacture of DuMont TVs in Canada, named sole sales rep for TV transmitting and associated equipment in anticipation of TV expansion in Dominion.

Capitol Records merged this week with Cetra-Soria, American recording firm dealing almost exclusively in Italian opera records, under agreement providing for distribution of one another's records here and in Italy.

Financial & Trade Notes: Merger of Emerson and Webster-Chicago (Vol. 8:51 & 9:4, 5) has been abandoned—explained by Emerson president Benjamin Abrams as due to "opposition and dissension which makes the transaction no longer attractive to Emerson." Both companies held stockholder meetings Feb. 4 to consider merger—Emerson in New York, Webster in Chicago—but tally of proxy votes was never announced. Emerson board reported to stockholders it had "exercised the right to abandon the merger [in view of] opposition on the part of some of the Webster-Chicago stockholders, as well as apparently sharp dissension within the Webster-Chicago Co." Opposition was spearheaded by Martin C. Remer, president of Chicago investment firm of Remer, Mitchell & Reitzel Inc., who charged Webster was being sold too cheaply.

"Webster-Chicago will continue as a corporate entity as in the past," Webster president R. F. Blash told stockholders. He said no changes are contemplated in firm's board or active management. He estimated company's December earnings at \$240,000, partly recouping net loss of \$367,052 for first 11 months of 1952. On basis of unofficial proxy count, proponents of merger were short about 20,000 shares of the 300,000 (out of 450,000 shares outstanding) necessary to carry the merger, Mr. Blash said.

At Emerson meeting, Mr. Abrams predicted industry would sell 7,500,000 TVs and 10,000,000 radios in 1953, and forecast over-all industry billings at record \$5 billion. He said Emerson's earnings are currently running at 2½ times rate in same period last year. Replying to a stockholder, he said Emerson "continued to rank fifth or sixth" in TV field, but had lost ground in radio since advent of TV. He forecast Emerson's 1953 production as 500,000 TVs, 1,000,000 radios, in addition to military order backlog of more than \$50,000,000. He predicted FCC approval of compatible color system, and said Emerson "plans to produce color TV receivers on a limited scale starting in the early part of 1954."

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Sparks-Withington reports net income of \$454,341 (49¢ a share) on sales of \$15,122,298 for 6 months ended Dec. 31, compared with \$199,033 (21¢) on sales of \$10,302,051 same 1951 period. President John J. Smith attributes increase to greater TV sales, defense work, and improved sales of Canadian subsidiary, Sparton of Canada Ltd., and predicts that entire TV industry sales volume will be 6,500,000 in 1953. Company plans to expand its TV-radio div. warehousing system and will launch 12-month ad campaign in March.

LaPointe Plascomold reports net income of \$52,991 (16¢ a share on 320,000 shares) on sales of \$3,348,214 for year ended Oct. 31, compared with \$77,137 (34¢ on 230,000 shares) on sales of \$2,333,061 for 1951. Company, which formally changed its name to LaPointe Electronics Inc. at annual stockholders meeting, also reports record estimated earnings before taxes of about \$100,000 on sales of more than \$1,000,000 for first 2 months of 1953 fiscal year.

Dividends: Magnavox, 37½¢ payable March 16 to stockholders of record Feb. 25; Indiana Steel Products, 25¢ March 10 to holders Feb. 20; International Resistance Co., 5¢ March 5 to holders Feb. 10; General Precision Equipment Corp., 25¢ March 15 to holders Feb. 25; Baltimore Radio Show (WFBR), 10¢ March 1 to holders Feb. 16.

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Clevite Corp., Cleveland, has bought majority stock interest in Transistor Products Inc., Boston firm formed in March 1952 to develop and manufacture transistors and germanium diodes. Dr. Roland B. Holt, former director of Harvard's Nuclear Research Laboratory, is president. Brush Electronics Co., another of the Clevite companies, is also engaged in transistor research.

SETS-IN-USE FIGURES, compiled monthly by NBC Research and subject of constant controversy, plus other statistics for measuring audiences, etc., may be developed soon by independent researchers supported by NARTB and other industry interests. At least first step toward that goal, which NBC research chief Hugh M. Beville has repeatedly said his company would gladly support (Vol. 9:5), was taken at Feb. 5 meeting of NARTB-TV board in Belleair, Fla.

Dr. Franklin R. Cawl, ex-U of Pennsylvania professor, now president of Market Research Council and v.p. of American Marketing Assn., appeared before board to outline proposal for comprehensive measurements of TV "circulation." Committee was appointed to "consult with appropriate individuals in the TV industry"—meaning, presumably, the networks, RTMA, possibly also AAAA and ANA, all of whom have stake in accurate figures.

NARTB committee comprises Campbell Arnoux, WTAR-TV, chairman; Clair McCollough, WGAL-TV & WDEL-TV; Kenneth Carter, WAAM. Said TV board chairman Robert D. Swezey, WDSU-TV: "One of the most challenging problems facing the TV medium today, and those who use its facilities to sell merchandise and service, is the selection of a uniform system for measuring circulation. Dr. Cawl has presented to us a formula for such measurement which deserves the serious reflection of all of those who are in TV broadcasting and all of those who use it as an advertising medium."

In other actions, the TV board approved budget of \$734,302, which includes radio board needs; approved new members to bring TV total to 117 stations, 4 networks; allocated \$3000 to All-Industry TV Tax Committee; approved "staggered" terms for 5-member TV Code Review Board. Next meeting of TV & Radio boards will be held in Washington June 17-19.

Two new NBC vice presidents under new regime of president Frank H. White were authorized by board Feb. 6—William H. Fineshriber Jr. named v.p. & gen. mgr. of the networks and David C. Adams promoted from director to special projects to v.p. for administration. Both report to John K. Herbert, v.p. in charge of networks and sales. Fineshriber, 44, recently resigned as executive v.p. of Mutual Broadcasting System and of General Teleradio Inc. (WOR & WOR-TV), was right hand man at MBS when White was that network's president. Adams, 40, came to NBC from FCC in December, 1947 as asst. gen. counsel under ex-FCC chairman Charles R. Denny, who first joined NBC as general counsel, now is v.p. in charge of owned-&-operated stations, public relations and staff engineering. Fineshriber has had 20 years of network experience; Adams played leading role in recent revision of radio rates and in integration of TV-radio operations. President & Mrs. White were in his home town of Washington Feb. 6 for reception by Mr. & Mrs. F. M. Russell, preliminary to Radio Correspondents Assn. dinner.

Sidney N. Strotz, ex-NBC v.p., heads group involved in \$4,000,000 purchase of Coca-Cola bottling works in Pittsburgh and other Pennsylvania communities; he plans to move there from Los Angeles. Among stockholders are Niles Trammell, ex-NBC president, and attorney Thomas P. Johnson, secy. of Pittsburgh Pirates and 45.5% owner of WENS (Ch. 16), due to start next fall.

Loew's Inc. filed suit this week in Los Angeles Federal Court against *Los Angeles Times'* KTTV, Paramount Television Productions Inc., Cornell Films and Harman-Ising Pictures, charging latter firm with copyright infringement and breach of contract in distributing to TV package producers 18 animated cartoons Loew's contends were made exclusively for its use (MGM). Suit asks \$500,000 damages and injunction to prevent KTTV and other defendants from using cartoons.

ABC-UPT merger decision is understood to have been reached by FCC at final meetings this week, with official release due momentarily. While Comr. Hennock alone is said to oppose United Paramount's absorption of ABC, it's not certain whether majority will also approve sale of UPT's WBKB, Chicago, to CBS for \$6,000,000 as part of merger agreement, and whether majority will rule Paramount Pictures Corp. doesn't control DuMont. Backscene, there has been considerable activity on part of principals, particularly on Capitol Hill where Senator Tobey (R-N. H.), chairman of powerful Interstate Commerce Committee, has been quiet lately about his announced plans to hold hearings but is known to have been consulted by Comr. Hennock. He has referred to her as a "great" public servant, despite Senate Judiciary Committee's failure last year to approve her nomination for Federal district judgeship in New York after long closed hearings. Also extremely active against merger have been representatives of DuMont, opposing it on grounds it means eventual movie control of TV networks, and Zenith Radio, an applicant for Channel 2 in Chicago, to which WBKB is supposed to shift. Though Senate committee chairmen, whether Democratic or Republican, have traditionally been held in "fear" by FCC, majority of Tobey's committee and many other Senators familiar with project are understood to favor the merger. Pending decision not only has ABC-UPT people on tenterhooks but is eagerly awaited by all ABC affiliates and employes—convinced there's nothing wrong with their financially rocky and poor third-ranking network (both TV & radio) that money, know-how and programs cannot cure.

Five uhf applications and one for vhf, along with 6 dismissals of pending applications, this week brought total now awaiting FCC action to 727, of which 272 are for uhf. Only vhf was that for Channel 10 in Columbia, S. C., filed by group headed by WIS mgr. Richard Shafto; it supersedes old application with new one with some new principals, including part owner of local WMSC who is selling that station. The uhf applications were for El Centro, Cal., Ch. 16, by Hollywood producer Sidney A. Franklin Jr., who is also an electrical engineer; Des Moines, Ia., Ch. 17, by Duluth-Superior group operating WEBC and other stations; Chester, Ill., Ch. 59, by owners of KSGM, Ste. Genevieve, Mo.; Princeton, Ill., Ch. 52, by M. R. Lankford (WRAY); Indianapolis, Ch. 26, by WBAT, Marion, Ind., first opposition to Empire Coil Co. application filed last week (see *TV Addenda 16-D*). [For further details about foregoing applications, see *TV Addenda 16-E* herewith; for complete listings of all post-freeze applications, grants, new stations, hearings, etc., see *TV Factbook No. 16* with Addenda to date.]

TV-radio giveaway programs are legal, 3-member Federal statutory court ruled in 2-1 decision in New York Feb. 6, upsetting FCC's 1949 ruling that such shows were lotteries (Vol. 4:32, 34 & 5:34-39). Suit was brought by ABC and joined by CBS & NBC. Federal courts had enjoined FCC from enforcing ruling until legality had been decided. In majority opinion, Judge Vincent L. Leibel wrote that giveaway is not lottery so long as participant in show does not have to contribute to "pot" from which prizes are awarded. Court upheld FCC on its refusal to renew license of station broadcasting (1) information on lottery, or (2) contests where participants are required to provide money or anything of value. Judge Charles E. Clark dissented, charging decision will "promote more confusion than it allays."

New officers of Federal Communications Bar Assn., elected Feb. 6: Fred W. Albertson, president; Vincent B. Welch, 1st v.p.; Percy H. Russell Jr., 2nd v.p.; Everett D. Johnston, secy.; Robert M. Booth Jr., treas.; Wm. J. Dempsey & Stephen Fletcher, executive committee; Arthur W. Scharfeld (retiring pres.), delegate to American Bar Assn.

MARTIN CODEL'S
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VISUAL BROADCASTING
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(For Complete Text of Revised NTSC Color Field Test Specifications, See Supplement No. 75-A Herewith)

REVISED SETS-IN-USE & MARKET FIGURES: We are sending you herewith, as a substitute for the table and explanatory notes on pp. 260-261 of TV Factbook No. 16, a revised table which not only brings the sets-in-use figures up to date as of Jan. 1, 1953 but also corrects erroneous market figures appearing opposite some of the cities. We urge you to paste this Special Report over Factbook p. 260 and use it in lieu of the tables in the Factbook. Errors were partly of our making, partly NBC's, due to the inadvertent dropping of digits -- and in several instances they did real injustice to certain markets, which have quite justifiably registered complaints. Rather than publish an Errata Notice, we felt we could render better service by simply repeating the department with all corrections ready-made. Extra copies of this Special Report are available to all subscribers and all Factbook purchasers on request.

THE UHF MARKETS: WILKES-BARRE-SCRANTON: Wilkes-Barre is a TV boom town. Sparked by an engineering father-&-son team of veteran broadcasters, in 6 short weeks uhf has proved itself in this heavily populated northeastern Pennsylvania coal mining area.

Bow-tie antennas have changed skyline of Wilkes-Barre and neighboring areas; that was first thing we noticed in our visit there this week -- part of our continuing survey of the new uhf markets.

We heard the word "terrific" used again and again to describe trade as we talked to distributors and dealers -- and there are real shortages of top-brand receivers. Servicemen show signs of battle fatigue, but their children are wearing new shoes. Citizens are staying home evenings, watching clear network pictures, and Wilkes-Barre already has 2 local TV program magazines.

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Capitalizing on early TV start is Louis G. Baltimore, who founded WBRE (AM) way back in 1924. His son, David M. Baltimore, recently acquired WSCR, Scranton, manages both AMs as well as WBRE-TV (Ch. 28) & WBRE-FM. An early enthusiast in TV as he was in radio, the elder Baltimore built his first TV receiver in 1931, picked up pictures from New York using neon light and whirling disc setup.

Faith in uhf is foundation-stone of new WBRE-TV. Said young (32), energetic David Baltimore, an MIT graduate: "Dad and I staked everything we have -- and a good deal of what we expect to make in the future -- on this new TV station. We wouldn't have done it if we didn't believe firmly in the future of uhf."

For Wilkes-Barre, it's uhf or nothing -- as far as local stations are concerned. No vhf channels have been allocated within 50 mi. Wilkes-Barre is assigned 2 uhf channels; Scranton, 16 air mi. away, gets 3; Hazleton, 20 mi., one. Within 50-mi. radius there are 12 uhf allocations, for which FCC has already issued 8 CPs. The other 4 are contested by competing applicants, will have to go to hearing.

Wilkes-Barre-Hazleton area is listed by J. Walter Thompson as nation's 48th market, with 107,893 households. Scranton is 74th with 71,678. Before WBRE-TV went

on air, TV fans willing to invest money to get picture had 2 choices: (1) WNBF-TV, Binghamton, 60 mi. from Wilkes-Barre and 50 mi. from Scranton. (2) Community antenna projects in Wilkes-Barre and Hazleton.

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New station has had its share of problems, including the usual early transmitter difficulties. But now, says David Baltimore, "our biggest problem is in New York City, not Wilkes-Barre." Stumbling block has been convincing sponsors that uhf will do the job. Apparently there's been some success in that field, since nighttime schedule is now crammed nearly solid with network programs and spots.

Station is NBC-TV affiliate, fills in gaps with CBS-TV programming for time being. Local sponsorships have been "only fair," with merchants hesitant because of production costs, and waiting for their competition to take initial plunge. Program hours currently are 5:30-11 p.m., Sundays 1-11. Afternoon programming is scheduled to begin next week, morning schedules by next fall.

Signal is sprayed down on city and surrounding sections from 400-ft. tower atop 2100-ft. Wyoming Mountain just southeast of center of town. Self-supporting tower was "built for FM, but with TV in mind," said David Baltimore. "It would cost us 3 times as much if we had to build it today." Antenna is 1220 ft. above average terrain, radiates 18.5 kw using RCA 1-kw transmitter. Station has hopes of getting RCA's first amplifier, so it can go to higher power this summer. Privately-owned relay brings network programs from New York and Philadelphia.

Programs are piped to mountain-top transmitter from downtown TV-AM studios. TV studio facilities consist of 20x30-ft. converted radio studio, spacious control room and workroom. Station owns 2 cameras and film chain, has some local shows.

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"Coverage is just about what we anticipated before we went on the air," says David Baltimore. Because of the mountainous terrain, some fairly close-in areas are in shadow, have difficulty pulling in signal. Eastern outskirts of Wilkes-Barre, on slope of mountain, are in virtual null area, but aren't heavily populated. Pictures are clear and snow-free in Scranton and Hazleton (20 mi.), and good reception is reported in Berwick (23 mi.), Carbondale (30 mi.) and Bloomsburg (40 mi.).

Station's relations with local community antenna, Television Service Co. of Wyoming Valley, haven't been too cordial. "The cable" -- as it is known to local residents -- offers 3 simultaneous programs from Philadelphia and Binghamton. For a while it picked up WBRE-TV's local programs, converted them to vhf and fed them to homes of subscribers. "We put a stop to that," said Mr. Baltimore. "Since they weren't picking up our network programs -- only the local shows -- they had us in competition with ourselves."

How about TV set circulation? Station is claiming close to 40,000 uhf sets in its area. NBC's set census gave Wilkes-Barre credit for 17,000 uhf sets as of Jan. 1 (Vol. 9:5). Station is now canvassing the 40 distributors which serve area. First 6 to reply -- "not all big ones, either" -- listed sales of 13,000 uhf sets and converters as of Feb. 1. J. Walter Thompson survey credits Wilkes-Barre area with 18,000 vhf sets, Scranton area with 21,500 (see TV Factbook No. 16).

* * * *

There's no doubt TV sales are booming in Wilkes-Barre, Scranton and neighboring communities. "There never was anything like this around here," distributors and dealers agreed. In Wilkes-Barre, nearly all dealers are showing good pictures, some with indoor antennas; even built-ins are working in some cases. Distributors for some of the biggest makes complained they aren't getting nearly enough sets to satisfy their dealers' demand.

Boom shows no signs of leveling off. One middle-sized dealer who purchases sets from Philadelphia distributor told us: "Every week I get 57 sets and sell 57 sets." Reminiscent of Denver and Portland, new TV stores are cropping up and TV departments are being added by jewelry and auto supply stores.

But Wilkes-Barre is no "happy dumping ground" for off-brand merchandise. We saw no sets of doubtful pedigree, indeed very few outside of big brand-name bracket.

And there were no "bargains" to be had, no vhf-only sets. Market for external converters has simmered down to trickle, compared to frantic pace shortly before and after station went on air. Most of the sets that we saw in stores had built-in all-channel tuning, although strip-tuned sets are said to be selling well now, too.

Shortage of strips plagued dealers and distributors for some time, but the supply now is said to be adequate. Most new Admiral sets are equipped not only for WBRE-TV's Ch. 28, but also for WILK-TV, due on air late in April on Ch. 34, and for WHUM-TV, Reading Ch. 61 station which went on air this week. RCA sets have inserts for these stations and for WTVU, Scranton Ch. 73 outlet due on air next month.

Noticeably absent from market are plug-in "matchbox" converters and 1-&-2-channel uhf adaptors. Plug-ins haven't gone over because they limit set to 2 or 3 uhf channels -- and area is certain of 5 or 6 uhf stations in near future. The sets which have met acceptance are those which will readily pick up at least 4 uhf channels; possibly that's why off-brand makes haven't shown up. One serviceman told us: "It would make our job a lot easier if they eliminated the vhf tuner."

Radiation problem has reared its head in area, and long-time TV fans who put up high antennas to bring in WBNF-TV, Binghamton (Ch. 12) are cussing their neighbors' all-channel converters. Harmonics from some converters interfere with Ch. 12 picture. One manufacturer is reported to have withdrawn its all-channel converter from market in the area because of interference complaints.

Good strong TV picture is being seen for first time by residents of Wilkes-Barre, Hazleton, Bloomsburg and Berwick, but farther north in Scranton and Carbondale, WBRE-TV is bringing second good picture into many homes where fair-to-good vhf picture comes in from Binghamton. Even in Scranton and Carbondale, though, sales of uhf sets and converters have been going to town, in spite of duplication of network programs on both stations.

17 CPs GRANTED, SECOND LARGEST GROUP: Continuing phenomenal rate of issuing CPs, FCC granted 17 more this week (6 vhf, 11 uhf) -- a burst of activity exceeded only by initial batch of 18 post-freeze CPs awarded July 11 (Vol. 8:28). Included this week was precedent-setting uhf grant to Macon Television Co., owned (45% each) by WBML & WNEX -- first "joint AM" grant in history (see story, p. 4).

Our prediction of last year -- that Commission would "average 10 grants or more a week" (Vol. 8:40) -- hit it right on the nose. Exactly 110 grants have been awarded in the last 10 weeks alone, more than the entire number of stations (108) authorized and built from end of World War II to mid-1952, some 7 years.

FCC's speed in granting uncontested applications is in striking contrast to painfully slow process of eking out CPs via the hearing route. It took 4 months merely to get preliminary decision on Denver's Channel 7 (Vol. 9:6), and at least a couple more months will pass before even that decision is final.

Small wonder, then, that competing applicants are exploring mergers and everything else they can think of to eliminate hearings. This week, there was even a shared-time proposal offered to Commission by two contestants for Channel 8 in Salinas-Monterey, Cal. [For details, see TV Addenda 16-F herewith.] Small wonder, too, that uhf channels are becoming more attractive in cities where vhf channels are contested, even where vhf stations are now in operation.

Commission bit quite a chunk out of its priority lists and out of its backlog of "grantable" applications. It moved 22 cities in Group A to 236th city, and 5 places in Group B to 196th city. Uncontested applications, presumably free to be granted, were reduced from 112 to 103 (38 vhf, 65 uhf), located in 98 cities. The total number of contested channels dropped by 3 to 259 (169 vhf, 90 uhf).

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This week's vhf CPs: Eureka, Cal., KIEM, No. 3; Rome, Ga., WRDM, No. 9; Minot, N.D., KCJB, No. 13 & Rudman Television Co., No. 10; Columbia, S.C., WIS, No. 10 (3rd for city); Midland, Tex., Permian Basin Television Co., No. 2.

The uhf CPs: Macon, Ga., WBML & WNEX, No. 47; Portland, Me., Portland Tele-casting Corp., No. 53; Gulfport, Miss., WGCM, No. 56; St. Louis, Mo., WIL, No. 42 (5th uhf in area); Oklahoma City, Okla., KLPR, No. 19 & Oklahoma County Television

& Broadcasting Co., No. 25; Eugene, Ore., W. Gordon Allen, No. 20; Dallas, Tex., KLIF, No. 29 (2nd for city); Parkersburg, W.Va., West Virginia Enterprises Inc., No. 15; Wheeling, W.Va., Polan Industries, No. 51; Beloit, Wis., WGEZ, No. 57.

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Sidelights on grantees: Wm. B. Smullin, owner of KIEM, Eureka, holds 50% of Medford, Ore. TV application. WIS was granted CP in Columbia on condition several stockholders drop ownership in WMSC, Columbia; president is G. Richard Shafto, TV director Charles Batson, onetime director of NAB's TV activities. John W. Boler, president of KCJB, Minot, recently withdrew application for Fargo. Oilman M.B. Rudman, the other Minot grantee, holds CP for KTVR, Galveston, Tex., 50% of CP for Billings, Mont., has applications pending for Fargo and Bismarck. Midland CP-holder comprises theatremen J. Howard Hodge & Henry S. Griffing; principals hold interest in Oklahoma City & Lubbock applications.

Portland, Me. organization is owned by principals of WLAM, Lewiston, also a TV applicant. Channel 25 grantee in Oklahoma City has the same ownership as KWCO, Chickasha. W. Gordon Allen, Eugene, Ore., holds interest in Salem TV application, owns varying percentages of AMs in Salem, Lebanon, Redmond, Cottage Grove -- all in Oregon. Dallas grantee is headed by Barton R. & Gordon B. McLendon, who ran the Liberty Broadcasting System.

West Virginia Enterprises, Parkersburg, comprises the Baer family, owners of TV applicant WTBO, Cumberland, Md. Polan Industries, Wheeling, holds CPs for WPTV, Ashland, Ky. and WUTV, Youngstown, is applicant for Roanoke and Terre Haute.

[For further details about grantees, see TV Addenda 16-F herewith; for complete data on these and all other applications, see TV Factbook No. 16.]

MACON GRANT SPURRING AM COMBINATIONS: FCC's approval of the "joint AM" application of WBML & WNEX, Macon, Ga., granting them uhf CP this week, is certain to have far-reaching ramifications -- being Commission's first approval of anything involving joint ownership of a third broadcasting operation by 2 stations in same city.

Decision is certain to precipitate similar combinations, though Commission made it clear that decision isn't to be regarded as carte blanche for any or all joint TV proposals by AM stations.

Application of Macon Television Co. originally specified that each station would own 50%, and Commission sent it a "McFarland letter" doubting grant would be in public interest and stating that hearing would be necessary (Vol. 8:49). Stations returned with new proposal -- each would own 45% and an "umpire" with ownership in neither, realtor W. A. Fickling, would hold balance of power with 10%.

Commission's reasons for approval were that hearing would be avoided and uhf would be brought to Macon quickly, and that they were satisfied with stations' plans to maintain competition between AMs while completely divorcing TV from AM.

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Comrs. Sterling and Merrill issued concurring opinions, both emphasizing action isn't to be regarded as wide-open-door policy. Said Sterling: "I should not want my decision [considered] a bellwether...I shall decide each case on its individual merits." Merrill wrote: "My action is based on the facts peculiar to this situation and should not be construed as a general policy of endorsing all proposed 'marriages'." He would have preferred adding another channel to Macon.

Comrs. Hyde and Webster dissented. Former argued that another uhf channel can be added now (though FCC majority recently disagreed with him). He also proposed a second way of giving Macon uhf service quickly, if neither party wants to sell his AM -- give the CP to "community-minded persons" who would provide service on an interim basis pending the resolution of hearing contests." This idea has been broached by industry people before, is considered workable in some cases.

Comr. Webster would have held hearing to learn more about future operations. "It would appear to be too much," he said, "to expect complete arms-length AM competition from parties whose right hands are clasped in the friendship of a joint TV operation." Comr. Hennock didn't participate in voting.

4 MORE STATIONS ON AIR—TOTAL NOW 137: There are now 137 TV stations on the air in the United States. Add to your list this week's WFMJ-TV, Youngstown (Channel 73); WHUM-TV, Reading (Ch. 61); KOLN-TV, Lincoln, Neb. (Ch. 12); WKNB-TV, New Britain (Ch. 30). These 4 new starters bring total post-freeze stations to 29.

Youngstown became first city to have 2 uhf stations in operation when the Vindicator's WFMJ-TV turned on test pattern Feb. 9. City's other station is WKBN-TV (Ch. 27), CBS affiliate which got started Jan. 6 (Vol. 9:3). WFMJ-TV, affiliated with NBC, will continue tests for while, hasn't announced when programs will start.

First high-powered uhf station, Humboldt Greig's WHUM-TV (CBS), began tests at 12:12 a.m. Feb. 10, after long series of delays. Slated to be showcase for GE 12-kw transmitter, station put out 60-kw signal at first from 1000-ft. antenna tower atop Blue Mountain, 22 mi. north of Reading, gradually souped up power during week until it was radiating between 200 & 250 of its assigned 260 kw. GE engineers said field strength appeared to be "at least as good as predictions based on FCC curves," but were still working to improve picture transmission.

Sole vhf to take air this week was KOLN-TV in Nebraska's capital city and second TV station in that state. Test pattern came on at 3 p.m. Feb. 10 from DuMont transmitter. Station is operating on full assigned power of 26.9 kw.

New Britain's WKNB-TV is the first post-freeze station in Connecticut, will also serve Hartford, 8 mi. away, and should put signal into New Haven, 30 mi. Good coverage of Connecticut Valley was reported on basis of test pattern transmissions which began just before midnight Feb. 11 at 20-kw visual power. Station planned to begin CBS-TV network schedule by week's end.

Roanoke's WROV-TV (Ch. 27) didn't get started this week, although all the necessary equipment is on hand. Station hopes to begin tests early next week.

[For reports on upcoming new stations, see p. 7.]

MERGER APPROVAL PUTS BACKBONE INTO ABC: Psychological lift of the ABC-UPT merger, which was consummated an hour after FCC announced approval 3:30 p.m. Feb. 9, is more significant than any immediate increase in business that ABC may expect. It may take more time to see effects of FCC's other major ruling -- that Paramount Pictures controls DuMont -- a reversal of examiner Leo Resnick's original opinion.

Decision stiffened ABC's sagging morale, not merely of headquarters but of entire family of TV and AM affiliates -- who confidently expect infusion of UPT capital and showmanship to render them rugged competitors of NBC and CBS. [For indication of capital available to new American Broadcasting-Paramount Theatres Inc. (AB-PT), see Financial & Trade section for pro forma balance sheet.]

In Feb. 10 "meet the new bosses" session, via closed circuit radio hookup, ABC employes in New York, Chicago, Detroit, San Francisco & Los Angeles heard from new hierarchy headed by president Leonard H. Goldenson. All TV & AM affiliates were connected for similar meeting same day.

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A few hesitant sponsors were tipped into the "sold" column almost immediately, said Robert Kintner, president of ABC div. of AB-PT, but the "basic improvement" will come this fall and afterward.

Programming and sales staff is being bolstered right away, he said, and plans for construction of new plant in San Francisco, where ABC now rents, were to be put into effect as soon as possible.

Among the many benefits flowing from merger, Kintner visualized distinct boon to uhf -- because uhf stations in markets with one or 2 vhf stations are particularly dependent on strong programming fare.

* * * *

Approval of merger had been expected, of course, but ruling that Paramount controls DuMont came as mild surprise even though close vote was predicted. Specifically, here's what was done Feb. 9 under provisions of FCC's decision:

(1) ABC and United Paramount Theatres merged into new AB-PT which acquired ABC's owned stations -- New York, WJZ-TV-AM-FM (changing to WABC-TV-AM-FM March 1);

Chicago, WBKB (Ch. 7, changed from WENR-TV Feb. 12), WENR & WENR-FM; Detroit, WXYZ-TV-AM-FM; San Francisco, KGO-TV-AM-FM; Los Angeles, KECA-TV-AM-FM. AB-PT acquired UPT's 50% of WSMB & WSMB-FM, New Orleans. AB-PT owns, wholly or partially, UPT's 710 theatres in 40 states.

Stock transfer was as follows: ABC stockholders acquired, for each share of ABC stock, \$7.50 in common stock of AB-PT measured at \$19 a share and \$7.20 of preferred stock measured at its par value of \$20. ABC chairman Edward J. Noble, formerly 53.38% owner of ABC, controls 9.72% of AB-PT common and 55% preferred -- is thus largest single stockholder.

(2) CBS acquired WBKB, Chicago (Ch. 4) from UPT, paying \$6,000,000. It changed call letters to WBBM-TV Feb. 12. Station was ordered shifted to Channel 2, and Zenith's claims to the channel were denied.

(3) Paramount was ruled to control DuMont, and status of those 2 organizations remains unchanged. Since DuMont owns 3 TV stations, Paramount one, an additional station can be acquired by one of them.

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Vote was 5-2 for merger. Comr. Webster felt action on merger should be withheld pending further hearing into qualifications of UPT officers from an anti-trust standpoint. Comr. Hennoek held the same reservation, in addition to opinion that TV-movie tieups just aren't any good. In fact, she questioned wisdom of TV ownership by AM stations, newspapers or theatres.

Vote was 4-3 granting sale of WBKB to CBS and denying Zenith a comparative hearing for Channel 2 with either UPT's subsidiary Balaban & Katz or CBS. Dissenters were Comrs. Walker, Webster & Hennoek. On Feb. 11, Zenith petitioned Commission to withhold authorization of actual sale until it had time to ask for reconsideration of decision. Next day, Commission denied the petition but said sale wouldn't prejudice Zenith's rights to request reconsideration. At Zenith's request, however, Commission is holding up shift of station from Channel 4 to 2. Zenith may take decision to court, but it's impossible to tell what luck it will have there.

Vote was 5-2 on ruling that Paramount controls DuMont, Comrs. Hyde and Sterling dissenting. Comrs. Webster and Hennoek were particularly worked up about Paramount, asserting that it had so flouted FCC's rules that it didn't deserve to be a licensee at all and should be forced to divest itself of ownership in DuMont. Comr. Merrill wanted further hearing into Paramount's qualifications. All 3 felt Commission erred seriously in cutting off consideration of Paramount's anti-trust activities more than 3 years old.

* * * *

The 236 pages of decisions and dissents show that commissioners put a lot of thought into case, should be read in full if details are important to you. Documents are Mimeo. 86351 & 86352, may be obtained from Commission. Key statements on merger are as follows:

"One possible adverse argument is that the merged company could dominate the field by virtue of its size. However, ABC combined with UPT would still be dwarfed by the RCA, and the organizations now enjoying network supremacy are too strong to warrant any fear that the competition to be afforded by AB-PT, while formidable, would place it in a dominant position."

"Another possible adverse argument is that UPT is entering into a merger with ABC in order to suppress ABC and thereby cripple TV. The obvious answer to this is that pursuing such a course would have only a relatively minor adverse effect on TV, would cripple UPT financially, and produce a minute increase in attendance at UPT's own theatres."

"The methods by which large amounts of capital can be attracted to a non-diversified and somewhat speculative enterprise are limited, particularly where the enterprise, in 9 years of operation, has never paid a dividend."

"In our opinion, the merger will not only fail substantially to lessen competition but will promote competition."

"It has been suggested that the Commission's decision on the merger will eventually permit motion picture industry to take over TV. This argument ignores

the fact that the operation of TV stations is conducted pursuant to a statutory licensing plan. No transfer of a license may be made without Commission consent. This consent is also required for the renewal of a license. Both require determinations as to the public interest. The fear of domination of TV by motion picture interests, therefore, is unwarranted in view of the Commission's continuing supervision of the growth of TV."

* * * *

Decision accelerated speculation, nevertheless, that other TV-movie mergers or purchases would now develop, but expectation is that any such moves would be withheld for year or two -- to see how ABC-UPT merger works out and to permit FCC to recover from its recent "labor pains". There's speculation, too, that Paramount and DuMont will forget their differences and throw heavy resources into all-out competition; the reverse is also bandied about -- that DuMont will finally buy out Paramount's 25% and each will go its own way. There's rumor, in fact, that such a deal was almost reached last year.

