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ARTS AND INDUSTRY

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with **ELECTRONICS** **REPORTS**

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TV SWINGING TO FILM—AND VICE VERSA: It's a simple axiomatic fact, beyond dispute, that film is becoming increasingly important to TV. And it shouldn't require a wedding of a big network with a big motion picture exhibitor (ABC-UPT) to impress upon movie diehards the other side of the coin: TV is important to the film industry.

Filmed programming, filmed news, filmed backgrounds, filmed commercials -- all are now integral to TV, and requirements are steadily growing. Many new stations, expanding program schedules, depletion of network time, economies of syndication to multiple users -- all dictate TV's heavy swing to film.

Banking heavily on future of film in TV -- and not merely kinescope recordings -- NBC this week set up an autonomous film division on par with its TV-radio networks div. and its stations div., with film v.p. Robert W. Sarnoff in charge; he's son of the RCA chairman, now reports directly to president Frank White.

This division's activities include film procurement, production and syndication, White announcing he expects it to become a "centralized source of film material and services not only to NBC-TV [but] also to other stations and enterprises." It's an open secret that NBC plans to go beyond TV in its film services; among plans are films for theatrical release, including currently a condensation of its Victory at Sea series and remakes of highlights of top-flight shows like the Colgate Comedy Hour & All Star Revue, featuring Jimmy Durante, Eddie Cantor, Martin & Lewis, etc.

"An annual profit of \$40,000,000" from TV film production and syndication is anticipated by NBC in about 3 years, reports March 7 Billboard Magazine, quoting a "confidential report" to Gen. Sarnoff. This may be the usual hyperbole of show business, but Billboard purports to know that NBC film operations netted \$5,000,000 profit in 1952 and says the network anticipates "film activities will parallel, or perhaps even exceed, its live programming by 1956."

It's of more than passing significance, too, that RCA Victor is sponsoring filmdom's big Academy Award dinner March 19 (see Telecasting Notes); this comes only a few days after RCA board meets in Los Angeles, so presumably the RCA brass intend to put in an appearance on a scene that TV will inevitably dominate one day.

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TV has cut into boxoffice -- there's no doubt about that, and few think the wound is going to be healed by third dimension or fourth dimension, "smellies" or "feelies", or theatre TV. It's hard to believe the movie industry isn't yet convinced it should make its peace with TV -- considering how the latter is expanding, to say nothing of TV's terrific promotional potentialities.

Yet to date TV film production hasn't been lucrative for movie producers who have made tentative stabs at it. Independents, sometimes operating on a borrowed shoestring, and to some extent networks, radio transcription people and ad agencies, have taken over the field up to now. But when TV films begin bringing in big money,

there's no doubt the big producers will swallow their pride and try to regain their position by producing epics for the fuzzy little screen in the living room.

As for backlogs of played-out feature films from the major producers, they will inevitably be released to TV when there are enough stations to make it worth while for them to stand up against exhibitor protests. In fact, those written-off properties in storage are probably the most valuable assets some film makers have.

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Breaking down big producers' disdain for the TV upstart has been long and tedious process, opposed by theatre owners -- but it's evident that both producers and distributors are beginning to see possibilities of kinship of the two media.

TV's promotional value has won over nearly all major producers, reports the authoritative Motion Picture Herald, which notes that it's now standard practice for film companies to permit stars to appear on TV in exchange for showings of clips from current pictures. That's aside from buying time on TV stations.

Even MGM, long aloof from TV, now apparently realizes the value of TV and has arranged for appearances of its stars and showings of scenes from 3 of its films on Ed Sullivan's CBS-TV Toast of the Town. And 20th Century-Fox, in deal with same program announced March 5, will provide at least 24 monthly "miniature world premieres" of its pictures, plus stars, over next two years. Fox followed up announcement with ad splashes in film trade press urging exhibitors to "plan and purchase spots just before and after Toast of the Town to sell your own playdate."

Walt Disney has promoted via TV for several years, most recently on CBS-TV's Omnibus with special film showing how Peter Pan was made; also on Ed Sullivan show. Sam Goldwyn misses no chances for TV publicity rides, including guest appearances, and his son, just out of the Army, has gone to work for CBS-TV as a producer.

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Hollywood's long-time reluctance to let its stars appear on TV has actually had a salutary effect, for it forced new medium to build many of its own stars virtually from scratch. On its part, TV hasn't banned its stars from making Hollywood movies. Quite the contrary -- Hollywood is now finding ready-made audiences for TV-built-up stars like Martin & Lewis, Charlton Heston, et al. Even Sid Caesar and Imogene Coca reportedly have signed to make feature film this summer. Lucille Ball who achieved far more fame on TV than in the movies, will star with her husband Desi Arnaz in a full-length movie version of their top-rated I Love Lucy.

Subscription TV is white hope of some movie moguls -- but as commercial TV grows and profits, this potential is nebulous. On occasion of his 50th anniversary in the movie business, film pioneer Adolph Zukor told Variety: "Major films will be made in Hollywood [during the next half century] as now, the pictures being distributed to homes by way of TV as well as to theatres in the regular way. The public will demand our films at home on TV and will be willing to pay for them."

[For article on TV's impact on newsreels, see p. 8.]

SPRINGFIELD-HOLYOKE & LAWTON, OKLA.: You can add populous Springfield-Holyoke to new uhf-served areas -- for their 2 new stations, while not yet on schedules, have run or are about to run low-power interim tests and will be in business shortly. They're using same kind of 12-kw GE plant first delivered to WHUM-TV, Reading, Pa.

Springfield's WWLP (Ch. 61) was putting in antenna and klystrons this week end, turns on full power in week or so. Meanwhile, on March 1, it ran brief 100-watt tests with dipole. It will interconnect by March 15 with NBC-TV & ABC-TV.

Holyoke's WHYN-TV (Ch. 55) definitely starts low-power tests this week end; 100-watt exciter is in, but 12-kw amplifier is still being installed. Test patterns on both low and high powers will be followed by network interconnections (CBS-TV & DuMont) and full program schedules before end of this month.

Springfield-Holyoke are one town for all practical purposes -- contiguous, with center of one just 6 mi. from center of other. Transmitters are only 10 mi. apart. Nearest TV stations are vhf in Albany, 75 mi.; Boston, 80; Schenectady, 85.

These make 19 on-the-air so far this year, 36 post freeze, 144 total. Quite a few more are on verge of starting. By month's end there could be dozen or more, for recapitulating our records we find these promised for March (not necessarily in this order): WBAY-TV, Green Bay, Wis. (Ch. 2); KSCJ-TV, Pueblo, Colo. (Ch. 5); KVTV, Sioux City, Ia. (Ch. 9); KELO-TV, Sioux Falls, S.D. (Ch. 11); KCBD-TV, Lubbock, Tex. (Ch. 11); KGUL-TV, Galveston, Tex. (Ch. 11); KGNC-TV & KFDA-TV, Amarillo, Tex. (Ch. 4 & 10, respectively); KTTS-TV, Springfield, Mo. (Ch. 10).

Equipment test authorizations had been issued by FCC at week's end only to the Sioux City and Springfield grantees, though Green Bay and Amarillo's KGNC-TV hold STAs (special temporary authorizations) to begin commercial operation.

These uhf are due in March, though not for sure in all instances: WICC-TV, Bridgeport (Ch. 43); WLEV-TV, Bethlehem, Pa. (Ch. 51); WAFB-TV, Baton Rouge (Ch. 28); WCOV-TV, Montgomery, Ala. (Ch. 20); WKST-TV, New Castle, Pa. (Ch. 45); WPAG-TV, Ann Arbor, Mich. (Ch. 20); WLOK-TV, Lima, O. (Ch. 73); WTVO, Rockford, Ill. (Ch. 39).

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All of the vhf are good prospects for this month, barring unforeseen trouble, most of uhf too. Bethlehem's WLEV-TV is already advertising itself widely in trade press but is waiting for network interconnection, due momentarily, then will be all ready to start. Bridgeport's WICC-TV, Federal's first 1-kw and delayed recently by hospitalization of mgr. Phil Merryman, may be ready for tests by March 15. Rockford's WTVO is example of "cautious" approach; co-owner Elmer Balaban says antenna is due March 15, adds: "So we are expecting to be on the air sometime this month, but we are not announcing a formal on-the-air date until we have a good picture."

Previously reported for February, Tucson's KVOA-TV (Ch. 4) now talks about sometime in April or May. Previously reported for March, but unlikely, are KDZA-TV, Pueblo (Ch. 3); WKNX-TV, Saginaw, Mich. (Ch. 57); WATR-TV, Waterbury, Conn. (Ch. 53). We have no record of equipment ordered or shipped to the Waterbury grantee.

Meanwhile, beware erroneous reports on starting dates continuing to issue from the networks. Illustrating carelessness was ABC's March 2 release incorrectly reporting March 1 starts for KGUL-TV, Galveston (which says March 15); WEEU-TV, Reading, Pa. (April 15); WFTV, Duluth, Minn. (May 1).

[For latest reports on other upcoming new stations, see page 9.]

7 CPs GRANTED, MORE HEARING DATES SET: First of new batch of hearings were scheduled by FCC this week -- Spokane (Ch. 2) and Ft. Wayne (Ch. 69), to start April 6 -- as it chalked up 7 more CPs (4 vhf, 3 uhf), making 281 to date. Eleven more cities are being lined up for hearings (for list, see Vol. 9:8), dates to be announced from time to time -- probably several a week from now on.

Working down through smaller and smaller cities in priority Group A, where many towns have no applications, FCC went through 24 more cities to 310th on list. It advanced no further in Group B.

Backlog of uncontested applications free for grant has really dropped in last 2 weeks, what with large number of CPs (26) and small number of applications (7). "Clear" applications now total 84 (25 vhf, 59 uhf), compared with 105 two weeks ago. Contested channels remain same -- 254.

Another shared-time proposal was submitted to FCC this week, Rochester's WVET & WHEC amending their competing applications and agreeing to share Ch. 10. It's second such application; FCC granted first to Salinas & Monterey, Cal. (Vol. 9:8).

The vhf grants: Clovis, N.M., Telepolitan Bcstg. Co., Ch. 12; Medford, Ore., Southern Oregon Broadcasting Co., Ch. 5; Bismarck, N.D., KFYZ, Ch. 5, and Rudman Television Co., Ch. 12.

The uhf CPs: Bloomington, Ill., Cecil W. Roberts, Ch. 15; Sherman, Tex., Sherman Television Co., Ch. 46; Charleston, W.Va., WKNA, Ch. 49.

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Sidelights on grantees: Clovis CP-holder is partnership of farmers Sid S. & Sam W. Pipkin. With acquisition of Bismarck CP, oilman M.B. Rudman is fast nearing limit of 5 permitted to a single entity; he has grants in Galveston, Tex. and Minot,

N.D., owns 50% of Billings, Mont. grant, is applicant for Fargo, N.D. The Medford, Ore. CP is 50% owned by Amos E. Voorhies, publisher of the Grants Pass Courier, 50% by KIEM, Eureka, Cal., a TV applicant.

Uhf grantee in Bloomington, Cecil W. Roberts, owns AMS in 5 small Missouri and Kansas towns. Sherman, Tex. CP-holder is controlled by Prather family, Dallas realtors and owners of Flippen-Prather Stores. Joe L. Smith Jr. (WKNA), Charleston, also owns WJLS, Beckley, TV applicant.

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Most outspoken charge of "strike" application to date was levied this week against WOPI, Bristol, Tenn., by WCYB, competitor for Ch. 5. WCYB asked FCC for conditional grant pending comparative hearing, alleging "the WOPI application was not filed in good faith but was filed for the purpose of delaying and hindering [a grant to WCYB]." WCYB president Robert H. Smith, former chief engineer of WOPI, says that WOPI misrepresented its finances; that it specifies antenna site it knows can't be used; that it concealed bankruptcy history of WOPI president W.A. Wilson.

Others appear encouraged by FCC's concern over "strike" applications and the like, as voiced by Chairman Walker in testimony before House committee (Vol. 9:8). They ask either for conditional grants or that opponents' applications be thrown out. WMAM, Marinette, Wis., questioned good faith of WMAW, Green Bay, challenged its financial qualifications. WORD, Spartanburg, S.C., asks for reconsideration of grant to WIS-TV, Columbia, charging excessive overlap in coverage and ownership between WIS-TV & WSPA, Spartanburg. Tri-State Telecasting, Chattanooga, wants conditional grant, questions financial qualifications of opponents WDEF and Southern TV.

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

THE UHF MARKETS: YOUNGSTOWN, OHIO: Youngstown is potentially one of the best uhf markets in the country -- and we caught it in an interim and rapidly-changing stage of development on our trip there this week. Briefly, here's the situation:

WKBN-TV (Ch. 27) is on the air, carrying CBS-TV, ABC-TV & DuMont. WFMJ-TV (Ch. 73), after desultory starts with test patterns in February, was finally scheduled to get going Sunday, March 7, at 3 p.m., as a basic NBC-TV affiliate.

Area has 50-100,000 TV sets getting vhf signals, poor but usable, from Cleveland and Pittsburgh. Adding important and peculiar twist is fact that Cleveland's WNBK (NBC) has figure-8 pattern delivering almost no signal to the area.

Net effect has been that customers rushed to buy uhf converters and new vhf-uhf sets when WKBN-TV took to the air (first tests Jan. 6, network Jan. 20). Then demand simmered down to a rate regarded as quite good for this time of year as they wait for WFMJ-TV to bring in NBC-TV. NBC Research credits area with 20,000 uhf sets as of Feb. 1. Locally, there's no agency attempting to keep accurate count of sets.

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Youngstown should be an excellent uhf city because it's uhf-only, has 3 channels, is 60 mi. from any vhf station on air now or to be built for a long time -- in fact, as long as present allocation plan remains unchanged in area. Furthermore, Youngstown market is very substantial -- 528,498 pop., according to 1950 U.S. Census; 153,496 households, according to J. Walter Thompson estimate of Jan. 1, 1953.

Third CP in Youngstown, Polan Industries' WUTV (Ch. 21), hopes to get going in July with 12-kw GE transmitter. Meanwhile, WKST-TV, New Castle, Pa. (Ch. 45), 15 mi. away, will test shortly, claiming Youngstown coverage. WHHH-TV, Warren, O. (Ch. 67), 12 mi. away, is silent about plans.

Terrain isn't rough, but there are some substantial ridges. From our own observations and those of servicemen, it's evident good signals are available in and near Youngstown, though there is some trouble behind hills. Quality is more variable as you get 10-25 mi. from transmitter. This is with 16-kw ERP from tower of WKBN-TV 550-ft. above average terrain. WFMJ-TV is starting with 19.6-kw ERP from 300 ft. above average terrain.

Philco made spot-check of area, found pictures generally good at 20-30 mi. Its engineers also found substantial variations between hills and valleys.

Customers' buying habits are worth elaborating. Virtually all vhf reception is via antennas 25-100 ft. high; we saw some that had to be lighted under CAA regulations. Potential customers have been waiting for uhf stations to be received with small antennas or none at all. When WKBN-TV began telecasting, many people bought sets, and quite a few owners of vhf sets converted -- usually as cheaply as possible.

But conversions aren't coming at heavy rate yet. Vhf owners are waiting for WFMJ-TV to bring them the NBC schedule they can't get from WNBK. They aren't very anxious to spend the \$50 or so needed to bring in WKBN-TV's schedule, most of which they now get, after a fashion, from Cleveland & Pittsburgh.

As you'd expect from the foregoing, dealers are putting heaviest promotion behind "built-in antennas, no outside antenna needed." Compared with Cleveland & Pittsburgh pictures, results produced by built-ins are frequently good. But they don't compare with quality of pictures from good outdoor installations.

Some dealers in area are lead-footed, curiously, losing sales they could be getting by careful demonstrations. Several good-sized stores didn't even have sets equipped to demonstrate a uhf picture. One very large department store showed an unforgivably poor picture. Salesmen, on commission, want either to sell a lot of sets with built-in antennas or fewer sets with expensive vhf-uhf installations -- including high towers, boosters and rotors. It's harder to sell the "average" installation -- a situation which will probably change soon.

Dealers bought heavily on converters, find they aren't moving fast. People want built-in vhf-uhf. Some dealers, caught with substantial vhf-only inventories, were counting on moving them with external converters, but have been disappointed. Bow-tie & reflector is far-and-away most common uhf antenna. Corner reflectors are offered, have few takers.

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Situation will be changing for some time, producing a lot of sales and a lot of headaches. Advent of WFMJ-TV should be tremendous boost. WKST-TV will nudge customers a little more. Then Cleveland vhf stations will increase their powers and/or heights. WNBK will put out an omnidirectional pattern, improving signal in area, but it will switch from Ch. 4 to 3. WXEL will increase power but shift from Ch. 9 to 8. WDTV, Pittsburgh, which lost viewers when it shifted from Ch. 3 to 2, will regain some when it increases power, probably in May.

Thereafter, WUTV, Youngstown (Ch. 21), hopes to get going -- in July -- taking over ABC-TV and possibly DuMont from WKBN-TV. And when WKBN-TV & WFMJ-TV add 10-kw amplifiers some time later, their ERP will increase about tenfold. It adds up to lot of confusion -- but it all means more and better service to everyone in area.

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Pleased by developments to date, WKBN-TV president Warren Williamson Jr., a broadcasting pioneer and an engineer, points to comfortable list of sponsors, takes great pride in showing off his magnificent \$1,000,000 plant housing TV-AM-FM. He says every man-jack of TV staff comes from radio staff of 60 people.

"We trained our own," he says. "These are local people, with roots here. We don't go for these expensive hot-shots from out of town." TV & radio are completely integrated, including sales staff.

Station runs 11 a.m.-midnight, starting off with 2-3 hours of test pattern -- to great satisfaction of overworked servicemen.

"We do everything ourselves," Williamson says. And he means everything -- from transmitter installation to fine panelling and cabinetry of offices. Building has been under construction 5 years, a climax to history going back to 1926 when station started with 7½-watt AM transmitter.

Station has 539-ft. tower to which 250 ft. can be added if needed. There's room in rear of building for addition of 50-kw amplifier -- if and when needed.

Williamson predicts, summing up his experience: "A lot of people in the industry are going to be surprised over the success of uhf."

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WFMJ-TV sales manager Len Nasman has been biting his nails, naturally, over repeated delays in getting on air. Channel 73 transmitter is highest frequency unit

delivered by RCA so far, and Nasman insists he's making haste slowly because he must start with "perfect" picture. After tests this week under variety of conditions, including network pickups, he's finally satisfied.

"We have a terrific lineup of sponsors," he says, showing us the list, "but I'm bound to lose a few unless we get going soon." WFMJ-TV will be an NBC "must".

Staff has been "dry-running" local shows for a month, while engineers probed transmitter's innards, and should have hard time explaining away any flubs.

Station is starting out by moving in on its AM-FM facilities -- in both studios and transmitter house. New \$500,000 building and 1000-ft. tower are planned. "If Channel 73 turns out to give less fill-in than the lower channels," Nasman says, "the 1000-ft. tower will more than make up for it."

Owned by Youngstown Vindicator, only paper in town, station has excellent promotion backing, will go all-out when it begins telecasting.

Transmitter is located only about a mile from WKBN-TV's, minimizing problem of orienting receiver antennas. WUTV is still hunting site, has sought land nearby and has discussed with WKBN-TV and Truscon engineers the possibility of putting its antenna on WKBN-TV's tower, side-by-side with the WKBN-TV antenna in "candelabra" arrangement. If permanent site isn't found soon, WUTV will erect temporary antenna on tall building downtown.

Personal Notes: Gustav B. Margraf, NBC v.p. & gen. attorney, named v.p. in charge of talent & program administration, reporting to program dept. v.p. Charles C. Barry; Thomas E. Erwin appointed v.p. & gen. attorney . . . Fred Shawn appointed NBC director of program administration, reporting to Mr. Margraf, as will Hal Kemp, mgr. of talent office. John Rayel promoted to TV program mgr., reporting to Tom McAvity, national program mgr.; Rayel succeeds Carl Stanton, now director of film div. . . . Wm. P. Robinson, Crosley Broadcasting Corp. v.p., appointed gen. mgr. of its WLWA, Atlanta (formerly WLTV), succeeding Wm. T. Lane, who had agreed to stay until all details of transfer from old owners were completed . . . George W. Fuerst, ex-ABC, named NBC-TV Spot Sales rep in San Francisco, succeeding Carl Nielsen, resigned . . . Paul A. Walker, FCC chairman, honored as 50-year member of Sigma Alpha Epsilon at Founder's Day dinner in Washington March 7 . . . Gordon W. Olive, veteran director of engineering, Canadian Broadcasting Corp., retires from CBC at end of month, presumably will be succeeded by his asst. W. G. Richardson . . . William M. Materne, ex-spot sales mgr. of ABC-owned radio stations, appointed sales mgr. for both TV & radio stations . . . David H. Hedley, ex-adv. promotion mgr., *Cosmopolitan Magazine*, appointed mgr. of sales presentations, NBC adv. & promotion dept., reporting to v.p. Jacob A. Evans . . . Samuel Goldwyn Jr., just out of Army, joins CBS-TV as producer in new & public affairs dept. . . . Howard O. Peterson, sales v.p. of KMTV, Omaha, has resigned to become gen. mgr. of new KTVH, Hutchinson, Kan. (Ch. 12), succeeded at KMTV by Arden Swisher, ex-WNAX & KOIL . . . Van Beuren DeVries, ex-WMAL-TV, Washington, to be program director of new KRTV, Little Rock, Ark. (Ch. 17) due on air in April (Vol. 9:5) . . . Spurgeon (Spud) Chandler, ex-Yankees pitching star, who retired from playing in 1947 and quit recently as Yankee scout, named sports director of WSB-TV, Atlanta . . . Everett Holles, staff commentator, named director of MBS Washington operations, succeeding Hollis Seavey, now heading Clear Channel Broadcasting Service . . . John Bates named TV-radio director, Lambert & Feasley . . . George McGovern, ex-NBC director of sales development, named director of research, Wm. Esty Co.

American Women in Radio & Television Inc. (Doris Corwith, NBC, president) holds 1953 convention in Atlanta Biltmore Hotel, April 30-May 3.

Network TV-Radio Billings
January 1953 and January 1952
(For December reports see *Television Digest*, Vol. 9:5)

NETWORK TV billings were \$17,447,905 for first month of 1953, reports Publishers Information Bureau, up from \$15,071,559 in January 1952. CBS-TV nudged within \$200,000 of NBC-TV, threatening latter for top place for first time. All-time TV high was \$17,462,216 for December 1952 (Vol. 9:5).

Network radio held reasonably firm in January, totaling \$13,873,362 vs. \$14,925,095 in December and \$14,519,511 in January 1952. CBS as usual led in radio billings—nearly \$1,000,000 ahead of NBC. The complete PIB tables:

NETWORK TELEVISION			NETWORK RADIO		
	Jan. 1953	Jan. 1952	Jan. 1953	Jan. 1952	
NBC	\$ 7,521,553	\$ 7,259,307	CBS	\$ 5,157,346	\$ 5,161,397
CBS	7,321,386	5,074,643	NBC	4,260,555	4,357,353
ABC	1,604,892	2,020,461	ABC	2,669,327	3,301,479
DuMont	1,000,074	717,148	MBS	1,786,134	1,699,232
Total	\$17,447,905	\$15,071,559	Total	\$13,873,362	\$14,519,511

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

Joseph G. Csida, editor of *Billboard Magazine*, one-time RCA record div. executive, has resigned effective March 20 to become v.p. & gen. mgr of the 4 music publishing firms controlled by George & Eddie Joy, namely, Santly-Joy, Oxford, Hawthorne (all ASCAP) and Trinity (BMI). He will also handle talent management. New offices are at 1619 Broadway, New York. Roger Littleford, co-publisher of *Billboard*, becomes acting managing editor.

Kingsley H. Murphy, 68, onetime publisher of the *Minneapolis Tribune* and a member of the board of Minneapolis Star and Tribune Co. (Cowles), died at his home in Minneapolis March 4. He owned KSO, Des Moines, at one time controlled WTCN, at time of death held interlocking stock interests in WCCO & WCCO-TV, Minneapolis, along with Ridder newspapers and CBS.

Quiz of FCC by House Interstate & Foreign Commerce Committee, started Feb. 20 (Vol. 9:8), resumes March 12.

Station Accounts: One new station getting off to terrific commercial start will be WAFB-TV, Baton Rouge, La. (Ch. 28), which has moved up announced starting date from early March to "last week in March." It will get service from all 4 networks, lists 37 of their accounts already signed, plus 22 local shows, 32 spot accounts (Adam Young, rep); national spot includes Blensol, Crosley, Bulova, Brown & Williamson, Pepsi-Cola, Borden, Elmer Candy Co., Jackson Brewing Co., Dixie Brewing Co., American Brewing Co., Kool-Vent Awnings. On local side, station has sold heavily to TV-radio-appliance distributors & dealers, auto dealers, packing companies, insurance & finance firms . . . Another new starter with imposing list of 91 sponsors, 60 of them NBC-TV, is WFMJ-TV, Youngstown (Ch. 73), which moves from test patterns to daily 3 p.m.-midnight programming March 8; its national spot orders (Headley-Reed, rep) include Galen Labs, Bulova, Rival Dog Food, Kools & Viceroy's, Sun Oil, Gilbert's Furniture, Serta Mattresses, Crosley, Pio Wines, Pilsener Beer, Burkhardt Beer, Salada Tea, Canada Dry . . . Emerson Radio of Washington Inc. has taken on sponsorship of *Drew Pearson*, who leaves DuMont TV March 18 and ABC-Radio March 29, carrying him on WTOP-TV from March 14, Sat. 6:45-7 p.m., thru Robert M. Gamble Agency . . . California Strawberry Council, comprising packers representing 80% of state's frozen strawberry pack, which is one-fourth that of whole country, plans ad campaign, for which it has appointed Alport & O'Rourke, San Francisco . . . Goebel Brewing Co. to sponsor 35 Detroit Tigers home games this spring on WJBK-TV . . . Among other advertisers reported using or preparing to use TV: Salada Tea Co. Inc., thru Hermon W. Stevens, Boston; Pilsener Brewing Co. (P. O. C. beer), thru Meldrum & Fewsmith, Cleveland; Harry Glemby Inc. (Lorraine hair nets), thru Herschel Z. Deutsch & Co., N. Y.; Hubinger Co. (Quick elastic starch), thru Compton Adv., Chicago; Personalized Foods Inc. (Twang cheese spread), thru Irvin Rose Agency, Hollywood; Modernage Furniture Corp., thru Getschal Co., N. Y.

San Diego-Tijuana argument (Vol. 9:4) got hotter this week as T.B.C. Television Inc., San Diego applicant, asked FCC to deny U.S. programs to XETV, Tijuana. Alvin G. Flanagan has asked for permission to establish San Diego studios for XETV; NBC-TV and DuMont have asked for authority to furnish network programs to the station. T.B.C. contends XETV would operate as U.S. station in violation of FCC rules but wouldn't have to pay taxes or be subject to U.S. laws. It cites Mexican newspaper opinion expressing disappointment with station's plans to telecast in English. It also contends that networks' plans would "further monopolistic concentration" because large part of area would get duplicate NBC and DuMont service from Los Angeles and Tijuana and that adjacent-channel interference would ruin reception of KTLA, Los Angeles. Accompanying protest is letter from Sen. Johnson (D-Colo.) asking FCC to consider matter very carefully before "setting up what may very well be a precedent for this type of alien telecasting into America."

TV's cost-per-1000 homes dropped 15% in 1952 "and will probably continue to go down," says Feb. 28 *Advertising Age*, reporting its fourth postwar study of ad costs. It attributes this to rapid increase in sets-in-use, despite fact that station rates continue to rise. Only other medium to show cost-per-1000 drop in 1952 is night radio, down 1.85%; daytime radio went up 10%, newspapers 7.2%, magazines 3.8%, business papers 3.9%, car cards 8.3%, farm monthlies 10.1%, and outdoor advertising remained the same.

Network Accounts: Addition of 12 new stations brings total to 65 carrying Bishop Fulton J. Sheen's *Life Is Worth Living*, sponsored by Admiral on DuMont, Tue. 8-8:30 p.m., thru Erwin Wasey. Others increasing coverage on DuMont: Serutan's *Life Begins at Eighty*, Fri. 8-8:30 p.m., adds 9 for total of 50, thru Edward Kletter; American Chicle's *Rocky King, Detective*, Sun. 9-9:30 p., 11 for total of 45, thru Dancer-Fitzgerald-Sample; Wine Corp. of America's *Where Was I?*, Tue. 9-9:30 p.m., 6 for total of 33, thru Weiss & Geller; Tide Water Associated Oil's *Broadway to Hollywood*, Thu. 8:30-9 p.m., 3 for total of 10, thru Lennen & Newell . . . Cooperative sponsorship being offered by ABC-TV for *Motor City Fights*, starting March 19 from Detroit, Thu. 9 p.m. to closing—one 8-round and one 4-round bout each week. ABC-TV will also try to sell first half-hour and offer remainder for cooperative sponsorship of new Mon. night fights from Chicago and Sat. night fights from California, latter showing in east after midnight; both scheduled for later April . . . American Federation of Labor starts forum program *Both Sides*, debates between 2 public figures, March 15 on ABC-TV, Sun. 1:30-2 p.m., thru Furman, Feiner & Co. . . . Scholl Mfg. Co. Inc. (Dr. Scholl's Zino-Pads, etc.) buys Mon. 3:30-3:40 p.m. portion of *Paul Dixon Show*, starting March 16, on DuMont, Mon.-Fri. 3-4 p.m., thru Donahue & Coe; Vitamin Corp. of America (Rybutol & Juvenal) buys Wed. 3:40-3:50 p.m. portion, starting March 18, thru Kastor, Ferrell, Chesley & Clifford . . . Continental Baking Co. (Hostess cakes) buys Wed. 5-5:15 p.m. portion of *Howdy Doody*, starting May 6, on NBC-TV, Mon.-Fri. 5-6 p.m.; Standard Brands Inc. (Royal dessert) buys Mon. 5-5:15 p.m. portion, starting March 17, both thru Ted Bates . . . Carter Products Inc. buys Wed. 11-11:05 a.m. portion of *There's One in Every Family*, starting April 1, on CBS-TV, Mon.-Sat. 11-11:30 a.m., thru Ted Bates . . . General Cigar Co. (Robert Burns cigars) reported moving *Herman Hickman Show* from NBC-TV, Fri. 7-7:15 p.m., to ABC-TV, Sun. 6:45-7 p.m., if Gruen Watch Co. moves *Walter Winchell*, now in that time period on ABC-TV, to Sun. 6:30-6:45 p.m. . . . Armstrong Cork Co. commissions original opera, "The Parrot," with score by Darrell Peter and book by Frank P. DeFelitta, for March 24 *Armstrong Circle Theatre* on NBC-TV, Tue. 9:30-10 p.m., thru BBDO.

U.S. Senate's righteous and angry man, Charles W. Tobey (R-N.H.) has signed with CBS-Radio to broadcast 3 talks starting Sat., March 14, 6:45-7 p.m., over WCBS, New York, to be offered all other local stations which want to carry it. Subject is New York's waterfront crime, which he's investigating as chairman of subcommittee. In response to criticism (notably by Jack Gould in March 4 *New York Times*) that he and CBS might be "embarrassed" by the payments, inasmuch as he's chairman of Senate Interstate Commerce Committee in charge of TV-radio legislation, he announced next day that the royalties are being assigned to his favorite charity, the Lincoln Foundation Trust, which treated his son for cancer.

Keynote speaker at NARTB convention in Los Angeles, April 28-May 1, will be RCA's chairman David Sarnoff, who also will be honored with first annual keynoter plaque and gold key award for contribution to TV-radio; he also was keynote speaker at last IRE and RTMA conventions.

Havana's new Channel 2 station and its associated Ch. 3 outlet in Santa Clara, owned by Radiotelevision El Mundo, are now on tests, mostly noonday, will soon be in regular operation. It will be Havana's fourth, the third on Ch. 7 having started in February (Vol. 9:8).

Poll by *London Daily Express*, whose 4,500,000 circulation makes it biggest in world, shows 51% of British people favor sponsored TV, 29% against, 20% don't know.

Telecasting Notes: Haven't the movie people learned yet what the newspapers found out long ago, vis-a-vis the upstart radio—that they should “join 'em if you can't lick 'em”? Or is it just sour grapes when top-flight Hollywood reporter Bob Thomas writes: “When the Academy Awards are televised for the first time March 19, six minutes of the hour program will be devoted to plugging a TV set. Thus the climax of what can be called one of the biggest bonehead plays in recent Hollywood history. All of the film industry's brass are now admitting that they have been locked in a life-or-death struggle with TV for the past 3 years. Yet, when the industry puts on its biggest event of the year, its competitor is allowed to use the event as a showcase for selling more TV” . . . Writer Thomas calls this “incredible but true”—as though keeping the fund-starved Awards dinner off TV would stem the tide of TV sales (up 20,000 to bring total to 1,395,000 in Los Angeles area during January alone) . . . Unperturbed, NBC-TV will make gala of the RCA Victor sponsorship, is even asking Broadway theatres to schedule early curtains that night so that folks can get home in time to catch 10:30-midnight telecast, which will include cut-in to Hudson Theatre in N. Y. for some stars who were cited and some former Oscar winners . . . Miami's live-wire WTVJ wants to share know-how with all Florida TV applicants, so president Mitchell Wolfson, who also is chain

theatre operator, has called first Florida TV Conference March 27-28, with guest experts . . . Procter & Gamble's *The Doctor*, half-hour film series, now being syndicated by NBC-TV for local sponsorship under new title of *The Visitor* . . . In hunt for TV talent, NBC program v.p. “Bud” Barry is sending teams of “scouts” around the country to size up promising material, says he'll send them abroad if necessary; first “find” is comedienne Helen Halpin, to star in new film series, *Oops, It's Daisy* . . . ABC progress report: showman George Jessel signed this week to long-term contract as producer and performer in both TV & radio; it calls for minimum of \$100,000 a year, is effective June 1 or after present contract with NBC-TV *All Star Revue* expires . . . CBS's Ed Murrow subject of cover story, subtitled “Born to Broadcast,” in March 9 *Newsweek* . . . Free & Peters is out with revised edition of its *Spot TV Rate Estimator* . . . CBS-TV Spot Sales takes over national representation of WBBM-TV, Chicago . . . KDYL-TV, Salt Lake City, Feb. 1 changed Class A hour rate from \$400 to \$575, min. from \$75 to \$100 . . . KFEL-TV, Denver, new rate card effective March 15 changes Class A hour rate from \$250 to \$350, min. from \$60 to \$75 . . . New WKNB-TV, New Britain, Conn. rate card has Class A hour rate of \$250, min. \$50 . . . New WBES-TV, Buffalo, due on air in October (Vol. 9:7), has published rate card quoting Class A hour at \$350, min. \$70.

NEWSREEL FIELD, probably more than any other as yet, has felt impact on TV—and we find the networks setting up own corps of TV film correspondents (sometimes doubling in radio) and doing their own shooting all over the world. Even *Camel Caravan*, NBC-TV's top-ranking newsreel, once supplied by Fox Movietone, has its own crews of cameramen and independent film sources.

Result of TV's day-to-day showings of filmed news is that theatre newsreels are trending more and more to the documentary. Even in that field, they have worthy rivals in Ed Murrow's *See It Now* and the now TV-only *March of Time*. Analysis of 1952 newsreels by MPA reveals an unprecedented number of newsreel issues devoted entirely to one subject.

“Every Home a Newsreel Theatre” captioned articles in this Newsletter 6 years ago (Vol. 3:44) and again 4 years ago (Vol. 5:48)—pointing up the lessening importance of newsreels to theatres as their speed and importance on TV grew.

Comes now a book by veteran theatreman Arthur Mayer, titled *Merely Colossal* and published by Simon & Schuster, which recounts:

“The operation of newsreel theatres was, until recently, the nearest approach to the ideal of making a living with a minimum of effort ever devised by human ingenuity. At the beginning of each season you contracted for all 5 newsreels and then sat down and prayed for earthquakes, floods, plane crashes and elopements of millionaire debutantes with their chauffeurs. [But] these idyllic conditions were too perfect to endure permanently. TV's capacity to bring unpleasant tidings directly and daily into the home has greatly curtailed the popularity of newsreels and brought to an untimely end the ample leisure, not to mention the ample profits, of newsreel theatre operation . . .”

Quite a few local theatre exhibitors are among those applying for (and in many cases getting) grants of local TV stations. Onetime big newsreel theatre operators who decided to get in early are Herbert Scheftel & Alfred Burger, who hold CPs for uhf stations in Duluth, Sioux City, Ia., Little Rock, Ark., and Springfield, Ill. [For ownership of all applicants and grantees, see listings in TV Factbook No. 16 with Addenda to date.]

TV has mushroomed New York State's film industry to nearly half the size of California's, making it important source of employment for New Yorkers. So says current issue of New York State Dept. of Labor's *Industrial Bulletin*. Pointing out that some 11,000 are employed by state's 300 firms engaged in film production, service & distribution. State's film industry is said to be second only to California's, which employs 25,000 in 538 companies. Publication says 25% of current employment in Hollywood's movie industry is in TV film field. In New York, “a considerable volume of movie-making for TV goes into commercials, spot announcements and station identifications.”

Urging community system operators to clean up “slipshod” practices, Martin F. Malarkey Jr., president of National Community Television Assn., wrote to all operators, listing following examples: (1) Forcing customer to buy sets from community operator in order to get service. (2) Charging customer extra for connection if he buys set from other source. (3) Laxity in answering customer complaints. (4) Poor picture quality. (5) “Outlandish” rates. (6) Use of local camera for inserting of commercials, while deleting commercials of originating station—not yet practiced, but being considered by some operators.

List of foreign TV stations in operation and planned—most complete and up-to-date of its kind—has been published by RCA Frequency Bureau, 60 Broad St., N. Y. Revised to Feb. 1, 1953, *Television Broadcast Stations in Foreign Countries* contains country-by-country roundup of stations, frequencies, power and standards.

Conelrad plan to permit broadcasting of vital information during air attack alert (Vol. 8:49) would be incorporated into FCC rules under notice of proposed rule making released March 5 by Commission (Public Notice FCC 53-239, Doc. 10420). Deadline for comments and proposed amendments is March 24.

Upon petition by IBEW, FCC withheld effectiveness of its new rules relaxing operator requirements for AM & FM stations adopted Feb. 4 (Vol. 9:5). Rules were to go into effect March 6, but Commission stayed their effectiveness pending filing of petition by IBEW for reconsideration.

FARGO's WDAY-TV (Ch. 6), to be operated by veteran broadcaster Earl Reineke, this week got shipment of interim 2-kw RCA transmitter—so that it's likely to make its announced May 1 debut (Vol. 9:4). It was week's only new-station vhf transmitter shipment reported by RCA or GE, though 3 uhf went out from RCA as scheduled and as reported last week (Vol. 9:9). Mystery as to who will get first DuMont uhf, 5-kw, aroused scuttlebutt, unverified but deemed reliable, that it may be WGLV, Easton, Pa. (Ch. 57), originally given call WEEX-TV and owned by *Easton Express*. It appears to be handiest city for delivery and observations of DuMont's "show-case" effort in uhf.

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Other reports in our continuing survey of upcoming new stations this week brought this dope on vhf prospects:

KEYT, Santa Barbara, Cal. (Ch. 3) now has June 29 target date, with RCA equipment due for delivery April 15. Mountain road to transmitter site has been built and architects Pereira & Luckman are now working on studio-office structure on mesa about half mile west of center of city. Trade reports that station goes on air April 1 are called erroneous by Harry C. Butcher, chairman, who continues operating his radio KIST there while Colin Selph manages the TV. Hollingbery will be rep.

KTXL-TV, San Angelo, Tex. (Ch. 8), first promised for March (Vol. 8:52), now figures on July start, reports Armistead D. Rust, 50% owner, rancher and mayor of the town. Equipment and construction plans aren't yet available, but O. L. Taylor will be national sales rep. San Angelo's other grantee, KGKL-TV (Ch. 3) looks like later starter for no TV plans have been made because the radio station has just been sold to 10% stockholder & manager Lewis O. Seibert for reported \$250,000; how TV will fare in deal is still indefinite, for CPs cannot be sold—but transfer of CP may be effected on basis of no valuation being placed on it.

WEAU-TV, Eau Claire, Wis. (Ch. 13) has ordered RCA equipment, aims to get started in October or November, according to Walter C. Bridges, president, and partner with the Morgan Murphy radio-newspaper interests. Mr. Bridges, who manages WEBC, Duluth, says Hollingbery will be national rep.

KJRL-TV, Pocatello, Ida. (Ch. 6) is projected for "early fall," reports Robert S. Howard, president of *Idaho State Journal* and operator of KJRL, grantee. RCA equipment is specified in application, but order hasn't yet been placed. No rep has been chosen.

KOMU-TV, Columbia, Mo. (Ch. 8), authorized Jan. 14 as a commercial outlet to be operated by the U of Missouri, will be directed by Prof. Edward C. Lambert, of Missouri's famed School of Journalism, who will report to president Frederick A. Middlebush. Equipment hasn't yet been ordered; it hopes to start by mid-summer.

KFOR-TV, Lincoln, Neb. (Ch. 10), city's second (KOLN-TV having started Feb. 10), now estimates on-the-air date as April 15. It's due to get RCA equipment this month. Ken Greenwood will be TV program mgr.

Elmira's El-Cor Television Inc., granted Ch. 18, following combination of *Corning Leader* (operator of WCLI, Corning) and *Elmira Star-Gazette* (Gannett-WENY), reports it proposes to use DuMont equipment but has as yet made no construction plans nor set a target date. Call letters haven't yet been issued. National rep will be same as for radio WELM, Elmira, namely Everett-McKinney, according to Walter Valerius, WELM mgr. WELM is being sold to new interests under conditions of grant (Vol. 9:9).

Elmira's WTVE (Ch. 24), first promised for mid-March (Vol. 8:45), now has May 15 target, reports John S. Booth, co-licensee, who also operates radio WCHA, Chambersburg, Pa. Delay is due to wait for RCA equipment, already ordered.

WHCU-TV will probably be call letters of new Ch. 20 outlet granted Cornell University's commercial AM station WHCU, Ithaca, N. Y., managed by Michael B. Hanna. He reports equipment hasn't yet been ordered, construction can't begin until ground thaws on nearby mountain sites. "Barring unforeseen problems, we can get on the air sometime in November," he states.

WCOS-TV, Columbia, S. C. (Ch. 25), due to get delivery of RCA transmitter in week or so, reports studio-transmitter practically completed, tower on way up, probable starting date "within the first couple of weeks in March." Its radio rep is Headley-Reed. WNOX-TV (Ch. 67), first promised for April, is due May or June (Vol. 9:9) and most recent grantee, WIS-TV (Ch. 10) has indicated target date of Sept. 1.

KSTM-TV, St. Louis (Ch. 36), first announced for April, now has Aug. 1 target and expects to be the second commercial station in city, says release from Wm. Ware, president of Broadcast House Inc., grantee and operator of radio KSTL. He announced 2-year contract signed this week with ABC. WTVI, in nearby Belleville, Ill. (Ch. 54) has announced May 1 target (Vol. 9:8). Also nearby, KACY, Festus, Mo. (Ch. 14) has indicated no date, no equipment ordered, no construction plans yet. Only other St. Louis area grantees are WIL-TV (Ch. 42), granted Feb. 11, and KFUD-TV, Clayton (Ch. 30), granted Feb. 4, neither of which has announced plans yet.

WARM-TV, Scranton, Pa. (Ch. 16) has ordered GE equipment, plans to build atop nearby Mt. Dewey, hopes to get started by late summer or early fall, according to gen. mgr. Wm. M. Dawson. Hollingbery will be national rep. It's third station scheduled for Scranton, others being WTVU (Ch. 73), promised in March (Vol. 9:2) but unlikely to make it before April or May, and WGBI-TV (Ch. 22), due in April (Vol. 8:49).

KAFY-TV, Bakersfield, Cal. (Ch. 29) will begin construction immediately of studio-transmitter building at new site on hill about 2 mi. north of city. Most of equipment will probably be RCA, reports Naum Healy, mgr. of KAFY, and it is planned to begin operating in May. Forjoe is radio rep.

WPAG-TV, Ann Arbor, Mich. (Ch. 20), with interim GE equipment delivered, expects to start tests March 15, reports exec. v.p. Edward F. Baughn.

Is TV to blame for small sports crowds? Judge Allan K. Grim was still trying to find answer as fifth week ended in Govt.'s anti-trust suit against National Football League in Federal District Court, Philadelphia. Defense counsel tried to show that League's TV restrictions are "reasonable," and necessary to protect their business, by calling to stand New York Giants pres. John V. Mara who testified that his club stopped putting home games on TV after 1948 when his own survey showed that TV cut down gate attendance. Under cross-examination, however, he admitted that Giants' poor performance that year

was also responsible for smaller gate receipts. Washington Redskins owner George P. Marshall testified that under League's TV policy, there are "up to 5 or 6 sponsors of different games each week," but if Govt. wins case one sponsor will "gobble up" all TV rights and put only one game per week on TV. Earlier in week, Judge Grim denied defense motion for mistrial. NFL attorneys said that letter sent to Judge Grim from Gordon McLendon had prejudiced their case, McLendon charging that radio restrictions in baseball and football had put his Liberty Broadcasting System out of business.

SEASONAL TV CUTBACKS; RADIO DOING WELL: New markets & uhf are proving good for the TV business, all right -- but not good enough to persuade TV manufacturers to desist from their seasonal practice of cutting back production during second quarter of the year. Then they usually begin on new lines for midsummer showing and fall selling.

It's still the same pattern, set makers say, despite the happy prosperity they're now enjoying as demand keeps well up with output: 25% of sales are made in first quarter, 15% in second, 60% second half -- with biggest wallop last 4 months.

This year will be no exception, judging from what leading set makers are saying. Naturally, they aren't telling size of individual cutbacks -- competition being what it is -- but this is how Motorola sales v.p. W.H. Kelley puts it:

"Starting in April the sun comes out, people pay their taxes and go fishing. They're just not TV conscious in those months.

"New markets and uhf will take up some of the slack this year, of course, but certainly not enough to compensate for loss of business in major markets like New York, Chicago and Los Angeles. And don't forget, we don't have any political conventions this year to keep up summer interest."

Spokesmen for RCA and Admiral echoed Kelley's sentiment, but said they hoped to keep the reductions below past years. Philco wouldn't comment.

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Steadiness of demand for radios is phenomenon of the current market. "It's like sugar in a grocery store," says Bruno-New York's Irving Sarnoff. "It's a staple and it's a healthy product to handle -- no price fluctuations, no dumping, stable."

