

# Television Digest

with **ELECTRONICS** REPORTS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

Another site-allocation problem came up this week when FCC told WMIT(FM), seeking assignment of Channel 18 to Clingmans Peak, N.C. (Mt. Mitchell), that channel has to go to a community, not a transmitter site. Commission invited station to petition for channel assignment to nearby community.

**THE TRANSMITTER OUTLOOK—UHF & VHF:** Though estimates of uhf station starts have proved over-optimistic, we're assured by transmitter manufacturers -- and we canvassed all of them this week -- that delays won't persist much longer, that several new stations should get on air by year's end, that rate will accelerate thereafter.

Supply of vhf transmitters is still fairly good, but demand may shortly outrun that supply -- particularly in units above 5 kw.

Following sums up reports from the manufacturers, with main attention to uhf which now comprises 99 of the 137 CPs outstanding:

\* \* \* \*

RCA: With completion of "the usual small, final details," several (possibly up to 6) 1-kw uhf transmitters will be shipped "soon". No one in company knows just exactly when they'll be delivered or will say whether they'll be shipped simultaneously, but officials in best position to judge are predicting that some stations will be on air before end of this year and a lot of them next year.

These will probably get first transmitters to be released by RCA: WFPG-TV, Atlantic City; WSBA-TV, York; WBRE-TV, Wilkes-Barre; WSBT-TV, South Bend; WKBN-TV & WFMJ-TV, Youngstown; WJTV, Jackson, Miss. -- though not necessarily in that order.

Once regular production begins, a "high rate" will be maintained -- reaching 7-a-month or more late next year. Design is quite different from Bridgeport transmitter now used by KPTV, Portland, employs two air-cooled tetrode tubes rather than two sets of small tubes in rings. The 10-kw amplifier is slated for fall of 1953.

Vhf demand, even for interim 500-watt and 2-kw transmitters, has caught up with supply -- none now in stock. Orders placed today have 90-120-day wait. Due in first quarter 1953 is 10-kw vhf. Demand for 25-kw Channel 2-5 amplifiers is outracing supply, but 20-kw Channel 7-13 units can be delivered from stock. Demand for latter is light because many stations want higher-powered units to achieve 316-kw maximum permitted by FCC. Limit for Channels 2-6 is 100 kw. For high band, 50-kw amplifier is due for production end of 1953.

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GE: 12-kw uhf unit for WHUM-TV, Reading, now on test, to be shipped this month. A 12-kw transmitter for WWLP, Springfield, is ready for tests, will be delivered this month or next. Production rate of 12-kw will rise to 3-4 monthly by June, 25-30 to be shipped in 1953. Company is all booked up to October.

Schenectady plant will be producing klystron tubes by May or June, augmenting supply from Varian Associates. Delivery of 1-kw units set for May. Two 100-watt transmitters, which drive 12-kw amplifiers but can be used by themselves, being delivered this month to WKAB-TV, Mobile, and WEEK-TV, Peoria. With about 2-kw ERP, the two stations expect to comply with FCC's minimum interim requirements. Additional deliveries of 100-watt transmitters can come fairly quickly.

\* \* \* \*

DuMONT: First 5-kw uhf to be shipped "first quarter 1953" -- to unnamed CP-holder who will provide company's uhf "showcase". The 1-kw unit is due in April, isn't being pushed like 5-kw. Vhf transmitters, 5-kw, available but getting tighter;

25-kw and 50-kw Channel 2-6 amplifiers scheduled for mid-1953, 50-kw Channel 7-13 amplifiers sometime later.

FEDERAL: After delivery of first 1-kw uhf to WICC-TV, Bridgeport "before the year is out," February is next date -- for WETV, Raleigh. Then follows 1-kw for WTVI, Belleville, Ill. (St. Louis area) and about 10 more in next few months. Vhf is readily available, next in U.S. going to Houston educational grantee KUHT. Company's most recent Latin American shipment was to XETV, Tijuana (Vol. 8:47).

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STANDARD ELECTRONICS CORP.: This Claude Neon subsidiary, which bought Western Electric's transmitter business couple years ago, reports immediate availability of vhf in 500 watts, 5, 10 & 20 kw. Potential production rate is two 20-kw units monthly, or more in lower power (four 5-kw, eight 500-watt, etc.), at 70,000-sq. ft. Newark plant which once housed American Transformer Corp. WOR-TV, New York, has its first 20-kw amplifier. First 5-kw unit goes to unidentified grantee in 45 days. In uhf, 1-kw (at \$54,500) is due in June, 10-kw (\$126,500) end of 1954.

Standard is particularly hopeful of making inroads into business of older companies with its 50-kw vhf amplifier. According to v.p. W. H. Zillger, unit will be announced end of January, to be available "immediately" at rate of one a month. This date is many months ahead of those quoted by others. Company is offering a "minimum package" for film-&-network station, including "everything but the tower," at about \$100,000 for 1-kw uhf, \$90,000 for 500-watt vhf.

Though Graybar currently handles Standard distribution, arrangement terminates Feb. 1 and Standard will assume own distribution. In addition to offering new transmitters, company services Western Electric radio transmitters now in use.

**NPA ALLOTING STEEL FOR NEW STATIONS:** Govt. has removed a roadblock to construction of new TV stations and alteration of existing ones. For first time since last summer's steel strike, NPA is now allotting steel, copper and aluminum for "new starts" on TV-radio station building projects.

New projects are getting NPA's nod for materials rations beginning in first quarter 1953. Since last June, it had approved quarterly materials allotments only for those TV-radio projects which had been under way before strike.

There are surprisingly few applications pending with NPA for materials to build TV stations -- in view of the fact that there are 137 CPs outstanding. Many grantees, of course, are using existing buildings and towers. Others whose requirements are modest are using NPA's self-certification procedure, which permits builders to write their own priority tickets for up to 5000 lbs. of copper products, 25 tons of steel, 4000 lbs. of aluminum per quarter. Those who need more than these amounts must apply to NPA for allocations.

Materials allotments for construction of TV-radio stations are made by NPA's Industrial Expansion Div. on basis of: (1) availability of materials, (2) recommendation of Electronics Div., which is "claimant agency" for broadcasting industry.

NPA officials are puzzled that so few grantees have applied for materials allocations. Fewer than 10 applications for first quarter allotments have passed over the desks of J. Bernard Joseph and Donald H. Cooper of Electronics Division's broadcast & communications equipment section -- and several of these were shelved because applicants didn't have CPs. This first-quarter batch also included applications from existing stations which have CPs to increase antenna height.

Industrial Expansion Div. won't reveal which stations have been approved for first quarter materials allotments, but applications it's known to have okayed include uhf grantee WTVO, Rockford, Ill., and stations WMCT, Memphis and WRGB, Schemm, both required to move to new channels.

Why are so few grantees applying for materials? One NPA official surmised that many don't even know they're supposed to apply in advance for steel, copper and aluminum needed in construction. Another pointed out that many are going on the air with temporary installations or using their FM towers for TV. And others -- especially uhf -- who have little hope of getting transmitters soon, aren't breaking their necks to get started on buildings and towers.

**TV APPLICANTS WEIGHING COMMUNITY SYSTEMS:** There are more ramifications to community antenna systems than meets the eye. To the TV station operator, each system is a sort of "closed-circuit satellite" extending his service area -- all to the good.

But to small-city TV applicants, systems are developing into something more. First reaction of such applicants is to become concerned lest they find themselves bucking a competitor who offers choice of several good signals. Second reaction is to consider going into the business themselves.

One case has pointed up the conflict directly. In Lock Haven, Pa., uhf applicant Susquehanna Valley TV Corp., which operates community system, withdrew its application, telling FCC the community system appeared more promising (Vol. 8:35).

A quite different situation is presented by KSJB, Minot, N.D., which feeds its system with programs from own studios, since no distant station signals are available (Vol. 8:40). Unlike Lock Haven operator, KSJB looks forward eagerly to building TV station and capitalizing on programming experience gained. Obviously, outlooks of the two groups are bound to differ, since KSJB must bear costs of programming for either type of operation.

Many more applicants have become aware of situation. Just the other day, we received call from prospective applicant in a western state whose small city has plenty of vhf channels available. "Why shouldn't I build a community system instead?" he asks. He is worried whether his town justifies the cost of building and operating a station, feels he may be better off picking up distant big-city stations and feeding signals to a community system.

And transmitter makers are beginning to feel impact, reporting that some prospective customers are growing cooler to idea of stations and warmer towards building their own community systems.

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Community systems seem to continue flourishing. We've reported new operations as we learned about them, and they'll be included in an up-to-date directory in our Jan. 15 TV Factbook No. 16 -- revision of the directory in Factbook No. 15.

Some ambitious projects are in the works. Still awaiting FCC hearing is the elaborate microwave setup proposed by J.E. Belknap & Associates, Poplar Bluff, Mo. (Vol. 8:29), and we know one consulting engineer who is drafting 3 microwave relays, 2 of them to bring improved signals to existing community antenna systems, one to bring community system to town not now served. One is 10-hop job costing \$150,000.

Entrepreneurs aren't batting an eyelash while proposing such expenditures. Their thinking is that even if new TV stations render these systems unnecessary in 2-3 years, they'll have amortized themselves. Furthermore, microwaves might also be sold to new stations for network service until AT&T provides facilities.

**TV ANTIQUATES POLITICAL SPENDING LIMITS:** The high cost of TV-radio time -- for which politicians paid and paid willingly, to the limit of their coffers and their credit, during recent campaign -- probably will compel the incoming 83rd Congress to raise the Federal ceiling on political expenditures.

Current horse-&-buggy spending limits are too low for this electronic age -- that was the story told by witness after witness at Washington hearings this week before Special House Committee to Investigate Campaign Expenses, under Rep. Boggs (D-La.). Law now provides that no organization may spend more than \$3,000,000 in presidential campaign, \$10,000 in each Senate race, \$5,000 per House contest.

Politicians aren't asking something-for-nothing. The perennial demands that political broadcasting be put on free-time basis were almost entirely missing. In their questioning of witnesses, committee members appeared unanimous in recognition of need to raise lid on spending -- only point in dispute being how to do it.

Terming 1952 elections "a video campaign," Chairman Boggs told us he will introduce bill setting overall limits on spending by political parties, in place of current practice of limiting each "committee" or fund-raising entity. He called TV-radio "the biggest item" and said it should be reflected in higher spending limits.

No one knows just how much political money was spent for TV-radio in 1952 campaign. New York Times estimates "well over \$5,000,000," and adds that nationwide

networks alone cost Republicans \$2,083,400, Democrats \$1,428,400. It's doubtful if anyone will ever arrive at a completely accurate tally of all that was spent in behalf of all candidates for all offices over all TV & radio stations.

Best guide will be results of questionnaire sent to all stations by Senate subcommittee on privileges & elections, due to be released before Congress meets on Jan. 3. But even these figures won't tell whole story, since time charges are only part of political TV-radio expenditures -- other costs being preemption of commercial time, production costs, line charges, advertising, etc.

Just to give idea of TV's cost as campaign item, Chairman Walter Williams of Citizens for Eisenhower testified his committee spent \$634,000 on TV-radio -- almost as much as all its other expenditures combined. Its 1½-hour all-network simulcast on election eve cost \$267,000. Hermon D. Smith, who headed National Volunteers for Stevenson said TV-radio cost his group \$421,000, or more than half its total outlay. His committee paid \$120,000 for hour-long simulcast on all networks election eve.

**THEATRE-TV 'CONVENTIONS' OPEN NEW FIELD:** New type of "industrial TV", which gets its first use this month, gives American business another valuable sales tool and may well open up brand new branch of the mushrooming TV industry.

Closed-circuit theatre-TV "business conference" has become reality, with 2 important "sales meetings" via AT&T's coaxial-microwave circuits scheduled for this month. It's one form of theatre TV that competes neither with home TV nor with film production industry -- and there are those in the theatre and TV industries who see theatre TV's future in such "business meetings" rather than sports or entertainment.

Theatre-TV conferences use movie theatres in off-hours, usually morning -- and, needless to say, the added revenues from theatre rentals are welcomed by exhibitors. While entertainment-type theatre TV looms as potential competitor to films (producers are irked because exhibitors are canceling film features to offer TV version of "Carmen" Dec. 11) and theatre-televised sports compete with home TV, the business conferences compete with neither -- so should meet little opposition.

First commercial uses of closed-circuit theatre TV will be 2 sales meetings this month -- James M. Lees & Sons Inc. (carpets) using 18 or more theatres Dec. 8 (Vol. 8:43), and Avco's Bendix home appliance div. using 40 Dec. 30 for gathering of some 100,000 distributors, dealers and guests (Vol. 8:48). Meetings will originate in network TV studios, use TV technicians and engineers, as well as TV talent for entertainment portion of program. Lees convention will feature appearance by Kate Smith. Both theatre-TV meetings will replace usual sales conventions.

Formation of new company was encouraged by United Paramount Theatres, one of pioneer exhibitor chains in theatre TV, presumably to bring competition -- and a greater variety of programming -- to theatre-TV distribution. But UPT has no financial interest in Teleconference or any say-so in its policies.

First use of theatre-TV conference actually was made by Govt. more than year ago, when Civil Defense Administration, under TV chief Harold Azine, put on closed-circuit program to instruct local civil defense workers in 4 cities (Vol. 7:36). Show was success, and second was put on in 10 cities last June (Vol. 8:25).

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Two companies are now in business of distributing TV programs to theatres, and it's virtually certain more will soon enter field. Pioneer is Nathan Halpern's Theatre Network TV Inc. (TNT), whose Theatre Tele-Sessions div. (Victor Ratner, ex-CBS v.p.) is staging the Lees Carpet sales conference.

First effort of Teleconference Inc., the new competitor of TNT, will be the 40-theatre Bendix meeting, largest theatre-TV hookup yet announced. New firm, with headquarters at 270 Madison Ave., New York, is headed by Stanley Baar, of Barber & Baar Associates, public relations. Vice presidents are Aaron Feinsot, of Conference Counselors, which sets up business meetings and conventions, and Thomas W. Casey, of Barber & Baar. Attorney Gerald Dickler is secy.-gen. counsel. Teleconference also plans to arrange theatre-TV sports and entertainment programs.

Closed-circuit TV business conferences and sales meetings don't have to be held in movie theatres, of course. Programs of this type have been staged using

standard TV sets. Undoubtedly there will be more extensive use of this method, too, in the future. Next such use may well be by Philco, which reportedly has plans to introduce its new TV line to dealers via closed circuit.

Other potential uses of closed-circuit theatre TV are stockholders meetings, employe training courses, educational sessions piped directly to schools, etc.

Another "business" use of TV has been suggested by Dr. Allen B. DuMont. He foresees two-way TV communication between various phases of a business operation as "a commonplace thing in the business world of the not-too-distant future." Said Dr. DuMont in Rochester speech last year (Vol. 7:39): "TV will be the greatest sales tool ever devised for American business."

**UHF GRANTEES** are now inclined to soft-pedal their promises of early starts, as result of hard luck which is dogging their tracks in seeking early deliveries of transmitters and antennas.

Reading's much-publicized WHUM-TV (Channel 61), due to get GE's first 12-kw transmitter, is all ready to house the transmitter which is still undergoing tests in Syracuse. Tower is up, but wave guide promised for October delivery hasn't come through yet. It looks now like WHUM-TV will be lucky to get on by Jan. 1.

RCA's uhf transmitters are still on the line at the Camden factory, and it will be surprising if any of its top-priority customers will get on the air this month, as they've announced. Best word from RCA is that its new 1-kw jobs may be delivered "within weeks," or as soon as factory and laboratory have ironed out kinks that have developed. One of its priority customers—WSBT-TV, South Bend, Ind.—now acknowledges commercial starting date will be "on or about Feb. 1."

Two of GE's 100-watt uhf transmitters are apparently definitely on the way. It shipped one this week to WKAB-TV, Mobile (Channel 48) and has another ready for WEEK-TV, Peoria (Channel 43). These unpublicized projects may well turn out to be the next post-freeze uhf outlets on the air, for both are aiming for starts before Jan. 1.

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In our continuing survey of upcoming stations, this week's reports include statements from 2 uhf grantees that they have had to postpone announced starting dates. WKNB-TV, New Britain, Conn. (Channel 30), which first said it would get going during December, now says "during January." WAFB-TV, Baton Rouge, La., which said Jan. 1, now says "sometime during January." Both have plants ready, but await deliveries of 1-kw RCA transmitters.

Great Plains Television Properties Inc., which holds CPs for WFTV, Duluth, Minn. (Channel 38), KETV, Little Rock, Ark. (Channel 23) and KWTW, Sioux City, Ia. (Channel 36) reports it has ordered transmitter equipment from Graybar (which means either Federal or Standard Electronics equipment); that construction plans are "way ahead of schedule for Duluth and we intend to commence operations Feb. 15, 1953"; that no sales rep has yet been chosen. Report comes from C. G. Alexander, now heading TV operations for firm headed by Herbert Scheffel, New York theatremen and president of Tele-news Inc.

WTVI, Belleville, Ill. (Channel 54) has ordered Federal equipment, hopes to get going by next May or June. Only 13.8 mi. from St. Louis, it will make pitch for that market as first competitor of vhf KSD-TV. It anticipates 45-mi. coverage radius, which also take in East St. Louis, Ill. and St. Louis County. Project's officers include Bernard T. Wilson, president, and account executive of KMOX; Theodore F. Weiskotten, v.p. KSD-TV producer; John I. Hyatt, v.p., KMOX.

WGBI-TV, Scranton, Pa. (Channel 22), originally promised for shortly after Jan. 1, now figures on or about April 1, according to CBS-TV news release. And WKNX-TV, Saginaw (Channel 57), at distributor meeting this week, set forth big promotion plans looking to March 1 debut as "the first Michigan uhf outlet."

WKLO-TV, Louisville (Channel 21) has ordered GE equipment and, though construction plans have not yet jelled, is aiming for start in summer of 1953. Blair will be national rep.

WOSH-TV, Oshkosh, Wis. (Channel 48) has ordered from GE, is starting modest addition to present radio plant, hopes to be on air in late spring or early summer, reports manager Wm. G. Johns Jr.

WEOK-TV, Poughkeepsie, N. Y. (Channel 21) hasn't ordered equipment yet, but has acquired land for tower, hopes to get started by end of 1953, according to president Arthur J. Barry Jr.

Ronald B. Woodyard, who heads grantee WONE-TV, Dayton, O. (Channel 22), reports tentative discussions on equipment, with a probable July target date. Headley-Reed will be rep.

WGFG-TV, Kalamazoo, Mich., hasn't ordered equipment or made plans for construction yet, reports owner Harold D. Steere, but is thinking in terms of fall 1953 start.

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Unusual deal whereby TV grantee would buy out an AM station, combine its operation with TV, then sell some of its stock to the AM licensee, is reported from Raleigh, N. C. Grantee Sir Walter Television & Broadcasting Co., holding CP for WETV (Channel 28) has negotiated deal to acquire *Raleigh News & Observer's* WNAO, an ABC-AM outlet with 5-kw night and 10-kw day on 850 kc, for approximately \$250,000. Newspaper station, owned by famed Daniels family, would in turn acquire 15% interest in WETV for undisclosed amount. TV grantee concern, headed by Erie (Pa.) attorney John W. English (see *TV Factbook 15*), not only wants an AM adjunct but also has determined that 450-ft. WNAO tower at highest point in area, about 4 mi. from center of city, is ideally suited for TV, as are the WNAO studios. Federal equipment has been ordered for WETV, which is now aiming for start on or about April 1.

### Bound and Indexed

We will index and bind, between embossed book covers, a limited quantity of all 1952 issues of the *Television Digest* Weekly Newsletters, plus the *Final Television Allocation Report*, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken only until Jan. 5. Price: \$25 per volume.

**Personal Notes:** E. Stratford Smith, FCC attorney who specialized in TV network facilities among other duties, on Dec. 8 joins Washington law firm of Welch, Mott & Morgan; he was chief of services & facilities branch, telephone div., Common Carrier Bureau . . . H. Gifford Irion, attorney in FCC's TV div., appointed 13th Commission examiner, last to be named for time being . . . Fred Albertson, partner of Dow, Lohnes & Albertson, Washington radio attorneys, flew to Bogota, Colombia, on business Dec. 1; returns about Dec. 15 . . . W. R. Krebs celebrated 25 years as publisher of *Johnstown Tribune* Dec. 7; its WJAC-TV was 3 years old last Sept. . . . Harold Azine resigns as chief, TV branch, Civil Defense Administration, to devote full time to post of v.p., Richmond Television Corp., applying soon for station in Richmond, Va. . . . Clarence G. Alexander, ex-DuMont & NBC-TV, recently associated with Edmund Chester at RHC-Cadena Azul, Havana, named gen. mgr. of Great Plains Television Properties Inc., headed by Herbert Scheftel, who also heads Telenews Inc., N. Y.; TV firm holds CPs for new uhf stations KWTW, Sioux City, Ia.; KETV, Little Rock, Ark.; WFTV, Duluth, Minn. . . . William J. Flynn, asst. treas., CBS Inc., appointed CBS-TV comptroller . . . Joseph R. Matthews, ex-mgr., San Francisco office of Weed & Co., joins A. C. Nielsen Co. as western sales mgr. . . . John Mitchell resigns as v.p. of United Artists TV to become v.p. & gen. sales mgr. of Screen Gems Inc., Columbia Pictures subsidiary; Ralph Cohn, gen. mgr., also elected v.p. . . . Burke Boyce, onetime NBC executive, named headmaster of Storm King School, boys' prep school, at Cornwall-on-Hudson, N. Y. . . . Ralph Nardella, ex-sales director, Foreign Language Quality Radio Network, named v.p. in charge of new business, Ray-Hirsch Co., N. Y. ad agency . . . William Rega, ex-Tatham-Laird and WTVJ, Miami, named TV-radio director, McFarland, Aveyard & Co., Chicago . . . George T. Shupert, ex-Paramount, recently v.p. of Peerless TV, named v.p. & gen. mgr. of United Artists TV, succeeding John Mitchell.

Providence (R. I.) applicant Television Associates of Rhode Island Inc., seeking uhf channel 16 and offering 666,666 shares of stock to public at \$1 (Vol. 8:43), reports \$15,000 cash in bank, \$100,000 pledged, 1000 stockholders after only 9 weeks of advertising. "The public is greatly interested," states v.p. David L. Stackhouse, "now that our application is definitely filed and all expenses paid to date." Pennant Productions Inc., 1040 N. Las Palmas Ave., Hollywood, floating public issue in California of 300,000 shares of capital stock at \$1 to finance TV film series. Officers: E. R. Woodworth, president; H. W. Dixon Jr., v.p.; John Shanks, treas.; Harrison M. Dunham, secy. (ex-mgr., KTTV); Jack Murton, director.

Fr. Max Jordan, ex-NBC director of religious broadcasts who during war and before was one of NBC's chief correspondents, residing in Basle, Switzerland, and who before that was Washington correspondent for German newspapers, is speaker on NBC's *Catholic Hour* each Sunday at 2 p.m. during December; he was ordained just year ago at the Abbey of Beuron, Wurtemberg, Germany.

Mrs. Ray C. Wakefield, widow of the onetime FCC commissioner, was married Nov. 23 to Harry S. Bunker, of Colorado Springs, Colo., gen. mgr. of Speidel newspapers, at Menlo Park, Cal.

John H. Perry Sr., 71, owner of large chain of Florida and Kentucky newspapers and radio stations and of Western Newspaper Union, died Dec. 4 in West Palm Beach. Surviving are his wife and sons John H. Jr., president of the newspaper-radio company, and Farwell W., president of WNU.

**D**EFENSE OF FOOTBALL TV "controls" of National Collegiate Athletic Assn., in face of recent heavy criticism (Vol. 8:41-48), sprang from 2 sources this week—TV Committee of NCAA and National Opinion Research Center of the U of Chicago. NCAA's TV committee met Nov. 30-Dec. 1 in New York, said its 1952 restricted football TV program has "worked satisfactorily" and it prepared to submit similar "control" plan to Jan. 8-10 NCAA convention in Washington. Heralded "long-range" football TV program didn't materialize. TV director Asa Bushnell said committee concentrated on exploratory discussions, may still shape "long-range" policy before January convention.

Opinion Research Center, hired by NCAA to survey football TV, attacked Dr. Allen B. DuMont's assertions that there's no proof TV has "a lasting detrimental effect on the box office." It retorted: (1) TV was proved to be detrimental in last 3 seasons. (2) Colleges in non-TV areas had larger attendances than colleges in TV areas during 1951. (3) Commerce Dept. figures cited by Dr. DuMont as proof of increasing sports attendance may be wrong; Commerce Dept. is corresponding with NORC on possibility of starting new series of data. (4) Even Dr. DuMont seldom claims outright that TV hasn't hurt attendance but says instead that any adverse effects are temporary. (5) Largest attendance losses are in older, heavily saturated TV areas where "novelty effect" should have worn off by now.

TV also occupied attention of baseball magnates at annual meeting in Phoenix this week. Minor league president George Trautman urged majors to support TV-radio proposal of Sen. Johnson (D-Col.), who is also president of the Western League, to pool their TV-radio income into a fund to help clubs considered damaged by broadcasts.

TV-radio's exclusion from public events—notably athletics and legislative hearings—will be studied by NARTB special committee soon to be named by president Harold Fellows. At Dec. 3 meeting in Washington, NARTB board authorized him to appoint group to examine legal and other implications of restrictions on TV-radio coverage of Congressional hearings, collegiate football, championship fights, organized baseball, etc. Fellows denounced "growing tendency" to deny TV-radio "equal standing" with other media, said: "This thing has been going on too long and is growing to dangerous proportions. We intend to do something about it." In other actions, directors approved referendum vote of membership on changes "streamlining" NARTB by-laws and adopted resolutions calling for: (1) Study of libel laws affecting political broadcasts. (2) Study of Congressional investigations of TV-radio. (3) Development of uniform rates for group tower insurance. (4) Encouragement of schools and colleges to train TV-radio personnel. (5) Impressing public with TV-radio public service contributions. NARTB radio board, meeting Dec. 4, called for establishment of radio trade practices code similar to programming codes now operating in TV-radio. NARTB's TV board meets Dec. 8-9 at Cat Cay, Lou Wascy's island off Florida coast.

First use of transistor in a radio transmitter was announced this week by RCA. Experimental transmission was conducted by George M. Rose, manager of tube dept. development group, who built tiny "ham" transmitter around one point-contact transistor, operating it from his Mountain Lakes, N. J. home in normal amateur radio transmission. Station contacted 3 "ham" operators in New Jersey area, one more than 25 miles away. Tiny transmitter on 146 mc used transistor as vhf oscillator, was powered by 22½-volt hearing aid battery, utilized quartz crystal to control frequency. Tiny components could have been put in case the size of cigarette pack.

**Network Accounts:** American Machine & Foundry Co. is fourth sponsor to buy segment of Ford Foundation's *Omnibus* on CBS-TV, Sun. 4:30-6, starting Dec. 21, thru Fletcher D. Richards. Other sponsors: Willys-Overland, Greyhound Bus Lines, Remington Rand (electric shavers), with one more to be added . . . General Motors again buying full hour on CBS-TV, Fri. Jan. 16, 9-10 p.m., featuring its annual *Motorama of 1953* at New York's Waldorf-Astoria, with Arthur Godfrey . . . Motor Products Corp. (Deepfreeze appliance div.) buys Thu. 1:30-1:45 p.m. segment of *Garry Moore Show* on CBS-TV, starting Jan. 8, thru Roche, Williams & Cleary . . . Westinghouse sponsors *Betty Furness Show* starting Jan. 2 on CBS-TV, Fri. 10:45-11 a.m., thru McCann-Erickson . . . Chesterfield buys *Stork Club* from Jan. 10 on CBS-TV, alt. Sat. 7-7:30 p.m., thru Cunningham & Walsh . . . Cat's Paw (soles & heels) moves *Quiz Kids* Jan. 17 on CBS-TV to alt. Sat. 10-10:30 p.m. from Sun. 4-4:30 p.m. . . . Johnson & Johnson (Band-Aid) replaces Kellogg to share sponsorship with Del Monte and Pet Milk of *All-Star Revue* on NBC-TV, Sun. 8-9 p.m., starting Jan. 10, thru Young & Rubicam . . . Bayuk Cigars Inc. (Phillies) starts boxing bouts Jan. 24 on ABC-TV, Sat. 9 p.m. to closing, thru Ellington & Co.