PPROMISES OF QUICK starts are fewer and farther between these days, as CP grantees come to realize that getting on the air entails delays in delivery of auxiliary equipment, as well as transmitters, in addition to host of unforeseen details. Illustrative of delays are reports this week from WAFB-TV, Baton Rouge (Ch. 28), first promised for January and with RCA transmitter now on hand, that it looks like 30 days more are needed before Emsco tower is ready; from WWLP, Springfield, Mass. (Ch. 61), also promised for January, that it will make March 7 start if GE can deliver 12-kw unit on Feb. 20 promised date; from WLBC-TV, Muncie, Ind. (Ch. 49), first promised by March 1, that it will be mid-summer before it gets started; from WFTV, Duluth (Ch. 38), expected Feb. 15, that it may take until May 15.

So you can discount by one month for sure, and more often than not by several months, the expected starting dates of new stations as reported by principals in our continuing survey. Rarely does one meet a specific target date, despite best of intentions.

Speaking of equipment, incidentally, Rogan Jones, of KVOS-TV (Ch. 12), Bellingham, Wash., reports that our typographical error made supermen out of his staff by quoting him as saying they built all equipment for \$22,000 instead of \$82,000, the correct figure. He also says he expects to operate at a profit first month on air.

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This week's crop of reports from grantees was predominantly uhf, and this is what they told us:

KICU, Salinas, Cal. (Ch. 28) should get started in August or September, reports partner S. A. Cisler Jr., former Louisville broadcaster who is partner in this venture with Grant R. Wrathall, consulting engineer and station owner. No equipment has been purchased yet, nor personnel selected. Bolling will be rep.

WILS-TV, Lansing, Mich. (Ch. 54) has ordered equipment from RCA due for July delivery, which means it should get on air in late August or September, reports Wm. A. Pomeroy, president. Transmitter will be located atop Olds Tower Bldg. No sales rep yet.

WBUF, Buffalo (Ch. 17), which has changed corporate name to WBUF-TV Inc., reports DuMont equipment ordered, May 15 approximate starting date. Downtown building has been acquired, soon to be remodeled. H-R Representatives will be national rep.

Buffalo's WBES-TV (Ch. 59), call letters changed from WDDG, has set Oct. 1 as target date to start with GE equipment in Hotel Lafayette. Secretary Vincent Gaughan says date was set ahead far enough so that "we can go about our plans in a purposely methodical fashion." Bolling Co. is rep.

WTOB-TV, Winston-Salem (Ch. 26), expects RCA equipment in June, plans quick remodeling job of radio facilities to accommodate TV, hopes to get on air by July 15--though president James W. Coan says candidly: "Perhaps Sept. 1 is more realistic, based on the extent of error in the predictions of stations now going on the air." National rep not yet selected.

From Portland, Ore. comes word that Channel 53 station (call letters not yet assigned), granted to Portland Telecasting Corp., expects to test by August, go commercial in September. President Frank S. Hoy, principal owner of WLAM, Lewiston, reports RCA equipment and Truscon tower have been ordered, to be installed at Columbia Hotel.

WTPA, Harrisburg, Pa. (Ch. 71) has ordered RCA equipment, and mgr. David Bennett reports construction begins Feb. 16 and station should get on air about June 15. No rep has yet been selected. It's city's second uhf--WHP-TV having indicated it proposes to begin on or before April 1. WTPA owner Donald E. Newhouse, son of newspaper publisher Sam Newhouse, is still serving in Army.

WENS, Pittsburgh (Ch. 16) has ordered GE 12-kw transmitter, will shortly announce construction plans, hopes to go on air by August, reports managing partner Larry Israel, ex-WDTV executive who with A. Donovan Faust is being backed by chief stockholder and attorney Thomas P. Johnson, owner of the Pittsburgh Pirates, and by Henry Oliver Rea, steel and oilman. Petry will be national rep.

WVEC-TV, Hampton, Va. (Ch. 15) has ordered GE equipment, begins construction March 1, will go on air Aug. 1 if plans don't go awry. Rambeau will be rep. In same area, WHYU-TV, Newport News (Ch. 33) reports it hasn't ordered equipment yet or made plans for construction, but should get on air in 6-8 months, meaning between next August-October.

WBTM-TV, Danville, Va. (Ch. 24) is already clearing ground for new TV-radio offices and studios, expects to be ready with RCA equipment by October, reports president L. N. Dibrcll. Holingberry was selected as national rep.

WCAN-TV, Milwaukee (Ch. 25), is aiming for July, manager Alex Rosenman reports, and O. L. Taylor has been chosen as rep.

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WJON-TV, St. Cloud, Minn. (Ch. 7) hasn't ordered equipment yet but hopes to be on air early in the fall, reports president Max H. Lavine, who owns the local ABC outlet WJON and is also adv. director of the *Superior* (Wis.) *Telegram*.

Personal Notes: Edward L. Norton, chairman and chief owner of WAPI & WAFM-TV, Birmingham, also president of Coosa River Newsprint Co. and onetime governor of Federal Reserve Board, named chairman of committee of 100 Birmingham business leaders seeking new economic enterprises for the community . . . Morton H. Wilner, Washington TV-radio attorney, recommended to President Eisenhower for District of Columbia commissioner-ship by Sen. Duff (R-Pa.); he's native of D. C., is former U of Pennsylvania grid star . . . Paul Bergquist has withdrawn from partnership of Gillett & Bergquist, Washington consulting engineers, and Richard J. Graim, ex-Jansky & Bailey and recently in Signal Corps, has been named an associate with Glenn D. Gillett & Associates, new name of firm . . . Kenneth D. Fry loses job of Democratic TV-radio director as party's national committee consolidates its information setup under publicity director Sam Brightman in economy move . . . Ruddick C. Lawrence, NBC director of promotion, planning & development, has resigned, and in new lineup Jacob Evans, director of adv. & promotion, and Robert W. McFadyen, director of development, report to admin. sales mgr. Walter D. Scott, while research chief Hugh M. Beville reports to network v.p. John K. Herbert . . . Herbert V. Akerberg, v.p. in charge of station relations for CBS-TV & radio, to concentrate exclusively on TV, radio v.p. not yet named . . . Charles A. Henderson, fresh from promotion of prize-winning *Victory at Sea*, named publicity director, NBC-TV film div.; Jay Smolin, ex-WNBT adv. director, named adv. & promotion supervisor for film sales . . . J. Glen Taylor, ex-General Tire Washington representative, who

went to N. Y. as v.p. of General Teleradio Inc., named Mutual v.p. and director, will concentrate on network and on General Teleradio's stations . . . Charles R. Abry, eastern sales mgr., promoted to ABC-TV national sales mgr. . . . Marie McWilliams promoted to ABC personnel director . . . Warren F. Warner, ex-program director, WTVN, Columbus, joins WLWC in same capacity, replacing Gene Ragle . . . Harry K. Travis, program director, WKZO-TV, Kalamazoo, appointed gen. mgr. of new WBKZ-TV, Battle Creek (Ch. 64), due on air in May . . . Dody Sinclair, ex-production mgr., named public relations director, WJAR-TV, Providence . . . Harold M. Wheelahan resigns March 1 as gen. mgr. of WSMB, New Orleans, which he has headed for 24 years, to devote time to own interests, including KSYL, Alexandria, La. . . . Milton H. Klein, ex-operations mgr., KLAC-TV, Los Angeles, now productions director, Fennell agency, L. A. . . . William H. Shriver Jr., ex-radio director, National Council of Catholic Men, joins TV-radio staff of Van Sant, Dugdale & Co., Baltimore . . . Bernard Lubar, ex-asst. director, now heads TV-radio continuity dept., Ruthrauff & Ryan . . . Don Blauhut, ex-Peck Adv., heads TV-radio dept., Raymond Spector Co.

Raymond Knight, 54, who created about 100 TV & radio shows in 25 years as writer, producer & director, most of them with NBC, died of a stomach ailment Feb. 13 at Columbus Hospital, New York. Former ABC production mgr., he directed Ed Wynn and Alan Young radio shows, was chief writer for Bob and Ray show (NBC) at time of death.

THEATRE-TV HEARING was put "on ice" for at least 2 weeks while FCC decides whether continuation "would serve any useful purpose." Attorneys Vincent B. Welch for Motion Picture Assn. and Marcus Cohn for National Exhibitors Theatre TV Committee spent this week's single hearing day Feb. 9 answering 8 clarifying questions posed by Commission 2 weeks ago (Vol. 9:5)—under continual grilling by commissioners and FCC general counsel Ben Cottone.

Mr. Welch reiterated that exclusive allocation of frequencies for theatre TV was best way to assure availability and quality of service, but added that special theatre-TV common carrier, operating under present common carrier allocation, would be "feasible" if FCC ordered existing common carriers to cooperate: (1) in ironing out frequency conflicts; (2) "in matter of interconnection"; (3) in installing equipment which wouldn't degrade wide-band theatre-TV signal.

Asked by Comr. Sterling to explain Western Union's role in theatre-TV plans, Mr. Welch explained that theatre interests have been negotiating with WU to build, operate and maintain private theatre-TV transmission system—but not as a common carrier competing with AT&T to supply service to theatres. "We have gone to quite an extent on negotiations in that direction," he said.

Comrs. Walker & Henneck expressed concern that theatre TV would deprive home viewers of special events, but Mr. Cohn assured commission that theatres intend to take nothing away from home TV screens. In response to questions, Mr. Cohn said: (1) Within 2 years, theatres could offer 1-2 hours of TV programming daily. (2) He could not give names of parties intending to apply for theatre-TV licenses. (3) All theatre-TV programming would be live, except where necessity required delayed telecasts of special events. (4) Theatre TV would supplement, not replace, regular film fare. (5) Neither advertising nor feature films would be transmitted to theatres via TV.

Telecasting Notes: How do TV stations arrive at their time rates? Question frequently asked by upcoming new station operators, as well as by advertisers and agencies, seems to merit answer, "By guess and by God." In a word, at the outset of TV at least, they were fixed arbitrarily, bearing no relation to audience or potential audience. Then, as TV clicked, the managers began to figure out per-set formulas, thinking in terms of radio's cost-per-1000 . . . Consult the digests of rate cards in our *TV Factbook No. 16* and the sets-in-use figures in our Special Report herewith, and you will see that at most of the new stations, and even at some of the old-established ones, there's no scientific basis for most rates; that some of the very big city stations are probably too low, some of the smaller ones undoubtedly too high . . . Atlantic City's WFBG-TV, with base \$150 an hour rate, claims lowest rate in TV; upcoming KVOS-TV, Bellingham, Wash., promises "first rate of under \$100 per night-time hour" . . . TV film production is now a \$1,000,000-per-week business employing 40% of Hollywood film colony's labor force, and may some day outdistance basic movie industry, writes Lee Zhito in February *U. S. A. Magazine*, published by the National Assn of Manufacturers; average 30-min. TV film costs \$20,000, he says, and most producers sell first-run rights at a loss but recoup deficits on subsequent runs . . . Moviegoers want newsreels in theatres despite TV newscasts, which consistently beat theatre showings by days and weeks, according to survey conducted in Philadelphia for Paramount by Sindlinger Co.; 86% favored continuing newsreels . . . WOW-TV, Omaha, due to go to 100 kw within week, also has successful farm show which it carries 3 days weekly at 12:30 p.m.; it's sponsored by Staley Milling Co., handled by Mal Hansen, farm service director. Says mgr. Frank Fogarty: "Farm TV is very much a reality with us" . . . Adam Young named national rep for new NETV, Tijuana, now testing on Ch. 6; he replaces Petry, originally announced. Adam Young also is U. S. rep for XHTV, Mexico City, XELD-TV, Matamoros.

Transmission and Reception

Revised NTSC Color Field Test Specifications

Technical Details of Signal to Be Tested During Forthcoming Months

Approved for Publication Feb. 2, 1953 by NTSC Editorial Committee

Changes Based on Field Tests Conducted with Earlier Specifications Announced Nov. 26, 1951
 And Published by *Television Digest* as Supplement No. 75 on Dec. 1, 1951

TEST SPECIFICATIONS—GROUP I

(1) The image is scanned at uniform velocities from left to right and from top to bottom with 525 lines per frame and nominally 60 fields per second, interlaced 2-to-1.

(2) The aspect ratio of the image is 4 units horizontally and 3 units vertically.

(3) The blanking level is fixed at 75 per cent (± 2.5 per cent) of the peak amplitude of the carrier envelope. The maximum white (luminance) level is not more than 15 per cent nor less than 10 per cent of the peak carrier amplitude.

(4) The horizontal and vertical synchronizing pulses are those specified in Section 3.682 of Subpart E of Part 3 of the *FCC Rules Governing Radio Broadcast Services* (as amended April 11, 1952; effective June 2, 1952), modified to provide the color synchronizing signal described in Specification 21 (Group II of these specifications).

(5) An increase in initial light intensity corresponds to a decrease in the amplitude of the carrier envelope (negative modulation).

(6) The television channel occupies a total width of 6 mc. Vestigial-sideband amplitude-modulation transmission is used for the picture signal in accordance with the FCC Rules cited in Specification 4, above.

(7) The sound transmission is by frequency modulation, with maximum deviation ± 25 kilocycles, and with pre-emphasis in accordance with a 75-microsecond time constant. The frequency of the unmodulated sound carrier is 4.5 mc ± 1000 cycles above the frequency of the main picture carrier actually in use at the transmitter.

(8) The radiated signals are horizontally polarized.

(9) The power of the aural-signal transmitter is not less than 50 per cent nor more than 70 per cent of the peak power of the visual-signal transmitter.

TEST SPECIFICATIONS—GROUP II

(10) The color picture signal has the following composition:

$$E_m = E_Y' + \left\{ E_Q' \sin(\omega t + 33^\circ) + E_I' \cos(\omega t + 33^\circ) \right\}$$

where

$$\begin{aligned} E_Q' &= 0.41 (E_B' - E_Y') + 0.48 (E_R' - E_Y') \\ E_I' &= -0.27 (E_B' - E_Y') + 0.74 (E_R' - E_Y') \\ E_Y' &= 0.30 E_R' + 0.59 E_G' + 0.11 E_B' \end{aligned}$$

The phase of the color burst is $\sin(\omega t + 180^\circ)$

Notes: For color-difference frequencies below 500 kc, the signal can be represented by

$$E_m = E_Y' + \left\{ \frac{1}{1.14} \left[\frac{1}{1.78} (E_B' - E_Y') \sin \omega t + (E_R' - E_Y') \cos \omega t \right] \right\}$$

In these expressions the symbols have the following significance:

E_m is the total video voltage, corresponding to the scanning of a particular picture element, applied to the modulator of the picture transmitter.

E_Y' is the gamma-corrected voltage of the monochrome (black-and-white) portion of the color picture signal, corresponding to the given picture element.

E_R' , E_G' , and E_B' are the gamma-corrected voltages corresponding to the red, green, and blue signals intended for the color picture tube, during the scanning of the given picture element.

E_Q' and E_I' are the two gamma-corrected orthogonal components of the chrominance signal corresponding respectively to the narrow-band and wide-band axes.

ω is 2π times the frequency of the chrominance sub-carrier. The phase reference of this frequency is the color synchronizing signal (See Specification 21 below) which corresponds to amplitude modulation of a continuous sine wave of the form $\sin(\omega t + 180^\circ)$ where t is the time.

The portion of each expression between brackets represents the chrominance subcarrier signal which carries the chrominance information.

It is recommended that field-test receivers incorporate a reserve of 10 db gain in the chrominance channel over the gain required by the above expressions.

(11) The primary colors referred to by E_R' , E_G' , and E_B' have the following chromaticities in the CIE system of specification:

	x	y
Red (R)	0.67	0.33
Green (G)	0.21	0.71
Blue (B)	0.14	0.08

(12) The color signal is so proportioned that when the chrominance subcarrier vanishes, the chromaticity reproduced corresponds to Illuminant C ($x=0.310$, $y=0.316$).

(13) Gamma correction is such that the desired pictorial result shall be obtained on a display device having a transfer gradient (gamma exponent) of 2.75. The equipment used shall be capable of an overall transfer gradient of unity with a display device having a transfer gradient of 2.75. The voltages E_Y' , E_R' , E_G' , E_B' , E_Q' , and E_I' in the expression of Specification 10, above, refer to the gamma-corrected signals.

(14) The color subcarrier frequency is $3.579545 \text{ mc} \pm 0.0003\%$ with a maximum rate of change not to exceed 1/10 cycle per second per second.

(15) The horizontal scanning frequency is $2/455$ times the color subcarrier frequency. This corresponds nominally to 15,750 cycles per second (the actual value is $15,734.264 \pm 0.047$ cycles per second).

(16) The bandwidth assigned to the monochrome signal E'_Y is in accordance with the FCC standard for black-and-white transmissions, as noted in Specification 6 above.

(17) The bandwidth assigned prior to modulation to the color-difference signals E'_Q and E'_I is given by Table I.

Table I

Q-channel bandwidth

at 400 kc less than 2 db down
at 500 kc less than 6 db down
at 600 kc at least 6 db down

I-channel bandwidth

at 1.3 mc less than 2 db down
at 3.6 mc at least 20 db down

(18) E'_Y , E'_R , E'_G , E'_B , E'_Q and E'_I are all matched to each other in time to within ± 0.05 microseconds. This is a tentative tolerance to be established definitely later.

(19) The overall transmission bandwidth assigned to the modulated chrominance subcarrier shall extend to at least 1.5 mc below the chrominance subcarrier frequency and to at least 0.6 mc above the chrominance subcarrier frequency, at an attenuation of 2 db.

(20) A sinewave, introduced at those terminals of the transmitter which are normally fed the color picture signal, shall produce a radiated signal having an envelope time delay, relative to 0.1 mc, of zero microseconds up to a frequency of 2.5 mc; and then linearly decreasing to 4.3 mc so as to be equal to -0.26 microseconds at 3.579545 mc. The tolerance on all these delays shall be ± 0.05 microseconds relative to the delay at 0.1 mc.

(21) The color synchronizing signal is that specified in Figure 1.

(22) The field strength measured at any frequency beyond the limits of the assigned channel shall be at least 60 db below the peak carrier level.

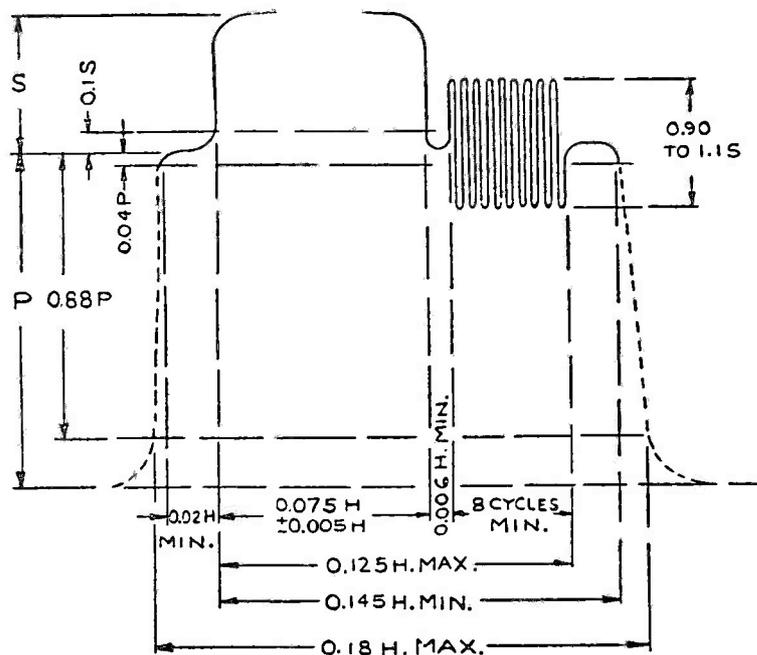


Fig. 1.—Revised Specifications for Field Test of NTSC Compatible Color Television

Notes:

- (1) The radiated signal envelope shall correspond to the modulating signal of the above figure, as modified by the transmission characteristics of specification number 6.
- (2) The burst frequency shall be the frequency specified for the chrominance subcarrier. The tolerance on the frequency shall be $\pm 0.0003\%$ with a maximum rate of change of frequency not to exceed 1/10 cycle per second per second.
- (3) The horizontal scanning frequency shall be $\frac{2}{455}$ times the burst frequency.
- (4) Burst follows each horizontal pulse, but is omitted following the equalizing pulses and during the broad vertical pulses.
- (5) Vertical blanking 0.07 to 0.08V.
- (6) The dimensions specified for the burst determine the times of starting and stopping the burst, but not its phase.
- (7) Dimension "P" represents the peak-to-peak excursion of the luminance signal, but does not include the chrominance signal.

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Chromatic Television Laboratories—Richard Hodgson.
Color Television Inc.—Robert J. Stahl.
Crosley Div., Avco—Lewis M. Clement.
Allen B. DuMont Laboratories—Dr. Allen B. DuMont.
Electronics Magazine—W. W. MacDonald.
Emerson Radio & Phonograph Corp.—D. D. Israel.

Federal Telecommunications Laboratories—Martin Silver.
General Electric Co.—I. J. Kaar.
General Teleradio Inc.—C. D. Samuelson.
Dr. Alfred N. Goldsmith.
Hallicrafters Co.—Harold J. Adler.
Hazeltine Electronics Corp.—A. V. Loughren.
Hogan Laboratories Inc.—J. V. L. Hogan.
Magnavox Corp.—John A. Rankin.
Motorola Inc.—Dr. Daniel E. Noble.
Philco Corp.—D. B. Smith.
Radio Corp. of America—Dr. Elmer Engstrom.
Raytheon Television & Radio Corp.—Hugh Christian.
Sentinel Radio Corp.—W. J. Schnell.
Sylvania Electric Products—Dr. R. M. Bowie.
Tele King Corp.—Jerome Bresson.
Tele-Tech Magazine—Dr. A. F. Murray.
Tele-tone Radio Corp.—M. L. Levy.
Westinghouse Electric Corp.—Ralph M. Harmon.
WMAR-TV, Baltimore, Md.—E. K. Jett.
Zenith Radio Corp.—Joe Spindler.

FIRST EDUCATIONAL TV station on air seems to boil down to race between KUHT, Houston (Ch. 8) and KUSC-TV, Los Angeles (Ch. 28), with both now aiming for April starts. W. W. Kemmerer, president of U of Houston, joint CP-holder with Houston Independent School District, told us this week station still hopes to get on air by April 2 "if the equipment is delivered in time." KUHT has ordered its equipment from Federal, plans to install it temporarily in existing radio facility.

Preliminary programming plans call for operation from 5-9 p.m. during first few months as an "exploratory period," Mr. Kemmerer writes, adding he hopes to start courses in history, humanities and biology on TV in term beginning in September. "This will tend to improve our regular instruction, and if our regular instruction is good for the old and young students who now come to the campus, it would be equally good also for those who do not come to the campus."

Mr. Kemmerer adds he hopes commercial stations will participate in opening celebration as a good-will gesture "for what would be the first educational station on the air." KUHT management is largely in hands of John C. Schwarzwalder, chairman of U of Houston TV-radio dept. He holds degrees from Ohio State and Michigan, is author of book *We Caught Spies*, based on experiences as Army counter-intelligence major.

U of Southern California's KUSC-TV awaits only its DuMont uhf transmitter to go on air. Financed with \$500,000 grant from Allan Hancock Foundation, it plans dry-run program tests in March on full-day basis. In addition to strictly educational telecasts, it plans to include "community service" programs covering news, health and child care.

Other educational TV developments this week: (1) According to telecaster Edward Lamb, it would be "an almost traitorous violation of our obligations to future generations" if TV channels reserved for educational use were defaulted. Mr. Lamb, owner of WICU, Erie (Ch. 12), upcoming WMAC-TV, Massillon (Ch. 23) and TV applicant in Toledo & Portsmouth, O. and Orlando, Fla., spoke to American College Public Relations Directors convention in Hanover, N. H. (2) St. Louis Educational TV Commission, applicant for Channel 9 there, ordered \$144,000 worth of equipment from RCA, minimum needed for quick start. (3) Opposition to proposed Massachusetts educational network came from State Sen. George Evans, chairman of legislative committee on education, who called it "another way of needlessly spending taxpayers' money."

Swing to 3-dimensional films by leading motion picture producers may hasten release to TV of major studio's backlog of features, many industry observers believe. As stated by *Billboard's* Sam Chase Feb. 7: "Should the bulk of new Hollywood production be in 3-D, as now seems more and more likely, distributors of TV films anticipate that a considerable quantity of feature film now resting in the libraries of major studios may suddenly be shaken loose for video airing before the end of 1953. It is felt that the impact of the new technique will be so strong on theatre box offices that the standard film product, even shown for free via TV, will not be considered a competitive threat." Threat of obsolescence of present-day 2-dimension films by new 3-dimension processes prompted statement by Columbia Pictures v.p.-treas. Abe Schneider that stockholders will be informed before any films are released to TV. His statement was in response to question from stockholder, and he also indicated Columbia is eyeing subscription TV as far more lucrative vehicle than commercial TV for played-out features. He added that Columbia's TV film subsidiary is "making a little money." While it is "not lucrative," it's gaining valuable experience in TV field, he said.

CAN SPORTS LIVE with TV? That's crux of controversy brought to head this week by Judge Allan K. Grim in Govt.'s anti-trust suit against National Professional Football League in Federal District Court, Philadelphia. Judge Grim denied NFL motion to dismiss suit, but before recessing to Feb. 24, he asked Justice Dept. atty. W. Perry Epes whether Govt. cares if TV kills pro football and Epes replied "No." Judge Grim expressed "concern" with lack of evidence showing whether pro sports and TV can live together. TV industry observers at trial, including NARTB and networks, feel that Govt. should stress that there's no conclusive evidence that TV injures sports attendance. Justice Dept. has consistently said its only objection to TV restrictions is "conspiracy" of team owners in violation of anti-trust laws.

Both sides have indicated they'll appeal decision if they lose. Since decision on appeal probably won't come in time to affect 1953 sports programs, National Collegiate Athletic Assn.'s TV committee is taking steps to implement its own football TV "controls" voted by NCAA convention in January (Vol. 9:2). Executive director Walter Byers will call meeting within 2 weeks to name 1953 TV director and draw up fall TV program.

Organized baseball's hassle over "co-existence" with TV forced DuMont temporarily to suspend plans for "TV game-of-the-week" on national hookup, similar to radio's "game-of-the-day." DuMont wanted to televise 18 major league and 8 minor league games, but after blast by Sen. Johnson (D-Col.), Western League president, to New York Baseball Writers Assn. that such telecasts would ruin minor leagues, DuMont officials said they'll "reexamine" entire picture before deciding whether to go ahead. Again, in Feb. 13 statement, Sen. Johnson said that Congress wouldn't permit baseball leaders to "destroy" minor leagues by national telecasts of major league games. But his office told us that no bill is in works.

Network Accounts: Sponsors aren't rushing to add new TV markets to their network program lineups, says Feb. 9 *Advertising Age*, which polled ad agency executives who said, generally, that sponsors lack specific information about new markets and that some new markets are priced too high for their limited sets-in-use . . . Extensive promotion campaign will build up to sponsorship by RCA Victor Div. of Academy Award presentations of NBC-TV March 19, Thu. 10:30-11:30 p.m. Spot announcements, newspaper ads and "plugs" on other RCA Victor programs will back up first telecast of big Hollywood affair for which NBC-TV paid \$100,000 (Vol. 9:6). Presentation ceremonies were moved up to 7:30 p.m. Pacific time because of eastern time differential . . . CBS-TV charges NBC-TV with "show-stealing," according to Feb. 11 *Variety* which says that *Strike It Rich*, sponsored by Colgate on CBS-TV, Mon.-Fri. 11:30 a.m.-noon, is being lured to NBC-TV by offer of 5-times-a-week sponsorship at cost of 3 times weekly, which would save Colgate \$1,000,000 annually . . . River Brand Rice Mills Inc. (River Brand & Columbia rice) buys Wed. 3:30-3:40 p.m. portion of *Paul Dixon Show*, starting Feb. 11, on DuMont, Mon.-Fri. 3-4 p.m., thru Donahue & Coe . . . Helene Curtis Industries Inc. (Spray net & Helene Curtis shampoo) will sponsor *Down You Go*, starting March 13, on DuMont, alt. Fri. 10:30-11 p.m., thru Ruthrauff & Ryan; Carter Products Inc. is alternate sponsor . . . Charles Antell Inc. (hair preparation products and reducing & vitamin pills) starts *What's Your Bid?* Feb. 14 on ABC-TV, Sat. 7:30-8 p.m., thru Television Adv. Assoc. . . . Melville Shoe Co. (Thom McAn Shoes) buys cooperative sponsorship of *ABC Fights*, starting Feb. 17, on WJZ-TV, Tue. 9-10:30 p.m., thru Anderson & Cairns, offered for cooperative sponsorship on all ABC-TV affiliates.

Station Accounts: "Added advertising coin from the filmeries" is on tap for 1953, reports *Variety*, pointing to fact annual board meeting of Theatre Owners of America ended with another recommendation that distributors use medium as "perfect channel for getting into the home and reaching potential filmgoers." Said that journal: "Film sales managers, at informal powwow with TOA, told the exhibs that the filmeries were now in a trial-&-error period of video selling, but promised that companies would carefully study methods of selling via video. Present deterrent to greater use of TV is the high cost factor involved, especially in nationwide saturation campaigns [and] distribs have found exhibs reluctant to contribute financially to local cooperative campaigns" . . . Balaban & Katz, operating Chicago chain of theatres and owning WBKB, sponsoring *Family Movie Quiz* on that station to hypo interest in movies; those who register at theatres are eligible to be phoned and asked what's playing at their favorite theatre that night, with daily prize of fully paid "night out," dinner and all . . . Fund-raising *Mardi Gras*, for benefit of Junior League of New York, one night only Feb. 17, Tue. 11:15 p.m.-12:15 a.m., will have these sponsors on WNBC & WNBT: American Express Co., American Viscose Corp., Chesterfield, Leigh Foods Inc. (Flamingo orange juice), Lipton Tea, Philco, Lever Bros. (Shadow-Wave home permanent), Wm. Skinner & Sons (Skinner satin), Springmaid Co. (fabrics), Trans-World Airlines, I. A. Wyner Co. (Sag-No-Mor wool jersey) . . . Westgate-Sun Harbor Co. (Breast o' Chicken Tuna) has purchased new Guild Films Inc. *Liberace* series for 26 weeks for Chicago, Detroit, Baltimore, Buffalo, New Orleans, Houston, and Purex Corp. (bleach, drain opener) has taken it

for San Diego, both thru Foote, Cone & Belding . . . Carpet Institute backing "Carpet Fashion Bazaar" in April-May (instead of one of those usual "Weeks") in which more than 12,000 specialty, furniture and dept. stores will join, using TV along with newspapers in local campaigns supported by heavy national space . . . Gorton-Pew Fisheries Co. using heavy TV-radio spot campaign (TV exclusively in the South) to exploit pre-Lenten market, thru Ingalls-Miniter Co., Boston . . . Southwestern Bell Telephone Co. sponsoring *It Seems Like Yesterday*, 15-min. films of bygone events and people, weekly on WBAP-TV, Ft. Worth . . . Among other advertisers reported using or preparing to use TV: Lucas Products Corp. (HX anti-septic disinfectant), thru Beeson-Reichert, Toledo; Ree-Seal Co. (Ree-Seal lids), thru Rockett Lauritzen Agency, Los Angeles; Skira Inc. (book publishers), thru Waterston & Fried, N. Y.; Utility Appliance Corp. (gas ranges, heaters), thru Calkins & Holden, Carlock, McClinton & Smith, Los Angeles; S. C. Johnson & Sons (Jubilee kitchen cleaning emulsion), thru Needham, Louis & Brorby, Chicago; Cremo Mfg. Co. (marshmallow topping), thru Gresh & Kramer, Philadelphia; W. F. Schrafft & Sons Corp. (Schrafft's candies), thru Badger & Browning & Hersey, N. Y.; Consolidated Sewing Machine & Supply Co. (Viking Zig-Zag machines), thru Olian & Bronner, Chicago; M. & R. Dietetic Laboratories Inc. (Pream powdered cream), thru Ralph Jones Co., Cincinnati; Becker-Coulter Co. (Tipon Flow Brush, nail lacquer), thru Lynn-Fieldhouse, Wilkes-Barre, Pa.; Endust Corp. (dusting aid), thru St. Georges & Keyes, N. Y.; Hassenfield Bros. (Mr. Potato Head, plastic toy), thru Bo Bernstein & Co., Providence; Drake Bakeries Inc., thru Young & Rubicam, N. Y.

Ambitious community antenna project to serve Caspar, Wyo., was announced this week by group of Caspar businessmen. Construction has already begun on \$500,000 system which would pick up Denver TV programs at Cheyenne, microwave them to Caspar and distribute them by cable. FCC approval would be required for microwave. Heading new company, Community TV Systems of Wyoming, is Bill Daniels, Caspar insurance man. Others in enterprise, all Caspar residents, are oilmen Earl Lyle & Hal Barnes and attorney W. J. Wehrl, director of Caspar National Bank. Denver consulting engineer T. G. Morrissey is chief engineer. Service is expected to begin Sept. 1, and sponsors have set goal of 6000 subscribers out of Caspar's 8000 homes and 1000 business establishments.