Radio set production continues at high level (see below), even taking into account seasonal market for auto radios as new car models emerge. Second quarter of 1953 should run ahead of same period last year, March 6 Retailing Daily stated, quoting Motorola as foreseeing 25% gain in home sets, 50% in portables, 100% clock. First 8 weeks of this year brought output of 2,200,000 radios as against approximately 1,325,000 during same weeks of 1952.

An Admiral official says February radio sales were up 75% over same 1952 month, and Zenith is quoted as foreseeing second quarter that's "pretty good but not sensational." Crosley is placing great store by its portable clock radio, about to be introduced. RCA is reported planning an all-wave portable, as is Emerson, costing around \$140-\$150 -- manifestly to compete with Zenith's highly successful unit.

Other manufacturers are reported saying February radio gains ranged from double to 450% ahead of same month last year.

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Flurry of trade-ins of old TVs was reported from Chicago this week, backed by big advertising -- leading Magnavox to set up "watchdog" committee lest terms get out of hand. March 6 New York Times quoted several unidentified TV-radio manufacturers as concerned about Chicago trade-in situation, fearing terms "too liberal for comfort" might damage national list prices.

So far as Washington is concerned, dealers can now set whatever terms they like. We inquired at Federal Reserve Board, and a spokesman said that agency has no plans to reimpose any form of consumer credit similar to deceased Regulation W.

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Either beginning of cutbacks or Washington's birthday holiday in some cities, or both, may account for drop in TV production to 151,944 (10,811 private label) in week ended Feb. 27 from preceding week's 187,584. But at same time factory inventories fell to 111,754, two-month low, from 139,113 on Feb. 20 -- very healthy. Total output first 8 weeks this year runs about 1,400,000 vs. 815,000 same time last year.

Radios continued to roll along -- totaled 301,065 (149,705 private label)

week ended Feb. 27 vs. 304,252 week preceding. Factory inventories went to 258,845 from 290,126 Feb. 20. Week's radios: 91,035 home sets, 24,193 portables, 55,415 clock, 130,422 auto -- latter continuing at same high rate as preceding 5 weeks.

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RTMA this week reported January retail TV sales as 640,073, radios 414,726 excluding auto sets. At end of January, distributor inventories stood 406,743 TVs and 697,695 radios, compared with 404,315 & 571,275 at end of December. January TV output was 719,234, radios 1,093,142 including auto. No dealer inventories are published, but factory inventories at end of January were 133,436 TVs, 257,200 radios.

Trade Personals: Lawrence A. Hyland, onetime Naval Research Lab electronics scientist, lately with Bendix Aviation, promoted by Bendix this week to v.p. in charge of engineering . . . Edward M. Tuft, RCA Victor v.p. in charge of organization & development, elected to new post of v.p. in charge of personnel (including labor relations) for parent RCA, headquartering in N. Y. . . . Albert F. Watters, RCA Victor personnel director, elected a v.p. . . . Robert W. Sanders, ex-Hoffman, named Magnavox chief TV engineer, Frank R. Norton chief radar engineer . . . George F. Maedel, ex-v.p. & gen. supt., elected president of RCA Institutes Inc., succeeding Maj. Gen. George L. Van Deusen, who retired March 1 . . . Robert Telford promoted to gen. works mgr., Marconi's Wireless, with J. P. Wykes continuing as mgr. of Chelmsford Works, E. B. Greenwood as works mgr. of new factory being built at Basildon New Town (Essex) . . . Irving Sarnoff, president of Bruno-New York, sails with Mrs. Sarnoff March 21 on *Queen Elizabeth* for 6 weeks in Europe and Israel . . . Max Enelow, v.p. of Hutchins Adv., handling Philco account, joins Philco Corp. in Philadelphia as advertising counsel . . . Charles H. Wright, gen. auditor of Crosley div., promoted to asst. to Leonard F. Cramer, Avco v.p. in charge of Crosley electronics operations; he also is asst. gen. mgr. of div. . . . Henry R. Geyelin, DuMont mgr. of corporate advertising, resigns to join Metropolitan Life Insurance Co. as adv. mgr. . . . Howard Rymer, ex-Motorola, named chief of Warwick Mfg. Co.'s new factory at Zion, Ill. . . . Joseph Schlig, ex-sales promotion mgr., Westinghouse electronic tube div., Elmira, named asst. to div. sales mgr. Harold G. Cheney . . . W. H. Kelley, Motorola sales v.p., assigns 3 new sectional sales mgrs.: Charles H. Coombe, ex-national retail merchandising mgr., to east, headquartering in Philadelphia; Charles W. Swanson, ex-Milwaukee regional mgr., to midwest, Chicago; T. J. Morley, ex-Memphis regional mgr., to south, Little Rock . . . Mrs. Vivian Overand, ex-Westinghouse, appointed Admiral home economics director, replacing Miss Willie Mae Rogers, now director of Good Housekeeping Institute, Chicago . . . Robert Cheshire, ex-DuMont, named Hoffman Radio southwest mgr., headquartering in Dallas . . . Joseph Swereda promoted from DuMont N. Y. factory branch district sales mgr. to central states sales mgr. of parent company's receiver div., headquartering in Chicago . . . Bruce R. Carlson, a top analyst with Stein, Roe & Farnham, Chicago investment counsel, on May 1 joins Sprague Electric Co. as asst. to president . . . John F. Myers appointed New England and upstate N. Y. regional sales mgr. for Stewart-Warner Electric.

RCA board of directors, headed by Chairman Sarnoff and President Folsom, off March 6 on inspection junket to Chicago, San Francisco and Los Angeles, winding up with formal board meeting in latter city March 16. Main purpose is said to be to inspect new NBC studios in Burbank.

RCA purchased new plant in Cambridge, O. this week from Continental Can Co. for manufacture of TV-radio parts and phonograph players. Plant will employ 400-600, with production scheduled to begin in June.

ALL-CHANNEL tuning definitely is a trend in TV sets and converters now going to uhf areas, though there's still plenty of demand for strip-tuned sets because of low price and tuning convenience. Attitude of most TV set manufacturers seems to be to give customer his choice; many who offered only strips at first now also have all-channel continuous uhf tuning as optional feature.

Overwhelming majority of major TV manufacturers now offer continuous tuning sets and/or converters. It's not known how many will switch over to Standard Coil Products Co.'s new 82-channel detent type (Vol. 9:9) when it becomes available, but number may be very high, considering popularity of Standard vhf turret tuner. Emerson has just begun shipping sets with continuous uhf tuner (\$50 extra), although it continues to offer uhf strip-tuned sets, too. DuMont has been using General Instrument's new continuous uhf tuner in its custom line for several months, but still offers strips in standard line. DuMont has also begun deliveries of GI continuous converter in compact leather cabinet.

Standard Coil, which says its turret tuners are in some 8,000,000 of the nearly 22,000,000 sets now in use, is constantly stepping up production of uhf strips to meet demands for conversion of existing sets as well as for use in news sets sold in uhf areas. Standard says it's now shipping to distributors strips for these channels: Channel No. 25, now occupied by Portland's KPTV, Youngstown's WKBN-TV & Roanoke's WROV-TV; Ch. 28, Wilkes-Barre's WBRE-TV; Ch. 34, South Bend's WSBT-TV; Ch. 43, York's WSBA-TV & Peoria's WEEK-TV; Ch. 46, Atlantic City's WFPG-TV; Ch. 48, Mobile's WKAB-TV; Ch. 61, Reading's WHUM-TV & Springfield's WWLP. Distributors apparently aren't yet handling Standard Coil strips to tune Youngstown's WFMJ-TV (Ch. 73), New Britain's WKNB-TV (Ch. 30) or Holyoke's WHYN-TV (Ch. 55)—all of which are either on air or testing.

New continuous uhf converter using principle of coaxial cavity tuning, has been announced by Granco Products Inc., 36-17 20th Ave., Long Island City, N. Y. Howard W. Sams & Co., Indianapolis, has just published 44-p. book, *UHF Converters*, containing descriptions and diagrams of 21 models of popular brands: Arvin, Crosley, DuMont, Mallory, Motorola, RCA, Raytheon, Regency, Sarks Tarzian, Standard Coil, Stromberg, Sutco, Sylvania.

Receiving antenna industry has been in constant state of flurry since beginning of uhf TV. Virtually every week sees many new antennas on market, and several new companies are entering already crowded field. Cornell-Dubilier, big capacitor manufacturer, now has line of uhf antennas. And a new company, Tele Wand Corp., was formed this week at 1022 18th St. NW, Washington, to distribute indoor vhf-uhf non-directional broad-band antenna (\$20 list) of new type based on patents of Harold J. Berney, Silver Spring, Md.; Wesley L. Smith is president. One new antenna accessory for which big demand apparently is developing is the coupler or interaction filter which permits use of single transmission line to feed signals to set from vhf & uhf antennas.

Topics & Trends of TV Trade: Price controls on nearly all other appliances went the way of TV & radio March 5 when OPS took ceilings off refrigerators, home freezers, dishwashers, ranges, ironers, washers & dryers. This left water heaters and food waste disposers as only appliances still under price control; it's not known whether they'll be decontrolled before OPS ends.

President Eisenhower, at news conference same day as latest decontrol action was announced, praised businessmen for notable restraint following lifting of controls. He said he was gratified there was little discernible evidence anyone has tried to gouge public by hiking prices. The President said copper had been the only problem area, with some suppliers raising prices by 6-7¢ per pound after controls were removed.

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General Motors is marketing TV antennas and picture tubes under Delco trademark through its parts sales division, United Motors Service. The antennas and tubes are produced by other manufacturers and sold by UMS to electronic distributors. UMS gen. merchandise mgr. V. A. Dupy stressed that GM doesn't intend to go into TV set business again. UMS dropped its Delco-branded TVs & home radios 5 years ago. Delco is big manufacturer of auto radios. UMS distributes auto radio tubes and parts.

Freed Electronics & Controls Corp. succeeded to the "Freed-Eisemann" trademark as well as the corporate name, property and rights of old Freed Radio Co. as of March 5. Firm is headed by Arthur Freed, will engage in fundamental research, design, development and manufacture, including TVs and radio, plans to expand payroll of 175 to 500.

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Trade Miscellany: 1953 Electronic Parts Show in Chicago's Conrad Hilton Hotel, May 18-21, has sold out all display space, reports gen. mgr. Kenneth C. Prince . . . Reports persist in financial circles that recent sharp rise in Apex Electrical Mfg. Co. stock presages acquisition of that firm by RCA on basis of even swap of shares . . . Admiral appoints Russel M. Seeds Co., Chicago, to handle all printed advertising of its TV-radio divs.; Edmond I. Eger, co-owner of Cruttenden & Eger, handling Admiral account for last 18 years, joins Seeds as v.p. in May, along with his asst. Pierre F. Marshall . . . Emerson buys building at 524 W. 23rd St., New York, to house its executive offices, beginning in August; engineering dept. to move there later . . . Raytheon moves sales executive (Wm. J. Helt) and adv.-sales promotion (George Hakim) offices to 1416 Merchandise Mart, Chicago; new phone no., Whitehall 4-3158 . . . Emerson reveals plans to produce 3 all-channel receivers: 17-in. mahogany table at \$280, blonde \$290; 21-in. mahogany console \$380, blonde \$400; 21-in. full-door mahogany console \$450.

Distributor Notes: Admiral appoints The Place Inc., Fort Wayne (A. B. Gray, pres.) . . . Philco N. Y. names Gene Gold, ex-Crosley, adv. & sales promotion mgr. . . . DuMont promotes Philip Geth to field sales supervisor of N. Y. factory branch; appoints Griffith Distributing Co., Cincinnati; Air-Tel Inc., Houston . . . Gough Industries Inc. (Sylvania), Los Angeles, opens Fresno branch; Woodson & Bozeman Inc., Memphis, opens Little Rock branch (Frank W. Knudsen, mgr.) . . . Crosley names Fred Kuhne, ex-Motorola, electronics sales mgr. of N. Y. distributing div. . . . Hallicrafters appoints United Appliance Distributorship Inc., New Britain, Conn. . . . Raytheon appoints Victor Shaw Co., Charlotte, replacing Graybar . . . Hoffman Radio appoints Graybar, Des Moines & Davenport; Lone Star Wholesalers, Dallas . . . Rogers-Dixon Co. (Emerson), Winston-Salem, N. C., names Basil R. Walsh Charlotte sales mgr. . . . Pacific Mercury appoints Gold E Distributors Inc., San Diego; Norcal Distributing Co., Fresno.

Electronics Reports: Increasing number of military contracts going to big electronics firms is reflected in Defense Dept.'s list of 100 companies receiving biggest volume of military prime contracts from July 1950 through June 1952. Eighteen electronics and related firms made list, their contracts totaling \$8½ billion or some 12.1% of dollar value of all prime contracts let by Govt. since Korea. Previous list, covering July 1950-Dec. 1951, included 16 electronics manufacturers, representing 10.8% of all contracts (Vol. 8:21).

Newcomers to "top 100" are Admiral, 84th on list with \$96,800,000 in prime contracts, and Motorola, 96th with \$80,000,000. All 16 electronics firms which appeared on December 1951 list are also on latest list, although relative positions of many of them have changed. General Electric rose from fifth to second (General Motors being first), with nearly \$2½ billion in contracts, or 3.5% of dollar value of all prime contracts.

Many electronic items, of course, are made by the big "non-electronic" companies on list (i.e., Hughes Tool Co., No. 22 on list, produces large amount of electronic equipment) and many electronic companies make non-electronic items—such as GE with its huge jet engine business. Much of the contracts on list have been subcontracted to other firms. The 100 companies received 62.4% of all prime military contracts—or close to \$44 billion out of a total of nearly \$74 billion. Of the top 10 contractors, 5 are aircraft manufacturers, 3 are auto makers.

Here's how electronics firms stacked up in the top 100. They're listed below together with their position on list in June 1952 and in December 1951, dollar value of their prime contracts and their percentage of total military contracts:

Company	Position (June 1952)	Amount of Contracts	Percent- age of Total	Position (Dec. 1951)
General Electric	2	\$2,418,300,000	3.5%	5
AT&T	12	1,144,800,000	1.6%	13
Westinghouse	14	929,800,000	1.3%	12
Sperry Corp.	18	712,000,000	1%	17
Bendix	19	683,000,000	1%	18
RCA	23	412,400,000	.6%	27
Avco	28	385,700,000	.6%	33
IT&T	29	356,600,000	.5%	22
Collins	40	253,300,000	.4%	44
Raytheon	42	238,600,000	.3%	42
Philco	44	234,200,000	.3%	40
American Bosch (in- cluding Arma Corp.)	58	158,200,000	.2%	59
Hazeltine	70	119,600,000	.2%	56
Sylvania	71	117,500,000	.2%	71
Admiral	84	96,800,000	.1%	—
Stewart-Warner	90	89,700,000	.1%	78
Gilfillan Bros.	94	81,900,000	.1%	87
Motorola	96	80,000,000	.1%	—

Best defense-order bet for small businessman: "Get in on a subcontract through one of the top 100 prime contractors." This is the advice of *U. S. News & World Report* in March 6 special report, "Way to Arms Dollars." Article points out that Defense Dept. finds it easier to police a few big contracts placed with large corporations than the thousands of small ones which would have to be made if Govt. dealt extensively with smaller firms. It quotes survey of 59 major contractors which found that 32,382 subcontractors were enlisted in filling the orders. Although military has placed many prime contracts with small business, article concludes that "arms is essentially big business [and] the best bet for small firms in this new industry is through subcontracting."

Military electronics contracts totaled more than \$8 billion during 30-month period from Korean outbreak to Jan. 1, 1953. During last 6 months of 1952, obligations for procurement of electronics totaled about \$1.5 billion. These figures are derived from Defense Dept.'s total figures on "hard goods" procurement—of which electronics constitutes about 10%. Total hard goods obligations for 30-month period were \$82.5 billion, for 6-month period \$14.7 billion.

Financial & Trade Notes: Philco sales went to record high of \$366,963,850 in 1952, compared to \$305,328,670 in 1951, with earnings after all taxes amounting to \$11,491,207 (\$3.15 per share) as against \$12,168,046 (\$3.35) in 1951. Federal and state income taxes rose to \$14,238,250 in 1952 from \$10,444,850 in 1951. Working capital during year increased from \$43,848,000 to \$45,483,000. Of the net income, \$6,015,000 was paid in dividends, \$5,476,000 reinvested to increase working capital and provide for plant expansion, which included new TV plant completed in Philadelphia during year, new refrigerator plant started in Bedford, Ind., and new refrigerator-freezer plant planned in Connersville, Ind.

Annual report notes that one-fifth Philco's total business last year was represented by research, development, production and technical services for Govt. and industrial customers. Advances in color research, transistors and microwave are reported. Predicting 100 new TV stations in 1953, bringing service to 3,500,000 additional families, report states:

"About 6,000,000 TV sets with 7, 10, 12 and 15-in. picture tubes are still in use, although the screen sizes they provide are inadequate by present standards and technological advances have greatly improved picture quality since their manufacture. Many owners of these sets are in the market for new receivers. It appears likely the industry will have the opportunity to produce and sell in excess of 6,500,000 TV sets in 1953."

* * * *

Aerovox had net earnings of \$941,550 (\$1.35 a share on 700,000 shares) on sales of \$22,400,000 for 1952 vs. \$783,606 (\$1.11) on sales of \$22,500,000 for 1951. In report to stockholders, pres. W. Myron Owen announces formation of new subsidiary Precision Ceramics Inc. to manufacture, under license agreement with French firm, ceramic transmitting capacitors at New Bedford, Mass. In December, Aerovox bought out Acme Electronics Inc., Pasadena, will later house it in new plant at Monrovia, Cal.

Tung-Sol reports net income of \$2,007,713 (\$3.75 a share on 514,056 common shares) on sales of \$35,489,558 for year ended Dec. 31, compared with \$2,049,458 (\$4.23 on 477,815 shares) on sales of \$31,484,760 for 1951. Taxes totaled \$4,224,000 (\$8.22 a share) in 1952 vs. \$4,456,000 (\$9.32) in 1951. With current assets at \$15,704,855 and current liabilities at \$6,106,343, working capital at year's end amounted to \$9,598,512, compared with working capital of \$6,605,740 at end of 1951.

Muntz TV Inc. reports net income of \$327,216 (29¢ a share) on sales of \$34,805,462 for 9 months ended Dec. 31, compared with \$741,440 (66¢) on sales of \$23,832,633 same 1951 period. Reduced earnings are attributed, in part, to expenses incurred in opening of 14 new retail outlets. Working capital has increased from \$2,625,342 to \$2,989,870 and total assets from \$6,807,683 to \$8,716,584.

Dividends: Hoffman, 25¢ payable March 31 to stockholders of record March 18; Aerovox, 15¢ March 16 to holders March 2; Decca, 17½¢ March 30 to holders March 12; Muter, 15¢ March 31 to holders March 16; WJR, The Goodwill Station Inc., 10¢ March 13 to holders March 4; Arvin, 50¢ March 31 to holders March 16; Corning Glass, 25¢ March 31 to holders March 18.

P. R. Mallory & Co. has filed SEC registration statement to sell 150,000 shares of cumulative convertible preferred stock, \$50 par, thru Lee Higginson Co., funds to be used for general corporate purposes, including payment of short-term bank loans.

DuMont opens new plant in mid-March for manufacturing cathode ray instruments; it adjoins present tube plant in Clifton, N. J., brings total space to 118,000 sq. ft., in which whole instrument div. will be housed.

CRITICISM by the carload was heaped this week on majority members of N. Y. State Temporary Commission on Educational TV which voted 10-5 last week to reject plan of board of regents of U of State of New York for state-supported 10-station network (Vol. 9:9). Charges of bias towards educational TV and political opposition to regents on part of Gov. Dewey, who appointed commission, came thick and fast from newspapers, educators and commission's minority, which filed separate reports to Dewey and the legislature, which has final say and seems likely to uphold majority.

Minority rebuttal said commission chairman Douglas M. Moffat was "carrying out the dictates of Gov. Dewey to smother the possibility of educational TV." It said majority members took a "peephole approach" to regents' plan—"they saw always the hole, never the doughnut."

Report recommended appropriation of \$500,000 for experimental pilot station in unidentified upstate community, to be operated by educational corporation "so there will be no direct ownership nor direct state operation." It also recommended new commission be created by Dewey for "another look" at educational TV.

Efforts to raise money from private sources will be discussed at meeting of about 100 interested committees March 11 in New York City. Dr. Milton Eisenhower's National Citizens Committee for Educational TV, meanwhile, is already at work in several upstate cities to raise private funds in those communities.

Other educational TV developments this week: (1) Ford Foundation granted \$145,000 to Joint Committee for Educational TV to continue its work through current year. (2) Edward L. Ryerson, Inland Steel chairman, heads committee to raise \$500,000 for Chicago educational station. (3) NARDA appointed 5-member educational TV committee comprising Don Gabbert, Minneapolis, chairman; Mort Farr, Upper Darby, Pa.; Evan Moon, San Antonio; Harold Samson, Milwaukee; Wm. Warsaw, Washington. (4) Ohio Program Commission recommended \$5,000,000 appropriation by legislature for a 5-college non-commercial network comprising Kent State, Bowling Green, Ohio State, Miami U, Ohio U. (5) St. Louis Educational TV Commission, applicant for Ch. 9 (see *Addenda 16-C*) established headquarters in City Products Bldg.

Decontrol marches on: (1) ODM this week cancelled all advance third-quarter allotments of steel, copper and aluminum, with exception of nickel-bearing stainless steel which will be rationed in third quarter at same rate as second quarter. (2) Selenium allocations were discontinued, but 30-day inventory limitation on selenium retained. (3) Relieved of its CMP duties, NPA continued to shrink, may soon dry up and blow away. Hundreds of employes will get dismissal notices March 25. Electronics Div. will be cut to about half its present size by April 26.

Merger of Dumont Electric Corp. (no relation to Dumont Labs) into Airplane & Marine Instruments Inc., new firm to be known as Dumont Airplane & Marine Instrument Inc., has been approved by stockholders of both companies. Former makes TV-radio condensers, etc., latter makes precision electronic equipment and tubes. Dumont preferred stock will be exchanged on share-for-share basis, common on basis of 2⅘ shares for one in new company.

Electro-Sonic Laboratories Inc. 32-15 36th Ave., Long Island City, N. Y., has been formed by Insuline Corp. of America for physical and engineering research in all phases of electronics. Insuline president Samuel J. Spector is board chairman and John H. McConnell, ex-Bell Labs, is chief engineer.

WJR, The Goodwill Station Inc. (Detroit) reports 1952 net income of \$441,714 (86¢ a share) compared with \$477,630 (92¢) in 1951.

Count of TV Sets-in-Use by Cities

As of February 1, 1953

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

SETS-IN-USE estimates by areas will continue to be made this year on monthly basis by NBC Research, headed by Hugh M. Beville Jr.—but the figures are intended primarily for use by the network and its own affiliates, sponsors and agencies. Fact that individual stations are constantly protesting the estimates continues to point up urgent need of an all-industry statistical service, supported by NARTB, RTMA, et al (Vol. 9:5). Meanwhile, in absence of any other similar compilations, we'll continue to report the NBC figures.

Feb. 1 tabulation adds Youngstown (20,000 sets) to interconnected list, Peoria (7500) and Bangor (3000) to non-interconnected, omits figures for Lubbock, York, Colorado Springs and Tucson, which had stations as of Feb. 1 that are not NBC-TV outlets. Lumped under "All Others," the table allots them aggregate of 25,000 sets. Also listed separately and not included in grand total are 10,000 credited to Honolulu (2 stations).

Grand total of TV sets-in-use as of Feb. 1 is given as 21,955,100, up 721,000 from Jan. 1 figure—regarded as a fair estimate of month's accretion inasmuch as January set production equalled just about that number and the trade was known to be moving approximately as many sets as were being produced. That "old markets" are far from saturation is shown by increases credited to some of them—New York, up 60,000; Chicago, 50,000; San Francisco, 32,000; Pittsburgh, 30,000; Detroit & Denver, 25,000 each; Huntington, 21,000; Los Angeles, Atlanta, Charlotte, 20,000 each; Philadelphia, 19,000; Indianapolis-Bloomington, 18,600; Ft. Worth-Dallas, 17,000. More recent markets like Wilkes-Barre were given 13,000 more, Portland 10,500. (For comparisons with Jan. 1 figures, see Vol. 9:5; for additional market data on each TV area, see our Feb. 14 Special Report on *Television Sets-in-Use*, available on request.)

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
<i>Interconnected Cities</i>			<i>Interconnected Cities—(Cont'd)</i>		
Ames (Des Moines).....	1	132,000	Nashville	1	103,000
Atlanta	3	290,000	New Haven	1	349,000
Atlantic City	1(†)	6,000	New Orleans	1	154,000
Austin	1	20,100	New York	7	3,350,000
Baltimore	3	461,000	Norfolk	1	157,000
Binghamton	1	95,000	Oklahoma City	1	147,000
Birmingham	2	151,000	Omaha	2	170,000
Bloomington	1(a)		Philadelphia	3	1,200,000
(see Indianapolis)			Phoenix	1	54,200
Boston	2	1,015,000	Pittsburgh	1	580,000
Buffalo	1(b)	335,000	Portland	1(†)	63,500
Charlotte	1	228,000	Providence	1	284,000
Chicago	4	1,410,000	Richmond	1	157,000
Cincinnati	3	370,000	Roanoke	1	44,300
Cleveland	3	725,000	Rochester	1	175,000
Columbus	2	255,000	Rock Island-Davenport		
Dallas	2	256,000	(see Davenport-Rock Island)		
Fort Worth	1		Salt Lake City	2	82,000
Davenport-Rock Island	2	179,000	San Antonio	2	124,000
Dayton	2	219,000	San Diego	1	136,000
Denver	2	110,000	San Francisco	3	570,000
Detroit	3(c)	793,000	Schenectady	1	256,000
Erie	1	105,000	Seattle	1	233,000
Grand Rapids	1(d)	205,000	South Bend	1(†)	20,000
& Kalamazoo			St. Louis	1	485,000
Greensboro	1	105,000	Syracuse	2	182,000
Houston	1	221,000	Toledo	1	224,000
Huntington	1	153,000	Tulsa	1	92,500
Indianapolis	1(a)	380,000	Utica	1	83,000
Jackson, Miss.	1(†)	6,600	Washington	4	437,000
Jacksonville	1	191,000	Wilkes-Barre	1(†)	30,000
Johnstown	1	190,000	Wilmington	1	128,000
Kalamazoo	1(d)		Youngstown	1(†)	20,000
(see Grand Rapids)			<i>Non-Interconnected Cities</i>		
Kansas City	1	272,000	Albuquerque	1	19,200
Lancaster	1	183,000	Bangor	1	3,000
Lansing	1	122,000	Brownsville		
Los Angeles	7	1,395,000	(Matamoros, Mexico)	1(e)	11,100
Louisville	2	183,000	El Paso	2	15,800
Memphis	1	186,000	Mobile	2	18,000
Miami	1	121,000	Peoria	1(†)	7,500
Milwaukee	1	408,000	Spokane	2	12,300
Minneapolis-St. Paul	2	345,000	All Others*		25,000
			Grand Total		21,955,100

Applications for new stations dwindled to 3 this week, one of them uhf. Owners of WDOK, Cleveland, led by pres. R. Morris Pierce and treas. Frederick C. Wolf, seek uhf Ch. 15 in Waterloo, Ind., about 25 mi. north of Ft. Wayne. Channel is allocated to nearby Angola, Ind. Applying for El Dorado, Ark., Ch. 10 is T. H. Barton who controls KARK, Little Rock, TV applicant for that city. Group headed by Edward J. Jansen and Truman B. Hinkle, pres. & secy.-treas. of KRAN, Las Vegas, Nev., is seeking Ch. 2 in Henderson, Nev., about 15 mi. south of Las Vegas. These bring to 683 total applications now pending, 246 of them uhf. [For further details about foregoing applications, see *TV Addenda 16-1* herewith; for complete listings of all post-freeze grants, new stations, hearings, etc., see *TV Factbook No. 16* with all Addenda to date.]

First private applications for TV in Canada, accepted only from cities where CBC does not plan to build, were made known by CBC board this week as follows: Niagara TV Ltd., Hamilton, Channel 13; CPFL, London, Ch. 10; CKSO, Sudbury, Ont., Ch. 5; CKLW, Windsor, Ch. 9; Television de Quebec, Quebec City, Ch. 4; CHSJ, St. John, N. B., Ch. 4; CJCB, Sydney, N. S., Ch. 4. Govt.-owned CBC already has own stations in Montreal (CBFT) and Toronto (CBLT), plans new CBOT on Ch. 4 in Ottawa by mid-May (Vol. 9:9). At undisclosed future dates it will build CBWT, Winnipeg, Ch. 4; CBHT, Halifax, Ch. 3; CBRT, Vancouver, channel not announced.

Channel shifts & power increases: WCPO-TV, Cincinnati, hopes to go from Ch. 7 to 9 on March 9, boosting power to 40 kw. If WCPO-TV meets date, WHIO-TV, Dayton, moves from Ch. 13 to 7 by March 15, using present 16 kw pending completion of new facilities for full power about Sept. 1. Depending on weather, WDEL-TV, Wilmington, will shift from Ch. 7 to 12 on March 7 or 14, using 2.5 kw. WBTV, Charlotte, hikes power from 16.3 kw to 50 kw March 9, hopes to go to 100 kw within 60 days.

FCC Comr. Rosel H. Hyde paid second visit to White House March 6, arousing speculation both that he was and was not tapped for FCC chairmanship, for which he's being strongly supported. He had no comment, nor did White House make any announcement by end of week—though 2 GOP appointments and nomination for chairmanship are expected momentarily.

Atlanta's WLTV is now WLWA, result of Crosely decision to identify all its TV outlets with "WLW" prefixes. Station was transferred to Crosely this month (Vol. 9:5). Other Crosely outlets: WLWT, Cincinnati; WLWC, Columbus; WLWD, Dayton.

Moscow has 80,000 TV sets, reports *Pravda*.

- (a) Bloomington separately 220,000. Indianapolis separately 321,000.
- (b) Does not include sets in Canadian area reached by Buffalo station.
- (c) Does not include estimated 51,000 sets in Canadian area reached by Detroit stations.
- (d) Grand Rapids separately 158,000. Kalamazoo separately 169,000.
- (e) Estimate for Texas area. Estimated 2500 additional sets in Mexican area of Matamoros station.
- (†) Uhf sets.
- (*) Markets not listed here but having stations as of Feb. 1, 1953 are Lubbock, Tex.; York, Pa.; Colorado Springs, Colo.; Tucson, Ariz. Also not listed is Honolulu (where NBC estimates 10,000 sets-in-use as of Feb. 1, but does not include these in this total).

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

Note: TV sets sold in Canada totaled 250,083 up to Jan. 31, 1953, according to Canadian RTMA (Vol. 9:9). Since nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The CRTMA area count as of last Jan. 31: Windsor 53,615, Toronto-Hamilton 100,741, Niagara Peninsula 34,605, Montreal 44,503, other areas 16,619. In addition, Cuban sources claim 70,000 sets-in-use in Havana, 20,000 in rest of Cuba.

MARTIN CODEL'S
AUTHORITATIVE NEWS SERVICE
FOR MANAGEMENT
OF THE
VISUAL BROADCASTING
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ONE DISTRESS DEAL, ONE PROFIT DEAL: First TV station ever to founder on the fiscal rocks, post-freeze Honolulu outlet KONA (Ch. 11), went silent this week after owners asked FCC for permission to shut down for 30 days "for technical and financial reasons." Scramble to buy it was already under way when word of its distress, attributed largely to poor planning and bad management, had gotten out a few weeks ago.

Station will be taken over, if FCC approves, half by Honolulu Advertiser and half by J. Elroy McCaw & John D. Keating, who presumably would drop their competitive applications for Ch. 4 in Honolulu. Newspaper owns KGU (NBC) and McCaw-Keating own KPOA, Honolulu, and KILA, Hilo (MBS). Deal to acquire it is being made with representatives of Herbert M. (Monte) Richards, prominent Hawaiian industrialist, chief backer of the station. (For further details, see story on page 14.)

Another station deal -- this one with all the appurtenances of prosperity, however -- was consummated this week when Mrs. A. Scott Bullitt, owner of Seattle's KING-TV & KING, bought back the 25% interest she sold in those stations in July 1951 to Hearst Radio Inc. (Vol. 7:26). Hearst publishes Seattle Post-Intelligencer.

Mrs. Bullitt paid \$375,000 for KING-TV in 1949 (then KRSC-TV); it was heavy loser, but she soon built it into highly profitable property. She sold the 25% to Hearst for exactly same amount. She's paying Hearst \$450,000 to buy it back.

40 ON AIR; STATUS OF ALL CPs SINCE FREEZE: We've had so many requests for up-to-the-minute lists of new TV stations that have gone on the air post-freeze, and so many inquiries about the status of CP holders who have yet to build, that we decided to bring the records up-to-date on basis of questionnaires to principals, FCC files, data from counsel & engineers, equipment orders & shipments, etc.

Result is Special Report herewith, which lists (1) the 40 stations that have gone on the air since freeze was lifted, with facilities granted, starting dates, national reps, etc., and (2) the 270 CPs outstanding, with prospective starting dates as reported to us, plus other pertinent data. CPs include this week's 29.

Actually, this tabulation of the 310 grants since processing started last July is projection to mid-March of the status reports on CPs outstanding as of last Jan. 3 as published on pp. 5-12 of our TV Factbook No. 16.

We have dope on most of the grantees, though some starting dates aren't yet ready to report, some reps not yet chosen, some call letters not even assigned. By far the majority of grantees have replied to our questions frankly, most indicating at least their "hoped for" debut dates. It wasn't for want of our trying that there is no data on some stations. Besides basic facilities data from official sources, we simply indicate month they said they expect to start rather than any pin-pointed dates, for experience has shown there's delay more often than not.

We count a station on-the-air the moment it begins more or less regular test patterns; several of the 40 here listed aren't on commercial schedules yet.

Some of these CPs may never go to construction. It's no secret that certain grantees, on second thinking about economic and competitive conditions, will drop. A few may be speculative, though that's extremely difficult to prove. All grants to date were obtained on non-competitive basis, i.e., no one else asked for channel.

There will be the same stalling, in some instances, that was evident in the pre-freeze days, when 15 CP holders dropped or were forced by FCC to forfeit their CPs, most of them after getting repeated extensions. There are a few long-standing CPs whose holders haven't even approached equipment makers yet for specifications or bids, lending to suspicion they have no intention to build.

But the great majority of grantees, be it said, got their CPs in good faith, will build, and indeed in some instances (notably uhf) are much too eager to get on-the-air-in-a-hurry -- with consequent danger of getting off to bad starts with untested equipment, too-weak signals, poor public response. It has happened.

* * * *

Once the FCC gets squared away politically, it's a foregone conclusion the few laggards and phonies will be ferreted out. At FCC, as throughout the industry now, there's justifiable pride in fact that 310 grants have been made in the scant 8 months since freeze was lifted; that 40 new stations actually got on air and many more are building, creating boom conditions; that, even discounting normal delays, there should be well over 100 post-freeze new stations on air before year's end, and maybe twice that number by mid-1954.

'FIRST ROUND' ENDS WITH RECORD 29 CPs: FCC "went wild" this week -- granting 29 CPs, no less -- as it raced through entire 1016 cities in Group A priority list, all 215 in Group B. Previous record was 19 CPs. Total to date: 310 (104 vhf, 206 uhf).

Thus the "first round" is over. Conceivably, Commission can have a couple more big weeks -- but not many, since it has only 63 uncontested applications to work on now. Very shortly, CPs will thin down to desultory trickle as occasional uncontested application emerges, to be snatched up by FCC and granted.

Pressure for quick solutions to competitive situations will then become more intense than ever. FCC and Congress, as well as applicants, will devote more and more thought to ways and means of eliminating hearings -- through mergers, shared-time arrangements, "trustee corporations" (Vol. 9:9) and the like. Commission is constantly encouraging all legitimate techniques for eliminating contests -- witness this week's shared-time grant on Ch. 10 to WHEC & WVET, Rochester, on basis of an amendment filed late last week (Vol. 9:10).

Three more contests were eliminated this week as competitors combined or amended applications. In San Diego, Charles E. Salik and T.B.C. Television Inc. dropped Ch. 10 applications on condition they get 1/3 ownership each in KFSD's CP if its application is granted. In Las Vegas, Herman Greenspun dropped Ch. 8 application in return for 5% of Las Vegas Television Inc. In Indianapolis, Empire Coil Co. amended from Ch. 26 to Ch. 67, leaving itself and Marion Radio Corp. uncontested on respective channels.

Methods for speeding hearings will get much more attention, too. But haste in hearings depends much more on applicants and their attorneys than on FCC. The law provides hearing contestants with elaborate safeguards, virtually all of which consume time, and applicants are always fearful of abdicating their rights.

No more hearing dates were set this week. Commission has assigned examiner Leo Resnick to Ft. Wayne case, Wm. Butts to Spokane hearing, both starting April 6.

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The 13 vhf CPs: Chico, Cal., KHSL, Ch. 12; San Luis Obispo, Cal., KVEC, Ch. 6; Fort Myers, Fla., WINK, Ch. 11; Panama City, Fla., J.D. Manly, Ch. 7; Macon, Ga., WMAZ, Ch. 13; Nampa, Ida., KFXD, Ch. 6; Missoula, Mont., KGVO, Ch. 13; Albuquerque, N.M., KGGM, Ch. 13; Rochester, N.Y., WVET & WHEC, Ch. 10 (shared); Greenville, N.C., WGTC, Ch. 9; Lufkin, Tex., KTRE, Ch. 9; Harrisonburg, Va., WSWA, Ch. 3.

The 16 uhf grants: San Francisco, Lawrence A. Harvey, Ch. 20; Yuba City, Cal., John Steventon, Ch. 52; Dover, Del., Rollins Bcstg. Inc., Ch. 40; Columbus, Ga., WDAK-Martin Theatres, Ch. 28; Harrisburg, Ill., Turner-Farrar Assn., Ch. 22; Marion,

Ind., WMRI(FM), Ch. 29; Princeton, Ind., WRAY, Ch. 52; Davenport, Iowa, Mel Foster-Harold Hoersch, Ch. 36; Salisbury, Md., WBOC, Ch. 16; Cambridge, Mass., WTAO, Ch. 56; St. Paul, Minn., WCOW, Ch. 17; Columbus, Miss., WCBI, Ch. 28; Hendersonville, N.C., WHKP, Ch. 27; Mt. Airy, N.C., WPAQ, Ch. 55; Chambersburg, Pa., WCHA, Ch. 46; Fort Worth, Tex., Tarrant County Television Co., Ch. 20.

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Sidelights on non-radio grantees: San Francisco CP-holder Lawrence Harvey, attorney and manufacturer of aluminum products, holds CP for Salem, Ore., is Los Angeles applicant. Yuba City's John Steventon is feed mill operator, owns 25% of KMOR, Oroville, Cal. J.D. Manly, Panama City, holds interests in variety of businesses, including construction, quarry, concrete, auto sales, hotel.

Turner-Farrar Assn., Harrisburg, operates chain of southern Illinois theatres. Davenport principals Foster and Hoersch hold real estate interests, are also applicants for Miami. The 3 partners comprising Ft. Worth grantee are all in auto business; A.H. Lightfoot holds 40%, K.K. Kellam 30%, Basil Roper 30%.

Other highlights: Dover's Rollins Bcstg. Inc. owns several AMS, including WJWL, Georgetown, Del., is TV applicant for Fayetteville, N.C. Allen Woodall, president of WDAK, 50% owner of Columbus, Ga. grantee, holds interest in Macon CP and Augusta application. Grant to WMAZ in Macon is the happy climax to tortuous trip through maze of FCC legalities; Commission found it had erred in assigning Ch. 13 to Macon, because of substandard co-channel spacing, thereafter went through full rule-making procedure to move it to nearby Warner Robins, Ga.

Electronic equipment manufacturer Harvey Radio Labs is owner of WTAO, Cambridge grantee. Birney Imes, operator of WCBI, Columbus, Miss., is radio veteran, owns several other Mississippi AMS, including TV applicant WMOX, Meridian.

Rochester shared-time grant is an arrangement between Gannett newspapers (WHEC) and the 130 stockholders who own WVET. Principals of Chambersburg grantee also own WTVE(TV), Elmira, N.Y. WSWA, Harrisonburg, is owned by Frederick Allman, engineer who built WAAM, Baltimore, later sold interest.

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

GREEN BAY-SIOUX CITY-AMARILLO-GALVESTON: Four new vhf stations are now testing, all in new TV cities, so can be added to log of stations operating -- now totaling 148, of which 23 have started thus far this year, 40 since freeze was lifted. New outlets:

WBAY-TV, Green Bay, Wis. (Ch. 2), which began test patterns with RCA equipment just after midnight March 7. Mgr. Burkett Farquhar reports good picture quality and "coverage reports exceeding expectations." National sales rep is Weed.

KVTV, Sioux City, Ia. (Ch. 9), which began night equipment tests (GE) March 9, goes commercial right away as CBS-TV affiliate. It's first TV station owned by Cowles newspaper interests, headed by manager of their Yankton radio station WNAX, Robert Tincher. Katz is national sales rep.

KGNC-TV, Amarillo, Tex. (Ch. 4), which began testing RCA transmitter March 11, exactly year after Gene Howe, late great editor of owner Amarillo Daily News and Globe-Times, had predicted in his oft-quoted "Old Tack" column: "A year from today the flickers will be flickering in Amarillo." It goes commercial March 18, managed by Tom Kritser. O.L. Taylor is rep.

KGUL-TV, Galveston, Tex. (Ch. 11) also began test signals March 11, goes commercial March 22 as basic CBS-TV outlet. GE transmitter is located between Galveston and Houston, only 46 mi. apart, so for all practical purposes Houston area now has second vhf. Paul E. Taft is gen. mgr. CBS-TV Spot Sales is national rep.

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Most of the other March starters previously listed as probable (Vol. 9:10) look like good prospects, at least by early April. KFDA-TV, Amarillo (Ch. 10), with GE equipment all in hand, shouldn't be far behind KGNC-TV -- and about ready to test are KCBD-TV, Lubbock, Tex. (Ch. 11); KELO-TV, Sioux Falls, S.D. (Ch. 11); KTTS-TV, Springfield, Mo. (Ch. 10).

March uhf prospects still are WICC-TV, Bridgeport, Conn. (Ch. 43); WCOV-TV,

Montgomery, Ala. (Ch. 20); WAFB-TV, Baton Rouge, La. (Ch. 28); WLEV-TV, Bethlehem, Pa. (Ch. 51); WKST-TV, New Castle, Pa. (Ch. 45); WTVO, Rockford, Ill. (Ch. 39); and WLOK-TV, Lima, O. (Ch. 73). Some may be delayed. There could be a "sleeper" or two.

Getting very close, too, are WHP-TV, Harrisburg, Pa. (Ch. 55); WLBC-TV, Muncie, Ind. (Ch. 49); KCJB-TV, Minot, N.D. (Ch. 13); educational KUHT, Houston (Ch. 8), promised for March 29.

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KSWO-TV, Lawton, Okla. (Ch. 7) went commercial March 8 after successful test patterning; in this space last week, we inadvertently dropped the several paragraphs reporting its March 3 start (though the headline listed it).

WWLP, Springfield, Mass. (Ch. 61), testing first with low power (Vol. 9:10), was all set to start test patterns with 12-kw GE transmitter March 14 and to go commercial March 16. It's second 12-kw job on air, first being WHUM-TV, Reading, Pa. (Ch. 61). Within month, Holyoke's WHYN-TV (Ch. 55), in same area, also testing first on low power, should have its 12-kw GE in full operation.

[For latest reports on other upcoming new stations, see page 7.]

WHO'S DELAYING COLOR? CONGRESS ASKS: Prospects of two-ring Congressional circus -- separate investigations of color TV status by Senate and House -- aren't creating the sensation they once might have. Industry thinking seems to be as follows:

(1) The incompatible system is dead, no longer threatens dislocation of existing or future TV service.

(2) A compatible system, backed by entire industry, is about to reach technical fruition and to be integrated smoothly into the nation's TV service -- which now comprises 22,500,000 receivers served by 148 stations and is in critical stage of expansion due to introduction of uhf. Petition asking FCC to adopt compatible standards is expected in a few months.

FCC seems to share industry's attitude, to some extent at least.

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Current furor started March 6 when Sen. Johnson (D-Colo.) released to press 10-page letter to Sen. Tobey (R-N.H.), chairman of Interstate & Foreign Commerce Committee, charging that "powerful interests" are seeking to delay color until "market might be saturated with black-&-white TV sets." He asked for investigation to find out why color isn't here now. Sen. Tobey was out of town, unavailable for comment, but Johnson says Tobey agrees with him.

Most immediate industry reaction came from RCA chairman Gen. Sarnoff, who issued statement from San Francisco saying: "I don't know to whom Sen. Johnson refers...It surely can't be RCA. We are doing everything we know how to advance color TV for the home." He said that RCA has spent almost \$20,000,000 on color research, \$5,000,000 last year alone, and -- for first time -- stated that RCA will petition FCC for approval of new standards after end of field tests in "next few months."

Field tests will take 4-6 months, in opinion of Dr. W.R.G. Baker, chairman of National TV System Committee. Meanwhile, he says, "I hope the engineers will be left alone to do the job. A hearing before end of the tests would be premature."

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First word of House color investigation came March 13 during resumption of Interstate & Foreign Commerce Committee's quiz of the FCC (Vol. 9:8). Members were questioning Chairman Walker as to whether a hearing would accelerate introduction of color. Walker assumed they meant an FCC hearing, said:

"I think we should watch developments then determine when a hearing should be held. If we find someone holding back, we might start a hearing immediately. But with so many people crying for television, I doubt whether we'd be justified in stopping our work on grants for new stations and putting our small staff on color." He added that Commission has been queried on color by Tobey, will respond shortly.

"The time has come for the public to be advised," Chairman Wolverton then said. "We're aware that a license for color has been granted, yet there's no color. What's withholding it from the market when it should be available? In a short time we will have a hearing on the matter." He later set March 24 for start.

Which committee will cop headlines first? It's too early to place bets on sweepstakes, but House has already set date and Senate hasn't. Wolverton says hearing will include testimony from industry and Govt., plus demonstrations of systems.

Why did Johnson choose this time to open his barrage? On basis of press reports, he told us, there are too many conflicting stories, and "the public has a right to be advised." He had not asked NTSC for report on its progress, said that he hasn't seen any color demonstrations recently, hasn't consulted with any other members of his committee besides Tobey.

"We got the industry stirred into action once before," Johnson said, "but you turn your back on them and they go to sleep." As chairman of committee in 1949, he was largely responsible for the Commission's last excursion into color -- a trip which lengthened the late unlamented freeze by several years.