**Station Accounts:** Standard Oil Co. of Ohio, cooperating with Cleveland Health Museum and Cleveland Academy of Medicine, to sponsor health education series keyed from WXEL, Cleveland, to Ohio stations WTVN, WHIO-TV, WSPD-TV, WCPO-TV, Sun. 4-4:30 starting Dec. 28, through McCann-Erickson; Ohio doctors will explain truth about health fallacies & rumors to typical family seated in parlor . . . New England Gas & Electric Assn. combines with New England Electric System's gas div. & Boston Consolidated Gas Co. to promote use of gas clothes dryers, buying 10 spots weekly for 13 weeks on Boston's WBZ-TV & WNAC-TV, along with radio spots; 30-day free trial is offered, with different local dealer mentioned in each spot . . . International Shoe Co. sponsoring weekly children's newsreel, *Adventures in News for Young America*, produced by 20th Century-Fox with Frank Luther narrating, in selected markets . . . State of Kentucky div. of publicity, completing spot campaign on WLWT, Cincinnati, to attract tourist trade, says it outpulled all other media . . . Reader's Digest plans TV-radio spot campaign Jan. 1 week, thru Schwab & Bratty, N. Y. . . Elgin American and Certina Watch divisions of Illinois Watch Case Co. places *Hollywood Guess Star* in 20 markets for 5 weeks preceding Christmas thru Russel M. Seeds and Frank Brodsky Adv. respectively . . . Good reading: Dec. 1 *Sponsor Magazine's* "Why Mutual of Omaha Spends 65% of Budget on Radio and TV" (\$750,000, mostly on *On the Line with Bob Consideine*) . . . Among other advertisers reported using or preparing to use TV: Congress Cigar Co. (La Palina cigars), thru Schwimmer & Scott, Chicago; Brown & Williamson Tobacco Corp. (Life cigarettes), thru Ted Bates & Co., N. Y.; Colonial Dames Inc. (cosmetics), thru Geoffrey Wade Adv., Hollywood; Liberty Watch Co., Walter J. Gallagher Adv., N. Y. . . Martin Construction Co. (Mastic High Pressure Paints), thru Ad Fried Adv., Oakland, Cal.

J. D. Tarcher & Co. merges into Cecil & Presbrey as of Jan. 1 in latest of recent wave of big ad agency mergers. Headquarters will be at Cecil & Presbrey offices, 247 Park Ave., with TV-radio & public relations at 444 Madison Ave., research & merchandising at 480 Lexington Ave. Jack Tarcher becomes Cecil & Presbrey senior v.p., and Ben Laitin, E. C. Ridley and Leonard Tarcher each v.p. Tarcher accounts transferring include Benrus Watch Co., Seeman Bros. Inc. (White Rose tea & coffee); Julius Wile & Sons (liquor); Personna Blade Co., Eagle Pencil Co.

**Network TV-Radio Billings**  
October 1952 and January-October 1952  
(For September report see *Television Digest*, Vol. 8:43)

**N**ETWORK TV BILLINGS leaped to record \$17,009,086 in October to bring cumulative for first 10 months of year to \$143,098,954—big jump due not only to normal seasonal factors but to political time sales. The October figure compares with \$14,422,166 in September and \$14,457,619 in October 1951. The 10-month total is up from \$99,842,623 in same 1951 period, without including July political conventions which were sponsored.

Radio billings also enjoyed rise—going to \$15,240,881 in October from \$12,853,561 in September and \$14,948,105 in October 1951. Cumulative radio, however, is running behind 1951—totaling \$132,083,329 for Jan.-Oct. period vs. \$145,722,395 for same 1951 period.

All TV networks enjoyed gains, with leaders NBC and CBS up more than \$1,000,000 each over preceding month; CBS up some \$2,000,000 from same 1951 month. The complete Publishers Information Bureau tables follow:

	NETWORK TELEVISION †			
	Oct. 1952	Oct. 1951	Jan.-Oct. 1952	Jan.-Oct. 1951
NBC	\$ 7,805,668	\$ 7,060,289	\$ 65,599,420	\$46,042,872
CBS	6,754,231	4,731,219	54,220,665	33,128,970
ABC	1,453,811	1,897,427	15,485,052	14,694,523
DuMont	995,376	768,684	7,793,817	5,976,258
<b>Total</b>	<b>\$17,009,086</b>	<b>\$14,457,619</b>	<b>\$143,098,954</b>	<b>\$99,842,623</b>

	NETWORK RADIO †			
	Oct. 1952	Oct. 1951	Jan.-Oct. 1952	Jan.-Oct. 1951
CBS	\$ 5,817,930	\$ 5,615,723	\$ 47,524,397	\$ 58,243,811
NBC	4,230,576	4,414,200	38,530,416	45,665,064
ABC	2,887,571	3,153,714	29,189,590	27,187,867
MBS	2,304,804	1,759,468	16,838,926	14,620,653
<b>Total</b>	<b>\$15,240,881</b>	<b>\$14,948,105</b>	<b>\$132,083,329</b>	<b>\$145,722,395</b>

NETWORK TELEVISION—January-October 1952 †					
1952	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 2,020,461	\$ 5,074,643	\$ 717,148	\$ 7,259,307	\$15,071,559
Feb.	2,148,467	5,103,043	748,544	6,813,549	14,813,603
March	2,065,052	5,643,123	760,593	7,320,358	15,789,126
April	1,699,760	5,641,831	738,926	6,946,751	15,027,268
May	1,504,043	5,602,634	775,063	6,822,982	14,704,722
June	1,279,985	5,385,820	749,497	5,794,534	13,209,836
July	943,387	4,163,245	653,415	4,555,020	10,315,067
Aug.	1,166,169	5,105,929	845,780	5,618,643	12,736,521
Sept.	1,203,917	5,746,166*	809,475	6,662,608	14,422,166*
Oct.	1,453,811	6,754,231	995,376	7,805,668	17,009,086
<b>Total</b>	<b>\$15,485,052</b>	<b>\$54,220,665</b>	<b>\$ 7,793,817</b>	<b>\$65,599,420</b>	<b>\$143,098,954</b>

NETWORK RADIO—January-October 1952 †					
1952	ABC	CBS	MBS	NBC	Total
Jan.	\$ 3,301,479	\$ 5,161,397	\$ 1,899,282	\$ 4,357,353	\$14,519,511
Feb.	3,177,970	4,788,507	1,600,399	3,994,018	13,560,894
March	3,355,715	5,154,077	1,826,527	4,184,074	14,520,393
April	3,244,146	4,943,400	1,681,924	4,078,593	13,948,063
May	3,323,092	4,963,794	1,821,571	3,861,882	13,970,339
June	3,001,314	4,629,254	1,632,977	3,708,014	12,971,559
July	2,082,666	3,257,331	1,339,276	2,878,196	9,557,469
Aug.	2,281,852	3,994,905	1,325,059	3,338,843	10,940,659
Sept.	2,533,785	4,813,802*	1,607,107	3,898,867	12,853,561*
Oct.	2,887,571	5,817,930	2,304,804	4,230,576	15,240,881
<b>Total</b>	<b>\$29,189,590</b>	<b>\$47,524,397</b>	<b>\$16,838,926</b>	<b>\$38,530,416</b>	<b>\$132,083,329</b>

\* Revised as of Dec. 3, 1952.  
† Cumulative totals for all TV and radio networks (except MBS) do not include July national political convention programs sponsored by Admiral, Philco & Westinghouse.  
Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by PIB on basis of one-time network rates, or before frequency or cash discounts. Therefore, in terms of dollars actually paid to networks they may be inflated by as much as 40%. Figures are accepted by networks themselves, however, and by the industry generally, as satisfactory index of comparisons & trends.

Kansas City-Oklahoma City microwave is now in use for TV, AT&T announced Dec. 5. Up to now, single coaxial circuit from Jackson, Miss. to Dallas has permitted choice of only one network program to stations in Dallas, Ft. Worth, Houston, San Antonio, Austin, Oklahoma City, Tulsa. Opening of new microwave offers one additional circuit, initially, permitting Dallas' two stations to get different network service simultaneously and allowing other stations in Texas and Oklahoma to choose between program offerings of two networks—instead of being limited to single program available.

**Telecasting Notes:** "Get space and still more space"—was prime advice of WBTB's Ken Tredwell to prospective new-station builders during panel on "Facilities & Engineering" at Southeastern TV Conference sponsored by the Charlotte station, Dec. 3-4, attended by 95 persons. As rule-of-thumb he suggested that, whatever your building and studio plans may originally call for, "simply double it to play safe" . . . TV is falling down on news coverage, according to Paul W. White, onetime CBS news chief, now heading news dept. of KFMB & KFMB-TV, San Diego; speaking at Cleveland TV-radio newswriters' convention, he said radio is doing better job because it has more experienced newsmen in strategic jobs, whereas TV is muffing opportunity by leaving selection of news pictures to "a director who may know pictures but doesn't know news" . . . TV enterprise: Ed Murrow and camera staff going to Korea to shoot Christmas Day in Korea sequence for his Alcoa *See It Now* show; Ed Sullivan's *Toast of the Town* going into Roxy Theatre Dec. 21 for first outside theatre pickup to carry Sonja Henie ice show, her TV debut . . . CBS-TV casting & talent scouting depts. have been integrated under new director Milo Frank . . . Big movie producing companies had combined to bid for Bishop Sheen on DuMont, but Admiral beat them to it, reports *Billboard Magazine*, which says MGM, Columbia Pictures, et al., are

looking for new TV sponsorships—quite aside from their frequent uses of spot for individual pictures . . . To promote time sales on its 7-9 a.m. *Today*, NBC-TV has produced 22-min. sound film with Dave Garroway and other members of cast expounding theme "You don't need to be a millionaire to afford network TV" . . . Edward Petry & Co. has revised its May 1951 booklet, *Sure Fire Sales Formula: Women Selling to Women*, emphasizing value of TV programs appealing to women, with new data showing homemaking programs on New York TV stations totaled 393 hours between Jan.-June, 1952, second only to 590 hours for feature films . . . Sam Cuff, veteran TV-radio merchandiser, now doing series of studies of dept. store use of radio, may turn next to series for TV; he's with Allied Stores, 401 Fifth Ave., N. Y. . . Denver's KBTB acquires 30,000-sq. ft. building at 1089 Bannock St. for new home, to be occupied in about 90 days . . . More base rates of upcoming stations to add to those reported last week (Vol. 8:48): KROD-TV, El Paso, \$250 per Class A hour, \$60 per 5-min.; KONA, Honolulu, \$225 per hour, \$45 per 1-min.; WEEK-TV, Peoria, \$300 per hour, \$60 per 1-min. . . . KOB-TV, Albuquerque, has new Class A hour rate of \$250, 5-min. \$62.50 . . . WOOD-TV, Grand Rapids, new rate card effective Dec. 1 raises base hour rate from \$500 to \$600, one-min. from \$100 to \$110.

**C**ONGRESSIONAL HEARINGS on TV-radio programming "morals" wound up Dec. 5 with testimony by FCC chairman Walker—after long hiatus during which members of Harris subcommittee of House Interstate & Foreign Commerce Committee had time to sift mass of testimony offered since start of probe last June.

From comments and questions of Congressmen at this week's 3 days of hearings, it's evident most of them have made up their minds that censorship legislation is not the answer. However, subcommittee members have heard so much testimony about allegedly "lewd" TV shows and programs "copied from burlesque shows," that their report is expected to be extremely critical of much current TV programming—with special attention to effects on children.

As remedies, it will probably suggest: (1) Tighter vigilance on part of FCC in considering renewal of station licenses. (2) That industry intensify its efforts at self-regulation. It may also recommend that FCC require each station to keep copies of all scripts for specified period of time. Although largest single group of witnesses were the prohibitionists, report isn't expected to recommend another try at outlawing beer and liquor commercials.

Comr. Walker told subcommittee that Commission opposes censorship and that, in long run, listeners and viewers are probably most important influences in making broadcasters serve community needs. In answer to questions by Reps. Chenoweth (R-Col.) and O'Hara (R-Minn.), he denied FCC is powerless to cope with "lewd and indecent" programs, referring to Criminal Code's prohibition against indecency and obscenity on the air. He opposed all proposals to give Congress or FCC "blue pencil" powers over programming, praised principle of self-regulating codes but warned that they shouldn't be accepted as panacea for TV-radio programming ills. Nor should they "relieve the subscribing stations of their individual responsibility to operate in the public interest," he stated.

Chairman Walker gave as his personal view—but not Commission's—that: (1) Congress should give FCC authority to license networks as well as stations; (2) advertising of liquor—but not beer—should be banned.

Films available for public relations, philanthropic and educational purposes are listed in new 200-p. *Directory of Free Film* just issued by Broadcast Information Bureau, 535 Fifth Ave., N. Y. (Judy Dupuy, editor).

Conelrad plan for AM operation during air attack was approved by President Truman and made public Dec. 2. Joint White House-FCC announcement stressed that while no station is required to remain on air for emergency broadcasting, more than 1000 AM stations have volunteered to participate and have spent some \$1,500,000 of their own funds to make necessary equipment alterations. Principal features of plan, to be operated by FCC in event of air alert: (1) TV & FM stations would leave air. (2) AM stations choosing to remain on air would lower powers to 5-10 kw or less and transmit on 640 or 1240 kc, as prescribed by FCC. (3) Commission would order stations, or local clusters of stations, to use one or more of 3 operating procedures: (a) sequential mode of broadcasting, under which each station in cluster would broadcast same program, but would transmit only for 5-40 seconds at a time in cycles so there is no noticeable interruption to listener; (b) on-off mode, where single station or entire cluster goes on and off air at arbitrary intervals, with others filling in gaps so program isn't interrupted; (c) pulsating operations, in which power of each station is varied over 10-db range at intervals of 10-45 seconds; (d) synchronous mode, where all stations in area operate simultaneously at same frequency with none operating at sufficient power to stand out from group.

FCC views on libel laws were reiterated by chairman Paul Walker in Dec. 4 statement to Special House Committee to Investigate Campaign Expenditures (see p. 5). Walker said FCC still wants Congress to amend Sec. 315 of Communications Act to cover candidates' spokesmen as well as candidates, and to relieve station licensees of liability if political speaker should utter libelous statements over their facilities. Sec. 315 requires that "equal opportunities" be provided for "legally qualified" candidates and precludes stations from censoring material they consider libelous. Walker also called on Congress to clarify whether commercial sponsorship of political broadcasts (conventions, panel programs, etc.) is consistent with Corrupt Practices Act.

Library of Congress this week published *Motion Pictures and Filmstrips, January-June, 1952*, an all-inclusive catalog of over 1100 movies and films registered for copyright in first 6 months of year, available at 50¢ from Register of Copyrights, Library of Congress, Washington.

WITH \$1,500,000 GRANT from Ford Foundation, new non-profit corporation called Educational Television & Radio Center received charter Dec. 5 to distribute films to nation's educational TV stations as they come on air. Grant and charter were presented as climax of 3-day meeting of Dr. Milton Eisenhower's new Ford-supported National Citizens Committee for Educational TV (Vol. 8:48) and the Joint Committee for Educational TV at Chicago's Blackstone Hotel.

Headquartering in Chicago, new organization for time being will feed tapes to college radio stations. When educational TV stations go on air, it will try to get kinescopes of successful educational programs from commercial networks and stations and purchase outstanding films from all sources. Ford Foundation officials emphasized they expected the Center to be supported eventually by the stations it serves.

Board members are Dr. George D. Stoddard, president, U of Illinois, chairman; Prof. Harold D. Lasswell, Yale Law School; Dr. Robert D. Calkins, president, Brookings Institution; C. Scott Fletcher, president, Fund for Adult Education; Ralph Lowell, Boston banker and director of Lowell Institute.

Board membership of Dr. Eisenhower's fund-raising and public relations group was also revealed this week: Robert Mullen, executive director; Kenneth G. Bartlett, director, Syracuse U TV-radio center; Harry E. Boyd, editor, *Cedar Rapids* (Ia.) *Gazette*; Leland Hazard, v.p., Pittsburgh Plate Glass Co.; Dr. John E. Ivey Jr., director, Southern Regional Education Board, Atlanta; Col. Irving Salomon, retired industrialist, Escondido, Cal.; Mark C. Schinnerer, supt. of Cleveland public schools; William Sener, telecommunications director, Allan Hancock Foundation, USC, Los Angeles; William E. Stirton, asst. to president, Wayne U, Detroit; Telford Taylor, former FCC gen. counsel, now JCET counsel; George B. Wells, N. Y. attorney; Raymond Wittcoff, St. Louis manufacturer; Dr. Edgar Fuller, JCET chairman; Ralph Steetle, JCET executive director.

Other developments in educational TV this week: (1) State of New Jersey received CP for uhf Channel No. 19 in New Brunswick (see story, p. 2 and *Addenda 15-U*). (2) Mrs. A. Scott Bullitt, owner of Seattle's KING-TV, offered educators there \$180,000 worth of equipment when her station moves to higher power. (3) Emerson Radio president Benjamin Abrams announced plans to extend further assistance to educators beyond original pledge of \$10,000 each to first 10 stations on air, but refused to give details.

Technicalities of community antenna equipment are described in December *Electronics Magazine*. Article includes table showing characteristics of amplifiers built by Blonder-Tongue Labs, Jerrold, Philco, RCA, Spencer-Kennedy Labs, Technical Appliance Corp., Transvision, National Antenna Corp. Article doesn't attempt to show extent of activity of each company in the field; Technical Appliance Corp., for example, has bowed out of community antenna business though it continues making other multiple distribution equipment (Vol. 8:43).

Writer's right to exclude films from TV, by express wording in contract, appears to have been rejected by Federal Judge William Byrne in Los Angeles court this week. He ruled John Wexley had no claim against KTTV for telecasting his story, *The Last Mile*—holding that the sale of film rights included TV rights. Precedent could make many more films available to TV, if sustained on appeal.

Strike against filmed commercials by Screen Actors Guild began Dec. 1, but by week's end at least 5 TV film producers in New York and Hollywood had signed interim agreements giving the union pretty much what it wanted.

ATTACKS ON FCC this week, for "delays" in TV processing, had Commission baffled. These were long article in Nov. 29 *Wall St. Journal* headed "900 Station Applications Are Yellowing in Files as the FCC Ponders" and Dec. 1 editorial in *Washington News* headed "The Great TV Holdup."

Both papers were very poorly informed. First said that "900 applications [are] stacked up in FCC's files." After reporting 230 TV stations on air or under construction, it states: "Sounds like an impressive number? Not compared with, say, 3147 authorized commercial radio stations. Nor with those 900 TV applications."

Editorial in *Washington News* was in same vein, and it went on to question Commission's requests for more funds, suggesting Congress investigate whether FCC really needs the money or is "merely floundering in its own red tape."

We've never been shy about needling the Commission for its 4-year freeze (3 of those years utterly needless)—but its post-freeze TV processing progress must be rated good. The outstanding fact is that Commission has granted CPs far faster than industry can build (see p. 3). And it's scarcely fair to compare 5 months of TV processing with more than a quarter-century of AM & FM growth.

Since TV processing started July 1, FCC has not only granted 137 CPs—and at an accelerating rate—but it's conducting hearings on 46 applications as fast as applicants themselves permit, and it has lined up 188 more applications for hearings which would be going on now if there were enough examiners and staff to handle them. There are 775 applications pending, not 900.

Commission has added 6 examiners to its old list of 7, has assigned all but one or two to TV. All departments of Commission have been milked of qualified personnel to augment staff processing TV applications and conducting hearings. It's conceivable it could divert even more manpower to TV, but there must be a critical point beyond which other FCC activities can't be ignored. As for work output of personnel assigned to TV—they work like mad.

Says Chairman Walker, nonplussed by attacks: "You're damned if you do and damned if you don't. Some people say we're granting them too fast."

Problems of channel shifting are taking some ingenuity to make transition smooth as possible. For example, WJAC-TV, Johnstown, in moving from Channel 13 to 6 and increasing power to 70 kw, brought a lot of squawks from fringe area viewers between Johnstown and Rochester—because WHAM-TV in latter city has yet to shift from Channel 6 to 5. Solution was to employ offset carrier between the stations, which silenced most complaints. Earlier, WSAZ-TV, Huntington, shifted from Channel 5 to 3 and upped power to 84 kw, raising hob with fringe viewers between Huntington and Columbus where WLWC hasn't yet moved from Channel 3 to 4. Situation was improved when WSAZ-TV reduced radiation in direction of Columbus.

Lawrence tri-color tube is now in "small-scale production" at Oakland (Cal.) plant of Chromatic TV Laboratories, according to Chromatic president Richard Hodgson. Output is being used in military and industrial applications, he said. Tube is being made in several different types, "all selling for under \$500." Price would drop sharply if it were mass-produced, he declared, but Chromatic won't attempt to manufacture home color receivers until FCC has reconsidered its color decision on basis of NTSC system. Current Lawrence tubes are 22-in. round, metal-coned, using 90-degree deflection. Chromatic, 50% owned by Paramount Pictures, plans demonstrations of color tubes in New York before year's end, said Hodgson.

**NEW TV LINES AND NEW PRICES ON TAP:** New models will be the rule in early 1953--and in quite a few cases entirely new lines. This becomes increasingly clear as reports seep from the factories, and is emphasized by fact that RCA Victor is holding its first national distributors convention in Miami Beach week of Dec. 8 to introduce new TVs, radios and phonographs as well as show its air conditioners, ranges, etc.

RCA will have 25 models, ranging from new 27-in. console to a new "compact 17-in. table model", to show at Miami Beach Auditorium and Casablanca Hotel meetings. Prices are as yet unrevealed.

Against trend that bellwether RCA may betoken, Admiral's Ross Siragusa is plumping again for the one-line-a-year policy for which NARDA president Mort Farr has so zealously crusaded. Siragusa expressed hope "the rest of the major manufacturers will go along with this policy in deference to the nation's dealers."

Admiral's convention is slated for Jan. 22, its main purpose to introduce new lines of home freezers, room air conditioners, ranges and dehumidifiers. It will add only one new table TV to the 1953 line of 21 models introduced last Aug. 15 (Vol. 8:33) -- and that one is intended "only to fill a price gap that exists between [our] present \$199.95 and \$269.95 21-in. sets," according to Siragusa.

Higher prices to come are hinted rather pointedly by the Admiral president, in stating that "rising production costs are causing reconsideration of the present prices of Admiral table TV receivers."

Philco seems certain to bring out many new models, if not entire new line, at its Jan. 4-7 Boca Raton convention. Motorola plans 11 regional conventions, Dec. 29-30, to show new models. Various other showings are planned by others, as reported last week (Vol. 8:48) and in this issue's Topics & Trends column.

Importance RCA attaches to its first national distributors' convention is manifest from fact that it's to be addressed by top brass -- RCA president Frank Folsom, Victor div. v.p. & gen. mgr. Admiral W.A. Buck, operating v.p. C.M. Odorizzi, consumer products v.p. J.B. Elliott, home instruments v.p. Henry Baker. Advance statement says: "We anticipate one of the finest years in RCA Victor history."

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Thanksgiving week ending Nov. 28 put crimp into production, which slumped to 159,513 units (5954 private label) from 198,917 week before. But factory inventory at same time fell to 91,668 from 99,562.

Radio output likewise fell to 185,972 (61,362) week ending Nov. 28 from 220,339 preceding week. Radio inventory declined slightly to 173,301 from 178,117. Week's radios were 73,526 home models, 32,978 portables, 41,263 clock, 38,205 auto.

RTMA also disclosed retail TV sales of 847,219 during October, comparing with production that month of 724,117 -- while distributor inventories at end of October totaled 456,483. October figure compared with 5-week September's 875,290, so that average weekly sales increased 21%.

Nov. 28 ended 48 weeks of what will be 53-week statistical year -- and up to then TV production was just over 5,365,000 units, radios just over 8,522,000.

**24-in. TUBE APPEARS 'COMER' FOR 1953:** Bigger and bigger is still the trend in picture tube sizes -- with sales of 21-in. tubes now outstripping 17-in. by 2 to 1. And on the horizon is new 24-in. rectangular tube which has tube makers excited and predicting it will dwarf the 21-in. in sales within 2 years -- even accounting for as much as 20% of total TV output as early as fall of 1953.

These forecasts are made despite fact 24-in. rectangulars aren't yet being produced. Glass bulb makers are readying samples, and it's likely the size will also be available in metal cones. The 27-in. tube, now being made in both metal and

glass, seems destined to be strictly luxury item for year or so, though virtually every set maker will offer one at high end of line sometime next year.

At other extreme, there has been such a remarkable resurgence of demand for 17-in. recently that some tube makers flatly predict it's "here to stay" -- albeit as relatively low-volume item aimed at "second set" market.

These predictions came, with surprising unanimity, from cross-section of picture tube and glass bulb industries questioned in telephone survey. Some qualified their forecasts of coming popularity of 24-in. with stipulation that its price would have to be "right"; if it is, they said, 24-in. will easily outstrip the relatively costly (\$50-\$60) 27-in. next year.

While 24-in. round tubes have been available for some time -- made by GE, DuMont, Rauland, Sheldon, but meeting only lukewarm response -- manufacturers say the 24-in. rectangular is something else again. Preference for rectangular is well documented by fact that round tubes (all sizes) now constitute less than one-half of 1% of picture tubes sold to manufacturers.

Sampling of glass bulbs for 24-in. rectangular should begin in January, with large-scale production coming around midyear. The 24-in. glass tubes will provide 350-sq. in. picture, compared with 240 sq. in. on 21-in., about 400 on 27-in.

Cabinets for 24-in. sets needn't be any deeper than current 21-in. New tube -- like the 27-in. -- will be slightly shorter than the 21-in.

Glass 24-in. tubes won't be much heavier than glass 21-in., if at all -- due largely to trend away from cylindrical face back to lighter spherical face and to new developments making possible lighter weight glass bulbs. In metal-coned tubes, increased weight will be even less important.

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The glass bulb makers, Corning and Kimble (Owens-Illinois Glass Co.) are usually reliable long-term barometers of picture tube trends, and as such their observations are interesting and significant. Corning sees no volume production of 24-in. bulb until next fall, but ventures guarded prediction that it will be immediate success and within 2 years will be as popular as today's 21-in. Although Corning is only manufacturer of 27-in. glass bulb, that size now accounts for mere one-half of one percent of its total output.

Kimble sees 21 & 24-in. bulbs totaling 75% of its output late next year, on about a 50-50 basis, with 17-in. clinging to about 25%. Currently 20 & 21-in. constitute some 60-65% of output, with 17-in. a substantial 35-40%. Kimble will offer 24 & 27-in. bulbs when it completes tests of its new metal-banding process, designed to cut weight of larger bulbs, make them relatively "implosion-proof" (Vol. 8:43).

All tube and bulb makers say they're operating at capacity, selling everything they can turn out. From time to time there are spot shortages of 17 or 21-in. tubes, and reports on 27-in. vary from "not enough to supply the demand" to "demand is insignificant." Corning says it's been able to supply all bulbs required by its customers as result of keeping plant in fullscale operation all summer.

Picture tube prices are on upgrade, like practically everything else that goes into a TV receiver. CR tube industry is just beginning to recover from its price-cutting tailspin of 1950-51. Most tube makers raised prices in October.

Among tube manufacturers, RCA is now making metal-coned 27-in., will use it in new 1953 receiver line. DuMont is making metal 27-in., but expects to switch to glass, reports "considerable" output of 24-in. round metal tube, but 21-in. now represents 80% of its output. Sylvania reports "every picture tube oversold," with both 21 & 17-in. "hot", expects 27-in. to outstrip 24-in. during first part of next year, but sees 20% of output by late 1953 devoted to 24-in. against 8% for 27-in.

GE's Dr. W. R. G. Baker sees picture tube sizes "stabilizing" at last -- with 17, 21, 24 & 27-in. rectangular tubes becoming "standard" on more or less permanent basis. Like other manufacturers, GE says 21-in. is overwhelming favorite now, output of 17-in. running about 20% of 21-in. Dr. Baker says 27-in. tubes are being turned out at 5% of the 21-in. rate and demand is so heavy "we can't meet scheduled requirements." GE hopes to start output of 24-in. glass rectangular early in 1953.