William T. Lane elected president of Broadcasting Inc., licensee of WLTV, Atlanta, simultaneously with formal acquisition this week of the Georgia company by Crosley Broadcasting Corp. following \$1,500,000 purchase deal approved by FCC (Vol. 8:51). He continues as general manager, will supervise \$1,000,000 expansion program now being planned, including 316-kw. Avco v.p. and Crosley chairman James D. Shouse becomes chairman of WLTV board, Robert Dunville chairman of executive committee.

Record Industry Assn. of America elected Howard Letts, RCA Victor, and Emanuel Goldstein, of Simon & Shuster, new directors at annual meeting in N. Y. Feb. 11. Relected were James C. Conkling, Columbia; Irving Green, Mercury; Milton Rackmil, Decca; Dario Soria, Raxor; Glenn Wallichs, Capitol.

Of interest to TV industry—from station operators to set owners—is new edition of *Code for Protection Against Lightning*, National Bureau of Standards Handbook 46, just published and available for 40¢ from Govt. Printing Office, Washington.

TV set licenses in Britain increased by 80,908 during November, bringing total to 1,813,790 at end of month (about total of Los Angeles & San Francisco).

Ownership of RKO Pictures Inc. will go back to board chairman Howard Hughes, who gains over \$1,000,000 in the process. Syndicate headed by Ralph Stolkin, which bought controlling stock from Mr. Hughes and ex-RKO president Ned Depinet last year for more than \$7,000,000 (Vol. 8:38-43), chose to default on payments to Mr. Hughes & Mr. Depinet, losing \$1,125,000 down payment and some \$60,000 interest. Mr. Stolkin and members of his group have interests in several AM stations and TV applications, recently sold holdings in TV applicants KOIN, Portland, and KJR, Seattle (Vol. 8:45).

Advertising of TV sets led all appliances in newspaper lineage during 1952, totaling 3,635,529 column inches for local, 650,301 national, reports Advertising Checking Bureau, Chicago, on basis of survey of 49 major cities. Nevertheless, these were 18.5% and 42.7% respectively below 1951 lineage, largest percentage drop for any category. Dealer ads for radios totaled 375,456 column inches local, 58,799 national, also down 19.4% and 12% respectively. Biggest gain was for home freezers, up 57.5% and electric dryers, up 37.6%. Refrigerators ran 2,424,483 inches, down 31.7% and second only to TVs.

Dealers are up in arms over bill introduced recently in Wisconsin Legislature requiring them to guarantee new TV set purchasers 6 months of free service, including both parts and labor. NARDA immediately protested and asked RTMA to assist it in proposing amendments which were requested by chairman of legislature's state affairs committee. Others who protested to committee were National Electronics Distributors Assn. and Milwaukee Better Business Bureau.

Admiral spent \$69,000,000 to advertise all its products from 1946 through 1952, of which \$40,000,000—nearly 60%—went for newspaper space, reports v.p. Seymour Mintz. National magazines got second largest share, TV third. This year's budget is record \$20,000,000, of which bulk will go to newspapers.

DOES DECONTROL SIGNAL MORE PRICE HIKES? New round of price increases on TV receivers looks like it's already under way -- and question before the house is what effect Administration's policy of decontrol will have on an industry price structure forcing itself upward anyway.

It was Emerson's turn to boost prices this week (see Topics & Trends, p. 12) following lead of Admiral. Who'll be next? DuMont's Dan Halpin isn't saying yes or no about his company's plans to jack up prices -- although he was one of first to call turn on current increases elsewhere. A Philco spokesman was equally noncommittal about plans; Philco raised prices on 8 models only last September (Vol. 8:38). H. Leslie Hoffman, president of Hoffman Radio, told distributors meeting this week that "slightly higher prices" are definitely on the way.

Only RCA said flatly it wouldn't raise prices, spokesman telling us RCA is satisfied with current prices and definitely has no plans to increase them, regardless of what other manufacturers might do.

But price increases on TV-radio parts are definitely in the works, in opinion of Leslie F. Muter, big Chicago components manufacturer. He told panel discussion of New York Society of Security Analysts that he foresees 5-10% increase in prices of resistors, yokes and transformers as soon as order decontrolling parts is extended to manufacturers, expected in week or two. Last week's decontrol order affected only TV-radio replacement parts at wholesale and retail levels.

* * * *

But manufacturers were agreed on one thing: business is just fine, thanks.

"We're embarrassed," said C.P. Baxter, asst. mgr. of RCA home instrument dept., when we asked him about business. Embarrassed? "Yes, we're embarrassed because we haven't been able to gear our production to meet demand. That should give you a pretty good idea of how business is. Our uhf business is particularly good. That goes for sets, converters, the whole works. The demand has exceeded our plans."

"Excellent, still on allocation" was the way Philco described its business, and Halpin was scarcely less enthusiastic about DuMont's volume. DuMont, incidentally, announced this week its January picture tube production set record.

Crosley v.p. Leonard F. Cramer was also bullish about 1953 prospects, telling dealers' meeting in St. Charles, Ill. that Crosley plans 60% boost in TV, 90% gain in radio business this year. Forecasting industry-wide production and sales of 6,500,000 new sets, Mr. Cramer said only a bottleneck in CR tube output could slow industry's pace, adding it takes twice as long to build 21-in. tube as 17-in.

TV production keeps barreling along, reaching 173,927 (8524 private label) week ended Feb. 6, down slightly from 198,489 the preceding week, but still strong enough to raise year's five-week total to nearly 900,000. Factory inventories went up a bit to 136,798 from 133,436 week ended Jan. 30.

Radio experienced its fifth straight week of rising production, reaching 296,972 (151,585 private), up from 283,081 preceding week for five-week total of 1,326,923 (preliminary). Factory inventories were 239,934, down from 257,200. Week's radios: 99,150 home sets, 16,559 portables, 53,199 clock, 128,064 autos.

Decontrol of servicing prices charged by TV-radio technicians was urged this week by NARDA in telegram to Price Administrator Freehill. Action was urged to counteract tendency of "a small, unscrupulous element in the service industry to charge prohibitive prices for parts, some of which were not absolutely needed for the service job, under the pretext of offering service apparently free of charge for prolonged periods of time."

Midwest Radio & Television Corp., 909 Broadway, Cincinnati, specializing in mail orders, has been sold to company called Ten-O-Nine Traction Bldg. Corp., headed by Spencer W. Cunningham, head of local brokerage office of Prescott & Co. Sellers were Edmund F. & Alfred G. Hoffman. Purchasing corporation includes Donald Dodt, William Savage Jr., Walter L. Tarr, Thomas M. Talley, Gilbert A. Davis and Mrs. Nettie C. Wolff.

Topics & Trends of TV Trade: "Let's put uhf across!" NARDA gives its members this advice in Feb. 9 edition of its newsletter. Citing case of Atlantic City's WFPG-TV (Vol. 9:6), editorial says problem of uhf reception is dealers' headache as well as broadcaster's. "It's our job to go to the customer and sell him on the pride of receiving *all* the TV service within reach of his set," says editorial, "not a half-sale of a strip or a converter, but a full-sale involving the necessary antenna changes to give really good uhf reception." NARDA makes this plea for cooperation:

"It's something we owe to those broadcasters who bring uhf to our communities, to our brand names whose standing influences our own, to the position of our businesses in our communities and our industry, and, most important, to our customers."

That dealers are determined to display uhf to best advantage is indicated by report that virtually all 22 RCA dealers in Atlantic City area have signed up with Philadelphia distributor Raymond Rosen Co. for special RCA Service Co. antenna installations in their stores. Rosen firm offered to pay all but \$20 of cost of each installation, will follow installations with newspaper advertising campaign stressing store demonstrations. Nation's first televised training program for TV servicemen is scheduled 7-8 p.m. Feb. 16 on WFPG-TV, when Raytheon will let public look in on its uhf lectures and demonstrations.



December excise tax collections on TVs, radios & phonos were \$18,635,076, compared with \$12,332,956 in November and \$13,723,553 in Dec. 1951. Internal Revenue Bureau report also shows collections of \$67,554,618 for 6 months ended Dec. 31, compared with \$51,319,932 same 1951 period. On refrigerators, air conditioners, etc., Govt. collected \$7,018,765 in December vs. \$3,274,024 in November and \$3,149,785 in Dec. 1951. Collections for 6 months ended Dec. 31 totaled \$40,537,086 vs. \$28,278,127 same 1951 period.

Emerson raised prices on four 21-in. consoles by \$20 to \$30 this week. Like Admiral, which raised prices on 8 models last week (Vol. 9:6), Emerson kept low end of line unchanged. New lists: mahogany \$300 to \$330, blonde \$320 to \$350; slide-door mahogany \$330 to \$350, blonde \$350 to \$370; full-door mahogany \$380 to \$400; full-door combination \$450 to \$480.

New York Better Business Bureau has endorsed bill by State Sen. John Bennet and Assemblyman Malcolm Wilson, making it unlawful for dealers to possess TV set or other appliance from which manufacturer's serial number has been removed or defaced.



Trade Personals: William P. Maginnis, with RCA 21 years before joining Federal (IT&T) in 1951, elected v.p. & chief engineer in charge of telephone, radio & vacuum tube engineering . . . Charles F. Moor, Canadian Admiral production engineer, loaned to Dept. of National Defense to be production program chief, electronics div. . . Lee Ballengee, ex-Chicago office mgr., named asst. sales mgr., General Instrument Corp., replaced by Benjamin V. K. French, ex-field engineer of subsidiary F. W. Sickles div. . . Paul H. Frye, ex-Raytheon research & engineering director, appointed gen. mgr. of newly-formed special products div., succeeded by Robertson Gannaway, chief technical engineer . . . Charles Roberts, Fada adv. mgr., resigns to become president of American Food Club Corp., Clifton, N. J. . . Rear Adm. Timothy J. O'Brien (ret.) elected Skiatron v.p. . . George Krygier appointed administrative engineer, CBS-Columbia . . . M. L. Myers appointed Sparton asst. gen. sales mgr.

EVERY STATE IN NATION, even those without TV, shared in 6,174,505 sets sold to dealers last year, according to RTMA's cumulative state-by-state and county-by-county report released this week. This represented substantial hike over 5,095,563 sets shipped in 1951 but still somewhat under record 7,068,000 in 1950.

Total compares with 1952 production of 6,096,279 and with year-end factory inventories of 104,809, distributor inventories of 404,315 (Vol. 9:6). The RTMA state-by-state figures (county-by-county tables available from RTMA on request):

State	Total	State	Total
Alabama	75,311	Nebraska	52,862
Arizona	25,141	Nevada	111
Arkansas	16,394	New Hampshire	22,706
California	577,186	New Jersey	242,864
Colorado	98,216	New Mexico	9,425
Connecticut	126,876	New York	736,956
Delaware	19,756	North Carolina	122,685
District of Columbia	60,989	North Dakota	338
Florida	97,232	Ohio	462,010
Georgia	109,508	Oklahoma	101,056
Idaho	1,452	Oregon	44,413
Illinois	348,412	Pennsylvania	531,021
Indiana	220,355	Rhode Island	37,508
Iowa	106,571	South Carolina	30,781
Kansas	38,916	South Dakota	1,574
Kentucky	83,254	Tennessee	77,596
Louisiana	65,048	Texas	290,941
Maine	11,022	Utah	38,554
Maryland	109,389	Vermont	7,311
Massachusetts	244,688	Virginia	112,652
Michigan	262,525	Washington	111,379
Minnesota	88,608	West Virginia	68,656
Mississippi	24,460	Wisconsin	95,361
Missouri	161,736	Wyoming	2,507
Montana	193	GRAND TOTAL	6,174,505

Note: Similar figures covering the 9,740,397 radios sold to dealers last year (when production was 9,711,236 units, with factory inventories of 190,269 and distributor inventories of 571,275) were also compiled by RTMA.



Financial & Trade Notes: American Broadcasting-Paramount Theatres Inc., as the new TV-radio-theatre merger authorized by FCC is corporately known, will be conducted on a decentralized basis through subsidiary operating companies, says Feb. 9 letter to United Paramount Theatres Inc. stockholders from president Leonard H. Goldenson. ABC will be organized as a self-contained unit within the merged companies.

"We believe," letter states, "that the addition of ABC presents the company and its stockholders with a splendid opportunity for growth. While continuing in our efforts to present the best theatre entertainment available, we plan a number of steps to strengthen the ABC operation. This will, of course, take time. But in our march forward, we shall do our best to build a strong, public-minded and profitable company serving the best interests of the public, our stockholders, employes and associates in the theatre and broadcasting fields."

UPT stock continues unchanged. On Feb. 11, AB-PT secretary Robert H. O'Brien informed ABC stockholders that certificates for shares of the merged company are ready for exchange; for each share of ABC common, they are entitled to 36/100ths of a share of the 5% preferred and 15/38ths of a share of common of AB-PT. Meanwhile, ABC common was suspended from dealings by the N. Y. Stock Exchange, which now lists AB-PT Inc. The 5% cumulative preferred \$20 par value of AB-PT has also been admitted to the list.

To establish financial qualifications of AB-PT, a pro forma consolidated balance sheet as of Sept. 30, 1951 was submitted to FCC during hearings. It showed assets of \$152,084,955, comprising current assets of \$52,945,902 (including \$34,607,668 cash); investments of \$3,624,892; fixed assets of \$80,177,357; intangibles \$8,756,620; other assets of \$3,479,877; and prepaid expenses and deferred charges of \$3,100,307. This balance sheet also showed total current liabilities of \$21,143,633; long term liabilities of \$50,869,675; capital surplus of \$33,301,771; earned surplus of \$18,031,522.

Electronics Reports: Govt. will junk Controlled Materials Plan June 30, and in meantime CMP will operate on "open end" basis. Feb. 13 announcement by acting defense mobilizer Arthur Flemming, means just this: Second quarter CMP allotments of steel, copper & aluminum—which have already been worked out by NPA—will be honored. But, effective immediately, mills may accept orders without restriction after they have taken care of all CMP allotments. "Open-ending" of CMP should have little effect on metal supplies before May, since "lead time" for ordering most types of steel, copper & aluminum is 45 days. This means users won't be able to get quantities of these products above their quotas before April at earliest.

End of CMP June 30 won't mean scuttling of all materials controls. There will be no more allotments to civilian industries—they'll be permitted to use all the metals they can latch onto. But some sort of priority system will be worked out to assure that military, atomic and defense supporting industries get first crack at steel, copper & aluminum, as well as such scarce alloying metals as nickel and cobalt.

Copper scrap prices were decontrolled Feb. 11, and move is expected eventually to help relieve shortage. Scrap prices immediately jumped 4¢ a pound, but there were few takers since refined copper made from that raw material is still under ceilings. Aluminum supply, too, is expected to increase materially following agreement this week with Canada on substantial increase in imports.

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Electronics Production Board, top-level coordinating agency for all electronics programs, has been abolished, but most of its functions are expected to be assumed by new body to be set up in ODM's production div., headed by James A. Williams, ex-chief of DPA's production office. Details of ODM reorganization haven't been announced. Richards W. Cotton, Philco, was chairman of EPB and may head ODM electronics branch, at least temporarily.

Avco president Victor Emanuel credits rise in demand for Crosley TV & radio sets following end of freeze with boosting parent corporation's sales to \$326,585,641 for fiscal year ended Nov. 30, highest in company history, 14% above 1951 sales of \$286,598,113 (Vol. 8:6). Profits in fiscal 1952 were \$11,028,927 (\$1.20 on 8,890,824 shares) compared to \$10,089,214 (\$1.10 on 8,819,385 shares) preceding year. Backlog of defense orders reached record \$350,000,000 at end of year. Although statement, as customary, gave no breakdown to indicate sales and profit of Crosley's TV-radio manufacturing & broadcasting divisions, latter indicated in connection with FCC application to buy Atlanta's WLTV that its dollar volume for fiscal year ran over \$9,000,000, net profit around \$900,000.

Zenith sales set all-time record of \$137,462,000 in 1952, says president E. F. McDonald Jr. in interim financial report. This compares with \$110,022,780 in 1951 and \$134,012,595 in 1950. In final quarter of 1952, volume totaled \$54,899,000, some 33.5% above any previous quarter in Zenith's history. Sales in January 1953 were highest for any month to date, said Cmdr. McDonald, who explained: "Although it was anticipated that sales demand for TV receivers would continue strong after the year end in the new market areas, [the] company is also experiencing strong demands from mature TV markets, such as New York and Chicago."

P. R. Mallory & Co. reports 1952 consolidated net income of \$1,897,773 (\$3.12 a share) vs. \$1,923,314 (\$3.16) in 1951.

National Theatres reports net income of \$544,697 (20¢ a share on 2,769,486 shares) for quarter ended Dec. 27, compared with \$373,948 (14¢) same 1951 period.

ROBERT C. SPRAGUE isn't taking job of Undersecretary of the Air Force, as offered (Vol. 9:3,6), because he can't see his way clear to divesting himself of his interest in Sprague Electric Co., big components manufacturer, which he founded and headed until Gen. Eisenhower asked him to join his defense team. Presumably, he'll return to Sprague, but in meantime the loss of services of one of the ablest men in the electronics industry, an Annapolis graduate and ex-RTMA president, because of a Senatorial "fetish" over stockholdings, is pointing up a real problem in Govt. The problem was very aptly set forth in an editorial in the *Washington Post* Feb. 12, which stated:

"The case of Robert C. Sprague raises a question as to whether the strip-before-you-enter formula applied to public servants has been carried too far. Mr. Sprague was asked to become Undersecretary of the Air Force more than a month ago—in part because of his wide experience in electronics. He did not seek the office. After he had resigned as president and director of the Sprague Electric Co. of North Adams, Mass., and spent a month preparing to take over the new assignment, Secretaries Wilson and Talbott decided against his nomination because Mr. Sprague refused to sell his stock in the company that he built. Was that decision necessary in the public interest, or was it merely a wooden application of a fixed rule?

"There are many indications that Mr. Sprague would have been an excellent Undersecretary of the Air Force. The only question raised was whether his continued ownership of a family enterprise would have been incompatible with his public duty. In the first place, only .7 of 1 per cent of the company's business is with the Air Force, and, as the items in question can be readily obtained elsewhere, the company voted last month not to enter into any contract with the Air Force while its owner held office in that service. In addition, Mr. Sprague agreed to disqualify himself if it should ever become necessary for the Air Force to deal with his company. The general counsel of the Air Force reported that the proposed arrangement fully met the requirements of the law.

"It is important to note also that the safeguards suggested by Mr. Sprague also satisfied both Republican and Democratic leaders of the Senate Armed Forces Committee. So far as we can determine, no opposition whatever developed in the committee. Opposition was confined to the Pentagon. Apparently Secretaries Wilson and Talbott rejected Mr. Sprague because he had not done what they had been required to do under different circumstances.

"We think there is a clear distinction between Mr. Wilson's holdings in General Motors, an immense supplier of defense equipment, and Mr. Sprague's stock in a family enterprise not essential to defense. That distinction should have been recognized at the Pentagon. Now that the principle of official divorcement from interests that might sway decisions in the defense establishment has been firmly established, it should not be used arbitrarily to deprive the Government of talented executives where no real conflict of interest exists. Aside from the injustice done in this case, a rigid adherence to the precedent would place many able executives beyond the reach of Government service. There is surely a rule of reason here as elsewhere."

Distributor Notes: Mid-Atlantic Appliances (Admiral), Washington, appoints Lee Perlmutter sales promotion mgr., replacing Morton Fungler, now treas. of Samson Distributors (Motorola) . . . Raytheon appoints Tri-State Distributors, Spokane . . . Sylvania names ECCO, Louisville; E & R Distributors, Butte . . . Hoffman Radio names Siebert & Willis, Wichita; E. M. Kemp Co. (Hoffman), Sacramento, opens Reno branch (Gene Hall, mgr.) . . . CBS-Columbia names Crenshaw Co., Memphis . . . Pacific Mercury names Horn & Cox, Los Angeles.

COLOR SPECULATION rises again, with release this week of NTSC's recently adopted revised field test specifications (Vol. 9:4)—published herewith in full text as Supplement No. 75-A, going to all subscribers.

Rumors that RCA will go to FCC in March or April and request approval of compatible system are met by RCA officials with statement that "we are always considering when the system should be brought to the Commission."

Dr. W. R. G. Baker (GE), chairman of NTSC, said the rumor is news to him. He considers the March-April date too early. "I've been saying that it would take a minimum of 4 months to field test the new specifications," he stated. "Why, several of the companies won't be able to get on the air with them until March 1. I know we can't.

"I'm quite confident that we have the right standards now—but you never know until they've been fully field tested. I have no idea whether this talk about RCA is right. RCA hasn't said anything to me about it. They've cooperated 100% with NTSC. We've had no decision about who's going to FCC or when."

RCA officials say they're not through field testing new specifications, but they do point out that they've tested many of the new features before, and that they're now on air in New York with the final specifications. RCA is now remodeling Colonial Theatre there to equip it primarily for color, though monochrome originations continue to be made from the theatre.

All in all, it's considered distinct possibility RCA will go to FCC on its own if rest of industry isn't ready to do so in relatively near future.

Dr. Baker says following will be transmitting new specifications: RCA-NBC, via WNBT, New York; DuMont, experimental uhf station KE2XDR (708-714 mc), New York; GE, experimental vhf KE2XHX, Syracuse; Philco, WPTZ, Philadelphia; Zenith, experimental vhf KS2XBS, Chicago (if channel isn't occupied by CBS as result of purchase of WBKB after ABC-UPT merger).

TV's own "Audit Bureau of Circulation," serving the industry as *the* standard just as ABC serves newspapers, is firm goal of NARTB in its "circulation" project (Vol. 9:6). But NARTB officials say that achievement is bound to take time, perhaps as much as a year, before techniques are perfected and "sold" to stations. Dr. Frederick R. Cawl, whose proposed formula to measure sets-in-use and other "census" data is still secret, is now revising it according to instructions from TV board. Board members are enthusiastic about proposal, but most stations don't know details, so haven't expressed opinions. The committee named to work with Dr. Cawl (Vol. 9:6) will meet periodically to discuss mechanics of putting system into effect and garnering the overwhelming station support considered necessary to make it effective.

Soliciting phone calls by TV on Sunday is illegal in Baltimore, Judge Herman M. Moser ruled this week, fining 3 advertisers who had contended that city law shouldn't apply to TV and newspapers even if it bans "Sunday sales." Judge Moser said that even though calls were limited to making appointments, they were used to make sales eventually.

Joseph H. McConnell's election as president of Colgate-Palmolive-Peet was made "official" this week, Edward J. Little moving up to chairman. Whereas McConnell's salary as NBC president was \$140,000, his C-P-P salary will be \$125,000 plus stock and bonuses that can add up to another \$125,000, according to *Variety*.

Pioneer TV-radio agency, Biow Co., now handling \$50,000,000 in billings with staff of 420, becomes 25% owned by employes in moves this week which also make founder-president Milton H. Biow chairman of board as executive v.p. F. Kenneth Beirn moves up to president.

SHARED-TIME use of TV channel is asked by 2 California radio stations in amended applications filed with FCC this week—first such request ever made. Amendments cover applications of KMBY, Monterey, and KSBW, Salinas, both seeking Ch. 8 in Salinas-Monterey area. Schedule filed with applications asks alternating operation on channel, with each station on air 3 different periods daily. Bing Crosby is v.p. & 24% owner of KMBY.

Week's applications included 3 by radio stations: KWK, St. Louis (*St. Louis Globe-Democrat*), seeking Ch. 12 in Cape Girardeau, Mo.; KYNO, Fresno, Cal., Ch. 47; WHBL, Sheboygan, Wis. (*Sheboygan Press*), Ch. 59. Others filed this week were for Panama City, Ch. 7, by construction & concrete firm operator J. D. Manly; Rapid City, S. D., Ch. 7, by owners of CP-holder KELO-TV, Sioux Falls—Joseph L. Floyd, N. L. Bentson & Edmund R. Ruben; Norfolk, Va., Ch. 10, by jewelry & real estate dealer Dudley Cooper and advertising man Irving M. Kipnes; Marion, Ind., Ch. 29, by *Marion Chronicle* and *Leader-Tribune*. State of Oklahoma filed week's sole educational application, for Ch. 13, Oklahoma City.

These 5 vhf and 3 uhf brought total number of applications now pending to 716, of which 263 are for uhf. [For further details about these applications, see *TV Addenda 16-F* herewith; for complete listings of all post-freeze grants, new stations, hearings, etc., see *TV Factbook No. 16* with Addenda to date.]

Canada's next TV station, 50-kw Channel 4 Ottawa outlet, won't meet June target date, writes CBC engineering dir. Gordon W. Olive. Difficulties in getting city and Federal District approval for antenna site have forced postponement, and Mr. Olive now estimates Ottawa station "will not be ready for operation before next fall." CBC has ordered 5-kw transmitter and 12-bay antenna from British Marconi, plans 500-ft. tower. Next on schedule will be 50-kw Winnipeg station, also on Ch. 4, for which 10-kw transmitter and 6-bay antenna have been ordered from RCA. CBC is now asking bids for transmitter and antenna for Vancouver station (channel not yet announced), expected to radiate 100 kw. Only other station now being planned is in Halifax on Ch. 3.

FCC will be asked everything Congressmen can think of when it comes up before House Interstate & Foreign Commerce Committee Feb. 19 & 20 as part of Committee's routine questioning of all govt. agencies within its jurisdiction. It's presumed committee will inquire into all current subjects—ABC-UPT merger, color, educational TV, "strike" applications and TV processing in general, programming, "joint AM" applications, theatre TV, subscription TV, etc. New chairman, Rep. Wolverton (R-N. J.), said immediately after November elections that he was particularly interested in questioning Commission about its color decision.

Hike from 50 to 316 kw by WHAS-TV, Louisville, last week (Vol. 9:6) has produced "highly gratifying results," according to station director Victor Sholis and engineering director Orrin Towner. Station reached about 250 kw Feb. 6, but several faulty transmission line joints prevented achievement of full 316 kw until couple days later. Viewer reports are pouring in, Sholis says, and he's particularly pleased that there are so few complaints caused by shift from Channel 9 to 11. Asked if he'd recommend that other stations achieve 316 kw by running 20-kw amplifier at 28 kw, as he did, Towner said he would "if they take all the proper safeguards."

Signs of the times: "Beginning Feb. 16, 1953, and until further notice, the opening hour for hearings before the Commission and the hearing examiners will be 9:00 o'clock, a.m. By direction of the Commission. T. J. Slowie, Secretary."—FCC Public Notice, Mimeo. 86448, Feb. 12.

REVISED EDITION—Substitute for pp. 260-261 of TV Factbook No. 16

TELEVISION SETS-IN-USE

With Radios, Families and Other Market Data—See Editor's Note Opposite Page

Tabulations by NBC Research Dept. Covering All Counties Receiving Standard TV Signal

For latest sets-in-use figures, consult monthly tabulations published regularly in *Television Digest*

Figures reproduced with special permission of NBC and *Sales Management Magazine*

EDITOR'S NOTE: The following figures are the latest available—in fact, only ones of their kind. They do not purport to be up-to-the-minute. They do not reflect the power increases and improved antenna performance permitted by the FCC since July 25, 1951, and are here offered only as a quickly convenient yardstick—with the suggestion that individual station market and coverage data be obtained from the stations directly. Sets-in-use count is latest by NBC Research before going to press (for latest monthly estimates consult current weekly *Television Digest* toward end of each month); radio set count in NBC Research's revised estimate as of May 1, 1952. Total families, population, retail sales, food sales, automotive sales, drug sales, effective buying income figures are based on *Sales Management Magazine's* "Survey of Buying Power."

The uniform standard of signal strength is 0.1 mv/m

(one-tenth millivolt) or better. This level of signal intensity was selected by NBC after thorough study of receiver distribution and technical reception and after consultation with telecasters and receiver manufacturers. The one-tenth millivolt contour as drawn from engineering measurements may be visualized as approximately a 60-mile circle, with variations according to terrain and other physical variables. Any county falling entirely within the one-tenth millivolt contour of each NBC station is included, and any county which lies partially within the contour is included only if 50% or more of its families are within said contour. If two or more stations deliver a qualifying signal to a county, that county is credited to the station with the strongest measured signal. In a small number of counties where this procedure is not practicable, data for each county is divided. Thus, overlap has been eliminated.