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Contrasting with Johnson's approach, Tobey on Feb. 20 wrote to Dr. Baker, asking 3 pointed questions, to which Baker replied March 6. The questions:

(1) Is any NTSC member planning to manufacture sets based on FCC's present field-sequential color standards? If not, why not?

(2) Do they plan to make sets for other color standards? If not, why not?

(3) Is anyone going to petition FCC for new color standards? Who and when?

Baker wrote that he doesn't know production plans of others, but that he knows several companies with experimental sets for testing NTSC specifications. And he said: "I know of no specific plans for the filing of a petition with FCC."

Baker also reviewed purpose and work of NTSC, said that its operations are an open book; that membership is open to scientists and engineers with the special technical qualifications; that NTSC isn't concerned with any company's proprietary interests or patents; that work of first NTSC before the war, in formation of current black-&-white standards, was proof of group's capabilities.

When will NTSC finish its work? "It is tempting at this stage," Baker wrote, "on all of the evidence that has accumulated, to be most optimistic. However, as an engineer with some experience in this incredibly fast moving industry, I feel that we must defer final judgment until the substantial completion of these field tests. Not until then can it be determined whether our work is in shape for serious consideration by the FCC." Copies of letter went to NTSC members and FCC.

It's Baker's hope that history of black-&-white standards will be repeated, i.e., NTSC will come to Commission with fully tested set of standards which FCC will be prepared to accept after careful study -- perhaps without formal hearing.

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NTSC's field-testing Panel 16, under Hazeltine's Knox McIlwain, meets in New York March 19-20 for first of exhaustive tests with the new specifications recently adopted. [For full technical details of specifications, see our Supplement No. 75-A.] After studying results for a month, panel will meet again in Syracuse April 14-16. Later sessions are scheduled for Philadelphia. A separate task group plans tests in Chicago, assuming Zenith still has experimental use of Ch. 2.

Sets capable of receiving new specifications have been built, or will be built by April, by following manufacturers: Sylvania, RCA, Westinghouse, Emerson, Tele King, Crosley, GE, Admiral, Hazeltine, Zenith, Motorola, Philco. Dr. Baker told Tobey that more than 200 engineers have contributed to NTSC's work.

CBS's only comment on developments was that it still believes its system is the only practical one, as it stated couple months ago (Vol. 9:1).

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Johnson's letter to Tobey reads like old times, though setting is much different. After attacking the unidentified "powerful interests" and telling Tobey "you are not afraid of powerful interests," he traced history of color controversy, largely through trade press quotes "to demonstrate the confused status."

He attacked Charles Wilson, former ODM director, for NPA color order M-90-- "just another unwarranted, crippling blow aimed directly and specifically at color TV." NPA's second color order, emphasizing shortage of engineers, "was merely another way to beat the devil around the bush." Incidentally, M-90 is due to be re-

scinded shortly, in line with Administration's general policy of decontrol.

"I have no feeling as to the preference as to any one system," wrote Johnson, "except that like anyone familiar with the problem, as I have stated frequently, a compatible system is most desirable. However, I leave that problem and I have left that problem to the expert agency."

Report that Lawrence tri-color tube can be mass-produced for \$60 is "startling and revealing information and should be explored," he said. He added that he's reminded that some of first monochrome tubes cost \$450-\$500.

Standards were adopted about 3 years ago, yet color still isn't available to public, he said. "Why isn't it? Is this delay in manufacturing color TV receivers deliberate? Are the standards adopted by the FCC unsound? If so, in what manner? Have new standards been developed? If so, why are they not submitted to the FCC?"

Personal Notes: Walter Buchanan has resigned as chief engineer of XEX, Mexico City, to become subsecretary of communications in charge of TV, radio & communications—virtually the equivalent of FCC chairman; he's also professor of electronics at U of Mexico City . . . James M. Gaines, NBC v.p. for owned-&-operated stations, on March 15 joins General Teleradio Inc., General Tire subsidiary operating WOR & WOR-TV, which he will head; Teleradio also operates MBS and other TV-radio stations. NBC v.p. Charles R. Denny takes over Gaines' duties, network's 5 TV and 5 radio stations now reporting directly to him . . . Samuel Miller leaves Cohn & Marks to establish own law offices March 15 at 1025 Vermont Ave. NW, Washington, phone Sterling 3-5764; Geo. MacClain, formerly with FCC on Conelrad project, recently with National Security Resources Board, joined Cohn & Marks March 3 . . . Theodore R. Kupferman, ex-NBC legal dept., now gen. attorney for Cinerama Productions Corp. . . . Carlton Winckler, production mgr. of CBS-TV operations, named program dept. production mgr., succeeded by Walter Pierson . . . David Savage, mgr. of WCBS-TV film dept., joins NBC film div. as mgr. of film procurement, March 17 . . . Thaine Engle has left WBAP-TV, Ft. Worth, to become NBC-TV supervisor of audience promotion; he's succeeded by Howard Fisher as WBAP-TV director of publicity & promotion . . . James W. Bradner Jr., ex-KGBC, joins new KGUL-TV, Galveston, as commercial mgr. . . . Stanley Smith promoted to eastern sales mgr., ABC-TV network . . . C. Fred Crandon, ex-WCSH, recently with electronics div. of Portsmouth Navy Yard, named chief engineer of new WPMT, Portland, Me. (Ch. 53) due on air in late August . . . Warren S. Walden, sports director of WJAR-TV, Providence, wins E. Joseph Tierney Memorial award as "Outstanding Man of the Year in Rhode Island" for publicizing and raising funds for public service causes . . . George Arms, ex-radio director, Kansas State College, joins KUHT, Houston, new educational non-commercial station; Paul Owen, ex-KNBH, Los Angeles, also named producer-director . . . Luis Gallup, ex-WKRC-TV & WCPO-TV, named promotion mgr., WLWC, Columbus . . . Lionel van Deerlin, ex-city editor of old *San Diego Journal*, now public relations director, XETV, Tijuana . . . Sol J. Paul resigns as N. Y. adv. mgr. of *Broadcasting* to start new TV magazine, details unannounced . . . Bruce Fouche named TV-radio director of Institute of Life Insurance . . . Charles V. Dresser promoted to central div. sales mgr., NBC-TV Spot Sales . . . John Soell, ex-DuMont, and Larry Hasbrouck, ex-ABC, have joined H-R Representatives Inc.

Col. Harry C. Wilder, veteran broadcaster who sold his WSYR in Syracuse to Newhouse Newspapers in 1949 (after which it built WSYR-TV), is selling control of his WELI, New Haven, to gen. mgr. Richard W. Davis, other staffmen and group of local citizens. Col. Wilder resides winters in Phoenix. He also owns WTRY, Troy, N. Y.

QUESTIONING OF FCC by House Interstate & Commerce Committee, which concluded March 13, covered a lot of matters besides color (see p. 4). It also produced this statement by Chairman Wolverton (R-N.J.): "This committee is making plans to be apprised of developments in TV to help share responsibility with the Commission." Among subjects covered:

(1) Regulation of networks: FCC Chairman Walker made it clear that other commissioners don't necessarily agree with him that networks should be licensed (Vol. 9:8). He favored congressional study of networks.

(2) Educational reservations: Walker stated that "it's hard to say" whether reservations will be continued beyond June 2, that "it depends on who's on the Commission." Asked whether non-commercial station can become commercial, he said it would require rule-making but that he wouldn't guess the outcome.

(3) Oscillator radiation: Curtis Plummer, chief of Broadcast Bureau, said that industry has made "real progress," producing tenfold improvement, but that more reduction is needed.

(4) Trafficking in licenses: Questioned by Rep. Heselton (R-Mass.), Walker said FCC is always on alert to scotch that practice as well as the filing of "strike" applications—"but it's hard to police thousands of stations."

Chairman Wolverton was quite concerned that stations, "monopolies" he called them, are in position to "determine who can buy time, can favor one advertiser over another, can charge higher rates for one than another, etc." Walker said that he doesn't believe Commission has jurisdiction over rates and sales practices and that stations aren't necessarily "monopolies" since they frequently have competition.

Consulting engineers John Creutz and Millard Garrison have consolidated their separate operations with those of E. C. Page & Joseph R. Waldschmitt, forming new firm of Page, Creutz, Garrison & Waldschmitt with offices in Bond Bldg., Washington; phone, Executive 3-5670. Also a partner is Virginia R. Erwin, onetime FCC engineer and first registered woman consulting engineer in the field. Firm has also added to staff James L. Hollis, formerly in charge of high power transmitter development and propagation research, Collins Radio Co.

FCC preliminary report on TV revenues-income-expenses for 1952 is due in week or two, will include data on the few new stations which started last year. Though industry total is expected to be far greater than 1951's \$235,700,000 revenues and \$41,600,000 net before Federal income taxes (Vol. 8:34), it's well known that a few stations continued to lose. In 1951, 14 stations reported losses, 8 of them in New York and Los Angeles, the 7-station markets.

THREE MORE UHF transmitters will be shipped by RCA week of March 16—to WFTL-TV, Ft. Lauderdale, Fla. (Ch. 23); WBKZ-TV, Battle Creek, Mich. (Ch. 64); WKNX-TV, Saginaw, Mich. (Ch. 57). By end of month, 4 more are due for shipment—to WSUN-TV, St. Petersburg, Fla. (Ch. 38); KMJ-TV, Fresno, Cal. (Ch. 24); WHIZ-TV, Zanesville, O. (Ch. 50); WKJF-TV, Pittsburgh, Pa. (Ch. 53).

That will make 10 uhf for the month, shipments having gone out this week to WLBC-TV, Muncie, Ind. (Ch. 49); WFAM-TV, Lafayette, Ind. (Ch. 59); WCOS-TV, Columbia, S. C. (Ch. 25)—and Camden officials state they will ship same number during April to bring total by time of NARTB convention to 36. RCA also states it's now promising deliveries of new uhf orders by August.

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Looks like first educational TV station to take the air will be U of Houston's KUHT (Ch. 8), which has announced formal April 6 starting date but may begin tests March 29. Preliminary plans call for 5-9 p.m. operation weekdays during first few months, said president W. W. Kemmerer. "For the first few days or for the first week," he wrote, "we would welcome participation from well-known national programs and nationally recognized artists [and] we think that it would be a fine gesture from the commercial interests if they would participate as a gesture of good will, incidentally, probably getting full value for the incidental advertising."

KCSJ-TV, Pueblo, Colo. (Ch. 5), which first had target date of March 1, had to locate at new site, so now isn't likely to make it before sometime in April, according to counsel. It's using RCA transmitter formerly used as WCBS-TV stand-by in Empire State Bldg. Plans call for layout similar to that of old one of WCBS-TV in Chrysler Bldg. Avery-Knodel will be national rep.

WJHL-TV, Johnson City, Tenn. (Ch. 11) reports all GE equipment ordered, including 2 cameras, should be ready in 40 days, so that it expects to put on test patterns in July and go commercial Aug. 1. Pearson will be rep.

KOAM-TV, Pittsburg, Kan. (Ch. 7) expects to begin by Oct. 1, reports E. V. Baxter, chief owner. RCA equipment has been ordered, he states, but construction plans not yet made and rep not selected.

KFYR-TV, Bismarck, N. D. (Ch. 5) hasn't ordered equipment yet, but mgr. F. E. Fitzsimonds reports it ought to be ready by early fall. Blair is AM rep, but he states no TV rep has yet been chosen.

KCJB-TV, Minot, N. D. (Ch. 13), which got DuMont shipment immediately after Feb. 2 grant, is hastening construction, looks like it can get test pattern on air by March 23, reports John W. Boler, president. Its commercial date will be April 1, he states.

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WMGT, North Adams, Mass., which got Ch. 74 grant Feb. 18, apparently faces little prospect of early start. Trade report from Pittsfield quotes Leon Podolsky, president and chief owner of radio WBRK, Pittsfield, as indicating station might be ready by spring of 1954. Mr. Podolsky recently was named technical asst. to the president of Sprague Electric Co. He's also applicant for Ch. 64 in Pittsfield, being opposed by WBEC.

WITV, Ft. Lauderdale, Fla. (Ch. 17) has asked for 6 months extension of grant of last July 30 because former president L. Coleman Judd contracted polio last fall and stepped down to v.p., followed by election of Comdr. Mortimer H. Loewi, ex-DuMont executive, now 25% stockholder, as president. Target date is now Sept. 30, with RCA transmitter ordered and new offices set up at 300 S.E. Third Ave. Gen. mgr. is R. W. Standart. *Fort Lauderdale News'* WFTL-TV (Ch. 23), with Noran E. Kersta at head, is still aiming for April 1-15 start (Vol. 9:8).

John Poole's KPIK, Los Angeles (Ch. 22) is adding to old KFVB-FM transmitter building on Mt. Wilson, spending \$200,000 on this expansion, and proposes to share site with U of Southern California's long promised non-commercial educational station KUSC-TV (Ch. 28). Latter will use DuMont equipment, was last reported readying for April or May start. KPIK will use GE, now plans early July start, according to Poole, who also operates radio stations KBIG, Catalina, and KBIF, Fresno.

WLOK-TV, Lima, O. (Ch. 73), slated for March 15 start and with GE equipment all on hand, has moved first test patterns up to March 19 and commercial operation to April 1, reports gen. mgr. R. O. Runnerstrom. Snowstorms caused delay. Meanwhile, big TV Exposition it staged in local armory, with 30 dealers displaying 22 lines of sets, and "See Yourself on TV" stunt with WLOK-TV live camera, drew 25,000 persons.

WKNA-TV, Charleston, W. Va. (Ch. 49) should be able to get going in early summer because antenna site is already available and RCA order had been placed contingently, reports grantee Joe L. Smith Jr. Construction will proceed as rapidly as possible, he states. Weed will be rep.

KNUZ-TV, Houston (Ch. 39) has target date of July 4, expects to operate from the U of Houston campus by special arrangement with the board of regents. It will lease space from the university's own non-commercial KUHT (Ch. 8) due on air in few weeks. Forjoe will be KNUZ-TV rep.

WCHU-TV, Charlottesville, Va. (Ch. 64), though first promised for fall (Vol. 9:6), now says its consulting engineers don't regard channel as desirable for area, so are currently probing better allocation. Meanwhile, no definite plans.

WBCK-TV, Battle Creek, Mich. (Ch. 58) reports it has ordered DuMont equipment, has construction plans all ready, should start sometime in August. Headley-Reed will be national rep.

KEDD, Wichita, Kan. (Ch. 16) has moved forward on-air date to mid-May, commercial to about June 1, reports gen. mgr. Stanley H. Durwood of Durwood Theatres, 85% owner. GE equipment has been ordered.

Approximately Oct. 1 is target date for new station in Bloomington, Ill. (Ch. 15) authorized March 4, reports owner Cecil W. Roberts. Equipment has not yet been selected, building plans not made, call letters not assigned, rep not chosen. Mr. Roberts is operator of radio stations KREI, Farmington, Mo.; KCHI, Chillicothe, Mo.; KNEM, Nevada, Mo.; KCRB, Chanute, Kan.; KCLO, Leavenworth, Kan.

WBUF-TV, Buffalo (Ch. 17), changing from WBUF, has moved up projected starting date to June 15, is in market for staffmen; it signed ABC & DuMont affiliations this week, has H-R Television Inc. as rep, has DuMont equipment on order.

KACY, Festus, Mo. (Ch. 14), which actually will be a St. Louis outlet, has ordered GE equipment and completed all construction plans, and expects to get on air sometime during this summer, reports Ozark Television Corp. counsel Robert S. Kilker. No rep has yet been chosen.

WFMD-TV, Frederick, Md. (Ch. 62) has set target for fall of 1953, reports Maj. Laurence Leonard, owner, presently vacationing in Ft. Lauderdale, Fla. "Plans are far advanced," he states, "for what I believe will prove to be a successful type of operation in our particular market."

WSGN-TV, Birmingham, Ala. (Ch. 42) has ordered RCA equipment, has studios about three-fourths completed, aims for "early 1954" start, reports gen. mgr. Henry P. Johnston. It hasn't selected rep yet.

Network Accounts: ABC-TV plans fresh approach in rotating series of dramas and comedies called *American Album*, starting April 12, Sun. 7:30-8 p.m., with idea of offering successful ones for sponsorship during fall season. Aim is to corral new writing & acting talent to back up featured "name" stars now being rounded up by talent v.p. Robert M. Weitman and program dept. director Charles Underhill. About 80% of programs will be live, originating from both New York & Hollywood, and some will be included in radio counterpart called *American Cavalcade*. . . Arthur Godfrey goes off air May 4 to undergo surgery for old hip injuries from auto accident 20 years ago; he'll be absent for 6 weeks from morning program on CBS-TV, Mon.-Thu. 10-11 a.m. and 4 months from evening programs Mon. 8:30-9 and Wed. 8-9 p.m.; after 6 weeks, he will also do some of his radio programs from his home. . . S. C. Johnson & Sons Inc. (wax) buys co-sponsorship of *Saturday Night Fights* with current sponsor Bayuk Cigars Inc. (Vol. 8:49), starting April 25, on ABC-TV, Sat. 9 p.m. to closing, thru Needham, Louis & Brorby. . . Hall Brothers Inc. (Hallmark greeting cards) will sponsor first hour of *Hamlet*, starring Maurice Evans, April 26 on NBC-TV, Sun. 3:30-5:30 p.m. or 5-7 p.m., thru Foote, Cone & Belding; second hour sponsor not yet announced. . . Fram Corp. (air filters) will sponsor *Vacationland America*, starting April 3, on NBC-TV, Sun. 5:30-5:45 p.m., thru VanSant, Dugdale & Co., replacing *Meet the Veep*, which moves to Fri. 7-7:15 p.m. . . General Cigar Co. (Robert Burns) moves *Herman Hickman Show*, starting March 29, from NBC-TV, Fri. 7-7:15 p.m., to ABC-TV, Sun. 6:30-6:45 p.m., thru Donahue & Coe. . . Palm Beach Co. (men's suits) buys *Palm Beach Golf Championship* from Westbury, L. I., N. Y. May 17 on DuMont, Sun. 5-6 p.m., thru Ruthrauff & Ryan. . . Pet Milk Co. will retain its option on Sat. 8:30-9 p.m. period on NBC-TV after *All-Star Revue* ends in April and is reported planning to sponsor *Original Amateur Hour* in that time period. . . Texaco is reported dropping Milton Berle's *Texaco Star Theatre* on NBC-TV, Tue. 8-9 p.m., thru Kudner Agency, which is trying to sell sponsorship to Buick, now sponsor of *Buick Circus Hour* every fourth Tue. 8-9 p.m.

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"TV is underpriced," not overpriced, because its increase in time costs has been only one-third that of increase in TV set circulation, according to CBS-TV sales development mgr. Edward P. Shurick. He told Public Utilities Advertisers Assn. March 12 in Richmond that sponsors think of TV as just another ad medium, whereas it should be considered complete and self-sufficient with other media in supplementary roles. He pointed out that TV has grown 180% faster than network radio in its early years and that TV's cost-per-1000 viewers has decreased 144% since Jan. 1950.

TV admen are guilty of "cultural corruption" in mixing sentiment with commercials, writes Bernard De Voto in his column, "The Easy Chair," in March *Harper's Magazine*, citing as example sequence on *Kate Smith Show* in which commercial on orange juice came immediately after heart-warming interviews with wounded men in Korea; De Voto based column on 20 hours of continuous viewing—7 a.m. one day to 3 a.m. next day.

Relationship of films for TV and films for movies will be discussed at Harvard March 19 by panel moderated by Parker Wheatley, director of Lowell Institute's Cooperative Broadcasting Council, and including Paul Raibourn, Paramount Pictures; Pat Weaver and Robert Sarnoff, NBC; Louis DeRochemont, producer.

ABC progress report: Best 4 weeks in its history, Feb. 9-March 9, brought in \$4,500,000 in sales of spot on its 10 owned stations, of which \$3,250,000 was TV.

Station Accounts: Peoria's WEEK-TV, which began operating last Jan. 29 (Vol. 9:5), went commercial in February, reports 21 network accounts signed (NBC & DuMont) plus these national spots (Headley-Reed, rep): Alliance Mfg. Co., Brown & Williamson, Bulova, Crosley, Falstaff Brewing, Griesedieck Brewing, Miller Brewing, Phillips Petroleum, Purity Bakeries, Rival Dog Food, Sawyer Biscuit Co., Vestal Inc. . . WJTV, Jackson, Miss. (Ch. 25), which began Jan. 20, reports these national spots (Katz, rep): Kools, Viceroy, Williamson Candy, Lay Potato Chips, Stag Beer, Falstaff Beer, Bulova, Orkin, Continental Trailways, Crosley, Casite. . . New program *Journey Through Life*, on WCBS-TV, New York, starting March 30, Mon.-Fri. 1-1:30 p.m., now has these sponsors lined up for one-min. participations: Converted Rice Inc. (Uncle Ben's converted rice), thru Leo Burnett; N. Y. Telephone Co., thru BBDO; Bab-O, thru Dancer-Fitzgerald-Sample; Alka-Seltzer, thru Robt. H. Otto; B. C. Remedy Co. (headache powder), thru N. W. Ayer; American Home Foods Inc. (G. Washington coffee & Burnet pudding), thru Ted Bates & W. Earl Bothwell; M. & R. Dietetic Laboratory Inc. (Pream powdered cream), thru Ralph Jones; Ferrara Confectionery Co. (candy), thru Admiral Adv. . . Florsheim Shoe Co. joins with Nash and Old Gold, regular season sponsors, to sponsor half of finals of *National Invitation Basketball Tournament* from Madison Square Garden on WPIX, New York, thru Gordon Best Adv.; *Ted Steele Show*, going to nights when baseball starts, adds sponsors Pepsi-Cola and Lucerne Dairy. . . Knowles Co., local Ford dealer, sponsoring Fred Vant Hull, ex-Minnesota and pro grid star, now polio victim, in 3 sports commentaries weekly on KSTP-TV, which he does from wheelchair. . . Sealy Mattress Co. and Snellenburg, Philadelphia dept. store, co-sponsoring 5-day-a-week *Columnists Corner* on WCAU-TV, featuring local newspaper columnists, thru Ed Shapiro Inc. . . National Tea Co. chain buys *Clifton Utley* newscasts at 5:50 p.m. daily on WNBQ, Chicago, in addition to Sun. p.m. *Range Riders*, thru Schwimmer & Scott. . . Blue Shield Hospital Plan sponsors *H. V. Kaltenborn* on WNBT, Fri. 7:15-7:30 p.m., starting March 20. . . Ohio Oil Co. buys *Crown Theatre*, half-hour film series produced by Crosby Enterprises and starring Gloria Swanson, thru Stockton-West-Burkhart, Cincinnati. . . "Weather strips" on WTMJ-TV, Milwaukee, at 5:55, 10:25 & 12:30 p.m. increased to 17 per week, all sold. . . Amoco signs *Washington Redskins* grid games on WMAL & WMAL-TV for 11th consecutive season, thru Joseph Katz Co. . . Vitamin Corp. of America, for new Calometric Weight Control, starts 10-day test in Los Angeles & San Diego in April, using TV and newspapers, thru Biow Co., N. Y. . . General Electric to sponsor series of 40 comedy films starring Ray Milland, being produced in Hollywood by Review Productions. . . Among other advertisers reported using or preparing to use TV: Chunky Chocolate Corp. (Chunky candy), thru Peek Adv. Agency, N. Y.; Vestal Inc. (Wax-Rite liquid wax), thru Olian Adv. Co., St. Louis; Royal, Barry-Carter Mills (Martha White flour), thru Noble-Dury & Assoc., Nashville; Globe Brewing Co. (Hals beer), thru VanSant, Dugdale & Co., Baltimore; H. W. Lay & Co. (Lays potato chips), thru Liller, Neal & Battle, Atlanta; Continental Trailways (bus line), thru Lannin & Sanders, Dallas; Casite Div., Hastings Mfg. Co. (Casite for autos), thru Keeling & Co., Indianapolis; Doughnut Corp. of America (American Ice Cream Div.), thru Grey Adv., N. Y.

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Picard Adv. Co., which handles TV-radio accounts (also Petry and United TV Programs), has changed name to Picard, Marvin & Redfield with addition of L. L. Redfield, ex-Dowd, Redfield & Johnstone, as partner and executive v.p. Mr. Picard remains president, Wm. S. Marvin v.p.

Telecasting Notes: Atom blast telecasts and broadcasts, scheduled March 16-17 over pooled network facilities, are best example to date of Govt.-network cooperation for civil defense. Demonstration by Atomic Energy Commission and Civil Defense Administration at Yucca Flat, Nev., will show what happens to typical homes in atomic explosion. Pooled telecasts by ABC, CBS & NBC will show millions of Americans the preparations for blast at 2-2:30 p.m. EST March 16, then the actual blast (from distance of 7 mi.) at 8-8:30 p.m. March 17, followed at 4:30-5 p.m. by close-in view of explosion's effects . . . Near-disaster struck crew landing microwave equipment for atomic telecast on 6300-ft. mountain peak near California-Nevada border March 9 when Air Force helicopter was dashed against mountainside by gust of wind; on board was Klaus Landsberg, gen. mgr. of independent KTLA, Los Angeles, who masterminded last April's A-blast telecasts (Vol. 8:16-17) and is director of March 17 pooled telecast. Plane made safe landing at Valley Wells, Cal., 11 mi. away . . . WCBS-TV, New York, begins program day at 7:20 a.m. instead of 8:20 starting March 30, opening with *News & Previews*, then *Telecomics* at 7:30 followed by *Time for Beany* at 7:45, then *Ernie Kovacs* at 8-9 . . . Kudos for Iowa State College's WOI-TV's educational programming (it operates commercially, too) were heaped by Dorothy Thompson in her March 10 newspaper column following visit to Ames—high and well-earned tribute to efforts of founding mgr. Richard Hull . . . CBS-TV's *Omnibus* offering 2 TV "firsts" Sun., March 29: George Gershwin's one-act opera *135th Street*, and Ethel Barrymore in first dra-

matic role on TV . . . Good program idea: *Amateur Chef* on KSTP-TV, St. Paul, Sun. 1:30—appealing male interest in cookery . . . Marian & Jim Jordan (*Fibber McGee and Mollie*) have informed NBC they won't be able to make TV film version, due to "health and taxes," so network is considering new faces for the roles; Don Quinn, who worked on this show, also on *Beulah*, *Great Gildersleeve* and *Halls of Ivy*, has joined Young & Rubicam in Hollywood to supervise comedy shows . . . Murder mystery *Double Jeopardy*, in which Vivian Blaine starred on NBC-TV, being adapted for Broadway stage next season by author David Shaw . . . Famed Peabody Conservatory of Music, Baltimore, to offer 16-week college course in music & TV techniques taught by staff of WAAM, aiming to supply TV stations with musicians schooled in TV fundamentals . . . WBT-WBTV scholarship of \$5000 annually for studies of TV-radio at the U of North Carolina, set up by Jefferson Standard Foundation of big life insurance company operating those Charlotte stations . . . KPRC-TV, Houston, begins operations from new \$1,000,000 plant March 29, which is 25th anniversary of KPRC affiliation with NBC . . . KDYL-TV, Salt Lake City, plans to build new 34,000-sq. ft. studio building next spring . . . KING-TV's radio adjunct, KING, Seattle, takes ABC affiliation from KJR as of June 1; mgr. Otto Brandt is onetime ABC v.p. . . . Katz taking over national representation of WTVN, Columbus, from Headley-Reed, following station's recent acquisition by Radio Cincinnati Inc. (WKRC-TV) . . . New WCOS-TV, Columbia, S. C. (Ch. 25), due in April, has set Class A hour rate at \$200, one-min. \$40.

ANGRY CANADIAN broadcasters, embittered over Canadian Broadcasting Corp.'s policy of excluding private TV enterprisers from major cities until CBC builds its own govt.-owned stations first, pulled no punches in their criticisms at this week's Canadian Assn. of Broadcasters convention in Montreal. They called govt. policy "stifling and stupid," for so far it has brought forth only one station each in Toronto and Montreal, one other promised in May in Ottawa. Private broadcasters are literally straining at the leash to bring competitive TV to those and other cities.

Said CAB president Malcolm Neill in his annual report: "From the outset the CBC has portrayed TV as some horrible Frankenstein monster which only they with their superior intellects can control and thus protect us from ourselves." Said ex-CAB president Harry Sedgewick, noting that equipment costs some 30% more in Canada than the U. S.: "If we're not discouraged by costs, we're licked by regulations before we start." It was estimated at least \$800,000 would be required to build in major markets, \$500,000 a year to operate. Minimum equipment for smaller markets might be had for \$180,000, costing \$120,000 a year to operate.

CBC is now accepting new station applications in non-CBC-reserved cities (meaning all but Toronto, Montreal, Ottawa, Winnipeg, Halifax, Vancouver) and 6 were filed up to last week (Vol. 9:10). Regulations requiring certain proportion of live program content—meaning that camera chains and studios must be purchased from the start—were bitterly assailed.

TV news seminar, co-sponsored by Radio-TV News Directors Assn. & Northwestern U's Medill School of Journalism, will be held April 28-May 2 at Orrington Hotel, Evanston, Ill., featuring panel discussions on how to make news pay its way, latest techniques of news presentations, use of wire services, etc. Fee for enrollment, limited to 40 persons, is \$50, payable to Baskett Mosse, Northwestern TV-radio journalism chairman.

Wm. L. Gleeson will get \$306,272 from Congress as compensation for FCC's deletion of TV Channel 1 for which he once held CP in Riverside, Cal. That's prediction of Rep. Usher L. Burdick (R-N. D.) who served as one-man House Judiciary subcommittee which heard testimony March 9 from Gleeson and FCC Comrs. Hyde & Sterling. Rep. Burdick says he's confident both House and Senate will approve bill awarding Gleeson damages specified, enabling Gleeson to recover control of his California radio stations now in receivership: KPRO & KPOR (FM), Riverside; KREO, Indio; KROP, Brawley; KYOR, Blythe. Though Commission previously argued that Gleeson wasn't entitled to claim, originally \$149,400, Comrs. Hyde & Sterling stated they're now satisfied he does rate payment. Hyde said Commission hasn't studied Gleeson's report of expenditures in connection with CP but has no reason to question auditor's accounting. Sterling said Gleeson should receive consideration for seeking to fulfill CP. Ch. 1 was turned over to other radio services in 1947, eliminating previous (and unworkable) arrangement under which they were to share all TV channels with stations.

Commentary on Canadian TV commercial programming in letter received from a Toronto adman: "As in any business rampant with amateurs and scarce in experts (the U. S.-trained TV people are too expensive!) some of the results are rather tragic. We have sound men forgetting to turn on the sound button, announcers who freeze when they forget the commercial after years of reading from a script for radio, etc. Nevertheless, it's a lot of fun, and we are learning a lot as we go along. God bless the benevolent sponsors who pretend to be looking the other way when these flubs happen."

F. H. Elphicke, CKWX, Vancouver, elected president of Canadian Assn. of Radio & Television Broadcasters (CARTB, formerly CAB), at Montreal convention this week. He succeeds D. Malcolm Neill, CFNB, Fredericton, N. B. E. Finlay MacDonald, CJCH, Halifax, was elected v.p., and gen. mgr. T. James Allard was named exec. v.p.

Financial & Trade Notes: Judge Luther M. Swygert, in Federal district court in Hammond, Ind., ruled this week that majority of board was within its legal rights in proposing to amend by-laws with aim of removing A. D. Plamondon Jr. as president of Indiana Steel Products Co., Valparaiso, Ind., biggest makers of permanent magnets used in TV-radio. He's also president of RTMA.

Three directors, charging "one man dictatorship," and claiming support of 3 vice presidents and 17 other executives, propose March 20 special meeting, and annual stockholders' meeting has been set for April 2. Proxies are now being solicited.

Judge Swygert refused to issue injunction asked by stockholder George A. Schwab Jr., of Nashville, who had obtained temporary restraining order halting Feb. 13 directors' meeting. The battle between 3 directors on one side, and Mr. Plamondon and director Frederick M. Gillies, exec. v.p. of Acme Steel Co., Chicago, on the other, has been conducted not only in court but in barrage of statements to stockholders, each charging other with bad faith.

Plamondon was warmly supported at the court hearing by some of his company's biggest customers, who attested to his high standing in the industry and averred they might withdraw their business from company if he were not at its head. Board majority produced affidavits in court alleging waste, deceitful practices, promotion of personal interests, nepotism, etc. Plamondon countered by stating he has been with company 16 years, has most of his life savings invested in it—and by showing that company has consistently prospered. Its sales were \$6,071,292, \$7,840,671 and \$6,385,911 for 1950, 1951 & 1952 and earnings were respectively \$3.05, \$4.15 & \$2.16 per share, while in January of this year sales went to \$141,301 and earnings 25¢ per share. Plamondon and his family own 17,520 shares of the 143,149 outstanding, or about 12%.

Chairman Paul R. Doelz, head of Kalman & Co., Minneapolis investment firm, leading the opposition, holds 200 shares. Others on his side are Hubert S. Conover, of F. M. Yantis & Co., Chicago, holding 320 shares, and W. C. Buchanan, president of Globe Steel Tubes Co., Milwaukee, none.

Proxy statement shows Plamondon drew 1952 salary of \$25,000, bonus \$25,656; v.p. & gen. mgr. R. F. Smith, \$15,000 & \$8885; A. R. Kirsch, secy.-treas., \$11,000 & \$8885. Besides Plamondon, Gillies and Kirsch, the Plamondon slate asks stockholders also to elect as directors Thomas A. Dean, president, General Mfg. Co., Kansas City, holding no shares, and Henry E. Seyfarth, Chicago attorney, holding 1600 shares.

United-Carr Fastener Corp., heavily in govt. and private electronics, has nominated Robert C. Sprague, of Sprague Electric Co., to board—annual meeting of stockholders to be held March 24. Sinclair Weeks, now Secretary of Commerce, has resigned as chairman. In 1952, firm earned net profit of \$2,233,725 (\$3.66 per share on 610,384 shares outstanding) on consolidated sales of \$41,334,071, which compares with \$2,496,728 (\$4.09) on \$39,508,718 in 1951.

CBS has arranged \$25,000,000 credit with Prudential and Metropolitan Life on 4½% notes due Jan. 15, 1973, but network will pre-pay loan starting in January 1959. Before this credit, CBS's long-term debt was \$25,000,000, total assets at end of 1951 more than \$100,000,000. Proceeds will be used for expansion, including new picture tube plant to be built by CBS-Hytron at Kalamazoo, Mich.

Dividends: American Broadcasting-Paramount Theatres Inc., 25¢ payable April 20, to stockholders of record March 27; IT&T, 25¢ April 22 to holders March 20; General Instrument, 25¢ April 15 to holders April 2; Packard-Bell, 25¢ April 25 to holders April 15.

FILM INDUSTRY'S new-found affinity with TV, subject of our article captioned "TV Swinging to Film—And Vice Versa" in Vol. 9:10, saw M-G-M signing contract this week with Ed Sullivan's *Toast of the Town* on CBS-TV, providing for series of "miniature pre-world premieres" of its new pictures as regular feature of TV show, together with personal appearances by M-G-M stars. Deal follows similar one with 20th Century-Fox, and means that 2 of the 4 biggest movie producers are now giving viewers advance peeps at their wares via the popular Sunday night show.

To bolster our point that the TV is moving into film field on its own in a big way, we digested an article in March 7 *Billboard Magazine*. Though we stated figures therein "may be the usual hyperbole of show business," item kicked up quite a fuss in show circles—so much that NBC president Frank White issued formal statement March 10 from RCA chairman David Sarnoff, relayed from Hollywood, where RCA board is to meet March 16 (or just before RCA-sponsored Motion Picture Academy Awards telecast). It read:

"In answer to press requests for comment on recent articles in certain trade publications purporting to quote from a confidential report concerning NBC's film operations, Frank White, NBC president, today made public the following statement by Gen. David Sarnoff, chairman of the board of RCA and NBC:

"The statement published in the March 7 issue of *Billboard* and quoted in the *Television Digest* issue of the same date stating that a confidential report had been made to me on the subject of TV Film Production and Syndication is incorrect. No such report has been submitted to me by anyone in the NBC or in the RCA. The statements that a \$40,000,000 annual profit is anticipated by NBC in about 3 years and that a profit of \$5,000,000 was netted by the NBC in 1952 from TV film production and syndication are fantastic."

FCC action on theatre-TV case is expected in next week or so. Commission has several alternatives. It could: (1) resume allocation hearing where it left off Feb. 9 (Vol. 9:7), now considered unlikely; (2) grant theatre interests' requests of Feb. 27 by approving principle of "special common carrier" limited to theatre TV (Vol. 9:9); or (3) close its books on theatre TV, at least for time being. AT&T this week filed its opposition to "special common carrier" proposal, charging that no evidence has been presented to show that an exclusive theatre-TV service would be in public interest, that existing common carriers can do better job of theatre-TV transmission and that there's been no indication who would operate the proposed "special common carrier."

DuMont insists it isn't controlled by Paramount Pictures, in petition filed this week for reconsideration of FCC's recent decision which held the contrary by 5-2 vote (Vol. 9:7). DuMont reiterates that Dr. Allen B. DuMont controls company, gives examples showing how his decisions prevailed over opposition of Paramount stockholders. DuMont asserts that Commission discriminated against it, "distorting" the record to guarantee approval of ABC-UPT merger. Presumption is that DuMont will go to courts if FCC turns down petition.

TV commercial shorts accounted for \$4,000,000 of 1952 gross sales of \$51,000,000 recorded for 126 top commercial film companies by *Business Screen Magazine*, gain of \$5,000,000 over 1951.

National TV Film Council appoints legal committee headed by Samuel Spring, Universal Pictures director & RKO consultant, to investigate application of laws of defamation and privacy to TV.

40 on Air, 270 CPs Outstanding

New Stations in Operation and Construction Permits

Status of All Post-Freeze Grantees to March 14, 1953

With Probable Starting Dates of CP Holders and National Sales Representatives

Radio Station Affiliate, If Any, Indicated in Parentheses After Name of Grantee

Powers and Antenna Heights Are Those Specified in CPs and Not Necessarily Those Used at Present

DAGGER (†) DENOTES NON-COMMERCIAL EDUCATIONAL STATION

BPCT number is FCC File reference. For list of all pre-freeze stations and details about these grantees, including street addresses, see *TV Factbook No. 16 with Addenda*; for Directory of National Sales Representatives, see pp. 89-91, *TV Factbook No. 16*.

STATIONS AUTHORIZED POST-FREEZE AND NOW ON THE AIR

ALABAMA

WALA-TV, Mobile (Ch. 10)—Pape Bcstg. Co. Inc. (WALA). Granted 11-26-52; on air 1-14-53; 316-kw visual, 190-kw aural, 460-ft. BPCT-705. Rep: Forjoe.

WKAB-TV, Mobile (Ch. 48)—Pursley Bcstg. Service (WKAB). Granted 8-6-52; on air 12-29-52; 270-kw visual, 140-kw aural, 250-ft. BPCT-988. Rep: Forjoe.

ARIZONA

KOPO-TV, Tucson (Ch. 13)—Old Pueblo Bcstg. Co. (KOPO). Granted 11-12-52; on air 1-13-53; 316-kw visual, 160-kw aural, 280-ft. BPCT-1168. Rep: Forjoe.

COLORADO

KKTV, Colorado Springs (Ch. 11)—TV Colorado Inc. (KVOR). Granted 11-26-52; on air 12-7-52; 250-kw visual, 125-kw aural, 1850-ft. BPCT-886. Rep: Hollingbery.

KBTV, Denver (Ch. 9)—Colorado Television Corp. (KVOD). Granted 7-9-52; on air 10-2-52; 240-kw visual, 120-kw aural, 946-ft. BPCT-933. Rep: Free & Peters.

KFEL-TV, Denver (Ch. 2)—Eugene P. O'Fallon Inc. (KFEL). Granted 7-9-52; on air 7-18-52; 56-kw visual, 28.5-kw aural, 780-ft. BPCT-691. Rep: Blair.

CONNECTICUT

WKNB-TV, New Britain (Ch. 30)—New Britain Bcstg. Co. (WKNB). Granted 7-11-52; on air 2-11-53; 205-kw visual, 105-kw aural, 970-ft. BPCT-870. Rep: Bolling.

ILLINOIS

WEEK-TV, Peoria (Ch. 43)—West Central Bcstg. Co. (WEEK). Granted 8-28-52; on air 1-29-53; 175-kw visual, 88-kw aural, 550-ft. BPCT-701. Rep: Headley-Reed.

INDIANA

WSBT-TV, South Bend (Ch. 34)—South Bend Tribune (WSBT). Granted 8-28-52; on air 12-22-52; 170-kw visual, 88-kw aural, 540-ft. BPCT-1017. Rep: Raymer.

IOWA

KVTV, Sioux City (Ch. 9)—Cowles Bcstg. Co. (WNAX, Yankton, S. D.). Granted 11-18-52; on air 3-9-53; 29-kw visual, 15.5-kw aural, 700-ft. BPCT-1078. Rep: Katz.

MAINE

WABI-TV, Bangor (Ch. 5)—Community Telecasting Service (WABI). Granted 12-31-52; on air 1-25-53; 1.9-kw visual, .95-kw aural, 670-ft. BPCT-1182. Rep: Hollingbery.

MASSACHUSETTS

WHYN-TV, Holyoke (Ch. 55)—Hamden-Hampshire Corp. (WHYN). Granted 7-9-52; on air with low power tests 3-8-53; 180-kw visual, 91-kw aural, 990-ft. BPCT-463. Rep: Branham.

WWLP, Springfield (Ch. 61)—Springfield Television Bcstg. Corp. (WSPR). Granted 7-9-52; on air with low power tests 3-1-53; 150-kw visual, 75-kw aural, 700-ft. BPCT-955. Rep: Hollingbery.

MISSISSIPPI

WJTV, Jackson (Ch. 25)—Mississippi Publishers Corp. Granted 9-10-52; on air 1-20-53; 180-kw visual, 98-kw aural, 720-ft. BPCT-719. Rep: Katz.

NEBRASKA

KOLN-TV, Lincoln (Ch. 12)—Cornhusker Radio & Television Corp. (KOLN). Granted 10-1-52; on air 2-10-53; 27-kw visual, 13.5-kw aural, 360-ft. BPCT-1044. Rep: Weed.

NEW JERSEY

WFPG-TV, Atlantic City (Ch. 46)—Neptune Bcstg. Corp. (WFPG). Granted 10-29-52; on air 12-21-52; 18-kw visual, 9-kw aural, 430-ft. BPCT-269. Rep: Pearson.

OHIO

WFMJ-TV, Youngstown (Ch. 73)—Vindicator Printing Co. (WFMJ). Granted 7-9-52; on air 2-9-53; 175-kw visual, 89-kw aural, 960-ft. BPCT-259. Rep: Headley-Reed.

WKBN-TV, Youngstown (Ch. 27)—WKBN Bcstg. Corp. (WKBN). Granted 7-9-52; on air 1-11-53; 160-kw visual, 95-kw aural, 550-ft. BPCT-275. Rep: Raymer.

OKLAHOMA

KSWO-TV, Lawton (Ch. 7)—Oklahoma Quality Bcstg. Co. (KSWO). Granted 12-23-52; on air 3-3-53; 10-kw visual, 5-kw aural, 540-ft. BPCT-708. Rep: Taylor.

OREGON

KPTV, Portland (Ch. 27)—Empire Coil Co. Granted 7-9-52; on air 9-18-52; 88-kw visual, 44-kw aural, 1020-ft. BPCT-925. Rep: NBC-TV Spot Sales.

PENNSYLVANIA

WFBG-TV, Altoona (Ch. 10)—Gable Bcstg. Co. (WFBG). Granted 12-31-52; on air 2-24-53; 316-kw visual, 160-kw aural, 990-ft. BPCT-543. Rep: H-R Television Inc.

WHUM-TV, Reading (Ch. 61)—Eastern Radio Corp. (WHUM). Granted 9-3-52; on air 2-10-53; 260-kw visual, 135-kw aural, 1770-ft. BPCT-268. Rep: H-R Television Inc.

WBRE-TV, Wilkes-Barre (Ch. 28)—Louis G. Baltimore (WBRE). Granted 10-1-52; on air 12-30-52; 1000-kw visual, 500-kw aural, 1220-ft. BPCT-134. Rep: Headley-Reed.

WSBA-TV, York (Ch. 43)—Susquehanna Bcstg. Co. (WSBA). Granted 7-9-52; on air 12-22-52; 170-kw visual, 86-kw aural, 530-ft. BPCT-302. Rep: Radio Representatives Inc.

TEXAS

KGNC-TV, Amarillo (Ch. 4)—Plains Radio Bcstg. Co. (KGNC). Granted 10-8-52; on air 3-11-53; 100-kw visual, 50-kw aural, 770-ft. BPCT-769. Rep: Taylor.

KTBC-TV, Austin (Ch. 7)—Texas Bcstg. Corp. (KTBC). Granted 7-11-52; on air 11-27-52; 100-kw visual, 51-kw aural, 740-ft. BPCT-876. Rep: Taylor.

KROD-TV, El Paso (Ch. 4)—Roderick Bcstg. Corp. (KROD). Granted 7-30-52; on air 12-4-52; 56-kw visual, 28-kw aural, 1050-ft. BPCT-673. Rep: Taylor.

KTSM-TV, El Paso (Ch. 9)—Tri-State Bcstg. Co. Inc. (KTSM). Granted 8-13-52; on air 12-31-52; 58-kw visual, 29-kw aural, 97-ft. BPCT-999. Rep: Hollingbery.

KGUL-TV, Galveston (Ch. 11)—Gulf Television Co. Granted 11-19-52; on air 3-11-53; 235-kw visual, 125-kw aural, 550-ft. BPCT-1108. Rep: CBS-TV Spot Sales.

KDUB-TV, Lubbock (Ch. 13)—Texas Telecasting Inc. Granted 10-8-52; on air 11-13-52; 31-kw visual, 15.5-kw aural, 820-ft. BPCT-1118. Rep: Avery-Knodel.

KWFT-TV, Wichita Falls (Ch. 6)—Wichita Falls Television Inc. (KWFT). Granted 1-22-53; on air 2-27-53; 22.5-kw visual, 11.5-kw aural, 490-ft. BPCT-1309. Rep: Blair.

VIRGINIA

WLVA-TV, Lynchburg (Ch. 13)—Lynchburg Bcstg. Corp. (WLVA). Granted 11-12-52; on air 2-2-53; 28-kw visual, 14-kw aural, 2090-ft. BPCT-715. Rep: Hollingbery.

WROV-TV, Roanoke (Ch. 27)—Radio Roanoke Inc. (WROV). Granted 9-17-52; on air 2-15-53; 105-kw visual, 62-kw aural, 670-ft. BPCT-689. Rep: Burn-Smith.