**Topics & Trends of TV Trade:** American Furniture Mart's winter show at huge Chicago quarters Jan. 5-16 has 14 TV-radio-phono exhibitors signed up thus far: Admiral, Arvin, Bendix, CBS-Columbia, DuMont, Hallcrafters, Jackson, Motorola, Philco, RCA Victor, Raytheon, Sparton, Westinghouse, Zenith. Over at Merchandise Mart, permanent exhibitors include Avco (Crosley), Capehart-Farnsworth, GE, Magnavox, Telequip.

Thus the 1953 exhibits for the TV-radio and home furnishings buyers look like they'll be on as grand a scale as ever before, with many of these companies already announcing they will have new models and some holding their own conventions. This week brought added news about plans of the TV manufacturers. Supplementing last week's reports (Vol. 8:48), we learn that:

RCA distributors will hold local dealer conventions soon after they get back from their Dec. 8-13 Miami convention, with Bruno-New York already set for Dec. 26-30 showings in Park Sheraton Hotel. Crosley plans distributor conventions in Cincinnati Jan. 5-6, first day for white goods, second for TVs and radios. Sylvania has booked Chicago's Sheraton for Midwest distributors meeting, Dec. 15. CBS-Columbia will hold convention in Chicago's Edgewater Beach, Jan. 2-3.

Magnavox has already had district men in to show several new models, as yet undisclosed. Hallicrafters has already announced 3 new all-wave models, capable of tuning in the new uhf as well as all vhf channels, for immediate delivery. Sparton reveals new 21 & 27-in. consoles for introduction at January show.

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**Trade Miscellany:** Philadelphia Electric Assn. reports October TV sales in area (Bucks, Chester, Delaware, Montgomery, Philadelphia counties) totaled 25,335 vs. 23,770 in October 1951; cumulative for 10 months was 134,989 vs. 164,970 . . . Tele King expands N. Y. plant by some 75,000 sq. ft. to provide for manufacture of room air conditioners, which it will market under own brand starting in Jan. . . . Zenith Radio adding more than 300,000 sq. ft. of floor space to main Chicago plant at cost of \$3,000,000, giving it total of 1,800,000 sq. ft. . . . Colen-Gruhn Co., 387 Fourth Ave., N. Y., offering "Gotham-Visionaire" models for arcas of city on DC; sets operate AC or DC, table models selling for \$300; open consoles \$340; consoles with half doors \$270.

**Distributor Notes:** Admiral Chicago distributor, Appliance Distributors Inc., names Julian Rudoy TV sales mgr., succeeding Thomas Ryan, now Sylvania Chicago regional mgr. . . . Motorola names South Texas Appliance Corp., San Antonio, which is dropping Admiral line, effective Jan. 1 . . . DuMont appoints Thurow Distributors Inc., Atlanta, and American Distributing Co., Charleston, S. C. . . . Sylvania appoints Electric Supply Co. Inc., Wichita (L. M. Benefiel Sr., pres.) . . . CBS-Columbia names Mayflower Sales Co., St. Louis, and Mid-Continent Distributing Co., Sioux Falls, S. D. . . . Setchell Carlson appoints Continental Corp., Chicago (former tube jobbers) . . . Stromberg-Carlson appoints Peerless Sales, Little Rock.

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Picture tube sales for first 10 months of 1952 totaled 3,982,763 worth \$89,425,435 compared to 3,601,809 valued at \$88,241,336 in same period of 1951, reports RTMA. For October, sales totaled 862,431 valued at \$19,761,300 vs. 640,793 worth \$14,326,017 in Sept. and 455,636 valued at \$9,388,282 in Oct. 1951. Rectangular 18-in. and larger represented 71% of Oct. total. Receiving tube sales for first 10 months of 1952 totaled 287,569,947 valued at \$205,318,180, of which 183,872,460 went for new sets, 66,333,074 replacement, 23,579,444 export, 13,782,969 Govt. For October, sales totaled 41,880,318 worth \$28,379,281 vs. 34,196,286 valued at \$24,432,747 in Sept. & 34,137,519 in Oct. 1951.

**Trade Personals:** Cecil M. Dunn, president RCA Estate Appliance Co., newest RCA subsidiary formed when it acquired Estate Stove Co., elected president of Institute of Cooking & Heating Appliance Manufacturers . . . Wm. J. Harris, ex-v.p. manufacturing, American Bosch Corp., has bought out National Metal Specialty Co., Springfield, Mass. (TV-radio metal components) . . . Walter A. Watson, Packard-Bell adv. mgr., resigns to become adv. mgr. of Perlite div., Great Lakes Carbon Corp., Los Angeles . . . John Feltman, from receiver div., named asst. mfg. mgr., DuMont CR tube div. . . . Frank Marshall promoted to v.p., Aerovox manufacturers sales; Charles Golenpaul to v.p., distributor sales . . . John C. Hoffman, ex-Berry Bros., Detroit (paints) joins Sparton as TV-radio adv. mgr., succeeding William Fors, now with Curtis Publishing Co., Detroit . . . Bernard L. Cahn, gen. sales mgr. of Insuline Corp. of America, elected v.p. . . . William J. Doyle resigns as sales v.p., Astatic Corp., to become a manufacturers rep in Chicago.

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President Truman and defense mobilizer Henry H. Fowler joined this week in declaring OPS won't be killed by executive order before Eisenhower Administration takes over—but odds are still strong that the price control agency won't be extended beyond April 30 expiration date. Meanwhile, RTMA attorney Ray Donaldson began collecting affidavits and charts showing rise and fall of prices from its leading parts manufacturers to present to OPS review board in its twice-rejected appeal for decontrol of TV-radio parts (Vol. 8:48). Appeal probably won't be filed for at least another week.

Third offer to take over Tele-tone—this one from Regal Electronics Co., New York—was considered by Judge Hartshorne in Federal district court in Newark this week, but he stated he did not regard any of the offers as a reorganization plan but rather that all were in effect liquidation plans. Other offers were from Pacific Mercury and California Eastern Airways, both Los Angeles, former part-owned by Sears Roebuck (Vol. 8:47). Chapter X hearing was adjourned to Dec. 16.

Important article: "Record Industry: The Classics Are Hot," by Dero A. Saunders, in December *Fortune Magazine*. Theme: The phonograph-record business, once almost killed off by radio, is today bigger and livelier than ever—with a better and cheaper product, a spate of new competition and an astonishing new highbrow market.

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RCA is granted almost 3 months to comply with N. Y. grand jury subpoena of its records relating to patents, color and FM for Dept. of Justice's projected sweeping anti-trust investigation of electronics industry. Feb. 21 deadline is contained in formal court order entered this week spelling out terms of compliance as ordered by N. Y. Federal Judge Weinfeld Oct. 24 in overruling RCA motion to quash or modify subpoena (Vol. 8:43). Court ruled RCA must present data "in reasonable quantities week by week" until Feb. 21. RCA has already turned over some of its records to the Govt., is still conferring with Justice Dept. officials on most convenient way to produce voluminous data demanded by subpoena, which it characterized as a "dragnet." Meanwhile, industry and govt. circles alike are wondering what stand the new Attorney General, Herbert Brownell, will take on anti-trust suits held over from Truman Administration. Nobody was willing yet to say steam would be taken out of electronics investigation, which industry leaders have openly criticized as a politically-inspired "fishing expedition" resulting from FCC pique over their unwillingness to accept its color edict. Fact is that Brownell could restrain govt. enthusiasm for case merely by transferring its prosecutors, Malcolm Hoffmann and Marcus Hollabaugh, to other posts.

**Financial & Trade Notes:** Boom in TV and radio tuner business is reflected in resumption of dividend payments by General Instrument Corp. after record sales of more than \$8,250,000 for 3 months ended Nov. 30. Directors authorized 25¢ a share dividend for payment Dec. 22. Last dividend was 20¢ paid May 15, 1951. Chairman Abraham Blumenkrantz said company's sales for year ending Feb. 28, 1953 will approach record \$30,000,000. He attributed rise to large orders for General Instrument's new line of TV tuners and uhf converters, as well as demand for automobile radio tuners and military equipment produced by company's Sickles div. at Chicopee, Mass. Production at this plant, Mr. Blumenkrantz said, "has almost doubled since the start of the year." Backlog of defense and civilian orders now totals about \$13,000,000.

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TV-radio industry registered sharpest profit increase in third quarter 1952 over same 1951 period in *Wall Street Journal's* "corporate report card" for 386 companies. The 6 TV-radio firms included in tally showed 361.1% gain in third quarter—total profit of \$9,569,000 compared to \$2,075,000 in third quarter 1951. Increase in profits for all types of companies averaged 7.4%. Eleven electrical equipment firms showed gain of 99.3%.

Tung-Sol reports net profit of \$1,288,324 (\$2.49 a share on 495,663 common outstanding) on sales of \$23,826,364 in the 39 weeks ended Sept. 27 vs. \$1,524,628 (\$3.16 on 476,006 shares) on \$23,297,782 in same 1951 period.

General Precision Equipment Corp. and subsidiaries report third quarter net income of \$529,321 (80¢ on 646,087 shares) vs. \$124,048 (21¢ on 601,087 shares) in third quarter 1951.

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Monogram Pictures Corp.'s third-quarter decline in profits was partly attributed to fact it has discontinued policy of releasing old films to TV. For 13 weeks ended Sept. 27, Monogram reported net income of \$125,897 (16¢ on 773,218 shares) vs. \$150,465 (19¢ on 760,718) for same 1951 period when company was licensing oldies for TV showing.

Paramount Pictures Corp. and subsidiaries report for first 9 months of 1952 net income of \$4,663,000 (\$1.99 a share), compared with \$4,205,000 (\$1.83) first 9 months of 1951. For third quarter 1952, Paramount showed net income of \$1,878,000 (80¢) vs. \$1,373,000 (60¢) in 1951 period.

Capitol Records Inc. reports net income of \$439,721 (87¢ a share) on sales of \$14,312,017 for year ended Sept. 30 compared to \$477,738 (88¢) on \$13,243,845 for year ended Sept. 30, 1951. President Glen E. Wallich says September sales were second highest in company history.

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**Dividends:** Zenith Radio, 50¢ plus \$1 year-end extra, payable Dec. 29 to stockholders of record Dec. 12; Muter Co., 15¢ Dec. 31 to holders Dec. 15; Cornell-Dubilier, 30¢ plus 10¢ extra Dec. 20 to holders Dec. 15; Bendix Aviation, 75¢ plus 75¢ extra Dec. 27 to holders Dec. 11; Warner Bros., 25¢ Jan. 1 to holders Dec. 15; WJR The Goodwill Station Inc., 40¢ Dec. 12 to holders Dec. 5; Arvin, 50¢ Dec. 29 to holders Dec. 15; Corning Glass, 25¢ plus \$1 extra Dec. 27 to holders Dec. 13; General Instrument, 25¢ Dec. 22 to holders Dec. 16; RKO Theatres, 15¢ Jan. 2 to holders Dec. 15; Capitol Records, 30¢ Dec. 20 to holders Dec. 10; Admiral, 25¢ Dec. 31 to holders Dec. 17; Canadian Westinghouse, 50¢ Jan. 1 to holders Dec. 12.

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Atwater Kent net estate was valued at \$10,090,531 after Federal tax liability of \$5,030,348 and California inheritance and estate taxes of \$1,081,360, according to Philadelphia court accounting disclosed this week. The pioneer radio manufacturer died in California March 4, 1949.

**Electronics Reports:** Many of top personnel of NPA Electronics Div. have been given their walking papers—so many, in fact, that officials of that division fear its work may be seriously impaired and are fighting to get at least a few reinstated. Action this week was second wave of economy firings, dictated by Congressional cuts in budgets of emergency agencies. Of division's 47 paid employes, 18 have received notice of January or February dismissal dates—10% of them in the \$7500-up salary category.

Scheduled to leave are several section chiefs, including Lee Golder, chief of TV-radio section; J. Bernard Joseph, broadcast & communications; O. W. McDaniel, CMP; W. J. Bapst, expansion & expediting. Some have already been offered jobs in the industry.

Complicating matters further is defense mobilizer Henry Fowler's announcement this week that Truman Administration will make no move to end CMP or other materials controls, and is recommending continuance of CMP until midyear. If controls were to be lifted gradually in early 1953, NPA could probably get along quite well with considerably reduced staff—but continuance of CMP leaves agency's officials pondering who's going to do the work.

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High point in military electronics production will probably be reached in second or third quarter of 1953, and may be maintained for several quarters or a year. NPA officials gave this estimate to manufacturers of radio communication equipment at industry advisory committee conference in Washington Dec. 3. After peak defense production has passed, industry is slated to be on "standby" basis, ready to resume heavy production in event of emergency. Industry representatives at meeting expressed concern about ability of smaller electronics subcontractors to weather standby period. Munitions Board spokesman told group that value of military electronics-communications equipment deliveries in September 1952 was twice that of September 1951 and more than 8 times average monthly deliveries in third quarter 1950. Manufacturers said their principal component problem is no longer delivery, but deterioration in quality. They reported some components which pass inspection when received are found defective after being incorporated into end products.

TV-radio manufacturers aren't applying for supplemental allocations of steel for first quarter, despite fact that their regular steel allotments for that quarter are the skimpiest to date. Officials of NPA Electronics Div. speculate that many manufacturers don't realize they must make application to get share of the additional 8000 tons allocated to that division (Vol. 8:44-46). Another first-quarter steel "bonus" may be announced next week, when DPA again tallies steel supply against demand.

Canadian Radio Technical Planning Board has re-elected as president R. A. Hackbusch, who represents Stromberg-Carlson Co., Sylvania electronics div. and Technical Appliance Co. in Canada. Also re-elected were C. W. Boadway, Ontario Hydro-Electric Power Commission, v.p.; Stuart D. Brownlee, executive secy., Canadian RTMA, secy.-treas. Board is non-governmental, sponsored by 16 non-profit organizations and trade associations for purpose of planning efficient use of radio spectrum.

Raytheon announces commercial availability of 2 germanium junction transistors, types CK721 and CK722. Company didn't specify what quantities would be available, but announcement said "a portion of the initial output will be channeled to top priority defense applications."

Improved supply of cobalt has eliminated necessity of international allocations for first quarter 1953, 14-nation International Materials Conference has announced. NPA allocations to individual U. S. users, however, are expected to continue.

### Count of TV Sets-in-Use by Cities

As of November 1, 1952

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

**A**DDITION of record 626,300 TVs to sets-in-use during October brought total to within shooting distance of 20,000,000, according to Nov. 1 month "census" report by NBC Research, the only organization gathering such statistics. Boom sales brought figure to 19,751,200, which means that by Jan. 1 the 20,000,000-mark could be exceeded by anywhere up to 1,000,000.

New markets accounted for fewer than might be expected, Denver adding 22,000 during October to bring Nov. 1 count to 55,000, Portland adding 11,000 to bring its count to 15,000. Month's best accretions were in New York area, 45,000; Chicago, 35,000; Philadelphia, 28,000; Oklahoma City, 27,000; Boston, 21,000; Atlanta, 19,000; Cleveland & St. Louis, 18,000 each; San Francisco, 17,000; Los Angeles & Indianapolis-Bloomington, 15,000 each; Seattle, 14,000; Baltimore & Houston, 13,000 each; Buffalo & Milwaukee, 12,000 each; Dallas-Ft. Worth & Kansas City, 11,000; Norfolk, Davenport, Memphis, New Orleans, Washington & Pittsburgh, 10,000 each.

Following is the Nov. 1 count by areas (consult individual stations for their estimates of total families within their respective service ranges):

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
<i>Interconnected Cities</i>			<i>Interconnected Cities—(Cont'd)</i>		
Ames (Des Moines).....	1	98,400	Minneapolis-St. Paul.....	2	328,000
Atlanta.....	3	230,000	Nashville.....	1	84,800
Baltimore.....	3	435,000	New Haven.....	1	340,000
Binghamton.....	1	93,000	New Orleans.....	1	133,000
Birmingham.....	2	135,000	New York.....	7	3,180,000
Bloomington (see Indianapolis) 1(a)			Norfolk.....	1	135,000
Boston.....	2	967,000	Oklahoma City.....	1	125,000
Buffalo.....	1(b)	305,000	Omaha.....	2	151,000
Charlotte.....	1	168,000	Philadelphia.....	3	1,125,000
Chicago.....	4	1,290,000	Phoenix.....	1	40,000
Cincinnati.....	3	354,000	Pittsburgh.....	1	505,000
Cleveland.....	3	679,000	Portland.....	1	15,000
Columbus.....	3	238,000	Providence.....	1	237,000
Dallas.....	2	210,000	Richmond.....	1	146,000
Fort Worth.....	1		Rochester.....	1	164,000
Davenport-Rock Island.....	2	156,000	Salt Lake City.....	2	79,000
Dayton.....	2	208,000	San Antonio.....	2	103,000
Denver.....	2	55,000	San Diego.....	1	125,000
Detroit.....	3(c)	753,000	San Francisco.....	3	481,000
Erie.....	1	96,400	Schenectady.....	1	237,000
Grand Rapids & Kalamazoo.....	1(d)	188,000	Seattle.....	1	197,000
Greensboro.....	1	103,000	St. Louis.....	1	451,000
Houston.....	1	201,000	Syracuse.....	2	176,000
Huntington.....	1	104,000	Toledo.....	1	218,000
Indianapolis & Bloomington.....	1(a)	328,000	Tulsa.....	1	78,800
Jacksonville.....	1	80,000	Utica.....	1	75,500
Johnstown.....	1	182,000	Washington.....	4	405,000
Kalamazoo (see Grand Rapids) 1(d)			Wilmington.....	1	124,000
Kansas City.....	1	243,000	<b>Total Inter-connected.....</b>	<b>110</b>	<b>19,720,900</b>
Lancaster.....	1	173,000	<i>Non-Interconnected Cities</i>		
Lansing.....	1	106,000	Albuquerque.....	1	19,200
Los Angeles.....	7	1,270,000	Brownsville (Matamoros, Mexico).....	1(e)	11,100
Louisville.....	2	162,000	<b>Total Non-Inter-connected.....</b>	<b>2</b>	<b>30,300</b>
Memphis.....	1	159,000	<b>Total Interconnected and Non-Inter-connected.....</b>	<b>112</b>	<b>19,751,200</b>
Miami.....	1	117,000			
Milwaukee.....	1	375,000			

- (a) Bloomington separately 205,000. Indianapolis separately 288,000.
- (b) Does not include estimated 82,000 sets in Canadian area reached by Buffalo station.
- (c) Does not include estimated 42,000 sets in Canadian area reached by Detroit stations.
- (d) Grand Rapids separately 145,000. Kalamazoo separately 161,000.
- (e) Estimate for Texas area. Estimated 2500 additional sets in Mexican area of Matamoros station.

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

Note: TV sets sold in Canada totaled 172,278 up to Oct. 31, 1952, according to Canadian RTMA (Vol. 8:48). Since nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The CRTMA area count as of last Oct. 30: Windsor 45,249, Toronto-Hamilton 67,905, Niagara Peninsula 25,944, Montreal 23,406, other areas 9774. In addition, Cuban sources claim 70,000 sets-in-use in Havana, 20,000 in rest of Cuba.

**F**ESTUS, Mo. (pop. 5199), located 30 miles down-river from St. Louis, produces application for uhf Channel 14 this week, filed by Donald M. & Elmer L. Donze, local broadcasters. It was one of week's 8 uhf applications and 3 vhf which brought total now pending to 775 (311 of them uhf).

Another uhf application came this week from Jacksonville Journal Co., operating WJHP, seeking Channel No. 36. Principals are John H. Perry newspaper-radio interests, which once surrendered CP for vhf in Jacksonville.

Week's other uhf applications were for Salinas, Cal., No. 28, filed by S. A. Cisler Jr. and Grant Wrathall, engineers who also own various radio stations; Ottumwa, Ia., No. 15, by KBIZ; Northampton, Mass., No. 36, by John S. Begley, attorney and owner of WACE, Chicopee, Mass.; Portsmouth, O., No. 30, by WPAY (Brush-Moore Newspapers); Oklahoma City, No. 19, by KLPR; Salem, Ore., No. 24, by attorney Lawrence A. Harvey, of Torrance, Cal., who also is applicant for Los Angeles.

Vhf applications were for Cape Girardeau, Mo., No. 12, by KGMO; Bismarck, N. D., No. 5, by KFYR; Fort Worth, Tex., No. 10, by partnership headed by oilman R.O. Shaffer.

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

"Concern" over ABC-UPT initial decision proposing to approve merger (Vol. 8:46), voiced by Senators Tobey (R-N. H.) and Langer (R-N. D.) in recent messages to FCC, stands very little chance of blocking merger of the network with United Paramount Pictures. Tobey will be chairman of Commission's Congressional overseer, Interstate & Foreign Commerce Committee, and therefore is a man to be reckoned with. But so many Senators favor merger, including members of Tobey's committee, that it's extremely difficult to visualize Senate pressure preventing final approval. Furthermore, Tobey has been in Europe for some time, may well favor merger when he returns and obtains all facts. Sen. Langer told Commission he was calling examiner's decision to attention of Justice Dept. In replies to the Senators, commissioners said that final decision hadn't been rendered yet and that case would get usual "careful consideration." DuMont filed exceptions to initial decision this week, reiterating opposition to merger—but that company has so much to gain from finalization of initial decision that it's obviously objecting solely to protect itself in event case ever gets to court. At week's end, ABC and UPT filed joint motion asking Commission to expedite final decision. If FCC grants oral argument in case, recommended by its Broadcast Bureau and DuMont, it will be scheduled quickly.

Zenith's quest for Channel 2 in Chicago took novel twist this week when it filed request for permission to operate on the channel when WBKB leaves Channel 4. WBKB is required to move from Channel 4 to 2 by FCC's end-of-freeze decision. CBS has contracted to buy WBKB for \$6,000,000 when ABC-UPT merger is consummated. Zenith contends CBS has no more right to Channel 2, through purchase of WBKB, than has anyone else, says ordinary competitive hearing for channel must be held. Zenith offers to operate temporarily on channel until victor of such hearing is selected by FCC.

New TV show hasn't really arrived until it gets an irreverent nickname, observes *Time Magazine* (e.g., *Crime Against Man* for Ralph Bellamy's *Man Against Crime*). With return of Bishop Sheen's popular *Life Is Worth Living* to DuMont Network (sponsor: Admiral) it too had won the accolade. Said *Time*: TVmen were calling the show *Howdy Deity*.

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

# Television Digest

with **ELECTRONICS** REPORTS

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**ENVIED TV GRANTEES MOSTLY RADIO FOLK:** What might be called the "new aristocracy" of the business of broadcasting has been created by TV -- with those lucky enough to get new-station grants enjoying an envied parvenu status.

For just as the 108 pre-freeze telecasters were mostly local AM station operators (all but 18 of them, in fact), most of the post-freeze TV grantees are radio broadcasters -- 98 out of the 144 to date, to be exact.

And because telecasting boosted the prestige and the earning positions of AM operators, new-station grantees look forward eagerly to joining this "ruling class".

Major AM network affiliations, and advice from the networks, may have helped impel some broadcasters to seek TV permits -- but the fact is that of the 98 AMers now holding grants 22 are not now network-affiliated, 16 are outlets of MBS (which operates no TV network) and 20 each are affiliated with ABC, CBS & NBC.

Entirely new to radio or TV are 37 grantees -- a good many of them theatre people. Newspaper interests, most of them long in AM, are identified as whole or partial owners of 24 companies winning post-freeze CPs for TV.

Ten non-commercial educational grantees are mostly newcomers to the field.

\* \* \* \*

Further indicative of the effect of TV on the radio broadcasting industry is the fact that quite a few national sales representatives, heretofore exclusively radio, are venturing into TV field for first time. Old-line radio and TV reps, of course, are gathering quite a few of the new stations into their folds; some lesser ones look like they may grow to top-ranking position as they sign up new stations.

Our files show 6 of the new TV grantees will be represented by Pearson, 5 by O.L. Taylor, 4 by Adam Young, 4 by Forjoe, 3 by McGillvra, 1 each by Burn-Smith, Gill-Keefe & Perna, Rambeau and Radio Representatives Inc. -- none previously identified with TV, except for 2 stations in Mexico which Adam Young had represented.

The reps are scrambling merrily to sign up new stations -- some even before FCC authorizes them. We'll have the rep listings complete in our next TV Factbook.

**SPOKANE'S KHQ-TV BEGINS WITH TOP POWER:** Beating own target date, Spokane Chronicle's KHQ-TV (Channel 6) got test patterns started Dec. 8 with full power of 100 kw -- the highest of any American station yet.

GE transmitter and antenna were first post-freeze to get going with maximum allowable power from KHQ-AM's 826-ft. tower, said to be tallest in west. Test will continue until equipment is shaken down and local crew is fully ready to take over.

El Paso's KR0D-TV (Ch. 4), which began testing Dec. 4, will go on program schedule Dec. 14, per plans. Colorado Springs' KKTU (Ch. 11) began regular operation Dec. 8. Next vhf very likely will be KXLY-TV, Spokane (Ch. 4) and KTSM-TV, El Paso (Ch. 9), both promised within the month.

Mobile's WALA-TV (Ch. 10) now promises limited operation with interim RCA equipment starting Dec. 26, and full power by next August. It will make an even

dozen post-freeze TV stations, assuming no more get started before then and including now-silent KONA, Honolulu, and WSLs-TV, Roanoke, both due to resume shortly.

There may be a few uhf before year ends -- but that's still in laps of the equipment makers and the gods (see below and p. 7).

\* \* \* \*

Hard luck stalked Roanoke's WSLs-TV (Ch. 10) this week when it finally was tuned up and RCA crew turned on test pattern Dec. 10 at 6:20 p.m., only to see it knocked off the air at 7:05 by a freak storm that sent a lightning bolt into transmitter-studio building, smashing a window and letting in rain that caused fuses to blow. Test pattern was coming through nicely, power was being upped gradually, when storm struck -- and plans were to start programming at 7:30 p.m.

**TONING DOWN PROMISES OF QUICK UHF STARTS:** RCA shipped no uhf transmitters this week -- and it's still touch-&-go, despite the profusion of publicity from some grantees, whether any will leave the factory during week of Dec. 15.

If there are any deliveries next week, they're likely to go to one or more of the priority claimants (Vol. 8:48) who are otherwise all ready to go on the air and could do so within matter of days after delivery.

Most RCA priority customers are now inclined to soft-pedal promises of early starting dates, as has GE's now-stymied WHUM-TV, Reading, which definitely won't be ready to get going this month. There's less talk now of quick beginnings -- though GE's first 100-watt uhf customers WKAB-TV, Mobile (Ch. 48) and WEEK-TV, Peoria (Ch. 43), both with transmitters shipped, are still talking of starting before Jan. 1.

No explanation of delays comes from RCA, other than that the "uncertainties" relate not only to transmitters but to such concomitants as antennas, transmission lines, fittings, elbows, etc. No insurmountable problems have developed, said Camden spokesman, who added: "We think it's more important to be right than first."

Tower's aren't holding anybody up, apparently. In fact, WHUM-TV's 1000-ft. mast was completed last week under forced draft and on overtime basis, only to face other obstacles likely to keep it from starting before well into January.

[For further reports on upcoming new stations, see pp. 1 & 7.]

**FCC EASING TIGHT CROSS-OWNERSHIP RULES:** "Duopoly" and "overlap" aren't the bugaboos they used to be at FCC. Last week, Commission came close to approving TV station to be owned by 2 AM stations in same city -- in Macon and Elmira (Vol. 8:49). Encouraged by this, Cox and Knight radio-newspaper interests in Miami (WIOD-News & WQAM-Herald, respectively) decided to quit feuding over Channel 7, dropped their competitive applications and joined forces in new application filed this week.

In the "overlap" field, Commission finally granted full 100 kw to Crosley's stations in Cincinnati, Dayton and Columbus after having previously stated that it thought hearing is necessary (Vol. 8:38, 44).

In new Miami application, principals feel they have situation differing substantially from Macon and Elmira cases. Heading the corporation is NBC's resigning chairman Niles Trammell, who holds 15% but has no interest in either WIOD or WQAM. (For further details on principals, see p. 12 and TV Addenda 15-V.)