Market	TV Sets-in-Use (Jan. 1, 1953)	Radio Homes in TV Areas (May 1, 1952)	1952 Total Homes	Population (Jan. 1, 1952)	1951 Retail Sales	1951 Food Sales	1951 Automotive Sales	1951 Drug Sales	1951 Effective Buying Income
*Albuquerque	19,200	47,520	49,800	186,100	\$ 171,608,000	\$ 36,683,000	\$ 29,509,000	\$ 5,892,000	\$ 260,858,000
Ames (Des Moines)	122,000	210,780	211,700	686,000	745,616,000	144,836,000	161,003,000	18,870,000	1,026,267,000
Atlanta	270,000	422,070	431,600	1,598,300	1,324,931,000	282,691,000	262,437,000	41,623,000	1,736,086,000
Atlantic City	5,000††	43,230	43,900	143,400	214,205,000	54,490,000	23,030,000	6,661,000	255,871,000
Austin	18,200	77,850	79,600	288,100	269,700,000	60,426,000	56,483,000	10,114,000	367,929,000
Baltimore	453,000	460,400	474,600	1,696,800	1,696,026,000	446,674,000	239,054,000	66,592,000	2,435,789,000
Binghamton	95,000	138,860	141,600	487,900	506,668,000	125,070,000	93,130,000	10,750,000	619,987,000
Birmingham	146,000	260,780	265,200	993,700	697,468,000	182,893,000	132,365,000	18,756,000	1,031,343,000
Bloomington	220,000†	151,610	156,400	517,700	415,914,000	98,789,000	80,884,000	11,984,000	607,402,000
Boston	1,002,000	1,105,740	1,121,100	3,970,100	4,229,109,000	1,192,116,000	663,906,000	128,714,000	6,385,332,000
*Brownsville, Tex.-									
Matamoros, Mexico	11,100	72,850	77,500	323,600	233,290,000	66,763,000	45,659,000	6,638,000	316,938,000
Buffalo	328,000	354,870	357,600	1,257,100	1,423,557,000	359,130,000	257,146,000	36,368,000	1,804,827,000
Charlotte	198,000	374,960	381,800	1,498,700	1,080,938,000	256,000,000	225,509,000	29,164,000	1,428,027,000
Chicago	1,360,000	1,730,900	1,760,700	5,893,200	6,890,371,000	1,502,607,000	1,009,653,000	204,798,000	11,182,365,000
Cincinnati	365,000	416,380	426,100	1,399,600	1,345,378,000	350,641,000	223,557,000	39,300,000	2,234,060,000
Cleveland	711,000	815,030	824,300	2,806,800	3,105,192,000	805,318,000	536,022,000	91,382,000	4,915,046,000
Columbus	251,000	337,950	343,600	1,164,700	1,110,770,000	252,866,000	205,476,000	30,603,000	1,724,224,000
Dallas-Fort Worth	239,000	405,220	409,600	1,332,600	1,619,281,000	321,074,000	312,265,000	61,930,000	2,056,436,000
Davenport-									
Rock Island	169,000	181,150	182,800	604,400	648,562,000	135,673,000	123,217,000	15,417,000	961,301,000
Dayton	216,000	276,720	280,800	947,800	954,164,000	223,233,000	173,996,000	29,560,000	1,483,987,000
Denver	85,000	261,400	264,900	864,000	1,013,119,000	207,855,000	194,008,000	40,253,000	1,301,549,000
Detroit	773,000	935,930	947,600	3,395,600	4,129,527,000	945,070,000	951,926,000	163,258,000	6,035,461,000
*El Paso	11,700	60,520	51,500	209,400	206,496,000	44,556,000	41,632,000	7,483,000	269,205,000
Erie	105,000	153,990	165,800	623,900	678,969,000	146,838,000	107,886,000	12,266,000	768,934,000
Fort Worth-Dallas (see Dallas-Ft. Worth)									
Grand Rapids	153,000†	183,830	187,000	633,600	706,846,000	181,215,000	122,888,000	26,914,000	886,531,000
Greensboro	105,000	228,070	232,300	893,500	703,146,000	149,934,000	133,816,000	20,113,000	1,069,795,000
Houston	221,000	333,160	338,200	1,133,600	1,279,013,000	305,641,000	252,203,000	39,840,000	1,892,380,000
Huntington	132,000	203,190	207,300	769,600	529,746,000	135,129,000	103,073,000	14,190,000	846,471,000
Indianapolis	311,000†	374,050	379,000	1,235,000	1,306,839,000	283,489,000	258,589,000	49,618,000	2,079,664,000
Jackson	2,000††	**	**	**	**	**	**	**	**
Jacksonville	95,100	117,990	121,500	429,800	409,856,000	104,415,000	87,879,000	16,378,000	608,040,000
Johnstown	184,000	329,930	337,700	1,219,500	1,040,167,000	296,008,000	193,098,000	21,365,000	1,443,068,000
Kalamazoo	169,000†	191,720	196,600	656,500	713,408,000	179,661,000	135,927,000	25,456,000	966,943,000
Kansas City	264,000	456,820	462,700	1,461,300	1,611,121,000	315,837,000	296,920,000	76,719,000	2,230,400,000
Lancaster	183,000	206,650	211,900	734,000	756,288,000	169,964,000	136,443,000	17,414,000	1,204,613,000
Lansing	108,000	215,320	218,900	768,200	846,409,000	210,327,000	187,028,000	28,119,000	1,199,372,000
Los Angeles	1,375,000	1,664,360	1,695,900	6,142,400	6,748,284,000	1,371,665,000	1,049,141,000	202,116,000	9,071,376,000
Louisville	178,000	245,990	251,400	903,500	763,892,000	179,386,000	154,258,000	29,222,000	1,195,966,000

(over)

Market	TV Sets-in-Use (Jan. 1, 1953)	Radio Homes in TV Areas (May 1, 1952)	1952 Total Homes	Population (Jan. 1, 1952)	1951 Retail Sales	1951 Food Sales	1951 Automotive Sales	1951 Drug Sales	1951 Effective Buying Income
*Lubbock	***	65,970	66,800	233,700	297,521,000	56,039,000	75,946,000	10,702,000	325,662,000
Memphis.....	180,000	260,300	272,500	1,024,200	838,546,000	172,215,000	182,027,000	22,995,000	1,028,226,000
Miami.....	131,000	198,660	202,200	638,300	818,418,000	165,331,000	132,279,000	40,187,000	902,281,000
Milwaukee.....	398,000	409,680	411,500	1,412,100	1,574,407,000	367,137,000	269,984,000	40,403,000	2,407,257,000
Minneapolis-St. Paul.....	332,000	457,170	460,100	1,575,700	1,713,045,000	351,907,000	294,168,000	49,799,000	2,419,273,000
*Mobile.....	17,000	**	**	**	**	**	**	**	**
Nashville.....	96,200	249,840	255,500	929,100	666,103,000	149,780,000	146,558,000	19,179,000	918,213,000
New Haven.....	347,000	505,830	512,900	1,783,700	1,984,355,000	524,390,000	315,341,000	62,300,000	3,128,889,000
New Orleans.....	150,000	275,180	280,500	991,800	801,646,000	181,489,000	103,565,000	31,229,000	1,188,662,000
New York.....	3,290,000	4,190,930	4,239,900	14,316,000	16,256,111,000	4,606,751,000	1,806,320,000	405,631,000	26,793,521,000
Norfolk.....	152,000	224,680	231,700	863,300	660,007,000	164,127,000	121,036,000	21,025,000	1,022,528,000
Oklahoma City.....	141,000	237,200	241,400	789,500	726,203,000	148,659,000	169,330,000	27,233,000	960,201,000
Omaha.....	165,000	223,170	224,400	741,600	843,325,000	162,821,000	167,014,000	25,475,000	1,218,453,000
Philadelphia.....	1,181,000	1,327,960	1,343,000	4,742,200	4,964,941,000	1,243,718,000	716,821,000	123,736,000	8,021,956,000
Phoenix.....	51,900	110,780	117,100	404,400	429,681,000	94,423,000	81,242,000	14,944,000	534,202,000
Pittsburgh.....	550,000	767,190	776,500	2,746,900	2,839,491,000	787,312,000	460,498,000	75,202,000	4,311,607,000
Portland.....	53,000††	260,210	261,600	797,500	940,594,000	215,815,000	182,945,000	20,794,000	1,383,316,000
Providence.....	270,000	399,110	406,000	1,398,600	1,332,733,000	374,670,000	201,824,000	44,754,000	2,045,843,000
Richmond.....	157,000	154,450	160,500	613,100	502,812,000	113,250,000	78,277,000	17,219,000	803,166,000
Roanoke.....	39,800	305,510	314,600	1,262,300	793,206,000	180,541,000	151,766,000	23,667,000	1,188,788,000
Rochester.....	170,000	203,330	205,000	694,500	738,455,000	182,430,000	134,439,000	20,030,000	1,105,835,000
Rock Island-Davenport (see Davenport-Rock Island)									
Salt Lake City.....	81,000	90,770	91,500	319,700	340,783,000	74,387,000	55,592,000	11,236,000	503,520,000
San Antonio.....	118,000	170,200	174,100	654,600	605,947,000	137,561,000	111,734,000	19,051,000	877,543,000
San Diego.....	130,000	182,490	187,000	590,500	605,358,000	145,424,000	113,974,000	19,606,000	1,004,186,000
San Francisco.....	538,000	967,330	986,800	3,121,800	3,507,757,000	873,692,000	573,908,000	100,155,000	5,565,035,000
Schenectady.....	250,000	327,310	332,600	1,107,400	1,283,487,000	327,042,000	213,580,000	26,111,000	1,527,457,000
Seattle.....	224,000	429,830	434,100	1,369,800	1,359,514,000	326,788,000	235,007,000	38,858,000	2,473,850,000
South Bend.....	13,000††	**	**	**	**	**	**	**	**
*Spokane	14,500	115,050	116,300	375,500	377,101,000	79,954,000	76,501,000	11,254,000	569,774,000
St. Louis.....	480,000	585,810	596,000	1,988,000	1,959,232,000	484,702,000	337,973,000	62,374,000	3,084,534,000
Syracuse.....	180,000	215,570	218,400	760,800	804,288,000	205,292,000	137,319,000	19,904,000	1,037,279,000
Toledo.....	223,000	313,780	317,400	1,062,600	1,130,806,000	272,163,000	227,811,000	31,217,000	1,636,782,000
Tulsa.....	88,700	178,930	182,800	595,100	507,610,000	113,358,000	118,892,000	17,730,000	726,396,000
Utica.....	81,000	115,070	117,400	407,000	433,553,000	115,317,000	67,149,000	9,014,000	538,441,000
Washington.....	425,000	479,710	490,900	1,780,600	2,016,314,000	458,494,000	342,294,000	86,020,000	3,041,077,000
Wilkes-Barre.....	17,000††	**	**	**	**	**	**	**	**
Wilmington.....	128,000	142,420	145,200	522,900	509,850,000	128,160,000	92,243,000	13,783,000	828,965,000
All Others.....	8,700	**	**	**	**	**	**	**	**
TOTAL.....	21,234,100	29,178,200	29,644,500	101,363,200	\$106,185,964,000	\$26,099,052,000	\$17,651,271,000	\$3,197,162,000	\$160,924,461,000
U.S.A. Total.....		43,849,460	44,719,400	154,926,600	\$151,234,526,000	\$36,442,643,000	\$26,800,331,000	\$4,444,109,000	\$220,441,068,000
% of U.S.A.....		67.9	67.7	66.9	70.2	71.6	65.9	71.9	73.0

* Non-interconnected cities, as of Jan. 1, 1953.
** Figures unavailable. *** KDUB-TV went on air Nov. 13, 1952; NBC Research does not offer total since station is non-affiliated, but local survey showed 12,252 on Jan. 1, 1953.
† Bloomington & Indianapolis, taking into account overlap, are together accredited with aggregate of 362,000 sets-in-use (see *Television Digest*, Vol. 9:5, p. 12).
‡ Grand Rapids & Kalamazoo, taking into account overlap, are together accredited with aggregate of 200,000 sets-in-use (see *Television Digest*, Vol. 9:5, p. 12).
†† Uhf receivers.
Note: Markets not listed here but having new stations as of Jan. 1, 1953 are York, Pa.; Colorado Springs, Colo., and Honolulu.
Note: An additional 224,811 TV sets were sold in Canada up to Dec. 31, 1952, mostly in areas within range of U. S. telecasting stations.

Television Digest

with **ELECTRONICS** REPORTS

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WESTINGHOUSE PAYS \$8,500,000 FOR WPTZ: By all odds the biggest single TV station deal in history was this week's purchase of Philco's pioneer WPTZ, Philadelphia (Ch. 3) for \$8,500,000 cash by Westinghouse Radio Stations Inc., TV-radio broadcasting subsidiary of big Westinghouse Electric Corp. As a commentary on the high values of TV properties now, as contrasted with AM, it's noteworthy that this one station fetched more than did NBC's whole Blue Network (now ABC) which sold in 1941 for \$8,000,000. Recent ABC-UPT merger involved about \$25,000,000 for network with 5 TV, 5 AM stations.

Deal culminated intense efforts of several eager buyers to acquire station, including CBS which just week ago paid \$6,000,000 for Chicago's WBKB (now WBBM-TV) coincident with ABC-UPT merger. That was highest previously paid for one station.

Westinghouse is paying the piper because it, too, had guessed wrong about the future of TV when, scant 5-6 years ago, channels could be had for the asking and it held back. But it did found WBZ-TV, Boston (Ch. 4) in 1948, which soon developed into a highly profitable property.

WPTZ has been good earner in last 3-4 years, grossing more than \$4,000,000 in 1952 and netting nearly half that amount. It had reputation within Philco family of returning best percentage profit of any division of the company in recent years.

WPTZ will be turned over lock-stock-&-barrel to the Westinghouse subsidiary, now headed by parent company's new v.p. E.V. Huggins, recently Assistant Secretary of the Air Force, with veteran radioman Joe Baudino as executive v.p. FCC approval is usually routine, though magnitude of deal may cause closer scrutiny than usual.

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Philco accepted Westinghouse offer rather than others, because Westinghouse radio station KYW has long shared Philadelphia quarters ("Philco-Westinghouse Radio & TV Center") with WPTZ -- and there has been long-standing agreement that each would give other first refusal in event of decision to sell either station.

Big price is more apparent than real, taking into account Philco's record of having poured \$5,900,000 into station since it was founded in 1932 as experimental W3XE. It began commercial operation in 1941, went through lean war & deficit years until it turned profit corner in 1950. It is reputed to be second oldest station in the country, was founded mainly as a developmental project for telecasting & receiving apparatus, working in close collaboration with RCA Victor, across the river in Camden. Philco executive v.p. James Carmine says its experiments were responsible to large degree for 525-line picture standards used today.

On site of its present 552-ft. tower, in the heights of suburban Wyndmoor, famed TV inventor Philo Farnsworth was put to work by Philco in laboratory provided him in 1931 to probe some of his video theories.

Present management and staff will be taken over intact, including, if he elects to stay, manager Ernest B. Loveman, 25-year Philco veteran, company's onetime adv. mgr., who has run the station since 1946, won many distinctions and prizes for

it, sold show to Gimbel Store called "Handy Man" that's reputed to be TV's oldest commercial program still on air. It was earliest to carry regular college football.

Mr. Carmine said Philco was constrained to sell, though present and prospective profits well justified retaining station, because it prefers to "concentrate in its principal fields of research and development of TV receiving sets, radios and major appliances." Only other TV-radio set makers still operating TV stations are RCA, 5 (thru NBC); CBS-Columbia Inc., 3 plus minority in 2 others (CBS); Crosley, 4; DuMont, 3; GE and Stromberg-Carlson, one each. All are known to be profitable properties; certainly all are tightly held by parent companies against offers to buy.

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Westinghouse will drop its uhf application for Philadelphia, has already done so for Ft. Wayne. It's pursuing competitive vhf applications in Pittsburgh and Portland, Ore., latter currently in FCC hearing. It operates AMs in all of those cities. It's understood to have made fruitless efforts, as have others, to buy DuMont's WDTV, Pittsburgh, home of its pioneer KDKA.

WPTZ sale deal is third announced so far this year, and more are known to be in the making. Edward Lamb recently sold his WTVN, Columbus (Ch. 6) to Taft family's Radio Cincinnati Inc. (WKRC-TV) for \$1,500,000 (Vol. 9:3). John Kennedy interests sold KFMB-TV, San Diego (Ch. 8) with KFMB to Alvarez-Wrathier group for \$3,150,000 (Vol. 9:5). FCC only few weeks ago approved sale of WMBR-TV & WMBR, Jacksonville, to Washington Post (WTOP-TV) for \$2,470,000 (Vol. 8:51 & 9:1, 5); also sale of WLTW, Atlanta, to Crosley for \$1,500,000 (Vol. 8:51 & 9:5).

There have been quite a few other deals since TV properties began to be "desirable" in 1949; all are listed on p. 93 of our TV Factbook No. 16.

ROANOKE'S WROV-TV IS 30th POST-FREEZE: Next few weeks could see quite a few more new stations take to the air, both vhf and uhf -- judging from equipment deliveries as well as grantee forecasts. On our own authority, however, we won't predict any of them for sure, since experience has shown there's many a slip and almost invariably it takes longer to get going than the principals are wont to predict.

This week's only starter was WROV-TV, Roanoke, Va. (Ch. 27), which began to test Feb. 15, is continuing with patterns on the air 2-8 p.m. daily. Manager Frank E. Koehler happily reports "picture excellent" and "reception outstanding" and tells of some homes getting signals even on inside aerials.

WROV-TV thus becomes year's 13th station to go into operation (8 of them uhf) and the 30th post freeze (14 uhf). It's particularly important because Roanoke now offers another proving ground for new vhf & uhf operation in the same community, its WSLS-TV (Ch. 10) having started operating last Dec. 11 (Vol. 8:48).

Lots of early-March starters have been reported in these columns previously, and we'll give you dope as soon as it's definite. Only definite notice of another imminent new starter received this week came from Jack Snyder, WFBG-TV, Altoona, Pa. (Ch. 10), who got GE 5-kw equipment delivery this week, had everything in good order at week's end, said he expects to get on air Feb. 22 with 75-kw ERP from 86-ft. 12-bay antenna atop an 89-ft. tower on Wopey Mt., 5 mi. northwest of city. That puts it 990 ft. above average terrain, promising good coverage. NBC hookup is planned.

Securing STAs this week for imminent starts were these vhf grantees: KFDX-TV and KWFT-TV, both Wichita Falls (Ch. 3 & 6, respectively); KTNT-TV, Tacoma (Ch. 11).

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More and more CP holders seem to be taking more seriously the advice of the equipment makers, let alone their engineering consultants, to "make haste slowly." Fear is that precipitate starts with inadequate equipment, know-how and power may discourage TV buying, especially conversions to uhf.

Some CP holders, learning all isn't gold that glitters as laws of economics make themselves felt, are even hesitating about constructing at all. For example, we had a letter this week from a uhf grantee in a small town (under 50,000 pop.) now being served by a vhf station. Name is withheld for obvious reasons, but he wrote:

"The directors and myself have decided to hold off indefinitely on erecting a TV station. At present, we can't see the economic soundness in a market of this size. Except at the start, business would have to come almost entirely from net-

works and national accounts, which we believe would be limited for this market."

We'd call that an understatement, knowing the market. So it won't be at all surprising to see quite a few of the 250-odd present CP holders, to say nothing of others to come, default by failing to construct in areas which cannot support TV.

Mere fact that FCC has allocated channels, sometimes to crossroads villages far removed from centers of population, or that it has granted CPs, is no sesame to TV riches. Economic factors, compounded by competitive, are still all-important.

[For latest reports in our survey of upcoming new stations, with summary of equipment deliveries by the major manufacturers, see pp. 6-7.]

8 CPs, INCLUDING FIRST SHARED-TIME: FCC again emphasized its willingness to go along with applicants who want to build stations now rather than get bogged down in interminable hearings -- by granting without delay its first shared-time TV applications, just filed for Channel 8 by Salinas and Monterey, Cal. applicants (Vol. 9:7). Last week, Commission granted its first "joint AM" application, in Macon, Ga. (Vol. 9:7).

The shared-time grants, which will count as 2 stations with separate licenses, were among 8 granted this week (4 vhf, 4 uhf), bringing total to 255.

The vhf CPs: Mesa, Ariz., KTYL, No. 12; Monterey, Cal., KMBY, No. 8 (shared); Salinas, Cal., KSBW, No. 8 (shared), 2nd grant in city; Hannibal, Mo., KHMO, No. 7.

The uhf grants: Wichita, Kan., C.W.C. Co., No. 16; New Orleans, La., WJMR, No. 61; North Adams, Mass., WBRK, No. 74; McAllen, Tex., KRIO, No. 20.

The Mesa, Ariz. grantee immediately reported its KTYL-TV has ordered 5-kw DuMont transmitter with all studio equipment, and hopes to be on air by April 15. It proposes to serve Phoenix, only 12 mi. westward. Dwight Harkins, theatreman, part owner, served as attorney-engineer in filing FCC application, said it cost only \$30.

KMBY and KSBW will use same transmitter but each will have own studios in respective cities, each operating 42½ hours weekly. Transmitter will be on Baldy Peak, about 9 mi. from Salinas, with height of 2630 ft. above average terrain. One of KMBY owners (24%) is Bing Crosby, who also owns 47.6% of KXLY-TV, Spokane.

It's the prospect of long bitter hearings that prompts these coalitions, for AM history discloses an inevitable trend to dissolution of shared-time arrangements -- one usually buying out the other. Economics of TV and availability of additional channels will determine whether history will repeat itself in TV.

This week's sole non-AM grantee, Wichita's C.W.C. Co., is headed by Missouri theatreman Stanley H. Durwood.

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Spurred by Macon joint-AM grant, Tulsa's KRMG (Sen. Kerr) and KVOO (oilman W.G. Skelly) combined forces in similar setup for Ch. 2, only to be jumped by 2 new competitors: Oil Capital TV Corp., headed by contractor & oilman Laurence F. Rooney and auto dealer Fred Jones who owns KFMJ, Tulsa; Fryer TV Co. (name changed from UHF Television Co.) which amended from Ch. 23 to Ch. 2. KRMG & KVOO own 50% each, to be reduced to 47½% each on grant of CP, 2½% going to Tulsa U, 2½% to Oklahoma A&M.

Experience of KRMG & KVOO parallels that of Miami's WIOD & WQAM, which precipitated flock of competitors when they joined in Ch. 7 application with Niles Trammell, ex-NBC chairman, as "umpire" holding 15% (Vol. 8:50).

There were 2 more moves to eliminate hearings this week, but neither of them involved 2 AMS in same city. WSOY, Decatur, Ill., dropped its application for Ch. 3 in Urbana, acquired 20% of Midwest TV Inc., Champaign (WDWS). In Durham, N.C., Winston-Salem Bcstg. Co. (WTOB, Winston-Salem) joined Ch. 46 applicant T. E. Allen & Sons, acquired 50% ownership, dropped competing application.

All these combinations, plus new applications, actually increased total uncontested applications on file to 105 from last week's 103 -- reversing pattern of average 8-a-week decrease in "free for grant" applications.

[For further details about grantees and applicants, see TV Addenda 16-G herewith; for complete data on these and all other applications, see TV Factbook No. 16.]

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Commission skipped through 27 cities in its Group A priority list to 263rd city, went no further in Group B though it picked up a couple grants by backtracking

in latter group. Commission may well drive clear to end of both groups in couple of months. It is now down to cities under 20,000 pop. in Group A, and we count only 40 uncontested applications between 263rd city and end of list. There are only 17 more cities in Group B, virtually all loaded with contested applications.

When Commission reaches end of both lists, it will roam back-&-forth over its files, knocking off CPs whenever uncontested applications pop up. Meanwhile, hearings will grind away and contestants with lower priority will bide their time, waiting for their hearings to be scheduled.

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Next batch of hearings will probably be scheduled in 4-8 weeks, to start in April-June. Commission has just sent out "McFarland letters" to 43 competing applicants in following 13 cities:

Allentown, Ch. 39 & 67; Spokane, Ch. 2; Fort Wayne, Ch. 69; Honolulu, Ch. 2 & 4; San Juan, P.R., Ch. 4; Chattanooga, Ch. 3 & 12; Portsmouth, O., Ch. 30; Mobile, Ch. 5; Lebanon, Pa., Ch. 15; Evansville, Ch. 7 & 62; Akron, Ch. 61; Shreveport, Ch. 3 & 12; Worcester, Ch. 14 & 20. [For each channel's applicants, see TV Addenda 16-G.]

Though FCC's 13 examiners have completed few of current hearings, Commission is "stacking" more hearings on them to make better use of their time. Most hearings have so many legal fits and starts that examiners can handle up to 3 simultaneously, Denver has had the only initial decision so far, and next initial ones (probably for Flint and Sacramento) are expected by May 1.

UHF 'PROBLEMS' ECONOMIC, NOT TECHNICAL: Uhf TV has proven itself engineering-wise -- beyond shadow of doubt. A baker's dozen of uhf stations now on air bears testimony to the accuracy of FCC's predictions of field intensity and coverage. Let there be no mistake about it -- uhf is neither "experimental" nor tentative in any way.

Uncertainties over uhf performance have focused attention on "bugs" in early uhf transmissions -- although same troubles on new vhf stations often go virtually unnoticed. As for uhf receivers and converters, there's not one on the market that doesn't do the job -- and their sales are limited only by industry's capacity to produce. Antennas and lead-in have been developed for every type of uhf situation.

Success of individual uhf stations thus narrows down to matter of economics -- battle for audience, network affiliation and sponsor acceptance. In communities already within range of good vhf signals, this means persuading public to convert existing sets to receive new stations. In areas beyond range of good vhf, building audience has been a breeze. But in many cases, sponsors and agencies continue to look down their noses at uhf, even when it's only signal available to large area.

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Our detailed personal surveys of the individual new uhf markets -- York and Atlantic City (Vol. 9:6) and Wilkes-Barre-Scranton (Vol. 9:7) -- are intended to focus attention on the problems and pitfalls, as well as successes, of the uhf pioneers. There will be more such visits, more such reports. We intend to keep them as objective, as free from puffery, as the first ones. We'll talk with local distributors, dealers and just plain viewers as well as the telecasters.

Most uhf stations' troubles to date have been caused by excessive zeal -- over-eagerness to get on air with test pattern, then with programs; over-eagerness of distributors and dealers to make early sales; over-eagerness of public for perfect pictures and top-notch programming from first.

But this understandable ardor hasn't given uhf a "black eye" as many feared. Good uhf channels are still being snapped up and contested by the eager applicants. Already, possibly 200,000 families are enjoying uhf programs -- and this figure would be larger if manufacturers could turn out sets and converters faster.

Receiver and converter production is still far behind demand, even though manufacturers continue to step up output. With new uhf stations going on air virtually every week, no letup is in sight, although most big manufacturers believe they can increase production capacity enough to meet demand by summer. P.R. Mallory & Co., one of biggest producers of uhf tuners and converters, says it has increased production fivefold in last few months, but hasn't cut down backlog at all.

Attention of industry was focused this week on world's first high-powered uhf transmitter, GE's 12-kw installation at WHUM-TV, Reading, which went on air last week. First reports necessarily are sketchy and incomplete, but those making tests in area picked up good signals at several distant points.

Station hit its full 260-kw ERP this week, but for most part its power was kept at lower levels during adjustment period. Its antenna, 1784 ft. above average terrain on mountain 22 mi. north of city, commands big line-of-sight area, although some of terrain is quite rugged. First test patterns were said to be noisy, but by week's end GE engineers had replaced some damaged parts, removing sound bars which had been leaking into video. They called picture "not perfect, but pretty close."

Crews from GE, RCA, Philco and others are touring the eastern Pennsylvania area taking measurements of new station's signal. Good pictures have been reported in Harrisburg (35 mi.) using vhf antennas, Watsontown (50 mi.) and Williamsport (about 68 mi.). Pictures were also received in Philadelphia (70 mi.). However, it will be some time before complete and definitive measurements are available, particularly to determine effects of "shadowing" behind the many hills in area.

Elated by test pattern results, WHUM-TV owner Humboldt Greig plans to start programming "very soon, possibly Sunday" (Feb. 22). He'll begin, he says, with heavy commercial schedule from CBS-TV.

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Uhf can give service with very low as well as very high power, reports from 2 other GE-equipped stations indicate. Washington engineer Andrew Inglis, who just completed survey of Peoria's WEEK-TV (Ch. 43, with 100-watts interim transmitter power), found 90% of city could receive snow-free picture, using good outdoor antenna. Transmitter is 6 mi. from center of town across Illinois River, some 550-ft. above average terrain. Station hopes to get 12-kw amplifier by April.

Only other station now using 100-w transmitter, WKAB-TV, Mobile (Ch. 48), handicapped by temporary transmission line, is feeding only fraction of its 100-w to antenna. Nevertheless, GE reports "surprisingly good picture" 7-8 mi. from transmitter, and pictures have been seen in Biloxi and Pensacola, both more than 50 mi. away. There have been complaints about signal strength in downtown Mobile, and high gain antennas are said to be required in most locations.

Public has responded quickly to uhf in Jackson, Miss., where WJTV (Ch. 25) is state's only station. Response has been so good, says gen. mgr. Jack Rossiter, that station now begins programming at 10 a.m. after only one month on the air. He reports coverage "far exceeds the 40-mi. range we expected" from RCA 1-kw transmitter over flat Mississippi terrain. Philco distributor there reportedly is guaranteeing 55-mi. reception with 12-element yagi antenna. Closest vhf stations are in New Orleans (200 mi.) and Memphis (197 mi.).

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Problems of interference inevitably crop up when so many new stations go on air. One of most persistent complaints, discussed in last week's survey of Wilkes-Barre market (Vol. 9:7), came from some residents of that area who claimed they no longer could get picture from Binghamton's WNBC-TV on Ch. 12. FCC sent laboratory div. chief Edward Chapin and Buffalo field engineer Paul A. Holloway to investigate. They found 2 major sources of interference, both easily correctable:

(1) Converters which feed into vhf sets through Ch. 5. Vhf sets with 21-mc IF use oscillator frequency of 103 mc for Ch. 5; second harmonic, 206 mc, is right in Ch. 12. Solution: feed converter through Ch. 6 instead of Ch. 5.

(2) Many people in area use boosters to get Ch. 12. When they switch sets to local uhf station, load is removed from booster, which becomes "a fine little Ch. 12 transmitter." Solution: turn off booster when tuning to local station.

Many interference problems can be eliminated through proper education of dealers, servicemen and public, FCC chief engineer Edward Allen believes. Station engineers would do well to analyze their local situations, and be prepared to harness all possible means of publicity to prevent such problems before station goes on the air. Advent of new stations, both vhf & uhf, as well as channel shifts of

existing stations, are raising many new interference problems which can be minimized if communities are alerted to them in advance.

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Novel plan to aid servicemen in making uhf installations before station goes on air has been advanced by Newport News (Va.) grantee WHYU (Ch. 33). Station's gen. mgr., engineer Frederic F. Clair, plans to use readily available war surplus 50-w CW transmitter tuned to audio portion of his channel frequency, feed it through his TV antenna at or near permanent site. He figures this inexpensive scheme will provide servicemen with sort of "super signal generator," permit orderly alignment of uhf sets and antenna orientation long before station itself goes on air.

Mr. Clair brought plan to FCC engineers, who expressed interest but asked him to sound out TV receiver makers on its potential usefulness. Broadcast Bureau chief Curt Plummer said such a signal might be helpful in indicating receptivity of TV sets and predicting general coverage area. We broached idea to several industry engineers, who were mildly interested but pointed out such a test signal would not help predict ghosts or type of antenna required for any specific location.

GE's SECOND 12-kw uhf transmitter went out this week to WWLP, Springfield, Mass. (Ch. 61). With orders on hand for 40 such units, GE states it's "all sold out" for the year. First 12-kw went to Reading's WHUM-TV (Ch. 61), now operating, and another will be delivered first week in March to WHYN-TV, Holyoke (Ch. 55).

GE's next 100-watt uhf shipments go in week or so to WPAG-TV, Ann Arbor, Mich. (Ch. 20); KMBT, Beaumont, Tex. (Ch. 31); WLOK-TV, Lima, O. (Ch. 73). All will get higher power units later. Said transmitter sales chief Frank Barnes, "We'll continue to ship the 100-watters as long as they ask for them."

RCA this week shipped uhf transmitter to WKST-TV, New Castle, Pa. (Ch. 45); and next week it sends similar equipment to WAKR-TV, Akron (Ch. 49); WTVO, Rockford, Ill. (Ch. 39); WCOV-TV, Montgomery, Ala. (Ch. 20). That makes 6 for February—others having been WKNB-TV, New Britain (Ch. 30), now on air, and WHP-TV, Harrisburg (Ch. 55), due shortly. RCA thus failed to make expected 2-a-week this month, but figures on 8-a-month starting in March.

Federal's first uhf went out this week to WICC-TV, Bridgeport (Ch. 43); it will be 1 kw at start, goes to 10 kw later. April shipments are still scheduled for WETV, Raleigh (Ch. 28) and WTVU, Scranton (Ch. 73). DuMont's first customer for promised 5-kw klystron-powered unit will shortly be announced, says Herbert E. Taylor, mgr. of TV transmitter div.

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Interim 2-kw vhf transmitters have just been shipped by RCA to KGNC-TV, Amarillo (Ch. 4) and KCBD-TV, Lubbock (Ch. 11), and one goes out week of Feb. 23 to KFOR-TV, Lincoln, Neb. (Ch. 10). These are in addition to the several previously reported and now on location, namely: KSWO-TV, Lawton, Okla. (Ch. 7); KTTS-TV, Springfield, Mo. (Ch. 10); KFDX-TV, Wichita Falls (Ch. 3); KELO-TV, Sioux Falls, S. D. (Ch. 11); WBAY-TV, Green Bay, Wis. (Ch. 2); KCSJ-TV, Pueblo, Colo. (Ch. 5).

Latest GE vhf to be shipped went Feb. 13 to KGUL-TV, Galveston, Tex. (Ch. 11). Other GE vhf deliveries have been made to KFDA-TV, Amarillo (Ch. 10); KWFT-TV, Wichita Falls (Ch. 6); WFBG-TV, Altoona, Pa. (Ch. 10); KVTV, Sioux City, Ia. (Ch. 9); KTNT-TV, Tacoma, Wash. (Ch. 11).

DuMont has sold and already shipped 500-watt plant to KCBJ-TV, Minot, N. D. (Ch. 13), grantee, whose president John W. Boler is reported planning to get it going by May 1 or sooner, depending on weather, from temporary 187-ft. tower. He already has complete studio equipment, with camera chain.

In our continuing survey of upcoming new stations, these are digests of reports received from uhf grantees this week:

WSJL, Bridgeport, Conn. (Ch. 49), granted last Aug. but apparently making no move as yet to build, will come under new control if FCC grants permission to grantee Harry L. Liftig, metal supplies manufacturer, to take in new stockholders and know-how. It's reported the following have entered into tentative deal to acquire control: Lewis F. Blumberg, ex-TV chief of Universal-International, headed by his father; Matthew Fox, president of Motion Pictures for TV and a trustee of United Artists; Basil Estreich, ex-Dept. of Justice attorney now associated with Fox. Plan is for Estreich to be mgr., Blumberg production chief. Repeated efforts since last August to get information on TV plans from Mr. Liftig have remained unanswered.

WTVI, Belleville, Ill. (Ch. 54), whose Federal transmitter, located only 6½ mi. from downtown St. Louis will make it for all practical purposes a St. Louis station, is subject of interesting article in Feb. 14 *Business Week*, which recounts how 3 St. Louis radio advertising and production men thought up plan, got backers, propose to get started May 1, signed this week to become primary DuMont affiliate. Similarly aiming to cover St. Louis via uhf are KACY, Festus, Mo. (Ch. 14), starting plans unannounced. and recent Ch. 30 grantee in Clayton, Mo. (KFUO), and grantee's in St. Louis proper WIL (Ch. 42) & KSTL (Ch. 36).

WPFA-TV, Pensacola, Fla. (Ch. 15) plans 1-kw transmitter and estimates on-the-air date as June 1, according to report from grantees, who are partners Charles W. Lamar Jr. & T. E. Gibbens, of Baton Rouge, who also hold CP for WAFB-TV, Baton Rouge (Ch. 28), which they reported last week should get started by mid-March (Vol. 9:7). Same grantees also hold CP for KTAG, Lake Charles, La. (Ch. 25), for which the same equipment will be used and which also is due on air in June. Both Pensacola and Lake Charles outlets will be represented by Adam Young Television Inc. and base rate for each station will be \$150 per hour.

WFTL-TV, Ft. Lauderdale, Fla. (Ch. 23) will use RCA equipment, has completed construction to point where on-air time should be April 1-15, reports Noran E. Kersta, onetime NBC-TV mgr., now a consultant, who is reported planning to manage the station. He has acquired part interest in grant made in June 1952 to Gore Publishing Co. (*Fort Lauderdale News*). Weed will be rep.

WAKR-TV, Akron (Ch. 49), with RCA equipment about to be delivered, this week completed purchase of

local Copley Theatre, will start immediately to convert it into a \$500,000 TV Center, adding second story, first floor to be used for big auditorium-type studio seating 250 with 60 x 70-ft. stage. Antenna will be atop downtown First National Tower Bldg. Station should be ready by spring, states S. Bernard Berk, 55% owner (*Akron Beacon-Journal*, 45%). Weed & Co. will be rep.

WMAC-TV, Massillon, O. (Ch. 23), first planned for early February, then for spring, now reports equipment deliveries promised in June and plans to go on air in early summer. Owner Edward Lamb (WICU, Erie) this week named James Bushman as Massillon-Canton representatives with offices in First National Bank Bldg., Canton, will name operating engineers shortly.