WLSL-TV, Roanoke (Ch. 10)—Shenandoah Life Stations Inc. (WLSL). Granted 9-10-52; on air 12-11-52; 250-kw visual, 125-kw aural, 1970-ft. BPCT-855. Rep: Avery-Knodel.

WASHINGTON

KHQ-TV, Spokane (Ch. 6)—KHQ Inc. (KHQ). Granted 7-11-52; on air 12-8-52; 100-kw visual, 55-kw aural, 940-ft. BPCT-885. Rep: Katz.

KXLY-TV, Spokane (Ch. 4)—KXLY-TV (KXLY). Granted 7-11-52; on air 1-16-53; 48-kw visual, 28.5-kw aural, 3070-ft. BPCT-972. Rep: Walker Co.

KTNT-TV, Tacoma (Ch. 11)—Tribune Publishing Co. (KTNT-FM). Granted 12-10-52; on air 2-22-53; 29.5-kw visual, 15-kw aural, 450-ft. BPCT-1344. Rep: Weed.

WBAY-TV, Green Bay (Ch. 2)—Norbertine Fathers (WBAY). Granted 11-12-52; on air 3-7-53; 100-kw visual, 50-kw aural, 450-ft. BPCT-1145. Rep: Weed.

TERRITORIES

KGMB-TV, Honolulu, Hawaii (Ch. 9)—Hawaiian Bcstg. System Ltd. (KGMB). Granted 8-6-52; on air 12-1-52; 35-kw visual, 17.5-kw aural, 1770-ft. BPCT-1004. Rep: Free & Peters.

KONA, Honolulu (Ch. 11)—Radio Honolulu Ltd. Granted 10-23-52; on air 12-17-52; 125-kw visual, 74-kw aural, 1740-ft. BPCT-984. Rep: ForJoe. [Note: KONA authorized March 12 to remain silent, pending technical and financial changes; see *Television Digest*, Vol. 9:11.]

CONSTRUCTION PERMITS OUTSTANDING AND PROBABLE STARTING DATES

Editor's Note: This log brings up-to-date the status reports on CPs to Jan. 3, 1953 published on pp. 5-12 of our TV Factbook No. 16. All grantees have been queried at regular intervals about their starting plans, names of representatives, etc. Data here given was received directly from principals and from FCC, stations' counsel and trade sources deemed reliable. Where no starting date is given, or no national rep mentioned, principal would not or could not reply as yet. We do not guarantee accuracy of information on starting dates; in fact, we caution you that these more often than not are optimistic expectations rather than coldly realistic and experience has shown that you can usually add a month or more to estimates given. The weekly Television Digest will continue to report latest information on upcoming new stations as fast as received.

ALABAMA

WJLN-TV, Birmingham (Ch. 48)—Johnston Bcstg. Co. (WJLD, Homewood). Granted 12-10-52; 230-kw visual, 120-kw aural, 650-ft. BPCT-1335. October, 1953.

WSGN-TV, Birmingham (Ch. 42)—Birmingham News Co. (WSGN). Granted 12-17-52; 1000-kw visual, 500-kw aural, 930-ft. BPCT-386. "Early 1954."

WMSL-TV, Decatur (Ch. 23)—Tennessee Valley Bcstg. Co. (WMSL). Granted 2-25-53; 21.5-kw visual, 12-kw aural, 120-ft. BPCT-1488.

WTVS, Gadsden (Ch. 21)—Jacob A. Newborn Jr. Granted 11-5-52; 22-kw visual, 11-kw aural, 470-ft. BPCT-1318. Rep: Weed. September, 1953.

WCOV-TV, Montgomery (Ch. 20)—Capitol Bcstg. Co. (WCOV). Granted 9-17-52; 79-kw visual, 43-kw aural, 440-ft. BPCT-822. Rep: Taylor. March or April, 1953.

ARIZONA

KTYL-TV, Mesa (Phoenix)—(Ch. 12)—Harkins Bcstg. Inc. Granted 2-18-53; 27-kw visual, 13.5-kw aural, 402-ft. BPCT-1409. April, 1953.

KCNA-TV, Tucson (Ch. 9)—Catalina Bcstg. Co. (KCNA). Granted 12-17-52; 25-kw visual, 12.5-kw aural, 60-ft. BPCT-1171.

KVOA-TV, Tucson (Ch. 4)—Arizona Bcstg. Co. (KVOA). Granted 11-12-52; 11-kw visual, 5.5-kw aural, 224-ft. BPCT-853. Rep: Raymer. April or May, 1953.

ARKANSAS

KFSA-TV, Fort Smith (Ch. 22)—Southwestern Publishing Co. (KFSA). Granted 11-12-52; 265-kw visual, 145-kw aural, 270-ft. BPCT-1154. Rep: Pearson. May, 1953.

KETV, Little Rock (Ch. 23)—Great Plains Television Properties of Arkansas Inc. Granted 10-29-52; 17.5-kw visual, 9.9-kw aural, 510-ft. BPCT-1169.

KRTV, Little Rock (Ch. 17)—Little Rock Telecasters. Granted 9-17-52; 21-kw visual, 11-kw aural, 470-ft. BPCT-1160. Rep: Pearson. April, 1953.

CALIFORNIA

KAFY-TV, Bakersfield (Ch. 29)—Bakersfield Bcstg. Co. (KAFY). Granted 12-23-52; 20.5-kw visual, 11-kw aural, 460-ft. BPCT-1165. Rep: ForJoe. May, 1953.

KHSL-TV, Chico (Ch. 12)—Golden Empire Bcstg. Co. (KHSL). Granted 3-11-53; 12.3-kw visual, 6.2-kw aural, 400-ft. BPCT-1310.

KIEM-TV, Eureka (Ch. 3)—Redwood Bcstg. Co. Inc. (KIEM). Granted 2-11-53; 17.5-kw visual, 9.3-kw aural, 110-ft. BPCT-775.

KMJ-TV, Fresno (Ch. 24)—McClatchy Bcstg. Co. (KMJ). Granted 9-17-52; 105-kw visual, 58-kw aural, 2290-ft. BPCT-449. Rep: Raymer. May, 1953.

KPIK, Los Angeles (Ch. 22)—John Poole Bcstg. Co. Granted 12-10-52; 540-kw visual, 320-kw aural, 2930-ft. BPCT-1345. July, 1953.

KUSC-TV, Los Angeles (Ch. 28)—University of Southern California, Allan Hancock Foundation (KUSC-FM). Granted 8-28-52; 46-kw visual, 26-kw aural, 2910-ft. BPET-14. April or May, 1953.

KMBY-TV, Monterey (Ch. 8)—Monterey Radio-Television Co. (KMBY). Granted 2-18-53; will share time and transmission facilities with Salinas Bcstg. Corp. (KSBW-TV) but will maintain separate studios, using 10-kw visual, 5-kw aural, 2630-ft. BPCT-1225. May, 1953.

KICU, Salinas (Ch. 28)—Salinas-Monterey Television Co. Granted 1-14-53; 105-kw visual, 60-kw aural, 2340-ft. BPCT-1466. Rep: Bolling. August or September, 1953.

KSBW-TV, Salinas (Ch. 8)—Salinas Bcstg. Corp. (KSBW). Granted 2-18-53; will share time and transmission facilities with Monterey Radio-Television Co. (KMBY-TV) but will maintain separate studios, 10-kw visual, 5-kw aural, 2630-ft. BPCT-1222. May, 1953.

KITO-TV, San Bernardino (Ch. 18)—KITO Inc. (KITO). Granted 11-5-52; 87-kw visual, 49-kw aural, 3630-ft. BPCT-897. Rep: Hollingbery. Fall, 1953.

—, San Francisco (Ch. 20)—Lawrence A. Harvey. Granted 3-11-53; 94-kw visual, 50-kw aural, 1090-ft. BPCT-1490.

KVEC-TV, San Luis Obispo (Ch. 6)—Valley Electric Co. (KVEC). Granted 3-11-53; 20-kw visual, 10-kw aural, 790-ft. BPCT-355.

KEYT, Santa Barbara (Ch. 3)—Santa Barbara Bcstg. & Television Corp. Granted 11-12-52; 50-kw visual, 25-kw aural, 3000-ft. BPCT-1122. Rep: Hollingbery. June or July, 1953.

KTVU, Stockton (Ch. 36)—San Joaquin Telecasters (KSTN). Granted 1-7-53; 145-kw visual, 78-kw aural, 310-ft. BPCT-1465. August or September, 1953.

—, Yuba City (Ch. 52)—John Steventon. Granted 3-11-53; 91-kw visual, 46-kw aural, 170-ft. BPCT-1336.

COLORADO

KRDO-TV, Colorado Springs (Ch. 13)—Pikes Peak Bcstg. Co. (KRDO). Granted 11-19-52; 11.5-kw visual, 5.8-kw aural, minus 630-ft. BPCT-837. Rep: McGillvra. May or June, 1953.

KDEN, Denver (Ch. 26)—Empire Coil Co. Inc. Granted 7-9-52; 110-kw visual, 55-kw aural, 950-ft. BPCT-921. Spring, 1953.

KIRV, Denver (Ch. 20)—Mountain States Television Co. Granted 9-17-52; 89-kw visual, 53-kw aural, 440-ft. BPCT-1063. September, 1953.

KCSJ-TV, Pueblo (Ch. 5)—Star Bcstg. Co. Inc. (KCSJ). Granted 10-29-52; 17.5-kw visual, 10.5-kw aural, 400-ft. BPCT-1103. Rep: Avery-Knodel. April, 1953.

KDZA-TV, Pueblo (Ch. 3)—Pueblo Radio Co. Inc. (KDZA). Granted 11-12-52; 16.5-kw visual, 8.3-kw aural, 270-ft. BPCT-1172. Rep: McGillvra. April, 1953.

CONNECTICUT

WSJL, Bridgeport (Ch. 49)—Harry L. Liftig. Granted 8-13-52; 99-kw visual, 60-kw aural, 660-ft. BPCT-1019. Mid-summer, 1953.

WICC-TV, Bridgeport (Ch. 43)—Southern Connecticut & Long Island Television Co. (WICC). Granted 7-9-52; 180-kw visual, 91-kw aural, 700-ft. BPCT-944. Rep: Adam Young. March, 1953.

WNLC-TV, New London (Ch. 26)—Thames Bcstg. Corp. (WNLC). Granted 12-31-52; 105-kw visual, 54-kw aural, 500-ft. BPCT-1217. July or August, 1953.

WATR-TV, Waterbury (Ch. 53)—WATR Inc. (WATR). Granted 10-29-52; 245-kw visual, 125-kw aural, 800-ft. BPCT-965. Rep: Rambeau.

—, Bridgeport (Ch. 71)—Conn. State Board of Education. Granted 1-29-53; 220-kw visual, 110-kw aural, 610-ft. BPET-15. Possibly latter February, 1954.

—, Hartford (Ch. 24)—Conn. State Board of Education. Granted 1-29-53; 235-kw visual, 120-kw aural, 780-ft. BPET-16. Possibly latter February, 1954.

—, Norwich (Ch. 63)—Conn. State Board of Education. Granted 1-29-53; 215-kw visual, 110-kw aural, 590-ft. BPET-17. Possibly latter February, 1954.

DELAWARE

—, Dover (Ch. 40)—Rollins Bcstg. Inc. Granted 3-11-53; 195-kw visual, 100-kw aural, 530-ft. BPCT-1403.

FLORIDA

WITV, Fort Lauderdale (Ch. 17)—Gerico Investment Co. (WBRD). Granted 7-30-52; 18.5-kw visual, 11-kw aural, 420-ft. BPCT-994. September or October, 1953.

WFTL-TV, Fort Lauderdale (Ch. 23)—Gore Publishing Co. (WFTL). Granted 7-30-52; 100-kw visual, 50-kw aural, 270-ft. BPCT-997. Rep: Weed. April, 1953.

WINK-TV, Fort Myers (Ch. 11)—Fort Myers Bcstg. Co. (WINK). Granted 3-11-53; 9.6-kw visual, 4.8-kw aural, 320-ft. BPCT-875.

WONN-TV, Lakeland (Ch. 16)—WONN-TV Inc. (WONN). Granted 12-31-52; 85-kw visual, 43-kw aural, 730-ft. BPCT-1215.

FLORIDA—(Continued)

—, Panama City (Ch. 7)—J. D. Manly. Granted 3-11-53; 10.5-kw visual, 5.4-kw aural, 340-ft. BPCT-1571.
WPFA-TV, Pensacola (Ch. 15)—Southland Telecasters. Granted 11-12-52; 20-kw visual, 10-kw aural, 280-ft. BPCT-1187. Rep: Adam Young. June, 1953.
WSUN-TV, St. Petersburg (Ch. 38)—City of St. Petersburg (WSUN). Granted 10-8-52; 205-kw visual, 110-kw aural, 460-ft. BPCT-665. Rep: Weed. May, 1953.
WIRK-TV, West Palm Beach (Ch. 21)—WIRK-TV Inc. (WIRK). Granted 12-17-52; 22-kw visual, 11.5-kw aural, 220-ft. BPCT-908. June, 1953.

GEORGIA

WDAK-TV, Columbus (Ch. 28)—Television Columbus (WDAK). Granted 3-11-53; 89-kw visual, 48-kw aural, 650-ft. BPCT-1297.
WETV, Macon (Ch. 47)—Macon Television Co. (WBML and WNEZ). Granted 2-11-53; 100-kw visual, 55-kw aural, 500-ft. BPCT-1247.
WROM-TV, Rome (Ch. 9)—Coosa Valley Radio Co. (WROM). Granted 2-11-53; 2.9-kw visual, 1.45-kw aural, 720-ft. BPCT-1319. Rep: Weed. July, 1953.
WGOV-TV, Valdosta (Ch. 37)—WGOV-TV Inc. (WGOV). Granted 2-25-53; 98-kw visual, 52-kw aural, 320-ft. BPCT-1276.
WMAZ-TV, Warner Robins (Macon)—(Ch. 13)—Southeastern Bestg. Co. (WMAZ). Granted 3-11-53; 300-kw visual, 150-kw aural, 590-ft. BPCT-473.

IDAHO

KIDO-TV, Boise (Ch. 7)—KIDO Inc. (KIDO). Granted 12-23-52; 51-kw visual, 26-kw aural, 80-ft. BPCT-880. Rep: Blair. June, 1953.
KTVI, Boise (Ch. 9)—Idaho Bestg. & Television Co. (KGEM). Granted 1-14-53; 32-kw visual, 16-kw aural, 2050-ft. BPCT-1312. Rep: Hollingbery.
KID-TV, Idaho Falls (Ch. 3)—Idaho Radio Corp. (KID). Granted 2-25-53; 6.3-kw visual, 3.2-kw aural, 260-ft. BPCT-871.
KIFI-TV, Idaho Falls (Ch. 8)—Idaho Falls Television Inc. (KIFI). Granted 2-25-53; 23.5-kw visual, 12-kw aural, 240-ft. BPCT-1278.
KFXD-TV, Nampa (Ch. 6)—Frank E. Hurt & Sons Inc. (KFXD). Granted 3-11-53; 19.5-kw visual, 9.8-kw aural, 2250-ft. BPCT-1298.
KJRL-TV, Pocatello (Ch. 6)—Tribune-Journal Co. Inc. (KJRL). Granted 2-25-53; 7.2-kw visual, 3.6-kw aural, 20-ft. BPCT-1556. Early Fall, 1953.
KWIK-TV, Pocatello (Ch. 10)—Eastern Idaho Bestg. & Television Co. (KWIK). Granted 2-25-53; 3.2-kw visual, 1.9-kw aural, 870-ft. BPCT-1546.

ILLINOIS

WTVI, Belleville (St. Louis)—(Ch. 54)—Signal Hill Telecasting Corp. Granted 11-19-52; 205-kw visual, 105-kw aural, 630-ft. BPCT-1381. May, 1953.
 —, Bloomington (Ch. 15)—Cecil W. Roberts. Granted 3-4-53; 18-kw visual, 9.8-kw aural, 320-ft. BPCT-1554. October, 1953.
 —, Champaign (Ch. 3)—Midwest Television Inc. Granted 2-25-53; 100-kw visual, 50-kw aural, 810-ft. BPCT-1125.
WHFC-TV, Chicago (Ch. 26)—WHFC Inc. (WHFC). Granted 1-7-53; 220-kw visual, 110-kw aural, 600-ft. BPCT-1343.
WDAN-TV, Danville (Ch. 24)—Northwestern Publishing Co. (WDAN). Granted 12-10-52; 19-kw visual, 9.5-kw aural, 420-ft. BPCT-919. Rep: Everett-McKinney. November, 1953.
WTVP, Decatur (Ch. 17)—Prairie Television Co. Granted 11-19-52; 17-kw visual, 9.3-kw aural, 540-ft. BPCT-1399. July, 1953.
 —, Harrisburg (Ch. 22)—Turner-Farrar Association. Granted 3-11-53; 10.5-kw visual, 5.5-kw aural, 510-ft. BPCT-1323.
WTVH-TV, Peoria (Ch. 19)—Hilltop Bestg. Co. Granted 12-17-52; 95-kw visual, 54-kw aural, 280-ft. BPCT-1023.
WTVO, Rockford (Ch. 39)—Winnebago Television Corp. Granted 9-10-52; 15.5-kw visual, 8.5-kw aural, 660-ft. BPCT-1052. Rep: Weed. March or April, 1953.
 —, Springfield (Ch. 20)—Plains Television Corp. Granted 2-25-53; 18.2-kw visual, 10.2-kw aural, 340-ft. BPCT-1101.

INDIANA

WFAM-TV, Lafayette (Ch. 59)—WFAM Inc. (WASK). Granted 12-23-52; 20-kw visual, 10.5-kw aural, 360-ft. BPCT-753. Rep: Rambeau. May, 1953.
WMRI-TV, Marion (Ch. 29)—Chronicle Publishing Co. Inc. (WMRI-FM). Granted 3-11-53; 19-kw visual, 10.2-kw aural, 360-ft. BPCT-1569.
WLBC-TV, Muncie (Ch. 49)—Tri-City Radio Corp. (WLBC). Granted 10-29-52; 16-kw visual, 8.1-kw aural, 500-ft. BPCT-789. Rep: Walker. April or May, 1953.
WRAY-TV, Princeton (Ch. 52)—Princeton Bestg. Co. (WRAY). Granted 3-11-53; 95-kw visual, 54-kw aural, 430-ft. BPCT-1563.

IOWA

—, Davenport (Ch. 36)—Mel Foster-Harold Hoersch. Granted 3-11-53; 15-kw visual, 7.6-kw aural, 430-ft. BPCT-1473.
KQTV, Fort Dodge (Ch. 21)—Northwest Television Co. (KVFD). Granted 1-29-53; 23-kw visual, 12.5-kw aural, 510 ft. BPCT-1234. Rep: Pearson. October, 1953.
KWTV, Sioux City (Ch. 36)—Great Plains Television Properties of Iowa Inc. Granted 10-29-52; 18.5-kw visual, 10.5-kw aural, 530-ft. BPCT-1189.

KANSAS

KTVH, Hutchinson (Ch. 12)—Hutchinson TV Inc. Granted 1-7-53; 115-kw visual, 58-kw aural, 620-ft. BPCT-1244. July, 1953.
KSAC-TV, Manhattan (Ch. 8)—Kansas State College of Agriculture & Applied Science (KSAC). Granted 7-24-52; 52-kw visual, 26-kw aural, 450-ft. BPCT-1. "Before end of 1953."
KOAM-TV, Pittsburg (Ch. 7)—Pittsburg Bestg. Co. (KOAM). Granted 2-25-53; 105-kw visual, 53-kw aural, 540-ft. BPCT-656. October, 1953.
KEDD, Wichita (Ch. 16)—C.W.C. Co. Inc. Granted 2-18-53; 200-kw visual, 105-kw aural, 960-ft. BPCT-1412. May, 1953.

KENTUCKY

WPTV, Ashland (Ch. 59)—Polan Industries. Granted 8-13-52; 250-kw visual, 130-kw aural, 470-ft. BPCT-1009. July, 1953.
WEHT, Henderson (Ch. 50, allocated to Evansville, Ind.)—Ohio Valley Television Co. (WSON). Granted 11-19-52; 26-kw visual, 13-kw aural. 330-ft. BPCT-1024. Rep: Meeker. May, 1953.
WKLO-TV, Louisville (Ch. 21)—Mid-America Bestg. Corp. (WKLO). Granted 11-26-52; 200-kw visual, 100-kw aural, 500-ft. BPCT-552. Rep: Blair. Summer, 1953.
WLOU-TV, Louisville (Ch. 41)—Robert W. Rounsaville (WLOU). Granted 1-14-53; 240-kw visual, 125-kw aural, 260-ft. BPCT-1442.

LOUISIANA

WAFB-TV, Baton Rouge (Ch. 28)—Modern Bestg. Co. of Baton Rouge Inc. (WAFB). Granted 8-13-52; 225-kw visual, 115-kw aural, 490-ft. BPCT-1026. Rep: Adam Young. March or April, 1953.
KHTV, Baton Rouge (Ch. 40)—Capital Television & Bestg. Co. Granted 12-17-52; 290-kw visual, 150-kw aural, 340-ft. BPCT-1038. Late fall, 1953.
KTAG-TV, Lake Charles (Ch. 25)—Southland Telecasters. Granted 12-17-52; 10.5-kw aural, 330-ft. BPCT-1408. Rep: Adam Young. June, 1953.
KFAZ, Monroe (Ch. 43)—Delta Television Inc. Granted 12-10-52; 77-kw visual, 44-kw aural, 320-ft. BPCT-1204. Rep: Headley-Reed. June, 1953.
KNOE-TV, Monroe (Ch. 8)—James A. Noe (KNOE). Granted 12-3-52; 175-kw visual, 88-kw aural, 740-ft. BPCT-1211. Rep: H-R Television Inc. April, 1953.
WJMR-TV, New Orleans (Ch. 61)—Supreme Bestg. Co. Inc. (WJMR). Granted 2-18-53; 200-kw visual, 100-kw aural, 410-ft. BPCT-1447. Rep: Bolling.
 —, New Orleans (Ch. 20)—New Orleans Television Co. Granted 2-25-53; 180-kw visual, 98-kw aural, 500-ft. BPCT-367.

MAINE

WPMT, Portland (Ch. 53)—Portland Telecasting Corp. Granted 2-11-53; 22.5-kw visual, 12-kw aural, 330-ft. BPCT-1528. Rep: Everett-McKinney. August or September, 1953.

MARYLAND

WITH-TV, Baltimore (Ch. 60)—WITH-TV Inc. (WITH). Granted 12-17-52; 105-kw visual, 59-kw aural, 300-ft. BPCT-1338. July, 1953.
WFMD-TV, Frederick (Ch. 62)—Monocacy Bestg. Co. (WFMD). Granted 10-23-52; 105-kw visual, 54-kw aural, 1150-ft. BPCT-570. "Fall of 1953."
WBOC-TV, Salisbury (Ch. 16)—Peninsula Bestg. Co. (WBOC). Granted 3-11-53; 110-kw visual, 60-kw aural, 400-ft. BPCT-1304.

MASSACHUSETTS

WTAO-TV, Cambridge (Ch. 56)—Middlesex Bestg. Corp. (WTAO). Granted 3-11-53; 20-kw visual, 11.5-kw aural, 470-ft. BPCT-1485.
WSEE-TV, Fall River (Ch. 46)—New England Television Co. Inc. Granted 9-4-52; 19.5-kw visual, 9.8-kw aural, 400-ft. BPCT-1003. May, 1953.
WNBH-TV, New Bedford (Ch. 28)—E. Anthony & Sons Inc. (WNBH). Granted 7-9-52; 200-kw visual, 100-kw aural, 490-ft. BPCT-217. Rep: Walker. Spring, 1953.
WMGT, North Adams (Ch. 74)—Greylock Bestg. Co. (WBRK). Granted 2-18-53; 1-kw visual, 5-kw aural, 570-ft. BPCT-1259.
WACE-TV, Northampton (Ch. 36)—Regional TV Corp. (WACE, Springfield). Granted 1-22-53; 21.5-kw visual, 11.5-kw aural, 950-ft. BPCT-1455. Late 1953 or early 1954.

MICHIGAN

WPAG-TV, Ann Arbor (Ch. 20)—Washtenaw Bestg. Co. Inc. (WPAG). Granted 9-25-52; 1.75-kw visual, .93-kw aural, 340-ft. BPCT-1119. Rep: McGillvra. March, 1953.
WBCK-TV, Battle Creek (Ch. 58)—Michigan Bestg. Co. (WBCK). Granted 11-19-52; 20.5-kw visual, 10.5-kw aural, 580-ft. BPCT-1076. Rep: Headley-Reed. August, 1953.
WBKZ-TV, Battle Creek (Ch. 64)—Booth Radio & Television Stations Inc. Granted 10-29-52; 24.5-kw visual, 14-kw aural, 230-ft. BPCT-1102. May, 1953.
WHFB-TV, Benton Harbor (Ch. 42)—Palladium Publishing Co. (WHFB). Granted 2-25-53; 17.5-kw visual, 9.3-kw aural, 460-ft. BPCT-1282.
WKAR-TV, East Lansing (Ch. 60)—Michigan State Board of Agriculture, Michigan State College (WKAR). Granted 10-15-52; 245-kw visual, 125-kw aural, 980-ft. BPCT-1126. Between July-September, 1953.
WCTV, Flint (Ch. 28)—Trans-American Television Corp. Granted 7-9-52; 17.5-kw visual, 8.7-kw aural, 490-ft. BPCT-930. September, 1953.
WTAC-TV, Flint (Ch. 16)—Trendle-Campbell Bestg. Corp. (WTAC). Granted 11-19-52; 59-kw visual, 29.5-kw aural, 380-ft. BPCT-970.
WIBM-TV, Jackson (Ch. 48)—WIBM Inc. (WIBM). Granted 11-19-52; 225-kw visual, 115-kw aural, 1030-ft. BPCT-929. Summer, 1953.
WKMI-TV, Kalamazoo (Ch. 36)—Howard D. Steere (WGFG). Granted 11-26-52; 83-kw visual, 47-kw aural, 270-ft. BPCT-1382. Rep: Adam Young. Fall, 1953.
WILS-TV, Lansing (Ch. 54)—Lansing Bestg. Co. (WILS). Granted 2-4-53; 25.5-kw visual, 13-kw aural, 370-ft. BPCT-1415. August or September, 1953.
WTVM, Muskegon (Ch. 35)—Versluis Radio & Television Inc. (WLAV, Grand Rapids). Granted 12-23-52; 270-kw visual, 140-kw aural, 970-ft. BPCT-1208. September, 1953.
WKNX-TV, Saginaw (Ch. 57)—Lake Huron Bestg. Corp. (WKNX). Granted 10-1-52; 19-kw visual, 10-kw aural, 441-ft. BPCT-1200. Rep: Gill-Perna Inc. April, 1953.

MINNESOTA

- WFTV, Duluth (Ch. 38)—Great Plains Television Properties of Minnesota Inc. Granted 10-23-52; 17-kw visual, 9.6-kw aural, 620-ft. BPCT-1155. Rep: Adam Young. May, 1953.
- KROC-TV, Rochester (Ch. 10)—Southern Minnesota Bcstg. Co. (KROC). Granted 1-14-53; 105-kw visual, 54-kw aural, 630-ft. BPCT-796. Rep: Meeker. May, 1953.
- WJON-TV, St. Cloud (Ch. 7)—Granite City Bcstg. Co. (WJON). Granted 1-22-53; 23.5-kw visual, 12-kw aural, 420-ft. BPCT-1227. Rep: Rambeau. Early fall, 1953.
- WCOW-TV, St. Paul (Ch. 17)—WCOW Telecasting Co. (WCOW). Granted 3-11-53; 180-kw visual, 96-kw aural, 560-ft. BPCT-1389.

MISSISSIPPI

- WCBI-TV, Columbus (Ch. 28)—Birney Imes Jr. (WCBI). Granted 3-11-53; 210-kw visual, 115-kw aural, 470-ft. BPCT-1535.
- WGCM-TV, Gulfport (Ch. 56)—WGCM Television Corp. (WGCM). Granted 2-11-53; 21.5-kw visual, 11.5-kw aural, 300-ft. BPCT-1529.
- WCOC-TV, Meridian (Ch. 30)—Mississippi Bcstg. Co. (WCOC). Granted 12-23-52; 210-kw visual, 110-kw aural, 500-ft. BPCT-1181.

MISSOURI

- KFUO-TV, Clayton (Ch. 30, allocated to St. Louis)—Lutheran Church—Missouri Synod (KFUO). Granted 2-4-53; 175-kw visual, 91-kw aural, 580-ft. BPCT-404.
- KOMU-TV, Columbia (Ch. 8)—Curators of the University of Missouri. Granted 1-14-53; 205-kw visual, 105-kw aural, 800-ft. BPCT-1177. Mid-summer, 1953.
- KACY, Festus (St. Louis)—(Ch. 14)—Ozark Television Corp. Granted 12-31-52; 170-kw visual, 89-kw aural, 870-ft. BPCT-1419. Summer, 1953.
- KHMO-TV, Hannibal (Ch. 7)—Courier-Post Publishing Co. (KHMO). Granted 2-18-53; 10.5-kw visual, 5.4-kw aural, 620-ft. BPCT-760. Rep: Pearson.
- KCTY, Kansas City (Ch. 25)—Empire Coll. Co. Inc. Granted 1-22-53; 94-kw visual, 50-kw aural, 820-ft. BPCT-1451. July, 1953.
- KFEQ-TV, St. Joseph (Ch. 2)—KFEQ Inc. (KFEQ). Granted 10-15-52; 52-kw visual, 26-kw aural, 810-ft. BPCT-425. Rep: Headley-Reed. April, 1953.
- KSTM-TV, St. Louis (Ch. 36)—Broadcast House Inc. (KSTL). Granted 1-14-53; 275-kw visual, 145-kw aural, 580-ft. BPCT-1482. August, 1953.
- WIL-TV, St. Louis (Ch. 42)—Missouri Bcstg. Corp. (WIL). Granted 2-11-53; 79-kw visual, 46-kw aural, 490-ft. Rep: Pearson. BPCT-1444.
- KDRO-TV, Sedalia (Ch. 6)—Milton J. Hinlein (KDRO). Granted 2-25-53; 6.3-kw visual, 3.2-kw aural, 360-ft. BPCT-1550. Rep: ForJoe.
- KTTS-TV, Springfield (Ch. 10)—Independent Bcstg. Co. (KTTS). Granted 10-8-52; 12.5-kw visual, 6.4-kw aural, 260-ft. BPCT-1115. March or April, 1953.
- KYTV, Springfield (Ch. 3)—Springfield Television Inc. (KGBX). Granted 1-7-53; 61-kw visual, 31-kw aural, 520-ft. BPCT-800. July, 1953.

MONTANA

- KOOK-TV, Billings (Ch. 2)—The Montana Network (KOOK). Granted 2-4-53; 17.5-kw visual, 8.8-kw aural, 440-ft. BPCT-1486.
- , Billings (Ch. 8)—Rudman-Hayutin Television Co. Granted 1-14-53; 12-kw visual, 6.2-kw aural, 390-ft. BPCT-1428.
- KOPR-TV, Butte (Ch. 4)—Copper Bcstg. Co. (KOPR). Granted 1-14-53; 14.5-kw visual, 7.3-kw aural, 350-ft. BPCT-804. Rep: Hollingbery.
- KXLF-TV, Butte (Ch. 6)—Television Montana. Granted 2-25-53; 2-kw visual, 1-kw aural, 690-ft. BPCT-1253. Rep: Walker.
- KFBB-TV, Great Falls (Ch. 5)—Buttrety Broadcast Inc. (KFBB). Granted 1-14-53; 8.9-kw visual, 4.5-kw aural, 100-ft. BPCT-1195. Rep: Weed.
- KGVO-TV, Missoula (Ch. 13)—Mosby's Inc. (KGVO). Granted 3-11-53; 11-kw visual, 5.6-kw aural, minus 690-ft. BPCT-829.

NEBRASKA

- KFOR-TV, Lincoln (Ch. 10)—Cornbelt Bcstg. Corp. (KFOR). Granted 10-15-52; 59-kw visual, 29.5-kw aural, 290-ft. BPCT-811. April, 1953.

NEVADA

- KZTV, Reno (Ch. 8)—Nevada Radio-Television Corp. (KWRN). Granted 12-23-52; 3-kw visual, 1.5-kw aural, minus 440-ft. BPCT-1174. June, 1953.

NEW JERSEY

- WRTV, Asbury Park (Ch. 58)—Atlantic Video Corp. Granted 10-1-52; 100-kw visual, 50-kw aural, 470-ft. BPCT-1213. Toward end of 1953.
- WOCN, Atlantic City (Ch. 52)—Matta Enterprises. Granted 1-7-53; 20.5-kw visual, 11-kw aural, 360-ft. BPCT-1457. Early summer, 1953.
- †WTLV, New Brunswick (Ch. 19)—Dept. of Education, State of N. J. Granted 12-3-52; 105-kw visual, 53-kw aural, 780-ft. BPCT-13. "Late summer or early fall if we get legislative authority."—Edward C. Rasp Jr., asst. coordinator, Audio-Visual Education.

NEW MEXICO

- KGGM-TV, Albuquerque (Ch. 13)—New Mexico Bcstg. Co. Inc. (KGGM). Granted 3-11-53; 89-kw visual, 45-kw aural, 4250-ft. BPCT-1393.
- , Clovis (Ch. 12)—Telepolltan Bcstg. Co. Granted 3-4-53; 10.2-kw visual, 5.1-kw aural, 500-ft. BPCT-1293.
- KSWS-TV, Roswell (Ch. 8)—John A. Barnett (KSWS). Granted 1-29-53; 110-kw visual, 55-kw aural, 900-ft. BPCT-888. May, 1953.
- KTVK, Santa Fe (Ch. 2)—Greer & Greer. Granted 1-22-53; 54-kw visual, 27-kw aural, 420-ft. BPCT-1266.

NEW YORK

- WBES-TV, Buffalo (Ch. 59)—Buffalo-Niagara Television Corp. Granted 12-23-52; 91-kw visual, 51-kw aural, 400-ft. BPCT-1413. Rep: Bolling. October, 1953.
- WBUF-TV, Buffalo (Ch. 17)—WBUF-TV Inc. Granted 12-17-52; 165-kw visual, 83-kw aural, 500-ft. BPCT-1348. Rep: H-R Television Inc. June or July, 1953.
- WECT, Elmira (Ch. 18)—El-Cor Television Inc. Granted 2-25-53; 58-kw visual, 33-kw aural, 780-ft. BPCT-513. Rep: Everett-McKinney.
- WTVE, Elmira (Ch. 24)—Elmira Television. Granted 11-5-52; 58-kw visual, 29-kw aural, 850-ft. BPCT-1161. Rep: ForJoe. May, 1953.
- WHCU-TV, Ithaca (Ch. 20)—Cornell University (WHCU). Granted 1-7-53; 215-kw visual, 110-kw aural, 1220-ft. BPCT-534. November, 1953.
- WJTN-TV, Jamestown (Ch. 58)—James Bcstg. Co. Inc. (WJTN). Granted 1-22-53; 100-kw visual, 56-kw aural, 720-ft. BPCT-1176. Rep: Rambeau.
- WKNY-TV, Kingston (Ch. 66)—Kingston Bcstg. Corp. (WKNY). Granted 1-22-53; 25-kw visual, 13.5-kw aural, 250-ft. BPCT-1264. Rep: Meeker.
- WEOK-TV, Poughkeepsie (Ch. 21)—Mid-Hudson Bcstrs. Inc. (WEOK). Granted 11-26-52; 105-kw visual, 60-kw aural, 230-ft. BPCT-1188. Latter 1953.
- WHEC-TV, Rochester (Ch. 10)—WHEC Inc. (WHEC). Granted 3-11-53; will share time and transmission facilities with Veterans Bcstg. Co. Inc. (WVET-TV), but will maintain separate studios, using 120-kw visual, 60-kw aural, 380-ft. BPCT-326.
- WVET-TV, Rochester (Ch. 10)—Veterans Bcstg. Co. Inc. (WVET). Granted 3-11-53; will share time and transmission facilities with WHEC Inc. (WHEC-TV), but will maintain separate studios, using 120-kw visual, 60-kw aural, 380-ft. BPCT-833.
- WWNY-TV, Watertown (Ch. 48)—Brockway Co. (WWNY). Granted 12-23-52; 185-kw visual, 100-kw aural, 570-ft. BPCT-860.

- †WTVZ, Albany (Ch. 17)—University of the State of New York. Granted 7-24-52; 205-kw visual, 110-kw aural, 1410-ft. BPET-3.
- †WQTV, Binghamton (Ch. 46)—University of the State of New York. Granted 8-13-52; 200-kw visual, 105-kw aural, 540-ft. BPET-11.
- †WTVF, Buffalo (Ch. 23)—University of the State of New York. Granted 7-24-52; 205-kw visual, 105-kw aural, 630-ft. BPET-4.
- †WIET, Ithaca (Ch. 14)—University of the State of New York, State Education Department. Granted 1-7-53; 205-kw visual, 105-kw aural, 1290-ft. BPET-10.
- †WGTV, New York (Ch. 25)—University of the State of New York. Granted 8-13-52; 205-kw visual, 110-kw aural, 680-ft. BPET-5.
- †WROH, Rochester (Ch. 21)—University of the State of New York. Granted 7-24-52; 205-kw visual, 105-kw aural, 700-ft. BPET-6.
- †WHTV, Syracuse (Ch. 43)—University of the State of New York. Granted 9-17-52; 200-kw visual, 105-kw aural, 560-ft. BPET-7.
- Note: Funds have not yet been made available for the construction and operation of these non-commercial stations and majority of Special Legislative Commission has recommended against state grants. (See *Television Digest*, Vol. 9:9.)

NORTH CAROLINA

- WISE-TV, Asheville (Ch. 62)—Radio Station WISE Inc. (WISE). Granted 10-29-52; 23-kw visual, 13-kw aural, 1140-ft. BPCT-1143. Rep: Bolling. May or June, 1953.
- WAYS-TV, Charlotte (Ch. 36)—Inter-City Advertising Co. of Charlotte, N. C. Inc. (WAYS). Granted 2-25-53; 85-kw visual, 48-kw aural, 540-ft. BPCT-344. Rep: Bolling.
- WCIG-TV, Durham (Ch. 46)—T. E. Allen & Sons Inc. Granted 2-25-53; 17-kw visual, 9.5-kw aural, 458-ft. BPCT-1532.
- WCOG-TV, Greensboro (Ch. 57)—Inter-City Advertising Co. of Greensboro, N. C. Inc. (WCOG). Granted 11-19-52; 115-kw visual, 59-kw aural, 240-ft. BPCT-588. August, 1953.
- WGTC-TV, Greenville (Ch. 9)—Carolina Bcstg. System Inc. (WGTC). Granted 3-11-53; 100-kw visual, 60-kw aural, 860-ft. BPCT-898.
- WHKP-TV, Hendersonville (Ch. 27)—Radio Hendersonville Inc. (WHKP). Granted 3-11-53; 20-kw visual, 10.5-kw aural, 990-ft. BPCT-803.
- WPAQ-TV, Mt. Airy (Ch. 55)—Ralph D. Epperson (WPAQ). Granted 3-11-53; 21-kw visual, 11.5-kw aural, 1480-ft. BPCT-1329.
- WNAO-TV, Raleigh (Ch. 28)—Sir Walter Television Co. Granted 10-15-52; 250-kw visual, 145-kw aural, 490-ft. BPCT-1156. Rep: Avery-Knodel. April, 1953.
- WTOB-TV, Winston-Salem (Ch. 26)—Winston-Salem Bcstg. Co. Inc. (WTOB). Granted 2-4-53; 200-kw visual, 100-kw aural, 360-ft. BPCT-1497. July, 1953.

NORTH DAKOTA

- KFYR-TV, Bismarck (Ch. 5)—Meyer Bcstg. Co. (KFYR). Granted 3-4-53; 100-kw visual, 50-kw aural, 520-ft. BPCT-1516. Early Fall, 1953.
- , Bismarck (Ch. 12)—Rudman Television Co. Granted 3-4-53; 60-kw visual, 32-kw aural, 300-ft. BPCT-1317.
- WDAY-TV, Fargo (Ch. 6)—WDAY Inc. (WDAY). Granted 1-14-53; 66-kw visual, 33-kw aural, 390-ft. BPCT-740. Rep: Free & Peters. May, 1953.
- KCJB-TV, Minot (Ch. 13)—North Dakota Bcstg. Co. Inc. (KCJB). Granted 2-11-53; 29.5-kw visual, 15-kw aural, 420-ft. BPCT-1333. March or April, 1953.
- , Minot (Ch. 10)—Rudman Television Co. Granted 2-11-53; 58-kw visual, 31-kw aural, 390-ft. BPCT-1320.

OHIO

- WAKR-TV, Akron (Ch. 49)—Summlt Radio Corp. (WAKR). Granted 9-4-52; 145-kw visual, 73-kw aural, 320-ft. BPCT-230. Rep: Weed. Spring, 1953.
- WICA-TV, Ashtabula (Ch. 15)—WICA Inc. (WICA). Granted 2-4-53; 19-kw visual, 10-kw aural, 340-ft. BPCT-685.

OHIO—(Continued)

WIFE, Dayton (Ch. 22)—Skyland Bcstg. Corp. (WONE). Granted 11-26-52; 210-kw visual, 105-kw aural, 470-ft. BPCT-884. Rep: Headley-Reed. August, 1953.

WIMA-TV, Lima (Ch. 35)—Northwestern Ohio Bcstg. Corp. (WIMA). Granted 12-3-52; 91-kw visual, 50-kw aural, 330-ft. BPCT-738. Rep: Weed. Summer, 1953.

WLOK-TV, Lima (Ch. 73)—WLOK Inc. (WLOK). Granted 11-19-52; 20-kw visual, 11-kw aural, 340-ft. BPCT-1398. Rep: H-R Television Inc. Latter March, 1953.

WMAC-TV, Massillon (Ch. 23)—Midwest TV Co. Granted 9-4-52; 99-kw visual, 50-kw aural, 430-ft. BPCT-1010. Rep: Headley-Reed. Summer, 1953.

WLEC-TV, Sandusky (Ch. 42)—Lake Erie Bcstg. Co. (WLEC). Granted 1-22-53; 18-kw visual, 9.1-kw aural, 270-ft. BPCT-1260. December, 1953.

WHHH-TV, Warren (Ch. 67)—Warren Tribune Radio Station Inc. (WHHH). Granted 11-5-52; 80-kw visual, 43-kw aural, 510-ft. BPCT-1159.

WUTV, Youngstown (Ch. 21)—Polan Industries. Granted 9-19-52; 170-kw visual, 85-kw aural, 530-ft. BPCT-948. July, 1953.

WHIZ-TV, Zanesville (Ch. 50)—Southeastern Ohio Television System (WHIZ). Granted 12-10-52; 91-kw visual, 52-kw aural, 530-ft. BPCT-1190. Rep: Pearson. April, 1953.

OKLAHOMA

KLPR-TV, Oklahoma City (Ch. 19)—KLPR Television Inc. (KLPR). Granted 2-11-53; 91-kw visual, 49-kw aural, 580-ft. BPCT-1448.

—, Oklahoma City (Ch. 25)—Oklahoma County Television & Bcstg. Co. (KWCO, Chickasha). Granted 2-11-53; 17.5-kw visual, 9.5-kw aural, 500-ft. BPCT-828. Fall, 1953.

KCEB, Tulsa (Ch. 23)—Elfred Beck. Granted 2-25-53; 180-kw visual, 95-kw aural, 520-ft. BPCT-1392.

OREGON

KSPF, Eugene-Springfield (Ch. 20)—W. Gordon Allen. Granted 2-11-53; 19.5-kw visual, 11-kw aural, 300-ft. BPCT-1511.

—, Medford (Ch. 5)—Southern Oregon Bcstg. Co. Granted 3-4-53; 19-kw visual, 9.8-kw aural, 460-ft. BPCT-1294.

KPIC, Salem (Ch. 24)—Lawrence A. Harvey. Granted 1-29-53; 105-kw visual, 56-kw aural, 990-ft. BPCT-1458. Mid-summer, 1953.

PENNSYLVANIA

WLEV-TV, Bethlehem (Ch. 51)—Associated Bcstrs. Inc. (WEST, Easton). Granted 10-29-52; 2.25-kw visual, 2.25-kw aural, 600-ft. BPCT-1199. Rep: Walker. March or April, 1953.

WCHA-TV, Chambersburg (Ch. 46)—Chambersburg Bcstg. Co. (WCHA). Granted 3-11-53; 105-kw visual, 55-kw aural, 1150-ft. BPCT-806.

WGLV, Easton (Ch. 57)—Easton Publishing Co. (WEEX-FM). Granted 12-17-52; 83-kw visual, 44-kw aural, 1060-ft. BPCT-261. April, 1953.

WHP-TV, Harrisburg (Ch. 55)—WHP Inc. (WHP). Granted 9-25-52; 240-kw visual, 120-kw aural, 910-ft. BPCT-192. Rep: Bolling. April, 1953.

WTPA, Harrisburg (Ch. 71)—Harrisburg Bcstrs. Inc. Granted 12-31-52; 220-kw visual, 110-kw aural, 990-ft. BPCT-986. June, 1953.

WAZL-TV, Hazleton (Ch. 63)—Hazleton Bcstg. Co. (WAZL). Granted 12-17-52; 98-kw visual, 52-kw aural, 660-ft. BPCT-481. Rep: Meeker. Between June-August, 1953.

WARD-TV, Johnstown (Ch. 56)—Rivoli Realty Co. (WARD). Granted 11-19-52; 91-kw visual, 46-kw aural, 610-ft. BPCT-895. Rep: Weed.

WKST-TV, New Castle (Ch. 45)—WKST Inc. (WKST). Granted 9-4-52; 20.5-kw visual, 10.5-kw aural, 370-ft. BPCT-985. Rep: Meeker. March, 1953.

WIP-TV, Philadelphia (Ch. 29)—Pennsylvania Bcstg. Co. (WIP). Granted 11-26-52; 275-kw visual, 140-kw aural, 800-ft. BPCT-185.

WKJF-TV, Pittsburgh (Ch. 53)—Agnes J. Reeves Greer (WKJF-FM, Pittsburgh, and WAJR, Morgantown, W. Va.). Granted 1-7-53; 260-kw visual, 130-kw aural, 530-ft. BPCT-1384. May or June, 1953.

WENS, Pittsburgh (Ch. 16)—Telecasting Co. of Pittsburgh, Pa. Granted 12-23-52; 89-kw visual, 50-kw aural, 520-ft. BPCT-1349. Rep: Petry. August or early fall, 1953.