New applicant makes strong and detailed representations to the effect that competition will be maintained between WIOD and WQAM. It hopes to cinch case by addition of Trammell, saying: "In order to insure the normally expected arms-length competition in the operation of the two AM stations [a] large percentage of the stock and executive direction of the new corporation would be placed in a person of experience, integrity and prominence selected from the TV industry at large and having no interest in or relationship with" WIOD or WQAM. In view of fierce Miami competition, filing of new application spawned rumors that someone else would file for the prize channel, tying it up.

\* \* \* \*

How much precedent is set by Crosley grants is anyone's guess. The "overlap" is of Commission's own making, since Crosley stations were in existence when end-of-freeze decision boosted power limit to 100 kw on Channels 2-6.

A newcomer would probably have tough time getting similar grants. In a competitive hearing, his chances would obviously be extremely slim. Nevertheless, in "the old days," the Commission might have frozen Crosley at present powers. Comrs. Walker and Hennock dissented from Crosley grants, stating Commission is violating its "express rules and announced policy."

\* \* \* \*

Note: In Paramount case, there's question of ownership "overlap" -- whether Paramount Pictures' 25% holdings in DuMont constitute control. Commission hasn't yet ruled, but hearing examiner's initial decision says no control exists, and FCC is expected to agree -- reversing previous rulings.

**VHF FOR TACOMA, UHF FOR L. A. & BIRMINGHAM:** Granting 7 CPs this week (2 vhf, 5 uhf), FCC contemplates little letup in pace -- even during holiday weeks. Though there's still good backlog of uncontested applications ripe for action in Group A priority list, Commission may soon run out of "clear" applications in Group B. It reached 115th city in Group A, 174th in Group B. Grants include 2 uhf in vhf-served cities -- Los Angeles and Birmingham. Total CPs now outstanding: 144 (40 vhf, 104 uhf).

Vhf grants went to: Tacoma, Wash., KMO, No. 13 & KTNT(FM), No. 11. Uhf grantees were: Los Angeles, John Poole (KBIG, Avalon), No. 22; Birmingham, Ala., WJLD, No. 48; Danville, Ill., WDAN-Commercial-News, No. 24; Monroe, La., Delta Television Inc., No. 43; Zanesville, O., WHIZ, No. 50.

FCC bypassed a lot of applications in big cities because they're contested. These included: New York, Los Angeles, Detroit, Cleveland, Baltimore, Washington, Atlanta, Des Moines, Hartford.

Rate of grants will slow down in 3-4 months, because Commission will be running out of uncontested applications in both groups. Final decisions in hearings will be very slow in coming through, with the contestants exhausting every possible means of winning and commissioners overwhelmed with lengthy records to weigh.

As for hearings not yet started, some contestants will have to wait 2-3 years before they begin. FCC doesn't have enough examiners and staff to cut that time down.

Power increases for existing stations were authorized in a rush as Commission issued first 9 to: WMBR-TV, Jacksonville; WTVJ, Miami; WDSU-TV, New Orleans; WDAF-TV, Kansas City; KSD-TV, St. Louis; WBEN-TV, Buffalo; WKTV, Utica; WKY-TV, Oklahoma City; WTVR, Richmond. Some of these will hike powers very quickly.

\* \* \* \*

Tacoma grants mean second and third vhf outlets in Seattle-Tacoma area, the cities being only about 20 miles apart. KMO grant is second for owner Carl Haymond who also got uhf CP for Yakima last week. KTNT, owned by Tacoma News-Tribune, may make good time in building by using its FM tower. KMO will build at new site.

Grant of uhf in Los Angeles to John Poole climaxes the long quest of that wealthy and earnest young uhf pioneer, who spent hundreds of thousands of dollars on uhf experimentation when others wouldn't touch new channels with a 10-ft. pole. He operates an experimental uhf station from Mt. Wilson, with 200-watt transmitter on same channel for which he received commercial CP.

If Poole had enough transmitter power, he could go commercial tomorrow, but he feels weak signal will do more harm than good. He has excellent building on Mt. Wilson, purchased from Garment Workers Union which once operated FM there. He's leasing part of tower and building to USC, which holds educational uhf CP. He has ordered 12-kw GE transmitter, doesn't know when it will be delivered.

Poole is quite sure present low power isn't adequate for commercial start. He distributed 500 converters to amateurs in area, and their reports indicate more power should be radiated. CP specifies 540 kw, highest yet authorized. Poole also seeks uhf in Sacramento and Fresno, is tied up in hearings in both.

Danville grantee is owned by Frank Gannett newspaper interests which seek TV in Elmira, Rochester & Hartford, and once surrendered CP for TV in Utica. Monroe CP-holder is newcomer to TV, owned by Howard E. Griffith, industrial communications consultant, and J.O. Willet, motor carriers & pipeline stringing.

[For details about week's CPs, see TV Addenda 15-V herewith.]

FIRST THEATRE-TV "convention"—closed circuit sales meeting of Lees Carpets dealers in 18 theatres in 17 cities Dec. 8 (Vol 8:49)—was publicly acclaimed by Lees executives, distributors and dealers as outstanding success. Company unveiled new 1953 line and sales program before some 15,000 viewers. Only complaint voiced by viewers was that monochrome didn't do justice to carpets displayed on screen. *Variety's* reviewer, however, found session quite tiresome, warned that "businessmen had better learn something about showmanship" if they expect theatre-TV conventions to be success.

Interested observers in audience at Lees convention, staged by Theatre Network TV Inc., were executives of other large corporations actively exploring possibilities of new medium, and according to trade reports—which could be slightly exaggerated—they're falling all over themselves to sign on dotted line for theatre-TV meetings. However, big 40-city circuit scheduled for Dec. 30 to introduce new line of Avco's Bendix home appliance div. was suddenly canceled Dec. 11, with Bendix and producer Teleconference Inc. attributing move to "difficulties in coordinating dealer meetings during the holiday season." Both said Bendix div. plans to use theatre TV "some time in the future."

Next meeting on TNT's agenda reportedly is scheduled in February for big office-equipment manufacturer. An auto company, distiller and appliance maker reportedly are also on the hook for TNT theatre conventions. Teleconference is making arrangements for big closed-circuit auto dealer meeting as well as sales convention for beer company. Even Girl Scouts are said to be toying with idea of using 15-city hookup for annual convention, at cost of about 20¢ a head.

Although Lees and TNT have been secretive about costs of theatre-TV convention, *Wall Street Journal* speculated Dec. 9: "Based on rental charges of about \$750 per

theatre plus toll charge by AT&T of \$1.15 per mile per hour for use of the cable, a round estimate of something over \$30,000 can be made for the expense of the meeting. This would mean a cost of about \$2 per person for Lees to get across its 1953 sales message." Lees executive is quoted as crediting theatre-TV with effecting 60% saving over regional sales meetings.

Closed-circuit TV—but not the theatre kind—was used at 2 other conventions this weeks. In Lancaster, Pa., Armstrong Cork Co. unveiled 1953 linoleum patterns to distributors meeting Dec. 10 via CBS-system color TV equipment loaned by Smith, Kline & French pharmaceutical house, using 2½ miles of coaxial & microwave. Drug manufacturer has used the color equipment for telecasts of surgical operations. In Chicago, using TV equipment installed and operated by RCA, 500 leaders in graphic arts field at Lithographic Technical Foundation convention Dec. 10 saw close-up views of activities and facilities at Foundation's laboratories 1½ miles away, while sitting in meeting room in Conrad Hilton Hotel. Philco will show new TV models to dealers Dec. 29 on closed-circuit show from Philadelphia to TV receivers in more than 50 cities.

\* \* \* \*

Biggest paying audience ever to see single performance of a stage production—approximately 70,000—viewed full 3-hour opera *Carmen* televised from stage of New York's Metropolitan to 31 theatres in 27 cities Dec. 11. Charging admission fees varying from \$1.20 to \$7.20, theatres carrying the closed-circuit telecast reported audiences ranging from two-thirds of capacity to completely jammed. Theatre Network TV Inc., which arranged theatre telecast, is said to have 2 other Met operas lined up for theatre-TV performances this season. *New York Times* editorialized Dec. 13: "This phase of TV . . . opens up amazing possibilities."

**Personal Notes:** William H. Hylan, CBS-TV eastern sales mgr., named network sales v.p., succeeding v.p. Fred M. Thrower, who resigns Dec. 15 to devote more time to Audio-Video Products Corp., of which he is director and major stockholder . . . Norman Blackburn, ex-NBC national program v.p. and west coast TV director, joins Geyer Adv., New York, as TV-radio v.p. . . . Joseph M. Seifert, ex-ABC & DuMont, named executive director of Chicago Unlimited, set up to promote Chicago as TV-radio-film center, with offices in Lincoln Tower . . . Willard H. Hauser, ex-chief engineer of WBZ & WBZ-TV, Boston, named asst. mgr. under W. C. Swartley; Robert G. Duffield, ex-mgr. of KDKA, named WBZ-TV film & traffic mgr. . . . George Bregge promoted to sales mgr., WDTV, Pittsburgh, with George Menard becoming operations mgr. . . . Lester A. Dana shifted from radio to program director, WSPD-TV, Toledo, Robert Evans becoming TV account executive . . . Lewis I. Schwartz, ex-WJAR-TV, Providence, recently with R. I. Democratic State Committee as TV-radio chief, joins WWLP, Springfield, Mass., due on air about Jan. 15, as program director . . . James W. Robertson, ex-chief engineer of WDBJ, Roanoke, Va., and WFMD, Frederick, Md., recently with Russell P. May Co., Washington consulting engineers, named chief engineer of new WROV-TV, Roanoke, due on air in early 1953 . . . Earl Huff, ex-WBAP-TV, named asst. chief engineer, KTBC-TV, Austin, Tex. . . . Norman Hawkins, ex-WWJ-TV, Detroit, named local mgr. of new KXLY-TV, Spokane, due on air Dec. 25 . . . Tom G. Slater, Ruthrauff & Ryan v.p., takes charge of TV-radio, succeeding W. M. Tuttle, resigned . . . Martin T. Kane Jr., ex-Ruthrauff & Ryan, joins Hewitt, Ogilvy, Benson & Mather as TV-radio timebuyer . . . Hal Davis, promotion-publicity v.p., Kenyon & Eckhardt, named chairman of TV-radio committee of \$2,000,000 fund

drive of Greater N. Y. Council, Boy Scouts of America . . . Stewart P. Brown joins Anderson & Cairns, N. Y. agency, to handle TV-radio of McAn shoes and Martinson coffee accounts . . . Eliot C. Lovett, Washington radio attorney and past president of FCC Bar Assn., to practice under his individual name in same offices, the law firm of Hanson, Lovett & Dale being dissolved as of Jan. 1 . . . K. S. Byerly, ex-WBTV, Charlotte, named Katz Agency's mgr. in Atlanta, succeeding F. M. Bell, retiring after 30 years service.

John Blair, chairman of John Blair & Co. and Blair TV Inc., elected 1953 president of Station Representatives Assn. (formerly National Assn. of Radio Station Representatives). Other officers: John E. Pearson, v.p.; Adam J. Young Jr., secy.; Thomas F. Clark, treas.; Joseph J. Weed, Russell Woodward (Free & Peters) and Joseph Timlin (Branham), directors. Directors ordered new spot radio presentation to be prepared, titled *How to Use Spot Radio*, as well as annual spot radio estimator and new membership directory.

Radio-TV News Directors Assn. is new name adopted by National Assn. of Radio News Directors at Cleveland convention to reflect growing importance of TV. Tom Eaton, WTIC, Hartford, was elected president, succeeding James Bormann, WCCO, Minneapolis; James Byron, WBAP, Fort Worth, v.p.; Sheldon Peterson, KLZ, Denver, treas. Gold trophy awards were presented to 3 stations: WTVJ, Miami, for outstanding TV news operation; WBAP-TV, Fort Worth, for outstanding coverage of a special event; WHO, Des Moines, for outstanding news.

Alois Havrilla, 61, pioneer network and newsreel announcer, recently with WNJR, Newark, died Dec. 7 in Englewood (N. J.) Hospital after a long illness.

**Telecasting Notes:** DuMont Network's Tele-Centre, New York's old Central Opera House at 205 E. 67th St., was being occupied this week end by program, engineering and film departments; 7-story building, costing \$4,000,000 to acquire and renovate, contains 5 studios—one 101x72-ft., another 84x52, three others 75x40—and by mid-January all programs will originate from them, none from old Wanamaker studios . . . Central shop to pool trucking, carpentry, costuming, props & other auxiliary services for TV networks on N. Y.-originated shows is suggested by George Rosen in Dec. 10 *Variety*; he contends networks could thus save \$3-4,000,000 annually, says false competitive pride is resulting in unnecessary expense, duplication of effort . . . Film or live—which has greater TV advantages? Film, says Nat Wolff, Young & Rubicam TV-radio v.p., who told Los Angeles Ad Club Dec. 5 it is high-quality, money-saving technique; but *N. Y. Times'* Jack Gould wrote Dec. 7 that live shows are far superior “technically and qualitatively,” added: “To regard TV merely as a variation of the neighborhood motion picture house is to misunderstand the medium” . . . Billboard Magazine's first *TV Film Program Guide and Market Report*, published in Dec. 13 edition, will be regular monthly feature henceforth—invaluable reference for TV program managements . . . TV tryout of Rosalind Russell's feature film *Never Wave at a WAC*, pre-tested on CBS-TV *Schlitz Playhouse* last summer, is credited by independent producer Frederick Brisson with saving some \$40,000 in production costs—enabling him to rewrite and revise from kinescopes, to say nothing of advance audience buildup afforded by telecast . . . Warner Bros. has ordered star Gordon McRae off NBC-radio's *Railroad Hour*, which Benton & Bowles is adapting for TV, in line with contract forbidding even TV auditions . . . Film star Mary Sinclair, who went to Hollywood after “discovery” on TV, has asked for release from Paramount so as to return to TV in N. Y. . . . Bishop Sheen's Admiral-sponsored TV show ruled off govt.-owned Canadian Broadcasting Corp.'s stations in Toronto & Montreal as “too controversial” following criticism by its Religious Advisory Council . . . Conti-sponsored Lilli Palmer show on WCBS-TV, New York, is purchased from NBC film syndicate . . . Bing Crosby & Bob Hope have filmed 7 commercial spots to plug their next Paramount film, *Road to Bali*, none containing any scenes from the show . . . CBS bonus to employes on payroll for year or more will be week's pay; those hired first 3 weeks in year get half-week's salary up to \$40 . . . WTMJ-TV, Milwaukee, new rate card effective Jan. 1 raises Class A hour rate from \$800 to \$960, one-min. stays \$150 . . . WTVJ, Miami, has new rate card effective Jan. 1 raising Class A hour from \$600 to \$700, one-min. from \$110 to \$130 . . . WOI-TV, Ames, new rate card Jan. 1 raises Class A hour rate from \$400 to \$500, one-min. from \$80 to \$100 . . . KKTU, Colorado Springs, Colo., which went on air Dec. 8, has Class A hour rate of \$150, one-min. \$30 . . . CP holder WAFB-TV, Baton Rouge, has \$200 Class A hour rate, \$40 one-min. . . . KMTV, Omaha, to be represented by Edward Petry Co., KPHO-TV, Phoenix, by Katz, in swap of national sales reps effective Jan. 1.

Warner Bros. Pictures Inc. this week announced plan to divest itself of its more than 300 theatres, as required by govt. consent decree. Company has concluded agreement with Fabian Enterprises Inc., headed by S. H. Fabian, who operates 54-house circuit, to form new company to take over Warners' theatre business next March for reported \$60,000,000. New organization will have 20,000 stockholders, who will receive shares equal to their current holdings in Warner theatre stock. Warner Bros. stockholders will vote on plan Feb. 17. Harry, Albert and Jack Warner and their families own 35% of theatre company's stock.

**E**DUCATIONAL TV picked up speed this week with 5 Ford Foundation grants of \$100,000 each being offered for station construction to Cleveland Public School Board, U of Illinois, Connecticut State Board of Education, Kansas State College, Michigan State College (which holds CP for commercial channel—uhf No. 60). Offers have significance because they're made only after Ford's Fund for Adult Education, which administers program, has carefully ascertained what stations have best prospects for getting and staying on air.

There's little doubt hard-pressed educators will accept offers—but they must match them with at least \$200,000 from other sources in each instance or grant is withdrawn. In most cases, this means going to state legislatures, some of which haven't been overly enthusiastic about spending for purpose.

Meanwhile, president W. W. Kemmerer of U of Houston, holding CP for KUHT on Channel 8, tells us \$220,000 worth of equipment has been ordered from 9 supply houses, hopes to go on air by April 1. Kansas State College (KSAC-TV), also holding CP for Channel 8, has already built 250-watt transmitter, will radiate 1.5-kw ERP with 3-bay antenna, according to electrical engineering head R. G. Kloeffler. But he could give no on-air estimate pending appropriation by legislature.

Other recent educational television developments: (1) FCC Chairman Walker, in speech to 14-state Southern Regional Conference on Educational TV in Atlanta, urged educators to finance their own stations with minimum of outside aid if they wish to control programs. (2) NARTB labor relations director Richard P. Doherty told South-eastern Television Conference at WBTV, Charlotte, that educational stations will cost \$500,000-\$1,500,000 a year to operate, depending on size. (3) Big California conference, convened by Gov. Warren, is expected to draw some 2000 delegates to Sacramento Dec. 15-16.

Sylvania's annual TV grand prize for 1952 was won by NBC-TV's unsponsored *Victory at Sea*, which selection committee headed by Deems Taylor called “American TV that is truly great.” In special categories, awards went to all TV networks and to sponsors Admiral, Westinghouse & Philco for televising political conventions, to NBC-TV & Gillette for world series, to Esso for its commercials, to DuMont and NBC-TV v.p. Sylvester L. Weaver Jr. for developing daytime TV. Program awards: forum-type public service, *Youth Wants to Know* (on NBC-TV); documentary melodrama, *Treasury Men in Action* (NBC-TV); drama, *Robert Montgomery Presents* (NBC-TV); variety, *Toast of the Town* (CBS-TV); news, *See It Now* (CBS-TV); comedy, *I Love Lucy* (CBS-TV); creative technique, *Broadway TV Theatre* (WOR-TV); local public service, *The Whole Town's Talking* and *In Our Care* (WOI-TV, Ames); children's series, *Summer School* (WCAU-TV, Philadelphia).

Fan magazine *TV Guide's* gold medal “best” awards for 1952, based on reader votes: best actor, John Forsyth; actress, Maria Riva; comedian, Jackie Gleason; comedienne, Lucille Ball; sportscaster, Bill Stern; m.c., Ed Sullivan; dramatic show, *Robert Montgomery Presents*; mystery crime, *Dragnet*; western, Roy Rogers; children's, *Howdy Doody*; popular musical, *Your Hit Parade*; classical musical, *Voice of Firestone*; news, John Cameron Swayze; quiz, *What's My Line?*; educational, *Zoo Parade*; homemaking, *Josephine's Way with a Cook Stove*; interview, *Mike & Buff*; movie, *The Early Show*; most glamorous girl on TV, Roxanne Rosedale; commercial, Arthur Godfrey's for Chesterfield; year's best single program, Martin & Lewis' *Telathon*; public service, *Strike It Rich*; new program idea, *Omnibus*; most interesting new personality, Julius LaRosa.

**Station Accounts:** Value of TV medium for automotive advertisers, recognized in heavy use of network and spot during current introduction of new models, was pointed up by CBS-TV president Jack Van Volkenburg, addressing Toledo convention of 2500 Willys-Overland dealers Dec. 9; he said "73% of all new cars bought in a period of 6 months in the New York-New Jersey area were bought by TV set owners" . . . Advertisers, however, shouldn't "rob Peter to pay Paul," says Van Volkenburg 2 days later, addressing Harvard Business School's marketing club—his theme being they should not ignore one medium in favor of other, citing figures to show that American business can support TV along with radio, newspapers, magazines . . . Alliance Mfg. Co. (Tenna-Rotor, Tenna-Scope & Cascatic booster) now places its 20-sec. and 1-min. film spots on 50 stations, regards continuing campaign (which began on 3 stations in May 1949) as major factor in firm's success, writes v.p. John Bentia in *Sales Management*; agency is Foster & Davies, Cleveland . . . Canada Dry now sponsoring *Terry & the Pirates* in 50 markets, reports Official Films Inc., which also has just concluded arrangements to distribute Gene Lester's *Hollywood Closeups*, Tel-Ra's *Ideas on Parade*, Jerry Cournyea's animal shorts . . . Drewry's Ltd. (beer) has bought Ziv's *Boston Blackie* series on WXYZ-TV, Detroit; WOOD-TV, Grand Rapids; WJIM-TV, Lansing; WSPD-TV, Toledo; WHBF-TV, Rock Island, thru MacFarland-Aveyard, Chicago. Pacific Mercury (TV-radio sets) buys it for 10 western stations, including KGMB-TV, Honolulu . . . Duffy-Mott Inc. (foods) signs on WPIX Tue. 7:15-7:30 and WJZ-TV Fri. 8:30-8:45, for weekly *This Is Charles Laughton* film series, featuring actor in readings from Bible and various classical works, thru Young & Rubicam, N. Y. . . Marcal Mfg. Co. (paper napkins) buys filmed *Life with Buster Keaton* on WABD, N. Y., Thu. 7:30-8, thru Calkins & Holden, Carlock, McClinton & Smith, N. Y. . . Servel Inc., to promote new "Ice Maker" refrigerator, plans to use TV-radio with other media, thru Hicks & Greist Inc., N. Y. . . Among other advertisers reported using or preparing to use TV: B-B Pen Co. (Rol-Rite pens), thru Roy S. Durstine, Los Angeles; Usen Canning Co. (Tabby cat food), thru Arnold & Co., Boston; Vigorelli Sales Co. (sewing machines), thru Rowett & Lewitt Adv. Agency, N. Y.

**Network Accounts:** Scott Paper Co. is fifth and final sponsor to buy segment of Ford Foundation's *Omnibus* on CBS-TV, Sun. 4:30-6, starting Dec. 21, thru J. Walter Thompson, putting show on self-sustaining basis—sponsorships now paying both production and time costs. Other sponsors: Willys-Overland, Greyhound Bus Lines, Remington Rand (electric shavers), American Machine & Foundry Co. . . . Avco (Bendix home appliances div.) buys 13 five-min. partic. in *Today* on NBC-TV, weekdays 7-9 p.m., starting Feb. 23, thru Earle Ludgin & Co. . . . American Chicle Co. (Clorets) reportedly buying *Twenty Questions* on DuMont, Fri. 10-10:30 p.m., thru Dancer-Fitzgerald-Sample, replacing Luden's Inc. . . . Serutan Co. buys *Wisdom of the Ages* on DuMont, Tue. 9:30-10 p.m., starting Jan. 6, thru Ed Kletter Assoc.

TV and radio courses offered by 361 colleges and universities are listing in new free directory released this week by Office of Education, Federal Security Agency, Washington. Titled *Directory of College Courses in Radio and Television, 1952-53*, it lists 68 institutions offering TV or radio majors leading to degrees, was compiled by and is available from Mrs. Gertrude G. Broderick, TV-radio education specialist, FSA.

Television Venezolana, S.A. (Televisa) of Caracas, Venezuela, has received British Marconi equipment for installation of new TV station under direction of chief engineer Jose Maria de Ayarra.

TV's code of fair practices and self-regulation has made "much progress," code board chairman John Fetzer reported to NARTB-TV board this week. "Serious-minded and thoughtful people in legislative and judicial bodies and among the general public," he said, "believe we're on the right track. We don't plan to be diverted from our course by unjust criticism—nor will we disregard intelligent comment." Washington address of NARTB will be added to Seal of Good Practice, which member stations flash on screens, in order to encourage letters from viewers.

TV's impact on magazine reading has been over-emphasized, contends Crowell-Collier Publishing Co. research director Ray Robinson. He cites figures from new study made for *Collier's* by W. R. Simmons & Associates Research Inc. on basis of 33,452 interviews in 16,000 homes. These show *Collier's* adult readers in TV homes spend only 7% less reading time an issue than readers in non-TV homes. In all homes—TV and non-TV together—large weekly magazines had average 8% drop in "reading time" since pre-TV days. Breakdown showed *Collier's* down 3%, *Look* 5%, *Life* 9%, *Saturday Evening Post* 13%.

Tests of 5-watt booster in Lawrenceburg, Tenn. (Vol. 7:50), which have been conducted by Nashville's WSM-TV during after-midnight hours, will be carried on during regular programming hours 3 days weekly under new STA granted this week. Experimental station, using call letters KI2XCI, is testing theory of WSM-TV president John H. (Jack) DeWitt Jr. that it can operate on same channel as "mother" station (No. 4) and avoid interference by using vertical polarization. Community in valley 67 miles from WSM-TV, gets poor service.

"Gradual but sound growth" of FM was predicted by FCC chairman Paul Walker in Dec. 5 address in Syracuse to operators of "Empire State FM School of the Air," comprising 21 commercial stations which achieve network via pickups and rebroadcasts of each other's signals. To show "leveling off" of FM, Walker cited these figures: (1) 722 stations on air, 98 of them educational. (2) 28 stations discontinued this year, but 24 new ones began. (3) 18 CPs outstanding, 11 applications pending. (4) 9,000,000 sets sold.

New simplified FCC forms—consolidating station's annual and interim ownership reports (Form 323), and shortening station license renewal certificate (Form 360)—were adopted by Commission this week. Former is effective Feb. 1, spells out information required and emphasizes necessity for FCC consent to transfer of station ownership. Latter is effective immediately, eliminates lengthy FCC staff documents, simply refers to original grant with notation of changes.

Queen Elizabeth's coronation will be televised. Ruling by Britain's queen herself Dec. 8 climaxed off-again on-again indecision on opening Westminster Abbey to TV cameras for the big event June 2. Queen overruled TV ban by Coronation Committee and permitted televising all except the most religious part of the coronation—anoointing, communion prayers and administration of sacrament. Networks promise films for U.S. viewers next day.

Georgia Radio & Television Institute plans 8th annual session at U of Georgia, Jan. 28-30, sponsored jointly by Henry W. Grady School of Journalism and Georgia Assn. of Broadcasters. Glenn C. Jackson, mgr. of WAGA & WAGA-TV, Atlanta, heads committee on arrangements.

Reincke, Meyer & Finn, Chicago agency, on Jan. 1 absorbs Hamilton Adv. Agency, Chicago, with Hamilton president John W. Lawler, v.p. Claire C. Loveless, treasurer Willard Banks moving over with their accounts.

**M**ORE REPORTS from new-station grantees were received this week in our continuing survey of upcoming stations, including several as-usual unreliable press releases from the networks which have continually contributed substantially (as we ourselves have) to the confusion about starting dates by swallowing the unrealistic promises of station managements. But the general tenor of reports is now more conservative. For example:

KIMA-TV, Yakima, Wash. (Ch. 29), granted Dec. 3, lost no time in starting construction, broke ground Dec. 8 for new 1760-sq. ft. transmitter building on 1100-ft. hill about 2½ miles from town—tower's erection to coincide with completion of building. It hopes to get on air by April 1, having ordered RCA equipment last summer, reports v.p. Thomas C. Bostic. Weed will be national rep.

WTVP, Decatur, Ill. (Ch. 17) has ordered RCA equipment for July 1 delivery, is now drawing architectural plans, aims for possible Aug. 1 debut. City is well outside fringe areas of stations in St. Louis, 105 mi. away, Indianapolis, 150 mi.; Rock Island-Davenport, 145 mi.; Chicago, 178 mi.—and accordingly expects to build uhf audience with relative ease. No sales rep yet chosen.

KFSA-TV, Fort Smith, Ark. (Ch. 22) has ordered GE equipment, which with associated equipment is due for delivery in February and March, so that it should get on air by May 1, reports president Donald W. Reynolds, newspaper publisher. John E. Pearson Co. will be national sales rep.

WAFB-TV, Baton Rouge, La. (Ch. 28) calls us to task for failing to include it among the first due to get 1-kw RCA delivery, gen. mgr. Tom E. Gibbens stating that equipment has been promised for mid-January and that, with building all ready, "we feel confident that with everything else in line we will have the station on the air by Feb. 1."