WLOK-TV, Lima, O. (Ch. 73) has ordered GE equipment, is aiming for March 15 start, reports gen. mgr. R. O. Runnerstrom. H-R Television Inc. will be rep.

WNAM-TV, Neenah, Wis. (Ch. 42) has ordered RCA 1-kw transmitter and an RCA antenna, hasn't yet reached decision on site or building plans, but tentative plans call for completion sometime next Sept., reports chief engineer E. W. Fliegel. It's first TV outlet to be signed by rep George W. Clark Inc.

KFAZ, Monroe, La. (Ch. 43) has ordered Federal equipment, is now constructing plant, is planning June 1 start, reports Delta Television Inc. president Howard E. Griffith, an industrial communications consultant. Headley-Reed will be national rep.

WGVL, Greenville, S. C. (Ch. 23) has tentatively ordered RCA equipment, plans to go on air with network and film by July 1, hasn't yet chosen rep. New in TV-radio fields, licensee company will shortly announce manager, obtained call letters WGVL because "GVL" is the aircraft call for Greenville.

WTVQ, Pittsburgh (Ch. 47) has ordered GE equipment, is now making construction plans, expects to get station on air in August, reports Ronald B. Woodyard, partner. Mr. Woodyard, who operates WONE, Dayton, which holds CP for TV station WIFE, Dayton (Ch. 22) also

reports that station, originally promised for July, has been set forward to August. Headley-Reed will be rep for both stations.

WENS, Pittsburgh (Ch. 16), besides ordering GE 12-kw equipment as reported last week (Vol. 9:7), this week bought 250-ft. FM tower of WCAE, along with 2-story transmitter building and 5½ acres of ground. Plan is to add 250-ft. more to tower height. Late August or early fall is now target date.

WPMT will be call letters of new Ch. 53 station in Portland, Me., being installed by owners of WLAM, Lewiston, Me., planning to test by Aug. 15 (Vol. 9:7). Everett-McKinney will be national rep.

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Reports from vhf grantees included:

KFDX-TV, Wichita Falls, Tex. (Ch. 3) has ordered 10-kw RCA transmitter with 6-bay superturnstile and 500-ft. Emsco tower, has already begun construction, thinks there's good chance to make April 1 target date, reports gen. sales mgr. Mott M. Johnson. Rival KWFT-TV (Ch. 6) has been promised for March 1, and uhf KTVW (Ch. 22) for next May—so that community should get competitive service very soon. O. L. Taylor will be KFDX-TV rep.

KGUL-TV, Galveston, Tex. (Ch. 11), due on air in late March, has been designated by CBS-TV as its Galveston-Houston area affiliate, and the station, for which 235-kw GE equipment has been ordered, will be represented nationally by CBS-TV Spot Sales. Grantee Gulf Television Co. includes among stockholders Paul Taft, president; Ballinger Mills, v.p.; V. W. McLeod, secy.-treas.; and includes among its stockholders film actor James Stewart.

First station to report buying Gates transmitter, with RCA antenna and GPL chains and video gear, is grantee WROM, Rome, Ga. (Ch. 9), whose mgr. Ed McKay says call letters haven't yet been selected. Target date is July 15, with June 1 deliveries of equipment promised. Mr. McKay says station will throw signal into Chattanooga, Gadsden and suburbs of Atlanta.

Personal Notes: Wm. A. Schudt Jr. takes over station relations as v.p. of CBS Radio, after naming of v.p. Herbert V. Akerberg to CBS-TV station relations . . . H. Leslie Atlass, CBS Chicago v.p., now running WBBM-TV (formerly WBKB) as John Mitchell is named ABC v.p. in charge of Chicago div., including WBKB (changed from WENR-TV); Ken Craig is Atlass' exec. asst.; E. H. Shomo, asst. gen. mgr.; George Arkedis, sales mgr. . . . Wm. Ryan now program director of WBBM-TV; John Alexander, exec. producer; Joe Novy, chief engineer—all staying over from WBKB . . . George Klayer promoted from staff of CBS-TV, New York, to network's western sales mgr., Chicago, following George Arkedis' move to WBBM-TV . . . Edwin S. Friendly Jr. resigns as ABC sales director to join TV program package firm of Barry & Enright Productions, new name being Barry, Enright & Friendly . . . Don L. Kearney named asst. ABC-TV national sales mgr. . . . Norman Siegel, oldtime radio editor of *Cleveland Press*, for last 8 years in Hollywood publicity work, including directorship of Paramount studio advertising & publicity, appointed CBS-TV west coast director of publicity & exploitation; Pat McDermott promoted to mgr. of press information . . . Don DeGroot, station mgr. of WWJ, Detroit, promoted to asst. gen. mgr., WWJ & WWJ-TV . . . Ewart M. Blain, ex-CBS-TV sales, named sales mgr. of WEEU-TV, Reading (Ch. 33), due in latter March or early April . . . Wm. S. Baskerville named commercial mgr., WFMY-TV, Greensboro, succeeding Virgil Evans, who becomes gen. mgr. of WCOG, Greensboro, whose WCOG-TV is due on air in August (Vol. 9:4) . . .

Arden E. Swisher has resigned as gen. mgr. of KOIL, Omaha, to become gen. sales mgr. of May Broadcasting Co., operating KMTV, Omaha, and radio KMA, Shenandoah, Ia. . . . Paul Bergquist, ex-Gillett & Berquist, Washington consulting engineers, becomes Washington area field representative, RCA engineering products . . . Wayne Kearl promoted to asst. mgr. in charge of sales for Hawaiian Bestg. Co.'s KGMB & KGMB-TV, Honolulu, and KHBC, Hilo, under v.p. C. Richard Evans . . . Frank Fitch succeeds R. W. Clark as chief engineer of KONA, Honolulu; asst. chiefs are Nevin Fahs and Young O. Kang . . . Tony Azzato resigns as film director of WPIX, New York, to go into TV film consulting work; he's succeeded by Carol Levine . . . James M. Connors, CBS-TV director of production control for operations, promoted to business mgr., CBS-TV News . . . Herbert Tyson, ex-Schwerin, joins DuMont Network as asst. research director . . . Carl Tillmanns, ex-Hooper radio sales chief, appointed sales research & promotion mgr., Paul H. Raymer Co., station reps, succeeding Mark Finley, now *Boston Post* promotion mgr. . . . Harold Hackett, veteran MCA v.p., resigning as of March 1 . . . Frank Dennis, ex-Ruthrauff & Ryan, to Doherty, Clifford, Steers & Shenfield Inc. as v.p. in charge of TV-radio commercials . . . Henry White, ex-CBS-TV business mgr., named executive in Biow TV-radio dept. . . . Bud Lane named exec. producer of TV film commercials, Ruthrauff & Ryan; he continues as TV art director . . . Julian Kaufman promoted to asst. mgr., KPHO-TV, Phoenix . . . H. Weller Keever named sales mgr., NBC film div., Chicago, succeeding Richard G. Cahill, resigned.

Telecasting Notes: President Eisenhower's first press conference this week wasn't telecast or broadcast, though NBC president Frank White tried to get permission. But White House press secretary James Hagerty is working with TV-radio newsmen on formula for using TV "more than it was used before," to quote him . . . Networks and Hagerty will meet next week. Networks hope to be able to televise weekly news conferences on regular basis. But they're still awaiting President's wishes . . . Fact that Mr. Eisenhower made clear at Feb. 17 conference that he doesn't intend to let newsmen run the conference—won't tolerate "prosecuting attorney" attitudes taken by some reporters—has created some fears he may try to "run the show" when it's on the air, either by using it for prepared speeches or to answer only pre-arranged questions. Feeling is this would lose spontaneity value; also, since President traditionally cannot be quoted direct, question arises whether televising of the actual conferences won't require lifting of that rule . . . NBC-TV on Feb. 18 started live telecasts of Sen. McCarthy's subcommittee investigating govt. operations as part of its *Ask Washington* program, 11-11:30 a.m., then continued it till noon, planning to keep on this basis "as long as hearings are interesting" . . . Fewer AM shows before large N. Y. audiences, plus increased originations from Hollywood, is trend underlined by decision of CBS to give up lease on Avon Theatre, ABC on the Vanderbilt, MBS on the Longacre . . . Film commercial strike by Screen Actors Guild was settled this week when Film Producers Assn. of New York and big ad agencies agreed to contract providing for minimum pay-

ment of \$70 per actor per film and sliding scale formula for extra payment to actors for re-use of advertising films; 3-month strike is due to end March 2 after ratification of pact by SAG membership . . . BBC will donate films of Queen Elizabeth's coronation June 2, despite contention of some pro-Labor newspapers that it should sell them; it will let U. S. networks have 2 hours of 35mm kines, edited down from 6½ hours total, to be flown to New York within 2 hours after closing of ceremonies . . . Another ABC-Radio affiliate pegs night rates at daytime levels, as did ABC's owned-&-managed AMs recently (Vol. 9:5); it's WFBR, Baltimore, whose base onetime rate will henceforth be \$200 per hour from 9 a.m. to 11 p.m., runs \$125 an hour 11 p.m. to 9 a.m. Previously, KXOK, St. Louis, did same thing . . . ABC-TV buys *Pride of the Family*, MCA series to star dance comic Paul Hartman, at cost of \$18,000 per film; will show pilot films to sponsors & agencies in April . . . Ed Murrow has new show in the works, to be titled *Person to Person* . . . "Talking back" to experts will be privilege of TV audience when U of Rochester presents civic officials on weekly series *Your Money* on WHAM-TV Fri. 7:15-7:30 p.m., starting Feb. 27; audience will telephone questions and gripes on municipal affairs and hear replies by officials . . . U of San Francisco law students plead moot cases on *You Are the Jury* on KRON-TV alt. Sun. 1:30-2:30 p.m.; audience acts as jury, mails in verdicts . . . "Storer House" name of new 5-story N. Y. headquarters of Storer Broadcasting Co., 118 E. 57th St.; upper floors include living quarters for visiting staff.

CONSTRUCTION of TV station isn't as expensive as some might think; it can be done for as little as \$85,000. So said FCC Comr. Hennock in speech read for her to American Assn. of School Administrators convention in Atlantic City this week by FCC economist Irwin Fine. She urged them to get started as soon as possible with minimum equipment, work up to more elaborate setup.

She gave breakdown of 233 CPs granted through Feb. 13 to show 75 anticipate construction costs under \$200,000, another 31 between \$200,000-\$250,000, with 3 grantees as low as \$85,000. She said operating expenses for a modest educational station could be under \$100,000 a year.

More than 13,000 delegates visited TV booth at Convention Hall to look at closed-circuit educational programming by upcoming non-commercial WTLV, New Brunswick, N. J. (Ch. 19). According to Ralph Steetle, exec. director of Joint Committee on Educational TV, educators were impressed by simplicity of TV cameras and left convention with far more enthusiasm for medium.

Other educational TV developments this week: (1) Atlanta board of education filed application for uhf Ch. 30. (2) Ford Foundation offered \$100,000 grant to any Washington, D. C. applicant it feels is truly representative of all interested parties in city, hinted D. C. board of education, sole applicant for uhf Ch. 26, didn't fit that description. (3) Dr. Milton Eisenhower's National Citizens Committee for Educational TV, backed by Ford Foundation, to publish semi-monthly newsletter, to be edited by Ann Resor, daughter of noted adman Stanley Resor. (4) N. Y. Chamber of Commerce education committee urged state's Temporary Commission on Educational TV to postpone its report, due Feb. 25, on proposal for 10-station educational network (Vol. 9:1-2). (5) Citizens committee headed by Minneapolis-Honeywell's Walter Finke, asked Minnesota legislature for \$2,115,000 to build and operate educational network, with stations in Minneapolis, Duluth & Marshall. (6) Bill to appropriate \$1,600,000 to CP-holder Connecticut board of education for uhf stations in Bridgeport (Ch. 71), Hartford (Ch. 24) & Norwich (Ch. 63) ran into opposition of influential state Rep. Simon S. Cohen, who said there were "grave doubts" state should be in educational TV.

FCC's 2 GOP commissionerships should be coming through from White House any day now, along with President's designation of chairman. There's nothing official yet, except that Comr. Rosel Hyde, strongly backed for chairmanship, particularly by many diverse elements of the industry, was called to White House for conference this week with one of President Eisenhower's top aides, lending to belief he has inside track on job. Candidates for vacancies to be left by Comrs. Walker & Merrill are numerous, but at this writing the greatest steam seems to be behind these: Charles Garland, gen. mgr. of Gene Autry's KOOL, Phoenix, being urged by Indiana-Arizona publisher-broadcaster E. F. Pulliam, member of Republican National Committee; Paul Marshall, 41-year-old attorney, Amherst '34, Yale Law '36, member of Maryland legislature, prominent in state & county GOP politics, an ex-OPS counsel and Taft aide, Navy veteran, son of Asst. Attorney General under President Hoover; Richard B. Hull, founder-manager of Iowa State College's pioneer WOI-TV, persona grata to both commercial & educational interests, strongly endorsed by powerful midwest political influences; ex-Rep. Albert M. Cole (R-Kan.), defeated for reelection, high in GOP councils. Who will get the jobs, though, is still sheer guessing game—until President Eisenhower actually submits the nominations.

Ten top media of 1952, according to Publishers Information Bureau's gross figures, stood in this order: *Life*, \$96,897,749; NBC-TV, \$83,242,573; *Saturday Evening Post*, \$75,331,623; CBS-TV, \$69,058,548; CBS-Radio, \$59,511,209; NBC-Radio, \$47,927,115; ABC-Radio, \$35,023,033; *Time*, \$32,664,222; *This Week*, \$22,744,447; *Better Homes & Gardens*, \$21,981,648. Next 10: MBS, \$20,992,105; *Look*, \$20,910,897; *Ladies' Home Journal*, \$19,196,887; *Collier's*, \$18,852,827; ABC-TV, \$18,353,003; *Good Housekeeping*, \$14,721,280; *Newsweek*, \$14,489,209; *McCall's*, \$12,697,512; *Business Week*, \$12,282,682; *American Weekly*, \$11,633,885.

Power increases: KRON-TV, San Francisco, reports jump from 14.5 kw to 100 kw Feb. 14; WBZ-TV, Boston, was to go from 26.5 kw to 100 kw over this week end.

QUIZ OF FCC by House Interstate & Foreign Commerce Committee Feb. 20 provided excellent clues to what's on mind of both FCC and Congressmen, plus worries of latter's broadcaster-constituents and their attorneys. Chairman Walker was on stand all day, but House members had many more questions to go and hearing was recessed to unspecified date. Only Comrs. Hyde and Hennock were absent. Here are highlights:

(1) Networks: Advent of new TV stations, particularly uhf, seems to have placed networking questions very high in agenda. Rep. Schenck (R-O.) was quite concerned about one-station cities, wanted to make sure new stations got network affiliations. Rep. Harris (D-Ark.) wanted to know FCC policy when 2 stations with overlapping coverage and same ownership affiliate with one network. He also asked whether other commissioners agree with Walker's view that networks should be licensed. Rep. O'Hara (R-Minn.) asked whether Commission is doing all it can to speed coaxial-microwave facilities to new stations.

Walker had no clearcut answers to the policy questions, said Commission is anxious to review whole subject in light of TV growth. In fact, he said FCC's budget specifies request for funds to hire staff to conduct full-scale investigation.

(2) TV ownership by newspapers, theatres, AMs: Prodded by Rep. Springer (R-Ill.), an energetic and insistent cross-examiner who apparently feels that Commission should keep other media out of TV, Walker said that he's against giving TV to newspapers when they're contested by applicants equally qualified; that Commission doesn't discriminate against theatre interests; that "it's only justice that an AM operator should be permitted to go into TV and not be put out of a business he pioneered."

(3) TV application processing: Walker felt Commission could use "a couple dozen" examiners instead of

present 13, plumped hard for more funds to expand "wealth-producing" TV, pointed to 20% decrease in staff coincident with doubled workload. TV hearing status is "gloomy," he said. "We must look forward to a hearing load which will last for years." Nevertheless, he took pride in the 255 CPs granted to date.

He revealed that Commission is on trail of one particularly suspicious applicant believed to have filed to block a bona fide applicant. Congressmen wondered whether they could help with legislation requiring applicants to post bond. Walker said he'd give it some thought.

Several questioners insisted Commission should explore possibility of charging fees, as House Appropriations Committee has frequently suggested. Walker promised to discuss matter but said, with a grin, "Please see that we get the money we bring in."

(4) Uhf: Asked if "uhf is still experimental," Walker vigorously denied it is, told how Portland friends of his write about the "splendid" pictures they get from KPTV.

Many other subjects were touched upon, but most have been answered before by Walker or FCC, in one way or another. Walker reiterated status of educational reservations, explained how TV priorities work, repeated his dislike of theatre TV's practice of wooing choice events from home TV. "But I don't see what we can do about it," he said. "It's the promoter's business."

Only real trouble FCC is having with McFarland Act at the moment, Walker said, is with "protest" section 309(c). He said language isn't clear on who is permitted to protest a grant and that 15 days are much too few for Commission to get responses to protests and to act on them. FCC will ask Congress to extend period to 30 days.

Session was well attended, with up to 18 committee members on hand. Chairman Wolverton (R-N. J.) is saving his questions for next meeting, says he'll take 1-2 hours.

Station Accounts: General Baking Co., thru BBDO, has renewed in 23 markets the new *Hopalong Cassidy* TV film series being syndicated by NBC film programs div., reports sales mgr. John B. Cron. Conti Castile Soap has bought *Lilli Palmer Show* for KING-TV, Seattle, thru Birmingham, Castleman & Pierce, and Haffenreffer Brewing Co. has taken *Douglas Fairbanks Presents* for Boston, Bangor, Springfield, New Britain, thru Humphrey, Alley & Richards . . . Interstate Bakeries, largest single sponsor of Ziv's *Cisco Kid*, has renewed it for third year in 16 midwest & western markets; it's now carried in 73 markets. Latest to buy Adolph Menjou's *Favorite Story* from Ziv is Weidemann Breweries, for Cincinnati, Dayton & Columbus, and Maison Blanche dept. store, New Orleans, making total of 68 markets . . . Beacon Wax Co. (floor wax) buys one-quarter sponsorship of WOR-TV's *Broadway TV Theatre*, 5-a-week 7:30-9 p.m. "repeat play" series; now sold out, other sponsors are Piel's Beer, Mennen Co., General Tire . . . Among other advertisers reported using or preparing to use TV: Colgate-Palmolive-Peet Co. (Lustre Creme home permanent), thru Lennn & Newell, N. Y.; Nash-Kelvinator Corp., Nash Motors Div. (autos), thru Geyer Inc., N. Y.; General Foods Corp. (Sugar Krinkles cereal), thru Foote, Cone & Belding, N. Y.; Air Line Products (food products), thru Harry B. Cohen Adv. Co., N. Y.; El Al Israel National Airlines, thru Altman-Stoller Adv., N. Y.; Calgon Inc. (water softener), thru Ketchum, MacLeod & Grove, Pittsburgh; BB Pen Co. (BB-Rol-Rite pen), thru Roy S. Durstine, Los Angeles; C. H. Bloss Co. (Ephed-Relief cold remedy), thru Co-ordinated Adv. Corp., Chicago; Malverne Packing Corp. (Malpac food-freezer plan), thru Jerry Rosen-William Hunt Agency, N. Y.; River Brand Rice Mills Inc. (rice), thru Donahue & Coe Inc., N. Y.; Garfield Williamson Co. (Wonderlawn grass seed), thru Lawrence Kane Inc., N. Y.

Network Accounts: TV's tremendous selling power so pleased Philip Morris & Co. Ltd. Inc. that it signed \$8,000,000 "no option" contract with Lucille Ball & Desi Arnaz to sponsor *I Love Lucy* on CBS-TV for next 2½ years, Mon. 9-9:30 p.m., thru Biow. Sponsor credits TV with sales success of its new king-size cigarettes, introduced on Jan. 26 program to audience of about 44,000,000 following heavy publicity surrounding birth of son to Lucille Ball preceding week (Vol. 9:4) . . . Colgate-Palmolive-Peet Co. ended rumors of program-shifting this week by moving *The Big Payoff* from NBC-TV to CBS-TV, starting March 30, Mon.-Fri. 3-3:30 p.m., thru Wm. Esty; company sponsors only Mon.-Wed.-Fri. portions, with Tue.-Thu. portions on sustaining. Decision was made after reports that Colgate might, instead, shift *Strike It Rich* from CBS-TV, Mon.-Fri. 11:30 a.m.-noon, to NBC-TV (Vol. 9:7). Both programs represent TV investment of several million dollars and Colgate will save reported \$1,000,000 annually in discounts by sponsoring both on same network . . . Liggett & Myers Tobacco Co. (Chesterfields), now alt.-week sponsor of *Stork Club*, will sponsor program every week, starting April 4, on CBS-TV, Sat. 7-7:30 p.m., thru Cunningham & Walsh . . . Columbia Records Inc. buys twenty 5-min. portions for 2 weeks of *There's One in Every Family*, starting Feb. 23, on CBS-TV, Mon.-Fri. 11-11:30 a.m., thru McCann-Erickson . . . Gillette to sponsor Marciano-Walcott heavyweight championship fight April 10 on NBC-TV, Fri. 10 p.m. to closing, for reported \$300,000.

Hollis M. Seavey, director of Mutual's Washington operations, appointed director of Clear Channel Broadcasting Service, succeeding Ward M. Quaal, now with Crosley. Harvard graduate, 37, ex-program director of KOCY-TV, Oklahoma City, he was recent president of Radio Correspondents Assn.

Financial & Trade Notes: First management changes resulting from ABC-UPT merger into new American Broadcasting-Paramount Theatres Inc. (Vol. 9:7), as announced formally this week by president Leonard H. Goldenson, elevate Robert H. O'Brien from UPT secy-treas. to financial v.p. & secy. of parent AB-PT, with the added job of executive v.p. of the ABC div. He has already moved into ABC offices, where he is working with Robert Kintner, now president of the ABC div.

Robert M. Weitman, ex-UPT v.p., becomes ABC v.p. in charge of programs & talent. Earl Hudson, president of subsidiary United Detroit Theatres, goes to Hollywood as v.p. in charge of ABC western div. John Mitchell, mgr. of WBKB, Chicago, becomes v.p., reporting to Slocum Chapin, v.p. in charge of network's owned TV stations. John H. Norton Jr., ABC central div. v.p., Chicago, continues to supervise ABC-TV and Radio networks and AM station WENR, and Wm. Phillipson is named gen. mgr. of TV-radio operations, western div., under v.p. Earl Hudson.

Simon Siegel, ex-UPT comptroller, is now AB-PT treas.; J. L. Brown, now comptroller & asst. treas.; Edith Schaffer, asst. secy. Foregoing are first major moves among numerous reassignments and appointments to be made, involving concomitant changes in theatre operations. At radio station WSMB, New Orleans, half owned by AB-PT subsidiary in partnership with Maison Blanche dept. store, Jack O'Meallie has succeeded Harold Wheelahan as mgr.

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Among officers' and directors' stock transactions reported by SEC for Dec. 11-Jan. 10: James D. Shouse bought 700 Avco, holds 6050; Edgar M. Batchelder sold 1000 CBS "A", holds 10,450; Bruce A. Coffin sold 2000 CBS "A", holds 11,383; Lloyd H. Coffin sold 2000 CBS "A", holds 11,250; Max Abrams bought 1500 Emerson (Aug. & Dec.), holds 155,140 personally and through foundations & trusts; Thomas B. McCabe bought 100 GE, holds 200; Ruby M. Ballard sold 500 Muntz TV, holds 600; T. E. Courtney sold 350 Muntz TV, holds 40,000; Percy L. Schoenen exercised right to buy 350 Olympic (Oct.), holds 5500; James O. Burke sold 100,000 Standard Coil, holds 238,910 personally and through Tripp Bldg. Corp.; Robert E. Peterson sold 50,000 Standard Coil, holds 139,955; Glen E. Swanson sold 100,000 Standard Coil, holds 303,160.

In motion picture and allied fields these transactions were reported: Abraham Montague acquired 10,250 Columbia from distribution (Oct.), holds 10,250; Peter Colfax bought 1000 National Theatres (Nov.), holds 1000; Elmer C. Rhoden bought 8000 National Theatres, holds 18,925 personally and through holding companies; David J. Greene bought 4200 RKO, holds 67,750 personally and through trust, partnership & family; Jack L. Warner bought 17,100 Warner Bros., holds 413,848 personally and through trust.

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RCA and Emerson Radio have applied to N. Y. Stock Exchange to list added shares of capital stock upon official notice of exercise of stock options held by executives. RCA directors in 1950 granted Chairman Sarnoff an option to buy 100,000 shares at \$17.75 a share, President Folsom 50,000 at same price, which was market as of Nov. 2, 1950 closing (it's 25-26 now); options are exercisable in whole or part up to Nov. 3, 1955. Emerson directors in 1951 approved stock option plan for officers and employes holding less than 10% of capital stock, involving 100,000 shares and exercisable up to Feb. 15, 1957.

International Resistance Co. reports net income of \$577,877 (44¢ a share on 1,325,163 shares) on total income of \$11,989,681 for 1952, compared with \$754,675 (57¢) on \$13,194,514 in 1951. Sales for 1953 so far are reported running 20% ahead of last year.

By far the finest public service contribution of the joint broadcasters-manufacturers—the annual Voice of Democracy Contest—came off with a bang again this week, with 4 high school students as co-equal winners of \$500 cash awards, plaques, trips to Washington and historic environs, visits with President Eisenhower and V.P. Nixon, etc. At Washington luncheon Feb. 18, awards were presented by Senator Margaret Chase Smith (R-Me.) in presence of Supreme Court Justices Clark and Minton and other notables. In addition, RTMA contributed TV receivers to each of the 4 youngsters (out of more than 1,000,000 participants) whose essays on "I Speak for Democracy" were adjudged best; plus a Philco set to U. S. Commissioner of Education McGrath for his cooperation. Managed by NARTB's Robert K. Richards and RTMA's James Secrest, the contest is also sponsored by U. S. Junior Chamber of Commerce, has attracted an increasing number of entrants each of its 6 years. Winners, who read excerpts of their 5 min. scripts, were Robert Davis, Maui, Hawaii, who got a Westinghouse set; Frank Lammadee, San Marino, Cal., Packard-Bell; Thomas J. Walsh, Washington, D. C., Stromberg-Carlson; Adelaide Nacamu, Peekskill, N. Y., Sylvania.

More community antenna systems in Rocky Mountain area are in the works, in addition to major project for Casper, Wyo. (Vol. 9:7). A \$100,000 project to serve Trinidad, Colo. has been promoted by Cal Perley, owner of KCRT there, backed by Denver capital. First service will come from KKTU, Colorado Springs, via pickup tower on 7500-ft. Signal Mountain, 3-mi. north of Trinidad. Some 1000 subscribers are expected initially, with ultimate of 2-3000 visualized. Service from KDZA-TV & KCSJ-TV, Pueblo, will probably be added later. Promoters of the Casper project expected to attract 3-6000 subscribers. Phone company will supply microwave bringing Denver signals. Target date for start is Sept. 1. Casper group also plans projects for other Wyoming towns. Consulting engineer on Trinidad and Casper systems is T. G. Morrissey, Denver.



General Tire's TV-radio profits rose in 1952, while earnings from company's other operations declined despite record sales. Financial statement for year ended Nov. 30, 1952 shows subsidiary General Teleradio (WOR & WOR-TV, New York; KHJ & KHJ-TV, Los Angeles; WNAC & WNAC-TV, Boston, and Yankee & Don Lee networks), made profit of \$949,342, compared with \$773,827 for fiscal 1951. Excluding TV-radio operations, company reported for fiscal 1952 net sales of \$185,914,247, profit of \$6,147,918 (\$4.76 a share) vs. 1951 sales of \$170,771,521, profit of \$7,016,640 (\$5.46).

Dividends: Philco, 40¢ payable March 12 to stockholders of record Feb. 27; Hazeltine, 25¢ March 16 to holders March 2; Oak Mfg., 35¢ March 16 to holders March 2; Erie Resistor, 20¢ March 16 to holders March 9; Television Electronics Fund, 12¢ Feb. 28 to holders Feb. 18; I-T-E Circuit Breaker, 56¼¢ March 5 to holders Feb. 20; CBS, 40¢ March 6 to holders Feb. 20; Sprague Electric, 40¢ March 14 to holders Feb. 27; Hammond Instrument, 50¢ March 10 to holders Feb. 25; Clevite Corp., 50¢ March 9 to holders Feb. 27; Loew's, 20¢ March 13 to holders March 31; Capitol Records, 10¢ April 1 to holders March 15; Standard Radio "A" & "B," 10¢ April 10 to holders March 20.

Gabriel Co. reports 1952 sales of \$17,888,893, some \$2,000,000 greater than \$15,795,488 in 1951, but net profit dropped to \$13,927 (21¢ a share) from last year's \$591,992 (\$8.74). Federal income taxes were \$7200 in 1952 and \$417,120 in 1951.

CONTROLS ALL OFF, TV's ECONOMY 'FREE': No more price controls whatever -- and the TV-radio industry, which has been plenty vocal about needless govt. interference and red tape and direction from Washington, etc. etc., finds itself on its own for first time since OPS issued its first order in January, 1951.

TV-radio is first major industry entirely decontrolled -- from parts all the way to end product. OPS completed the process on Feb. 18 by lifting ceilings off (1) TV-radio parts at the manufacturers' level, and (2) service charges for repair and installation of receivers and other equipment. Price controls on TV-radio sets and parts had been suspended last August (Vol. 8:35), were reimposed for parts in October (Vol. 8:42), finally decontrolled at wholesale & retail Feb. 6 (Vol. 9:6). Lid is also scheduled to be lifted off all appliances & audio equipment within week.

It's now up to trade, happily back at self-regulation and "free economy," to hold price line and arrest the already-manifested tendency to boost prices. For concerted price increases, as President Eisenhower made clear at his Feb. 17 press conference, could bring controls back with a wallop. He warned both business and labor not to gouge or do anything unreasonable that might create an economic emergency and force return of price controls.

President Eisenhower said, sternly, he wouldn't hesitate to ask Congress for new controls, though he'd be bitterly disappointed if this became necessary.

Purely as practical matter, it's expected this highly competitive industry will bend every effort to maintain price structure. This week, Motorola president Paul Galvin wrote all parts makers that "no increases will be allowed this year on any of Motorola's lines of radio and TV products." Letter obviously was intended to head off rising demands of some parts people for price boosts (Vol. 9:7). It was written 4 days before President's statement, 5 days before OPS order.

There's also still threat of reimposition of consumer credit controls, a la Regulation W, if President heeds Federal Reserve's apparent inclinations (Vol. 9:6).

Warning that TV service will cost perhaps 10% more, on hourly rate basis, came from OPS administrator Joseph Freehill when he announced lifted ceilings. He could be proved wrong, for that's an intensely competitive business, too.

Decontrol order finds TV-radio trade prosperous, generally firm, but booming only in scattered localities. It's steady, not sensational, still able to supply enough sets to meet the demand, and consequently still a buyer's market.

James D. Secrest, RTMA executive v.p., who for 2 years has fought the industry's battles to get Govt. off its back, welcomed decontrol with obvious relief. He forecast period of steady growth, with few lags in either production or orders. Only some such influence as a worsening of the international situation and consequent fears of shortages could convert the trade into a seller's market, he believes. As for prices, he foresees increases here & there -- but not on industry-wide scale.

* * * *

Sixth production week of 1953 saw TV output pass 1,000,000 mark, according to RTMA weekly reports. Production was 186,100 (9822 private label) for week ended Feb. 13, up from 173,927 preceding week. Factory inventories rose to 140,174.

The 6-week total of 1,078,405 sets contrasts with just about 605,000 first 6 weeks of 1952, when it took about 10 weeks to reach 1,000,000 mark.

Boom in radio output continued for sixth straight week, due largely to demand for auto radios. Week ended Feb. 13 resulted in 304,252 sets (147,541 private), up from 296,972 week earlier and highest for any week since mid-May 1951. Six-week total is 1,631,175, which compares with 935,915 for same 6 weeks of 1952.

Radio's factory inventories were 237,695, up from 239,934 on Feb. 13. Week's radios were 100,650 home sets, 21,127 portables, 51,635 clock, 130,840 auto.

Topics & Trends of TV Trade: Depends on what you call a profit—whether handling of TVs & radios is profitable for dept. stores. In terms of dollars, it's profitable; in percentage markups, it isn't, according to survey by National Retail Dry Goods Assn. of dept. store appliance sales, as reported in February *Stores*, its official magazine. Survey showed that in 1951 typical dept. store had only 19% markup on TVs & radios compared with 32.5% on all other items in store. But when measured in dollars, TV-radio provided \$27.93 profit per sq. ft. of selling space compared to \$27 storewide. For major appliances, markup was 24.9% or \$23.40 per sq. ft.

"If there is a prospect of increasing the volume significantly without stepping up the selling space required, then the [TV-radio] dept. holds a far brighter promise than its initial mark-on percentage seems to indicate," report states.