WTVQ, Pittsburgh (Ch. 47)—Golden Triangle Television Corp. Granted 12-23-52; 230-kw visual, 120-kw aural, 480-ft. BPCT-1417. Rep: Headley-Reed. August, 1953.

WEEU-TV, Reading (Ch. 33)—Hawley Bcstg. Co. (WEEU). Granted 9-3-52; 225-kw visual, 120-kw aural, 1030-ft. BPCT-239. Rep: Headley-Reed. April, 1953.

WARM-TV, Scranton (Ch. 16)—Union Bcstg. Co. (WARM). Granted 2-25-53; 245-kw visual, 130-kw aural, 1260-ft. BPCT-1000. Rep: Hollingbery. Late summer or early fall, 1953.

WGBI-TV, Scranton (Ch. 22)—Scranton Bcstrs. Inc. (WGBI). Granted 8-13-52; 290-kw visual, 150-kw aural, 1170-ft. BPCT-780. Rep: Blair. April, 1953.

WTVU, Scranton (Ch. 73)—Appalachian Co. Granted 8-13-52; 23-kw visual, 11.5-kw aural, 1280-ft. BPCT-506. Rep: Bolling. April or May, 1953.

WILK-TV, Wilkes-Barre (Ch. 34)—Wyoming Valley Bcstg. Co. (WILK). Granted 10-1-52; 250-kw visual, 130-kw aural, 1010-ft. BPCT-231. Rep: Avery-Knodel. Latter April, 1953.

WRAK-TV, Williamsport (Ch. 36)—WRAK Inc. (WRAK). Granted 11-12-52; 21-kw visual, 10.5-kw aural, 1280-ft. BPCT-521. Rep: Everett-McKinney.

WNOW-TV, York (Ch. 49)—Helm Coal Co. (WNOW). Granted 7-9-52; 96-kw visual, 54-kw aural, 470-ft. BPCT-356. Rep: Hollingbery. April, 1953.

SOUTH CAROLINA

WCSC-TV, Charleston (Ch. 5)—WCSC Inc. (WCSC). Granted 10-29-52; 100-kw visual, 50-kw aural, 470-ft. BPCT-808. Rep: Free & Peters. April, 1953.

WCOS-TV, Columbia (Ch. 25)—Radio Columbia (WCOS). Granted 9-17-52; 74-kw visual, 42-kw aural, 650-ft. BPCT-1074. Rep: Headley-Reed. April or May, 1953.

WIS-TV, Columbia (Ch. 10)—WIS-TV Corp. (WIS). Granted 2-11-53; 265-kw visual, 160-kw aural, 630-ft. BPCT-1560. Rep: Free & Peters. September, 1953.

WNOK-TV, Columbia (Ch. 67)—Palmetto Radio Corp. (WNOK). Granted 9-17-52; 780-kw visual, 390-kw, 620-ft. BPCT-764. Rep: Raymer. May or June, 1953.

WGV, Greenville (Ch. 23)—Greenville Television Co. Granted 1-22-53; 22-kw visual, 11-kw aural, 1140-ft. BPCT-1354. Mid-summer, 1953.

SOUTH DAKOTA

KELO-TV, Sioux Falls (Ch. 11)—Midcontinent Bcstg. Co. (KELO). Granted 11-19-52; 57-kw visual, 29-kw aural, 500-ft. BPCT-645. Rep: Taylor. March, 1953.

TENNESSEE

WOUC, Chattanooga (Ch. 49)—Chattanooga T-V Inc. (WMFS). Granted 8-20-52; 20-kw visual, 10-kw aural, 460-ft. BPCT-980. Rep: Pearson.

WTVT, Chattanooga (Ch. 43)—Tom Potter. Granted 8-20-52; 275-kw visual, 140-kw aural, 1270-ft. BPCT-1043.

WJHL-TV, Johnson City (Ch. 11)—WJHL Inc. (WJHL). Granted 1-29-53; 105-kw visual, 54-kw aural, 720-ft. BPCT-845. Rep: Pearson. July, 1953.

WHBQ-TV, Memphis (Ch. 13)—Harding College (WHBQ). Granted 1-29-53; 240-kw visual, 120-kw aural, 500-ft. BPCT-563. Rep: Weed. August, 1953.

TEXAS

KFDA-TV, Amarillo (Ch. 10)—Amarillo Bcstg. Corp. (KFDA). Granted 10-15-52; 56-kw visual, 30-kw aural, 550-ft. BPCT-1111. Rep: Branham. March, 1953.

KCTV, Austin (Ch. 18)—Capital City Television Co. Granted 7-11-52; 210-kw visual, 105-kw aural, 320-ft. BPCT-785.

KTVA, Austin (Ch. 24)—Tom Potter. Granted 8-20-52; 280-kw visual, 145-kw aural, 640-ft. BPCT-1037. Late summer, 1953.

KBMT, Beaumont (Ch. 31)—Television Bcstrs. Inc. Granted 12-3-52; 14-kw visual, 7.1-kw aural, 820-ft. BPCT-1099. Rep: Taylor. April, 1953.

KLIF-TV, Dallas (Ch. 29)—Trinity Bcstg. Corp. (KLIF). Granted 2-11-53; 50-kw visual, 25-kw aural, 490-ft. BPCT-1388. Rep: H-R Television Inc.

—, Dallas (Ch. 23)—UHF Television Co. Granted 1-14-53; 220-kw visual, 115-kw aural, 510-ft. BPCT-827.

KEPO-TV, El Paso (Ch. 13)—KEPO Inc. (KEPO). Granted 10-23-52; 120-kw visual, 60-kw aural, 1000-ft. BPCT-1015. Rep: Avery-Knodel.

—, Fort Worth (Ch. 20)—Tarrant County Television Co. Granted 3-11-53; 270-kw visual, 150-kw aural, 320-ft. BPCT-790.

KTVR, Galveston (Ch. 41)—Rudman Television Co. Granted 11-19-52; 230-kw visual, 120-kw aural, 470-ft. BPCT-1269.

†KUHT, Houston (Ch. 8)—University of Houston: Houston Independent School District (KUHF-FM). Granted 8-20-52; 30.2-kw visual, 15.4-kw aural, 310-ft. BPET-9. Latter March or April, 1953.

KNUZ-TV, Houston (Ch. 39)—KNUZ Television Co. (KNUZ). Granted 1-7-53; 100-kw visual, 60-kw aural, 520-ft. BPCT-1356. Rep: Forjoe. July, 1953.

—, Houston (Ch. 23)—UHF Television Co. Granted 1-7-53; 175-kw visual, 88-kw aural, 510-ft. BPCT-826. Summer, 1953.

KTVE, Longview (Ch. 32)—East Texas Television Co. Granted 2-4-53; 20-kw visual, 11-kw aural, 290-ft. BPCT-607.

KCBD-TV, Lubbock (Ch. 11)—Bryant Radio & Television Inc. (KCBD). Granted 10-8-52; 92-kw visual, 46-kw aural, 750-ft. BPCT-1088. Rep: Pearson. April, 1953.

KTRE-TV, Lufkin (Ch. 9)—Forest Capital Bcstg. Co. (KTRE). Granted 3-11-53; 11-kw visual, 5.6-kw aural, 670-ft. BPCT-907.

KRIO-TV, McAllen (Ch. 20)—Texas State Network Inc. (KRIO). Granted 2-18-53; 86-kw visual, 49-kw aural, 500-ft. BPCT-1274. Fall, 1953.

KMID-TV, Midland (Ch. 2)—Permian Basin Television Co. Granted 2-11-53; 50-kw visual, 25-kw aural, 1010-ft. BPCT-1332.

KGKL-TV, San Angelo (Ch. 3)—KGKL Inc. (KGKL). Granted 12-17-52; 6.4-kw visual, 3.2-kw aural, 440-ft. BPCT-1433. Rep: Pearson. (Note: AM station KGKL recently sold to Lewis O. Selbert; see *Television Digest*, Vol. 9:9 & 10.)

KTXL-TV, San Angelo (Ch. 8)—Westex Television Co. (KTXL). Granted 11-26-52; 11-kw visual, 5.5-kw aural, 420-ft. BPCT-1407. Rep: Taylor. July, 1953.

—, Sherman (Ch. 46)—Sherman Television Co. Granted 3-4-53; 20.5-kw visual, 11-kw aural, 310-ft. BPCT-623.

KCEN-TV, Temple (Ch. 6)—Bell Publishing Co. (KTEM). Granted 1-29-53; 13-kw visual, 6.5-kw aural, 350-ft. BPCT-1426.

KCMC-TV, Texarkana (Ch. 6)—KCMC Inc. (KCMC). Granted 2-4-53; 18.5-kw visual, 9.4-kw aural, 400-ft. BPCT-714. Rep: Taylor. June or July, 1953.

KETX, Tyler (Ch. 19)—Jacob A. Newborn Jr. Granted 1-29-53; 2.4-kw visual, 1.3-kw aural, 350-ft. BPCT-1422. June, 1953.

KANG-TV, Waco (Ch. 34)—Central Texas Television Co. Granted 11-12-52; 5-kw visual, 3-kw aural, 350-ft. BPCT-1072. June or July, 1953.

KFDX-TV, Wichita Falls (Ch. 3)—Wichtex Radio & Television Co. (KFDX). Granted 12-17-52; 60-kw visual, 36-kw aural, 504-ft. BPCT-722. Rep: Taylor. April, 1953.

KTVW, Wichita Falls (Ch. 22)—White Television Co. Granted 11-5-52; 18.5-kw visual, 9.3-kw aural, 480-ft. BPCT-1109. May, 1953.

VIRGINIA

WCHV-TV, Charlottesville (Ch. 64)—Barham & Barham (WCHV). Granted 1-29-53; 120-kw visual, 66-kw aural, 780-ft. BPCT-1315.

WBTM-TV, Danville (Ch. 24)—Piedmont Bcstg. Corp. (WBTM). Granted 12-17-52; 225-kw visual, 120-kw aural, 650-ft. BPCT-643. Rep: Hollingbery, October, 1953.

VIRGINIA—(Continued)

- WVEC-TV, Hampton (Ch. 15, allocated to Norfolk)—Peninsula Bcstg. Corp. (WVEC). Granted 2-4-53; 220-kw visual, 110-kw aural, 480-ft. BPCT-1475. Rep: Rambeau. August, 1953.
- WSVA-TV, Harrisonburg (Ch. 3)—Shenandoah Valley Bcstg. Corp. (WSVA). Granted 3-11-53; 12.5-kw visual, 6.3-kw aural, 1750-ft. BPCT-1324.
- WWOD-TV, Lynchburg (Ch. 16)—Old Dominion Bcstg. Corp. (WWOD). Granted 11-5-52; 100-kw visual, 57-kw aural. 500-ft. BPCT-716.
- WACH, Newport News (Ch. 33)—Eastern Bcstg. Corp. (WHYU). Granted 2-4-53; 20.5-kw visual, 11-kw aural, 310-ft. BPCT-889. Between August-October, 1953.

WASHINGTON

- KVOS-TV, Bellingham (Ch. 12)—KVOS Inc. (KVOS). Granted 1-22-53; 16-kw visual, 8-kw aural, 550-ft. BPCT-1242. Between April-June, 1953.
- KMO-TV, Tacoma (Ch. 13)—KMO Inc. (KMO). Granted 12-10-52; 120-kw visual, 71-kw aural, 780-ft. BPCT-1347. Rep: Branham. May, 1953.
- KIMA-TV, Yakima (Ch. 29)—Cascade Bcstg. Co. Inc. (KIMA). Granted 12-3-52; 10.5-kw visual, 5.3-kw aural, 960-ft. BPCT-1228. Rep: Weed. April, 1953.
- KIT-TV, Yakima (Ch. 23)—KIT Inc. (KIT). Granted 12-3-52; 22-kw visual, 11-kw aural, 960-ft. BPCT-1226. Rep: Branham. Mid-summer or early fall, 1953.

WEST VIRGINIA

- WKNA-TV, Charleston (Ch. 49)—Joe L. Smith Jr. Inc. (WKNA). Granted 3-4-53; 225-kw visual, 120-kw aural, 390-ft. BPCT-591. Rep: Weed. Early Summer, 1953.
- WLKC, Parkersburg (Ch. 15)—West Virginia Enterprises Inc. Granted 2-11-53; 19-kw visual, 10-kw aural, 580-ft. BPCT-1295.

- WLTW, Wheeling (Ch. 51)—Polan Industries. Granted 2-11-53; 24-kw visual, 13.5-kw aural, 170-ft. BPCT-1048.

WISCONSIN

- WGEZ-TV, Beloit (Ch. 57)—Beloit Bcstg. Co. (WGEZ). Granted 2-11-53; 21-kw visual, 11-kw aural, 230-ft. BPCT-1523. Rep: George W. Clark Inc.
- WEAU-TV, Eau Claire (Ch. 13)—Central Bcstg. Co. (WEAU). Granted 2-25-53; 52-kw visual, 26.5-kw aural, 840-ft. BPCT-744. Rep: Hollingbery. October or November, 1953.
- WKOW-TV, Madison (Ch. 27)—Monona Bcstg. Co. (WKOW). Granted 1-7-53; 87-kw visual, 47-kw aural, 690-ft. BPCT-1186. Rep: Headley-Reed. June, 1953.
- WMTV, Madison (Ch. 33)—Bartell Television Corp. Granted 1-23-53; 16.5-kw visual, 9.3-kw aural, 430-ft. BPCT-1484. June, 1953.
- WCAN-TV, Milwaukee (Ch. 25)—Midwest Bcstg. Co. (WCAN). Granted 2-4-53; 105-kw visual, 50-kw aural, 420-ft. BPCT-1547. Rep: Taylor. July, 1953.
- WNAM-TV, Neenah (Ch. 42, allocated to Appleton)—Neenah-Menasha Bcstg. (WNAM). Granted 12-23-52; 15.5-kw visual, 8.3-kw aural, 290-ft. BPCT-869. Rep: George W. Clark Inc. September, 1953.
- WOSH-TV, Oshkosh (Ch. 48)—Oshkosh Bcstg. Co. (WOSH). Granted 11-26-52; 1.31-kw visual, .7-kw aural, 310-ft. BPCT-792. Rep: Pearson. May or June, 1953.

WYOMING

- KFBC-TV, Cheyenne (Ch. 5)—Frontier Bcstg. Co. (KFBC). Granted 1-22-53; 5.2-kw visual, 2.65-kw aural, 190-ft. BPCT-771. Rep: McGillvra. Late fall, 1953.

TERRITORIES

- WKAQ-TV, San Juan, Puerto Rico (Ch. 2)—El Mundo Bcstg. Corp. (WKAQ). Granted 7-28-52; 100-kw visual, 50-kw aural, 1280-ft. BPCT-952. "Toward end of 1953."

24-in. TUBES FOR FALL-&WINTER MODELS: Set manufacturers have seen the new 24-in. rectangular picture tubes (Vol. 8:49) -- and their enthusiasm leads tube makers to predict that size will account for as much as 25% of their production by December.

"It's the big thing, all right," said one large tube manufacturer. "If we had 10,000 now, we could sell them in a minute." But mass production hasn't yet begun, probably won't until May or June -- with really heavy volume by fall.

The tube is now in sampling stage. In last few weeks, some tube makers have sent out substantial number of samples; others will follow in week or two. Both Corning and Kimble (Owens-Illinois) are now producing small quantities of 24-in. glass bulbs, Corning's production being slightly further along.

Only one problem threatens to mar the otherwise smooth sailing of the new tube size -- the question of aluminization. This process, which involves coating the screen with metallic substance, results in marked increase in brightness. Many industry engineers feel that a non-aluminized 24-in. tube would require greatly stepped-up voltages to achieve satisfactory brightness, and that manufacturers can not use current chassis with non-aluminized 24-in. picture tube.

And here's the rub: Aluminization may prove real bottleneck for many tube manufacturers. It requires another "screening" process, involving added manufacturing facilities. It's slow, touchy job, multiplying production time per tube as much as threefold, and adding about \$5 to price per tube. Of all the tube makers, GE has gone in most heavily for aluminization in past, but most other manufacturers have adopted the process for 27-in. tubes.

New 24-in. receiver will fill gap in TV lines between the luxury 27-in. set and the popular 21-in. Manufacturers figure good quality 24-in. set could be made to sell for under \$500 -- perhaps as low as \$400 -- as opposed to \$700-&-up generally asked for 27-in. sets. Price of tube to set makers will be in neighborhood of \$50, aluminized, vs. \$70-\$75 for aluminized 27-in., and about \$30 for 21-in.

Virtually all tube makers plan to turn out 24-in. rectangular -- except big RCA, which is sticking to 21-&-27-in. That company, incidentally, has now begun production of metal-coned aluminized 27-in. tube, which will get "special handling" and will be marketed as "high quality prestige item."

* * * *

Still going to town is the 21-in. tube, far-and-away today's most popular size, outstripping 17-in. by more than 2-to-1. While most set makers still use the glare-rejecting cylindrical-faced 21-in. tube, the cheaper and lighter spherical-faced 21-in. is expected to increase in popularity by next winter -- especially in view of fact that both the 24-&-27-in. are spherical tubes.

Status of 27-in. tube is little changed from our last report on it in December (Vol. 8:49). The plants that are making it say it represents 5% of total output or less right now. Some see it going up to 8 or 10% by year's end, but for the near future at least it seems destined to continue to be strictly luxury item.

* * * *

Picture tube plants -- and the glass bulb plants -- are still humming, with plenty of orders. Some manufacturers feel that spring-summer letdown, when and if it comes, will give them healthy opportunity to build up inventories of the larger tube sizes. Otherwise, they fear, there may be real shortages of tubes -- particularly the aluminized ones -- by next winter.

Nowhere in tube industry could we find any sentiment for raising prices. General attitude is that the usually topsy-turvy picture tube situation finally is stabilizing -- with regard to sizes and shapes, at least -- and now is no time to upset any applecarts. Also reflected throughout industry is the feeling expressed

by DuMont tube div. mgr. F.P. Rice, who is confident manufacturers won't "embarrass the new administration" by upping prices just after controls were removed.

* * * *

TV production climbed to 166,235 (7475 private label) week ended March 6, up from 151,944 preceding week, but still below 187,584 week ended Feb. 20. Factory inventories reached 141,170, up from 111,754; they were second highest of the year, exceeded only by 156,955 receivers in inventory week ended Jan. 23.

Radios kept going up, totaling 309,234 (150,197 private label) -- highest for any week since June 1951. It compared with 301,065 week preceding. Factory inventories went to year's peak of 324,039, up from 258,845 Feb. 27. Week's radios: 92,814 home sets, 25,182 portables, 61,274 clock, 129,964 auto.

Topics & Trends of TV Trade: Cumulative count of the 21,812,263 TV receivers shipped to dealers during the 7 years from 1946 through 1952, broken down state-by-state and county-by-county, is tabulated in RTMA report just released. It's first study of kind by newly expanded statistical service, isn't designed to show all sets-in-use in various areas, which are estimated monthly by NBC Research (for Feb. 1 NBC count, see Vol. 9:10). RTMA's cumulative compilation shows New York far in lead, Pennsylvania & California close together for second place, Illinois third, Michigan fourth, Massachusetts fifth. All 48 states and District of Columbia are shown as having TVs, though some like Nevada (581 sets), Montana (1156), Wyoming (3065) are without any TV stations and get only DX reception, if at all. The RTMA 1946-52 state-by-state figures (county breakdowns available from RTMA on request):

State	Total	State	Total
Alabama	156,268	Nebraska	139,479
Arizona	49,948	Nevada	581
Arkansas	36,893	New Hampshire	63,570
California	2,097,472	New Jersey	1,282,586
Colorado	100,571	New Mexico	20,406
Connecticut	445,902	New York	3,505,155
Delaware	77,200	North Carolina	255,067
District of Columbia	251,054	North Dakota	1,380
Florida	200,495	Ohio	1,855,765
Georgia	279,827	Oklahoma	195,962
Idaho	2,315	Oregon	46,872
Illinois	1,621,753	Pennsylvania	2,098,227
Indiana	582,977	Rhode Island	178,126
Iowa	247,251	South Carolina	59,907
Kansas	86,395	South Dakota	3,673
Kentucky	242,375	Tennessee	194,736
Louisiana	141,818	Texas	607,640
Maine	22,769	Utah	89,691
Maryland	466,881	Vermont	13,787
Massachusetts	1,061,436	Virginia	305,390
Michigan	1,121,839	Washington	220,367
Minnesota	301,055	West Virginia	126,768
Mississippi	39,669	Wisconsin	359,147
Missouri	549,597	Wyoming	3,065
Montana	1,156		
		Grand Total	21,812,263

Public is interested in technical aspects of TV. That's what Raytheon sales & service engineering director Carroll Hoshour is finding on basis of viewer comments on special one-time TV program he's placing on uhf stations. Program is consumer version of Raytheon's servicemen's training program, "How to Interpret What You See in UHF," with most of technical material reworded for general public. Following success of program on Atlantic City's WFPG-TV (Vol. 9:7), it's been presented on Wilkes-Barre's WBRE-TV and Reading's WHUM-TV, and is scheduled for use on other uhf stations.

Picture tube sales in January totaled 988,316 valued at \$23,892,982 compared with 852,501 worth \$20,394,042 in December, and 340,192 at \$7,691,858 in Jan. 1952, reports RTMA. Rectangular 19-in. and larger represented 73% of total. Receiving tube sales in January totaled 37,343,081 valued at \$25,688,914, of which 23,409,671 went for new sets, 9,167,440 replacement, 1,189,672 export, 1,576,298 Govt. This compares with sales of 43,220,393 worth \$28,820,231 in December and 26,736,695 valued at \$18,895,527 in Jan. 1952.

Trade Personals: Herbert A. Gumz, v.p. & acting gen. mgr., named Webster-Chicago exec. v.p., post vacant since Charles Cushway resigned to head Crescent Industries Inc.; Norman C. Owen, gen. sales mgr., promoted to sales v.p. . . M. D. Schuster resigns May 1 as Hoffman Radio gen. sales mgr. to become partner of McCormack & Co., Hoffman San Francisco distributor; his duties will be assumed by national sales mgr. W. L. Stickel . . . Arnold K. Weber promoted from personnel mgr., RCA Victor engineering products dept., to director of organization development, replacing Edward M. Tuft, now v.p. in charge of personnel for parent RCA; John M. Clifford, asst. personnel director, moves up to personnel director under new v.p. Albert F. Watters . . . Campbell Rutledge Jr. appointed to new post of asst. gen. mgr., Corning Glass electrical products div.; Forrest E. Behm named mgr. of pressware plant (TV bulbs), replacing Paul T. Clark, now technical products mfg. mgr. . . Kenneth A. Hoagland promoted to chief engineer of DuMont cathode ray div., succeeding Alfred Y. Bentley, now chief engineer of receiver div. . . Elwood W. Schaefer & Kenneth C. Meinken Jr. elected v.p.'s, Joseph V. McKee named secy., National Union Radio Corp. . . John Spargo, ex-Raytheon and Collier's Magazine, becomes sales promotion mgr., Bendix TV-radio div. . . Carroll G. Killen succeeds Leon Podolsky as mgr. of field engineering, Sprague Electric Co., Podolsky becoming asst. to president . . . Robert Merritt, ex-production mgr., named sales mgr., Radio Materials Corp., Chicago, replacing Harry Byrne, now Chicago sales rep with headquarters at factory, 1708 Belmont Ave. . . Herbert Delp, ex-Emerson Kansas City district mgr., appointed Capehart-Farnsworth regional mgr. there.

Distributor Notes: Motorola-New York gen. sales mgr. Harry Schechter resigns . . . Peirce-Phelps (Admiral), Philadelphia, names Wm. Redding regional mgr., replaced as major appliances sales mgr. by Richard Waltemate . . . DuMont appoints Air-Tel Inc., Houston; Monroe Auto Supply Co., Monroe, La. (W. L. Ethridge, pres.) . . . Sylvania appoints Rott-Keller Supply Co., Fargo (Herbert Rott, pres.); Remco Inc., Chicago, names Frank A. Meyers field sales mgr. . . Raytheon appoints Harley T. Litteral exec. v.p. of factory branch, Belmont Distributor Inc., Chicago; names Hopkins Equipment Co., Atlanta (M. H. Hopkins, TV sales mgr.) . . . Wright & Wilhelmy Co. (CBS-Columbia), Omaha, names Clair Keith TV sales mgr. . . Stromberg-Carlson appoints Kelvinator Sales Corp., Omaha, replacing Midwest Timmerman Co. . . Stewart-Warner appoints O'Day Equipment Co., Fargo (Leo J. O'Day, pres.), replacing Fargo Glass & Paint Co. . . Valley Appliances Inc. (Emerson), Knoxville, elects Dean Spencer v.p. . . Olympic New Jersey names S. R. Slater gen. mgr., replacing Jack Mendelson, resigned . . . DuMont appoints Rice & Miller Co., Bangor . . . Raytheon names World Radio & Appliance Co., Toledo; Ludwig Hommel & Co., Pittsburgh.

Electronics Reports: "Defense Materials System"—successor to Controlled Materials Plan—goes into effect July 1 to assure supplies of steel, copper and aluminum for military and atomic production. Under DMS, priorities for these metals will be granted only to military and atomic contractors and subcontractors. All other users will have to buy their materials on free market without govt. assistance. Acting defense mobilizer Arthur Fleming said NPA will issue 2 new orders in few days spelling out details of new control system.

Nickel stainless steel will continue to be rationed to all users, civilian as well as defense, and it's anticipated that such alloy materials as tungsten, molybdenum and cobalt also will continue to be strictly rationed. Military and atomic users are expected to take approximately 12% of nation's steel output, 20% of its copper, 30% of aluminum.

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"The transistor and its minute relatives will almost certainly stimulate greater changes in commerce and industry than reaction motors, synthetic fibers, or even, perhaps atomic energy." So says March *Fortune Magazine* in story titled "The Year of the Transistor," by Francis Bello. Article reveals: (1) New Western Electric plant at Laureldale, Pa. will have monthly capacity of 1,000,000 transistors and related devices, all to be used by Armed Forces and Bell System. (2) Laureldale plant and the pilot production lines at GE, Raytheon, RCA and Sylvania are being financed by Signal Corps at cost approaching \$13,000,000. (3) Over one-fourth of RCA's 300-man research staff is engaged in solid-state research; about one-eighth of Bell Labs' 2300 researchers are working in same field.

Small business got 73% of all military contracts let by Signal Corps from July 1950 to Jan. 1953, reports Office of Chief Signal Corps Officer. Companies with 500 employes or less received 107,471 prime contracts totaling \$564,209,000 during that period. But number of prime contracts to small business declined from 74.1% in fiscal 1951 and 73.5% in fiscal 1952 to 68.9% in first half of fiscal 1953.

Daily list of military contract awards and proposed procurements for which bids may be submitted now available from Commerce Dept. on subscription basis: *Synopsis of U. S. Govt. Proposed Procurements & Contracts Awards* is \$7 for year, \$4 for 6 months. Address Commerce Dept. Administrative Service Office, 433 W. Van Buren St., Chicago 7.

CBS-Hytron now in mass production of transistors "for military and civilian use in electronic computers and hearing aids," announced president Bruce A. Coffin. He said Hytron entrance into transistor field was accomplished "without outside help in the form of military development contracts."

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To tell public "the story of TV servicing," GE tube dept. has prepared 8-p. pocket-sized booklet for distribution by servicemen, discussing in simple language the complexity of TV sets, dangers of tampering with set, reasons for calling skilled serviceman, hints on care of set, etc.

The late James M. Skinner, onetime Philco president and chairman, bequeathed \$600,000 for scholarships at U of Pennsylvania (his son James M. Jr., Philco v.p., to act as advisor) plus \$100,000 to Germantown Hospital. Estate exceeds \$1,000,000.

RTMA has released report showing 7,066,794 radios, excluding auto sets, shipped to dealers in 1952 vs. 7,588,810 in 1951. It's broken down by states and counties, obtainable on request.

NEW JERSEY COMMISSION on Educational TV, headed by RCA v.p. Elmer W. Engstrom, this week urged Gov. Driscoll to request appropriation of \$615,350 to finance WTLV, New Brunswick (Ch. 19). In its first report, commission urged that 5 more stations—at Montclair, Freehold, Hammonton, Andover, Camden—be established at later date. Commission, which includes N. J. manufacturer Allen B. DuMont as member, also sharply criticized New York State Temporary Commission on Educational TV for rejecting plan for state-financed 10-station network (Vol. 9:9). In addition, it urged Driscoll to petition FCC for 2-year extension of deadline for filing for reserved channels.

A competing application, first for educational channel, may come soon from Washington, D. C., where group of educators and govt. officials, sparked by Librarian of Congress Luther Evans, this week drafted articles of incorporation preliminary to filing for Ch. 26, for which D. C. board of education has already applied (see *TV Factbook No. 16*). New group is Greater Washington Educational TV Assn. Inc.

National educational TV leaders place great emphasis on making a strong showing in Nation's Capital, with its abundance of cultural resources as Library of Congress, National Art Gallery, Smithsonian Institution, etc. Dr. Milton Eisenhower's National Citizens Committee for Educational TV has detailed Earl Minderman, former asst. to FCC Chairmen Walker and Coy, to work fulltime with strife-ridden Washington groups to reach accord.

Dissatisfaction with public school board's application stems from 2 factors: (1) It makes no provision for participation by private universities or cultural organizations. (2) It's wholly conditioned on getting funds from Congress, which controls all appropriations for District of Columbia.

Competitive group would reserve place on its governing body for school board, which is thus far remaining aloof but may take up offer when it realizes it can't go it alone. Next logical step would be for it to withdraw its application to avoid dragged-out hearing.

Other educational TV developments this week: (1) Ohio State U filed application for Ch. 34 in Columbus. (2) Connecticut Education Comr. Finis J. Englemann submitted to Gov. John Lodge alternate plan for single station at Hartford if legislature balks at financing 3 already-granted stations at Bridgeport, Hartford, Norwich. (3) John Retallata, Illinois Institute of Technology president, named chairman of Chicago Citizens Committee for Educational TV, replacing Lawrence A. Kimp-ton, U of Chicago chancellor, who resigned because of illness. (4) Value of educational TV as classroom aid is forcefully presented by Robert Bendiner in article titled "If TV Moved into the Classroom" in March 8 *New York Times Magazine*.

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Educational potential of theatre TV will be demonstrated in New York March 21 when 7 local theatres will present one-hour morning telecast to show high school students the advantages of careers in engineering and science. Program was arranged by Fabian Theatres' Leo Rosen in cooperation with public schools, will originate from ABC-TV studios.

Edward R. Murrow wins annual George Polk Memorial Award for second time in recognition of his Xmas program from Korea. Jack Gould, *New York Times*, also gets award for good TV-radio reporting. Journalism faculty of Long Island U makes awards in honor of the CBS correspondent slain in Greece in 1948.

RTMA & NARTB join in FM promotion campaign, 8th in series, in South Carolina for 6 weeks beginning April 6.

HONOLULU'S KONA got FCC authority to shut down March 12 (see p. 1) not only because it was in business distress but because chief backer "Monte" Richards recently suffered heart trouble and could not go through with plans. Out of welter of negotiations to sell, deal to be put before FCC for approval would enable *Honolulu Advertiser's* Lorrin P. Thurston (KGU) to acquire station in equal partnership with broadcasters J. Elroy McCaw & John D. Keating (KPOA) with very small outlay.

Wealthy Mr. Richards is committed to acquire all common stock outstanding (9938 shares at \$10 par), for which he has paid or will pay \$80,000. He then agrees to turn all the stock over to the new operators, and to buy debentures in that amount in KONA licensee Radio Honolulu Ltd., calling for no interest first 4 years, 5% annually thereafter for 10 years. He's also reported to be securing outstanding bank loans said to total \$150,000.

Purchasers will lend \$15,000 for operating capital on FCC approval of transfer. McCaw and Keating also agree to sell their KPOA "within a reasonable time." They and KGU presumably will also drop their competitive applications for Ch. 4 in Honolulu.

KONA splashed heavily last November when it rushed GE transmitter by air in order to beat KGMB-TV's announced Dec. 1 starting date. It tested Nov. 18, only to run into technical difficulties, forcing change in transmitter site, and didn't really get going until Dec. 12. KGMB-TV, owed jointly by *Honolulu Star-Bulletin*, Consolidated Amusement Co. (theatres) and Mormon Church, had very little trouble winning preeminence, is reported nearly sold out of commercial time already.

From half ownership of a small radio station in Centralia, Wash. (KELA), McCaw has extended his radio holdings and now is moving into TV. He holds about 20% of KLZ, Denver, which has favorable examiner's report for TV channel. He recently sold KRSC, Seattle; is sole owner of KORC, Mineral Wells, Tex.; owns 33⅓% each in KYAK, Yakima, and KALE, Richland, Wash.; owns 50% of KYA, San Francisco. He's equal partner with Keating in KPOA and in KILA, Hilo, as well as in KYA, San Francisco. Keating also heads and holds one-third interest in Ch. 12 application for Portland, Ore.

Competition from sun was too much for big 10,000,000-candlepower lamp used experimentally by WFAA, Dallas, to determine effectiveness of high-intensity pulsed lighting for daytime marking of high TV towers (Vol. 9:46). Light was tested on WFAA tower for several months under direction of consulting engineer A. Earl Cullum in effort to determine suitable daytime marking for WFAA-TV's proposed 1747-ft. tower, which would be world's tallest. Experiments with light have been discontinued, but station now plans to test value of rotating mirrors as marking device. Observers from FCC, CAA and industry witnessed lighting demonstration, and one CAA official who saw test commented: "While this particular type of light wasn't satisfactory, we're certainly not convinced the principle of daytime lighting should be discarded." One major complaint about the light tested was that duration of illumination period was too short.

Once one of biggest transit FM operators, KXOK-FM, St. Louis, discontinues operations March 31. It was sole survivor of 7 commercial FM stations in city. Board of Education's non-commercial KSLH remains.

Casualty of TV: the Welsh language. Wales Central Advisory Council for Education reports English-language telecasts from Britain have placed Welsh language in "utmost danger of extinction."

Closed circuit telecasts of surgery are provided for in facilities built into new \$40,000,000 U. S. Public Health Service clinical center, Bethesda, Md., opening this spring.

APPLICATION for Ch. 4 in St. Louis by Stanley Hubbard's KSTP Inc., St. Paul (KSTP-TV & KSTP), holding 50% in company with 40 prominent local citizens holding rest, augurs keen fight for that facility at FCC hearing. Others previously filing were CBS's KMOX, KWK Inc., KXOK Inc. and Meredith Engineering Co. (WHEN, WOW-TV, KPHO-TV). Only 5 other new station applications were filed this week, bringing total pending to 657 (232 uhf). These were for Augusta, Ga., Ch. 12, by J. I. Sims-WTND, Orangeburg, S. C.; Champaign, Ill., Ch. 21, by local business group including U of Illinois professor Dallas W. Smythe, onetime FCC official; Cadillac, Mich., Ch. 13, by Sparks-Withington Co., TV-radio manufacturers; Klamath Falls, Ore., Ch. 2, by business-newspaper-radio group with subscriptions of 2% stock each; Columbus, O., educational Ch. 34, by Ohio State U. [For further details about these applications, see *TV Addenda 16-J* herewith; for complete listings of all post-freeze grants, new stations, hearings, etc., see *TV Factbook No. 16* with Addenda to date.]

Fate of sports TV restrictions won't be known until fall, at earliest, when Judge Allan K. Grim of Federal District Court, Philadelphia, renders decision on govt. anti-trust suit against National Football League. Justice Dept. ended its rebuttal this week by reiterating that it doesn't intend to attack right of individual teams to telecast their games, but is merely opposing "conspiracy" of team owners to restrict football TV. Research specialists Jerry Jordan and Dr. E. Douglas Burdick of U of Pennsylvania testified that National Opinion Research Council findings on TV's impact on sports attendance—used by National Collegiate Athletic Assn. to justify its own TV restrictions—were based on faulty research methods. NCAA's TV committee, meanwhile, is proceeding with plans to hold March 19-21 hearings in Kansas City on its proposed TV policy for fall season.

Power increases & channel shifts: Next week, WNAC-TV, Boston, hopes finally to put 12-bay antenna into operation. Its hopes dropped Feb. 19 with plunge of brand new \$40,000 RCA antenna from 400-ft. level of tower. Old 6-bay antenna had to be replaced pending delivery of new 12-bay unit. WHEN, Syracuse, jumped from 50 kw to 190 kw March 7. WPIX, New York, hit 100 kw March 6. RCA shipped amplifier to WBNF-TV, Binghamton March 11, sends one to WNBW, Washington, March 18. WOAI-TV, San Antonio, aims to reach 100 kw next week. WFBG-TV, Altoona, is shooting for 316 kw May 1. WDEL-TV, Wilmington, shifted from Ch. 7 to 12 March 8.

Atlanta-Jacksonville microwave, 298-mi. 11-hop link supplementing present coaxial, is proposed in application filed with FCC this week by AT&T. Initial service, for telephone use, is due "late this year," with TV to be added later. Since more facilities from Jacksonville to Miami will undoubtedly be required before long, AT&T is expected to augment that section with either microwave or coaxial. AT&T seems to prefer coaxial in Florida because of danger to microwave towers from hurricanes.

FCC clarified power in ERP for stations employing tilted beam antennas by specifying power assigned as that radiated in horizontal plane. For example, if station radiates 100 kw one degree below horizon and 90 kw towards horizon, its rated power is 90 kw. Reason, FCC engineers say, is that coverage and interference are computed on basis of horizontal radiation.

To test propagation from Mt. Washington, in New Hampshire, Mt. Washington TV Inc., applicant for Ch. 8 in Poland, Me., this week received STA from FCC to employ 200-watt transmitter on 181.25 mc, using unmodulated carrier and voice identification, for March 13-June 13 period. Experimental call letters are KC2XEF.

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NEW FCC MEMBER, BUT NO CHAIRMAN YET: A new commissioner finally: John C. Doerfer, Republican, now the chairman of Wisconsin Public Service Commission, whose name was sent to Senate March 20. President Eisenhower didn't tab him as chairman of Commission, yet there's mild speculation that he may, despite widely-held opinion that strongly-supported Comr. Rosel Hyde has been lined up for elevation to the post.

Doerfer is to fill out term of Democratic Comr. Eugene Merrill, whose recess appointment expires June 30, 1954. Merrill had been appointed to unexpired portion of term of Comr. Robert Jones who left to enter private law practice (Vol. 8:38).

No replacement for chairman Paul Walker was indicated by White House, and there's growing belief President Eisenhower will let him serve out term expiring June 30. President strengthened that belief this week when he said he didn't intend to oust a Democratic Washington city commissioner whose term has 2 years to go.

No date for hearing on Doerfer's nomination has been set by Interstate & Foreign Commerce Committee, though its practice is to move very quickly; its next regular meeting is March 25. There's no known opposition to Doerfer.

There had been only briefest speculation about Doerfer in the popular game of "name-mentioning" that has gone on since November elections. He had support of Wisconsin Gov. Kohler, was previously proposed for Federal Power Commission.

Doerfer is described, contradictorily, as a "conservative" and a "liberal," but all who know him agree that he's extremely able, has been a very conscientious public servant in Wisconsin.

The commissioner-designate is 49, native of Milwaukee suburb West Allis, graduate of U of Wisconsin and Marquette U law school. He was elected city attorney of West Allis in 1940, reelected in 1944 & 1948, was appointed to Public Service Commission in 1949 and named its chairman few months later. He's married, father of 2 teen-age boys.

Doerfer has had little experience in TV-radio field, a great deal in wired communications as well as other utilities. He's member of National Assn. of Railroad and Utilities Commissioners, is chairman of its committee on regulatory procedures -- therefore no babe-in-the-woods concerning Federal regulation.

STAGE SET FOR HOUSE COLOR TV HEARING: After last week's "color burst" (Vol. 9:11), situation hung in mid-air this week as everyone waited to gauge tenor of House's inquiry starting March 24, when Interstate & Foreign Commerce Committee begins hearing with following witnesses:

March 24, Dr. E. W. Engstrom, RCA Labs v.p. March 25, Frank Stanton, CBS president. March 26, Richard Hodgson, Chromatic Television Laboratories president; Dr. E.O. Lawrence, inventor of tri-color tube and part-owner (with Paramount Pictures) of Chromatic which is developing the tube; Dr. Allen B. DuMont. March 27, Dr. W.R.G. Baker, GE v.p. and chairman of National TV System Committee.

House group had scheduled color demonstrations in New York March 30-31 --

at RCA, CBS and Chromatic -- but these were postponed, probably to date after Easter because of other committee business.

Also scheduled to testify, at unspecified dates, are NPA and FCC witnesses, as well as additional industry spokesmen who have not yet been selected.

Immediate revocation of NPA order M-90, which limits color set production, was demanded of NPA by Chairman Wolverson (R-N.J.). NPA plans to rescind the order within week or two.

Other congressmen who've shown particular interest in the investigation are Carl Hinshaw (R-Cal.) and James Dolliver (R-Iowa). Hinshaw is a civil engineer; Dolliver served in Signal Corps in World War I. Good attendance by all committee members is expected, because of popular interest in subject. If hearing gets very technical it will bog down, just as it did when FCC -- the specialized agency -- conducted its color hearing.

Sen. Johnson says he's glad to see House going into color and that he feels it will do a good job. Sen. Tobey says that "it's okay with me"; that he hopes the House will "cover the entire field of color"; that he doesn't know whether his committee will also conduct a color hearing. There's no question, however, that scheduling of House hearing so soon caught them by surprise.

PUEBLO, COL. & SPRINGFIELD, MO. ON AIR: TV came to 2 more cities, as nation's 149th and 150th stations turned on the juice. The 2 new vhf stations make a total of 42 starters since freeze-end, 25 since New Year's Day.

KTTS-TV, Springfield, Mo. (Ch. 10) started commercial operation on March 14 with RCA equipment, using temporary 85-ft. antenna tower. Non-interconnected, the station gets CBS & DuMont programs via kinescope. National sales rep is Weed.

KDZA-TV, Pueblo (Ch. 3) put test pattern on air at 11:30 p.m. March 16 with DuMont transmitter and RCA antenna. Programming is scheduled to begin March 22 after 3-hour opening show using local talent and film. Owner Dee Crouch reports clear reception in Canon City, Colorado Springs, La Junta and Las Animas. KDZA-TV is not yet on microwave, will use kines from all networks. McGillvra is rep.

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Though there were no uhf starters this week, at least 2 look like good bets for next week -- both have transmitters all tuned up, everything ready to go, await only mounting of antenna. WKST-TV, New Castle, Pa. (Ch. 45), RCA-equipped, had an antenna crew on hand at week's end, waiting for stiff wind to die down. President S.W. Townsend says he'll have test pattern first of next week if the wind will stop blowing long enough to hoist antenna. WLOK-TV, Lima, O. (Ch. 73) expects antenna crew to arrive Monday, plans to fire up GE 100-watt transmitter March 25.

In addition to the probable March starters listed previously (Vol. 9:10-11), KFDX-TV, Wichita Falls, Tex. (Ch. 3) wires: "Starting test pattern Sunday, March 29; commercial broadcasts begin April 5." It will be city's second TV station.

[For latest reports on other upcoming new stations, see pages 6-7.]

4 CPs, MORE COMBINATIONS, MORE HEARINGS: FCC's "CPs-granted-while-you-wait" policy was practiced in earnest this week. Though only 4 CPs were granted, 2 of them went to applicants who joined forces to produce uncontested applications only last week. This week, 3 more such applications were filed by opponents who buried the hatchet and hoped for "sudden service" before new competition developed.

More combinations are being prepared by applicants who have decided that a piece of a station now is worth more than the gamble of winning a whole station in a final hearing decision which may come several years from now.

Three more hearings were scheduled this week, all starting April 20 in Washington: Chattanooga (Ch. 3); Portsmouth, O. (Ch. 30); San Juan, P.R. (Ch. 4).

This week's CPs: San Diego, Cal., KFSD, Ch. 10; Chicago, Ill., WIND, Ch. 20; Twin Falls, Ida., KLIX, Ch. 11; Las Vegas, Nev., KLAS, Ch. 8.

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The KFSD grant came after agreement by 2 opponents -- T.B.C. Television Inc. and Charles E. Salik (KCBQ) -- to drop applications on condition they could each

purchase 1/3 interest in grant; Salik is to sell KCBQ. The KLAS application was cleared for grant when opponent Herman Greenspun dropped out, acquired 5% of KLAS.

Chicago's WIND was granted on condition H. Leslie Atlass, CBS v.p., pulls out of company, disposing of his 19.46% ownership. Comrs. Walker and Hennock dissented from KLIX grant, fearing too much "concentration" in hands of grantee's principals who control CP-holders KGEM, Boise; KIFI, Idaho Falls; KWIK, Pocatello.

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The 3 applicants who pooled forces this week and now pray for quick grants:

(1) Television Services of Knoxville, now 80% owned by oilman W.R. Tuley who dropped competing application, 10% by J. Horton Doughton, 10% by Harold H. Thoms. Latter 2 previously held 50% each in Television Services.

(2) Utah Broadcasting & Television Corp. (KUTA), Salt Lake City. Opponent KALL-Tribune & Telegram pulled out, acquired 50% of KUTA. Other half is owned by Frank Carman and Grant Wrathall, who previously held 50% each in KUTA.

(3) Minnesota-Iowa TV Co., Austin, Minn. Applicant was formed when South Central Minnesota TV Co. dismissed, its principals joining KAUS. New stockholders in KAUS: Wm. B. Wolf 3.7%, Myles H. Johns 2.8%, Bennett O. Knudson 3.7%, George J. Wolf 3.7%, Ted Nelson .9%.

Another effort to free a channel came in Sacramento. Jack Gross and John Poole, competitors for Ch. 46, filed "joint petition for simultaneous dismissal and grant." They filed letters in which Gross said he has "vitally important interests" which are being neglected while application is tied up and Poole offered him \$6701 for out-of-pocket expenses connected with application if FCC grants petition. Gross said he'd accept the offer.

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

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Eager to start post-freeze decisions on right foot, FCC's Broadcast Bureau filed 20 pages of exceptions to examiner James Cunningham's initial decision in the Denver Ch. 7 case (Vol. 9:6). The Bureau agreed that Aladdin Radio & TV Inc. (KLZ) should be favored over Denver TV Co., but it felt that Cunningham erred on some important points, including:

(1) Dual AM-TV and multiple ownership. Bureau argued that the ownership of KLZ-AM-FM plus dozen other stations, by the Aladdin principals, ought to be weighed against it, since Denver TV owns no stations. If Aladdin weren't "greatly superior" in all other respects, it said, Denver TV should get the CP.