WTVI, Belleville, Ill. (Ch. 54) advises that, being located on the Illinois bluffs just 6½ mi. from downtown St. Louis, it's going to be Federal's "showcase" operation. Market is 80% saturated with vhf, making this the "biggest and most favorable uhf conversion job," writes president Ben Wilson, ex-KMOX. He reports Mallory representative as of Dec. 5 had more than 10,000 firm orders in St. Louis for its all-channel converter and that one distributor requiring a strip-converter had placed initial order for 15,000. WTVI's target date is "between May 1 and 10."

WIBM-TV, Jackson, Mich. (Ch. 48) hasn't bought equipment yet, but president Roy Radner has told local trade to expect operation "by early summer."

According to DuMont, which announces it will affiliate them, these stations have changed previously announced starting dates: KNOK-TV, Columbia, S. C. (Ch. 67), now scheduled for approximately May 1, 1953; KOLN-TV, Lincoln (Ch. 12), now says spring of 1953.

Problem of "nulls" in uhf coverage—weak signals 1-2 miles from antenna—is approached from new angle by Workshop Associates which this week held technical session in Washington for consultants and FCC engineers. Company's new transmitting antenna, described by Dr. John Ruze and John E. Martin, achieves relatively uniform coverage through "asymmetrical distribution"—being fed different amplitudes at different parts. Both "null fill-in" and "tilting" are tailored to each station's needs. First customer is Federal which is including antenna in "package" to its first uhf station—WICC-TV, Bridgeport, hoping to get going in a few weeks. Antenna is priced between GE's and RCA's. Texts of technical papers may be obtained from company at Endicott St., Norwood, Mass.

Station KOIN is still in the running for Portland's Channel 6, FCC decided Dec. 9, overruling its Broadcast Bureau, examiner Elizabeth Smith and objections of *Portland Oregonian's* KGW. KOIN (theatreman Ted Gamble, chairman and principal stockholder) appealed to Commission after Examiner Smith turned down its petition to amend application to reflect sale to some 30 employees of 43.5% interest formerly held by Ralph Stolkin, Edward Burke Jr., Sherrill C. Corwin and Harry H. Kahn (Vol. 8:45,47). Although Commission hadn't released written opinion at week's end, it evidently decided amendment didn't represent "substantial change" in application and that KOIN had shown "good cause" in applying to amend application even though hearing officially had started. Comrs. Walker and Hennock dissented and Bartley didn't participate. Portland's Ch. 6 hearing, now involving only KGW & KOIN—KXL having withdrawn—is in state of suspended animation. KGW plans to ask for oral argument and Commission reconsideration of its acceptance of KOIN amendment.

FCC is getting impatient in its never-ending task of trying to keep down all kinds of spurious radiations. This week it appealed to JTAC, complained TV set manufacturers are taking "no action" to reduce radiation standards below 50 and 150 uv/m at 100 ft. Furthermore, Commission said, many of current uhf receivers and converters don't employ 41.25-mc IF upon which entire uhf allocation plan was predicated. "This apparent lack of standardization," it said, "casts doubt on the continuing validity of the plan." JTAC was pleased to be asked for assistance—one member calling task "by far the biggest we've ever considered"—but some manufacturers feel FCC's criticism isn't fair. They point to TV tuners and sets radiating well below the 50 and 150 uv/m standard, claim they're working hard to improve entire situation. Back of FCC's appeal is reiteration of old hint that Commission has, or may try to get, authority to force manufacture of receivers with specific radiation limitations.

FCC's solution to Macon, Ga. Channel 13 problem—that city being located .3 mi. too close to Birmingham (Vol. 8:49)—is same one used in Pittsburgh and Nashville cases. It proposes to move channel to a nearby town. In this case, community is Warner Robins, Ga. (1950 pop. 7986), about 15 mi. away. Practical meaning of move is that WMAZ, sole applicant for the channel, finds its position on processing priority list moved from A-55 to A-631. It could have had immediate grant, now must wait until Commission reaches town. Comrs. Merrill and Hennock dissented. Former felt that uhf channel should have been substituted for No. 13 in Macon, and that petition to put No. 13 in another community could have been considered later. Miss Hennock couldn't be reached, so her reasons for dissent aren't known. Another channel change in the works is assignment of No. 75 to Patchogue, N. Y., requested in petition filed this week by WALK.

First comments on proposed new rules for lighting and marking of high antenna towers (Vol. 8:46) were filed this week with FCC. All objected to section relating to marking and lighting of guy wires of towers more than 500-ft. high. Two tower manufacturers, Truscon and Blaw-Knox, called guy wire lighting impractical. Consulting engineer William E. Bennis Jr. proposed use of discs placed at right angles to mark guys, in lieu of spheres as proposed by Commission. He also urged lighting and marking rules be applied only to towers whose outer guy wires are more than 1000 ft. from base, rather than 500 ft.

Milan's famed La Scala was invaded by TV this week for first time for pickup of stage performance of Verdi's *Macbeth*.

**TREND TO ALL-CHANNEL SETS SEEN IN '53:** Heavy emphasis will be on uhf in new January TV lines -- as evidenced by RCA and Philco models introduced this week (see Topics & Trends). And there are strong indications that by end of 1953, "all-channel tuning" will be offered by vast majority of manufacturers, including some who are now among most ardent backers of strips and 1-&-2-channel converters.

TV trade is destined to have "split personality" for some time. Set makers can be expected to offer "dual" lines (vhf-only and vhf-uhf), or receiver lines with "uhf optional." Advertising approach will be dual, too -- with big stress on uhf in new-station areas, but virtually no mention of it in those well-served vhf areas which have little prospect of getting uhf stations soon.

Although transmitter bottlenecks have prevented the emergence of any new uhf stations since Portland's KPTV went on air last September, uhf tuner manufacturers report big pickup in last month or so in the already heavy demand for tuners -- some of which is undoubtedly due to set makers' preparations for new models.

It's an ill wind that blows no good, and uhf stations' delays in getting on air have given set manufacturers enough of a breather so they now feel they'll be in fairly good position to cope with demand when uhf areas open up -- although reports from prospective uhf communities indicate comparatively few sets available now.

\* \* \* \*

All-channel tuning seems to be in the cards as optional feature on all makes of TV sets -- maybe in 1953, maybe later. Even Zenith, staunchest advocate of strip approach to uhf conversion, has developed continuous uhf tuner -- but when it will be used in Zenith sets isn't known. Every major tuner manufacturer either is offering a 70-channel uhf unit or has one in works.

This doesn't mean strips and 1-&-2-channel converters will disappear. It does mean that set makers have studied FCC's table of allocations and realize that a large number of metropolitan areas are within range of 5 or 6 or more potential uhf stations. Other locations may never be able to get more than 1 or 2 uhf -- and in these, strips and limited-channel converters are most economical approach.

Standard Coil Products Co., biggest manufacturer of strips, reports ever-increasing output of strips at Chicago and Los Angeles plants. It's now "gearing for production of a tremendous quantity of strips for each channel" in order to build up inventory, and plans to double its Chicago production facilities next year.

Company is currently producing uhf strips for 10 channels, selected on basis of demand by its set-manufacturing customers. As key to set makers' thinking about uhf market possibilities, here are the channels for which Standard is making strips, together with the cities in which CPs have thus far been granted for those channels:

Channel 21: Youngstown; Louisville; Rochester; Gadsden, Ala.; Poughkeepsie, N.Y. Channel 25: New York; Jackson, Miss.; Columbia, S.C. Channel 27: Portland, Ore.; Youngstown; Roanoke. Channel 28: Los Angeles; Wilkes-Barre; Flint; Raleigh; Baton Rouge; New Bedford, Mass. Channel 34: Wilkes-Barre; South Bend; Waco, Tex. Channel 43: York, Pa.; Bridgeport; Syracuse; Chattanooga; Peoria, Ill. Channel 46: Atlantic City; Fall River, Mass.; Binghamton, N.Y. Channel 48: Mobile; Jackson, Mich.; Oshkosh, Wis. Channel 55: Harrisburg, Pa.; Holyoke, Mass. Channel 61: Reading, Pa.; Springfield, Mass.

Standard Coil's detent-type 82-channel tuner (Vol. 8:9), after thorough going-over by engineers, is scheduled for first small-scale production in January or February. Company says it will offer new tuner to set makers first, later may merchandise own uhf converter as does Mallory.

Mallory reports "tremendous demand" for both its continuous uhf tuner and self-contained converter, especially in last 60-90 days. Like other companies in field, Mallory is working on single tuner to cover entire vhf-uhf range, but execu-

tive v.p. Ray Sparrow says such a device is still quite far in future. For coming year at least, most tuner makers feel that the all-channel vhf-uhf sets will continue to use 2 tuners -- one for vhf and one for uhf -- though tuners may be geared together mechanically in "one-knob tuning" arrangement.

Sarkes Tarzian, who makes single-channel uhf "receptors" for Westinghouse and others, and is now also turning out continuous tuner, echoes sentiment heard more and more in industry -- that "all-channel tuning will be the real answer."

General Instrument says output of its continuous tuner is "building up rapidly," with three-or-fourfold increase scheduled in next 90 days. Sales mgr. E. A. Freed predicts that by mid-1953 more than half of industry's output will be sets equipped to receive both vhf & uhf.

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Pre-Christmas push brought TV production back up week ending Dec. 5, when RTMA counted 199,407 units produced (9349 private label) as compared with 159,513 in preceding week when it had fallen from 198,917 as of Nov. 21. That brought total output to about 5,565,000 in 49 weeks, so that 6,000,000 for year seems assured despite Christmas week letdown. Factory inventories went to 104,864 from 91,668.

Radios fared well, too, production jumping to 229,152 (75,775 private label) as of Dec. 5 from 185,972 the week before. Week's figure was top for year. Factory inventories of radios went down to 156,942 from 173,301 -- also lowest for year. Week's radios were 85,646 home sets, 34,623 portables, 58,542 clock, 50,341 auto.

**Trade Personals:** Lee Golder, chief, TV-radio section, NPA Electronics Div., on Jan. 1 becomes gen. sales mgr., Carbonneau Industries, Grand Rapids speaker manufacturer; William J. Bapst, chief, expansion & expediting section, becomes v.p., Carroll Electronics, New York, specializing in military equipment; Donald H. Cooper, asst. chief, broadcast & communications equipment section, Dec. 15 joins Leesburg, Va. labs of Washington consulting engineers Weldon & Carr . . . Hays MacFarland, chairman of MacFarland, Aveyard & Co. ad agency, elected to Hallcrafters board of directors, replacing J. Harry La Brum, resigned . . . William B. Doyle, ex-Admiral San Diego distributing div. sales mgr., named sales mgr. of new Admiral's home freezer div.; William P. Mackle, ex-Admiral-N. Y., sales mgr. of new range div.—both reporting to sales v.p. W. C. Johnson . . . Charles Kayko, ex-president, Sparton TV-radio div., named CBS-Columbia administrative v.p., and Harold H. Knubbe named asst. to engineering v.p. . . Wm. R. Wilson, Philco treasurer, elected chief financial officer, Philco International . . . Raymond K. McClintock, ex-asst. chief engineer, Sylvania radio tube div., named to newly created post of mgr. of new product promotion . . . Glenn E. Webster, ex-NBC engineering, joins GE as district sales mgr. for broadcast equipment, headquartering in Chicago's Merchandise Mart . . . Grady L. Roark, central regional mgr. in Chicago for GE equipment tube sales, promoted to mgr. of tube dept.'s equipment tube sales . . . S. L. Spraggins, Hoffman Radio production v.p., has retired due to ill health, his duties assumed by president H. Leslie Hoffman, who has also named Arthur

Baxter purchasing director; Harvey Lipp Hoffman Labs purchasing director; John W. Cherrett asst. to Lipp; Marvin Klassen buyer of TV cabinets; B. L. Fuller supt. of cabinet plant; J. T. McAllister service mgr.; Byron Brown market mgr., C. K. Clark succeeding him as San Francisco district mgr. . . Dr. John J. Bohrer, ex-Chemical Research Group leader, named associate director of research, International Resistance Co. . . Wm. H. Boedeker Jr., employe services mgr., named asst. to Louis J. Collins, Capehart-Farnsworth sales director . . . Alfred E. Smith Jr., son of the late Governor of N. Y., elected chairman of Electromath Corp., White Plains, N. Y. (electronics equipment) . . . Sidney Harman named gen. mgr., Harman-Kardon Inc. (electronics and audio-visual equipment), formerly known as Kardon Mfg. Co. . . John W. Carroll, Motorola-Chicago's south side sales mgr., named Pittsburgh regional sales mgr. for parent company, succeeding Edward L. Furbish, retiring.

RTMA will issue consumer education package on servicing this summer, consisting of 15-min. film for showing to civic groups, pamphlet and TV spot announcements, in its continuing drive to defend servicemen against charges of gypping. Program, to cost \$30,000, was revealed this week by RTMA service coordinator Albert Coumont in address to Chicago convention of National Alliance of Television & Electronic Service Assns.

Help wanted dept.: GE is offering bounty of \$5 to employes for each new male recruit for its Syracuse electronics plant, sweetening this with a TV set award each month to employe enlisting greatest number, a clock radio to runner up. Greatest need is for bulb handlers, test men, tool makers, janitors.

RCA's Dr. Vladimir K. Zworykin awarded 1952 Edison Medal of the American Institute of Electrical Engineers for "outstanding contributions to the concept and design of electronic components and systems"—notably the iconoscope and kinescope tubes.

Sylvania sales engineer Don Caverly has written *A Primer of Electronics & Radiant Energy* for new TV-radio servicemen; it's 340 pages, contains 200 pictures and diagrams, is available at \$4.50 from Sylvania adv. dept., 1100 Main St., Buffalo, N. Y.

**Bound and Indexed**

We will index and bind, between embossed book covers, a limited quantity of all 1952 issues of the *Television Digest Weekly Newsletters*, plus the *Final Television Allocation Report*, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken only until Jan. 5. Price: \$25 per volume.

**Topics & Trends of TV Trade:** Philco showed 37 TV models, 6 of them brand new and others with new furniture stylings, at distributor meetings in Philadelphia, Chicago and San Francisco this week—but it released no prices because they “haven’t been firmed yet.” Whole line was renumbered, and assurances given out that prices basically are to be unchanged except for \$10-\$20 variations in spots. Final list prices will be announced to dealers in 50 cities on closed circuit network Dec. 29.

Philco is stressing optional all-uhf-channel tuner that will be available in all models except 4 low-end 17-in. holdovers—along with built-in aerials. Its uhf tuner can be slipped into cabinets, after removing name-plate, and is to be priced at somewhere between \$35-\$50.

The 6 new Philco models will be No. 2230L, 21-in. blonde table; 2281, 21-in. mahogany veneer open console; 2279, 21-in. mahogany veneer half-door console; 2750, 27-in. solid mahogany full-door console; 1887, 17-in. full-door combination; 2290, 21-in. half-door combination. Radio line has 22 models, 8 of them new.

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RCA Victor also withheld prices on its 25 TV models (Vol. 8:49), all supposed to be adaptable to uhf, preferring to announce them at regional dealer meetings starting in Atlantic City Dec. 18, Reading Dec. 26, New York & Philadelphia Dec. 29-30. No radical price changes are anticipated from RCA either, though it kept proceedings of this week’s Miami Beach convention very hush. “Despite higher costs,” said RCA spokesman, “and with some slight variations in some models, the price level of our 1953 line remains approximately the same as our 1952 line.” Prices range from 17-in. table at \$200 to \$795 for top-of-line 21-in. combination; one 27-in. console will be available in limited quantities “priced somewhat under \$700.”

RCA includes combination vhf-uhf models, priced slightly higher. Three of its 25 models, it was learned, are carryovers, having been introduced only recently. They’re all 21-in. combinations—the Sunderland, \$795; Westland, \$525 mahogany & \$550 blonde; Pennfield, \$595. Fruitwood cabinets appear in RCA line for first time. Biggest promotion in its history was blueprinted at Miami Beach, particularly using TV, radio, newspapers and magazines.

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Accent will be on white goods at Philco’s Boca Raton convention, Jan. 3-7, inasmuch as its full TV story will be known to whole trade by then. But confidence in and emphasis on TV is manifest from enthusiastic statements coming from its headquarters this week. TV-radio div. president Larry F. Hardy reported Philco will increase 1953 production substantially from newly increased plant facilities.

“In TV,” said he, “we have a particularly bright outlook. It appears at this time that approximately 30 new stations—both uhf & vhf—will begin commercial operations between now and the end of June 1953. It’s estimated that perhaps 75-100 additional stations will begin operations in the second 6 months.

“I believe we can safely say that not less than 100 new stations will go on the air in 1953. All of these will not necessarily open new markets. However, every new station broadens the program offerings, and with these comes an increased demand for TV receivers. We at Philco believe not less than 6,000,000 TV receivers will be sold and the volume may run as high as 7,000,000 in 1953.”

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Fate of price controls in new Congress will be considered by House Banking Committee headed by Rep. Wolcott (R-Mich.) in hearings to begin about Feb. 1, thus virtually assuring OPS won’t be killed before its April 30 expiration date.

Trade Miscellany: NARDA reports Jan. 11-13 convention in Chicago’s Conrad Hilton will have largest attendance in history, with hotel accommodations at premium . . . Portland, Ore., first “uhf city,” had 41,135 sets-in-use as of Dec. 1, with 29 manufacturers represented, according to survey by Portland State Extension Center . . . El Paso, newly opened to TV, reports 6000-10,000 TV sets already in use, market booming . . . Hallcrafters distributor convention will be held in Chicago’s Edgewater Beach Hotel, Jan. 5-6 . . . Capehart-Farnsworth to show, at Chicago Furniture Mart, new 21-in. tables at \$270 in mahogany, \$280 blonde, open console \$370 mahogany, French Provincial full-door console \$475 fruitwood . . . RCA Victor contracts with Remington Corp.’s air conditioning div., Auburn, N. Y., to supply its console single-room air conditioners; Fedders-Quigan continues to supply RCA’s window models . . . Columbia Records Inc. coming out with new high-fidelity phono called “360,” measuring 16½x12½x10-in., or about size of hatbox, with tone range superior to most floor models; list is \$139.50 or \$144.50 in blonde . . . Westinghouse’s new electronic tube div. launching big national & local promotion campaign for its “Reliatrons,” featuring special offer of \$1 off for TV-radio repair service; handled by adv. mgr. Joseph Schlig . . . Wanamaker’s leases its TV-appliance dept. to Sunset Appliance Stores for 3 years, as of Feb. 1, on percentage arrangement.

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Distributor Notes: Admiral Pittsburgh distributor, Keps Electric Co., sold to New York & Pittsburgh syndicate headed by W. F. Rockwell Jr.; Joseph Elias, New York, one of investors, will become president of Keps, which will retain name and Admiral line . . . Admiral Chicago distributor, Appliance Distributors Inc., appoints Jack H. Zink appliance sales mgr., replacing Paul Dorsey, now acting gen. sales mgr. . . Motorola Milwaukee distributor, Electro-Pliance Distributors Inc., to open Green Bay branch early next month . . . Philco Hartford distributor, Roskin Distributors Inc., appoints S. A. Kelsey sales mgr., succeeding Moe Grabell, resigned . . . DuMont names Thurow Distributors Inc., Jacksonville; Indianapolis distributor, Arthur Fulmer of Indiana Inc., appoints J. R. Bradley mgr. . . Sylvania Seattle distributor, F. B. Connelly Co., opens Spokane branch . . . Raytheon appoints H. E. McMasters Co., El Paso, and Johnson-Moody Co., Peoria . . . Majestic names Victor Shaw Co., Charlotte . . . Andrea names Boyd Corp., Portland, Me. (James W. Boyd, president).

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“We’ve seen several of the new lines being introduced by the manufacturers this year,” says NARDA’s Dec. 8 *Appliance & Radio Dealers News*, “and they’re hot. Priced right, with colorful, individual selling features, with good advertising and sales promotional backing and the most genuine company enthusiasm behind them that’s been around in years, the ’53 products look like good selling profit-makers for the dealers. Little chance of duplicating conditions at start of ’52 when you could pick up carloads of the ’51 merchandise at special prices. The only ’52 merchandise likely to be around at the start of ’53 will be the slowest-moving of the models and even these will be in small quantities in the backwater areas.”

Doom of large TV service shops employing 150-200 servicemen in favor of smaller, more flexible dealers using 5 or 6 servicemen was predicted this week by Frank J. Moch, president of National Alliance of Television & Electronic Service Assns., in address to meeting of parts manufacturers and factory reps at New York’s Athletic Club. He also foresaw end of one-man “jack-of-all-trades” service dealers as industry grows.

**Electronics Reports:** Govt. dashed hopes of consumer goods manufacturers for another substantial supplemental allocation of steel in first quarter 1953 when NPA chief Richard McDonald announced this week that preliminary examination of steel mill order books shows virtually no additional space available. First quarter steel allotments for TV-radio and other civilian goods manufacturers are lowest ever made by NPA, despite supplemental allocation announced last month (Vol. 8:44-46). DPA is scheduled to decide next week on second quarter metals allocations, expected to be considerably more generous than those for first quarter.

New advisory group on reliability of electronic equipment, formed by Defense Dept. Research & Development Board, will be headed by Crosley's Lewis M. Clement. Other members are Frederick J. Given, Sandia Corp., Albuquerque, N. M., and Stuart L. Bailey, Washington consulting engineer. Named as consultants were Joseph A. Chambers, Motorola Research Lab, Phoenix, Ariz., and Albert F. Murray, Washington consulting engineer.

C. W. Potter, v.p.-gen. mgr. of Indiana Bell, on loan to NPA Communications Equipment Div., will succeed Richard W. Murphy as asst. NPA administrator for Textile, Leather & Specialty Equipment Bureau, responsible for administration of Electronics Div. and 9 other NPA divisions. Murphy returns to National Cash Register Co. when Potter takes over.

Chatham Electronics Corp., Newark, opens new plant in Livingston, N. J. to employ 200 in making hydrogen thyratron tubes for defense applications.

**I**NDUSTRIAL TV field has new entry in Telescreen Corp., 36 Grove St., New Canaan, Conn., headed by William L. Norvell, formerly in charge of Remington Rand's now defunct TV dept. Mr. Norvell says Telescreen specializes in the engineering, development and manufacture of "complete color and monochrome industrial TV systems."

Another firm specializing in industrial TV systems, Dage Electronics Co. (G. H. Fathauer, president), 69 N. Second St., Beech Grove, Ind. is now manufacturing compact 18-lb. self-contained industrial camera chain, utilizing RCA Vidicon tube, at basic price of \$2850. Dage's lightweight camera proved its mettle at Dec. 10-12 Computer Conference & Exhibition at New York's Park Sheraton Hotel, where it was used to relay technical lectures and demonstrations from ballroom to 8 standard TV receivers in meeting room 2 floors above. Conference was sponsored by AIEE, IRE and Assn. for Computing Machinery.

Other manufacturers now making industrial TV equipment: Diamond Power Specialty Corp., Lancaster, O.; DuMont; General Precision Laboratory; Industrial Television Inc., Clifton, N. J.; Radio Receptor Co., Brooklyn; RCA; Television Utilities Corp., New Hyde Park, N. Y. Directory of manufacturers of industrial TV equipment will be a feature in our *TV Factbook No. 16*, due off presses Jan. 15

Areturus Electronics Inc., Newark, manufacturer of CR tubes, merges into General Electronics Inc., Paterson, N. J., under presidency of Delbert E. Replogle, one-time Raytheon executive who founded General. Frederick D. Gearhart Jr., president of Gearhart & Otis, bankers, is chairman; Nathan E. Brown, secy.; Charles G. Hampson, gen. mgr. & director; Bruce D. Replogle, director.

Zetka Television Tubes Inc., Clifton, N. J., filed Chapter XI petition in Federal district court in Newark this week following debt claim of \$5000 by Victory Container Corp. Liabilities were listed at \$177,455, assets \$154,500.

**Financial & Trade Notes:** "Another tremendous boom" is predicted for the TV industry by Hallicrafters president Wm. J. Halligan, who said it is "not a flash in the pan but a continuous growth boom." He forecast 7,200,000 TVs will be made in 1953, comparing with the record 7,500,000 of 1950 and about 6,000,000 this year. In 1954, he said, the industry will make 8,000,000 sets. Next year (1953) will be "the first good year of replacement selling." Within 5 years, he foresaw more than 500 vhf stations and 2000 uhf.

Halligan spoke at Dec. 8 annual stockholders meeting, at which he announced sales for first quarter of current fiscal year ended Nov. 20 were \$13,000,000 with profit of \$376,087 (45.6¢ per share) after taxes. This compares with \$10,058,000 sales and \$86,384 (10½¢) profit for like period last year. First quarter earnings, in fact, nearly equaled the 45.9¢ a share earned for all of last year, he observed, and firm may resume dividends next spring.

With November sales alone running \$4,500,000, Halligan said fiscal year indicates 15% increase over preceding year's record \$42,000,000, and per share earnings 3 times greater. "Actually," he said, "we expect to do even better."

\* \* \* \*

Among officers' and directors' stock transactions reported by SEC for Oct. 11-Nov. 10: Wm. A. Bles exercised option to buy 1000 Aveco (March 1951), to sell 1000 (Jan. 1952), exchanged 1000 (March 1951), holds 19,000; Kenneth E. Ryan bought 100 Cornell-Dubilier, holds 100; John H. Briggs bought 5197 Gabriel, holds 35,885 common, 2750 pfd.; R. Bowling Barnes & Heywood Fox, through Fox Wells & Co., bought 28,295 Olympic, hold 123,170; James T. Buckley gave 193 Philco as gift, holds 19,594; Thomas A. Kennally gave 15 Philco as gift, holds 18,047; A. H. Gutseh bought 1000 Remington Rand (Sept. 1952), holds 3025; Harry A. Hicks bought 750 Remington Rand, holds 1950; Albert M. Ross exercised option to buy 4000 Remington Rand, holds 6599; Jeffrey S. Granger sold 400 Sentinel (Sept. 1952), holds 2500; John Sanderson received 2000 Sperry under stock option plan, holds 3000; Henry C. Bonfig bought 50 Zenith, holds 50.

In motion picture and allied fields these transactions were reported: Harry Cohn gave 100 Columbia as gift, holds 125,178 common, 400 pfd.; Charles C. Moskowitz bought 1000 Loew's, holds 4500; Elmer C. Rhoden bought 2100 National Theatres, holds 7925 personally and through holding companies; Sherrill C. Corwin sold 10,000 RKO, holds 209,884; David J. Greene bought 1800 RKO, holds 64,150 personally and through partnership, trust and family; A. Louis Oresman bought 1900 RKO, holds 30,000; Walter P. Marshall bought 50 United Paramount Theatres, holds 175; Alfred E. Daff bought 1000 Universal, holds 1000 common, 100 pfd.

\* \* \* \*

Standard Coil Products Inc., through F. Eberstadt & Co., on Dec. 11 offered new issue of \$5,000,000 of 5% convertible subordinated debentures and 250,000 shares of common. Maturing Dec. 1, 1967, the debentures are priced at 100% and interest and are convertible into common at \$18.50 on or before Dec. 1, 1957, at \$20 thereafter to Dec. 1, 1962, \$21.75 thereafter. The \$1 par common is priced at \$16.75. Proceeds of new financing will be used to retire \$3,000,000 in bank loans, for current and contemplated expansion, including that of subsidiary Kollman Instrument Co. Proceeds from sale of the common shares will revert to 3 principal stockholders, who will continue to hold approximately 48% of common.

Muntz TV reports net loss of \$82,536 for 6 months ended Sept. 30 on sales of \$20,009,695. No comparable figures are available, but for fiscal year ended last March 31, firm earned net income of \$898,004 (80½¢ a share) on gross revenues of \$32,923,661.

**N**ILES TRAMMELL, \$100,000-a-year chairman of NBC, its former president and a veteran of 30 years RCA-NBC service, heads Biscayne Television Corp., applying this week to FCC for Channel No. 7 in Miami. He is president and 15% stockholder in company formed by rival Jack Knight interests (WQAM-Miami Herald) and James M. Cox interests (WIOD-Miami News), who now drop their competitive applications for that channel and pitch for grant without hearing.

Trammell, 58, also a member of RCA board, retires from RCA-NBC family Jan. 1 with substantial pension rights to accept post paying \$25,000 a year salary, \$10,000 a year expenses—and still predicated on getting a grant that won't be made until FCC has resolved its AM-TV "duopoly" policy (see story, p. 2). NBC chairmanship is resumed by RCA chairman Sarnoff.