Survey reveals bitter criticism of TV manufacturers & distributors, quotes one store executive as saying "they're now biting the hands that fed them." It adds: "The problem is industry-wide since competition sets the retail price, and the cost of manufacturing sets the factory price. Part of the spread between the two figures is taken up by national advertising, and another part by the distributor's margin. What's left is for the retailer."

NRDGA's recommendations: (1) Aim for bigger volume. (2) Carry fewer brands. (3) Accept and merchandise trade-ins. (4) Offer service as part of merchandising program. (5) Be prepared to give floor demonstrations. (6) Promote private brands only on all-out basis—"they're not for dabblers."

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Very few large-size tubes were noted in a tour this month of England's cathode ray tube factories by an American observer, who writes us: "I saw only one factory where there was a 21-in. tube in production, although others are talking about it. They are manufacturing both glass and metal tubes here but all feel that the glass will be more economical in the long run when the price competition gets tight." British tube output figures show 12-in. comprised 63% of all post-war sales; 9-in., 17%; 10-in., 8%; 14-in., 4%; 15-in., 4%; 16-in., 2%; projection, 2%; 17-in., less than 1%. During December, 1952 the 12-in. were 60% of all sales; 14-in., 20%; 15-in., 12%.

Cheating on TV repair bill carried penalty of 6 months in jail and \$1500 fine after Baltimore serviceman Irving Sammis was convicted last week of charging householders for work he never performed. Judge Herman M. Moser said he imposed stiff sentence as warning to other servicemen, commenting TV sets "have become part of the daily lives in most households but are bound to remain mysterious contrivances beyond the normal person's comprehension."

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Distributor Notes: Leo J. Meyberg Distributing Co. (RCA), Los Angeles, names Ted Wyatt TV-radio mgr., replacing Parsh Henry, now merchandising mgr. of major appliances . . . Brennan Appliance Distributors (Admiral), Detroit, appoints Clyde C. Marion gen. sales mgr.; Faysan Distributors Inc., Buffalo, names Sanford S. Kulick gen. sales mgr. . . . Tele King appoints Pacific Appliance Distributing Co., Los Angeles, now managed by Gerald Goetten, ex-DuMont Chicago mgr. . . . Hoffman Radio appoints Graybar, Minneapolis . . . CBS-Columbia names E. G. Hendrix Co., San Antonio . . . Arvin names Toledo Merchandise Co. . . . Majestic appoints Voss-Hutton-Barbee Co., Little Rock . . . Olympic appoints Frame Inc., Miami; N. J. branch mgr. Jack Mendelson resigns.

Cuba levied 2% "luxury tax" on TVs, radios & appliances at retail level, effective Feb. 1; tax applies to items selling for \$100 or more.

Trade Personals: L. W. Teegarden, RCA Victor v.p. in charge of technical products, elected executive v.p. of parent RCA, will headquarter in N. Y.; post had been vacant since Joseph H. McConnell held it prior to going to NBC as president . . . W. H. Jeffery, gen. sales mgr. of Philco Corp. of Canada Ltd., named gen. mgr., with L. B. Kiely promoted from merchandising to gen. sales mgr., in integration of that subsidiary with Philco International Corp. Sydney L. Capell, ex-v.p. & gen. mgr. at Toronto, recently was named Philco International president, headquartering in Philadelphia . . . Alfred Y. Bentley, since 1947 chief engineer of DuMont CR tube div., named chief engineer of receiver div., replacing Robert J. Cavanaugh, who returns to research div. . . . C. M. Lewis appointed mgr. of communications marketing div., RCA engineering products dept.; reporting to him will be R. C. DuBois, communications sales mgr., and A. Fischer, communications commercial operations mgr. . . . Ernest L. Hall, ex-Pilot v.p., recently with Emerson, named national sales mgr. of Canadian Aviation Electronics Ltd., DuMont's Canadian licensee, succeeding Karl von Gaa, now recovering from a heart ailment in N. Y. . . . Lauren K. Hagaman resigns as Magnavox adv. director to join Congoleum-Nairn Inc. in same capacity March 9 . . . Myron Blackman resigns as gen. sales mgr., National Electronics Mfg. Co. (Natalie Kalmus TV) to form own Los Angeles sales firm; president David Krechman takes over his duties . . . F. Leo Granger, national service mgr., named Stromberg-Carlson distributor mgr., replacing T. R. Mathews, now Raytheon TV-radio eastern sales mgr.; replacing Granger is John H. Craft Jr. . . . Malcolm P. Herrick promoted to chief engineer, Stromberg Carlson TV-radio div., assisted by Rudolph G. Miller . . . John H. Hocter, ex-Philco Distributors Inc., N. Y., named Jewel Radio sales v.p.; reporting to him will be William Helfrecht, gen. sales mgr. . . . Samuel Bryan, chief, components section, NPA Electronics Div., leaves March 2 to become plant mgr., U. S. Recording Co., Washington, D. C. . . . Herman Lubet, ex-Tele King, named Fada adv. & export sales mgr., replacing Charles Roberts, resigned . . . John R. Brooks Jr. named Kansas City TV-radio district mgr., Ralph E. Leader Boston mgr., Bendix.

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Merchandising Notes: Marta Cooperative Inc. is name of new company formed this week by 12 New York TV & appliance dealers to centralize buying, warehousing & promotion; president is Bernard Altman, owner of Brands Store, Manhattan . . . Philco ad budget this year will run \$30,000,000, marking 12th straight year company has increased advertising allocations; largest increase will go into magazines, all thru Hutchins Adv., Philadelphia . . . Magnavox launching 3-week promotion campaign March 6, using all media to plug new 27-in. all-channel console . . . Crosley introduces new 21-in. open-face mahogany console at \$370, blonde \$390 . . . Philadelphia Electrical Assn. reports 1952 TV sales in area, on basis of 20 brands reported, totaled 182,138 in 1952 vs. 208,650 in 1951 . . . Henry A. Adams, ex-Bank of America, appointed promotion mgr. of Western Merchandise Mart, San Francisco, replacing Leonard E. Read Jr., resigned.

Dynamic-New York Inc., specializing in TV, appliances and servicing, which enjoyed more than \$7,000,000 sales in 1952, has filed Chapter XI petition, said to have been forced by lack of capital; preliminary audit indicates liabilities of \$1,279,000, book assets of \$1,166,000.

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James M. Skinner, 64, retired president and chairman of board of Philco, whose relations with that company dated back to time it was Philadelphia Storage Battery Co., died Feb. 13 at his home in Chestnut Hill, Pa. His son, James M. Skinner Jr., last year was elected v.p. in charge of distribution for all Philco domestic divisions.

Electronics Reports: New cutbacks in supply of cobalt for loudspeakers and TV focusing devices may be imminent, NPA officials warned TV-radio manufacturers at industry advisory committee meeting this week in Washington. Military needs for the metal are increasing, while supply hasn't improved substantially, they said. And they held out little hope for increased rations of nickel, also used in speaker magnets and picture & receiving tubes.

Industry representatives, however, reported no acute problems. Some noted spot shortages of picture tubes, capacitors and TV tuners, and labor shortages in east and midwest. They expressed apprehension lest any stretch-out or slowdown in military production program might unnecessarily tie up plant facilities and labor, as well as materials.

J. W. Bauler of NPA Electronics Div. presided. Industry representatives on hand were John Gilbarte, Admiral; Dorman Israel, Emerson; Jack Marks, Fada; Joe Benaron, Pacific Mercury; Wm. Moore, Packard-Bell; Wm. H. Chaffee, Philco; Charles Baxter, RCA; John H. Cashman, Radio Craftsmen; Robert S. Alexander, Wells-Gardner.

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Development of "family protection" radio for use during air attacks will be pushed by TV-radio manufacturers, 14 of whom met in Washington Feb. 20 with officials of Federal Civil Defense Administration, NPA and RTMA. Manufacturers pledged cooperation with FCDA's plans for small, low cost mass-produced AM set which would let public receive emergency information despite power failures. FCDA also asked manufacturers to help publicize the 2 frequencies—640 & 1240 kc—which would be used for civil defense information in emergency.

Microwave Associates Inc., Boston, 50% owned by American Broadcasting-Paramount Theatres Inc., has elected Frank L. Marx, ABC engineering v.p., as director, and Joseph C. Bothwell Jr., as comptroller. Reelected were Dana W. Atchley Jr., president; Vess Chigas, treas.; Richard M. Walker, engineering v.p.; Leonard H. Golden-son, Robert H. O'Brien & Jason Rabinovitz, directors. New vice presidents: Wm. P. Toorks and Julian Pathe.

NPA may fight to keep ban on color TV receiver mass production. Electronics officials of that agency are known to feel that Order M-90 shouldn't be abolished along with other controls on civilian items, since object of color TV order is to conserve engineering talent, which is scarce as ever.

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CBS-Hytron will start construction of new \$3,500,000 picture tube plant and warehouse at Kalamazoo, Mich. this spring, with occupancy & production scheduled to begin in June 1954. President Bruce A. Coffin said 235,000-sq.-ft. plant is designed for expanded production of tubes 21-in. and over, will employ about 1500.

Transistor pioneer Dr. William Shockley has been awarded first annual \$1000 Oliver E. Buckley Solid State Physical Prize. Award was presented by American Physical Society, is named for the former president of Bell Labs.

Sylvania plans new 120,000-sq. ft. radio tube and electronics lab in Williamsport, Pa., to employ 400 when ready early in 1954; Ralph L. Clausen, tube div. chief engineer, will be director.

RTMA technical products div. will take up all phases of electronics, commercial & govt., at meetings of 11 committees March 22 at New York's Roosevelt Hotel.

Night fighter radar, which enabled UN fliers to shoot down enemy planes in Korea without sighting them, was made by Westinghouse in Baltimore electronics plant.

Military establishment can be cut "at least 10% in men, money and materiel" without hurting its combat effectiveness. That's conclusion reached by 10-man Citizens Advisory Commission on Manpower Utilization in the Armed Forces, headed by RCA chairman Brig. Gen. David Sarnoff, in much-publicized final report submitted Feb. 18 to Defense Secy. Charles E. Wilson. Report pointed out that cutting the fat out of the Defense Dept. could release at least 500,000 men and save \$5 billions annually. Commission was appointed Oct. 22 by Truman Administration, was continued by Gen. Eisenhower, won high praise from Mr. Wilson when he accepted report. Serving with Gen. Sarnoff were Maj. Gen. John B. Anderson (ret.); Rev. John J. Cavanaugh, ex-president, U of Notre Dame; Marine Maj. Gen. Merritt Edson (ret.); Clarence Francis, chairman, General Foods; Artemus L. Gates, ex-Navy Undersecy.; Adm. John H. Hoover; C. R. Smith, president, American Airlines; Lewis L. Strauss, consultant to Rockefeller family; Air Force Maj. Gen. St. Clair Streett (ret.).

Roundup of foreign TV developments, giving status in 39 countries and based largely on reports from U. S. Foreign Service, was released this week by Office of International Trade, Dept. of Commerce, as No. 355 in its *Business Information Service, World Trade Series*; it's available at 15¢ a copy. February *Electronics Magazine* also reports significant expansion of TV abroad during 1952, says regular program service is now being transmitted by 35 stations in 21 countries, with 7 more due to get stations by end of 1953. It tabulates sets in use in foreign countries aggregating 2,400,000, up 50% over 1951. Table accompanying article shows status of TV in 54 countries, giving standards, sets in use, number of stations in service or projected.

Demonstration of Lawrence one-gun tri-color tube with 3.58-mc simultaneous color picture generated in New York labs is planned for about March 1 by Chromatic TV Laboratories. Pickups of out-of-the-air color pictures are scheduled later. President Richard Hodgson says compatible color has been shown on tube at Oakland, Cal. labs. In New York, demonstrations have been with field sequential system, and some engineers have questioned practicality of putting compatible color on one-gun tubes instead of 3-gun (Vol. 9:4). Hodgson says Chromatic is now making tubes with .01-in. strips of phosphors in addition to those with .015-in.

Interest in movies via subscription TV is shown by Advertest survey of 750 New York set owners, which found that 52% would be willing to pay for first-run films on home TV vs. 34% year ago. But they're willing to pay average of only 51¢ now, whereas last year they were willing to pay average of 60¢. Another Advertest survey of TV owners found that 45% attended at least one movie during January, compared with 64% in January 1952.

Technical details of tape recording TV pictures still haven't been revealed by Bing Crosby Enterprises, which has demonstrated such pictures (Vol. 9:1), but executive director Frank Healey gives progress report on system in Feb. 16 *Broadcasting Magazine*. He reiterates that commercial production of equipment is expected by next January.

Canada's 11% income tax cut, effective July 1, includes abolition of \$2.50 tax on radios, with promise there will be no license fees on TV sets. To compensate for revenue losses to CBC, entire 15% excise on TVs, radios & tubes will go to CBC.

Tests of Telemeter coinbox system of pay-as-you-look TV, via Telemeter's community antenna system in Palm Springs, Cal., are reported due to begin March 5 with feature film supplied by most major producers.

BIG UAW-CIO, Detroit auto workers union headed by Walter P. Reuther, this week applied for uhf in that city (Ch. 62), apparently determined to get into TV despite losses in its now-discontinued FM venture there. Detroit station had income of \$41,694 and lost \$37,982 in 1950, income of \$29,614 and lost \$51,501 in 1951. There was an educational application this week, too—from Atlanta board of education, seeking Ch. 30.

Week's other uhf applicants were for Los Angeles, Ch. 34, by Harry Maizlish's KFVB; Minden, La., Ch. 30, by principals in KAPK, Shreveport; Anderson, S. C., Ch. 58, by group of 20 citizens; Spartanburg, S. C., Ch. 17, group including AM operator Fred W. Symmes, WBCU, Union, S. C. and WMRC, Greenville, S. C.

There were 6 vhf applications this week—for Phoenix, Ch. 3, by local group with 10% held by Edward Cooper, ex-aide to Sen. Johnson of Colorado, now TV director of Motion Picture Assn.; El Dorado, Ark., Ch. 10, owners of KVMA, Magnolia, Ark.; Menominee, Mich., Ch. 11 (allocated to Marinette, Wis.), by WMAW, Green Bay, Wis.; Tulsa, Ch. 2, by combination of KVOO (Wm. Skelly) and KRMG (Sen. Kerr), who dropped separate applications; Tulsa, Ch. 2, by group including KFMJ owner Fred Jones; Rapid City, S. D., Ch. 7, by KOTA-Daily Journal interests.

This week's 12 applications brought to 710 total now pending before FCC. [For further details about foregoing applications, see *TV Addenda 16-G* herewith; for complete listings of all post-freeze grants, new stations, hearings, etc., see *TV Factbook No. 16* with Addenda to date.]

Zenith's claims on Chicago's Channel 2, which FCC has earmarked for CBS's WBBM-TV (Ch. 4), took form of petition for reconsideration filed with FCC Feb. 20. Presumably, Commission will take quick action on petition. Guessing is that Commission will deny petition, which raises question whether Zenith will appeal to courts—considered probable. Another question rising from FCC's approval of ABC-UPT merger last week (Vol. 9:7) is whether Sen. Tobey will undertake to unscramble the merger. Though he insists that Senate hearing on movies-in-TV is needed, he indicates hearing on merger would be "academic." Zenith's petition claims that: (1) Identical situation existed in Lancaster where WLAN was granted hearing with WGAL-TV for Ch. 8, but was prohibited from appearing in WGAL-TV show-cause proceeding, while Zenith was refused hearing in Chicago because it didn't file appearance in WBKB show-cause proceeding. (2) It couldn't file appearance in WBKB renewal proceeding because it had no interest in Ch. 4, only in Ch. 2, couldn't apply for two channels, and couldn't dismiss its Ch. 2 application without losing "the Channel 2 rights it has always asserted."

New York-Albany microwave, augmenting existing coaxial cable, should be ready for TV use late this year, AT&T told FCC in application this week to build 5 relay stations over 177-mi. route. New system initially will provide 3 northbound TV channels, 2 southbound, plus 2 protection channels, and will interconnect with newly built Albany-Buffalo microwave, providing second network route westward from New York City.

Last of the New York holdouts, WOR-TV, announced it will join city's 6 other stations on Empire State Bldg. some time this summer. Five stations are now operating there, and WATV will probably move from Newark in September. WOR-TV gives up its massive and terrifically expensive 809-ft. self-supporting tower in North Bergen, N. J., doesn't say what it will do with it.

Closed-circuit TV will show hair styles to some 25,000 beauty shop operators at March 9-12 International Beauty Show in New York's Statler Hotel, RCA crew providing facilities.

Havana's third TV outlet, CMBF-TV on Ch. 7, which began operating Feb. 2 after many delays, goes to 9 hours daily schedule as of March 1, reports Goar Mestre, who operates CMQ-TV, Havana (Ch. 6) and who with his brother Luis Augusto & Abel Mestre joined with other local interests in building CMBF-TV. It's equipped with 5-kw DuMont transmitter, uses 6-bay superturnstile atop Circuito CMQ's Radiocentro Bldg., only about 300 ft. above sea level. Reception has been excellent, says Mestre, even though very few homes had high-channel antennas, and station will specialize in movies, news, sports. Havana's other station is CMUR-TV (Ch. 4); another on Ch. 2, projected by *El Mundo* interests, is due to go into operation momentarily, while Ch. 11 grant to firm backed by U. S. broadcaster George B. Storer is still in CP status. (For full data on Cuban, Mexican and other Latin American TV stations, see p. 87, *TV Factbook No. 16*.)

Less "paper work" for broadcasters is aim of FCC proposed amendment to rules issued this week (Public Notice 53-178). Commission wouldn't require verification of filed documents and would require filing only those contracts and agreements relating to: (1) Network affiliation. (2) Ownership or control. (3) "Time brokerage" agreements. (4) Storecasting, transiting, background music. (5) Same sponsor for more than 2 hours per day, except where program's length is beyond station's control, such as football games. (6) Hiring any person in temporary management or profit-sharing capacity (other than regular officer or employe). Comments on proposal must be filed by March 20, replies by March 30.

ABC will spend more than \$2,000,000 to increase power of all its five Channel-7 stations, says engineering v.p. Frank Marx. Three will have full 316 kw: WBKB, Chicago, WXYZ-TV, Detroit, KGO-TV, San Francisco. WJZ-TV, New York (changing to WABC-TV March 1), goes to 110 kw, limited to that power because height is over 1000 ft. KECA-TV, Los Angeles, goes to 155 kw, also limited because of great height. All stations will get 20-kw amplifiers shortly, new "tailored" antennas next, and finally 50-kw amplifiers. Fall of 1954 is target for last step.

Builders of TV-radio stations no longer have to apply to NPA for permission to start construction, provided they can locate materials which can be purchased without CMP allotments. NPA this week extended to builders the same privileges applied last week to other users of steel, copper and aluminum (Vol. 9:7). Builders may still apply for CMP allotments, but are now permitted to purchase materials in excess of allotments if they can find producers who have filled all outstanding CMP orders and still have capacity to fill further orders.

Directional uhf transmitting antennas are now being offered by RCA at approximately \$20,000. FCC rules permit use of directionals to improve service but not to assign additional channels to cities through reduced mileage separations. Rules allow maximum-minimum power ratio of 10 db. The new antennas are custom built, include beam tilting if desired, produce following gain in maximum direction: Channels 14-32, 26-35 gain; Ch. 33-49, 30-40 gain; Ch. 50-83, 34-45 gain.

Signs of the times dept.: "In the old days," sighs newsman Ned Brooks of NBC's *3-Star Extra* program, "when a reporter called up a Senator he'd usually be told by an assistant: 'Sorry, he's tied up in a committee meeting.' These days they tell you: 'Sorry, he's on the *Kate Smith Show*.'"—Bill Gold in *Washington Post*.

SMPTE has shifted TV sessions of next semi-annual convention in Los Angeles to April 30-May 1; convention lasts April 27-May 1, overlaps NARTB convention in same city, April 29-May 2.

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MAP

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TACOMA, ALTOONA, WICHITA FALLS START: Three new stations began test patterns this week -- all vhf. That makes 16 so far this year, 33 post-freeze, bringing total in U.S. to 141 now operating. There should be quite a few more during March.

Tacoma News-Tribune's KTNT-TV (Ch. 11) began testing Feb. 22, bringing competitive service for first time to Seattle-Tacoma area where KING-TV (Ch. 5) has had field to itself since pioneering TV in the area in November, 1948. Company had previously been in FM only. GE equipment was installed. Weed is national rep.

WFBG-TV, Altoona, Pa. (Ch. 10) began testing Feb. 24 from new GE plant, is city's first station. Veteran radio station operator, big Gable Co. dept. store is putting lots of promotional steam behind TV effort. Rep is H-R Representatives Inc.

KWFT-TV, Wichita Falls, Tex. (Ch. 6) turned on juice Feb. 27, becomes 100th CBS-TV affiliate March 1. It's also GE, and represented by Blair. Prime mover is broadcaster Kenyon Brown, partner with Rowley theatre interests.

KTNT-TV and KWFT-TV "go commercial" March 1, WFBG-TV March 2. KWFT-TV got on air exactly 37 days after FCC grant, beating rival CP grantees KFDX-TV (Ch. 3), promised in April, and KTVW (Ch. 22) due in June.

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Definitely promised for March 1 tests is KSWO-TV, Lawton, Okla. (Ch. 7), all ready with RCA equipment, according to mgr. Paul Goode; from March 2, it will operate 5 p.m.-midnight daily. Southern Oklahoma town is only 48 mi. from Wichita Falls.

Also due on the air momentarily, equipment on hand: KDZA-TV, Pueblo, Colo. (Ch. 3); KGUL-TV, Galveston (Ch. 11); KVTV, Sioux City, Ia. (Ch. 9); and uhf WWLP, Springfield, Mass. (Ch. 61) and WAFB-TV, Baton Rouge, La. (Ch. 28). Promised by mid-March, also, are Amarillo's KGNC-TV (Ch. 4) and KFDA-TV (Ch. 10) and WBAY-TV, Green Bay, Wis. (Ch. 2). There's good prospect of several others, too.

[For latest reports on equipment deliveries and from upcoming new stations, see digests of our continuing survey on pp. 6-7.]

19 CPs GRANTED—MORE 'COMBINATIONS': FCC finally broke its record, granting 19 CPs this week -- just one more than the 18 granted in initial post-freeze group July 11. New record undoubtedly was used as ammunition when commissioners appeared in closed session with tight-fisted House Appropriations subcommittee Feb. 26, to show Congressmen how money is being spent -- particularly the extra \$300,000 that was voted last year specifically for TV processing.

There were 9 vhf CPs, 10 uhf, in this week's grants, which bring post-freeze total to 274, as FCC jumped 23 cities down Group A priority list to 286th city, and eased ahead 5 more cities to 201st in Group B.

The vhf grants: Idaho Falls, Ida., KID, Ch. 3 & KIFI, Ch. 8; Pocatello, Ida., KWIK, Ch. 10 & KJRL, Ch. 6; Champaign, Ill., WDWS, Ch. 3; Pittsburg, Kan.,

KOAM, Ch. 7; Sedalia, Mo., KDRD, Ch. 6; Butte, Mont., KXLFF, Ch. 6 (2nd for city); Eau Claire, Wis., WEAU, Ch. 13.

Uhf CPs: Decatur, Ala., WMSL, Ch. 23; Valdosta, Ga., WGOV, Ch. 37; Springfield, Ill., Plains Television Inc., Ch. 20; New Orleans, La., New Orleans Television Co., Ch. 20 (2nd for city); Benton Harbor, Mich., WHFB, Ch. 42; Elmira, N.Y., El-Cor Television Inc., Ch. 18 (2nd for city); Charlotte, N.C., WAYS, Ch. 36; Durham, N.C., T.E. Allen & Sons, Ch. 46; Tulsa, Okla., Elfred Beck, Ch. 23; Scranton, Pa., WARM, Ch. 16 (3rd for city).

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FCC's disposition to move fast was noteworthy this week, as it was last -- once applicants remove conflicts by joining forces, withdrawing, etc. Examples: Champaign grant to WDWS and WSOY, Decatur, Ill.; Durham grant to T.E. Allen & Sons and WTOB, Winston-Salem -- both of which eliminated competition by forming new corporations just last week. Along same lines were Elmira and Charlotte grants, each of which involved 2 AMs until stockholders agreed to limit holdings to one in city.

Worth noting, too, is that applicants are following up Comr. Hyde's suggestion that "community-minded" citizens build and operate stations on contested channels until winners of hearings are selected (see story, p. 14).

Other sidelights: KID, Idaho Falls, is controlled by Mormon Church, which owns KSL-TV, Salt Lake City, and holds interest in KGMB-TV, Honolulu. KIFI, Idaho Falls, and KWIK, Pocatello, are controlled by same group, headed by James M. Brady, which holds CPs for Boise and Butte, Mont., is applicant for Twin Falls; stockholder Grant Wrathall also owns 50% of CP for Salinas, Cal. KJRL, Pocatello, is owned by the Tribune-Journal, a Scripps (not Scripps-Howard) newspaper.

Grantee in Pittsburg, Kan. is 37½% owned by Lester L. Cox, who holds interest in Springfield, Mo. grant, and 12½% by his father, Lester E. Cox, owner of KCMO, Kansas City TV applicant. Butte grantee KXLFF is controlled by Ed Craney, who shares with Bing Crosby ownership of KXLY-TV, Spokane. Eau Claire CP is first to Morgan Murphy-Walter Bridges newspaper-radio group, which has several applications pending.

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Valdosta, Ga. uhf grant is first to E.D. Rivers Jr., son of Georgia's former governor, who also has applications for Savannah and West Memphis, Ark. Plains Television Co. grant in Springfield, Ill. is 4th awarded to Scheftel-Burger group which owns Telenews Inc., newsreel producers, and controls chain of newsreel houses. Their others are for Little Rock, Ark., Sioux City, Ia.; Duluth, Minn.

The oilmen who received New Orleans CP -- R.L. Wheelock, W.L. Pickens, H.H. Coffield -- also hold uhf CPs for Dallas & Houston, built and sold the pre-freeze KPHO-TV, Phoenix and KEYL, San Antonio. Benton Harbor's WHFB is owned by the News-Palladium. Elmira grant is result of wedding between Corning Leader (WCLI) and Gannett's Elmira Star-Gazette (WELM). Grant is conditioned on divestment of ownership in WELM by stockholders E.S. Underhill Jr. and W.A. Underhill.

Divestment was also required in Charlotte grant to WAYS -- Francis M. Fitzgerald disposing of interest in WGIV, Charlotte. Grantee also holds CP for WCOG-TV, Greensboro, and stockholder Harold H. Thoms owns CP for WISE-TV, Asheville, as well as interests in applications for Knoxville and Arlington, Va. A principal of Durham grantee is George V. Allen, Ambassador to Yugoslavia, nominated this week as Ambassador to India & Nepal. Elfred Beck, Tulsa, holds real estate and oil interests.

[For further details about grantees & applicants, see TV Addenda 16-H here-with; for complete data on these and all other applications, see TV Factbook No. 16.]

N. Y. EDUCATIONAL SLAP MAY HURT OTHERS: As much psychological as financial was the setback suffered by educational TV as a whole in the rejection of board of regents plan for a state-financed 10-station network to be licensed to the U of the State of New York (Vol. 9:1,2,4). By 10-5 vote, following exhaustive hearings, Gov. Dewey's State Temporary Commission on Educational TV (see p. 8) stood opposed to idea -- and it's regarded as foregone conclusion that legislature will uphold the commission.

While lamenting pocketbook defeat, national educational TV leaders seemed more concerned for moment with effect it may have on others looking to legislatures

for financial backing. Reaction was best summed up by Ford Foundation spokesman:

"This isn't the end of the world for educators, contrary to what they might think. New York probably can raise enough money from private sources, as the commission recommended, to finance at least some stations.

"But we're worried about places like Connecticut, which might have trouble raising funds for its 3 stations if legislature follows New York's lead." Connecticut Board of Education holds CPs for uhf stations in Bridgeport, Hartford, Norwich.

Many educational and lay groups were keenly disappointed, openly expressed concern. New York Times, which ran full text of commission report Feb. 25, editorialized: "The majority decision...commands the sun of technological progress to stand still, relying on the magic lantern when a great new instrument of teaching is at hand. [It] has decided that one picture is not worth a thousand words, or at least the investment is not safe enough to put the state into it. We cannot believe this decision will stand. The clock of educational progress is not so easily stopped."

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What to do next in New York will be thoroughly discussed at regular meeting of Joint Committee on Educational TV in Washington March 4. And New York Citizens Committee for Educational TV, headed by Winthrop Rockefeller, will meet 2 days later to thrash out strategy. Big decision to be made is whether to try to raise funds privately or push for passage of Brydges-Olliffe bill in state legislature to finance 3 pilot stations at undetermined sites.

Dr. Milton Eisenhower's National Citizens Committee for Educational TV will enter picture in big way if decision is made to go for private funds. That's why the committee was created. It can look for assistance from some pretty big industrial figures in state, among them Marion Folsom, recently Eastman Kodak treas., who was co-chairman of Eisenhower group until he became Undersecretary of the Treasury.

Ford Foundation won't be much help for time being; its funds earmarked for educational TV stations have been allocated and more won't be forthcoming for some time. "Despite some opinions, our funds are not limitless," a spokesman commented.

Speed now becomes paramount among educators, faced with deadline of June 2, when FCC may consider making unused reserved channels available to commercial applicants. Comr. Hennock, who must be particularly galled by setback to her pet project in her home state, is now expected to spearhead drive to get deadline extended for educators. Their record to date: only 22 applications, 14 CPs, no stations built-- though KUHT, Houston, and KUSC-TV, Los Angeles, are expected on air shortly.

N.Y. Commission heard 200 witnesses in favor of regents' plan and only 8 opposed, yet recommended state appropriate no public funds for projected uhf network, which would comprise already-granted stations in Albany, Binghamton, Buffalo, Ithaca, New York, Rochester, Syracuse. Utica application still pends; applications are yet to be filed for other 2.

THE UHF MARKETS: SOUTH BEND, IND.: South Bend was ready for uhf and is taking local TV in its stride. Principal ingredients in formula are conservative operation by AM-newspaper interests, solid engineering planning and close cooperation with trade.

Mother Nature helped, too, for north-central Indiana is blessed with the flat terrain ideal for uhf propagation.

Nevertheless, there's been no house-on-fire rush to buy sets. While sales are brisk, there's no buying panic, and some dealers who miscalculated the market's potential may fall victim to swelling-of-the-inventories. Development of audience actually has been orderly, apace with servicemen's ability to install uhf antennas.

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No two uhf markets have exactly same problems, or fit same set of circumstances. That's most obvious conclusion we can draw from our personal surveys of uhf areas -- York & Atlantic City (Vol. 9:6), Wilkes-Barre-Scranton (Vol. 9:7) and our visit this week to South Bend. But by same token, all uhf markets have many characteristics in common, and experiences of the pioneer uhf markets should materially benefit both telecasters and trade in the new markets to come.

WSBT-TV, which went on air Dec. 22 on Ch. 34 -- beating its originally an-

nounced date by 6 months -- is owned by South Bend Tribune, radio pioneer whose AM station WSBT began operation in 1921.

Some 100,000 families live within 25-mi. radius, which includes such cities as Elkhart, Goshen & LaPorte, Ind., and Niles, Mich. South Bend is allocated two commercial uhf channels, one educational, no vhf. Second commercial channel is contested by 3 groups, including U of Notre Dame. There are no applications for uhf channel allocated to Elkhart, 15 mi. east of South Bend.

But TV isn't new to area. Chicago's 3 stations (73 mi.) and Kalamazoo's one (55 mi.) offer viewable signal to anyone willing to meet it half way with high-gain antennas, tall masts, rotors, boosters, etc. And about 35,000 in the area have been willing, according to vhf antenna count made by Indiana & Michigan Electric Co.

TV & AM operations are completely integrated in offices and studios occupying top floor of recently modernized Tribune Building. Still active in management of all Tribune operations is publisher Frederick A. Miller, who at 85 is legendary figure in South Bend. And from station mgr. Neal B. Welch down, all personnel have both TV & AM duties. No new key people have been added for the TV operation. Mr. Welch himself was with WSBT for 11 years, worked for Tribune before that.

Station now has 41 hours of programming weekly -- 5-10:15 p.m. weekdays, and noon-10 p.m. Sundays, test pattern beginning 10 a.m. daily. Though AM station is CBS affiliate, WSBT-TV takes about equal amount of time from CBS & NBC -- totaling about 15 hours of commercial network shows weekly. Station's policy is to expand broadcast day slowly, as sponsors are added. Says manager Welch: "We intend to back into afternoon programming as it becomes commercially sound."

Storm center of local controversy is station's policy of barring beer advertising, as does newspaper. To many TV fans, this means losing some fights and other sporting events -- and Tribune's letter column is forum for lively debate on subject.

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Station's first remote this week is something of a coup in basketball-crazy Indiana. WSBT-TV plans to televise sectional and regional state high school tournaments on afternoon & evening of Feb. 28 & March 6, under sponsorship of local gas company. "We hadn't intended to do any remotes so soon," said Mr. Welch, "but this was a great opportunity." To get TV rights, station had to guarantee gate receipts -- no difficult task since tournament traditionally is sellout. Station owns no mobile equipment, will use studio cameras, Bell System relay equipment.