(2) Testimony by substantial stockholders. There's no excuse, Bureau said, for absence of testimony from 2 of Denver TV's largest stockholders, James Stewart (19.62%) & F. Kirk Johnson (19.62%), who "represent potential absentee control."

(3) Anti-trust violations. Bureau asserted that FCC's "3-year cutoff date" regarding violations, enunciated in Paramount case, doesn't apply to hearing contestants. Therefore, it said, violations of any vintage are pertinent.

(4) Length of local residence and selection of staff. The Bureau said, in effect, it isn't important "how long" principals lived in city but "how well," viz., the contributions they've made. Size of staff selected up to hearing time isn't important either, Bureau maintained, saying that provision for adequate staff when station goes on air is all that counts.

A VHF-UHF MARKET: ROANOKE, VIRGINIA: Virtually every major city in United States is potentially a "dual" vhf-uhf area. And for some time to come, uhf telecasters will face special problems when they go on air in markets also served by vhf.

To see how one "dual" community is faring, we went this week to Roanoke, Va. -- one of the 2 cities which now have both vhf & uhf stations (other being Mobile, Ala.) -- for another in our series of surveys of the uhf markets (Vol. 9:6-10).

Roanoke is in valley hemmed in on all sides by Blue Ridge Mountains. City has population of about 92,000; within 80-mi. radius live nearly 400,000 families. Before city's 2 post-freeze stations went on air, valley's only TV came from

Greensboro, N.C., 83 air mi. away, whose WFMY-TV (Ch. 2) was received by perhaps 2000 families in Roanoke and immediately surrounding area.

Roanoke got its first local TV Dec. 11, 1952, when WSLs-TV began operation on Ch. 10. Owned by Shenandoah Life Insurance Co. (WSLS-AM & FM), station is basic NBC-TV affiliate, also carries CBS programs. Public response has been enthusiastic.

Its coverage area is large, even on interim power of 12.6 kw -- principally because of its lofty antenna site on Poor Mountain, about 15 mi. southwest of town. Antenna is some 4000 ft. above sea level, 3000 ft. above the city of Roanoke. Exec. v.p. James H. Moore claims Class A coverage of 80 mi., covering about 67,000 sets, although no actual set count has been made in area. Station hopes to double its ERP this spring, has most of necessary equipment already installed.

WSLS-TV now goes on air at 7 a.m., signs off about midnight, maintaining a full program schedule except for hour of silence in afternoon -- after only 3 months of operation. Commercially, the operation "has been beyond our expectations," says Moore. Residents of area north and west of Roanoke now get good picture from 2 vhf stations, since debut of WLVA-TV (Ch. 13) in Lynchburg, 45 air mi. from Roanoke.

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Uhf came on scene shortly after midnight Feb. 15 -- 2 months after vhf -- when WROV-TV (Ch. 27) became city's second TV station. Uhf station -- affiliated with WROV, local AM-FM -- took its time getting on air, tested equipment 18 days before putting out signal, and as result it has never been shut down by technical troubles. Test pattern was put on air without advance notice to community.

WROV-TV's transmitter site seems ideal for community uhf station -- atop 2000-ft. Mill Mountain, in municipally owned recreation park within city limits. Antenna towers above Roanoke's big tourist attraction, "the world's largest man-made star," which can be seen from nearly every part of city.

Radiating 18 kw, antenna is actually 1200-ft. above city, electrically and mechanically tilted 2 degrees to throw maximum signal down on metropolitan area. Beauty of location is that you can figuratively "spit down every chimney in town" from antenna site -- ideal situation for uhf where line-of-sight is all-important.

How far does uhf signal carry in mountainous Blue Ridge area? Gen. mgr. Frank Koehler admits he isn't sure. He's had good reports from outlying areas, but station has been on air for such a short time that no full-dress surveys have been made. "What we want to do first," he says, "is get complete coverage of Roanoke -- we'll worry about the further-out sections later."

Koehler started in radio in 1934 as NBC page in New York, joined WSLs staff before war, served as sales mgr. there, and became gen. mgr. of WROV when it went on air in 1946. Having come up via sales end of radio, he places greatest emphasis on top-notch sales staffs for both WROV & WROV-TV.

TV station began programming March 2, after 2 weeks of test pattern. It is ABC affiliate, got first network programs March 8, just 2 weeks ago. Program hours are 5:30-11 p.m., and, says Koehler, "we have no plans to enlarge this schedule until we're doing the best possible job on what we have now." Station now carries very little network commercial time, nor does it have much national spot, but --

"We're operating in the black right now," says manager Koehler -- "for the first 13 weeks at least."

What's his formula for successful operation of uhf station, ABC-affiliated, in a town which also supports a vhf station carrying NBC & CBS programs? The answer lies in a really good selling job on local accounts, Koehler believes, built around first-rate service to local sponsors, combined with rates within their reach.

"We went on the air with only \$400 in national spot, but our local business ran well into 5 figures," he says. Most of WROV-TV's local business consists of participations in local programs. Station's local shows include "personality and patter" program featuring disc jockey from AM station (who is also one of station's top salesmen); "Kommunity Kwiz", TV version of popular radio show; children's wild west show, combining live and film; 2 daily news shows and feature film. Shows are sold across-the-board on per-participation basis, although some have single sponsor.

Economy is byword in early operation of WROV-TV. Local hourly Class A rate is \$140, among lowest in country; national rate is \$200 (WLSL-TV's is \$250).

Station is looking to ABC-UPT merger to provide more and better network programs, "but we're not leaning on it," says Koehler. "We're not depending on ABC to make a sick station well, but to improve an already healthy station."

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Nobody seems to know how many sets are in area, and nobody has made any real attempt at a census -- RTMA's county-by-county sales figures being used to provide estimates. Within 20-mi. radius of city, most guesses seem to indicate there are about 20,000 sets -- considerably more if you include the cities and towns further out. Of the 20,000, some 75-95% are either equipped to receive Ch. 27 or slated to be converted as soon as servicemen can get to them, dealers and distributors say.

Roanoke area is just beginning to recover from the pandemonium which broke out when 2 stations went on air 2 months apart. Terrific rush to buy sets began in December, when vhf station made debut -- January was just as big or bigger, and mad rush continued through February.

Most sets sold in December and January were vhf-only -- uhf receivers and strips weren't available then in large quantities. Some were sold with guarantee that dealer would convert them to uhf as soon as second station came on air. Many consumers had uhf antennas installed at same time as vhf, separate uhf antenna being put on same mast for about \$5 extra. In the city, most of these were oriented by sight, didn't have to be touched when uhf station went on.

As soon as uhf went on air, dealers and servicemen were swamped with calls to make good their promises and convert those vhf sets, to tune up strips and adapters, to install uhf antennas. Many haven't yet caught up with these demands. And dealers for one big manufacturer, whose converters are just beginning to come in, are only starting to convert sets they sold with promise of immediate conversion.

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Confusion over uhf is rampant in Roanoke -- among dealers and servicemen as well as public. Old bogey of the indoor antenna has reared its head, and some consumers -- who have heard references to uhf's nulls and shadows -- insist they're in "dead spot" if they can't get picture with built-in or indoor antenna. But local RCA Service Co. says it's having no difficulty getting excellent pictures all over Roanoke area, with proper antenna installations.

Many early installation jobs were sloppy, had to be done over again. As in all of the other uhf areas we visited, indoor antennas and built-ins provide good pictures in some cases, adding to general confusion about the need for good outdoor installation. Some dealers, unfortunately, have contributed to the "indoor antenna" legend -- mainly due to lack of knowledge about uhf.

Uhf strips and 1-2-&-3-channel converters are popular in Roanoke -- more popular than in any other market we've visited to date. Reason is probably that Roanoke's Ch. 27 is only commercial uhf allocation within 35 mi. City is also allocated educational Ch. 33, for which there are no applications, and Blacksburg (26 mi.) has educational uhf channel, with no application. Roanoke is also assigned Ch. 7, which is contested by WDBJ and Polan Industries.

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Number of TV dealers in Roanoke swelled to about 150 from 15 or 20 when the first station went on air. Scores of dealers moved in from out of town, set up big showrooms and advertised heavily in local papers, with price the biggest attraction.

There's considerable evidence of "dumping" by out-of-town dealers. Some ads feature "discontinued models" and such items as "brand new" 12½-16-&-19-in. sets." Many dealers are said to have brought in huge stocks from out of town.

Complaints poured in on local Better Business Bureau, most of them by consumers against newcomers in town -- but also, according to BBB mgr. Frank Sherertz, by "dealer against dealer, dealer against distributor, distributor against dealer, dealer against manufacturer, and manufacturer against manufacturer."

Principal complaints from consumers, listed by BBB: (1) Some dealers charge

\$10 "deposit" for "free home demonstration". (2) Failure to get service when needed. (3) Failure of dealer to disclose hidden charges. (4) Fake "trade-in" deals. BBB says most offenders mended their ways, complaints have narrowed to very few firms.

Furor of first 3 months has ended now, and buying apparently has settled to normal seasonal pattern -- but still on much higher level than before local stations opened. Demand still exceeds supply for lower-priced sets of some makes, particularly 21-in. table models. Vhf-only sets are still coming into area to fill demand from rural sectors, but in Roanoke and immediate vicinity everything is vhf-uhf.

TRANSMITTER is already on way to KVEC-TV, San Luis Obispo, Cal., which got Ch. 6 grant only last week (Vol. 9:11). Station hasn't yet announced on-air date or other plans, but long-standing order put it near top of DuMont priority list for 5-kw unit. Early starts for WROM-TV, Rome, Ga. (Ch. 9), and KTXL-TV, San Angelo, Tex. (Ch. 8), are also indicated with shipments definitely scheduled by DuMont—the first this week and the second next. WROM-TV previously announced early July start and KTXL-TV, half-owned by Mayor Armistead Rust, has reported plans for July start. DuMont transmitter div., incidentally, is doubling production facilities by occupying 2 buildings it previously shared with instrument div. at 1500 Main Ave., Clifton, N. J. Latter moves to 760 Bloomfield Ave.

RCA this week shipped one vhf transmitter and 2 uhf. Interim 2-kw went to KFOR-TV, Lincoln, Neb. (Ch. 10), whose target date is April 15. The 1-kw uhf units went to WFTL-TV, Fort Lauderdale, Fla. (Ch. 23), planning on April debut, and WBKZ-TV, Battle Creek (Ch. 64), which had announced May date. Next week RCA plans to ship two 2-kw transmitters—one to shared-time grantees KMBY-TV, Monterey, & KSBW-TV, Salinas, Cal. (Ch. 8), which will use same facilities (Vol. 9:8), and one to KROC-TV, Rochester, Minn. (Ch. 10).

GE's shipping schedule for next week includes 100-watt transmitters to WEEU-TV, Reading (Ch. 33), and KRTV, Little Rock, Ark. (Ch. 17), both of which anticipate April starts. Two uhf stations now on air with GE 100-watt units are slated to get 12-kw amplifiers next week—WKAB-TV, Mobile (Ch. 48), which went on air Dec. 29, and WHYN-TV, Holyoke, Mass. (Ch. 55). which made debut March 8.

First 16-bay vhf antenna will be shipped in April to KSWs-TV, Roswell, N. M. (Ch. 8). Federal, furnishing it along with transmitter, says it will have gain of 17.1. Station is due on air May 15.

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These reports from vhf grantees were received this week in our continuing survey of upcoming new stations:

Shared-time grantees WVET-TV & WHEC-TV, Rochester, N. Y. (Ch. 10) both hope to get going in early fall, says WVET-TV president Ervin F. Lyke. Stations will jointly own and operate GE 5-kw transmitter, and their antenna will be added to that of WHAM-TV on Pinnacle Hill tower, which was built to accommodate up to 3 TV antennas. WVET-TV & WHEC-TV hope to get GE 20-kw amplifier as soon as possible after going on air. WVET-TV will have studios on seventh floor of Central Trust Bldg., offices on fourth floor. No rep has been selected.

WNCT will be call letters of Ch. 9 outlet granted last week to owners of WGTC, Greenville, N. C., whose mgr. A. Hartwell Campbell reports August or Sept. 1 start is contemplated, with RCA 10-kw transmitter and 12-bay antenna ordered and 800-ft. Skyline tower due for delivery in 6 weeks. Bids for transmitter building will be let within week, with 8 weeks to be allowed for completion. Pearson will be national rep.

KGVO-TV, Missoula, Mont., which got Ch. 13 grant last week, has tentatively set debut date as July 4, 1954.

Owner A. J. Mosby says make and type of equipment will be decided on at the NARTB convention in Los Angeles April 28-May 1. Construction plans will be determined after purchase of equipment, he adds. Gill-Perna will be rep.

KGGM-TV, Albuquerque, N. M. (Ch. 13) hasn't ordered equipment yet, but owner A. R. Hebenstreit reports plans all made for June 1 start of construction atop 10,655-ft. mountain. He expects station can get going by Sept. 15, says Nov. 1 is "must" due to weather conditions. Weed will be rep.

WHBQ-TV, Memphis (Ch. 13), owned by Harding College, expects to start test pattern Aug. 1. Gen. mgr. John Cleghorn says studio and transmitting equipment are on order from RCA, construction is still in planning stage and no rep has been selected.

KEPO-TV, El Paso (Ch. 13) reports construction underway, on-air date Aug. 15-Sept. 1. Station got grant last October, has ordered RCA 10-kw transmitter and 12-bay antenna. Avery-Knodel will be rep.

KFEQ-TV, St. Joseph, Mo. (Ch. 2) changes its starting date from April 1 to "indefinite" because of delays in fabrication of 650-ft. Lehigh tower and in delivery of RCA transmitter, which isn't yet in sight.

KCSJ-TV, Pueblo, Col. (Ch. 5) now has moved up on-the-air date to about May 15. Though RCA transmitter plant is on hand, tower isn't up yet. Avery-Knodel is rep.

KELO-TV, Sioux Falls, S. D. (Ch. 11) has moved up test-pattern starts to April 5, due to tower delays, commercial to April 12, reports mgr. Evans Nord. O. L. Taylor is rep.

U of Houston's KUHT (Ch. 8), first educational station actually to get going, has had to postpone opening date to April 20, due to equipment difficulties, reports TV-radio chairman John C. Schwarzwald. It had previously announced March 29 tests, April 2 programming. Formal university courses via TV, plus music, drama and discussions, as well as telecasts of student life and athletics, will comprise schedule.

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Reports from uhf grantees included:

WICS are call letters sought for grant to Plains Television Corp., Springfield, Ill. (Ch. 20), which C. G. Alexander, as gen. mgr. of the TV stations of theatremen Herbert Scheftel & Alfred G. Burger, says has ordered RCA equipment and aims for June 1 debut. No rep has yet been chosen. Other Scheftel-Burger grants: WFTV, Duluth (Ch. 38), aiming for May 1, with RCA equipment; KETV, Little Rock, Ark. (Ch. 23), no date; KWTV, Sioux City, Ia. (Ch. 36), no date.

WLBC-TV, Muncie, Ind. (Ch. 49), which originally set March 1 date and later pushed it ahead to mid-summer, now has set April 15 as target date for test pattern. RCA transmitter has been received "and all of our control and studio equipment is installed and operating," writes president Don Burton, and Beasley Construction Co., of Muskogee, Okla., began erecting tower March 16. He adds: "We have enough business already booked to offset our operat-

ing costs." Reps will be Walker, New York, and Hal Holman Co., Chicago.

WKJF-TV, Pittsburgh (Ch. 53) has set May target date. Its RCA transmitter is due to be shipped end of this month or early April (Vol. 9:11). RCA studio equipment and GE antenna will be used, says owner Mrs. Agnes J. Reeves Greer, who adds that transmitter will be housed in existing FM studio building and that TV studio is now under construction. National rep hasn't been named. Mrs. Greer owns WKJF-FM in Pittsburgh and AM stations in Morgantown & Elkins, W. Va. and Dover, O.

Dallas and Houston uhf grantees (Ch. 23 in both cities), the oilmen R. L. Wheelock, W. L. Pickens & H. H. Coffield, contemplate early fall starts with RCA equipment, are now taking construction bids, reports their counsel Ross K. Prescott, Dallas. They're same principals who were once stockholders in KPHO-TV, Phoenix, and KEYL, San Antonio, later sold.

WETV, Macon, Ga. (Ch. 47) will start tests in early July, commercial operation Aug. 1, reports Edward M. Lowe, president. Contract has been signed for RCA equipment, including one film and one studio chain. R. R. Owen has been named chief engineer, only TV staffer yet selected. Mr. Lowe, electrical wholesaler, also controls radio station WNEK.

KIMA-TV, Yakima, Wash. (Ch. 29) should transmit test patterns in June, with commercial telecasting to start 30 days later, reports v.p. Tom Bostic. Transmitter building on Ahtanum Ridge has been completed, awaiting GE equipment. Meanwhile, meetings are being held with dealers and every Monday night the "KIMA-TV story" is being told to community via KIMA radio. Weed will be rep.

WCOV-TV, Montgomery, Ala. (Ch. 20) now sets April 1 as day for test pattern to begin, April 6 for commercial debut with CBS-TV programming, all equipment from RCA due to have arrived by March 29. O. L. Taylor is rep.

WILK-TV, Wilkes-Barre (Ch. 34), originally announced for February, then for April (Vol. 8:43, 9:6), now informs us GE equipment has again been delayed, this time until latter May, pushing on-air date to June or later. Managing dir. Thomas P. Shelburne lists these dept. heads: Hal Berg, programs; Francis Lee, film; Theodore French, chief engineer; Malcolm Dale, sales.

WHIZ-TV, Zanesville, O. (Ch. 50) now anticipates test pattern about April 20, commercial programming weekend of May 1. RCA transmitter should be shipped end of this month, filterplexer about 2 weeks later, says managing dir. Vernon A. Nolte. Executives are: Nate

Milder, sales dir.; Robert Maley, program dir.; Wm. A. Hunt, chief engineer. Pearson is national rep.

WCHA-TV, Chambersburg, Pa. (Ch. 46) has ordered RCA equipment, should get started by July, has named Forjoe, reports v.p. & gen. mgr. John S. Booth. He and pres. C. M. Cassel also hold CP for WTVE, Elmira, N. Y. (Ch. 24) for which RCA equipment has also been ordered and which they hope to get on air by May 15 (Vol. 9:10).

WRAY-TV, Princeton, Ind., granted Ch. 52 week ago, reports its construction plans are still "on paper" and no target date set yet or rep chosen; however, gen. mgr. Bryan Davidson reports it has ordered DuMont 5-kw transmitter, RCA 16-bay antenna, 2 DuMont camera chains, and has erected new and taller tower to accommodate both AM and TV.

Beloit Broadcasting Co., Ch. 57 grantee for Beloit, Wis., reports no commitment has been made yet on purchase of equipment. Station mgr. Vern W. Williams says no target date has been set but "our hopes are to be on by late fall of 1953." He adds: "Construction plans have not jelled yet. What we do depends a great deal on further study of uhf coverage by other stations." Call letters haven't been chosen. Mr. Williams says George W. Clark Inc. will probably be rep.

WTVH-TV, Peoria, Ill. (Ch. 19) is saying Sept. 1 to inquiries about starting date but, reports pres. Hugh R. Norman, "we hope for June 1953." It depends largely on equipment, an RCA 1-kw transmitter with antenna having been ordered. Petry will be national rep.

KTVE, Longview, Tex. (Ch. 32) reports equipment ordered from GE, construction now in progress, target date July. Combined studio-transmitter building will contain 2 live studios. Forjoe will be rep. A. James Henry, appliance dealer, is president; Wm. M. Morrow, commercial mgr.

WPAQ-TV, Mt. Airy, N. C. (Ch. 55) is aiming at fall debut, writes owner Ralph Epperson, who got CP last week. Construction will begin "in near future," he says, but equipment and rep haven't yet been selected.

WICA-TV, Ashtabula, O. (Ch. 15) has completed all construction except installation of RCA transmitter, antenna and studio equipment, plans to turn on juice in late summer or early fall. No rep chosen.

WHKP-TV, Hendersonville, N. C. (Ch. 27) may get going in August or September, reports mgr. Kermit Edney, who says RCA equipment has been ordered, Headley-Reed appointed national rep.

WWNY-TV, Watertown, N. Y., has ordered Ch. 48 equipment from GE, hopes to be in operation Nov. 15.

Ban on big league baseball TV in minor league territory is sought in bill (S. 1396) introduced March 20 by Sen. Edwin Johnson (D-Col.), Western League president. It would permit baseball to reinstate 1949 rule that defined minor league club's home territory as area within 50 miles and prohibited major league TV-radio in that area—unless permission were granted by minor league clubs. Justice Dept. advised baseball leaders that rule violated anti-trust laws and it was dropped. Sen. Johnson said result is that minor leagues are being destroyed by "continual invasion" of their territory by major league TV-radio. TV is blamed for move of Boston Braves' major league baseball franchise to Milwaukee by owner Lou Perini, who says: "What did motivate the move was advent of TV which has made Boston a one-team city." Most baseball observers agree, however, that New England baseball fans traditionally followed Boston Red Sox, and Braves' attendance generally fell below that of Red Sox even in pennant-winning year of 1948. College football, meanwhile, began to plan its own TV fall program over week end when National Collegiate Athletic Assn. TV committee met in Kansas City with network representatives.

Multiplexed use of FM stations to provide various radio services in addition to the basic FM signal was urged from another party this week—FM inventor Edwin Armstrong, who demonstrated system this week in New York. System, developed by Armstrong, and Columbia U colleague John H. Bose, employs subcarrier to impose at least one additional signal, possibly more, on FM carrier. Armstrong said system would enable FM broadcasters to operate equivalent of 2 or more stations, thus enhancing revenue potential. FCC has long had before it a petition to permit such operations, Multiplex Development Corp. (Wm. Halstead), New York, having filed on Sept. 27, 1950 after tests with developmental station KE2XKH. Just 2 weeks ago, similar petition was presented by WNIT, Marion, N. C., which operates from lofty Mt. Mitchell. Consulting engineer Raymond Wilmotte demonstrated multiplexed FM couple years ago. Petitioners say following types of service can be carried by FM stations without disturbing basic signal or requiring extra spectrum space: facsimile, teletype, transit radio, storecasting, functional music, "third-dimensional sound," emergency defense communications, etc.

Personal Notes: Easton C. Woolley, ex-NBC station relations director, resigns as exec. v.p. of KDYL-TV & KDYL, Salt Lake City, hasn't announced future plans . . . Henry Howard Jr., CBS Radio senior attorney, named CBS-TV director of business affairs, Hollywood, replacing Martin Leeds, now exec. v.p. of Desilu Productions (*I Love Lucy*); Robert J. Dunne replaces Howard . . . Ken Craig, executive asst. to H. Leslie Atlass, CBS v.p. & station gen. mgr., named operations director, WBBM-TV, Chicago (formerly WBKB); Newell T. Schwin succeeds Craig . . . George Kapel, ex-WAAB, Worcester, Mass., appointed station mgr., Duane M. Weise, ex-GE, named chief engineer, of U of Missouri's commercial KOMU-TV, Columbia, Mo. (Ch. 8), shooting for mid-summer start . . . Frank Bourgholtzer, NBC-TV White House correspondent, to become network's chief correspondent in Paris & NATO, replacing William Frye . . . Lefferts A. McClelland named director of operations, WNBW & WRC, Washington, replaced as technical director by John McCollom . . . Emil A. Sellars, ex-WBTV, Charlotte, named chief engineer of upcoming WGVL, Greenville, S. C. (Ch. 23), aiming for Aug. 1 start . . . Harold Kirsch, formerly head of own St. Louis agency, named local sales mgr., WTVI, Belleville, Ill. (St. Louis), due to begin operating about May 1 on Ch. 54 (Vol. 9:8) . . . Andrew N. McLellan named TV consultant to Canadian Assn. of Broadcasters . . . Frank W. Heaston, ex-adv. director, Le Blanc Corp. (Hadacol), named publicity director, KSTL & upcoming KSTM-TV, St. Louis (Ch. 36), due on air Sept. 1 . . . Wilbert A. Perry, ex-Young & Rubicam, Toronto, named broadcasting dept. mgr., Leo Burnett Co. of Canada Ltd. . . . Frank J. Reed, ex-mgr. NBC-TV sales service, joins TV-radio dept., Sullivan, Stauffer, Colwell & Bayles . . . Merrill Mueller joins Dave Garroway and Jack Lescoulie on NBC-TV's *Today* staff as news editor & commentator, replacing James Flemming . . . Jack L. Barton promoted to asst. mgr., NARTB station relations dept., with headquarters in San Francisco . . . Richard B. Wheeler promoted from sales staff to new post of gen. sales mgr., WTOP-TV & WTOP, Washington.

EDUCATIONAL-TYPE programming will be undertaken by CBS-TV in 26-week film series dramatizing research and cultural projects in 21 American universities, titled *The Search*, 30-min. Sunday program tentatively scheduled to begin in October. Under plan, announced at special news conference March 18 by CBS-TV v.p. Hubbell Robinson Jr., series (costing estimated \$20,000 per program) would be sustaining at start, though "the right kind of sponsor would be acceptable."

One phase of education or research will be featured at different college each week, will include such diverse subjects as underwater explorations, old age, heart disease and teaching English to foreign students. Roy Lockwood, producer, said he hoped to start work on films within month. All films will be shot "on location."

Plan won high praise of educators, Dr. Milton Eisenhower, president of Penn State College, one of participating schools, commenting: "CBS-TV will present more than an interesting report on modern educational activities. It will also demonstrate the social usefulness of TV and provide an admirable example of the manner in which American private enterprise is now rendering helpful public service."

Participating schools: Universities of California, Chicago, Iowa, Louisville, Michigan, Minnesota, North Carolina, Pennsylvania, Southern California, Utah, Washington; Brown, California Institute of Technology, Colorado School of Mines, Columbia, Cornell, Massachusetts Institute of Technology, North Carolina State, Northwestern, Ohio State, Penn State.

Network Accounts: ABC reports \$7,500,000 total new and renewed business for Jan.1-March 18 period, \$4,500,000 of it TV, including 7 TV sales, 3 renewals, 7 new radio sales, 4 renewals . . . Procter & Gamble (Prell, Ivory Snow, etc.) buys Fri. 3:45-4 p.m. portion of *Welcome Travelers*, starting May 1, on NBC-TV, Mon.-Fri. 3:30-4 p.m., thru Biow, in addition to same time period it now sponsors Mon.-Thu.; firm (Oxydol & Dreft) also adds Mon. 4-4:15 p.m. portion of *Kate Smith Hour*, starting March 16, on NBC-TV, Mon.-Fri. 4-5 p.m., to its current sponsorship of same time period Tue.-Thu., thru Compton Adv. . . . Nash-Kelvinator Corp. (Kelvinator Div.) is first sponsor signed for *Break the Bank*, buying Wed. 3:15-3:30 p.m. portion, starting April 1, on NBC-TV, Mon.-Fri. 3-3:30 p.m., thru Geyer Adv.; program returns to network March 30 . . . Minnesota Mining & Mfg. Co. (Scotch Tape) buys Tue. 10-10:30 a.m. portion of *Ding Dong School*, starting May 5, on NBC-TV, Mon.-Fri. 10-10:30 a.m., thru BBDO; Scott Paper Co. is Thu. sponsor, General Mills (Kix) Fri. . . . Pearson Pharmacal Co. Inc. (Endds) buys alt. Sat. 7:30-8 p.m. time period on NBC-TV, and may sponsor *One Man's Family*, starting April 6, thru Harry B. Cohen Adv. . . . Hoover Co. (vacuum cleaners) buys 6 participations in *Today*, starting April 13, on NBC-TV, weekdays 7-9 a.m., thru Leo Burnett . . . Nestle Co. Inc. (Nescafe) becomes third co-sponsor of *Jackie Gleason Show*, replacing Thomas Leeming & Co. (Baume Bengue) March 28, on CBS-TV, Sat. 8-9 p.m., thru Sherman & Marquette; other 2 sponsors are Bristol Myers Co. (Ipana) and Schick Electric Shavers . . . Brown Shoe Co. Inc. drops *Smilin' Ed McConnell*, after April 11, on CBS-TV, Sat. 11:30 a.m.-noon, thru Leo Burnett . . . General Cigar Co. (Robert Burns) still moving *Herman Hickman Show* from NBC-TV to ABC-TV, as reported previously (Vol. 9:10-11), but new program time indefinite . . . Carter Products Inc. (Rise shave cream) buys co-sponsorship of *The Plainclothesman* on DuMont, Sun. 9:30-10 p.m., thru Sullivan, Stauffer, Colwell & Bayles; Larus & Brother Co. Inc. (tobacco) is current sponsor.

Realignment of executives of General Teleradio and Mutual network as announced by president Thomas F. O'Neil: James E. Wallen shifts from MBS treasurer to v.p.-treas. & director of General Teleradio. MBS v.p.'s Earl M. Johnson (engineering & station relations) and Robert A. Schmid (adv., public relations & research) become General Teleradio v.p.-directors, also retain MBS posts. Patrick Winkler, controller of Yankee div., named general auditor of parent company; MBS exec. producer Herbert Rice becomes director of new program development dept. for both network & WOR-radio; Bert J. Hauser, MBS co-op programming mgr., becomes director of co-op div., established as separate unit.

First woman registered as consulting engineer in TV-radio field in District of Columbia is Elizabeth Dahlberg, of McIntosh & Inglis, rather than Virginia Erwin, of Page, Creutz, Garrison & Waldschmitt. Our report of last week (Vol. 9:11) was in error, because Mrs. Dahlberg was registered 12 days before Miss Erwin. A third lady consultant is Marianna Woodson Cobb, of Kear & Kennedy, whose application for registration is now pending. There are a few other women electrical engineers in Washington, most of whom work for Govt., including Irma Galane, wife of Morton Galane, attorney on staff of Roberts & McInnis.

Trade publication changes: (1) K. (Haps) Kemper elected v.p. in charge of Indoor Div. which includes TV-radio dept., *Billboard Magazine*. (2) Bert Briller, *Variety*, named copy chief, ABC-TV sales development dept. (3) Winfield R. Levi, sales mgr. of *Broadcasting Magazine*, named business mgr. of N. Y. office, succeeding Sol Paul, resigned to start own TV publication.

BUSINESS IN GENERAL—WHAT THE EXPERTS SAY: Those predicted price increases in the TV-radio trade haven't materialized -- and if the industry follows the pattern of the rest of the business community, it doesn't look like they will this year. Certainly not on present models, at any rate, despite end of controls and good markets.

Since trends in business as a whole are apropos in considering developments in TV-radio field, we've digested some recent appraisals by foremost authorities.

Consumers are ready to buy. That's happily evident from Federal Reserve Board's 8th annual Survey of Consumer Finances, prepared for it by U of Michigan Survey Research Center, released this week in summary form; details will follow in 3 separate installments. Said report:

"Plans to purchase major household goods, especially TV sets and furniture, are substantially more numerous than they were a year ago," adding: "A factor evidently at work in shaping consumer attitudes throughout 1952 and early 1953 was the stability of consumer prices. An additional factor in buying intentions this year is the more lenient credit terms available compared with a year and 2 years ago."

Some other highly educated opinions on the American economic scene came to our attention this week in March 16 United Business Service, of Boston, which we've summarized for evaluation of what 1953 holds in store for businessman:

ALEXANDER HAMILTON INSTITUTE -- "Business should continue at high levels over the rest of 1953. Increased defense spending will offset any slowing in civilian lines." On commodity prices: "Some firming is likely, though it may be temporary. No sharp deflation is in prospect." On production: "Total 1953 production will top 1952, but activity is unlikely to remain at current high levels."

BABSON'S REPORTS -- "First quarter activity will probably mark the high for this year. A gradual decline is expected to get under way sometime during the next 6 months." On prices: "While rallies are likely in some items, no reversal of longer term downtrend is indicated." On production: "Downturn is likely this spring or summer. Consumer durables appear most vulnerable."

INTERNATIONAL STATISTICAL BUREAU -- "Near term business trend remains upward, with leveling off tendencies indicated later in 1953. Defense spending this year will probably exceed 1952." On prices: "Prices will show a relatively firm trend over near term. Sharp advances are unlikely." On production: "Continued high rate of production this spring will create some overstocking by midyear."

STANDARD & POOR'S -- "Business outlook continues favorable. Activity will remain at high levels at least through the first half. Odds still favor some tax relief this year." On prices: "Despite advances in a few items, decontrol will have little effect on over-all price structure." On production: "Any further production gains will be very gradual. No early decline, however, is in prospect."

NATIONAL SECURITIES & RESEARCH -- "Increased consumer demand and near-record outlays for plants, equipment, construction and rearmament should sustain high level of activity." On prices: "The general commodity price level should remain substantially unchanged over the near term." On production: "Production rates are expected to remain within range of the postwar record recently attained."

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From all of which, United Business Service adduces a "united opinion" that "business will show a steady to slightly rising trend this spring; major setback is unlikely this year." Basic price trend, it states, remains downward though some items will show "firming tendencies." And "output will be well maintained over the next few months, but any further gains will be moderate."

And the ever-astute Kiplinger Washington Letter says business for the year as a whole will be good, better than '52, with a bang-up first half boom running

along about as-is; then, after midyear, some softening, some top froth off the boom. Next year, Kiplinger says, is "still cloudy," probably won't be as good as '53.

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TV production totaled 167,279 (8629 private label) week ended March 13, tenth of year, up from 166,235 preceding week and 151,944 Feb. 27. Factory inventories reached year's high of 163,665, compared to 141,170 preceding week. Ten-week comparison of TV production reveals favorable position of output this year over 1952, preliminary tabulation showing 1,752,303 sets vs. 1,019,427 same 1952 period.

Radios continued to hold to high production level, totaling 306,683 (146,817 private), down from 309,234 preceding week. Factory inventories went to year's high of 354,496, up from 324,039 on March 6. Week's radios: 88,421 home sets, 30,932 portables, 59,219 clock, 128,111 auto.

Trade Personals: Edward C. Hughes Jr., asst. to L. W. Teegarden, retains that job with Mr. Teegarden's move from RCA Victor, Camden, to parent RCA in New York as exec. v.p. . . . Virgil M. Graham, Sylvania Labs, named vice chairman, electrical standards board, American Standards Assn. . . . Milton R. Rackmil, Decca, reelected president of Record Industry Assn. of America; other 1953 officers are Lawrence K. Green, Vox, v.p.; Harry C. Kruse, London, v.p.; Frank B. Walker, MGM, treas., with John W. Griffin continuing as exec. secy. . . . Ogden H. MacGillivray named eastern district mgr., Westinghouse electric appliance div., succeeding W. H. Loeber . . . Dr. Ralph A. Schaefer elected v.p. in charge of materials development, Clevite Corp. . . . F. Gilbert White, ex-Adams Distributors Co., Boston, appointed Sylvania southeast sales mgr., Memphis . . . J. S. Lanahan resigns as DuMont mid-Atlantic regional mgr., effective April 6 . . . Eric Pohle promoted to asst. engineering mgr., DuMont CR tube div. . . . Edward J. Mearsheimer appointed controller, Audio & Video Corp. and subsidiaries . . . Robert T. Bogner named Clarostat personnel director . . . Paul E. Bryant, ex-Zenith western sales mgr., named gen. mgr., Hoffman Radio Los Angeles factory branch.

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Pacific Vogue Radio & Television Co., 1023 E. Adams Blvd., Los Angeles, is now shipping its sets as far east as Montana, reports sales v.p. Myron Blackman, ex-gen. sales mgr. of National Electronics Mfg. Co. (Natalie Kalmus) who quit that firm to go into own business. He states it has orders for private-label sets from big Los Angeles dealers Dorn's and Flash, and will manufacture own brands of TVs, radios, sound equipment and bases for table model TVs. New firm has 24,000 sq. ft. of production facilities. President is Lee Rubenstein, secy.-treas. Charles L. Culp.

Involuntary bankruptcy petition was filed in Chicago District Court March 17 against Jackson Industries, 500 E. 40th St., manufacturer & distributor of Trans-Vue TV receivers. Petition was filed by Standard Coil Products Co., with claim of \$26,000; Globe Cabinet Co., \$25,000; Croname Inc., \$15,000. Hearing was set for March 24.

January excise tax collections on TVs, radios & phonos were \$16,637,165, compared with \$18,635,076 in December and \$14,778,466 in Jan. 1952. On refrigerators, air conditioners, etc., Govt. collected \$4,540,040 in January vs. \$7,018,765 in December and \$2,965,832 in Jan. 1952.

General Instrument Corp. acquires plant, its fourth, at Danielson, Conn., plans to enlarge other 3 at Elizabeth, N. J., Chicopee, Mass. & Joliet, Ill. for expansion of TV-radio & other electronics parts production.

Straus-Frank Co.'s Robert D. Straus, Houston (RCA distributor) heads new Texas Radio Corp., formed to take over 75% of radio station KTHH from Mayor Roy Hofheinz for reported \$600,000 and to apply for TV Ch. 13.

Topics & Trends of TV Trade: Prospects for return of consumer credit restrictions similar to late Regulation W now appear to be thoroughly squelched. As if disclaimer of Federal Reserve Board were not enough (Vol. 9:10), Committee for Economic Development this week came out strongly for President Eisenhower's policy of indirect controls through regulation of money market, rather than by consumer credit, issuing report praising Federal Reserve practice of keeping reserve requirements high, purchasing bank securities cautiously and raising its interest rate. President is known to rely on advice of CED, and report can be construed as indicative of Administration intentions.

Report titled *Flexible Monetary Policy* was drawn up by subcommittee headed by J. Cameron Thomson, president of Northwest Bancorporation of Minneapolis. A non-partisan research organization, CED has long been noted as "hard money" advocate. Several of its former members are in Administration, including Secretary of the Treasury Humphrey and Undersecretary Folsom.

Apropos of credit restrictions, National Industrial Conference Board, 247 Park Ave., New York, issued report noting rise in installment sales and loan credits to record \$25.1 billion in 1952, following lifting of Regulation W last May, as compared to \$20 billion in 1951.

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Standby controls on prices & wages, to be used in case of economic emergency, appear to be in the cards. President Eisenhower told Sen. Capehart (R-Ind.) last week he wouldn't hesitate to sign such legislation, if passed by Congress. Capehart, chairman of Senate Banking Committee which has been holding hearings on standby controls, predicted bill (S. 1081) giving President authority to freeze wages & prices for 90 days would be ready for Senate action within 3 weeks.

Distributor Notes: Leo J. Meyberg (RCA), San Francisco, names Edward G. Martin v.p.; Hamburg Bros., Pittsburgh, appoints Frank H. Stiening merchandise mgr. . . . Frank Elliott Co., former Raytheon Philadelphia distributor, liquidates; territory taken over by Raytheon factory branch . . . Radio Distributing Co. (Sylvania), Grand Rapids, names Lewis D. Ross TV & appliances mgr. . . . GE Buffalo appoints Edward J. Nyhan adv. mgr. . . . Hallicrafters names General Products Co., Honolulu . . . CBS-Columbia appoints Pacific Coast Heating & Appliance Co., Seattle . . . Emerson appoints Wm. M. Wider Distributing Co., St. Louis . . . Stewart-Warner names Daybert Distributing Co., Detroit (Robert Parkans, pres.); Standard Electric Co., Bangor, Me. (Julius Stone, pres.) . . . Kaye-Halbert appoints Minthorne Music Co., Phoenix.

Armour Research Foundation's \$1,500,000 damage suit against Wilcox-Gay Corp., charging patent infringement on magnetic recorder, was dismissed March 12 by Chicago District Court Judge Wm. J. Campbell.

SHIPMENTS OF TVs to dealers started off at brisk rate in 1953, with 695,087 sets sold in January, compared to only 371,689 in same month of 1952 and 965,891 in Dec. 1952 (6-week statistical month), according to RTMA's state-by-state and county-by-county table released this week. It compared with Jan. production of 719,234, factory inventories of 135,228, distributor inventories of 406,743 at month's end. Every state in nation shared in shipments, New York leading with 65,557; Pennsylvania second, 58,679; California third, 50,402. Nevada, still without TV, received 9 sets. RTMA state-by-state figures (county-by-county tables available from RTMA on request):

State	Total	State	Total
Alabama	14,591	Nebraska	5,377
Arizona	4,842	Nevada	9
Arkansas	4,407	New Hampshire	2,786
California	50,402	New Jersey	15,027
Colorado	10,920	New Mexico	1,274
Connecticut	10,016	New York	65,557
Delaware	1,414	North Carolina	19,494
District of Columbia	5,507	North Dakota	31
Florida	10,947	Ohio	43,900
Georgia	14,501	Oklahoma	10,463
Idaho	1,040	Oregon	8,679
Illinois	42,931	Pennsylvania	58,679
Indiana	26,909	Rhode Island	2,632
Iowa	13,601	South Carolina	4,166
Kansas	5,882	South Dakota	689
Kentucky	10,202	Tennessee	10,470
Louisiana	9,129	Texas	45,379
Maine	2,544	Utah	6,667
Maryland	10,680	Vermont	1,357
Massachusetts	23,683	Virginia	15,639
Michigan	25,062	Washington	16,699
Minnesota	11,351	West Virginia	11,403
Mississippi	6,193	Wisconsin	13,335
Missouri	18,378	Wyoming	220
Montana	23	Grand Total	695,087

Note: Similar figures covering the 922,799 radios sold to dealers in January (when production was 1,093,142 units, with factory inventories of 253,621 and distributor inventories of 697,695) were also compiled by RTMA.

GE's new 5-kw and 250-watt uhf transmitting tubes, being introduced at March 23-26 IRE convention in New York, will be sampled to other manufacturers next month, placed in production third quarter. Both are ceramic-metal tetrodes. It would take 18-24 months to build uhf transmitter around 5-kw unit, which takes about 400 watts of driving power; engineers question whether it would be uneconomical compared with GE's 12-kw transmitter. The 250-watt tube, however, may be used fairly soon in 250-watt uhf transmitters if that power proves adequate for small-area coverage. If it is adequate, kits may be provided to convert GE 100-watt transmitters which are now in use.

Fabulous record from first post-freeze new TV market: Denver wholesalers sold dealers 9322 TVs in January, 10,244 in February, to bring total to 134,865 since last July 18, when city's first station, KFEL-TV, went on air (8:29-30). NBC Research gave Denver area 110,000 sets-in-use as of Feb. 1.

New uhf converter, using continuous tuning to receive all 70 uhf channels, was announced this week by Electro-Voice Inc., Buchanan, Mich., manufacturer of speakers and TV-radio parts. In compact plastic cabinet, it's identified as model 3300 and lists at \$49.95.

CBS has developed 6-ft. color TV projection unit, to be demonstrated this year at American Medical Assn. convention in New York, it discloses in annual report.

Hoffman Radio sales in 1952 totaled \$34,769,201, increase of 70% over preceding year's \$20,487,258, net income rose to \$1,623,768 (\$2.84 a share) from \$457,961 (80¢). In annual report, president H. Leslie Hoffman said upswing reflected sharp growth in sales of TV and military equipment, and that TV orders in last half of 1952 were in excess of production due to labor and certain components. These conditions have been overcome, he said, and company is now producing at double last year's rate.

Financial & Trade Notes: CBS achieved record net income of \$6,445,506 (\$2.75 a share on 2,340,896 shares) on gross revenues of \$251,594,490 for 1952, compared with \$6,360,097 (\$3.10 on each of 2,051,491 shares) on gross revenues of \$192,384,608 in 1951. CBS-TV's 1952 gross billings exceeded 1951 by more than 50%, revenues coming from 102 advertisers, including 40 newcomers. Network reports that all operating units showed increases except CBS Radio. It predicts that TV homes will jump 27% to 27,000,000 by end of 1953.

CBS-Hytron's 150,000-sq. ft. construction project at Newburyport, Mass., is aimed at satisfying anticipated heavy demand for 27-in. & 24-in. picture tubes. Though transistor production will be increased, Hytron says production and sales of vacuum tubes "will probably actually increase." Germanium diode production, now 30,000 daily, has been stepped up "far in excess of original plans." Sales of Columbia Records increased 14.5%, "the largest increase registered by any major record manufacturer."

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Admiral's 1952 sales were second highest in history, but net income dropped from 1951 because of higher taxes. Sales in 1952 totaled \$190,724,356, up \$4,799,298 from 1951's \$185,925,058 but still considerably below 1950's record \$230,397,661 (Vol. 8:9). Net earnings in 1952 were \$8,711,133 (\$4.43 a share) vs. \$9,586,833 (\$4.88) in 1951 and \$18,767,554 (\$9.73) in 1950. Earnings before income taxes were \$19,137,005 in 1952 and \$18,793,583 in 1951. Fourth quarter 1952 set all-time sales record.

Annual report says over \$5,800,000 was invested last year in property, new construction, machinery, etc., bringing company's total production & warehouse facilities to 2,250,000 sq. ft. President Ross Siragusa said unit sales of Admiral TV sets in export market were double those of 1951, and on domestic market company was "hard-pressed to maintain production with sales." Admiral's TV-radio sponsorship of national political conventions last summer (ABC network) was credited with playing major role in depleting company's inventory of refrigerators by September. Year-end backlog of govt. contracts was \$85,000,000.

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Zenith reports record net income of \$5,845,933 (\$11.87 a share), increase of 9%, on sales of \$137,637,697, up 25%, for 1952, compared with \$5,370,740 (\$10.91) on sales of \$110,022,780 in 1951. Final 6 months saw highest level of production and sales in Zenith's history and firm predicts that first-quarter sales this year will increase 60% over same 1952 period, based on substantial replacement and second set business in mature TV markets as well as strong demand in new markets. Export sales of TVs & radios in 1952 jumped 20% and pres. E. F. MacDonald Jr. claimed home radio production increased in contrast to decline in industry. He added that subsidiary Rauland Corp. had sales increase, but "because of unrealistic pricing of cathode ray tubes by the industry and unfavorable conditions in the industry during the first 6 months, operations resulted in a small deficit."

Hallcrafters' sales for 6 mo. ending Feb. 28 were \$26,274,042, net earnings \$672,949 (82¢ a share), compared with sales of \$20,149,146 same period preceding year. Sales for entire preceding year were \$42,001,023, with earnings of \$378,469 (46¢). President Wm. J. Halligan noted that current rate of sales and earnings are exceeding his prediction of last December (Vol. 8:50) that this year's sales would better last year's by more than 15% and that earnings would more than triple. He attributed increase to new markets and "singularly good" acceptance of new product, forecast continued brisk sales for balance of year.