Stockholders in Biscayne, which would be operated entirely independently of the rival newspaper-radio interests, include John S. Knight, 17½%; James M. Cox Jr., 30½%; James L. Knight, 10%; C. Blake McDowell, 5%; J. Leonard Reinsch, 5%; Lee Hills, 5%; Owen F. Uridge, 5%; James M. LeGate, 3½%; Milton Scott, 3½%. (For further identification of principals, see *TV Addenda 15-V*.)

Joining of these rival forces leaves WGBS (Storer) and WKAT (Katzentine) still to fight it out for Ch. 10, only other vhf available to Miami—WTVJ already occupying Ch. 4 and Ch. 2 earmarked for education.

\* \* \* \*

Six other vhf applications and 8 for uhf were filed with FCC this week, bringing total now pending to 777 (311 of them uhf). One of the vhf is for Braddock, Pa. by Matta Enterprises, seeking Ch. 4 allocated to Irwin, Pa., 17 mi. from Pittsburgh; partner-brothers Wm. G. and G. C. Matta, owners of WLOA, engaged in real estate and coal stripping business, also applied this week for uhf Ch. 52 in Atlantic City and Ch. 61 in Akron. Ch. 61 is also sought in Akron this week by WADC's Allen T. Simmons.

Other vhf applications were for Pine Bluff, Ark., Ch. 7, by Tulsa group including John T. Griffin, chief owner of KTUL & KOMA, and John Esau, KTUL mgr.; Amarillo, Tex., Ch. 7, by oilman Charles H. Coffield, who already holds uhf CP for Austin; Odessa, Tex., Ch. 7, by KECK; Montpelier, Vt., Ch. 3, by attorney George Agel; Honolulu, Ch. 7, by group including local radio actress Christmas Early, war surplus dealer Ada Cragen, and inter-island radio system operator Jerry J. Neville.

Other uhf applications were for Stockton, Cal., Ch. 36, by radio-newspaper group including Knox LaRue, chief owner of KTSN there, and San Francisco mgr. of George P. Hollingbery Co.; Davenport, Ia., Ch. 36, by builder Mel Foster & attorney Harold Hoersch; New Orleans, Ch. 36, by group headed by adman Lester Kanin; Alexandria, La., Ch. 62, by Barnet Brezner, contractor; Shorewood, Wis. (near Milwaukee), Ch. 31, by publisher Harold R. Murphy.

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

Hopes for approval of merger of ABC and United Paramount Theatres by Christmas went glimmering this week as FCC ordered oral argument for Jan. 5. Scheduling of argument, which will last total of 5 hours and can scarcely add much to months of hearing and thousands of pages of record, was undoubtedly spurred by criticism expressed by Senators Tobey (R-N. H.) and Langer (R-N. D.) (Vol. 8:49). They told Commission they were "shocked" at examiner's initial decision. Nevertheless, if Senatorial pressure is to count in case, there's plenty of support of merger to counterbalance critics. Furthermore, even these critics could change their minds as they learn more about situation.

College football TV "controls" of National Collegiate Athletic Assn. will continue next year, despite growing opposition. NCAA's powerful TV committee continues to ward off pressure from its collegiate opponents, telecasters and the public, and will propose to Jan. 8-10 NCAA convention in Washington that NCAA (1) continue one-game-a-week TV policy, and (2) permit substitution of local games only when they're sellouts and don't compete with other NCAA games in area. Reason NCAA's TV committee can stand its ground is that opposition doesn't seem inclined to fight to finish. For instance, this week (1) Big Ten Conference voted to favor regional TV control at NCAA convention, but admitted it wouldn't oppose TV committee in floor fight, and (2) Notre Dame executive v.p. Rev. Edmund Joyce called present football TV policy illegal, but said school wouldn't take legal action against NCAA. Best hopes for forcing NCAA to modify its position seem to rest with public opinion and a Justice Dept. victory in its anti-trust suit against National Football League's TV restrictions, due for January trial. Organized baseball, facing different problems, ended major-league conferences in Phoenix by establishing major league committee to study Sen. Johnson's proposal that baseball's TV-radio income be pooled into fund to help clubs considered damaged by broadcasts (Vol. 8:49).

NARTB's TV membership reached even 100 this week with admission of Wayne Coy's KOB-TV, Albuquerque; KRON-TV, San Francisco; WOOD-TV, Grand Rapids; KFEL-TV, Denver; KDUB-TV, Lubbock, Tex.; and upcoming new stations WSLs-TV, Roanoke; KONA, Honolulu; WKAB-TV, Mobile; KFOR-TV, Lincoln, Neb.; WAKR-TV, Akron; WEEU-TV, Reading; WWLP, Springfield, Mass. At Cat Cay meeting Dec. 8-9, TV board approved researches into "standards of circulation measurements for TV" and for industry-wide sales promotion; named subscription TV study committee comprising Paramount's Paul Raibourn, WGAL-TV's Clair McCollough, WMCT's H. W. Slavick; approved limiting associate memberships to companies selling services, equipment or supplies to TV-radio industry, naming McCollough chairman of committee to clear applications.

Color transmissions from DuMont's WABD, New York, authorized under STA granted by FCC this week, will include several undescribed DuMont innovations differing from NTSC specifications. Transmissions will be confined to hours outside regular programming, won't interrupt DuMont's uhf color transmissions. Paramount's Paul Raibourn has come up with something else—"Adjacent Channel Color Transmission." He proposes that color signal be made up of monochrome signal as now transmitted but that color information come from adjacent channels.

### Next TV Factbook—Pre-Print Orders

Our semi-annual *TV Factbook No. 16* will be off the presses shortly after Jan. 15, 1953—containing basic data on all operating stations & networks (including rates); complete tabulation of applications for new stations, detailing principals involved, facilities requested, etc. (and starting new series of weekly *Addenda*); list of all new-station grantees (with reported starting dates); directories of TV set & tube manufacturers, transmitter & studio equipment makers, film & live program suppliers, community antenna systems, theatres equipped for TV, FCC personnel, legal & engineering consultants, etc., etc. One copy goes to each *full-service* subscriber. Extra copies, if pre-print orders for 20 or more are placed by Jan. 3, cost \$1.50 each; single copies, \$3.

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

# Television Digest

with **ELECTRONICS** REPORTS

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**4 RCA, 2 GE DELIVERIES SPARK EARLY UHF:** RCA's uhf bottleneck appears broken, with shipments Friday (Dec. 19) of first four 1-kw transmitters making it possible for at least Atlantic City's WFPG-TV (Channel 46) to take the air by week's end.

Atlantic City station has easiest task, apparently, for it already had its tower, antenna, triplexer and all connections installed and was geared to begin tuning transmitter "within 8 hours" after delivery. It will be the 12th post-freeze starter, second uhf but first factory-built -- the 10 others having been vhf.

The others getting first RCA uhf transmitters and their starting plans, as stated to us by telephone: WSBA-TV, York, Pa. (Ch. 43), now hoping to get started next Tuesday, Dec. 23; WSBT-TV, South Bend, Ind. (Ch. 34), planning to start tests Christmas Day; WBRE-TV, Wilkes-Barre, Pa. (Ch. 28), planning Jan. 1 debut.

Beyond disclosing these 4 shipments, RCA continues silent on prospects of more uhf deliveries -- particularly to such other priority customers claiming to be ready to go as WKBN-TV & WFMJ-TV, Youngstown (Ch. 27 & 73, respectively); WAFB-TV, Baton Rouge, La. (Ch. 28); WJTV, Jackson, Miss. (Ch. 25).

How much gear other than transmitters was shipped is unrevealed -- but it's apparent from station reports that triplexers and other equipment are slow, too. Nor will RCA say when promised 7-a-month transmitter output will be reached (Vol. 8:49).

Barring unforeseen contingencies, all 4 of the first RCA uhf since Portland's KPTV should be in operation by New Year's Day. Next uhf to start should be GE's first two installations -- namely, WKAB-TV, Mobile, Ala. (Ch. 48) whose Mrs. Louise Pursley informs us that Dec. 31 or Jan. 1 is "sure"; and WEEK-TV, Peoria (Ch. 43), which promises mid-January start. Both await antennas only.

WICC-TV, Bridgeport, Conn. (Ch. 43), according to the latest word from that city, looks now like better bet for Jan. 15 test patterns than for Jan. 1 date previously reported; it will be Federal's first uhf. And WWLP, Springfield, Mass. (Ch. 61), is still awaiting GE transmitter and is still down for debut "before the end of January" -- which president Roger L. Putnam might be expected to press, now that he has resigned as economic stabilization director and is returning from Washington.

[For more news on foregoing and other upcoming uhf stations, see p. 6.]

**13 MORE CPs ISSUED; NO LETUP IN SIGHT:** Our speculation about "200 CPs by year's end" (Vol. 8:40) wasn't far off. With whopping batch of 13 grants this week, FCC boosted total to 157 (43 vhf, 114 uhf). And it has more lined up for next two weeks.

This week's CPs included 3 vhf & 10 uhf as Commission reached 130th city in Group A, 181st in Group B. Included are 3 uhf in cities with pre-freeze vhf stations operating -- Baltimore, Buffalo and Birmingham.

The vhf grants: Tucson, Ariz., KCNA, No. 9 (third for city, pop. 45,454); San Angelo, Tex., KGKL, No. 3 (second); Wichita Falls, Tex., KFDX, No. 3 (second).

Uhf CPs went to: Birmingham, Ala., WSGN, No. 42; W. Palm Beach, Fla., WIRK, No. 21; Peoria, Ill., Hilltop Broadcasting Co., No. 19 (second); Baton Rouge, La.,

Capital TV & Bcstg. Co., No. 40 (second); Lake Charles, La., Southland Telecasters, No. 25; Baltimore, WITH, No. 60; Buffalo, Chautauqua Bcstg. Corp., No. 17; Easton, Pa., WEEX, No. 57; Hazelton, Pa., WAZL, No. 63; Danville, Va., WBTM, No. 24.

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Of grantees without local AM interests, Peoria CP-holder is 50% owned by Hugh R. Norman, president of KSTT, Davenport, which has application for Cedar Rapids, 50% by consulting engineer Walter F. Kean. Baton Rouge CP is held by partnership comprising attorneys James B. Donovan, John W. English and dept. store owner James R. McBrier; Mr. English also holds 14.8% of application for Erie, Pa.

Lake Charles grantee is partnership of Charles W. Lamar Jr. & T.E. Gibbens. They hold CP for Pensacola, have minority stock interests in WAFB-TV, Baton Rouge. Principals of Buffalo grantee are theatreman Gary L. Cohen and liquor dealer Sherwin Grossman, whose company also has application pending for Jamestown, N.Y.

[For detailed listings of week's CPs, with reference to Addenda containing full data on principals, see TV Addenda 15-W herewith.]

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In first court ruling affecting allocation plan, U.S. Court of Appeals in Washington gave WGAL-TV, Lancaster, go-ahead to shift from Channel 4 to 8 on temporary basis -- denying WLAN's petition for injunction. Next step is comparative hearing between the two before FCC, on date to be set, to determine which has right to regular license on Channel 8.

Court's decision came immediately after oral argument Dec. 18; opinion may be issued later. WGAL-TV should be able to shift in a few weeks, boosting ERP from 1 kw to 7.2 kw. At same time, fringe area interference to and from WNBT, New York, and WNBW, Washington, will be removed -- and WNBT & WNBW will be able to hike their powers to maximum as fast as FCC grants modifications and equipment is installed.

**STATION AND WIRED TV BATTLE IN ASHEVILLE:** Significant showdown on community antenna system came in Asheville, N.C., Dec. 18 when city council reversed previous 4-3 vote and ruled 5-2 to prohibit installation proposed by Community TV Systems Inc.

Council's action climaxed fight between the community system company, headed by Murray Borkon of Philadelphia, and uhf CP-holder WISE, owned by Harold H. Thoms.

Thoms had previously told council he would consider dropping CP if Community TV were permitted to wire up town and provide service from WBTV, Charlotte. Community TV countered with offer to post bond guaranteeing it would build a TV station itself -- if Thoms dropped grant and FCC awarded it a permit.

Thoms contended he could buck local station competition but questioned his ability to compete with outside signals. WSKY and WLOS are competing for city's only vhf channel -- No. 13.

Town had been split wide open between those eager for any kind of TV now and those anxious to foster local stations which would provide free signals.

Asheville now has small community system feeding about 60 homes at edge of town. It won't run afoul council's ruling unless it seeks to expand, using city's streets. Council's power over systems derives from its control of streets. Community TV had already obtained permission to use poles from power & phone companies.

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No other city has had similar crisis, as far as we know, but TV applicants and CP-holders are beginning to wonder about community systems' impact. Some are seriously considering going into the business themselves (Vol. 8:49).

We checked two other cities where we thought friction may be generated -- Williamsport and Harrisburg, Pa. In former, 3 community systems are operating and WRAK-TV holds uhf CP. In latter, one system operates and uhf WHP-TV is building.

Manager of WRAK George E. Joy says he's done a little thinking about problem, intends to consult attorneys, but he doesn't seem as upset as Thoms was. One of Williamsport's community systems is being built by company owned by Jerrold Electronics Corp., manufacturer of community TV equipment, allied with the powerful J.H. Whitney & Co., New York investment organization.

There's no problem in Harrisburg, according to WHP mgr. A.K. Redmond. He

reports that community operator is limited to small area because most of the city's power and phone wires are underground. He's extremely eager to get WHP-TV on air, says: "If we can't stay in business by satisfying the people with our signal, it's just our tough luck. That's the American democratic way."

\* \* \* \*

FCC still hasn't said "boo" about community systems, except in one related case. This was application of J.E. Belknap & Associates, Poplar Bluff, Mo., which proposes microwave to feed many projected systems in Missouri and Illinois. FCC set Belknap for hearing (Vol. 8:29), but company has amended its proposal to say that it intends merely to operate as common carrier and won't also operate community systems. It now stands chance of getting grant of microwave facilities without hearing.

Commission is reluctant to get involved in community systems -- either to encourage them, discourage them or regulate them. It hasn't enough staff, isn't likely to do anything unless policing is unavoidable.

Asheville case has been exception, so far, no one else complaining that community systems threaten to block orderly growth of TV stations. And this fight was settled at local level. To date, Commission has looked upon community systems as a minor technique for expanding service rather than limiting it.

**10 NEW VHF ON THE AIR, MORE ON WAY:** Vhf grantees are going ahead at steady pace -- and at least 7 more should be added by Feb. 1 to the 10 that have gone on the air since freeze was lifted. At least, that's the promise from the CP holders.

Roanoke's WSLs-TV (Channel 10) became No. 10 post-freeze station to take the air (9th vhf) when it went into operation day after debut was suddenly halted by a bolt of lightning (Vol. 8:50). It's now running test patterns 4-6 p.m., network and some films and local shows thereafter. It's nearly sold out commercially, according to mgr. James Moore; Dec. 29 it begins carrying Dave Garroway's "Today" 7-9 a.m.

No. 11 post-freeze outlet is Honolulu's KONA (Ch. 11), which also ran into hard luck with false starts (Vol. 8:47-49) but which cabled that it got back on air Dec. 17 with "commercial pictures that are excellent." It gives Hawaiian capital 2 vhf outlets now in full operation, KGMB-TV (Ch. 9) having started Dec. 1.

Spokane's KXLY-TV (Ch. 4) looks like it will start next week, as promised, and possibly also El Paso's KTSM-TV (Ch. 9). In former city KHQ-TV (Ch. 6) and in latter city KROD-TV (Ch. 4) are already in full operation.

Mobile's WALA-TV (Ch. 10) doesn't look like it will make Jan. 1 debut, but it may start during the month -- making it a bit behind uhf WKAB-TV (Ch. 48). And this week the lineup of others promising to get going by Feb. 1 comprised: KOLN-TV, Lincoln, Neb. (Ch. 12); KOPO-TV, Tucson, Ariz. (Ch. 13); KVOA-TV, Tucson (Ch. 4); KELO-TV, Sioux Falls, S.D. (Ch. 11).

From KMO-TV, Tacoma, Wash. (Ch. 13) came word it has ordered RCA equipment, aims to get on air in early spring. Carl Haymond, KMO owner, reporting also on his second grant, for KIT-TV, Yakima (uhf Ch. 23), said its target is mid-summer.

**REPUBLIC TV FILM DEAL—STRAW IN WIND:** Is the "logjam" breaking up? This is obvious question posed by disclosure this week that Republic Pictures is releasing 104 of its feature films -- most of them made since 1945 -- for showing on WCBS-TV, New York CBS flagship, in biggest deal yet between major producer and TV station.

These films eventually will work their way to other stations -- presumably first to CBS's owned outlets and those represented by CBS-TV Spot Sales. Pact was negotiated by WCBS-TV film manager David Savage and Earl W. Collins, president of Hollywood TV Service, owned by Republic, one of 9 biggest producer-distributors. Deal includes such films as Northwest Outpost (with Nelson Eddy, Ilona Massey), Spectre of the Rose (Judith Anderson), Casanova in Burlesque (Joe E. Brown).

Financial details weren't revealed, but trade reports said the station is paying about \$200,000 for undisclosed number of showings of the 104 films.

We find it difficult to conclude films-to-TV logjam was broken by this one deal, and that steady stream of movies will now spew forth from major producers to

TV stations. Real significance of move, however, is self-evident: The pact between Republic & WCBS-TV is a trial balloon, a weathervane -- and as such is being watched closely as possible indication of early opening of vaults to TV.

Hollywood's movie makers are torn between 2 bread-&-butter loyalties -- to their exhibitors and to their stockholders. The producer's biggest customer is his exhibitor -- on whom he still depends for financial success of his films.

Republic has been dickering with TV interests for some time, seeking best offer for block of oldies. Deal was almost signed early this year, when word leaked out (Vol. 8:8). Exhibitor groups immediately threatened to boycott all Republic pictures (Vol. 8:10) -- and Republic drew in its horns for time being.

What will exhibitors do this time? Some, of course, have learned they can't buck the inevitable, and have applied for TV stations. But how will the rank-&-file react? Answer to this question looms extremely large in other producers' plans for TV release of old films, and that's why film folk are watching outcome so intently.

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On the other horn of the film maker's dilemma is his corporate profit-&-loss ledger. Boxoffice is down, and TV is deemed responsible. And when profits drop, when dividends are skipped, stockholders don't like it.

Old films in producers' vaults are like money in the bank. In the heyday of the movie, the best of these oldies could always be counted on to show big profit when reissued for theatre re-runs. In a "normal" film market, even the briefest re-showings of old films would bring in far more money than they'd make if sold to TV.

But "normal" market exists no more. Market for theatrical reissues -- except for the "classics" -- appears to be nearly shot. TV, on other hand -- young, dynamic, growing rapidly now -- is beginning to offer more and more profit potentialities. Existing TV stations have scraped bottom of barrel, showing and reshewing the same hoary old turkeys -- and now they are screaming for "fresh" films.

More straws in the wind have appeared in recent weeks -- for example, the reported negotiations between Paramount and various TV interests for the release of huge block of old short subjects and cartoons (Vol. 8:45).

Independent producer David O. Selznick again is reported trying to peddle a group of his best pictures for TV showing. Negotiations between him and Bruce Eells & Associates collapsed last year when his asking price of \$2,000,000 for 12 films -- each to be shown 4 times in 63 markets over 2 years -- was said to be too high. But now time may be ripe. Selznick is said to be offering 26-week supply of films -- broken into one-hour packages -- to individual sponsors for \$1,000,000. Included are such classics as *The Third Man*, *Intermezzo*, *Spellbound*, *Rebecca*.

Something's bound to give. And Republic deal, while it may not be the wedge that breaks the "logjam", might well turn out to be bellwether. Outcome of deal -- how it affects Republic's relationships with its exhibitors -- may determine how soon other big producer-distributors decide time has come to join forces with the upstart TV for mutual benefit of both media.

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**T**HEATRE-TV production of *Carmen* from Metropolitan Opera stage (Vol. 8:50) got mixed reviews, most critics applauding Nathan Halpern's Theatre Network TV Inc. for noble effort but pointing out technical shortcomings in transmission. *Variety's* city-by-city check of attendance reveals first opera attraction didn't have nearly the "pull" of theatre-TV prizefights, attendance being quite low in some cities, though at or near capacity in others.

There are now about 115 theatre-TV installations in use, according to our survey of equipment manufacturers made in connection with preparation of our *TV Factbook No. 16*. Not all are in theatres, though, some installations being located in such places as the Pentagon, U. S. Naval Academy and Rheem Mfg. Co., Lester, Pa. Among manufacturers of theatre-TV gear, RCA maintains strong lead with 81 installations, while Trad Television Corp. has jumped into second place with 12, General Precision Lab-

oratory 10, Paramount 4, Air Marshal Corp. (Theatre-View) 2, home made or unspecified 2. Total seating capacity of theatres with TV installations now is about 235,000.

List of TV-equipped theatres, with seating capacity and make of equipment, will be feature of our new *Factbook*, due off presses in January.

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Theatre Owners of America, at midwinter board meeting in New York's Hotel Pierre Jan. 26-27, will consider Dept. of Justice's anti-trust suit against 12 movie producers & distributors to compel them to release 16mm films to TV (Vol. 8:30-32).

Deadline for filing theatre-TV exhibits was extended this week by FCC from Dec. 22 to Jan. 12 at request of Western Union; hearing is scheduled to resume Jan. 26.

**WASHINGTON POST**, which hit jackpot with its WTOP-TV, reputed to be much better earner than the newspaper, has agreed to purchase Florida Broadcasting Co., owner and operator of WMBR, WMBR-FM & WMBR-TV, Jacksonville. Price is \$2,470,000. Deal is subject to FCC approval.

Florida stations are presently owned by Edward L. Norton, of Birmingham, ex-member of Federal Reserve Board, who also is majority owner of WAPI & WAFM-TV, Birmingham; Frank King, president; Glenn Marshall Jr., gen. mgr. Washington publisher Philip Graham (son-in-law of owner Eugene Meyer) is himself a graduate of U of Florida; his father, Ernest R. Graham, a former Florida state senator, is owner of a dairy at Hialeah, near Miami.

WMBR is CBS affiliate, operates with 5 kw on 1460 kc. TV adjunct is only one in city, having started operation Oct. 16, 1949, and having reputation of being excellent earner. It gets programs from all 4 networks, holds CP to increase its Channel 4 power to 100 kw. *Washington Post* and CBS jointly acquired old WOIC from Macy interests for \$1,400,000 in August 1950, former holding 55%, CBS 45%, with Graham voting as trustee for CBS interests. Joint TV-AM operation is managed by John S. Hayes. Mr. Graham said Mr. Marshall will continue to manage the Jacksonville properties.

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Atlanta's WLTV has been sold to Crosley Broadcasting Corp. for cash consideration of \$1,500,000 in deal concluded last week as arranged by broker Howard Stark. Local group of 25 stockholders headed by manufacturer Walter C. Sturdivant, who acquired Channel 8 outlet in latter 1951 following merger of *Atlanta Journal* and *Constitution* under James Cox auspices (Vol. 7:32-34, 38-39), had paid \$525,000 for station, added \$300,000 more working capital, borrowed additional \$200,000 (of which \$50,000 has been paid)—so they will realize profit of about \$500,000. Station was one of few pre-freeze failing to show profit, though it went into the black last month. Crosley plans to retain manager Wm. T. Lane and staff. Since it already operates 3 Ohio stations (WLWT, WLWD, WLWC), it will probably drop one of its pending new-station applications—either for Indianapolis or Toledo—if FCC approves transfer. Deal is year's fifth involving sale of a pre-freeze station, others havings been for KPHO-TV, Phoenix; KOB-TV, Albuquerque; KOTV, Tulsa; WTCN-TV, Minneapolis (now WCCO-TV). [For complete list of all TV station sales and transfers, see p. 7, *TV Factbook No. 15.*]

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McCall's annual "Golden Mike" awards to women in TV-radio go this year to: Ann Holland, WBAL-TV, Baltimore, as outstanding woman in TV-radio for 1952, for her medical series *Live & Let Live*; singer Jo Stafford, for her *Voice of America* broadcasts; Mary Morgan, CKLW, Detroit, for her *News Digest* and radio crusade against narcotics; Christine Spindel, WDIA, Memphis, for *Workers Wanted*, designed to raise standards of living of Negroes; Evadna Hammersley, KOA, Denver, for her *Home Forum*; Phyllis Adams, WNBT, New York, for *It's a Problem*; Madeline Long, WCCO-TV, Minneapolis, for her *Video School*; Nena Badenoch, Chicago, as director of TV-radio relations for National Society for Crippled Children.

American Heart Assn. presented awards of merit this week to 3 TV-radio advertising executives for fund-raising work: Arthur Pryor Jr., BBDO; Rodney Erickson, Young & Rubicam; Thomas M. McDonnell, Foote, Cone & Belding.

Theodore F. Koop, Washington director of CBS radio news & public affairs, elected president of National Press Club—first radio newsman to hold that office.

**Personal Notes:** Willson M. Tuttle, ex-TV-radio v.p., Ruthrauff & Ryan, named president of new United Television Programs Inc., Gerald King chairman of board; it's a combination of UTP (Gerald King-Milton Blink) with Hollywood's Gross-Krasne Productions Inc. and Studio Films Inc. . . . Will Baltin, ex-executive secy. of old Television Broadcasters Assn., for last 2 years with Screen Gems, TV subsidiary of Columbia Pictures, resigns Dec. 22 to join N. J. group in forming corporation to manufacture and sell undisclosed "important new electronic product" to stations . . . Paul Mowrey, program director, promoted to mgr. of WJZ-TV, New York, Trevor Adams becoming sales mgr. and stations v.p. Slocum Chapin assuming title of gen. mgr. . . . James A. Stabile named administrative mgr., ABC-TV program dept. . . . Robert M. Banker, ex-CBS, named ABC-TV's asst. eastern program director . . . Samuel Goldwyn Jr., son of the film magnate, joining ABC-TV as asst. to Charles Underhill, national program mgr. . . . Ben McLaughlin promoted to gen. mgr. of WICU, Erie; at 28, he's one of youngest, if not youngest, station mgrs. in TV . . . Wally McGough, sales mgr., onetime WJAC-TV, Johnstown, appointed gen. mgr. of WTVN, Columbus; Norton Locke, chief of operations; Wm. McKenzie, production chief; Orn Huntington, program director; Arthur Jacobs, public service & education director . . . Wallace J. Jorgenson now national sales mgr. of WBT & WBTW, Charlotte; Paul B. Marion named WBTW Carolinas sales mgr. . . . Melvin B. Wright, ex-KSL & KSL-TV, named merchandising mgr., new KGMB-TV, Honolulu; Ralph Davidson, also from KSL, named local sales mgr. of KGMB-TV . . . James T. Aubrey Jr., mgr. of KNXT, Hollywood, named 1953 TV chairman of local Red Cross drive . . . Arden Pangborn, mgr. of WOAI, San Antonio, elected president of local Better Business Bureau . . . John E. North, ex-v.p., Radio Representatives Inc., Chicago, joins Chicago rep staff of General Teleradio's WOR-TV & KHJ-TV . . . Francis E. Gianattasio, ex-Kenyon & Eckhardt, joins Hewitt, Ogilvy, Benson & Mather as TV-radio time estimator . . . Ted P. Wallor, ex-Birmingham, Castleman & Pierce, appointed TV time-buyer, Morey, Humm & Johnstone, New York . . . Thomas H. Dawson, CBS-TV Spot Sales gen. mgr., named CBS-TV sales mgr., succeeded by Sam Cook Digges, Spot Sales eastern sales mgr.; Clark George, Spot Sales, promoted to eastern sales mgr. . . . R. J. Rockwell, Crosley engineering v.p., appointed to Ohio Program Commission, official state body set up to study possibility of educational TV station.