WSBT-TV's studio facilities consist of converted 40x60-ft. radio studio and control room with 4 cameras and film chain. Programs are piped from the studio to transmitter south of city by Bell System cable and microwave. Network programs are taken from Chicago-Toledo microwave which passes near South Bend.

Transmitter is located at AM antenna site, uses old FM tower built up to height of 479 ft., TV antenna being some 540 ft. above average terrain. Using 1-kw RCA transmitter, current ERP is 17.7 kw, with boost to 170 kw planned as soon as the equipment is available. Horizon is 31 mi. from antenna, but signal actually can be picked up considerably farther away if proper receiving antenna is used.

Coverage actually surprised everyone, including chief engineer Art O'Neil, sparkplug of efficient TV-AM engineering staff. Tests by RCA showed "excellent" 5600 uv/m picture 30 mi. east, "very good" (2400 uv/m) 25 mi. south and 25 mi. west. In north, signal tapers off rapidly at about 25 mi. Everyone we talked to in area agreed picture generally is excellent and easy to pick up.

There are very few "shadows" because of flatness of terrain. Mr. O'Neil, who describes himself as "really sold on uhf," says the "fill-in" and "spill-over" behind obstructions "are greater than we anticipated, but not as great as in vhf."

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Good relationship with trade has been one of outstanding achievements of WSBT-TV. From time CP was granted, station has kept dealers and distributors informed of progress and problems through meetings and bulletins. For instance, a recent bulletin reported that 71 modifications of station equipment have been received from RCA since December; most are yet to be made. Another describes in detail how to

use test pattern. One attempts to answer dealers' complaints about programming:

"Naturally, all of us would like to see more network shows, but it's not as easy as it looks. Network shows must be sold to national advertisers [who] must be convinced there is a sufficient TV audience in this market to make it profitable to add WSBT-TV to their network..."

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To measure uhf audience, station sends weekly questionnaire to 18 distributors, who return them unsigned. This anonymity, station believes, helps to assure accuracy of the count.

Uhf-equipped sets in area total little over 25,000, according to latest distributor census. Nearly four-fifths of uhf units sold have been converters & strips for existing sets -- about 5300 vhf-uhf sets have been shipped to dealers, as opposed to 19,800 converters and strips.

This census doesn't accurately show number of sets-in-use, though it's best available method of counting sets. Converters and sets in dealers' inventory, as well as those in hands of public, are included in count.

While South Bend isn't exactly a TV "boom town", set sales are good. But fact is that TV isn't new to area, and sales were good even before the local station went on air. Now all new set sales are vhf-uhf, and nearly two-thirds of the old vhf sets have been converted.

Number of TV dealers in area has just about doubled since uhf came to town. Among newcomers are factory-branch stores opened by Meck and Wells-Gardner, and it's rumored Muntz has rented South Bend store. But all isn't gravy by any means, and old established retailers are getting most of business. One big new shop reportedly sold only 8 sets first week, despite heavy advertising.

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There's no shortage of new sets. Stores are full of merchandise, display wide variety of makes and models. Internal converters for some big makes aren't so readily available, however, and shortage of strips is only now being ironed out.

Question of strips vs. continuous tuners -- despite advertising ballyhoo -- doesn't seem important to South Bend consumers. Dealers say that they continue to pick sets according to cabinet style, brand name and preference for a particular picture, without expressing much interest in mode of tuning.

There's no price-cutting so far, though some dealers feel it could break out any time. Some customers cut cost corners by using indoor antennas, against advice of station and dealers -- and generally get less satisfactory picture. Vhf antenna installations to get Chicago and Kalamazoo stations cost \$150 and up. Dealers say 50-60% of new-set customers buy only uhf antenna (\$22 and up) or no antenna at all, but many call back later to order complete vhf installations.

TV trade-ins have become big business. Louis Chikar, the city's largest TV dealer, says 20% of his TV customers trade in old TVs. He sells trade-ins at store he owns which deals exclusively in used TV-radios. He owns 5 other stores in South Bend and neighboring towns -- all selling TV only -- which did \$500,000 worth of business in last 3 months of 1952.

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Uhf pioneering on local level isn't confined to telecasters. Confronted by mass of claims for the huge number of uhf antennas now on the market, South Bend TV parts and set distributor Bruce Bouchard (Radio Distributing Co., DuMont) set out to "take the myth and mystery out of this business." In 3-story, 10,000-sq.-ft. building at Warsaw, Ind., 35 mi. southeast of South Bend, he set up Television Testing Laboratory to make comparative tests of the many makes and types of uhf antennas.

"We're finding some amazing things about some high-priced well-advertised antennas", he said. Laboratory has attracted many antenna manufacturers who have come to Indiana to make actual-use tests of new designs. While he originally started project to guide him in purchase of antennas, interest in tests has been so great that Mr. Bouchard plans to publish lab reports on virtually every type of uhf & vhf antenna, including directivity patterns and field strength data.

Telecasting Notes: ABC's New York stations change to WABC-TV-AM-FM (from WJZ-TV-AM-FM) as of March 1—and a new identification, employing an American eagle, will be employed for entire network. On Feb. 12, ABC's Chicago TV station (Ch. 7) changed from WENR-TV to WBKB, and WBKB's old frequency (Ch. 4) was taken over by CBS and changed to WBBM-TV. ABC's Chicago radio stations remain WENR & WENR-FM . . . Add radio victims of TV trend: WHYN, Springfield-Holyoke, soon to put WHYN-TV into operation (Ch. 55), replaces WMAS as CBS-Radio affiliate as of June 15 . . . Hartford's WTIC (owned by big Hartford Life, managed by veteran Fritz Morency) has plans to build \$2,000,000 TV-radio center if it gets CP for TV; it faces 2 others in competitive quest for Ch. 3 . . . TV & radio commercials showed up well in annual Federal Trade Commission spot check for false or deceptive advertising; only 3648 out of 84,325 TV and 7204 out of 228,051 radio commercials were set aside as "questionable" and subject to further investigation during year ended last June 30 . . . Lenten season offering that may presage further letdown of bar against films-in-vaults: Cecil B. DeMille super-colossal oldie, 115-min. *King of Kings*, with music and choral numbers but no dialogue, being offered to stations by Cinema Corp. of America, 34 Valhalla Way, Paterson, N. J. . . . KSTP, St. Paul, joins those reducing radio rates, its Feb. 1 rate card showing Class A announcements down from \$100 to \$90, B from \$75 to \$45, D from \$35 to \$18, plus elimination of 6-6:30 p.m. intermediate rate . . . Tips for fisher-

men, including weather data, demonstration of equipment and latest on where they're bitin', given on *Let's Go Fishing* on WMAL-TV, Washington, Thu. 11:20-11:30 p.m. . . . Ralph Kiner, Pirates' slugger, and Bob Prince, local sportscaster, due to get shares in new WENS, Pittsburgh (Ch. 16), due in August or early fall, probably buying some of stock owned by club secy., attorney Tom Johnson, now holding 45.5% . . . New WKMI-TV, Kalamazoo, Mich. (Ch. 36), due on air in fall, has named Adam Young as national rep . . . WMBR-TV & WMBR, Jacksonville, recently sold to *Washington Post*, owners of WTOP-TV & WTOP (Vol. 8:51), shifts reps from Avery-Knodel to CBS Spot Sales . . . WDTV, Pittsburgh, raises Class A hour rate from \$1000 to \$1200, one-min. from \$150 to \$190 as of April 1 . . . WJAC-TV, Johnstown, new Class A hour rate from March 1 is \$600, min. \$110 . . . KING-TV, Seattle, new March 1 rate card has Class A hour rate of \$700, min. \$150 . . . New KTNT-TV, Tacoma, rate card has Class A hour rate of \$625, min. \$135 . . . Rate cards of several upcoming stations published: WNOW-TV, York, hour \$200, min. \$37.50; KFDA-TV, Amarillo, hour \$200, min. \$40; KEYT, Santa Barbara, hour \$300, min. \$60; WLBC-TV, Muncie, hour \$200, min. \$40; KFAZ-TV, Monroe, hour \$150, min. \$22.50; WTVE, Elmira, hour \$150, min. \$30; WGBI-TV, Scranton, hour \$300, min. \$60; WNAO-TV, Raleigh, hour \$200, min. \$40 . . . Blair Moody, ex-Senator from Michigan, ex-*Detroit News* Washington correspondent, moderates new weekly film series titled *Meet Your Congress*.

FOUR UHF transmitters were shipped by RCA this week—to WAKR-TV, Akron (Ch. 49); WKST-TV, New Castle, Pa. (Ch. 45); WTVO, Rockford, Ill. (Ch. 39); WCOV-TV, Montgomery, Ala. (Ch. 20). Due to be shipped first 3 weeks in March are WLBC-TV, Muncie, Ind. (Ch. 49); WFAM-TV, Lafayette, Ind. (Ch. 59); WCOS-TV, Columbia, S. C. (Ch. 25); WFTL-TV, Ft. Lauderdale, Fla. (Ch. 23); WBKZ-TV, Battle Creek, Mich. (Ch. 64); possibly others, including previously reported WNBH-TV, New Bedford, Mass. (Ch. 28).

Already shipped by RCA but not yet on air are WAFB-TV, Baton Rouge, La. (Ch. 28) and WHP-TV, Harrisburg (Ch. 55). First has reported it expects to get going by mid-March, latter by April 1.

WJHL-TV, Johnson City, Tenn. (Ch. 11) has ordered GE equipment for early May delivery, has not yet reported expected on-air date. GE this week shipped 100-watt unit to WLOK-TV, Lima, O. (Ch. 73), which gets 1-kw in July. GE also reports sale of two 12-kw uhf transmitters, with antennas and studio equipment, to WIFE, Dayton (Ch. 22) and WTVQ, Pittsburgh (Ch. 47), both aiming for August starts; Ronald B. Woodyard is prime mover in both stations.

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In our continuing survey of upcoming new stations, the following reports were received this week:

Amarillo's 2 new stations—KGNC-TV (Ch. 4) and KFDA-TV (Ch. 10)—may both get test patterns on air by March 15, according to managements' statements to local populace. KGNC-TV's RCA 2-kw transmitter was due to go out this week, will operate with single-bay antenna from atop First National Bank Bldg. (191 ft.) pending installation of higher power unit and construction of 833-ft. tower. KFDA-TV already has its GE transmitter, is rushing tower completion, expects April 1 commercial debut.

KCMC-TV, Texarkana, Tex. (Ch. 6) has ordered GE equipment, including 5-bay antenna, and expects to get on air between June 1 & July 1, according to station mgr. Frank O. Myers. Owners are C. E. Palmer interests, publishing *Texarkana Gazette and News*, and various

other newspapers in Arkansas and Texas. O. L. Taylor will be national rep.

Purchasing KSWs, Roswell, N. M., oilman John A. Barnett is combining it with his CP for TV—and this week he reported to FCC that KSWs-TV (Ch. 8) has ordered Federal equipment and plans, if equipment is delivered on time, to get on air by May 15.

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Jacob A. Newborn, Beaumont (Tex.) banker, holding grants in his own name for KETX, Tyler, Tex. (Ch. 19) and WTVS, Gadsden, Ala. (Ch. 21), and in partnership with several others for KBMT, Beaumont (Ch. 31), reports GE equipment ordered for all 3 stations—with the Beaumont outlet reported due April 1, Tyler June 1, Gadsden Sept. 1. His program mgr. is John Summerfield. Mr. Newborn last week dismissed application for Minden, La. (Ch. 30), and is withdrawing application for Alexandria, La. (Ch. 62).

KRIO-TV, McAllen, Tex. (Ch. 20) hopes to get on the air by the fall of 1953, reports Gene L. Cagle, president of Texas State Network, grantee. Two-acre tract of land has been acquired to build studios and transmitter. Equipment will be ordered from firm promising earliest delivery. Station would be second in rich Rio Grande Valley, competing with XELD-TV, Matamoros (Brownsville, Tex.), the Ch. 7 outlet across the Rio Grande, about 50 mi. away. No national rep has yet been chosen.

WNAO-TV, Raleigh, N. C. (Ch. 28), having changed call letters from originally assigned WETV, will start tests April 15 with Federal 1-kw transmitter feeding Workshop Associates antenna, goes commercial April 27 (when daylight time begins) with CBS affiliation. The WNAO-TV call was acquired after deal whereby grantee, now called Sir Walter Television Co., headed by Erie (Pa.) attorney John W. English, acquired *Raleigh News & Observer's* WNAO, an ABC-AM outlet, for approximately \$250,000, and newspaper in turn acquired interest in the TV outlet.

WKST-TV, New Castle, Pa. (Ch. 45), which now has its RCA equipment, reports it expects to begin tests "by the second week in March"—third uhf outlet in area. Be-

cause of uhf boom in nearby Youngstown, with 2 stations already on the air, it claims uhf homes are being added at rate of 502 per day. Meeker is national rep.

WEEU-TV, Reading, Pa. (Ch. 33), which had anticipated starting March 1, now expects delivery of GE 100-watt transmitter by end of March. Allowing 2 weeks to get ready—transmitter house, tower and studio equipment already completed—it now figures on first tests April 15, reports gen. mgr. Thomas E. Martin. It's to get 12-kw amplifier in May. Camera chain and film projectors are already being tested, and station is now completing a studio-transmitter link.

WDAN-TV, Danville, Ill. (Ch. 24), authorized to Northwestern Publishing Co., Gannett subsidiary operating WDAN and *Danville Commercial-News*, has ordered DuMont transmitter, has studio-transmitter quarters all ready, has fixed Nov. 1 as target date, reports L. N. Bitner, gen. business mgr., Gannett Newspapers, Rochester, N. Y. Everett-McKinney has been named national rep.

WCTV, Flint, Mich. (Ch. 28), one of first post-freeze grantees (July 9, 1952), at first promised for late fall 1952, then for Feb. 28, 1953, now is slated for Sept. 1 debut, according to James L. Rubenstone, president. No equipment or construction plans are yet announced. Rubenstone is ex-special events chief, WFIL-TV, Philadelphia.

WCOV-TV, Montgomery, Ala. (Ch. 20) is completing Stainless tower, expects it to be ready by March 1, figures on first test pattern by late March. RCA antenna is due March 13. Station feels certain enough of target date to have signed 16 CBS & DuMont shows already, hopes to add NBC shortly. O. L. Taylor is national rep.

WNOK-TV, Columbia, S. C. (Ch. 67), announced last fall by CBS-TV for Jan. 1 affiliation, then moving up starting time to February, then April, now says latter May. It had reported DuMont equipment ordered. Grantee Palmetto Radio Corp. recently elected attorney Croft Jennings as new president.

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Wichita grantee C.W.C. Co. (Ch. 16), controlled by Durwood Theatres, Kansas City, reports GE transmitter promised in early April, with 100-watt exciter coming first to enable it to get on the air by April 18 and 12-kw due in June. Company has acquired 27-acre tract just outside city limits, will build 50x100-ft. structure to house first equipment, use 300-ft. tower temporarily, go to 700-ft. later. Call letters have not yet been assigned, nor national rep selected.

KLIF-TV, Dallas (Ch. 29), granted to company headed by theatreman Barton R. McLendon and the president of old Liberty Broadcasting System, Gordon McLendon, is now negotiating for equipment and so has no target date yet in mind, reports chief engineer Glenn Callison. Rep will be H-R Representatives Inc.

Though equipment hasn't been ordered yet, nor building plans undertaken, Philip D. Jackson, head of Oklahoma City grantee of Ch. 25, reports he thinks he can get station on the air by fall of this year. Neither call letters nor rep has yet been selected. Grantee operates KWCO (AM). Chickasha, Okla.

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KGKL, San Angelo, Tex., which holds CP for Channel 3, has been sold for \$250,000 to group headed by Lewis O. Seibert, gen. mgr. for last 10 years and 10% stockholder; Seibert also owns 45% of KPLT, Paris, Tex. TV station plans are still indefinite.

Some uhf applicant might find use for 500-mc transmitting & receiving equipment, mostly modified SCR-533 radar mounted on 4-wheeled dual-tired trailer, for making propagation tests and aligning receivers: if so, contact Gene O'Fallon, KFEL-TV, Denver, who has such apparatus left over from 1948-49 experiments.

MEASURING UHF audience is all-important project for uhf telecasters. But how to go about it? Most stations use weekly or monthly report from distributors, made either directly to station or to some impartial third party such as local electric company. A few apparently fish figure out of thin air.

In new attempt to get estimate that would stand up, Atlantic City's WFPG-TV engaged C. E. Hooper Inc. to make survey of uhf sets in area. The results, as of this month: Of 1500 completed calls, 68.5% had TV sets (Atlantic City area is in Philadelphia fringe area); 11% of these could receive uhf station; 6.2% had uhf antennas; 3.8% had ordered converters, not yet installed. Based on 80,082 homes in Atlantic & Cape May counties, Hooper estimated 54,850 homes in area are TV-equipped, 6035 equipped to receive uhf station, or total of 8228 uhf-equipped, counting converters ordered but not yet installed.

Cooperation between trade and station in Atlantic City, which got off to rather poor start (Vol. 9:6), is improving rapidly. Stores reportedly are showing good uhf pictures. And this week, station's daily program listings appeared for first time in local newspaper—which had refused to print them—when TV dealers bought space for daily program log.

"What Timebuyers Want to Know About UHF" titles article in Feb. 23 *Sponsor Magazine*—a valuable primer explaining such aspects of uhf as coverage compared with vhf, conversion, rate of conversion in uhf markets, etc. Also, in same issue, recommended reading for uhf enterprisers, 5 uhf telecasters give their own answers to question: "What special problems does a uhf station face in building an audience and what are you doing to solve them?"

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Indicative of how TV-hungry many communities continue to be, despite new stations here and there, are requests FCC receives for permission to install boosters. Half dozen or so have been filed recently. Typical is one from Dr. B. I. Golden, of Golden Clinic Memorial General Hospital Assn., Elkins, W. Va. He says local citizens want to form non-profit group to operate booster on Channel 13. Commission doesn't grant such requests unless they propose genuine program of experimentation, and very few do. FCC adheres to policy of waiting until there has been ample opportunity for regular stations to be built and bring service before it will consider boosters or satellites. Fear is that authorization of such auxiliary stations now may use up channels or create interference which would preclude establishment of regular stations. What with big backlog of applications and hearings, Commission is likely to shy away from commercialization of boosters and satellites for many months, if not years.

Biggest community antenna system in nation, Trans-Video Corp., Pottsville, Pa., now has 2625 subscribers—2300 in Pottsville, 325 in nearby Minersville. It distributes all 3 Philadelphia signals, is modifying equipment to handle 7 signals, will include those of WPIX, New York, to satisfy local clamor for night ball games. Advent of uhf WHUM-TV, Reading, tower of which is only 8 mi. away, hasn't deterred new subscribers from signing up, says manager Frank Waters. System gets CBS-TV programs from WCAU-TV, Philadelphia, will use WHUM-TV—also a CBS affiliate—for programs of local interest. Both stations will be offered eventually.

AT&T's 8-mc "L-3" coaxial cable is now in use between New York and Philadelphia, and Philadelphia-Chicago section will probably be in operation this summer. L-3 handles 3 times the traffic of conventional coaxial, requires twice as many repeaters. A pair can carry 1800 telephone conversations or 600 conversations plus a TV program transmitted in each direction.

Personal Notes: Neal B. Welch promoted from commercial mgr. to mgr., WSBT & WSBT-TV, South Bend; ex-mgr. Robert H. Swintz, cutting down on duties because of poor health, becomes business mgr. . . . Louis Stone promoted to CBS-TV business mgr., replacing Henry White, now Biow TV-radio mgr. . . . Martin Leeds, CBS-TV director of business affairs in Hollywood, resigns to become executive v.p. in charge of production, Desilu Productions, which handles the Desi Arnaz-Lucille Ball hit, *I Love Lucy* . . . Wm. Stubblefield resigns as NARTB station relations director to join Blackburn-Hamilton Co., station brokers; he's succeeded by his asst., Wm. K. Treynor . . . Ray Jones, ex-CBS-TV sales, joins new KGUL-TV, Galveston (Ch. 11), due on air in March, as asst. to chief owner Paul E. Taft . . . John Summerfield, ex-WAKE, Greenville, S. C., now administrative asst. to J. A. Newborn Jr., of Beaumont, Tex., who holds CPs for uhf stations in Beaumont, Tyler, Tex., & Gadsden, Ala. . . . Mort Tharpe, ex-KOA, named local sales mgr., KBTW, Denver; Ted Hardy, ex-entertainment director, Fitzsimmons Army Hospital, named continuity editor; Loren Orr, ex-Berea College dramatics director, named stage mgr. . . . R. W. Wassenberg, ex-operations mgr., named program director, KPIX, San Francisco, replacing Sanford Spillman, resigned . . . Wm. H. Keller Jr. promoted from mgr. of WEAS, Decatur, Ga., to president of all 4 radio stations owned by E. D. Rivers Jr., others being WGOV, Valdosta, Ga., WJIV, Savannah, KWEM, recently moved to Memphis, Tenn. from W. Memphis, Ark.; WGOV has TV grant, WJIV & KWEM are TV applicants . . . Murray Heilweill promoted to mgr., NBC merchandising dept. . . . Nat Shoehalter promoted to director of public relations, WATV, Newark . . . Lewis R. Tower named NBC union relations coordinator, reporting to treas. Joseph A. McDonald . . . Ernest Walling resigns as director of programming, WPTZ, Philadelphia, to set up own program firm in N. Y.

MAJORITY of Gov. Dewey's New York State Temporary Commission on Educational TV, which voted 10-5 against state support for projected 10-station educational TV network (p. 2): Douglas Moffat, attorney, chairman; Young B. Smith, ex-dean, Columbia U Law School; Clarence U. Carruth Jr., attorney; Bernard C. Duffy, BBDO president; Michael R. Hanna, gen. mgr., WHCU (commercial radio station owned by Cornell U); State Senators Arthur H. Wicks & Walter Mahoney; State Rep. Oswald D. Heck; T. Norman Hurd, State budget director; Harold Keller, State commerce commissioner. Minority votes were cast by State Sen. Francis J. Mahoney, State Rep. John Bannigan; Regents Chancellor John P. Myers, Regent Norman S. Goetz, and educator Mrs. Isabel H. Kidney, onetime vice chairman of Erie County Republican Committee.

TV's aid to religion was cited by Francis Cardinal Spellman, Archbishop of New York, as giving religious and educational leaders "advantages that are incalculable," enabling them to reach far greater audiences than their predecessors. Speaking at CBS-TV workshop on religion Feb. 26, Cardinal Spellman said, "It is my belief that those responsible for TV are doing their utmost to bring into the homes of America programs that are instructive and stimulating; programs that give recreation and, at the same time, strive not to offend."

Feature films based on CBS-TV's *I Love Lucy* and NBC-TV's *Big Story* are in the works for theatrical release—and now NBC-TV is planning theatre edition of *Victory at Sea* and considering theatre feature based on hits from *Colgate Comedy Hour* and *All Star Revue* with stars like Jimmy Durante, Eddie Cantor, Martin & Lewis, et al.

Network Accounts: Procter & Gamble contracts with Frank Wisbar for another 44 *Fireside Theatre* films (NBC-TV) to be produced at reported \$1,350,000 . . . Schlitz renews with Meridian Pictures for 26 *Playhouse of the Stars* (CBS-TV) at reported \$675,000 . . . Lever Bros. Co. (Lux soap) moves *Lux Video Theatre*, starting April 2, on CBS-TV from Mon. 8-8:30 p.m. to Thu. 9-9:30 p.m., replacing *Biff Baker, U.S.A.*, which was dropped by Lucky Strike; Carnation Co. (evaporated milk) moves Burns & Allen from Thu. 8-8:30 p.m. into the Mon. 8-8:30 p.m. period . . . Thor Corp. (home appliances) buys *Quick as a Flash*, starting March 12, on ABC-TV, alt. Thu. 10:30-11 p.m., thru Henri, Hurst & McDonald . . . AFL will sponsor half-hour forum discussion series between management & labor representatives, starting in mid-March on ABC-TV, date & time not yet fixed . . . Pearson Pharmacal Co. March 30 begins *Eye Witness*, mystery show, Mon. 9-9:30 p.m., produced by Robert Montgomery on NBC-TV just preceding his hour-long *Robert Montgomery Presents*; latter show was renewed this week for another season beginning next fall by alt. week sponsors American Tobacco Co. (Lucky Strike) and S. C. Johnson & Son (wax) . . . Carter Products Inc. at end of March drops *Drew Pearson* on DuMont, Wed. 7:30-7:45 p.m., plans another TV show, thru Ted Bates Agency.

Station Accounts: Giant Food Stores, big Washington chain, paid \$250,000 for year's exclusive sponsorship of *Pick Temple Show*, said to be biggest time sale in local TV-radio annals; Pick Temple is local "cowboy" whose children's program from March 1 will be seen on WTOP-TV Mon.-thru-Sat., 4-5:45 p.m., plus Sun. 11-12:30 p.m., placed thru Henry J. Kaufman Adv. . . . Anheuser-Busch has purchased St. Louis Cardinals from Fred Saigh—but Griesedieck Brewery, which has sponsored team's games on TV-radio, holds contract to do so again this season and rival brewer-baseball magnate August A. Busch Jr. says there's no intention of repudiating that contract . . . Chesterfield joins Atlantic Refining and Valley Forge Beer as co-sponsor of Philadelphia baseball next season; whereas latter 2 sponsored 22 games of Phillies & Athletics last season, trio will sponsor 68 games, including for first time some night . . . North American Airlines sponsoring *At Home with Harry Hershfield* on WABC-TV, New York, Tue. 11-11:30 p.m.; noted cartoonist-humorist holds auditions for young performers in presence of prospective talent buyers . . . National Electrical Contractors Assn., thru Fuller & Smith & Ross, backing up business magazine advertising drive starting in March with kit offering local promotion ideas, including TV-radio interviews . . . Among other advertisers reported using or preparing to use TV: World Candies Inc. (Spacemen candies), thru McKay Adv., N. Y.; Flotill Products Corp. (Tastediet), thru Geyer Adv., N. Y.; House of 4711 (Soft-foam baby oil shampoo), thru Milton Weinberg Adv., Los Angeles; Pennsylvania Rubber Co., subsidiary of General Tire Co., thru D'Arcy Adv., N. Y.; Jordon Sales Co. (home freezers), thru Gresh & Kramer, Philadelphia; Crosley Div., Avco (new clock radio), thru BBDO; Harry Glemby Inc. (Lorraine Hair Nets), thru Herschel Z. Deutsch & Co., N. Y.

Ten top agencies of 1952, out of 52 which did \$10,000,000 or more business, are ranked in Feb. 23 *Advertising Age* in this order (in millions): J. Walter Thompson, \$142 vs. \$138 in 1951; Young & Rubicam, \$120 vs. \$114; BBDO, \$118 vs. \$104.1; McCann-Erickson, \$94 vs. \$81; N. W. Ayer & Son, \$86.5 vs. \$85; Foote, Cone & Belding, \$70 vs. \$69; Benton & Bowles, \$52.8 vs. \$52.8; Biow, \$50 vs. \$42; Grant Adv., \$45 vs. \$42; Dancer-Fitzgerald-Sample, \$44.6 vs. \$40.1.

THEATRE-TV "compromise solution" was offered FCC Feb. 27 by Motion Picture Assn. and the National Exhibitors Theatre TV Committee. New proposal, submitted as alternative to their long-standing request for allocation of frequencies for exclusive theatre-TV use, would eliminate necessity for further allocation hearings.

Theatre-TV proponents petitioned Commission to rule that "limited or restricted common carrier furnishing only a theatre-TV transmission service" is eligible to use current common carrier allocations. In addition, they want FCC to issue "statement of policy" (1) directing common carriers to cooperate in elimination of frequency conflicts, (2) ordering interconnection with existing common carriers where frequency conflicts can't be ironed out, (3) stating that in such cases common carriers "will be expected" to provide satisfactory equipment to accommodate wide-band theatre-TV signal.

Hearings have been suspended since Feb. 9 while Commission decides whether further hearings "would serve any useful purpose." This week FCC dismissed petition by Western Union to include in theatre-TV hearing the question of interconnection between theatre-TV systems and common carriers. Issue is "not germane" to theatre-TV allocation proceeding, said Commission, "and is prematurely raised."

Novel success story of radio station in TV—TV antenna manufacturing, that is: Veteran chief engineer W. E. "Bill" Antony of KWKH, Shreveport, La., likes to invent radio gadgets in spare time. Some 3 years ago, he developed unique TV receiving antenna using full-wavelength circular aluminum elements for both driven and reflector units. KWKH exec. v.p. Henry B. Clay says it worked so well in picking up tropospheric transmissions from Dallas TV stations (180 mi.) that station set up Telesine Antenna Corp, and began manufacturing antennas in KWKH transmitter plant, station engineering staff doing the production. Several thousand were sold to public, as result of word-of-mouth advertising. With coming of uhf, miniature edition of Telesine antenna was developed and production line capable of turning out over 2000 a day set up in transmitter plant, with outside workers hired for assembly work. But KWKH's interest in TV isn't confined to making receiving antennas; it's applicant for Ch. 12 in Shreveport.

So that Ottawa can have TV in time for the Coronation in June, British Marconi will supply special transmitting equipment, with single-bay antenna, permitting CBC by mid-May to cover 15-mi. radius temporarily. Later, station (Ch. 4) will have 55 kw ERP from 12-bay antenna. Ottawa won't have own studios but will transmit programs from CBC's stations in Montreal and Toronto, both Marconi installations. Coronation pictures, of course, will be films—same as those supplied, within 24 hours, to U. S. networks.

"Free-riders" won't get into NARTB's Los Angeles convention, April 28-May 1, for it has been decided to limit registration (fees \$35 for management conference, \$25 for engineering conference) to stations or allied industry firms which are active or associate members, plus ad agencies, attorneys, etc. not eligible for membership. You can get full dope on convention by writing C. E. Arney Jr., NARTB, 1771 N St. NW, Washington.

Built-in TV facilities in public halls and courtrooms were urged by CBS-TV news & public affairs director Sig Mickelson in address Feb. 27 to Fair Trial-Free Press Conference of N. Y. County Lawyers Assn. He urged legal profession to recognize presence of TV cameras and radio microphones as an "inherent right not subject to interpretation and not to be given or withheld by public officials."

Sports TV restrictions will continue in some form, but they face substantial modification. This seemed apparent this week as Govt.'s TV anti-trust suit against National Football League in Federal District Court, Philadelphia, ended fourth week after 10-day recess (Vol. 9:5-7). NFL argued that past court decisions exempt sports from anti-trust laws. Justice Dept. replied that past decisions don't apply because they involved contracts between individual players and team owners, whereas this is first anti-trust case involving sale of TV-radio sports rights. Judge Grim has twice rejected defense motions to dismiss suit. Although observers think he probably won't order elimination of all TV restrictions, he may decide on compromise permitting teams to "blackout" TV when they're home but allowing stations to carry any other game when home team is away. NFL opened defense case this week with League commissioner Bert Bell on stand. He testified at first that unrestricted TV would "positively" kill pro football, but under cross-examination next day he admitted that pro football can live with TV, although "not in the same class and style."

New way to measure audience? Toledo water commissioner George J. Van Dorp says he can tell which TV programs are watched most by measuring how much water consumption rises every half-hour during between-program "breaks." Said Mr. Van Dorp in *Toledo Blade* interview: "Water pressure remains high during a TV program, while everybody is sitting quietly watching, but suddenly drops at the end of the program because—guess what—so many persons get up and go to the bathroom at the same time." According to *Editor & Publisher*, newspaper's promotion mgr. Harry Roberts is distributing reprints of interview, "and if advertisers get the idea that most folks are in the bathroom while their TV commercials are on, Mr. Roberts won't care. He's promoting a newspaper."

Political candidates would be well advised to concentrate their TV efforts on last 10 days before election, according to preliminary findings of Miami U (Oxford, O.) survey financed by \$10,000 Crosley grant. Supporting the recently stated views of CBS chairman Wm. S. Paley (Vol. 9:3), it found that viewers' interest in watching presidential candidates suffered "decided" mid-summer decline and said that candidates might do better to spend more time "whistle stopping," saving TV efforts for final week or so. Prof. Joseph C. Seibert, who headed survey, also reports that citizens who followed campaign on TV were better acquainted with issues than those who didn't, and that TV was highly effective in projecting candidates' personalities.

Muskegon-Grand Rapids fight, wherein FCC refused a hearing to WGRD, Grand Rapids, on its protest to grant to Leonard Versluis in Muskegon (Vol. 9:6), is now in the courts. WGRD asked D. C. Court of Appeals to stay Versluis' grant and make Commission grant a hearing. WGRD asserts that it's a "party in interest" in that Versluis' TV station would cover Grand Rapids, affecting advertising revenues of WGRD. WGRD also charges Versluis with trafficking in licenses because of his sale in 1951 of WLAV-TV. Grand Rapids (now WOOD-TV).

First AM station on Guam, 610 kc, 1-kw, is sought in application filed with FCC this week by Radio Guam, 60% owned by Harry M. Engel Jr., gen. mgr. of KVEN, Ventura, Cal., 40% by Phil Berg, retired actors' agent. Presumably, grant can be made without trouble, since Guam comes under FCC jurisdiction and there are plenty of frequencies available in the Pacific.