Telecasting Notes: With entire film industry now sold on TV's promotional value (Vol. 9:10), Motion Picture Assn. of America is sounding out TV networks on idea of an MPAA-produced weekly half-hour show, to be offered for outside sponsorship; format isn't definite yet, but each show probably would include clips from 2 or 3 current movies together with "personal appearances" of top stars, perhaps with MPAA president Eric Johnston as mc . . . Marilyn Monroe's TV debut at Hollywood opening picked up during CBS-TV Ken Murray show recently "signaled a sweeping change in the attitude of the big film studios towards TV," reports AP's Bob Thomas from Hollywood March 15. "The telecast marked the start of the studio's new policy—using TV to help sell pictures." In a word, Mr. Thomas, "if you can't lick 'em, join 'em" (Vol. 9:10) . . . In same vein, *Photoplay Magazine* presented NBC-TV with its "award of merit" for "distinguished public service in bringing the film industry's annual Academy Awards to the American public" . . . More on TV's impact on movie-going, from theatremen Arthur L. Mayer's book *Merely Colossal* (Vol. 9:10); he, too, holds that eventually "TV will be accepted by movie makers and exhibitors as radio was, and transformed from an antagonist into an ally" . . . Atom bomb telecast March 17 attracted big 8-15,000,000 audience although it came off at 8:20 a.m. in east, even earlier elsewhere; clarity of picture, obviously far better than in last April's test, won acclaim of press, but TV viewers later in day got even better pictures on film . . . Trade news, Hollywood style: March 16 dispatch says Red Skelton has taken "franchise" on a TV station in Evanston, Ill. "as a capital gains deal"; fact is there isn't any Evanston TV station, no CP outstanding there, not even an application pending . . . Radio Cincinnati (WKRC-TV & WTVN) increases holdings in radio WBIR, Knoxville, from 20% to 30%, Hulbert Taft Jr. becoming president; it's TV applicant . . . ABC progress report: Martin Block, who earns about \$250,000 as WNEW disc jockey on *Make Believe Ballroom*, moves over to WABC next Jan. 1 to be heard Mon. thru Fri. 3:30-7 p.m., carried also on network 2:35-4 p.m.; he's also signed up for TV . . . NBC film properties being syndicated in Canada by RCA Victor Co. Ltd. . . . WPTZ, Philadelphia, signed 9 new accounts in February, representing \$570,000 annual billings—best in history; that's aside from renewals . . . Rate cards of recent starters: WBAY-TV, Green Bay, Wis. (Ch. 2), Class A hour rate \$200, min. \$40; KGNC-TV, Amarillo (Ch. 4), hour \$200, min. \$40 . . . Rate cards of upcoming new stations show: WFTV, Duluth, hour \$235, min. \$40; KROC-TV, Rochester, Minn., hour \$150, min. \$30; WLOK-TV, Lima, O., hour \$150, min. \$30 . . . WKY-TV, Oklahoma City, raises Class A hour rate from \$550 to \$600, one-min. to \$120; KCJB-TV, Minot, N. D., hour \$150, min. \$30; WHIZ-TV, Zanesville, O., hour \$150, min. \$30.

WCBS-TV hikes Class A hour rate to \$4500 from \$4000, making it highest priced station in country. New min. & 10-sec. setup is broken down into Group 1, \$975 & \$500, and Group 2, \$800 & \$400. Group 1 times are Mon.-Sat. 8-10:30 p.m., Sun. 8-11 p.m.; Group 2, Mon.-Sat. 7-8 p.m. & 10:30-11:30 p.m., Sun. 6-7:30 p.m. WNBT, whose hour rate is \$4250, is raising some rates—Class C participations, making them flat \$275. Purpose is to encourage joint purchases of participations and station breaks, instead of sponsors buying each separately.

TV revenues of \$350,000,000 were achieved by all stations and networks in 1952, FCC Chairman Walker disclosed in speech to Boston educators last week, thus giving peek at figures to be released by Commission next week. The 1952 total compares with \$235,700,000 in 1951, \$105,900,000 in 1950, \$34,300,000 in 1949, \$8,700,000 in 1948. (For breakdown of TV-radio revenues-expenses-earnings for 1946-51, see p. 13, *TV Factbook 16*.)

APPPLICATION for Oklahoma City, Ch. 13, by Independent School District, sets up first contest over educational channel, opponent being Oklahoma State Regents for Higher Education. Only 4 other applications for new stations were filed this week, bringing total pending to 655, of which 233 are uhf. They were for Miami, Fla., Ch. 10, by L. B. Wilson, owner of WCKY, Cincinnati; Spartanburg, S. C., Ch. 17, by Piedmont Radio Co. of Greenville, S. C., whose principals include Hattiesburg, Miss. applicant T. Julian Skinner Jr. and Agriculture Dept. employe R. S. Oliver; Minneapolis, Ch. 23, by Northwestern Schools-Bible College; Wenatchee, Wash., Ch. 55, by Wescoast Bcstg. Co., controlled by Rogan Jones, owner of KVOS, Bellingham. [For further details about foregoing applications see *TV Addenda 16-K* herewith; for complete listings of all post-freeze grants, new stations, hearings, etc., see *TV Factbook No. 16* with all Addenda to date.]

Novel tri-dimensional trick, quite simple, was telecast recently by KSL-TV, Salt Lake City, and sounds as effective as some complicated engineering approaches. Robert Allen, photo supply shop owner, promoting attachment for enabling 35mm cameras to produce stereoptican slides, adapted the device for TV camera. It produced 2 images, side-by-side, on home sets. Viewers were instructed to look at them through 2 mailing tubes or to place a card in front of face so that each eye saw different image. Station reports 50% of viewers obtained tri-dimensional effect. Only those with screens under 15-in. were successful, but Mr. Allen says he'll set up new demonstration good for all sizes. Engineers say stunt is scientifically sound, though resolution of picture is cut in half and all viewers have to be directly in front of set to get the effect.

Lifting of 1000-ft. limit for vhf stations operating with maximum power in Zone I, to 2000-ft. limit permitted in Zones II & III, is requested in petition filed with FCC this week by WSAZ-TV, Huntington. Claiming limit is "discriminatory and unreasonable," station says that by moving its tower only 1.25 mi. it would qualify for 2000 ft. WSAZ-TV says that evidence on which the 1000-ft. limit is based was introduced in allocation hearing before Jan. 31, 1951; that subsequent data indicates fallacy of limitation; that FCC obviously didn't intend rule to remain in force very long. Station also filed application to increase height to 1318 ft. above average terrain and operate with full 100 kw.

Profit of WOI-TV, Ames, Iowa, was \$118,228 for 2 years ended June 30, 1952, according to official state audit. Though licensed commercially, station is owned by Iowa State College, is nation's only on-air outlet owned by educational institution. Surplus is to be plowed back into programming and technical facilities. Last year alone, gross was \$527,263, operating expenses \$250,630. In fiscal 1952, \$58,267 was spent for technical facilities; previous year \$100,137 went for same purpose. Surplus was achieved despite fact revenues are limited to national accounts under State Board of Education rules.

RCA assumes "angel" role again, backing new Rodgers & Hammerstein musical comedy, *Me and Juliet*, to extent of \$200,000. Rodgers & Hammerstein themselves are putting up \$100,000 of the \$300,000 production budget. Deal undoubtedly grew out of RCA's profitable experience in backing hit musical *Call Me Madam* with \$225,000. Included in deal are exclusive TV rights to NBC, recording rights to RCA Victor.

NBC-TV affiliation is worth \$5,000,000, according to contract filed by Westinghouse with FCC March 20 disclosing terms of \$8,500,000 purchase of WPTZ, Philadelphia, from Philco (Vol. 9:8). Goodwill is valued at \$1,500,000, all other assets at \$2,000,000.

Television Digest

with **ELECTRONICS REPORTS**

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COMPATIBLE COLOR—EVERYBODY WANTS IT: Color TV is undoubtedly somewhat nearer, as result of this week's hearing by House Interstate & Foreign Commerce Committee -- but no one has any idea whether it will come this year, next, or in 5-10 years.

The pressure is on -- and it's heavy. A slightly bewildered FCC, which goes before Committee March 31, finds itself focal point of these developments:

- (1) NPA ban on color set manufacture was removed this week (Order M-90).
- (2) Congress showed it's in no mood to brook slightest unnecessary delay.
- (3) RCA recommended that FCC adopt compatible color "tomorrow".
- (4) Rest of industry, through NTSC, said it's quite sure it has the "right system" (same as recommended by RCA) but pleaded for 4-6 months of field testing to make sure its standards are absolutely ironclad.
- (5) CBS said it's "quixotic" for it to resume with incompatible system.

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It all makes highly probable the adoption of compatible color this year. FCC would be extremely hard put to refuse approval of a compatible system unless something is grievously and obviously wrong with it -- and not even most vigorous critics of the industry claim there is.

Pressures are likely to increase after House committee sees the system work in New York and Princeton April 14-15, but indications are that it will give NTSC the 4-6 months it requests before it begins to get impatient again.

Actual production of color sets is something else. Everyone, including CBS president Frank Stanton -- now a set maker (CBS-Columbia) and cognizant of production problems -- says that tooling up would take time after the FCC acts. [For impact of developments on trade, estimated cost of color sets, see pp. 12-13.]

Pressed for guesses on color timetable, witnesses offered these estimates:

RCA's E.W. Engstrom -- Color can be adopted immediately, and NBC will begin colorcasting while RCA "expedites" manufacture of sets.

CBS's Frank Stanton -- FCC could approve system in 6-18 months, then the industry will tool up.

Chromatic TV Labs' Richard Hodgson -- If NTSC doesn't come to FCC within 4 months, Commission should call hearing on its own motion.

Dr. Allen B. DuMont -- It will take 5-10 years to put color in the home, assuming one year for NTSC to come to FCC, 3 years for Commission to act, 1 year to get into production.

GE's W.R.G. Baker, NTSC chairman -- The 6-18 month estimate by Stanton is "reasonable", though he hopes hearing can be eliminated to telescope time required.

Dr. DuMont startled the committee with his 5-10 year estimate, as you might

guess. He insisted that history indicates he's right; that both monochrome and field-sequential color standards took 3 years to get through FCC.

Tenor of hearing was undoubtedly far different from one which Senate committee might conduct. House group considered NPA the villain and appeared to regard FCC as entirely too restrictive of experimentation in compatible color.

Chairman Wolverton, who represents Camden (N.J.) constituency, made it quite clear he feels the manufacturers aren't to blame for delays. Though mighty pleased with NPA's removal of color ban after he demanded it last week (Vol. 9:12), he flatly refused the request of Rep. Hinshaw (R-Cal.) that NPA witnesses be called to state why ban was imposed. Wolverton, 72, a Congressman of the old school, greets each witness with a flowery eulogy, sends him on his way with another.

Rep. Hinshaw was only member who provided fireworks during week. Second to Wolverton in seniority, he needled Dr. Baker and showed suspicion that the industry conspired to throttle CBS system and that patents govern industry's attitude.

Hearing by Senate committee would undoubtedly take Hinshaw's tack. Though color-nagger Sen. Johnson and fiery Sen. Tobey would probably be willing to concede that incompatible CBS system is kaput and that compatible system is at hand, they'd be more interested in finding out why the FCC-approved CBS system never took hold. Though Chairman Tobey hasn't said yes or no, Senate hearing remains possibility.

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Here's nub of testimony by each of week's witnesses:

DR. E.W. ENGSTROM, v.p. in charge, RCA Labs -- Recommended FCC immediately adopt, without hearing, compatible standards now being tested by NTSC. He was satisfied that RCA has enough experience with system, but said RCA would petition FCC within 6 months if everyone insisted on waiting for completion of field tests. He said CBS system failed because of incompatibility and lack of public demand for sets.

Regarding RCA's readiness for color, he said NBC has 2 studios equipped for color, can broadcast 2-4 programs weekly at start. Total of 477 tri-color tubes has been supplied to 177 companies. Prototype 7500-sq. ft. manufacturing unit, to be available this year, will have capacity of 2000 monthly. Disclosed for the first time was development of single tri-color camera tube; up to now, camera has employed 3 tubes and dichroic mirrors, a bulky arrangement at best.

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FRANK STANTON, president, CBS -- "We'd be tilting at windmills," said he, to resume with field-sequential system without industry support. He begged for quick and final solution to the color question. "Every time color TV revives," he said, "there is public confusion and industry dislocation." He stated that prospects for putting CBS system across were good until NPA ban was imposed. He insisted that the ban was "improper" because it regulated end product, but added this was "academic" to CBS at the time because NPA wouldn't give it enough materials to make big splash with color sets even before ban was imposed.

Regarding compatible system, Stanton said CBS would be delighted if it's practical, but he cautioned: "On the basis of present, but incomplete, information, we believe that the new compatible system faces substantial problems, particularly in cost and complexity both at the transmitting end and at the receiving end."

* * * *

RICHARD HODGSON, president, Chromatic TV Labs (Paramount Pictures) -- The Lawrence tri-color tube is perfected, ready for mass production immediately, he said -- good for any system. He urged fastest possible FCC action on compatible system.

He also charged that NPA ban was improper, saying it was imposed "for the purpose of protecting those who were unwilling to face the possibility of immediate color development." Chromatic spearheaded attack to get ban rescinded.

* * * *

DR. ALLEN B. DuMONT -- Though compatibility is essential, he said, he thinks NTSC system needs more work before it's simple enough for mass production. Denying charges that manufacturers want to hold color back, he said he'd "be happy to sell a practical system, but I wouldn't make sets I thought the public wouldn't buy." As

far as he could learn, he said, CBS-Columbia made only about 5-600 color sets, sold mere 100. "The public threw CBS out," he said.

As for NPA color ban, DuMont said: "We objected to it. We thought it was a way to take Columbia off the hook." Asserting that color is 5-10 years off, he said: "There's no use kidding you that you'll have it tomorrow." Asked if FCC has retarded color, he replied: "No, they retarded black-&-white for 3½ years."

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DR. W.R.G. BAKER, GE, chairman of NTSC -- After reciting history and scope of NTSC, he urged that nothing be permitted to interfere with field tests; that FCC formally recognize NTSC; that the FCC permit more experimentation during commercial telecasting hours; that Commission adopt compatible system without hearing, when submitted, just as it approved black-&-white standards in 1941.

Rep. Hinshaw went to work on Baker, saying it looked like an "insurrection" against the CBS system on part of manufacturers; that NPA ban looked fishy because manufacturers continued making plenty of black-&-white sets; that NTSC was organized to defeat CBS system; that colorcasting can't start before color sets are produced.

Baker disagreed with him all down the line, of course, stating that Korean war did absorb materials & manpower; that high rate of black-&-white production was attributable to manufacturers' conservation measures; that CBS failed from telecasting standpoint because of incompatibility; that engineers rejected the CBS system because of inferior performance; that colorcasting must precede set production.

Chairman Wolverson defended industry, saying that FCC held "door open" to new systems when it adopted CBS system and industry took advantage of it by forming NTSC; and that CBS itself "recognizes NTSC system as superior." CBS's Stanton wired Wolverson to deny he acknowledged NTSC system to be superior, said the Congressman had "major misunderstanding" of CBS's position.

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When FCC appears before Committee March 31, its makeup will be considerably different from composition when CBS system was adopted in October 1950. Prime protagonist of CBS system who urged color-now, Robert Jones, is gone. Prime defender of FCC's decision, ex-chairman Wayne Coy, is gone. And current spokesman, Chairman Walker, is due to leave by July 1 -- probably before new system is presented to FCC.

STORER BUYS WBRC-TV; OTHER DEALS PEND: On the theory that "everyone has his price," most of the 108 pre-freeze stations -- and even a few of the new ones -- have been eagerly approached during the last few years of TV's upsurge by enterprisers seeking to buy. It's apparently the easier, albeit costlier, way of getting into the business, particularly via the scarcer vhf channels.

You haven't heard the last of "big deals" involving stations -- for several more are presently cooking, near completion -- including sale by Mrs. Eloise Hanna of WBRC-TV, Birmingham, Ala. (Ch. 4), with WBRC-AM, to Storer Broadcasting Co. for \$2,400,000. It's understood deal was engineered by station broker Howard E. Stark. It gives Storer limit of 5, means he'll drop applications for Miami and Wheeling.

It may take a long time before another \$8,500,000 is forked out for a single TV outlet (as for Philco's WPTZ, Philadelphia; Vol. 9:8), or another \$6,000,000 is paid (as for WBKB, Chicago, now CBS's WBBM-TV; Vol. 9:7) -- but the prices are still high and the old stations still being eagerly sought.

It's an open secret that Westinghouse has shopped for more stations than the one it founded (WBZ-TV, Boston) and the WPTZ it purchased last month; and that CBS, George Storer, Tom O'Neil, Hulbert Taft Jr., the Alvarez-Wrathier team have been seeking to purchase more stations to bring themselves up to the permissible 5.

There are others too, undoubtedly, moving perhaps more quietly -- and the fact is that even such solidly entrenched ownerships as Chicago Tribune's WGN-TV, Detroit News' WWJ-TV, Kansas City Star's WDAF-TV, Milwaukee Journal's WTMJ-TV, the 3 DuMont stations, Stanley Hubbard's KSTP-TV, have been approached with "offers".

Latest Storer TV purchase is expected to be followed by several other deals shortly to add to those involving 18 stations listed on p. 93 of our TV Factbook No. 16 and those subsequent: the \$1,500,000 sale of WTVN, Columbus, to Taft interests

(Vol. 9:3); \$3,150,000 sale of KFMB-TV, San Diego, to Alvarez-Wrathner (Vol. 9:5), which FCC approved this week; the aforesaid \$6,000,000 sale of WBKB, Chicago, to CBS as part of ABC-UPT merger, involving also transfers of 5 ABC stations to new holding company (Vol. 9:7); Philco's \$8,500,000 sale of WPTZ to Westinghouse (Vol. 9:8) -- and, of course, the shutdown and recent "distress sale" of KONA, Honolulu, a post-freeze outlet, to the Honolulu Advertiser-McCaw-Keating group (Vol. 9:11).

For the good of TV, it's a happy circumstance that stations sold have gone and are going into hands of people who not only look to profits but have made the business of TV-radio broadcasting their professions, for most part, and who have the requisite experience and know-how to render real service. Study of all the deals to date shows purchasers are generally what trade regards as "good operators".

TV PROFITS JUMP 31% IN '52, VIE WITH AM's: Tremendous surge in telecasting revenues and earnings last year, as in each preceding year, is attested by FCC's preliminary "audit" released this week as Mimeo 88195.

Total telecasting revenues went up 43% to \$336,300,000 from \$235,700,000 in 1951, while net income (before Federal income taxes) rose 31% to \$54,500,000 from \$41,600,000 in 1951. It was by all odds TV's best year. (For complete tables of official 1946-51 TV-radio revenue-&-income figures, see p. 13, TV Factbook No. 16.)

So substantial was TV's increase that FCC's 1952 AM-FM figures, when issued in month or two, may disclose that 1952 was historical turning point when TV's net income actually surpassed radio's. For radio's 1951 net income was \$57,500,000, a drop of \$10,700,000 from 1950, and slight further decline would bring it below TV.

It's clear, in any event, that TV's 4 networks and mere 108 stations (new outlets were a negligible factor last year) ran neck-&-neck with the combined profit of the nation's 2400 AM stations, 4 national networks, numerous regional nets.

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It was still possible to lose money in TV, nevertheless, for 14 stations reported losses, same number as in 1951 -- though losses dwindled. And costs of running TV networks have become so fierce -- rising 56% while revenues rose 50% -- that networks' net income actually dropped to \$9,000,000 from 1951's \$11,000,000. Fact is networks made more out of radio than TV, \$11,200,000, and on about half the gross.

The 14 post-freeze stations which began last year (first in mid-July, all rest between Sept. 18 & Dec. 31) surprisingly lost only \$100,000 on aggregate revenues of \$800,000. They're lumped together in FCC report, though it's believed a few were in black from start. Only 3 actually operated more than 2 months, so figures aren't too significant. (For list of the 14, see Vol. 8:52.)

Preliminary figures will be revised somewhat when FCC issues final report later in year, but changes generally are slight. It should be noted that when FCC talks of "total revenues" it means not only time sales but sales of talent & program material -- latter two factors very important in TV, much more so than in radio.

* * * *

You can get Mimeo 88195 by writing to Commission, or we'll get copy for you. Here's breakdown of the salient statistics:

(1) 93 pre-freeze stations, or all save the 15 owned by networks, took in \$143,700,000, netted \$45,600,000. This compares with 1951 gross of \$107,300,000, net of \$30,600,000. They netted \$800,000 in 1950, lost \$13,200,000 in 1949.

(2) Networks plus their 15 stations accounted for \$191,900,000 revenues and net of \$9,000,000. In 1951, their revenues were \$128,400,000, net \$11,000,000. They lost \$10,000,000 in 1950 and \$12,100,000 in 1949. Network AM figures, also released this week, disclosed 1952 revenues of \$97,100,000, net of \$11,200,000 as against 1951 revenues of \$99,000,000, net of \$9,500,000. No AM station figures were given.

(3) Profits were reported by 94 stations, with median of \$453,000 vs. \$330,000 in 1951. In 1950, the 53 profit earners' median was \$129,200. Twelve stations disclosed profits of \$1,500,000 or more each; four, \$1,000,000-\$1,500,000; seventeen, \$600,000-\$1,000,000; nineteen, \$400,000-\$600,000; twenty-two, \$200,000-\$400,000; sixteen, \$100,000-\$200,000; four, under \$100,000.

(4) Of the 14 losers, 9 (1 more than in 1951) were in the 7-station cities, New York and Los Angeles. Average loss of the 9 was \$296,000 vs. \$538,000 in 1951. The 5 profit-makers in those cities averaged \$1,703,000 net on \$5,009,000 average revenues. There were no losers in any of the 40 one-station markets. There was one loser in the 2 station markets, 2 in the 3-station, 2 in the 4-station.

11 MORE CPs, POST-FREEZE TOTAL NOW 325: FCC wasn't as close to bottom of the barrel as some thought, for it scooped out 11 more CPs this week (4 vhf, 7 uhf) to boost its post-freeze grants to 325. Three CPs resulted from amalgamations formed by competitors last week. Two more came as result of recent amendment in Indianapolis which left 2 channels clear for immediate grants.

But all of the new CP holders will have to wait 30 days before they feel really secure in their grants. Ruling on controversial new "protest" section of the Communications Act this week, FCC reversed itself and greatly widened doors to those who claim to be aggrieved and can supply good reasons why any grant should not have been made without a hearing (for details, see below).

This week's vhf grants: Yuma, Ariz., Valley Telecasting Co., Ch. 11; Grand Junction, Col., KFXJ, Ch. 5; Austin, Minn., KAUS, Ch. 6; Salt Lake City, KUTA, Ch. 2.

The uhf grants: Indianapolis, Empire Coil Co., Ch. 67, and Marion Radio Corp. (WBAT, Marion, Ind.), Ch. 26; Des Moines, Rib Mountain Radio Inc., Ch. 17; Boston, E. Anthony & Sons Inc., Ch. 50; Victoria, Tex., KNAL, Ch. 19; San Antonio, Alamo TV Co., Ch. 35; Knoxville, Tenn., Television Services of Knoxville, Ch. 26.

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Sidelights on grantees: Indianapolis grant to Empire Coil Co. is its 5th; for progress plans, see p. 7. Des Moines grant is second to Morgan Murphy-Walter Bridges radio-newspaper team, first having been in Eau Claire. Boston grantee is New Bedford Standard-Times publisher Basil Brewer, who also holds uhf CP for WNBH-TV, New Bedford. San Antonio grantee, W.W. Lechner, of Ft. Worth, is also applicant for vhf in Ft. Worth & Houston. Salt Lake grant was 5th involving Carman-Wrathall team.

The 3 grants stemming from consolidations were in Austin, Minn., Salt Lake City and Knoxville (Vol. 9:12).

Not all the grants breezed through FCC. Vote on Boston was 4-3, Comrs. Walker, Hennock & Merrill dissenting because of overlap between Boston and New Bedford. Said Comr. Merrill: "I foresee, if the trend continues of permitting over-concentration of limited TV facilities in the same area being under common control, a degree of regulation [of TV] that would not otherwise be necessary." Comr. Hennock dissented to Salt Lake City and Knoxville grants for same reason.

[For further details about grantees, see TV Factbook No. 16 with Addenda.]

FCC 'PROTEST' PROCEDURE—WHAT IT MEANS: That "protest" decision in Grand Rapids-Muskegon case (above) is important. What it means is that henceforth applicants awarded CPs without hearing must hold their breath for 30 days and hope no one challenges their right to grants. CPs more than 30 days old are now "safe", however.

Reversing itself on the case, FCC voted 6-1 (Bartley dissenting) and held that new Sec. 309(c) of Communications Act makes a "party in interest" out of anyone who can show he's substantially affected by new CP -- economically or through electrical interference. Then, as party in interest, he's entitled to give his reasons why CP shouldn't have been granted. If reasons aren't frivolous, FCC must stay effectiveness of the CP, hold hearing on the allegations.

This week's decision (Notice 53-314) involved charges by AM station WGRD, Grand Rapids, that Leonard A. Versluis isn't entitled to CP for Ch. 35 in Muskegon, granted Dec. 23 because (a) his site is too close to Grand Rapids and violates the purpose of allocation plan, (b) he falsified balance sheet, (c) he trafficked in licenses when he sold pre-freeze WLAV-TV (now WOOD-TV), Grand Rapids, for \$1,382,086 (Vol. 7:19, 38). Hearing on the issues was set for April 22.

To get its charges before Commission, WGRD said it was affected economically by Versluis' CP, was therefore entitled to protest. FCC turned WGRD down the first time, saying AM and TV are two different services, therefore the impact of TV on AM doesn't count (Vol. 9:6). WGRD then appealed to courts (Vol. 9:9), surprisingly ac-

quired assistance of Justice Dept. which disagreed with FCC -- a rare occurrence.

FCC hopes it won't be inundated by protests, warned that it "adheres to the view that the term 'party in interest' is a limited one." In another decision this week, involving taxi radio service (Notice 53-318), Commission tossed out one taxi company's protest of grant to another, stating:

"The alleged injury stems primarily from the fact that the two companies are in a competing business rather than from the grant of this auxiliary radio station license. As such, it is considered to be too remote and not within the scope of either the Sanders case or Sec. 309(c)." But it's clear that the gates are open far wider than they used to be.

It's good guess FCC wouldn't have reversed itself unless forced to by the courts, if there weren't over 300 TV grants safely on the books. Commission feels it can now "take the long view" -- that new ruling will result in better grantees because it encourages sleuthing by competitors and others. Several more protests have already been filed; see Addenda 16-L herewith.

ONRUSH OF NEW STATION STARTERS SOON: This spring should literally sprout stations -- if we can accept the stated plans of CP holders. There could be 20 or more before end of April, and many dozens of others are promised during rest of spring and summer. Checking up on the promised early starters, here's the best dope we can give you on stations due to begin operating during next 4-5 weeks:

KFDX-TV, Wichita Falls, Tex. (Ch. 3) definitely reports test patterns starting next Wednesday, April 1, regular operations with basic NBC affiliation April 12. So you can add it to your roster of post-freeze stations on air, now totaling 43, of which 17 came this year. Darrold A. Cannan is president, Howard Fry gen. mgr., Mott M. Johnson sales mgr., O.L. Taylor Co. national rep. This is city's second, KWFT-TV on Ch. 6 having begun operation Feb. 27 (Vol. 9:9).

That's the only firm commitment from any vhf this week, though 9 others have said they'll start sometime in April. They are: KTYL-TV, Mesa, Ariz. (Ch. 12), due to cover Phoenix area; KVEC-TV, San Luis Obispo, Cal. (Ch. 6); KFOR-TV, Lincoln, Neb. (Ch. 10); WDAY-TV, Fargo, N.D. (Ch. 6); KCJB-TV, Minot, N.D. (Ch. 13); KELO-TV, Sioux Falls, S.D. (Ch. 11); KFDA-TV, Amarillo, Tex. (Ch. 10); KUHT, U of Houston (Ch. 8, educational); KCBD-TV, Lubbock, Tex. (Ch. 11).

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On the uhf side, several starters are due momentarily, having aimed for April 1 targets. These include WFTL-TV, Ft. Lauderdale, Fla. (Ch. 23); WTVO, Rockford, Ill. (Ch. 39); WLOK-TV, Lima, O. (Ch. 73); WKNX-TV, Saginaw, Mich. (Ch. 57); WHP-TV, Harrisburg, Pa. (Ch. 55); WKST-TV, New Castle, Pa. (Ch. 45); WCOV-TV, Montgomery, Ala. (Ch. 20) -- latter wiring it's about set for April 5 tests.

Still others are pushing to meet April deadlines, but as yet we've had no word directly from them, or from FCC or equipment makers. These are the other uhf whose last reports indicated they also planned to test sometime in April: KMJ-TV, Fresno, Cal. (Ch. 24); KUSC-TV, Los Angeles (Ch. 28, educational); KRTV, Little Rock, Ark. (Ch. 17); WICC-TV, Bridgeport, Conn. (Ch. 43); WLBC-TV, Muncie, Ind. (Ch. 49); WAFB-TV, Baton Rouge, La. (Ch. 28); WPAG-TV, Ann Arbor, Mich. (Ch. 20); WNAO-TV, Raleigh, N.C. (Ch. 28); WHIZ-TV, Zanesville, O. (Ch. 50); WLEV-TV, Bethlehem, Pa. (Ch. 33); WGLV, Easton, Pa. (Ch. 57); WTVU, Scranton (Ch. 73); WNOW-TV, York, Pa. (Ch. 49); KBMT, Beaumont, Tex. (Ch. 31).

Our guess is that maybe half of these will make it, others delayed for one reason or other. We'll report all starts (dated from first test patterns) as soon as we get official word. [For latest reports on other upcoming stations, see p. 7.]

Alfred I. duPont Foundation Awards for 1952 (Vol. 8:40), consisting of plaque and \$1000 cash, were presented at Washington dinner March 27 to: (1) WBNS-TV, Columbus (large station class) for "extensive utilization of local activities, institutions, interests and talents, with a number of novel program ideas to awaken the community to its own human material resources." (2) WMT, Cedar Rapids, Ia. (smaller station class) for "its notably comprehensive and intensive effort in political education at

the national, state and local levels." (3) Gerald W. Johnson, commentator for WAAM, Baltimore, for his "pointed, witty and wise analysis and comment on international, national and local news for a local audience." In first category, special commendations went to WBAL-TV, Baltimore; in second, to WNAX, Yankton, S. D., a duPont winner in 1945, and WDIA, Memphis. Commentators receiving special mention were Clifton Utley, NBC; Martin Agronsky and Erwin Canham, both ABC.

IDEAL UHF TERRAIN is seen in Kansas City and Indianapolis by Herbert Mayer, president of Empire Coil Co., grantee of stations in those areas and founder of pioneer uhf station KPTV, Portland, Ore.—and so he's hastening construction in those cities. RCA equipment has been ordered for KCTY, Kansas City (Ch. 25), space has been rented in Pickwick Hotel (old quarters of KMBC), transmitter building is nearing completion, 700-ft. Truscon tower was to be shipped this week, and opening is planned in July or earlier. Already on job are Robert Artman, ex-ABC & DuMont, chief engineer, and Albert Shepard, assisting Mr. Mayer, who will be mgr. at outset.

WNES, Indianapolis (Ch. 67), granted to Mayer this week, should be ready by October, he reports. Transmitter site has been acquired at a southeast corner of city. It will also have RCA 1-kw transmitter at outset. Mayer's third CP, for KDEN, Denver (Ch. 26), awaits an RCA 5-kw transmitter, that power being needed to throw signal from Lookout Mt. site, nearly 20 mi. from city; accordingly, starting date has been postponed until next January from previously-promised "spring of 1953" (Vol. 9:4).

DuMont has already sold transmitters to these current grantees: Yuma, Ariz. (Ch. 11); WMAZ-TV, Macon, Ga. (Ch. 13); KAUS-TV, Austin, Minn. (Ch. 6). Yuma station will be managed by Walter Stiles, ex-Boston consulting engineer, who built KOPO-TV, Tucson, which he got on the air last Jan. 13, only 24 days after grant, and who also built KPHO-TV, Phoenix, in 1949. Transmitter will be located 5 mi. west of city, across California line, and it's planned to serve Imperial Valley with studios in El Centro as well as Yuma. Mr. Stiles promises tests in latter June, programming by July 4. About \$400,000 will be spent on plant. Rep may be Forjoe.

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

WCSC-TV, Charleston, S. C. (Ch. 5), which announced April 1 starting date shortly after its grant last October, and which already has DuMont transmitter, now says it "will not make an April 1 start." Says owner John W. Rivers, "At this time we just do not know when we will get on the air. We hope to make it by the middle of May. Television is a fabulous business and when you are the first in your market it is a son-of-a-gun with the public and the retailers. They expect you to be on 20 minutes after you get a grant." Charleston's only other prospects are 3 competing applicants for Ch. 2 (see TV Factbook No. 16).

KVEC-TV, San Luis Obispo, Cal. (Ch. 6), which got grant March 11 and within week had DuMont transmitter on way (Vol. 9:12), expects to get test patterns on air within month (or by latter April) and to go commercial May 8. Chief owner Mrs. Christina M. Jacobson also owns Valley Electric Co., which is reported to have sold more than 100 TVs already on basis of prospective station, expected to cover rich farm area between Los Angeles & San Francisco, including towns of Paso Robles, Morro Bay, Pismo Beach, Arroyo Grande, Atascadero, Lompoc, Santa Maria, northern Santa Barbara, Bakersfield.

KNOE-TV, Monroe, La. (Ch. 8), originally announced for April debut (Vol. 9:2), then for June, now is slated for mid-July tests, Aug. 1 commercial start. Ex-Lieut. Gov. James A. Noe, owner, reports RCA equipment ordered and tower construction already underway, supervised by J. J. (Windy) Phillips. Paul Goodman has been designated v.p. in charge, Irving Zeidman asst. mgr. & program director, Jack Ratliff chief engineer, Ray Boyd director of engineering operations. Rep will be H-R Television Inc.

KMO-TV Tacoma, Wash. (Ch. 13), is waiting for new 10-kw RCA transmitter due for shipment in June, by which time 12-gain antenna will be up and transmitter building

ready. Accordingly, it has moved ahead test pattern date from previously-reported May to July 15 or earlier, commercials to start Aug. 1, reports owner Carl Haymond. Branham will be rep.

KLIX-TV, Twin Falls, Ida. (Ch. 11), granted March 18, won't be ready until spring or summer, 1954, according to trade report quoting radio mgr. Frank McIntyre. "We feel that to survive as a TV station in a market area this size, TV must be low cost for us and for the advertiser," Mr. McIntyre told March 25 *Retailing Daily*. "Somehow, we must develop a lower cost TV." Twin Falls' 1950 pop.: 17,600.

KTVH, Hutchinson, Kan. (Ch. 12) has ordered RCA equipment, will start test patterns in late May or mid-June, reports gen. mgr. Howard O. Peterson. It will affiliate with CBS-TV as basic interconnected. Chief engineer is Robert B. Moore. No rep has been chosen.

WINK-TV, Fort Myers, Fla. (Ch. 11), has ordered RCA equipment and began construction this week, but doesn't expect to get on the air before late fall, reports gen. mgr. A. J. Bauer. Rep has not been selected.

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Federal shipped transmitter this week to WICC-TV, Bridgeport, Conn. (Ch. 43), expected on air momentarily. RCA during week of March 30 will ship to WEHT, Henderson, Ky. (Ch. 50); station located across river from Evansville, Ind., has been promised by May 1 (Vol. 8:48). RCA also will ship next week to WTVE, Elmira, N. Y. (Ch. 24), promised in mid-May (Vol. 9:10).

WGBI-TV, Scranton, Pa. (Ch. 22), now reports "it will be impossible to make our target date of Sunday, April 15 [and] our target date is now Sunday, June 7." Delay in GE equipment delivery is given as reason by gen. mgr. George D. Coleman. In same city, WTVU, (Ch. 73) was last reported due in April or May with Federal transmitter, to be shipped by mid-April and WARM-TV (Ch. 16) is scheduled for late summer or early fall (Vol. 9:10.)

KMJ-TV, Fresno, Cal. (Ch. 24), despite setbacks caused by death of its veteran chief engineer Norman D. (Hap) Webster last month while en route to Camden, is still shooting for May 1 commercial target, hopes to start testing between April 20-25, according to mgr. William S. Sanford. RCA transmitter was to be shipped this week.

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Vast improvement in fringe area reception has been outstanding result of power boost to 316 kw by Louisville's WHAS-TV, currently nation's most powerful station (Vol. 9:6). That's conclusion of survey made by station in the 6 weeks since it hiked its power to maximum and shifted from Ch. 9 to 11. Summarizing survey, station director Victor A. Sholis reported: (1) Distributors in "former fringe area" noted "hot pickup" in receiver sales. (2) Far fewer receiver adjustments were required than were originally anticipated. (3) Change to Ch. 11 receiving antennas corrected many cases of poor reception in fringe areas. (4) Many poor reception reports "were traced to use of all-wave antennas." (5) Shift to Ch. 11 brought complaints of interference by local FM stations in some areas, eliminated them in others. (6) Interference from WTTV, Bloomington, Ind. (Ch. 10, scheduled to shift to Ch. 5) was reported in some areas.

Power increases: RCA's first 10-kw vhf transmitter went to WAVE-TV, Louisville, this week; with 6-bay antenna and 25-kw amplifier to come, station will go to 100 kw. KPRC-TV, Houston, due to hit 65 kw on 25th (AM) anniversary March 29 and 100 kw in June. WABC-TV, New York, aiming for jump from 16 kw to 80 kw in 2-3 weeks. WNBW, Washington, got 25-kw RCA amplifier this week; WDSU-TV, New Orleans, gets one next week. To Camaguey, Cuba, DuMont ships 5-kw transmitter about May 1, for satellite to Goar Mestre's CMQ-TV, Havana.

Telecasting Notes: Trend away from late-night feature films in favor of live shows in N. Y. area is discerned by March 25 *Variety* as means of saving telecasters high costs of bidding for first-run films, and then being forced to re-run them several times to make them profitable; system has built-in disadvantage of being unable to attract sponsors for re-runs. Underlining trend are live variety show deals signed last week by WABC-TV with Ruppert Brewery for Mon.-thru-Fri. 11 p.m.-midnight, and by WOR-TV with Times Square Stores for *Inside Times Square*, nightly except Thu. & Sun., 11-11:30 p.m. . . . *Variety* also sees possible prelude to TV sales in plans of Walt Disney to reissue 90 of his old short cartoons in 45-min. packages to movies next month, through RKO; speculation is that reissue splurge may saturate revenue from movies, paving way for rentals to TV, especially when color TV is reality . . . ABC progress report: Ray Bolger and Danny Thomas signed to exclusive long-term contracts (Bolger's reported salary: \$150,000 a year); Bolger will be featured on half-hour filmed show next fall, and Thomas will also have own weekly half-hour show . . . Celeste Holm signed by NBC-TV for situation comedy series on film . . . Edgar Bergen signs exclusive CBS contract, including 5 TV appearances next fall-winter . . . Comedian Bob Hope and J. Hugh E. Davis, ex-Foote, Cone & Belding exec. v.p., are partners in new TV package production service organized under name of J. Hugh E. Davis Co., 6233 Hollywood Blvd., Hollywood, Cal. . . . Joe E. Brown signed to do before-&-after shows on WPIX, as well as radio play-by-play on WINS, during N. Y. Yankees games . . . New program ideas is aim of "creative group" being organized by CBS-TV, to which program v.p. Hubbell Robinson Jr. this week appointed

Personal Notes: William S. Paley, CBS chairman, and Frank White, NBC president, had separate appointments with President Eisenhower at White House this week, presumably to discuss telecasting of his news conferences . . . Roland Tooke, asst. mgr. and program director of WPTZ, Philadelphia, sale of which by Philco to Westinghouse for \$8,500,000 pends FCC approval (Vol. 9:8), will succeed Ernest B. Loveman as mgr. under new ownership; Loveman returns to Philco, where he was once adv. director, in an executive capacity . . . Gene L. Cagle, president, Texas State Network, named to board of Advertising Federation of America to fill term of Mrs. Oveta Culp Hobby, now head of Federal Security Agency . . . George B. Storer Jr., son of head of Storer Broadcasting Co. and mgr. of its KEYL, San Antonio, elected v.p. of parent company . . . Anthony Azzato, ex-WPIX film mgr., joins Standard Television, Hollywood firm headed by Marcus Loew II, as eastern mgr., with office at 10 E. 49th St., N. Y. . . . Wm. C. Lacey, ex-DuMont, named WCBS-TV film buyer, replacing David Savage, now NBC-TV film div. . . . Bob Light named sales promotion mgr. of KHJ-TV & KHJ, Los Angeles, succeeding Herbert Sonnenberg . . . Warner Moore, ex-WFIL-TV, Philadelphia, named local sales mgr., WICC-TV, Bridgeport, Conn., now due on air sometime between April 1-15 . . . Rhea D. Cunningham promoted to chief engineer, KFEL-TV & KFEL, Denver; J. G. Cullen named TV studio technical mgr. . . . Charles M. Higgins, ex-Wm. Weintraub Agency and MBS, appointed commercial mgr. of WIRK & WIRK-TV, West Palm Beach, Fla. (Ch. 21), due in June . . . Joseph V. Heffernan, NBC financial v.p., announces following changes, in consolidating offices of controller of company & networks div.: Harry F. McKeon, ex-company controller, named director of tax dept., reporting to treas. Joseph A. McDonald; Charles J. Cresswell, ex-networks controller, named company controller, reporting to Heffernan; William V. Sargent, ex-asst. controller of networks, appointed director of financial planning & control, reporting to Cresswell . . . Jack Bertell, ex-MCA

Ronald Alexander as first member; he's author of Broadway hit *Time Out for Ginger* . . . Eastman Kodak reported backing 3 films to be produced by Kenneth McEldowney, producer of *The River*; first will be shot in England and J. Walter Thompson will place . . . Bishop Sheen's *Life Is Worth Living*, sponsored by Admiral on DuMont, goes film for 2 or 3 weeks in April during his trip to Rome . . . Teleprompter, through distributor RCA, signs with New York's Statler Hotel for use at banquets, conventions, sales meetings, etc.—first hotel to make device available on rental basis . . . ABC Radio-TV Center projected in San Francisco to house its stations there; 4-story downtown building purchased in 1951 will undergo \$1,500,000 alterations to provide studio & office space . . . March 14 *Business Week* describes series of financial coups by ABC chairman Edward J. Noble, climaxed by merger with UPT; same issue carries "Man Without Desk"—all about Louis Hausman, administrative v.p. of CBS Radio, who arranged his office without a desk on suggestion of president Frank Stanton, and is mighty pleased with resultant efficiency . . . 100 stations carrying *I Beheld His Glory*, 55-min. religious film prepared for Good Friday-Easter showing by National Council of Churches of Christ in the U.S.A., reports producer Cathedral Films; commercial sponsorship isn't allowed . . . WKNX-TV, Saginaw, due on air momentarily, has Class A hour rate of \$250, min. \$50 . . . More base rates of upcoming stations: KFSA-TV, Fort Smith, Ark., hour \$150, min. \$20; KRTV, Little Rock, Ark., hour \$250, min. \$50; WFTL-TV, Ft. Lauderdale, Fla., hour \$150, min. \$25; WPFA-TV, Pensacola, Fla., hour \$150, min. \$20; WFAM-TV, Lafayette, Ind., hour \$200, min. \$40; WMAC-TV, Massillon, O., hour \$200, min. \$30.

v.p., named executive v.p., Mercury Artists Corp. . . . Al Reibling named TV-radio mgr., Kudner Agency, and Hank Ladd promoted to gen. supervisor of TV-radio production; returning to Kudner as TV art director is Gene Murray, recently with Ruthrauff & Ryan . . . Ray Girardin, ex-WEEI, named TV-radio director, H. B. Humphrey, Alley & Richards, Boston . . . Wilbert A. Perry, ex-Young & Rubicam, Toronto, appointed mgr. of broadcasting dept., Leo Burnett Co. of Canada . . . Samuel Carter III, TV-radio commercial supervisor, elected v.p., Sullivan, Stauffer, Colwell & Bayles . . . Laurel Cutler, ex-J. Walter Thompson & William H. Weintraub Co., named v.p. & TV-radio supervisor, C. J. Herrick Assoc., N. Y. . . . Sherwood Armstrong resigns as TV-radio director, Foote, Cone & Belding, San Francisco, to become creative director, Brooke, Smith, French & Dorrance, San Francisco . . . Kenneth G. Manuel, ex-*Detroit News*, named v.p. in charge of TV-radio, D. P. Brother & Co., Detroit . . . Kathryn Hardig promoted to TV-radio director, Ralph H. Jones Co., Cincinnati . . . Ed Hauser, ex-Scheideler, Beck & Werner, named TV-radio director, Lynn Baker Inc.

James Gaines, new General Teleradio v.p., nominated for presidency of Radio & TV Executives Society, New York; George Shupert, United Artists, 1st v.p.; Robert Burton, BMI, 2nd v.p.; Claude Barrere, BAB, secy.; Joseph A. McDonald, NBC, treas.

Frank M. King, 63, veteran broadcaster, until recently part owner of WMBR-TV & WMBR, Jacksonville, Fla., died there last week after heart attack. He also was president of Distributors Inc., TVs & appliances.

Mrs. Muriel King, 35, wife of Jerry King, president of Standard Radio and chairman of United Television Programs Inc., died in Los Angeles March 24.

Storer Broadcasting Co. will move headquarters and entire staff from Birmingham, Mich. to own new building to be ready in Miami about Sept. 1.