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Attending Gridiron Dinner in Washington Dec. 13 were these figures identified with TV: Walter H. Annenberg, *Philadelphia Inquirer* (WFIL-TV); Maurice R. Barnes, Washington attorney; Warren S. Booth, *Detroit News* (WWJ-TV); James M. Cox Jr., *Dayton News* (WHIO-TV); Philip L. Graham & John S. Hayes, *Washington Post* (WTOP-TV); Robert H. Hinckley, ABC; Jack R. Howard, Scripps-Howard (WEWS, WCPO-TV, WMCT); Edward T. Ingle, TV-radio director, Republican National Committee; A. H. Kirchhofer, *Buffalo News* (WBEN-TV); Horace L. Lohnes, Washington attorney; Samuel H. Kauffmann, *Washington Star* (WMAL-TV); E. F. McDonald Jr., Zenith Radio; B. H. Ridder, *St. Paul Pioneer Press* (WCCO-TV); Joseph Pulitzer & Joseph Pulitzer Jr., *St. Louis Post-Dispatch* (KSD-TV); Roy Roberts, *Kansas City Star* (WDAF-TV); David Sarnoff and Edward Sarnoff, RCA; Lawrence C. Spivak, *Meet the Press*; Frank Stanton, CBS; L. W. Teegarden, RCA Victor; Chris Witting, DuMont; Niles Trammell, Joseph H. McConnell, Frank White, Frank Russell, Gene Juster, Wm. R. McAndrew, Robert Sarnoff, Ned Brooks, Ray Henle, Richard Harkness, Albert Warner, NBC.

**H**OLDERS OF UHF grants may be able to move faster from now on, what with the delivery and imminent installation of RCA's long-delayed first batch of 1-kw transmitters and the shipment of several interim 100-watt jobs by GE (see p. 1). Actually, not only transmitters but antennas, filterplexers and other components have proved to be the bottlenecks causing delays.

Faced with hard fact that uhf grants are outstripping vhf by more than 2½-to-1 (114 uhf to 43 vhf, to be exact), it can be assumed the transmitter makers are exerting every effort to speed up their uhf production and testing lines. Furthermore, there's the incentive of intense competition, yet a sellers' market—with some customers so eager to get equipment that they're alleged to have placed orders with as many as 4 different companies, planning to accept first to deliver.

Within next month or two, there should be a half dozen more uhf stations in operation, besides Portland's pioneer KPTV, to serve as "showcases" of what the signal can do and how well the public responds to the idea of uhf conversion and reception. Certainly, many of the uhf grantees have been doing a terrific promotional job on receivers thus far—sometimes (some think) with an excess of zeal in their claims for number of converted sets already available.

RCA's 1-kw transmitter is of completely new design, housed in 3 aluminum cabinets, employing single Type 6181 air-cooled tetrode. New crystal oscillator is said to have stability 5 times greater than laboratory model transmitter first used at Bridgeport and now operating at KPTV, Portland. Much of additional equipment—such as filterplexer and transmission line—is of new design. Describing magnitude of uhf project, T. A. Smith, asst. mgr. of engineering products dept., said: "Since every new station is assigned a given frequency channel, TV transmitter production assumes some aspects of custom engineering."

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No. 12 station to take the air—and only 49 days after grant—apparently will be Fred Weber's WFPG-TV, Atlantic City (Ch. 46), which had a state police escort to accompany its transmitter on trip from Camden Friday. It was due to sign on by Saturday, had an affidavit to attest that 5000 converted TV sets were already in use, showed statement from Motorola distributor that he alone will have sold 10,000 by April 1. WFPG-TV got quicker start than other RCA customers because it was lucky enough to get a hand-made triplexer. Network service will come via 2-hop relay from Philadelphia, 58 miles distant, using state fire tower for the beams.

York's WSBA-TV (Ch. 43), which suffered such hard luck when its first antenna crashed as it was being hoisted (Vol. 8:44), gets its RCA transmitter Friday also, but filterplexer is due in next couple days from Dielectric Products, Portland, Me. It hopes to start testing by Tuesday (Dec. 23) with films, hopes to get network service Dec. 28.

South Bend's WSBT-TV (Ch. 34) chartered a plane to hasten filterplexer from Maine and, barring bugs, expects to be testing by Christmas day. It will also carry 2 hours of films daily at start.

Wilkes-Barre's WBRE-TV (Ch. 28) has everything ready except transmission lines, due to be completed early next week, and antenna, due for Dec. 27 delivery. It still promises Jan. 1 start.

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Mobile's WKAB-TV (Ch. 48) looks like it's going to beat vhf WALA-TV (Ch. 10) to the air by weeks, with its Dec. 31 or Jan. 1 debut. WALA-TV hasn't yet had delivery of RCA equipment; efforts to get further information have proved unavailing, but it apparently cannot possibly get started by Jan. 1. According to WKAB-TV's Louise

Pursley, all TVs being sold in area are equipped for both uhf and vhf.

WEEK-TV, Peoria (Ch. 43), due in mid-January, tells us 100-watt GE job will be boosted by 12-kw amplifier in April, that AT&T has promised interconnection by April or May. With 1.7 kw ERP at start, it expects to put out good signal over 12-mi. radius, serving about 200,000 population. Tower is 432 ft. high, 546 ft. above average terrain.

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In our continuing survey of upcoming new stations, we had these reports from and about other uhf CP holders this week:

KPIK, Los Angeles (Ch. 22), granted last week to John Poole, who operates experimental uhf KM2XAZ, has already ordered GE 100-watt interim transmitter for May delivery, to be followed by 12-kw in August and 50-kw later. Mr. Poole already has excellent building on Mt. Wilson, which Austin Co. will expand, and where U of Southern California's KUSC-TV (Ch. 28) is also expected to operate.

WJLN-TV, Birmingham, Ala. (Ch. 48), which will be adjunct of WJLD and WJLN-FM, Bessemer-Birmingham, is ordering GE equipment, proposes to use present FM tower on Red Mt. in Birmingham, is altering transmitter building to accommodate TV, estimates delivery of equipment by next October, reports owner George Johnston, Jr.

WEEU-TV, Reading, Pa. (Ch. 33) has begun construction of 362-ft. tower on Mt. Penn, has silenced its FM adjunct so that transmitter building can be altered to house TV also, expects to have GE equipment installed in time for mid-1953 start instead of previously reported May 15 target.

WBKZ-TV, Battle Creek, Mich. (Ch. 64), granted to Detroit-Flint-Saginaw radio broadcaster John Lord Booth, scion of the chain newspaper family but not connected with the newspapers' management, is reported to have purchased the FM plant of WELL, Battle Creek, planning to enlarge it to house TV studios and offices and aiming to go on air in May.

WHIZ-TV, Zanesville, O. (Ch. 50) has had all TV equipment, except transmitter, on hand since last summer, has been demonstrating via closed circuit at county fairs in area, playing to more than 150,000. It plans to move radio to TV transmitter site, has already erected 500-ft. tower, plans to mount TV tower in January, hopes to get RCA transmitter in time for April 1 start. John E. Pearson Co. is national rep.

Harrisburg's WHP-TV (Ch. 35) reports transmitter building almost completed, expects RCA transmitter in latter January, tower up by Feb. 1. Its target date is April 1, says manager A. K. Redmond, but effort will be made to be nearer Feb. 1 if at all possible.

### Next TV Factbook—Pre-Print Orders

Our semi-annual *TV Factbook No. 16* will be off the presses shortly after Jan. 15, 1953—containing basic data on all operating stations & networks (including rates); complete tabulation of applications for new stations, detailing principals involved, facilities requested, etc. (and starting new series of weekly Addenda); list of all new-station grantees (with reported starting dates); directories of TV set & tube manufacturers, transmitter & studio equipment makers, film & live program suppliers, community antenna systems, theatres equipped for TV, FCC personnel, legal & engineering consultants, etc., etc. One copy goes to each *full-service* subscriber. Extra copies, if pre-print orders for 20 or more are placed by Jan. 3, cost \$1.50 each; single copies, \$3.

**Telecasting Notes:** NBC-TV's rate of compensation to affiliates has been revised to reduce number of "free hours" required (now 24 per month) in accordance with amount of commercials carried by stations. Details weren't released following Chicago meetings this week between stations committee headed by WRGB's Ray W. Welpott and NBC group headed by financial v.p. Joseph V. Heffernan—but NBC president Joseph McConnell said arrangement was worked out "harmoniously and in a businesslike way" and WTMJ-TV gen. mgr. Walter J. Damm called it a "complete understanding of each other's problems in the growing TV industry" and said it "will benefit us both" . . . Difficulty of new TV stations in getting national business via networks regarded in some quarters as compounding value of basic network affiliations; networks are selling hard as they can, but advertisers aren't expanding hookups as fast as new stations come on the air and are linked—due to TV's higher costs . . . Not many 200-station TV networks, as in radio, are envisaged as saleable, even when TV is full-blown, but rather "basic networks" comprising 60 or so top markets, with the supplementaries unlikely to earn very much from network affiliations . . . CBS-TV signs Ben Hecht, stage and screen dramatist, to create series of new weekly shows, which he will personally supervise; he's second Pulitzer Prize winner to be signed for TV, playwright Robert Sherwood having recently contracted to write 9 original plays for NBC-TV . . . General Telradio (Tom O'Neil) reported tabling plans to form "film network" by having stations, including its own 3 (WOR-TV, WNAC-TV, KHJ-TV), finance it cooperatively—but hopes to revive project after a while; this was job to which ex-WOR chief Ted Streibert was assigned before he recently resigned . . . "America's most graphic and exciting contribution to British TV at the moment is the stirring NBC film *Victory at Sea*," re-

ports London correspondent of *New York Times*, who adds that it's being "widely acclaimed"; 26-week series also being carried on Canadian Broadcasting Corp.'s 2 stations . . . Employment of cameramen is increasing nationally, thanks to TV, and taking up drop in film studio jobs, says Herb Aller, business agent of International Cameramen's New York local, who adds: "TV provides real stability today; without TV things would be quite bleak" . . . National Lutheran Council, 50 Madison Ave., New York City, issues 31-p. report listing all religious programs on TV & AM networks, along with praise for TV-radio for cooperating with churches to improve quality of religious programming . . . Good idea for others in TV-radio to emulate: Fred Finney, news editor, KTUC, Tucson, Ariz., urging his listeners to send Christmas cards to Wm. N. Oatis, the AP correspondent being held prisoner in Czechoslovakia; send them care U. S. Embassy, Prague . . . Pereira & Luckman, architects who designed CBS's Television City in Hollywood, drawing plans for new KEYT, Santa Barbara, Cal., Channel 3 outlet due on air next May and headed by Harry C. Butcher, ex-CBS Washington v.p. and wartime naval aide to Gen. Eisenhower, and Colin B. Selph, ex-manager, KDB . . . CBLT, Toronto, adding program hours beginning Xmas week, starting daily at 5:30 and running to 11 p.m., "with the exception of a break during the dinner hour" . . . Mobile's WKAB-TV (Ch. 48), due on air end of year, has set \$200 hourly rate, \$20 for 1-min., \$15 for 20-sec., is represented by Forjoe . . . WHEN, Syracuse, has increased power to 50 kw, operating from new 557-ft. tower, expects to reach 190 kw early next year . . . WCBS-TV, New York, adds hour to weekday morning schedule by signing on with *News & Previews* at 7:50, starting Dec. 29; only other local TV station on air that early is WNBT, signing on at 6:55 or just before Dave Garroway's 7-9 a.m. *Today*.

**Network Accounts:** Twentieth Century-Fox buys hookup of 4 ABC-TV stations (WJZ-TV, WFIL-TV, WENR-TV, WXEL) for premiere of *Stars & Stripes Forever* at Roxy Theatre, New York, Mon. Dec. 22, 8:30-9, with film repeat on WXYZ-TV, WAAM & WLTV Wed. Dec. 24, 8:30-9, thru Charles Schlaifer & Co. Networks climax TV-radio campaign of more than 80 spots on WJZ & WJZ-TV Dec. 15-22. Spot campaigns are also planned in other cities . . . Bristol-Myers Co. (Ipana) drops *Break the Bank* on CBS-TV, Sun. 9:30-10, replaces it with comedy show in same time starting Feb. 8, starring Ken Murray and Alan Young, alternating. Ipana also has replaced Clorets as co-sponsor of *Jackie Gleason Show* on CBS-TV starting Jan. 3, Sat. 8-9 p.m.; other sponsors are Schick (electric shavers) and Thomas Leeming Co. (Silk 'n' Satin lotion). Agency is Doherty, Clifford, Steers & Shenfield . . . Bauer & Black (Curad bandages) will co-sponsor *Twenty Questions*, starting Jan. 2 on DuMont, Fri. 10-10:30 p.m., thru Leo Burnett . . . Fram Corp. (auto filter) plans first use of TV early next spring with 15-min. travel film, *Vacationland America*, starring John Cameron Swayze & family on NBC-TV, thru Van Sant, Dugdale & Co. . . . Pabst Sales Co. (Blue Ribbon beer) substitutes *Christmas Eve Musicale* for its boxing bouts Dec. 24 on CBS-TV, one night only, Wed. 10-11 p.m. . . . Gobels Brewing Co. & Miller Brewing Co. will share sponsorship of Detroit-Los Angeles pro football playoff game on DuMont, Dec. 21, Sun. 1:30 p.m.; Gobels agency is Brooke, Smith, French & Dorrance and Miller is Mathisson & Assoc. . . . Adam Scheidt Brewing Co. (Valley Forge Beer & Rams Head Ale) to sponsor Philadelphia's *Mummers Parade* Jan. 1 on hookup of WCAU-TV, originating, and WGAL-TV, Lancaster, thru Ward Wheelock Co., Philadelphia . . . Liggett & Myers Tobacco Co. (Chesterfields) sponsors *Dragnet* weekly, starting Jan. 1, on NBC-TV, Thu. 9-9:30 p.m., dropping alternate-week sponsorship of *Gangbusters*.

HARRIS subcommittee's mild report on TV-radio "morals" doesn't mean that Congressmen have abandoned the idea of further headline-producing probes of programming. Nor does it mean threat of censorship legislation is permanently ended. Report by 7-man subcommittee of House Interstate & Foreign Commerce Committee this week urged that investigation be "continued and expanded" in next session of Congress. Amplifying this recommendation, chairman Oren Harris (D-Ark.) told newsmen his group believes new probe should cover:

(1) Problems posed by increasing use of film on TV; what type of controls, if any, are required on subject matter of TV films. (2) On-the-spot checks of TV-radio programming in various parts of country, with Congressmen monitoring programs on the scene, unannounced.

Both Chairman Harris and subcommittee report took issue with witnesses who said Congress had no right to legislate controls over subject matter of TV-radio. Congress has right to institute limited controls, report said, but subcommittee fears "potential evils" inherent in such action. Report also recommended "further study and consideration" of FCC Chairman Walker's suggestion for licensing of networks (Vol. 8:49).

Subcommittee report also: (1) praised NARTB and industry for adopting self-regulating TV code; (2) urged industry to be more zealous in guarding against offensive program matter; (3) accused TV-radio of devoting too much time to crime programs; (4) praised broadcasters and liquor manufacturers for keeping whiskey ads off the air, but warned against "poor taste" in beer and wine commercials.

General Motors and Willys-Overland will sponsor coronation coverage, both TV-radio, on NBC & CBS, respectively. Plans for telecast are still indeterminate, probably will consist of films flown over after event.

EDUCATIONAL "sleeper" may be in making by St. Louis Educational TV Commission, non-profit corporation composed of local educators and community leaders which is preparing to apply shortly for Channel 9. Assuming quick grant of non-commercial educational vhf allocated to St. Louis, and sparkplugged by St. Louis manufacturer Raymond Wittcoff, station could go on air by early spring and perhaps precede grantees KUSC-TV in Los Angeles (Channel 28) and KUHT in Houston (Ch. 8) as first educational outlet.

Wittcoff, who is member of Dr. Milton Eisenhower's National Citizens Committee for Educational TV (Vol. 8:48), tells us application had been delayed until all financing and equipment were assured, said these should be buttoned up early next week. Financing will be handled privately, he said, with Ford Foundation contributing \$100,000. Programming will be cooperative—the product of 16 school systems in area, which will pitch in to pay 50% of costs. Other 50% will be met by gifts from corporations and foundations and smaller gifts from citizens.

Counsel for project is Malcolm Martin, brother of Federal Reserve Board chairman William McChesney Martin, contributing legal services gratis. Board is headed by Dr. Arthur H. Compton, Washington U chancellor. Members include Rev. Paul C. Reiner, president of St. Louis U; Philip Hickey, St. Louis supt. of schools; Mr. Wittcoff, and other leading local citizens.

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Finance division of California educational conference, at meeting in Sacramento Dec. 15-16, recommended that State advance each educational TV station money for construction, with formula for repayment on basis of ability to pay and all operating costs to be financed locally. Biggest educational conference held thus far, with 2000 delegates, recommended study looking into possibility of relocating State's remaining 7 educational allocations to avoid duplication of coverage. All are uhf save San Francisco-Oakland's Channel 9 and Sacramento's No. 6, others being San Diego, No. 15; Fresno, No. 18; San Bernardino, No. 24; San Jose, No. 54; Stockton, No. 42.

Other educational TV developments this week: (1) E. Arthur Hungerford, General Precision Labs' TV commercial mgr. and prewar NBC-TV engineer, given leave of absence to be consultant to Joint Committee on Educational TV. (2) Ford Foundation offered \$100,000 grants each to Atlanta board of education and Pittsburgh's Allegheny Council on Education. (3) Newly-formed film exchange, Educational Television & Radio Center (Vol. 8:49), set up temporary headquarters at 134 So. La Salle St., Chicago. (4) American Civil Liberties Union, in letter to FCC, urged Commission to deny grants to educational applicants which indicate they would bar or restrict discussions of controversial public issues. (5) Ohio State U announced it will apply for uhf Channel 34 in Columbus shortly after Jan. 1. (6) Educational conference scheduled for Jan. 9 in Olympia, Wash.

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Westinghouse's Stratovision equipment, used several years ago in series of exciting experiments, was presented to Texas A. & M. this week by alumnus C. E. (Chili) Nobles, Westinghouse engineer who developed system. Equipment comprises transmitter and power supply. System involved TV transmissions from plane flying in small circle 4-5 miles above earth, giving vast coverage. Westinghouse pushed system during one phase of allocations proceedings, but FCC concluded that it would require too many channels to cover country, depriving many cities of local stations. However, end-of-freeze decision said Commission "will consider requests for experimentation" in 792-890 mc band. Despite FCC turndown, Westinghouse feels experiments were valuable from propagation standpoint, says data has been given to Defense Dept.

HAS THE FCC SET new precedent by permitting Portland's KOIN to amend application to reflect change in 43.5% ownership after competitive hearing had officially begun (Vol. 8:50)? This question had Washington lawyers and many of FCC's own legalists pondering this week, as Commission issued opinion explaining why it brushed aside advice of its own Broadcast Bureau, ruling of examiner Elizabeth Smith and objections of competing applicant KGW, and permitted KOIN to stay in hearing for Portland's Channel 6.

Commission maintained in its opinion that: (1) Although Ralph Stolkin, Edward G. Burke and Sherrill C. Corwin sold their 43.5% holdings in KOIN (Vol. 8:45, 47), change in application was not "substantial" because company's original stockholders now hold about 87% of stock and remaining 13% is held by 25 employees. (2) Applicant had "good cause" to amend because it was faced with "fait accompli" by retirement of 3 stockholders. (3) KGW shouldn't suffer "undue hardship" since amendment was filed 16 days before testimony was due to be taken on Channel 6 case, which should have given KGW ample time to familiarize itself with new facts in case.

Dissent of Comrs. Walker and Hennock charged majority "stretched 'good cause' to such an extent as to cause the requirement to lose much of its former significance." They expressed fear "Commission's action will open a veritable 'Pandora's box' of difficulties in future hearings." A high member of Commission staff called it "one of the most significant decisions in many a moon," and added:

"If this is carried to its logical conclusion, it means no applicant for a contested channel will know whom he's bucking until the hearing record is closed." Other lawyers argued KOIN ruling was merely isolated action by Commission and "the next time it might do exactly the opposite." KGW has 30 days to ask Commission to reconsider. Meanwhile, Channel 6 hearing has been postponed until mid-March.

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Conclusions about satellite operation, submitted to FCC by Sylvania on basis of June-October experimentation with KG2XDU (518-524 mc) in Emporium, Pa.: "(1) Unattended satellite operation in the uhf band is feasible if daily checks are made on the operation of the transmitting equipment. (2) To provide acceptable service to the entire community of Emporium, more effective radiated power is desirable or the transmitter should be located within Emporium." Station rebroadcasts signals of WJAC-TV, Johnstown, 90 miles away. Until WJAC-TV increased power to 70 kw, received signal was 200 uv/m—a relatively poor level to rebroadcast. With 70 kw, received signal jumped to 1500 uv/m—"a decided improvement." In summer, uhf signal dropped substantially, possibly due to foliage. Tilting antenna down 7 degrees didn't help. Sylvania plans to double ERP soon and place a Channel 82 station (878-884 mc) in operation in center of town. Company devoted 2472 man-hours to project during period, spent \$10,613.

Tough break for KSL-TV, Salt Lake City, came Dec. 5 when 100-mile gale toppled its new 330-ft. tower and antenna atop 9425-ft. Coon Peak, highest transmitter location in country. Station had old facilities in city operating in 8 minutes. Mishap came only a month after operations began at mountain site. Setup will be rebuilt next spring when weather permits, probably with 150-ft. tower. Station is so hard to reach that cable car is used part way. City's other station, KDYL-TV, operate from new site on 8700-ft. Mt. Vision.

"Hamlet" becomes soap opera in first TV serialization of Shakespeare, scheduled to begin 2-week run Jan. 5 on WABD, New York, 11:45-noon daily. Titled *One Man's Experience*, sustainer will have cast of one—actor Jack Manning, using bare stage, few props.

**'MOST WANTED PRODUCT IN THE AMERICAN HOME':** Running through year-end statements of industry leaders, already released or soon to be released for publication, is clear note of confident optimism -- nicely summed up in the remark of Westinghouse's TV-radio operations manager F.M. (Tod) Sloan:

"TV is the most wanted product in the American home today."

While retail trade may have diminished on eve of Christmas and by reduction of stocks in anticipation of new lines and new models due in January -- judging from scattered reports, notably Retailing Daily's bearish sizeups of the well-saturated New York and Los Angeles situations -- over-all condition of the business is still good. And the trade outlook is particularly bright in newly-opening TV areas.

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Looking over whole electronics industry, GE's Dr. W.R.G. Baker, v.p. & gen. mgr. of Syracuse electronics division and perennial director of RTMA's engineering dept., forecasts a record 1953 on several counts, namely:

(1) More than 200 TV stations in operation by end of year [it's 120 now] when total of post-freeze CPs should be 400, these spending some \$200,000,000 on transmitters, antennas and studio equipment alone. Plenty of uhf by then, too.

(2) More than 6,500,000 TVs produced and sold -- possibly even as many as record 7,355,000 of 1950. About 7,500,000 home & portable radios, up 10% from 1952.

(3) Continuing trend to larger picture sizes -- with more 21, 24 & 27-in. in aluminized versions. Advances in development of color picture tubes. Klystron for uhf transmission and special new tubes for uhf reception, as well as new tubes for radar and computers. (GE estimates own tube activities up 25% from 1952.)

(4) Continued high level of military electronic output, up in dollar volume from presently estimated \$4 billion a year rate.

(5) Germanium devices -- including transistors, rectifiers and diodes -- in large-scale development & production. Exceedingly heavy demand for germanium diodes for uhf converters. Small germanium rectifiers for many industrial applications.

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GE president Ralph Cordiner reported this week that his company is working on "foolproof" plan to coordinate production [of all appliances] with retail sales next year. He observed: "This time we're going to watch that inventory." For 1952, he said GE sales of TVs, radios & home appliances will be down about 10% from 1951, which he attributed to overproduction in first half. But he was optimistic about 1953 prospects, announced that 30% more will be spent on advertising.

Westinghouse president Gwilym Price, sharing Cordiner's optimism for 1953, didn't pinpoint TV-radio-appliance trade for any increase but did note that consumer purchasing power is higher and stated: "In our business, that generally means a lively demand for electrical appliances, TVs and radios."

Motorola's Robert W. Galvin foresees lower production costs, lower consumer prices ahead, with that mighty mite -- the transistor -- simplifying the output lines next year. He estimated TV production and sales at 6,500,000-7,000,000 sets, with nearly all gobbled up in old and new markets and replacements.

Westinghouse's Tod Sloan gave same figure as Galvin, added second-set market as 1953 prospect, forecast 50,000,000 sets-in-use by 1958, served by 2000 stations.

Emerson's Benjamin Abrams sees new educational TV stations in 1953 creating new sales markets in schools, hospitals, institutions. Long-range, he forecast 1958 will see 40,000,000 sets-in-use and annual replacement market by then of 8,000,000.

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Surge in TV production week ended Dec. 12 was reported by RTMA, the 203,680 total (11,339 private label) running only slightly under year's best week of 205,957

Oct. 31 (Vol. 8:45). It was 50th week of year, brought cumulative to 5,870,000. Factory inventories also went down nicely -- to 93,297 from 104,864 week preceding.

Radios went to year's peak -- 269,640 (97,997) from 229,152 the week before. Inventory went up to 178,824 from 156,942. Week's radios were: 93,369 home models, 41,843 portables, 62,494 clock, 71,934 auto.

**Topics & Trends of TV Trade:** Webster-Chicago will be merged into Emerson Radio shortly, if stockholders of both companies approve plan recommended by their boards whereby Emerson will issue 337,500 shares of capital stock in exchange for the 450,000 shares of Webster-Chicago outstanding (or 75 for 100). Emerson's present outstanding shares total 1,935,187. Webster's record-changer and wire-recorder businesses would be continued as a division of Emerson.

F. Eberstadt & Co. and Shillinglaw, Bolger & Co. negotiated the merger and have been appointed managers. Announcement was made jointly Dec. 16 by Emerson president Benjamin Abrams and Webster-Chicago president R. F. Blash. Chicago firm recently elected Zenith Radio production v.p. Donald McGregor as president, but he resigned and returned to Zenith after only a few weeks in office. Its last financial report shows net loss of \$607,118 on sales of \$11,795,000 for 9 months ended Sept. 30. For all 1951, firm showed net profit of \$457,635 (\$1.01 a share) on sales of \$17,971,469. Emerson earned \$1,005,359 in 39-week period ended Aug. 2, its latest report, which doesn't show total sales, as against \$3,039,943 in corresponding 1951 period. In fiscal 1951, ended Oct. 31, its net profit was \$3,592,397 on sales of \$55,797,963.

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Prices on RCA line of 22 new models, subject to possible last-minute changes and due to be quoted to dealers at first meetings with distributors in New York, Newark and Philadelphia Dec. 26: 17-in.—maroon metal table, \$200; auburn metal table ensemble, \$230; mahogany open console \$260, blonde \$270. 21-in. standard—table, \$260; table ensemble, \$280; mahogany console \$330, blonde \$340; mahogany open console \$360, oak \$370 & \$390, maple \$380; mahogany half-door \$400, oak \$420; full-door console in red cherry, maple, mahogany or walnut, \$430; mahogany half-door combination \$525, oak \$550; mahogany & walnut full-door combination \$595. 21-in. deluxe—mahogany table \$350, oak \$365; mahogany open console \$395, oak \$415; mahogany half-door console \$465, oak \$485; full-door console in mahogany & walnut, red cherry or natural cherry \$495, natural walnut or oak, red cherry & maple \$525; mahogany combination \$795. 27-in. deluxe—mahogany half-door console \$650, oak \$675. Three carryover models are the 21-in. combinations, as reported in Vol. 8:50.

Higher prices, heavy demand, bigger picture tubes. That's sizeup by Crosley v.p. Leonard F. Cramer of TV prospects for 1953 in special article in Dec. 16 *Retailing Daily*. He predicts total industry output of 6,500,000 next year, broken down into these tube sizes: 17-in., 20%; 21-in., 67%; 24-in., 11%; 27-in., 2%. "Picture tubes may well prove to be the bottleneck," he says, pointing out that it takes nearly twice as long to build a 21-in. tube as a 17-in. "As far as retail prices are concerned," he adds, "the only direction they can logically move is up."

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November TV sales in Canada, as reported by Canadian RTMA: 25,431 units at retail value of \$10,932,198. Sales for first 11 months of 1952 were 119,271, worth \$53,153,672. Toronto-Hamilton led again with 38.7%, Montreal, 29.4%, Windsor 11.8%, Niagara Peninsula 10.7%. Factory inventory totaled 4828 as of Nov. 31. Cumulative sales of Canadian-manufactured TVs to that date were 197,709 valued at \$90,667,697.