New edition of semi-annual *Time Buyers Register*, listing 1700 timebuyers and 5000 accounts they handle, has been issued by Executives Radio-TV Service, 2 East Ave., Larchmont, N. Y. (\$15).

NO WIDESPREAD PRICE HIKES FORESEEN: It's still too early to tell, of course -- but as yet there have been no discernible moves, not on broad scale anyhow, to increase list prices of TV receivers or parts as result of the lifting of OPS price controls (Vol. 9:7-8). But industry leaders still have their fingers crossed, fearful lest some seize on decontrol as reason to boost prices right away.

There's always the supplier, and there's always labor -- but inclination of the major manufacturers, enjoying steady markets, is to give the laws of supply-&-demand full play and, to use words of DuMont tube div. mgr. Fritz Rice, "not to embarrass the new Administration after all we've worked for."

One authority who predicts no increases either in TV-radio or appliances is Harry Holbrook, now sales v.p. of Universal major appliances and former NPA durable goods director. He thinks appliances have reached price peak, says NARDA News.

All remaining controls on refrigerators, ranges, other major appliances, are due to be lifted within week or so.

TV production was 187,584 units (9926 private label) week ending Feb. 20, according to RTMA. Inventories at factory were 139,113. Output was up only about 1500 from preceding week, inventories down about 1000 (Vol. 9:8).

Radio output held to same high level as preceding week, totaling 304,072 (150,609 private label), just about the same as record 304,252 of Feb. 13. Factory inventories went up to 290,126 from 273,695. Production of auto radios continued high. Week's radios: 107,874 home, 22,219 portables, 46,542 clock, 127,437 auto.

STANDARD COIL'S 82-CHANNEL TUNER READY: A new departure in vhf-uhf tuning -- the long-heralded Standard Coil Products Co. detent-type unit, is slated for production within 2-3 weeks. First substantial run of pre-production samples is now under way, and 30-40 will be shipped to manufacturers next week. Standard is about 90% tooled for mass production, says president Glen E. Swanson, and within 30 days of the first production run should be turning out at least 1000-a-day in Chicago & Los Angeles.

New unit by biggest tuner manufacturer is first "automatic" all-channel tuning device. Previously introduced "automatics" -- those which click into place for each channel -- have used strips or "matchboxes" to get only a limited number of uhf channels. Current all-channel sets employ dial-type continuous uhf tuners.

"Simplicity of tuning is of prime importance in TV," according to Swanson, whose vhf turret tuner is in use in some 70 different makes of sets.

First engineering model of new tuner was shown just a year ago (Vol. 8:9). Actual production model, says Mr. Swanson, "looks somewhat the same, is substantially smaller and 2 or 3 times as good."

Tuner has 3 concentric knobs, and window which shows channel number. Inner knob tunes "10s", second one tunes units -- both snapping into place like the conventional vhf tuner. Outer knob is for fine tuning.

It's same height and width as Standard turret tuner, but is 2 $\frac{1}{4}$ -in. longer, should fit most manufacturers' present chassis with some modifications. Price to manufacturers will be "about twice that of turret tuner," or in neighborhood of \$25.

Tuner uses 3 tubes and crystal mixer, adds extra stage of IF when tuned to uhf channels, feeds directly into IF section of set. Different circuitry is used for vhf and uhf portions. Models will be made for both 41 & 21-mc IF. Several big manufacturers already have tested unit in Portland & South Bend, reportedly liked it.

Detent tuner -- so-called because it snaps into position -- will be Standard Coil's first big venture in all-channel uhf tuning, though that company helped design Admiral's recently announced continuous uhf tuner. Latter may never see full-scale production, since Admiral is expected to be one of first to adopt new Standard unit. Standard's uhf production to date has consisted of strips for its turret tuner.

Topics & Trends of TV Trade: Only 2% of TV families buying new sets are turning in their old ones, says DuMont sales mgr. Dan Halpin, who sees definite trend to 2-3 sets in the home. Of 22,000,000 sets now in use, he estimates 2-3,000,000 are second ones, trend being most pronounced in middle-income brackets who retain old set for children or for recreation room . . . Westinghouse, like GE, hasn't yet come near equalling the Big Four (Admiral, Motorola, Philco, RCA) in TV set sales volume—but it isn't for want of promotion; good article telling about Betty Furness and Westinghouse appliance advertising, along with other data on ad-minded president Gwilym Price's big domain, is cover story in March 2 *Time Magazine* titled "Atomic-Power Men" . . . St. Louis market area is TV gold mine: 160,000 families without TV sets, 120,000 small-screen owners, potential for 300,000 uhf tuners looking to upcoming WTVI, Belleville, Ill. (Ch. 54), due on air in early May. Glowing market description came from E. A. Holsten, Motorola merchandising mgr., at dealers meeting there Feb. 24 . . . Crosley has new portable clock radio, called first of its kind but details still secret, to show its field force at Cincinnati meeting March 13; breaks with ad campaign March 22 . . . "Engineering by CBS" will be theme of this year's CBS-Columbia ad campaign, using all media, to sell TV sets . . . Majestic introduces 7 new 21-in. TV consoles from \$320 to \$385, two 21-in. combinations not yet priced . . . Hallicrafters using newspapers & magazines mainly with \$1,000,000 ad budget for new TV-radio line, thru MacFarland, Aveyard & Co., Chicago . . . Chicago area now has more TV sets in use than home phones or bathtubs, says Admiral sales v.p. Wallace Johnson, citing 1,360,000 TVs, 1,320,000 phones, 1,260,000 tubs . . . Hawaii's TV & Radio Industry Assn., which issues seal and codes each TV that comes into islands, reports 17,600 such seals thus far issued, 10,750 sets installed in homes, estimates 35,000 sets will be imported this year.

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More fodder for statisticians is comparison of 1952 passenger auto production of 4,336,477 as against estimated TV output of 6,096,279 (Vol. 9:5). Auto production fell slightly short of 4,500,000 ceiling set by govt. mandate, was 994,117 units below 1951 output of 5,330,594. Many who contend TVs and autos are "production brothers" pointed to sharp parallel in production curves first 10 months of year, at which time TVs maintained lead of about million units (Vol. 8:45). But TV showed whopping production finish of over 1,700,000 units in last 2 months, thanks partly to RTMA's generosity in making December a 6-week statistical period, while autos, hobbled by materials allocations, could muster only 758,948 units in same period.

Four new uhf tuning devices were announced this week by Blonder-Tongue Laboratories Inc., 526 North Ave., Westfield, N. J.: (1) "Ampliverter," single-channel uhf converter-booster with 17 db gain, which mounts on back of TV set, contains 3 tubes, germanium mixer and self-contained power supply. (2) Single-channel converter-booster, already in production, for community and multiple antenna systems. (3) "Ultraverter," all-channel converter, scheduled for production soon. (4) "Ultrabooster," all-channel uhf booster, now in development stage.

Canadian RTMA reports 25,272 TVs with factory value of \$10,565,428 sold during first month of 1953. Toronto-Hamilton led sales with 44.6%, Montreal 24.6%, Niagara Peninsula 11.9%, Windsor 9.3%, other areas 9.6%. Factory inventory totaled 6217 as of Jan. 31. Cumulative sales of Canadian-manufactured TVs to that date were 250,083 valued at \$112,757,136.

DuMont workers in its 4 New Jersey plants, in NLRB election this week, voted 2018-885 for UEW-CIO.

A 1200-station TV industry by 1961—with greatest impact on radio, but not seriously denting newspaper and magazine income—can be supported by nation's economy. That's conclusion of U of Minnesota Prof. J. Edward Gerald and Augsburg College instructor George N. Ecklund, writing in fall 1952 *Journalism Quarterly* on their comprehensive study of "Probable Effects of Television on Income of Other Media." Findings are based on analysis of 1929-1951 advertising and market data, drawn from numerous publications, FCC economists and manufacturers' figures. They assert that TV & radio divide same audience, draw on same investment sources and same fields of specialized personnel, and so they don't separate them in predicting revenues. On basis of rates of change in nation's economy during period studied, they find that pattern of stability in advertising justifies making predictions to 1961. Their analysis presupposes a 5% yearly increase in nation's disposable income to total of \$362.6 billion by 1961. Of this total, advertising will get \$8.814 billion—based on its history of getting less than 3¢ of each dollar spent—newspapers taking \$2.945 billion as their share, TV-radio \$1.17 billion, magazines \$886,000,000. They conclude that printed media's long history of stability means they'll suffer "less erosion, in the event a sharp competitive situation develops," but other media—such as direct mail, outdoor, business papers, etc.—will suffer "progressive shrinkage" during TV's growth.

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Kimble Glass Co. (Owens-Illinois) is taking over present Kaylo Div. plant at Sayreville, N. Y., used for manufacture of calcium silicate insulation material, for TV bulb manufacture. Remodeling and equipping will take until Sept., output to be about 150,000 bulbs per month. By April 15 some bulbs from other Kimble plants will be completed at Sayreville, which will be able to handle every phase of TV bulb making from production of glass to forming & assembling.

Bigness of RCA Victor in TV-radio-appliance economy illustrated in its own 1952 annual report (see Financial & Trade Notes) revealing it paid out \$358,604,000 for some 5000 suppliers for materials & services last year; that 1952 military electronics shipments were double those of 1951; that Victrola phonograph sales were up more than 20%.

Warning to businessmen to keep all records of transactions during period covered by price control regulations was issued this week by OPS Administrator Freehill. He cautioned that suits for criminal violations of price regulations may be filed by Govt. as late as 3 years after date of alleged offense.

Another transistor manufacturer reported is Hydro-Aire Inc., Burbank, Cal., a subsidiary of Crane Co. (plumbing fixtures). Executive v.p. J. H. Overholser says first units will be produced in April and production rate will reach 1000 daily by fall.

U.A. Sanabria's American Television Inc., Chicago, out of TV manufacturing and selling for year, reentering field in March with 27-in. console listing at \$300; formerly selling direct to consumer, it now plans distributors.

Question-&-answer memo from RTMA tax committee chairman A. M. Freeman (RCA) this week clarifies confusion about excise tax on rebuilding of TV picture tubes; it's available from RTMA on request.

J. H. Kenney & Co., 2600 W. 50th St., Chicago, makers of coin machines who also have manufactured TVs on small scale, expect to go out of TV by end of March.

NARDA midyear convention will be held June 28-30 at Chicago's Conrad Hilton Hotel, coinciding with second week of furniture markets.

Trade Personals: John D. Small, recently chairman of Munitions Board, onetime v.p. of Emerson Radio, elected v.p., Pressed Steel Car Co. . . . Don G. Mitchell, Sylvania president, elected to board of Irving Trust Co., New York . . . Raymond W. Herrick promoted to sales mgr., Admiral radio div., replacing Henry Browe, now Motorola-Chicago appliance sales mgr. . . . Edward Berliant resigns as sales v.p., Starrett, to become sales v.p., Vermont American Industries Inc., New York, selling agent for Vermont American Furniture Corp. (TV cabinets, tables, etc.) . . . Paul W. Tanner promoted from merchandising mgr., Arvin TV-radio div., succeeding Ray Spellman, assigned to less strenuous duties on account of health . . . Burton P. Gale, ex-Zenith sales promotion mgr., appointed adv. mgr., Stewart-Warner TV-radio div., replaced by Edward Hassler . . . Robert T. Cavanagh promoted from chief engineer, DuMont receiver div., to asst. research director under Dr. Thomas T. Goldsmith . . . A. J. Molthrop, ex-RCA Victor, appointed to new post of new market development mgr., DuMont receiver div. . . . Gilbert S. McKean appointed director of new special products div., Columbia Records, succeeded as merchandising mgr. of Masterworks div. by Douglas H. Duer . . . Edward B. Hassler named chief of electronic development, Warwick Mfg. Co.; John T. Ralph appointed director of product design, Charles H. Hoeter chief of production engineering, Charles M. Achinikian chief of industrial planning . . . J. Joseph Spelman, ex-Servel, named northeast district mgr., Stromberg-Carlson, headquartering in Rochester . . . Bruce Duncan, ex-Frigidaire, named Crosley Seattle sales mgr. . . . Norman Skier, formerly in charge of new market planning, DuMont receiver sales div., named merchandise mgr. . . . Donald W. Tait, ex-adv. mgr. of Great Lakes Carbon Corp., named Raytheon mgr. of sales promotion . . . Jack Wiseman named v.p. & gen. mgr. of new Raytheon factory branch in Philadelphia . . . Wm. Balderston, Philco president, elected to board of directors of National Industrial Conference Board . . . J. T. McMurphy, ex-Philco appliance representative for southeast div., Birmingham, appointed by Philco as special TV representative for Texas, southern & south-east divisions.

Nomination of AIEE officers and directors, usually tantamount to election, was announced at New York meeting as follows; president, Elgin B. Robertson, Elgin B. Robertson Inc., Dallas. District vice presidents, Walter B. Morton, Penn. Power & Light Co., Allentown; C. P. Almon Jr., TVA, Chattanooga; A. S. Anderson, GE, Denver; George C. Tenny, McGraw-Hill, San Francisco; G. D. Floyd, Hydro Electric Power Commission of Ontario, Toronto. Directors, T. M. Linville, GE, Schenectady; E. W. Seeger, Cutler-Hammer, Milwaukee; Donald I. Cone, Pacific Tel. & Tel., San Francisco. Treasurer, Walter J. Barrett, New Jersey Bell, Newark. Results of mail ballot will be announced at general meeting in Atlantic City, June 15-19.

Military use of industrial TV "would probably stagger the imagination if the military establishment could lift the security curtain." So stated Herbert Taylor, manager of DuMont's transmitter div., in talk to Texas Society of Professional Engineers in Lubbock Feb. 26. Industrial TV, he said, "can easily become more widespread and important in the future than home TV."

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To supply more color telecasts during daytime hours for receiver tests, WPIX, New York, is taking compatible color signal from WNBT, to broadcast 8-11 a.m. daily, with call letters KE2XNK under STA granted by FCC. Because Commission limits colorcasts to periods outside regular programming hours, almost all of WNBT's color emissions have been late at night or very early morning. WPIX is now testing amplifier giving 100-kw ERP.

NARTB's engineering conference at April 28-May 1 convention in Los Angeles shapes up as best yet, with papers by top men covering every phase of TV. Examples: "Waveguides for Uhf," by J. S. Brown, Andrew Corp.; "Contouring of TV Antenna Patterns," L. O. Krause, GE; "Methods of Controlling Vertical Patterns," L. J. Wolf, RCA; "Studio Zoomar," Dr. Frank G. Back; "Proof of Performance," Glenn Gillett; "Experimental Booster for WSM-TV," John H. DeWitt; "How to Set Up a TV Technical Operation with Two Persons," A. J. Baracket & James Valentine, Federal; "Flying Spot Scanner," G. R. Tingley & J. H. Haines, DuMont; "CBS Television City," R. S. O'Brien, R. B. Monroe & P. E. Fish; "Transistors," Bell Labs speaker to be selected and A. A. Barco, RCA; "TV Systems Measurements," Roy Monfort, NBC; "New Developments in TV," Neal McNaughten, NARTB; "Video Tape Recording," John Mullin, Bing Crosby Enterprises; films, projectors and cameras, W. E. Stewart (RCA), Fred Whitney (SMPTE), Paul Huhndorf (KPRC-TV, Houston), L. L. Pourciau (GPL); "Studio Lighting," Herbert A. Kliegl, Kliegl Bros.; "NTSC Color," Dr. W. R. G. Baker, GE; "Conelrad," FCC Comr. George Sterling. For windup, there's symposium on "Low Budget TV Operations," moderated by James L. Middlebrooks, KING-TV, Seattle, and including Leroy E. Kilpatrick, WSAZ-TV, Huntington; Joe Herold, KBTB, Denver; et al.

Tri-dimensional TV for the home isn't an impossibility, say the experts, but they doubt that acceptable pictures can be produced without using 2 TV channels for each station. Stereoscopic TV isn't new by any means, having been used industrially for years in atomic energy installations and the like, but everyone wonders how such system could be set up for home TV without disrupting entire station-allocation setup. U. A. Sanabria, president of American Television Inc., says he has answer in technique using 2 cameras, each producing 15 pictures per second, with receiver to be viewed through polarized glasses. Other engineers are skeptical, expect to see flicker and "twinkle" or "jitter" effects at picture edges because of low repetition rate—but they're willing to be shown.

Electronic Components Symposium in Pasadena, Cal., April 29-May 1, is expected to attract some 1500 scientists and engineers, according to general chairman Dr. A. M. Zarem, Stanford Research Institute. Sponsored by AIEE, IRE, RTMA and West Coast Electronics Mfrs. Assn., symposium will feature 6 sessions: industrial & military problems, Simon Ramo, Hughes Aircraft Co., chairman; environment & packaging, A. W. Rogers, Signal Corps Electronics Lab., Ft. Monmouth; tubes & tube reliability, chairman to be announced; reliability, M. Barry Carlton, Defense Dept. Research & Development Board; resistors, capacitors & dielectrics, Louis Kahn, research director, Aerovox; new devices, Rueben Lee, Westinghouse.

British work with TV boosters may be of value to experimenters here. As described in December *Wireless World*, frequency arrangement isn't entirely clear—but we gather that booster picks up nearest signal, reverses its polarity (from verticle to horizontal) and rebroadcasts it on frequency of most distant British station. E. K. Cole has operated booster at Essex, power not given, said to provide first-class service to 150-sq. mi. area. For coronation, BBC plans to put 1-kw mobile boosters in Tyneside & Belfast, boosting British homes within TV range to 80%.

Britain's 100-kw TV station at Sutton Coldfield—is its planning, design, construction and performance—is described in detail by BBC's P. A. T. Bevan in 23-p. article in February issue of *Proceedings of the IRE*.

Italy's Radio Audiozone Italiana, R.A.I., has ordered £300,000 worth of British Marconi equipment for TV studios in Rome & Milan, transmitters at Rome & Pisa, mobile units at Rome. System uses 625-lines, 50 cycles.

Financial & Trade Notes: RCA's 1952 sales went to all-time high of \$693,941,000, up 16% from \$598,955,000 in 1951 which was 2.1% ahead of the \$586,393,000 in 1950. Net profits were \$32,325,000 (\$2.10 per share), which compares with \$31,192,000 (\$2.02) in 1951 but is considerably down from the record \$46,250,000 (\$3.10) earned in 1950. Annual report released Feb. 27 showed Federal income taxes exceeding net profits—amounting to \$35,037,000 (\$2.52 per share) in 1952, as against \$30,840,000 (\$2.02) in 1951. Lumping all taxes together—Federal, state, local, social security, property—report shows \$44,229,000 in 1952, plus \$22,378,000 in excise taxes, making total 1952 tax bill \$66,607,000 (\$4.80 per share).

Total current assets at end of year were \$304,367,000 vs. \$255,993,000 at end of 1951. Additions to plant and equipment during year amounted to \$26,561,000. There were 64,000 employes at year's end, up 11% in year, and payroll of \$233,848,000, up 15%. There were 181,605 stockholders Dec. 31, of whom 13,421 held preferred stock.

Biggest subsidiary, RCA Victor, accounted for \$507,354,000 of the RCA gross income, or 73.1%, compared to \$440,135,000 (73.5%) in 1951. Due largely to increased TV billings, NBC went up to \$162,521,000 (23.4%) from \$137,156,000 (22.9%).

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Westinghouse enjoyed record sales of \$1,454,272,598 last year, with 23% accounted for by consumer products, including TV-radio. Total was up 17% from \$1,240,801,000 in 1951 (Vol. 8:9), but net income totaled \$68,581,000 (\$4.25 a share on 15,746,426 common shares), up only 6% from 1951 earnings of \$64,578,000 (\$4.03 on 15,549,697 shares). In annual report to stockholders, president Gwilym Price said lag resulted "partly because of high Federal income and excess profits taxes, and partly because of increased costs without compensating price increases." He said sponsorship of political conventions on TV & radio, reaching estimated 40,000,000 audience, and success with uhf receivers, were major factors contributing to high level of consumer products sales. Industrial production accounted for 53% of volume; defense business, 24%.

Clevite Corp. (formerly Cleveland Graphite Bronze Co.) is asking stockholders to vote on proposal for 2-for-1 stock split at annual meeting April 6 in Cleveland. Company plans to offer 200,000 shares to public. Clevite recently purchased majority interest in Transistor Products Inc., Boston (Vol. 9:6), also owns Brush Electronics Co., Brush Laboratories Co., Clevite-Brush Development Co.

Stromberg-Carlson's net earnings for 1952 were \$1,240,746 (\$3.28 a share), nearly double preceding year's \$685,777 (\$1.66). Sales increased to \$48,098,209, up 43% from \$33,632,495 in 1951. President Robert C. Tait predicted "fairly stable level" of TV sales over next few years, and said sales of Stromberg's new high fidelity home music reproduction equipment "exceeded all expectations."

Cornell-Dubilier reports net income of \$404,500 (83¢ a share) on sales of \$10,574,073 for quarter ended Dec. 31, compared with \$354,969 (72¢) on sales of \$9,156,485 same 1951 period.

Emerson's consolidated net profit for 13 weeks ended Jan. 31 was \$899,516 (46¢ a share), nearly triple the \$351,859 (18¢) for comparable period last year.

Davega Stores reports sales of \$8,862,867 for quarter ended Dec. 31, compared with \$8,614,866 same 1951 period.

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Dividends: Sylvania, 50¢ payable April 1 to stockholders of record March 16; Bendix Aviation, 75¢ March 31 to holders March 10; 20th Century-Fox, 25¢ March 28 to holders March 10; Wells-Gardner, 15¢ March 16 to holders March 5; Admiral, 25¢ March 31 to holders March 16; Stromberg-Carlson, 37½¢ April 1 to holders March 10.

Television-Electronics Fund Inc., first open-end investment trust in the field, reports sharp rise in net assets to \$26,301,767 (\$14.56 a share on 1,806,158 shares) for quarter ended Jan. 31 from \$22,503,516 (\$13.57) at end of fiscal year Oct. 31. In 12 months ended Jan. 31, net assets grew \$14,008,842, best 12-month period in Fund's history. This was portfolio as of Jan. 31 (only newcomers to list in quarter being Minnesota Mining and San Diego Corp.):

Common & preferred stocks—Admiral 25,600 shares, Aerovox 12,000, Aircraft Radio 9000, American Bosch 16,000 common & 1300 pfd., ABC 13,500, American Phenolic 20,000, AT&T 6000, Beckman Instruments 6000, Bendix 10,000, George W. Borg Corp. 6750, Burroughs Adding Machine 16,500, Clevite Corp. 6300, CBS "A" 12,000, Consolidated Engineering 22,000, Consolidated Vultee 20,000, Cornell-Dubilier 8000, Corning Glass 6000, Cutler-Hammer 3500, DuMont "A" 8000, Eastman Kodak 19,500, Emerson 20,000, Erie Resistor 8000, Fairchild Camera 2000, General Controls Co. 10,000, GE 13,500, General Instrument 9500, General Railway Signal 10,000, Haloid 3500, Hammond Instrument 10,000, Hazeltine 20,000, IBM 2700, International Resistance 20,500, IT&T 17,000, La Pointe-Plascomold 7000, Mallory 7000, Minneapolis-Honeywell 8000, Minnesota Mining & Mfg. Co. 5000, Motorola 19,800, Muter 4000, National Cash Register 12,600, Northrop Aircraft 22,000, Oak Mfg. 10,000, Otis Elevator 17,000, Owens-Illinois Glass 2000, Philco 16,000, Photon 8000, RCA 27,900, Raytheon 12,600 common & 2000 pfd., Remington Rand 12,500, Robertshaw-Fulton Controls 10,000, San Diego Corp. 2000, Servomechanisms 20,000, Speer Carbon 7000, Sperry 10,000, Sprague Electric 6000, Sylvania 21,200, Thompson Products 11,000, Tracerlab 2000, Tung-Sol 10,000, United-Carr Fastener 15,000, United Specialties 3200, Vitro Mfg. 3030, Walt Disney Productions 8000, Webster-Chicago 9400, Western Union "A" 11,000, Westinghouse Air Brake 20,000, Westinghouse 22,000, Zenith 5500.

Affiliated Companies—Clark Controller 12,000, Conrac 9000, Federal Enterprises 10,000, Indiana Steel Products 14,000, Telecomputing Corp. 18,000, Television Associates 2400, Weston Electrical; govt. securities, \$798,000.

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Short interest in TV-radio and related stocks on N. Y. Stock Exchange showed these changes between Dec. 15 & Jan. 15: Admiral, 7352 Dec. 15 to 7203 Jan. 15; Avco, 4021 to 9457; GE, 11,801 to 7787; IT&T, 11,612 to 7739; Magnavox, 5675 to 5335; Motorola, 17,669 to 15,177; Philco, 5569 to 5247; RCA, 25,635 to 20,140; Sylvania, 3200 to 8800; Tung-Sol, 3200 to 7260; Zenith, 10,131 to 8368. Between Jan. 15 & Feb. 13 the short interests were: Admiral, 7203 Jan. 15 to 6537 Feb. 13; American Bestg.-Paramount Theatres, 4114 (old ABC) to 6070 (new); Avco, 9457 to 9934; GE, 7787 to 6992; Loew's 990 to 5115; Magnavox, 5335 to 5147; Motorola, 15,177 to 14,390; Philco, 5247 to 5401; RCA, 20,140 to 17,745; Raytheon, 1425 to 3791; Sylvania, 4800 to 4160; Tung-Sol, 7260 to 5640; Twentieth Century-Fox, 500 to 2716; Zenith, 8368 to 7194.

Warner Bros. stockholders last week approved reorganization plan, dissolving old Warner Bros. Pictures Inc. and giving stockholders equal shares in new producing firm and theatre firm. New production firm, Warner Bros. Pictures Inc., and new theatre operating Stanley-Warner Corp., each is capitalized at \$25,000,000, with stockholders of parent company getting half share in each new company in exchange for each share in old firm. Stock in theatre company formerly held by members of Warner family was sold to Fabian Enterprises Inc. For 3 months ended Nov. 29, parent firm showed sales of \$26,378,000, net income of \$1,072,000 (21¢ on each of 4,950,600 shares) compared with \$29,585,000 sales, net income of \$2,605,000 (46¢ on 5,619,785) for corresponding 1951 period.

TRUSTEE CORPORATION, or interim operation idea, is again being pushed as another technique for bringing service now to cities which might otherwise have to wait for conclusion of long competitive hearings. Staunchly espousing proposition is Paul Bartlett, of KFRE, Fresno, who has yet to sell it to his competitor for Ch. 12, KARM. He's following up on suggestion offered by Comr. Rosel Hyde in his dissent in Macon "joint AM" case (Vol. 9:7).

Bartlett doesn't seek to eliminate the hearing; he wants contestants to share ownership and costs of building a station to be managed independently until final hearing decision awards channel to one applicant. Thus, proposal differs from the other "quick service" methods employed to date. These have eliminated hearings in following ways:

(1) Simple withdrawal of applications by those who doubt they can win contests, leaving field free to uncontested applicant.

(2) Mergers—relatively simple where only one AM station or none is involved, much tougher where 2 or more are located in same city, tougher for parties to get together and tougher to garner FCC approval (as it was in Macon case). Mergers are also risky in that they invite competition from brand new applicants, as in Miami and Tulsa (Vol. 9:8)—and hearing isn't eliminated, thus frustrating purpose of merger.

(3) Shared-time operations, such as were granted for Salinas-Monterey (Vol. 9:8), which Commission is prepared to grant with little hesitation.

Here's Bartlett's outline for "trustee corporation" setup:

(1) New corporation would be formed, with each competitor holding equal share and a disinterested third party holding small percentage and "balance of power" in management. Competitors would share costs, profits, losses.

(2) Station would be placed on air, managed independently, while contestants battle it out in hearing. No testimony would be based on operation of station under trusteeship.

(3) Successful applicant would take over station, reimbursing loser for outlay in construction and operation.

There's lots of dispute over practicality and legality of proposal, but fact that Comr. Hyde is warm towards it and several of his colleagues are open-minded about it is encouraging renewed consideration by applicants.

Power increases & channel shifts: WBRC-TV, Birmingham, from Ch. 4 to Ch. 6, from 15 kw to 100 kw, on Feb. 19; WOW-TV, Omaha (Ch. 6), from 17.2 kw to 100 kw, Feb. 24; WCBS-TV, New York (Ch. 2), from 18.3 kw to 42 kw, Feb. 19. Due to increase power shortly: WHEN, Syracuse (Ch. 8); WABC-TV, New York (Ch. 7); KSD-TV, St. Louis (Ch. 4); WBEN-TV, Buffalo (Ch. 4). First post-freeze station to increase is KFEL-TV, Denver (Ch. 2), going from 5.6 kw to 15.9 kw March 1 with installation of 5-kw transmitter. With new antenna, station expects to hit 28.2 kw by April 1, and with 10-kw transmitter 56.5 kw late this summer; during early summer, it plans to operate 5-kw transmitter experimentally from Mt. Evans, "highest TV transmitter site in the world." WAVE-TV, Louisville, is due to shift from Ch. 5 to Ch. 3, sometime in April, increasing power to 100 kw, height to 914-ft. above average terrain. KPRC-TV, Houston (Ch. 2), has 35-kw amplifier, but increase isn't expected until May because of tower-antenna delay.

WATV is expected to move from Newark to Empire State Bldg. by June 1 rather than September (Vol. 9:8), according to engineering v.p. Frank Bremer. He says everything is ready except new antenna, which is due "on or about March 15" and should be installed and adjusted within 45 days thereafter.

San Diego's KFMB-TV & KFMB grossed \$1,900,000 from time, talent & services during 1952, has been running at operating cost of approximately \$105,000 per month (\$1,260,000 a year). Without disclosing exact TV earnings, these are among figures cited as inducements that led Wrather-Alvarez group to purchase the stations for \$3,000,000 plus \$150,000 in consulting fees from John A. Kennedy interests (Vol. 9:5), according to formal transfer application filed with FCC this week. Among other data, it's shown that gross TV receipts last November ran approximately \$166,000, December \$158,000; that radio receipts ran \$22,000 & \$24,000 in same months; that AM operation lost about \$40,000 in 1952; that gross income from NBC for 11 months of 1952 was approximately \$79,000; that chief engineer Thornton Chew holds 5-year contract at \$10,000 per year; that co-buyer Jack Wrather, California oilman, is worth in excess of \$4,000,000, had income of \$450,000 per year in 1951 & 1952; that co-buyer Helen Maria Alvarez, who owns Tulsa's KOTV in partnership with Mr. Wrather, is worth in excess of \$1,000,000, had income of \$40,000 per year last 2 years.

Only 4 applications for new stations were filed with FCC this week. Sole vhf was for Yuma, Ariz., Ch. 11, by group headed by Park Dunford, Los Angeles fertilizer plant owner. Three uhf were for Rochester, N. Y., Ch. 15, by adman Maurice R. Forman and owners of WGVA, Geneva, N. Y.; Cincinnati, Ch. 54, by Robert Rounsaville, Atlanta (WQXI) who holds CP for TV in Louisville and is applicant for various other cities where he owns AM stations; Sheboygan, Wis., Ch. 59, by WHBL-Sheboygan Press group. These bring to 691 total applications now pending, 250 of them uhf. [For further details about foregoing applications, see *TV Addenda 16-H* herewith; for complete listings of all post-freeze grants, new stations, hearings, etc., see *TV Factbook No. 16* with all Addenda to date.]

Unique competition for Channel 59 in Sheboygan, Wis., developed this week with filing of application by WHBL Inc., opposing that of Television of Sheboygan Inc. Matt Werner and family, who own *Sheboygan Press*, have 36.8% of former application and about 66% of latter. Majority stockholders of WHBL are Charles E. Broughton and Robert A. Saltzstein. Obviously, there's no love lost between Werner family, which once owned WHBL completely, and other WHBL stockholders. Part of problem is dispute over ownership of land on which WHBL is located. Both groups are ready to do battle for the channel, and FCC is faced with novel question of whether both applications comply with its rules.

Purchase of WTVN, Columbus, by Radio Cincinnati Inc., owned by Taft newspaper-radio family (*Cincinnati Times-Star*, WKRC-TV, WKRC) was approved by FCC Feb. 25 and new owners have taken over with Hulbert Taft Jr. in charge. Sale deal in January (Vol. 9:3) involved \$1,340,000 for equipment and \$160,000 for land & buildings payable in cash to seller Edward Lamb day of approval, plus 10-year retainer as consultant at \$12,500 a year. Mr. Lamb also owns WICU, Erie, and holds CP for WMAC-TV, Massillon, O.

New rules for tower lighting and marking (Docket 10344) were adopted by FCC Feb. 25, but the unpopular proposals for guy wire marking and lighting (Vol. 8:46, 50-51 & 9:2) were deleted. Comrs. Sterling and Bartley dissented in part. Rules become effective March 30.

Note to TV station operators or prospective operators: We've been asked to keep a lookout for executive openings for several high-level TV-radio executives—all with network & station experience and several with money to invest for part ownership. We'll be glad to give the names to bona fide inquirers.