Station Accounts: Remarkably good sponsorship record for a relatively new station—it began operation last Dec. 1 (Vol. 8:48)—has been achieved by Honolulu's KGMB-TV, which in addition to CBS-TV kinescope service is currently carrying 14 national spot programs, 16 national spot accounts with local and national announcements, 11 local program sponsors, 41 local spot sponsors. It's well filled up now and nicely in the black. These are the national spot program sponsors (Free & Peters, rep): Pan American Airways, Coca-Cola, Canada Dry, Tidewater Oil, D. E. Sanford, Packard-Bell, Hoffman Radio, Lewis Food Co., Mercury TV, Milner Products Inc., Schlitz, Hamm & Regal Amber beers. National spot announcements: Anheuser-Busch, Lucky Lager, Goebel, Regal Amber & Pabst beers, Kendall Foods, Bulova, Procter & Gamble (Cheer soap), Avoset Co. (Qwip), Borden, Chemicals Inc., Golden Grain Macaroni, John C. Charles Co., Calo Dog Food, Leslie Salt, Mary Ellen's Jams & Jellies . . . Nash Motors, in big campaign promoting new models, is providing dealers with TV kits, including slides, scripts, film spots . . . Robert Hall Clothes (chain), big radio user (180 stations in 80 cities) using 20 TV stations in 11 markets, thru Frank B. Sawdon Inc., N. Y. . . . Among other advertisers reported using or preparing to use TV: Good Humor Corp. (ice cream), thru David J. Mahoney Inc., N. Y.; U. S. Rubber Co. (Keds casual shoes), thru Fletcher D. Richards Inc., N. Y.; World Candies Inc. (Spaceman Zoomies candies), thru McKay Adv. Co., N. Y.; Lux Clock Mfg. Co. (timing devices), thru Edward Graceman & Assoc., Hartford; Santa Fe Railway, thru Leo Burnett Co., Chicago; Niagara Manufacturing & Distributing Corp. (massage equipment), thru Walker & Downing, Pittsburgh; Sturdy Dog Foods, thru Jimmy Fritz & Assoc., Hollywood; Niagara Mfg. & Distr. Corp. (massage equipment), thru Walker & Downing, Pittsburgh; John Morrell & Co. (Red Heart dog food), thru N. W. Ayer, Philadelphia; Lucerne Milk, thru J. Walter Thompson, San Francisco; Polaroid Land Camera Co., thru BBDO, N. Y.; Nu-Enamel Corp. (paints & enamel), thru Olian & Bronner, Chicago; Milner Products Co. (Pine-Sol and Fly-Cide), thru Gordon Best Co., Chicago; Avoset Co. (Qwip pressurized dairy cream), thru Fletcher D. Richards, San Francisco; Golden Grain Macaroni Co., thru Kelso-Norman Adv., San Francisco; Leslie Salt Co., thru Honig-Cooper Co., San Francisco; Chemicals Inc. (starch, household bleach), thru Sidney Garfield & Assoc., San Francisco.

Network Accounts: New series—featuring dramatized versions of trips to neighboring planets, lion hunts, erupting volcanoes, etc.—starts May 10 on CBS-TV, Sun. 5-6 p.m., using resources of American Museum of Natural History which signed 5-year contract with network. Titled *Adventure*, it's being offered for sponsorship at \$25,000-per-week production cost and will partly replace *Omnibus*, Sun. 4:30-6 p.m., which goes off air after May 3. Programs will be both live and film, originating from museum and network studios, with Charles Collingwood narrating and interviewing . . . Procter & Gamble (Lilt home permanent) buys co-sponsorship of *Jackie Gleason Show*, replacing Bristol-Meyers Co. (Ipana), starting May 16, on CBS-TV, Sat. 8-9 p.m., thru Biow; other 2 sponsors are Nestle Co. (Nescafe) and Schick Electric Shavers . . . Coca-Cola will sponsor musical program featuring Eddie Fisher and Don Ameche, starting April 29, on NBC-TV, Wed. & Fri. 7:30-7:45 p.m., thru D'Arcy; it replaces Tide's *Those Two*, Mon.-Wed.-Fri. 7:30-7:45 p.m. . . . Pearson Pharmacal Co. (Endds) starts *Ethel & Albert* April 6 on NBC-TV, alt. Sat. 7:30-8 p.m., thru Harry B. Cohen Adv. . . . Blatz dropping *Amos 'n' Andy* after June 21 on CBS-TV, alt. Thu. 8:30-9 p.m., may be replaced by Old Golds with program not yet announced . . . Gillette to sponsor 10 horse races each Sat. April 18-June 20 on NBC-TV, thru Maxon.

EXTENSION OF DEADLINE beyond June 2 for reservation of non-commercial educational channels was urged this week by both New York's Gov. Thomas E. Dewey and New Jersey's Gov. Alfred Driscoll. Former's request, in formal statement, occasioned surprise in view of his well-publicized stand against State funds for educational TV, reflected in report of his N. Y. State Temporary Commission for Educational TV opposing State-financed network (Vol. 9:9).

Dewey declared emphasis on State control has resulted in too little incentive "to make use of this great new medium to bring to the people the fruits of our educational and cultural advances." He said he would soon appoint committee to "act as a coordinating force to bring together the educational and cultural agencies in this state and the commercial TV stations and to help them jointly to develop the greatest potentials of educational TV for our people."

Educational TV leaders weren't immediately convinced that Dewey's statement represented a change of heart. Feeling was that he had been stung by avalanche of criticism following Commission's report (Vol. 9:10) and was trying to make political amends, especially since N. Y. legislature adjourned this week until next year without taking action on any educational TV bills, in the face of 8 grants already made by FCC.

Driscoll's request in letter to FCC Chairman Walker urged 4-year extension of deadline. It came in wake of recommendation by N. J. Commission on Educational TV for State-financed 6-station network (Vol. 9:11).

Other educational TV developments this week: (1) Metropolitan Pittsburgh Educational TV Commission received \$100,000 grants each from Ford Foundation, Arbuckle-Jamison Foundation, A. W. Mellon Education and Charitable Trust. (2) New Orleans non-profit corporation, unnamed as yet, formed to press for educational TV station. (3) California State Assembly ordered 60-day study of educational TV allocations. (4) Max Balcom, Sylvania, named chairman of special RTMA committee on educational TV, replacing Emerson's Benjamin Abrams, resigned. (5) GE v.p. Dr. W. R. G. Baker, staunchly favoring educational TV, told Philadelphia's Poor Richard Club that failure to use educational channels "would be a mistake that would affect our civilization for centuries to come."



Senate hearings on baseball TV, growing out of Sen. Johnson's bill (S. 1396) to permit organized baseball to reinstate rule prohibiting major league telecasts in minor league areas (Vol. 9:12), aren't scheduled yet—but the Colorado Democrat will push for them as early as possible, probably after spring training ends early next month. TV networks, Justice Dept. and baseball officials will testify. College football will probably come up with 1953 TV program similar to 1952's one-game-a-week plan, despite suggestions for changes last week from networks and some colleges. National Collegiate Athletic Assn. TV committee held "hearings" March 19-21 in Kansas City and announced that participating schools will divide \$1,151,109 in 1952 TV receipts, but delayed actual drafting of 1953 program until April 7-8 sessions in New York. Demand for restricting boxing TV, too, came out of March 26 meeting in New York of International Boxing Managers Guild, which called on networks to cut down fight telecasts to 4 nights each week, instead of current 6, and asked \$5000 minimum for each fighter appearing on TV in lieu of present \$1500-\$3600. Negotiations for new TV contracts with promoters won't begin until summer, however.

No dashboard TVs in Oregon! Bill making it illegal to have TV screen in front part of car or truck was signed this week by Oregon's Gov. Patterson.

NEW DEVELOPMENT in picture tube design, demonstrated at IRE convention, may simplify manufacture and servicing of TV sets and at same time cut costs and even improve picture. At least that's what's claimed by GE for its internal magnetic focus (IMF) tube, and judging from interest displayed by other picture tube manufacturers, device could find ready acceptance by industry very soon.

IMF tube incorporates focusing device and ion trap within electron gun of tube itself. They're set at factory, sealed in for perfect adjustment and focus for life of tube, according to GE engineers. This eliminates troublesome and touchy ion trap adjustments, simplifies production by cutting out cumbersome brackets and gadgets around neck of tube. Being permanently focused, tube requires no focus knob on set. GE claims it's much easier to produce and gives better focus than the zero-voltage "self-focusing" electrostatic-focus tubes which were introduced as material-saving measure.

GE says new tube will cost \$1.50 more than present magnetically focused tubes, 25¢ more than electrostatic, eliminates parts costing about \$2.50. It may be used as

direct replacement for magnetic or electrostatic tube. Some sets may accommodate tube with no extra parts, but most will require close-fitting steel shunt band around tube neck and small centering device. GE will sample gun to other tube manufacturers, tube to set manufacturers in couple weeks, hopes to have new tube ready for fall market in several sizes.

We observed pictures on set using IMF tube, found them clear and sharp, focus remaining satisfactory as line voltage was varied from 90-130 volts. GE says more than 100 of the tubes have been life-tested for 7000 hours under extreme conditions, equivalent of 4 years' use. Tube uses 3 tiny alnico 5 magnets in focus assembly, one in ion trap unit.

GE and almost all other tube manufacturers at IRE convention prominently featured the new 24-in. rectangular tubes in their displays (Vol. 9:11). Most of them are quoting delivery dates from May to July, although some small tube makers said model is now in production in non-aluminized version. Westinghouse showed new metal-coned 24- & 27-in. tubes, both due for production in fall, in addition to glass 24-in.

HIGH-POWERED uhf stations hitting FCC's 1000-kw ceiling are still at least a year away, but manufacturers of the war-developed klystron tubes reported encouraging progress toward goal when we talked with them at this week's IRE convention in New York. Varian Associates, which makes 12-kw klystrons for GE, reports it's working on "early stages" of development of klystron to power 60-kw uhf transmitter, which, coupled with high-gain antenna, could deliver 1000 kw ERP. Varian engineer N. P. Hiestand, in paper presented at convention, said new tube—being developed for GE—will probably be tested in 1954. Tube has 4 cavities, and 6 models will cover entire uhf band. Said Hiestand: "There's no theoretical limit to the power which can be generated by klystrons."

Eitel-McCullough (Eimac) says progress is being made toward its 50-kw klystron (Vol. 8:10), and reports it will offer 12 or 15-kw klystron in about 3-4 months. DuMont, whose uhf transmitter is built around Eimac's 5-kw klystron, is expected to bring out transmitter using

Eimac 12-kw tube. Eimac engineers are enthusiastic about new tube's 45% efficiency, as compared to 25-30% in previous klystrons. They say this will mean big saving to telecasters in electricity. New 12-15-kw tube won't be much bigger than 5-kw tubes (about 40 lbs.), will have externally tuned cavities. Three will cover uhf band. Though DuMont hasn't turned out many uhf transmitters, Eimac officials say klystron isn't the hold-up, adding that they've already made more than 100 of the 5-kw uhf tubes.

DuMont this week announced new uhf transmitting antenna, to be made to its specifications by Gabriel Co.'s Workshop Associates Div. It's a 2-bay 24 wavelength-section slotted antenna, which can be electrically and mechanically tilted and incorporates null fill-in features. It has power gain of 21.5 at beam peak, 17.5 on horizon.

Gates Radio Co. displayed TV transmitter at IRE convention and officials said company would have 500-watt vhf transmitter and 5-kw amplifier for delivery in 6 months. Company also plans uhf transmitter, but it's still "in development" and won't be available until 1954.

ENTHUSIASM over performance of uhf receivers, converters and antennas is reflected in findings of 4-man engineering team from Howard W. Sams & Co., Indianapolis technical publishers, which spent 2 weeks in South Bend area testing uhf equipment. Crew used mobile equipment, made tests in more than 100 different locations at varying distances from station WSBT-TV (Ch. 34), using "virtually all uhf antennas currently available, all popularly used transmission lines and wide variety of uhf receivers and converters." Among their findings:

"Excellent results were obtained at distances up to 30 mi. from the transmitter [and] satisfactory reception could be obtained at distances up to 45 mi. through proper selection of antenna and lead-in combination." As we did on our own visit to South Bend last month (Vol. 9:9), Sams' field crew found area's flat terrain apparently had no "dead spots."

In antenna tests, team found that height isn't necessarily all-important factor. "In uhf fringe areas," they concluded, "the first consideration is to select an antenna having sufficient gain rather than picking one with only medium gain and attempting to mount it at a higher elevation." It's far better, they added, "to install a high-gain antenna at a moderate height than it is to install a medium gain antenna at an abnormally high elevation." In latter case, losses in longer lead-in may counteract any gain achieved by greater height.

Crew's report praised operation of uhf receivers and converters. "Tuning was not difficult and drift presented no serious problem," they said, "and in most cases the converters would not require retuning from day to day, which speaks pretty well for their stability." Complete report of field survey, including recommendations of antennas and lead-in lines for use under various circumstances, will appear in March-April issue of Howard W. Sams' *PF Index & Technical Digest*.

Compatibility tests and evaluation of network color transmissions are object of STA received by Philco's WPTZ last week to transmit color 12:45-1 p.m. daily until April 30. STA specifies that tests are "in order to obtain reaction of non-technical observers among the viewing public to the quality of black-&-white pictures during color transmission and to evaluate the quality of color transmissions when received via coaxial intercity transmission facilities."

"The Story of KPTV" titles attractive 68-p. booklet put out by Empire Coil Co., owner of Portland's KPTV, telling in photos and press clippings the story of construction and initial operations of world's first commercial uhf station. It's full of good material for other uhf enterprisers; write Empire Coil Co., New Rochelle, N. Y., for gratis copy.

Electronics Reports: Transistor was the star of IRE convention March 23-26 in New York. Technical sessions devoted to electronics' "glamour baby" drew the biggest crowds of all—and fascinating exhibits of transistorized gadgets were real show-stoppers. That the "transistor age" is virtually here (Vol. 8:47) is indicated by announcements of 3 large manufacturers that they will soon have mass-production quantities available for commercial use. RCA plans to have 2 junction types and 2 point-contact transistors available commercially May 1. Sylvania will announce commercial production in 30-60 days. GE, which has sold quantities of point-contact transistors for some time, will offer production quantities of junction transistors in "couple of months." Raytheon and others have been selling transistors in quantity for several months.

Among the transistorized items on display at IRE convention: (1) Developmental TV amplifier the size of kitchen match, weighing less than an ounce and small enough to fit inside cable, made by Bell Labs and using 2 germanium diodes, one tetrode transistor, 11 other tiny components. (2) Transmitter, using new GE hermetically-sealed junction transistor, which was operated in pot of boiling water. (3) Signal Corps developmental Geiger counter weighing less than 1 lb. (existing models weigh about 35 lbs.) that could be slipped into coat pocket. (4) Seven hearing aids, now in commercial production, each using 3 Raytheon transistors.

While hearing aids are presently only transistorized civilian items available commercially, portable and auto radios apparently aren't far behind. They're considered ideal for transistorization because of transistor's low battery drain. GE germanium products sales mgr. J. H. Sweeney said his company is working with auto radio manufacturers looking toward transistorized auto set to be commercially produced by 1955.

Bulk of transistors produced to date have gone to armed forces, and military and industrial applications may well be most important uses for them for some time, most engineers believe. Bell Labs' J. J. Scanlon described high speed digital computer, using 78 transistors and 500 germanium diodes, which was tested for 5000 hours, with only one transistor failure and complete freedom from random errors.

Steps toward development of power transistors were announced by several companies. RCA has built transistors which can handle 1 watt (compared to .05 watt for conventional transistors) and externally-cooled (forced-air or liquid) transistors operated at 3 watts. Germanium Products Co. displayed transistor claimed to handle up to 2 watts, demonstrating receiver in which it directly drove loudspeaker.

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Civilian manufacturers got go-ahead this week to begin ordering metals free from allocation controls under new Defense Materials System (DMS) which goes into effect July 1. Priorities on steel, copper and aluminum will be reserved for defense producers only, and civilian orders for delivery after June 30 can now be made without priority. Nickel-bearing stainless steel, nickel and cobalt will continue to be allocated to all users. NPA laid down ground rules for DMS this week in its new Regulations 1 & 2, available at Commerce Dept. field offices.

National Conference on Airborne Electronics, sponsored by Dayton Section, IRE, and Professional Group on Airborne Electronics, will be held May 11-13 at Dayton Biltmore Hotel, Dayton, O.

Eleven color signal generators have been shipped by Telechrome Inc., mostly to manufacturers, according to president J. R. Popkin-Clurman.

CLOSED-CIRCUIT TV as everyday tool for small businesses, schools and even the home—this prospect came big step nearer reality as 3 manufacturers demonstrated new simplified and highly portable industrial TV systems at this week's IRE convention.

Most ingenious new system—and potentially the least expensive—was simple "camera attachment" demonstrated by RCA and subject of paper by Dr. V. K. Zworykin, L. E. Flory, W. S. Pike and G. W. Gray. Unit is about size of home movie camera, contains Vidicon pickup tube and 3-tube signal amplifier, attaches easily to any home TV set, from which it picks up power and scanning information. Camera weighs less than 5 lbs., is ready for mass production when demand warrants. "A large demand for it might make it possible to market the camera plus a new receiver for nothing more than the receiver's cost," said Dr. Zworykin.

Two other manufacturers demonstrated industrial TV systems which do away with the conventional monitor, using any home TV set instead. DuMont's new "Tel-Eye," now in production, is size of portable typewriter, weighs 18 lbs. and has 17 tubes. It has electronic view-finder, plugs into wall socket for power. It's priced at \$2850. Capehart (IT&T) showed laboratory model of new self-contained camera unit using its "Fotocon" tube. General Precision Laboratory demonstrated new camera chain employing newly developed "Staticon" tube and separate monitor, to sell for about \$5000; also 2 image orthicon chains designed for undersea salvage—one weighing 85 lb., the other a ton. GPL says it also has self-contained Staticon which uses TV set as monitor.

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How to deal with adjacent-channel interference problems without increasing cost of TV receiver is sticky problem for TV manufacturers. Many areas will never have adjacent-channel interference at all, but increase in number of stations is certain to cause trouble in others—especially fringe areas between adjacent channels. Novel solution to problem was posed by DuMont engineer John P. Van Duyne in March 26 paper at IRE convention. He described plug-in interference filter, which could be sold as accessory to customers in areas subject to the interference, thereby eliminating necessity of increasing set costs by building complete adjacent-channel attenuation into all sets.

First regular use of TV in banking field begins March 30 when New York Savings Bank tellers begin using industrial TV receivers to identify signatures and convey other savings account information from master file room to tellers' cages. Combined with battery of new IBM machines, TV is expected to save bank some \$15,000 a year, besides cutting down delay while customers' records are checked. Industrial TV system was provided by Tele-screen Corp., New Canaan, Conn., and uses Remington Rand camera tube.

High dome technical session, the annual spring meeting of International Scientific Radio Union (URSI), is scheduled for April 27-30 at Bureau of Standards. Subjects to be covered: radio measurement methods and standards, tropospheric and ionospheric propagation, terrestrial radio noise, radio astronomy, radio waves and circuits, electronics. Chairman of electronics session will be Bell Labs' J. A. Morton, transistor expert.

Dozen color sets with Lawrence tube will be used in London during Coronation, Chromatic TV Labs says. They'll be fed via microwave, Pye Ltd. handling the transmission and building the receivers around tubes. Before Queen Mary's death, there were plans to provide her with a set for the event.

COLOR AGAIN—POSSIBLE EFFECT ON TRADE: No question but that resurgence of the color problem, with all its attendant publicity, carries potential of depressing set sales among customers who get impression that color "is just around the corner."

Yet it's recalled there was no major drop in sales when CBS began part-time telecasting and advertising of its color sets. That was in the lush days of 1950, however, when the industry was on a production-&-selling spree.

When the compatible NTSC system is presented to FCC, backed by the entire industry, there's bound to be growing public impression that "color is really here" -- despite fact that true mass production may take several years to achieve.

If new system is approved before year's end, believed quite likely, toughest period for the trade will come between official approval date and mass production.

Balanced against any inclination to "wait for color" will be knowledge that the availability of color receivers will be limited for considerable time, and that they will be plenty expensive for an even longer time.

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"Color TV May Be With Us by Christmas" headlined story in a Washington newspaper this week -- and therein lay the danger to the trade. Will such loose talk hurt current business? We asked quite a few leaders, and their consensus was best epitomized in the laconic reply of one, "Well, it isn't going to help."

Anybody's guess is as good as the other fellow's, but the way we see it an economic cataclysm will have to occur to depress public demand for today's TV. For one thing, values are good, prices right, picture quality satisfactory, programs attractive. For another, the retailer has an answer in the oft-misunderstood word "compatibility", which means that the few early colorcasts can be received in good monochrome on today's sets; also, in indisputable fact color sets will cost more.

Looking at the industry over-all, fact is, as CBS president Stanton pointed out at House hearing this week, the industry enjoyed its peak production in first 2 months of this year (about 1,415,000 sets); that now is seasonal dip period, which usually carries through second quarter; that it's small comfort to retailer when he hears even a fraction of his potential customers say, because they've read catchy headlines and don't know the complications, "Guess I'll wait for color."

It's cold comfort to tradesmen in the saturated markets, depending heavily on replacement business and stimulating it with larger screens and better values, that the manufacturers aren't likely to be hurt much by color talk. For set makers are feeding their product into new markets opening up steadily, thanks to FCC freeze-end policy of granting station permits freely -- and it looks like they won't have too much trouble this year producing and selling even more than last year's "normal" 6,000,000 sets -- color talk or no color talk.

Only the most optimistic think the industry can hit 1950's 7,500,000 again this year; in fact, it isn't geared for that number -- remembering the disastrous early 1951 carryover "recession".

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From the dealer standpoint, as the NARDA Newsletter sees it, "the principal effect of the publicity given the Congressional sabre-rattlers will be weakening of public confidence in the length of use they'll get from black-&-white sets. It calls for a positive selling program of what we have today and a re-affirmation of our confidence in the industry and its products.

"It's a safe bet that no commercial quantities of color sets will be sold for at least 3 and perhaps 5 years and that the types of sets sold today will be in use and good values 10 years from now. Nearly 22,000,000 sets have been shipped to dealers since 1946...too large an audience to be neglected for a long time."

In line with seasonal pattern (Vol. 9:10), TV production dropped to 160,683 (8103 private label) week ended March 20, lowest for any week since Jan. 9, when figure was 155,892. Total compared with 167,279 week ended March 13 and 166,235 preceding week. Inventories went to year's high of 177,199, up from 163,662 March 13.

It was year's 11th production week, with cumulative output about 1,913,000.

Radios continued to advance, totaling 327,322 (156,960 private), highest week since May 1951, up from 306,683 preceding week & 309,234 March 6. Inventories reached year's high of 383,597. Eleven-week radio production is about 2,252,000. March 20 week's radios: 100,390 home, 33,166 portables, 57,070 clock, 136,916 auto.

COLOR SETS—HOW MUCH AND HOW SOON? How much will color sets cost? How fast will they arrive? How will they look? Can you convert existing sets to color? Here's digest of statements by witnesses during this week's Congressional hearing:

An initial cost of 50% more than black-&-white was the estimate of RCA's Dr. E.W. Engstrom, who said: "I suspect we'll lose money at first." Eventually, color sets would come down to about 25% more than black-&-white, but they will always be higher, he said. In addition to expensive tri-color tube, color sets now take 34 receiving tubes, compared with 18-24 for black-&-white.

Rate of production, Engstrom estimated, will probably repeat the history of black-&-white -- a few thousand first year, hundreds of thousands second year, then a jump to millions. [For breakdowns of actual TV receiver production in 1947-52, see table on p. 235, TV Factbook 16.]

Engstrom foresaw no particular servicing problem. Asked about converting black-&-white sets to color, he said it's possible but not too practical -- cost of attachment for color probably running more than black-&-white set.

Using the Lawrence tri-color tube (Vol. 9:4), color sets needn't be so high, according to Richard Hodgson of Chromatic TV Labs, who said tube can be sold to set makers for only \$25-\$35 more than black-&-white tube of same size. He said structure of tube is simpler than RCA's -- and shorter, permitting cabinets with less depth.

Dr. Allen B. DuMont estimated \$600 for 17-in. color set, ventured color will always run 50% more than black-&-white. Only 10% of public, he said, will buy the "luxury" sets, a lesson learned in black-&-white marketing. He thought the others' estimates on costs were too optimistic.

No figures were supplied by GE's W.R.G. Baker, except that he said "early sets will be costly." Asked to evaluate tri-color tubes, he said 3 hold promise: RCA, "furthest advanced today"; Lawrence, "very attractive features"; an unidentified tube, combining features of other two.

Philco presented no witness, but submitted statement for the record which said: "Color receivers will always be substantially higher in cost than black-&-white receivers," but since NTSC system is compatible there will be no curtailment of service to black-&-white receivers.

Both RCA and Lawrence tubes have round envelopes, with color surface considerably smaller than diameter of tube -- but there's nothing to prevent eventual development of rectangular tube with color surface over entire face.

Trade Personals: Herbert C. Guterman named chairman of executive committee of newly-named Freed Electronics & Controls Corp. (ex-Freed Radio Corp.) . . . W. W. Watts, RCA engineering products v.p., back at work after returning from European trip March 26 . . . Angus A. MacDonald named asst. chief engineer in charge of 2-way radio development for Motorola's communications & electronics div. . . John Hope, credit mgr., Crosley div., Avco, elected president of Major Appliance Manufacturers Credit Assn., succeeding A. L. Murray, Duo-Therm, now chairman . . . Maurice L. Carter, ex-Motorola Chicago, named Cincinnati regional sales mgr., replacing C. W. Swanson, now midwest sales mgr.; Ronald L. Bates, ex-Motorola Detroit, appointed Memphis mgr., succeeding T. J. Morley, now southern sales mgr. . . . Michael Ames, ex-David O.

Alber Associates, named Emerson mgr. of public relations under David J. Hopkins, sales & adv. director; Miss E. F. Solow, with Emerson 36 years, retires as public relations mgr. . . . Paul Neubert, ex-Raytheon, appointed Zenith eastern mgr., Rochester, N. Y., replacing John Dalton, now western mgr. . . . Carroll G. Killen promoted to field engineering mgr., Sprague Electric; Allan J. Weinberger appointed mgr. of Dayton, O., application engineering office, succeeding William M. Lana, now asst. sales mgr. of Culver City, Cal. office . . . Maxwell Ratner, ex-NSRB, named sales mgr., Federated Semi-Conductor Co., N. Y., agent for Germanium Products Corp. (transistors) . . . Robert R. Dial appointed purchasing agent, Radio Apparatus Corp., Indianapolis . . . Calvin Hugy, radio sales promotion mgr., named adv. mgr. of Hallicrafters branch operations.

Topics & Trends of TV Trade: Doubled sales of major appliances—including TV—within next 10 years. This despite an 8-10% decline in national economic level in next 2 years. That's sizeup by Westinghouse v.p. J. H. Ashbaugh, presented this week to Installment Credit Conference of American Bankers Assn. at Chicago.

Mr. Ashbaugh based prediction that appliances will ride out general recession on studies by his company on relation of appliances to national economy, noting that in some cases appliances have shown "greater strength than the composite of all business." He added:

"When we assembled all the facts and data and added them up, we forecast that in the next 10 years we would be selling 2 appliances where we now sell one. As an example of what this growth means, it is our opinion that by 1958 the industry will sell 14,000,000 units of refrigerators, ranges, freezers and laundry equipment, compared to 10,000,000 at retail value of \$2.75 billion last year.

"These products, of course, are only one segment of the electric appliance industry. When one adds to them all of the TV sets, radios, housewares, fans and a host of others—a truly tremendous advance of business is in store."

Mr. Ashbaugh told assembled bankers and credit men they'd have to cooperate with appliance folks to make prosperity a reality in view of growing importance of installment sales.

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Printed circuits will be used in TV sets for first time when 1954 models are introduced next fall and winter, according to engineers of Photocircuits Corp., Glen Cove, N. Y., manufacturers of printed circuits. Several manufacturers, they said, will use printed sub-assemblies, such as IF stages. Displayed by Photocircuits at IRE convention in New York this week was Hallcrafters printed circuit clock radio, now in production. To date, Hallcrafters and Motorola (Vol. 8:33) are only manufacturers known to be making printed-circuit home radios, but Photocircuits officials predict that by this time next year virtually every manufacturer will have at least one printed-circuit model.

New uhf tuners and converters shown at this week's IRE convention included the "Cavituner," 70-channel continuous tuner made by Radio Receptor Co., 251 W. 19th St., N. Y. Using 3 tubes and crystal mixer, the tuner—as well as an external-converter version—will be offered only to manufacturers for time being, said company officials. Both are in limited production, goal being 1000 a day by June, converter's suggested list \$48. Also shown were single-channel (\$14.50 list) and 2-channel (\$27) converters by Trad TV, Asbury Park, N. J., to be sold through electronics jobbers, deliveries to start in May or June.

New vhf-uhf tuner will be shown to set manufacturers in next few weeks by Anchor Radio Corp., 2215 S. St. Louis Ave., Chicago. It will incorporate a stage of RF amplification on all channels, using "circuitry simpler than in any vhf tuner on the market," according to Anchor v.p. Ernest Keller.

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Raytheon Television & Radio Corp., formerly Belmont Radio Corp., wholly-owned subsidiary of Raytheon Mfg. Co., Waltham, Mass., with own plants in Chicago and Oelwein, Ia., will be merged into parent company as of May 31, end of company's fiscal year. TV, radio & govt. business will be continued as a divisional operation, said parent company president C. F. Adams Jr., with headquarters continuing in Chicago. It's corporate change only, doesn't affect internal management structure, policies, personnel or distributor-dealer relationships of new division.

REMARK BY CBS president Frank Stanton during House Interstate Commerce Committee's color hearings this week gave some indication of his company's position in TV-radio-electronics manufacturing. He said "manufacturing and broadcasting are pretty well balanced in our corporate finances," which would indicate that perhaps half of CBS's \$251,594,490 gross for 1952 was represented by CBS-Columbia Inc. (TV sets), CBS-Hytron (tubes) and Columbia Records Inc. (phonograph records)—the other half by TV & radio broadcasting. It was first full year of operation in TV & tube manufacture since merger with Hytron and acquisition of old Air King Co.

Notice of April 15 annual meeting reported these officers' & directors' stockholdings (out of 1,268,700 Class A and 1,072,196 Class B shares outstanding as of Feb. 13) and their 1952 remunerations: Bruce A. Coffin, president CBS-Hytron, 11,383 Class A shares and 17,260 Class B, \$77,586; Lloyd H. Coffin, chairman & treas. CBS-Hytron, 11,250 & 16,150, \$77,586; David H. Cogan, president CBS-Columbia Inc., 5236 & 5236, \$77,586; James B. Conkling, president, Columbia Records Inc., no Class A, 100 Class B, \$60,000; Adrian Murphy, president CBS Radio, no shares, \$58,461; Edward R. Murrow, director and newscaster, no Class A, 200 Class B, \$211,126; William S. Paley, chairman CBS, 38,510 & 222,500, \$101,998; Joseph H. Ream, exec. v.p., CBS (resigned), no stock, \$43,750; Frank Stanton, president CBS, 810 & 3025, \$153,520; J. L. Van Volkenburg, president CBS-TV, no Class A, 100 Class B, \$63,536. [For report on 1952 consolidated sales and net income, see Vol. 9:12.]

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A. D. Plamondon Jr. refused this week to recognize authority of 3-man majority of board of directors of Indiana Steel Products Co., largest maker of permanent magnets, to oust him from presidency—and bitter issue probably will be resolved at April 23 stockholders meeting which will vote on rival slates. Board decided March 24 to fire him. Meanwhile, appeal has been taken to U. S. Circuit Court of Appeals in Chicago from decision of lower court upholding majority's legal rights to change management (Vol. 9:11) but court's decision isn't expected before October. Rival factions currently are eagerly soliciting proxies—the Plamondon forces (with strong industry backing, for he is president of RTMA and highly popular in the trade) lined up as indicated in Vol. 9:11 while the Doelz-Conover-Buchanan majority seeks proxies for own slate. Latter propose to reelect themselves and also John H. Boumeester, manufacturing v.p. (holding 100 shares) and Robert F. Smith, gen. mgr., v.p. & sales mgr. (600 shares). Plamondon and family own 17,520 of the 143,149 shares outstanding.

Philco sales first quarter of this year were at annual rate of \$435,000,000, with concomitant "widening profit margin" expected, v.p. Courtney Pitt told N. Y. Society of Security Analysts this week; 1952 sales were \$367,000,000.

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Distributor Notes: RCA Victor Distributing Corp. elects Carl V. Bradford director; he's east central regional mgr. . . . Gough Industries (Sylvania), Los Angeles, merges its 3 appliance divs. under household appliances section, headed by v.p. S. P. Bell; Radio Distributing Co., Grand Rapids, appoints Lewis D. Ross sales mgr. . . . DuMont appoints Rice & Miller Co., Bangor, Me.; Tampa factory branch names Walter Fieldsa sales mgr. . . . Pacific Vogue appoints Horn & Cox, Los Angeles; James F. Ching, Honolulu; Ace TV & Radio Co., Missoula; Video Villa, Colorado Springs; Jack Goot, Las Vegas, Nev.; Adrien P. Wattel, Stockton, Cal. . . . Kassler & Co. (Olympic), Los Angeles, merges with Olympic Electronic Supply Co. under name of Olympic-Kassler Inc., 7636 Santa Monica Blvd. (Ralph Sackley, pres.)

Financial & Trade Notes: Sylvania reports record sales of \$235,023,437 in 1952, up 16% from 1951's \$202,806,387—but net income declined to \$6,960,625 (\$3.04 a share) or 16% under record \$8,253,973 (\$4.18) in 1951. Decline in earnings was attributed to "higher manufacturing costs, heavy starting-up charges on new plants, accelerated depreciation for new facilities and low prices on some products." Annual report predicts earnings will improve in 1953 on basis of anticipated costs and "progress of Sylvania's sales in 1952." Fourth quarter sales exceeded \$72,000,000, greatest quarter in company's history.

TV sales were said to be "strong in the fall after an accentuated seasonal dip in the spring" and demand for picture tubes was so great late in year that allocations were put into effect. National defense billings totaled \$67,000,000, about 28.5% of all billings, reaching peak in spring and then leveling off to \$6,000,000 per month. Unfilled defense orders at year's end amounted to \$75,000,000. Total assets increased to \$176,418,658 from \$150,968,617 at end of 1951, and floor space increased to 4,135,000 sq. ft. from 3,372,000, marking greatest period of physical expansion in firm's history.

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Allen B. DuMont Laboratories Inc. enjoyed record gross income of \$76,367,000 during 1952, up 50% from \$50,742,000 in 1951 and slightly higher than previous peak of \$76,363,000 in 1950. Earnings after Federal taxes were \$1,425,000 (55¢ per share) in 1952 as against loss of \$583,000 (30¢ per share) in 1951 and peak earnings of \$6,901,000 (\$2.87) in 1950. Federal taxes were \$1,473,000 in 1952, none in 1951 and \$6,300,000 in 1950. At year's end, current assets totaled \$31,710,000, working capital \$18,277,000, or up \$4,158,000 from preceding year. All divisions were up, including DuMont Network, for which no separate figures are given—and particularly the TV transmitter div., which doubled 1951 output, and CR tube div., now working on 3-shift, 6-day basis with doubled number of employees. New products developed during year included continuous motion-picture film scanner, Mobil-Mount Dolly and new uhf transmitters which "are expected to add materially to increased shipments next year."

Hazeltine consolidated report shows net income of \$2,006,790 (\$2.86 a share on 700,000 shares outstanding) on gross revenues of \$9,237,190 for 1952, compared with \$1,459,490 (\$2.08 on 350,000 shares) on gross of \$6,957,344 for 1951. Defense production was "almost entirely responsible for the increase in net earnings." Proxy statement for annual stockholders meeting April 14 shows that chairman Jack Binns, holding 4000 shares, received total remuneration of \$62,985.16 in 1952; W. A. MacDonald, pres., Hazeltine Corp., 2000 shares, \$62,960; L. B. Dodds, pres., Hazeltine Research, \$45,795; J. B. Dow, exec. v.p., Hazeltine Corp., 600 shares, \$35,719; Fielding Robinson, pres., Hazeltine Electronics Corp., 1400 shares, \$41,692.

Sprague Electric Co. reports sales of \$44,449,891 for 1952, net earnings \$3,136,853 (\$4.18 a share) vs. \$38,491,215 sales and \$2,720,334 (\$3.63) profit in 1951. Ex-president Robert C. Sprague, who was to have been Undersecretary of the Air Force but declined to sell stock in the company he founded (Vol. 9:7), has returned as chairman. His brother Julian K. Sprague is president; Ernest L. Ward, exec. v.p.; William J. Nolan, v.p. & secy.

International Resistance Co., in uniquely put-together annual report released this week, shows net income of \$577,877 (44¢ a share on 1,325,163 shares) on sales of \$11,778,836 for 1952, compared with \$754,675 (71¢ on 1,067,163 shares) on sales of \$12,973,170 in 1951. Defense business accounted for approximately 30% of total sales.

Trav-Ler reports 1952 net income of \$291,565 (65¢ a share) on sales of \$11,860,387, compared with net loss of \$577,950 on sales of \$8,015,622 in 1951.

ABC ended 1952 with net loss of \$141,725 on gross income of \$56,803,508, according to annual report released this week, compared with net profit of \$368,943 (22¢ a share) on gross revenues of \$58,983,129 in 1951 and of \$84,605 (5¢) on revenues of \$45,470,876 in 1950. Network goes into American Broadcasting-Paramount Theatres merger (Vol. 9:7) with earned surplus of \$3,986,215. United Paramount Theatres 1952 report, also just out, shows net earnings of \$6,961,113 (\$2.11 a share) on gross revenues of \$121,570,000 for 1952, compared with \$10,705,011 (\$3.24) on revenues of \$121,080,000 in 1951. Strong financial position of new AB-PT is shown by cash and govt. securities of \$32,573,000, working capital of \$27,644,000, and total assets of \$141,101,000, as disclosed in UPT's 1952 report. Term debt amounts to \$42,881,000. Figures reflect retirement of ABC's term debt of \$7,662,000 and proceeds from \$6,000,000 sale of WBKB to CBS.

Oak Mfg. Co. reports 1952 sales of \$15,925,959, net income of \$1,103,109 (\$2.10 a share). Sales in 1951 were \$13,680,629, earnings \$2.08 a share. Dollar earning figure for 1951 is not available since company last year changed fiscal year from May 31 to calendar year. Financial statement gives net worth on Dec. 31, 1952 as \$6,683,106, compared with \$6,209,754 a year earlier. Notice of April 23 stockholders meeting disclosed these 1952 remunerations and officer stockholdings: Elof Sandstrom, chairman, \$61,228 (5511 shares out of 524,715 outstanding as of Dec. 31); Robert A. O'Reilly, president, \$61,228 (1955 shares); Edward J. Mastney, v.p., \$30,668 (1755); Harry J. Veitch, v.p., \$28,693 (150); John A. Rovelstad, treas., \$25,768 (2555); Irwin N. Walker, v.p. & gen. counsel, \$7500.

Packard-Bell has filed SEC registration statement to sell 100,000 shares of common stock, thru Paine, Webber, Jackson & Curtis and Shearson, Hammill & Co., funds to be used for new cabinet plant facilities, equipment and working capital. Expansion program, costing \$750,000, will be completed this summer.

Top Zenith officer-director salaries and bonuses for 1952, as disclosed in call for stockholders meeting April 28: E. F. McDonald Jr., president, \$60,000 salary & \$135,249 bonus; Hugh Robertson, exec. v.p. & treas., \$50,000 & \$135,249; H. C. Bonfig, sales v.p., \$40,000 & \$58,459.

Clevite Corp. reports 1953 sales of \$53,307,874, net income of \$3,444,240 (\$3.94 on 799,826 shares) compared with 1951 sales of \$49,463,559, net income of \$2,887,826 (\$4.05 on 666,711).

I-T-E Circuit Breaker had net earnings of \$2,620,429 (\$8.44 a share on 298,364 shares) on sales of \$65,033,122 for 1952, compared with \$1,921,565 (\$7.12 on 265,922 shares) on sales of \$48,988,686 for 1951.

Collins Radio reports net income of \$893,198 (\$2.25 a share) on sales of \$36,718,471 for 6 months ended Jan. 31, compared with \$847,326 (\$2.13) on sales of \$28,481,163 same period preceding year.

P. R. Mallory & Co. reports net income of \$1,897,773 (\$2.12 a share) on sales of \$53,443,117 for 1952, compared with \$1,923,314 (\$3.98) on sales of \$45,438,000 in 1951.

Electronic Associates Inc., Long Branch, N. J., reports net profit of \$96,758 (98¢ a share) on sales of \$1,070,000 in 1952 compared with \$75,700 (77¢) on \$989,500 in 1951.

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Jackson Industries, Chicago, subject of petition of involuntary bankruptcy (Vol. 9:12), listed assets of \$1,066,477, liabilities of \$839,615 (\$337,655 in taxes) in Chapter XI proceedings in Chicago Federal District Court March 25. Assets were put at \$563,838 accounts receivable, \$438,696 stock, \$41,309 machinery, fixtures & tools. Total of 73 creditors was listed. Though David Krechman is president of both Jackson and National Electronics Mfg. Co., Los Angeles, latter firm is not affected.

DISMISSALS of applications, as more and more applicants get together to avoid hearings, look like they may soon exceed new applications. There were 7 dismissals this week, including withdrawal of Westinghouse's application for Ch. 17 in Philadelphia (having purchased WPTZ) and WSMB's for Ch. 32 in New Orleans (being half-owned by AB-PT, which now has limit of 5 TVs).

Eight applications for new stations were filed this week, bringing total now pending to 645 (225 of them for uhf). Vhf applications were for Wausau, Wis., Ch. 7, filed by Congressman Alvin E. O'Konski (R-Wis.), who owns WOSA there; Asheville, N. C., Ch. 13, by *Asheville Citizen-Times* (WWNC); Kearney, Neb., Ch. 13, by Bi-States Co., group headed by Dr. F. Wayne Brewster.

UHF applications were for San Francisco, Ch. 32, by Rev. S. H. Patterson, owner of WSAN there and of KJAY, Topeka, Kan.; Paducah, Ky., Ch. 43, by Pierce E. Lackey (WPAD); Richmond, Ky., Ch. 60, by group headed by Maysville tobaccoman Charles P. Clarke (WFTM); Mt. Pleasant, Mich., Ch. 47, by Paul A. Brandt (WCEN); Miami, Okla., Ch. 58, by California banker George L. Coleman with Texas broadcaster-telecaster Kenyon Brown.

[For further details about foregoing applications, see *TV Addenda 16-L* herewith; for complete listings of all post-freeze grants, new stations, applications, dismissals, amendments, hearings, etc., see *TV Factbook No. 16* with Addenda to date.]

Two more Havana stations are now testing—*El Mundo's* on Ch. 2 and one authorized on Ch. 11, licensed to Television del Caribe, S.A., Cuban firm controlled by George B. Storer interests. *El Mundo* engineer Ventura Montes, who built Havana's CMQ-TV (Mestre), reports Ch. 3 satellite, with 500 watts, has also been placed in operation at Santa Clara, satellite of the *El Mundo* Havana outlet. Storer station, also without call letters as yet, is using old transmitter of WPIX, New York. Installation was handled by Albert W. Shropshire, ex-WGBS, Miami, and station will be under Pete Kettler. It won't go into commercial operation for several months, or until adequate studio-office accommodations are obtained. This makes 5 for Havana, CMBF-TV (Ch. 7) having started last Feb. 2 (Vol. 9:8). [For list of all Cuban stations, see p. 87, *TV Factbook No. 16*.]

FCC Comr.-designate John C. Doerfer, Republican, appointed last week by President Eisenhower (Vol. 9:12), is scheduled for confirmation hearing before Senate Committee on Interstate Commerce next Wed., April 1—with no opposition in sight. He'll resign as chairman of Wisconsin Public Service Commission to take new post, succeeding Comr. Eugene Merrill, Democrat. Whether he's to become chairman, or job goes to Comr. Hyde, is still conjectural. Meanwhile, Chairman Walker apparently is being permitted to finish out his term, which expires next June 30, though President has power to revoke Truman executive order which extended his retirement age last year. That means second GOP spot on FCC may not be available until summer.

Permanent station licenses revocable only by civil action in Federal courts is proposed in H.R. 3977 by Rep. Kit Clardy (R-Mich.) who says FCC now acts as "investigator, witness, persecutor, judge, jury and executioner" and that no station dares offend Commission when it knows it will have to "face the music" of renewals every 3 years.

New kine-recording unit displayed by DuMont got close scrutiny by TV broadcast engineers attending IRE convention. It's similar to one installed at DuMont's new studio in New York (Vol. 9:2), uses 7-in. high-voltage blue phosphor tube, can produce either negative or positive picture, has built-in monitoring oscillograph.

VIDEO TAPE RECORDER—destined to "obsolete the use of film for TV"—will be perfected by RCA within 3 years. Thus Brig. Gen. David Sarnoff, in address accepting IRE's first Founders Awards for "outstanding contributions to the radio engineering profession," gave engineers a peek behind curtain of secrecy surrounding RCA's project of putting TV pictures on magnetic tape.

At annual IRE banquet in New York March 25, he recalled his 1951 challenge to RCA engineers to come up with 3 electronic "presents" for his 50th anniversary in radio in 1956—TV tape recorder, electronic air conditioner, amplifier of light (Vol. 7:39). Reviewing progress towards these goals, he said the recorder is nearest to reality.

"The quality of the recorded picture still needs improvement, but even its present performance convinced me that I will have the TV tape recorder before the time I specified." He visualized the new recording method—simpler and cheaper than film—as extending into color TV and perhaps the motion picture industry as well. In addition to RCA, some 5 or 6 companies are believed to be working on video tape recording systems—but their progress has been carefully guarded secret. Only exception to secrecy rule has been Bing Crosby Laboratories, Los Angeles, which showed developmental TV tape recordings in 1951 & 1952 (Vol. 7:46, 9:1).

Gen. Sarnoff's second "present"—the electronic air conditioner—"is still in embryonic stage, but I saw signs of life." The light amplifier he called "the toughest problem to solve."

Address, broadcast via NBC, touched on virtually every phase of electronics and dealt at some length with industrial TV field, whose dimensions "may surpass the growth in broadcast TV we are now witnessing." Simplified industrial TV systems such as RCA's new Vidicon unit, Gen. Sarnoff predicted, make "every one of the 23,000,000 TV receivers now in use potentially a closed-circuit system for schools, the home and other places." He pictures the TV set becoming the control center of the home—"the snap of a switch will turn the receiver from the broadcast program to view the children asleep in the nursery or at play in the yard, or the cooking on the kitchen range; the housewife will not only hear but see the caller at the door before she opens it." [For roundup of new industrial TV equipment, see p. 11.]

Experimental booster station to relay "scrambled" signal was authorized by FCC this week to Howard-Yale Inc. in Palm Springs, Cal. (Vol. 8:8), about 100 mi. from Los Angeles. It will relay all 7 Los Angeles stations and operate 8 a.m.-5 p.m. 3 days weekly for 3 months. "Unscrambling" devices will be attached to receivers for testing purposes and presumably would be coin-operated if used commercially. Palm Springs now has wired community antenna system operated by Telemeter (Paramount) which also plans to scramble signal and install coinbox unscramblers.

Legislation to curb musician union's power to keep Hollywood movies off TV was urged by NARTB employe relations director Richard Doherty March 23 before House Education & Labor Committee, which is considering revision of Taft-Hartley Act. He said AFM's 5% royalty contracts covering all films made by major studios since 1946 is "an effective, tight blockade against the use on TV of all films produced by the signatory producers."

Defendants in 16mm anti-trust suit filed by Justice Dept. against 12 major film producers, to compel them to release their films to TV and other non-theatrical outlets (Vol. 8:30-32), were given until April 15 to file formal objections to suit.