**Trade Miscellany:** Fair trade practice recommendations for TV industry (Vol. 8:44, 46) will be submitted to Federal Trade Commission next week by FTC attorney Paul H. Butz, with public hearing date to be set after approval by commissioners . . . Warwick Mfg. Corp. buys 200,000-sq. ft. curtain-making plant of Marshall Field at Zion, Ill., will convert it to TV-radio manufacture for occupancy by spring . . . Magnavox wins permanent injunction in Los Angeles Superior Court against use of its brand name by Frederick Herbst, trading as Giant TV . . . Admiral's distributors to show salesmen new 2-reel training film titled *Lines and Fines*, covering TVs; others to follow will cover various appliances.

OPS creates 5-member committee to expedite handling of applications for price increases from individual businesses still under controls. Companies are eligible for price increases when their earnings fall below 85% of their average earnings during best 3 of years between 1946-49.

John H. Cashman, president of Radio Craftsmen Inc., Chicago TV-radio manufacturer, and L. L. Cashman are principals in new Hi-Fidelity Mfg. Corp. being set up in 50,000-sq. ft. factory at 2501 Belvidere Rd., W. Palm Beach, Fla., to make AM & FM tuners, amplifiers and TV chassis.

GE adds 3 new table models to line—one 17-in. with wood cabinet, \$200, and two 21-in. "Ultra Vision" sets, \$330 in mahogany veneer and \$350 in native black cherry panel cabinet.

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**Disposition of Tele-tone Radio Corp.**—whether to Pacific Mercury, California Eastern Airways or Regal Electronics, the first 2 having submitted amended offers—wasn't finally decided upon at this week's Chapter X hearing in Newark Federal court, but it was agreed that Bayway Terminal plant in Elizabeth should be abandoned. Judge Hartshorne found Pacific Mercury and Eastern Airways plans fair and equitable, set Jan. 6 for hearing on confirmation of one or other, subject to SEC approval. Both firms propose to move Tele-tone equipment, use facilities to expand own operations, and have stated they are considering eastern branch factories.

Freed Radio Corp. will pay creditors 100% under Chapter XI of bankruptcy act under arrangement confirmed by referee John E. Joyce in N. Y. Federal court this week. Payment of 50% will be paid in installments which start after one year and consists of four 2½% payments quarterly and 5% quarterly thereafter; remaining 50% will be liquidated in first preferred capital stock to be retired out of net earnings after all payments have been made.

**Bound and Indexed**

We will index and bind, between embossed book covers, a limited quantity of all 1952 issues of the *Television Digest* Weekly Newsletters, plus the *Final Television Allocation Report*, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken only until Jan. 5. Price: \$25 per volume.

**Trade Personals:** Willard E. Henges, president of Graybar, appointed to advisory committee of Chase National Bank's Grand Central Branch . . . A. D. Hammond, Atlanta district mgr., and J. W. Frazier, Kansas City district mgr., elected to Graybar board of directors . . . Wm. Balderston, Philco president, awarded 1952 plaque of Philadelphia Society of Industrial Realtors for "outstanding contribution to industrial development in the metropolitan area" . . . Donald F. McClure, asst. v.p., New York Telephone Co., elected president of New York chapter, Armed Forces Communications Assn., succeeding T. L. Bartlett, RCA . . . G. W. Duckworth promoted to mgr. of RCA tube dept. equipment field sales force, reorganized with J. W. Kirschner heading new eastern district, headquartered in Harrison, N. J.; L. D. Kimmel, central district, Chicago; C. R. Klinger, western district, Los Angeles; J. H. Mosher, interdepartmental district (servicing all equipment-mfg. depts.) . . . R. H. Siemens promoted to RCA kinescope equipment sales mgr., J. T. Wilson to mgr. of receiving tube equipment sales . . . Erik Isgrig, ex-Earle Ludgin & Co., named adv. director, Zenith Radio . . . Henry Browe resigns as Admiral radio sales mgr. . . Paul B. Wilson promoted to purchasing agent for Raytheon equipment mfg. div. . . Jerome Pinzur named commercial service mgr., CBS-Columbia . . . M. J. (Mike) Ranalli, ex-RCA field rep, appointed national field sales mgr., DuMont receiver div. . . W. W. MacDonald, executive editor of *Electronics Magazine*, appointed editor . . . Robert J. Clarke, ex-WHAM, named sales promotion mgr. of Stromberg-Carlson sound div. . . Kenneth H. Rockey, president, Arma Corp., named to board of parent American Bosch; he's also director of British Industries Corp.

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RTMA appoints following committee to survey "all aspects" of subscription TV: Paul V. Galvin, Motorola, chairman; Dr. W. R. G. Baker, GE; Max F. Balcom, Sylvania; H. C. Bonfig, Zenith; John W. Craig, Crosley; Dr. Allen B. DuMont; J. B. Elliott, RCA; Larry F. Hardy, Philco; H. Leslie Hoffman, Hoffman Radio; Leslie F. Muter, Muter Co.

Richard A. Graver, Capehart-Farnsworth v.p. since he left similar position at Admiral about year ago, onetime RCA war contract executive, has been appointed v.p. & director of marketing of Hallicrafters Co. in charge of all merchandising, marketing and advertising.

Arthur B. Tuttle, 56, who joined RCA Communications in 1920 and rose to treasurer of parent RCA, retiring in 1949, died in New York Dec. 15.

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Jockeying among applicants goes on at great rate—new ones jumping on channels of apparently weak competitors, old ones shifting channels to avoid competition, others joining forces to eliminate contests, still others dropping out of races entirely. This week saw several examples of last: R. E. Chambers pulled out of competition for Channel 6 in Wichita Falls, leaving field to Wichita Falls TV Inc.; Tulsa Broadcasting Co. dismissed, and KGBX remains sole applicant for Channel 3 in Springfield, Mo.; KJCF, Festus, Mo., dropped bid for Channel 14, leaving Ozark TV Inc. seeking the channel.

ABC is co-defendant in \$1,525,000 libel suit filed Dec. 17 in N. Y. Supreme Court by *New York Post* and editor James A. Wechsler, contending Walter Winchell falsely spread report that Wechsler, who resigned from Young Communist League in 1937, was still a Communist, and that *Post* was disloyal to U. S. Other defendants: Winchell, Gruen Watch Co., Hearst Corp., King Features Syndicate. Plaintiffs' counsel is Simon Rifkind, ex-Federal district judge.

**Electronics Reports:** Steel famine should be just about over by second quarter 1953. DPA checked probable supply and demand this week and came up with that prediction. Steel allocations in consumer goods field, DPA said, will be about 16% higher than third quarter 1952—and, in fact, the highest since beginning of CMP. Those manufacturers of TV-radio and other consumer goods who receive allocations on "base period" basis are scheduled to get, in second quarter, about 70% of the steel they used during base period (average quarter of first-half 1950 or last-half 1949).

Copper and aluminum will continue to be relatively short during second quarter, DPA announced, and will be rationed to civilian users at approximately current rate—50% & 55% of base period usage, respectively. For much of TV-radio industry, this news is not so hard to take, since steel has lately become limiting material factor in production. Some antenna manufacturers, however, have been hit quite hard by scarcity of aluminum at a time of vastly expanded market for their product.

Even for first quarter, steel picture no longer looks too grim. Some TV-radio manufacturers may feel pinch, to be sure. But while it originally appeared first quarter rations would be stingiest to date, flow of supplemental steel allocations to NPA Electronics Div. has brought some improvement. Division originally was allotted some 36,000 tons to parcel out to electronics industry for first quarter. For TV-radio manufacturers, this would have meant about 30% of base period usage. Responding to appeals by division chief Richards W. Cotton, DPA coughed up additional steel amounting to about 20,500 tons in various shapes and forms—including extra 3000 tons of sheet and strip allotted to division Dec. 18.

Electronics Div. will ration supplemental steel on basis of new applications from manufacturers who need the extra metal. Those TV-radio manufacturers who apply for supplemental allocations for first quarter will be entitled to about 50% of their base period steel usage. While this isn't tremendous amount, it's a comfortably far cry from the 30% originally allotted to them.

\* \* \* \*

Horace B. McCoy, Commerce Dept. career man well known in electronics industry because of his active interest in its problems as NPA asst. administrator and as director of Commerce Dept.'s Office of Industry & Commerce, this week was named acting administrator of NPA, succeeding \$1-a-year-man Richard A. McDonald, former executive v.p., Crown Zellerbach Corp., who returns to private business. Meanwhile, defense mobilizer Henry H. Fowler announced he will remain in office until new Administration takes over, changing plan to quit Jan. 1.

Electronics Production Board—high-level policy-making body which coordinates Uncle Sam's military electronics production program—is explained by chairman Richards W. Cotton in Nov.-Dec. issue of *Signal Magazine*, published by Armed Forces Communications Assn., 1624 I St. NW, Washington.

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"Not expendable" was RCA's decision on the 60 portable radios it loaned Eisenhower headquarters in New York's Commodore Hotel during recent campaign. Only 8 had been returned up to early this week, so bulletin board carried notice from headquarters press aid James Lambie, suggesting politely but pointedly: "RCA was doubtless taking the calculated risk and expected a certain attrition, but an 89% loss is perhaps a little high."

Siam, planning 2 TV stations, reportedly has signed contract with British Marconi for all equipment and installations.

**M**IAMI AREA produced 2 applications for Channel 7 this week, assuring competitive hearing for the Niles Trammell project that brought together rival applicants *Miami News* (WIOD-Cox) and *Miami Herald* (WQAM-Knight) into combined application last week (Vol. 8:50). Rumors also persisted that WINZ, Hollywood, Fla., and George Storer's WGBS, Miami, now applicant for Channel 10, may also file for Channel 7.

New Miami applicants are Jack G. Stein, Miami TV-radio-appliance distributor and owner of Atlanta printing business, who filed Friday following one earlier in week by partners Mel Foster, builder, and Harold Hoersch, attorney, both of Davenport, Ia.

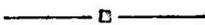
Eager quest for Pittsburgh area's Channel 4, opened up by reason of its allocation to Irwin, Pa., was pointed up this week when KQV, now 45% owned by CBS, applied and when WCAE, Hearst-owned, amended its Channel 11 application to ask for Channel 4. With last week's application by WLOA, Braddock (Matta), hearing competitors thus far number 3.

Another case of rival applicants getting together for single channel appeared in this week's application of Badger Television Co. for Channel 3 in Madison, Wis. It's joint venture of WIBA and Television of Wisconsin Inc., previously competitive applicants.

Vhf applications dominated among the 12 filed this week, others being for Billings, Mont., where Channel 2 is sought separately by KOOK and by partnership of publisher Robert S. Howard & banker Robert G. Hemingway; Ogden, Utah, Ch. 9, by KLO-Ogden Standard-Examiner interests (A. L. Glassman and family); Beckley, W. Va., Ch. 6, by WHIS-Bluefield Telegraph.

Uhf applications were for San Francisco, Ch. 20, by manufacturer Lawrence A. Harvey, who is also seeking stations in Los Angeles and Salem, Ore.; Belleville, Ill., Ch. 42, by WIBV; Memphis, Ch. 42, by partners J. Frank Gallaher, Loren M. Berry & Ronald B. Woodyard, who already have grant for WONE-TV, Dayton, O.; Richmond, Va., Ch. 29, by John J. Laux group which has, among other radio interests, control of new WFPG-TV, Atlantic City.

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



Agreement between 4 TV networks on allocation of time on AT&T's coaxial-microwave circuits has been reached for first quarter 1953, despite ABC-TV's refusal to extend formal 4-network pact which has been in force for last 2 years (Vol. 8:48). ABC says rules covering assignment of networking facilities discriminate against smaller networks, wants AT&T to take responsibility for making time allocations. Even though pact hasn't been extended for 1953, first quarter allocations were accomplished smoothly, with conflicts arising over only 4 half-hour time periods. To resolve these, NBC gave up claim to 2 segments, CBS 1, ABC 1.

New Year's Day Bowl games will be fed to networks from Los Angeles, Miami, New Orleans and Dallas. To permit transmission of latter 3 to west coast, AT&T will place in use its second permanent westbound circuit and employ a "maintenance" or "protection" circuit temporarily. Meanwhile, AT&T is striving to keep ahead of new stations. Roanoke was added last week, making network service available to WSLs-TV, and AT&T is prepared to link virtually all close-up stations located near existing microwave or coaxial facilities.

Orlando-Tampa coaxial will be placed in use for telephone Dec. 21, will be equipped to handle TV at future date—presumably when Tampa-St. Petersburg stations are ready to get on air.

FCC proposal for lighting and marking of guy wires of high TV towers (Vol. 8:46, 50) ran into strong opposition from telecasters, grantees, tower manufacturers and engineers. Nearly all of the score of comments filed with Commission objected to plan to require spherical markers and lights at intervals on guy wires of towers over 500 ft. high. Conference on lighting and marking proposals was requested by Assn. of Federal Communications Consulting Engineers and several applicants and grantees. NARTB suggested action be deferred on guy wire proposals "pending evaluation of experience gained in pioneer structures," called attention to experiments in high-intensity daytime lighting now being conducted by WFAA, Dallas, in cooperation with CAA (Vol. 8:45). Petition of Air Transport Assn. also directed Commission's attention to WFAA experiments.

Initial decision in Denver Channel 7 case, FCC's first post-freeze hearing, should come in January; competitors are Aladdin Radio & TV Inc. (KLZ group) and Denver TV Co. (Wolfberg Theatres group). Examiner James Cunningham, in resuming Channel 4 hearing Dec. 16 (and recessing it until Jan. 13), said he wouldn't wait to render both decisions at same time, hoped he could decide Channel 7 case in January. Channel 4 contest between Metropolitan TV Co. (KOA-Bob Hope) and KMYR has been delayed by illness of KMYR principal A. G. Meyer.

Oral argument on ABC-UPT merger would have been set for Dec. 22, instead of Jan. 5 (Vol. 8:50), except that some commissioners said they needed "more time for preparation." Since Commission itself has repeatedly urged utmost haste upon all parties, delay came as considerable surprise. In response to Commission's pleas, examiner Leo Resnick had for weeks labored 7 days a week to produce his initial decision. Until argument was scheduled for Jan. 5, chances for final decision by Christmas were considered excellent.

CP for highest power yet granted isn't 540 kw received by John Poole's uhf KPIK (Vol. 8:50). WBRE-TV, Wilkes-Barre, Pa., is authorized 1000 kw; WSGN, Birmingham, was granted 1000 kw this week, and WNOK-TV, Columbia, S. C., has CP for 680 kw. KPIK's height above average terrain is 2930-ft.; other two are 1220-ft. and 590-ft., respectively. Several uhf applicants ask 1000 kw.

Eight more power increases for pre-freeze stations, all to 100 kw, were granted this week: WCCO-TV, Minneapolis; KEYL & WOAI-TV, San Antonio; WBTV, Charlotte; KMTV & WOW-TV, Omaha; WBZ-TV, Boston; KRLD-TV, Dallas. This makes 17 such grants, which are in addition to increases authorized for stations required to shift channels.

### 1953 AM-FM Station Directory

All subscribers to the full TV-AM-FM services of *Television Digest* will, in mid-January, receive copies of our *1953 AM-FM Station Directory*, revised to Jan. 1, loose-leaf, printed on single sheets so that changes and corrections may be added on opposite blank pages as they're reported in our weekly AM-FM Addenda. New directory lists not only all North American AM-FM stations by states and cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It's only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 10 or more are placed by Jan. 3, cost \$5.00 each; single copies \$7.50.

# Television Digest

with ELECTRONICS REPORTS

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December 27, 1952

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**122 ON AIR NOW, MAYBE 22 MORE BY FEB. 1:** This week ended with exactly 122 stations on the air -- and it looks like there might be as many as 5 more by New Year's Day. In other words, the 1952 crop of post-freeze stations actually on air could bring total to 127, not counting Canada's 2 (in Toronto & Montreal) and the one on Mexican border at Matamoros, opposite Brownsville, Tex.

There were 3 new ones this week -- in Atlantic City, York, Pa., South Bend, Ind., all rushing on air after uhf deliveries (for detailed story, see p. 4). And by Feb. 1, if we can take their word for it, there should be 17 more. The score:

New stations already in operation since first post-freeze grants of July 11 (with channels and starting dates): KFEL-TV, Denver, Channel No. 2, July 18; KPTV, Portland, No. 27, Sept. 18; KBTV, Denver, No. 9, Oct. 2; KDUB-TV, Lubbock, Tex., No. 13, Nov. 13; KTBC-TV, Austin, Tex., No. 7, Nov. 27; KGMB-TV, Honolulu, No. 9, Dec. 1; KROD-TV, El Paso, No. 4, Dec. 4; KKTIV, Colorado Springs, No. 11, Dec. 7; KHQ-TV, Spokane, No. 6, Dec. 8; WSLS-TV, Roanoke, Va., No. 10, Dec. 11; KONA, Honolulu, No. 11, Dec. 17; WFPG-TV, Atlantic City, No. 46, Dec. 21; WSBA-TV, York, Pa., No. 43, Dec. 22; WSBT-TV, South Bend, Ind., No. 34, Dec. 22.

These stations are promised on the air momentarily, or by Jan. 1: KXLY-TV, Spokane, No. 4; KTSM-TV, El Paso, No. 9; WKAB-TV, Mobile, No. 48 (already running some preliminary low-power test patterns); WALA-TV, Mobile, No. 10 (equipment in and plans Jan. 1 start with preliminary low-power); WBRE-TV, Wilkes-Barre, Pa., No. 28 (reported all set for Jan. 1 debut).

[Editor's Note: Delay in getting Spokane's KXLY-TV on air is indicated in press-time report from manager Ed Craney. "RCA," said he, "sent us a Channel 13 transmitter instead of a Channel 4 and we have been in the process of rebuilding it on top of 6000-ft. Mt. Spokane. The job is not completed and heavy snows and icing have created many hazards..." He did not indicate now-expected on-the-air time.]

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These new vhf stations, not necessarily in this order, have stated they will be ready by Feb. 1 -- but there's many a slip and we suggest leeway of weeks or more: KOLN-TV, Lincoln, Neb., No. 12; KOPO-TV, Tucson, Ariz., No. 13; KVOA-TV, Tucson, No. 4; KELO-TV, Sioux City, S.D., No. 11; KDZA-TV, Pueblo, Colo., No. 3; KGKL-TV, San Angelo, Tex., No. 3; WLVA-TV, Lynchburg, Va., No. 13. There may be other "surprises".

These uhf stations, not necessarily in this order, have indicated they will be ready by Feb. 1 -- but there's even more likelihood of delays here due to slower deliveries of uhf equipment: WHUM-TV, Reading, Pa., No. 61; WICC-TV, Bridgeport, No. 43; WEEK-TV, Peoria, No. 43; WWLP, Springfield, Mass., No. 61; WJTV, Jackson, Miss., No. 25; WFMJ-TV, Youngstown, No. 75; WKBN-TV, Youngstown, No. 27; WAFB-TV, Baton Rouge, No. 28; WROV-TV, Roanoke, No. 27; WLEV-TV, Bethlehem, Pa., No. 51.

Then there's XETV, Tijuana, Mexico (near San Diego) whose Channel 6 Federal transmitter is now on delivery. For data on other upcoming stations, see p. 7.

**12 GRANTS—UHF FOR PITTSBURGH & BUFFALO:** Chalk up dozen more CPs this week (3 vhf) as FCC hikes total to 169 (46 vhf, 123 uhf). Commission dug further into both Group A & B priority lists -- to 139th Group A city, 180th Group B -- included 2 uhf to Pittsburgh, one more to Buffalo. As many or more grants are due next week, too.

The 3 vhf CPs went to: Boise, Ida., KIDO, Channel No. 7; Reno, Nev., KWRN, No. 8; Lawton, Okla., KSWO, No. 7.

The 9 uhf grantees: Bakersfield, Cal., KAFY, No. 29; Lafayette, Ind., WASK, No. 59; Muskegon, Mich., Versluis Radio & TV Inc., No. 35; Meridian, Miss., WCOC, No. 30; Buffalo, N.Y., Buffalo-Niagara TV Corp., No. 59 (city's 3rd uhf, including one educational); Watertown, N.Y., WWNY-Times, No. 48; Pittsburgh, Pa., J. Frank Gallaher, Loren Berry & Ronald B. Woodyard, No. 47, and Telecasting Co. of Pittsburgh, No. 16; Neenah, Wis., WNAM, No. 42.

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Sidelights on grantees: KSWO, Lawton, has RCA transmitter and antenna on hand, expects to be on air by April 1. Muskegon grantee Leonard Versluis once built WLAV-TV (now WOOD-TV) in nearby Grand Rapids, sold it to Bitner interests about 1½ years ago for \$1,400,000 (Vol. 7:19, 38). KWRN, Reno, is owned by Kenyon Brown and Donald W. Reynolds, who individually and jointly have extensive radio, newspaper and theatre holdings in West & Southwest. They control grantee in Little Rock, Ark. and have several other applications pending. Reynolds holds grant for Ft. Smith, Ark.

Buffalo grantee, backed by banker Charles R. Diebold and air-conditioner dealer Joseph Davis, is sparked by attorney Vincent M. Gaughan, who was a top campaign manager for Sen. Kefauver. First Pittsburgh group has numerous radio interests, including grantee WONE-TV, Dayton, O., and several TV applications. Second Pittsburgh grantee is sparked by ex-WDTV staffers Donovan Faust and Larry Israel, backed by steelman Henry Oliver Rea (who owns part of WPOR, Portland, Me.) and attorney Thomas P. Johnson. WNAM, Neenah, is headed by banker and paper mill owner Samuel N. Pickard (no relation to the ex-Federal Radio Commissioner and ex-CBS v.p.).

Note: Pittsburgh grants are particularly noteworthy because that hilly city has always been pointed out as worst possible place for uhf. Yet it now has 2 uhf grants and a third application is pending.

[For detailed listings of week's CPs, with references to Addenda containing full data on principals, see TV Addenda 15-X herewith.]

**FEE-TV HEARING EXPECTED NEXT SPRING:** Long-simmering pay-as-you-look TV question, seen by some as a cause celebre, looks as if it will finally emerge from the fog of publicity into bright lights of FCC hearing room -- probably next spring.

Theatre-TV hearing resumes Jan. 26, may last several months. But after that the only two major rule-making subjects in prospect are pay-as-you-look and color. Which of these will come first -- assuming no hotter issue develops meanwhile -- is impossible to predict. Color is particularly speculative (see p. 3).

But boxoffice TV is gaining priority right along. Petition for hearing has been pending for some time. More and more FCC people feel matter should be thrashed out soon. Novelty seems to intrigue them.

Hearing should be a dilly, once it starts. Telecasting and manufacturing branches of industry have concluded subject is worth study -- both NARTB and RTMA appointing committees in last two weeks (Vol. 8:50-51). And the various subscription TV proponents have never let up in their drum beating, of course.

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Peculiar thing about upcoming hearing is that it won't necessarily be a struggle for choice of single system among the many techniques advanced. Big question is whether principle should be approved. If answer is yes, it's conceivable all systems can be authorized -- as long as they meet certain engineering criteria such as non-interference with other systems.

Sports promoters are bound to be among most vigorous proponents. They've said so. Movie producers, big and little, may see it as the best way of joining a medium they can't lick; if this is true, exhibitors will probably provide the most violent opposition -- unless they get very substantial cut.

Sponsors and agencies may or may not rise in opposition. At one time, Zenith claimed advertising would never support stations. Proved pathetically wrong, company now says boxoffice TV and sponsored TV can live side by side.

Politics won't be kept out of this fracas, of course. Congress will be subject to more than usual pulling and hauling. Ex-Sen. William Benton, whose Muzak organization once almost got pay-as-you-listen radio through FCC, hooks subscription TV onto his endorsement of educational TV -- as a rider. He and Zenith say that people will pay for education via fee-TV, but that claim apparently hasn't yet made much impression on educators themselves.

New stations in well-served vhf markets, particularly uhf stations, undoubtedly will be subject to lots of proselytizing, since they face major task of attracting audiences. Old stations, virtually all profitable, haven't evinced much interest yet. A couple of exceptions may be KTLA, Los Angeles, owned by a subscription proponent (Paramount's Telemeter), and WOR-TV, New York, which is working very closely with another (Skiatron).

\* \* \* \*

There are still only 4 major names in the subscription field:

(1) Phonevision. When first proposed, Zenith's system required telephone in home, and subscriber was to be billed by phone company. After several years of sniping by competitors, Zenith now says it can use virtually any technique. From publicity standpoint, Zenith is far and away most successful -- its president E.F. McDonald having learned at an early age how to garner publicity by provoking rest of the manufacturing and broadcasting industry.

(2) Telemeter. Owned 50% by Paramount Pictures, this system may soon be actually operating without need or benefit of the FCC clergy -- through an ingenious adaptation of community antenna system. Company plans shortly to feed system in Palm Springs, Cal., with movies, etc. from local theatre. This requires no FCC permission since it's all closed circuit. Telemeter's pictures are unscrambled when coins are fed to box beside receiver.

(3) Subscriber-Vision. Owned by Arthur Levey's Skiatron Electronics & TV Corp., system has been tested technically over WOR-TV, will soon be tested to determine public reaction and acceptance. Company is now negotiating with Smith, Kline & French pharmaceutical house and WOR-TV with object of experimenting with telecasts of surgery to be viewed only by some 10,000 New York doctors. Such experiments would, of course, be subject to FCC approval. Company also reports that sports organizations are interested, that it will report to NCAA convention next month.

(4) RCA has reported it has a system, said nothing more. In the absence of details, one can merely assume that if there's something important at stake RCA will be in thick of the fight.

And you may be sure others will get into the act when hearing comes.

**EMERGENCE OF COLOR TV STILL SPECULATIVE:** "When will color come up again?" -- meaning "When will FCC consider approving compatible color?" -- continues to be a common industry guessing game. And nobody, not even FCC, knows the answer.

When Commission authorized CBS system, it enunciated an "open door" policy towards compatible color, saying it would consider such system whenever industry was able to meet certain criteria. CBS system then dropped by wayside, and the industry redoubled its efforts to perfect compatible system to point FCC would be prepared to consider it. Has that point been reached? Or is it about to be?

It's probably not far off. Commission hasn't been falling over itself to start formal proceedings aimed at adoption of system. It has been waiting for the industry to come forward with finished product. All-industry National Television System Committee, which now includes even CBS, has worked steadily to that end.

But is the industry ready? Not even all NTSC members agree. Some say more field testing is needed. Others claim new system is ripe. Much depends on FCC, its workload and its inclinations. At the moment, Commission seems to consider color and subscription TV (see above) to rate high priority when theatre-TV hearing ends.

It's presumed NTSC will bring system to Commission, yet there's always the

possibility RCA, which carried brunt of the case last time, may choose to go to FCC on its own. Such action by others is also a possibility.

FCC people say that "thorough study" of proffered compatible system will be conducted by Commission before it begins rule-making proceedings. If so, you can assume system is "in" once hearing is ordered.

Many imponderables enter speculation. There's a new Administration. There will be new faces on Commission and in Congress. There will be many new stations on air. There's Korea, questions of materials, business ups-and-downs -- etc. etc.

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Demonstrating latest Lawrence tri-color tube in New York this week, Paramount's 50%-owned Chromatic TV Labs said it's ready for production. But president Richard Hodgson said he thinks it will be late 1953 or early 1954 before a system is approved and industry is ready to produce color sets.

Press observers found considerable improvement in tube, brainchild of famed physicist Ernest O. Lawrence. Comparing it with original showings (Vol. 7:38), their reactions ranged from "somewhat better" to "infinitely improved." Most felt pictures compared favorably with those RCA and CBS last showed.

Only Kodachrome slides were shown, but color film demonstrations are next planned. Hodgson said Chromatic has made about 200 tubes, sold some for industrial use, intends to manufacture them itself and to license others.

Tube was in 22-in. envelope, gave picture with about 18-in. diagonal. Cost in mass production, according to Hodgson, would be about twice that of comparable black-&-white tube. He also said it would cost about 25% less than RCA's tri-color tube -- though RCA doesn't say what its unit would cost in mass production.

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**T**HREE NEW UHF stations turned on power at varying hours last week end—and for many a year you can expect them to debate the earth-shaking question of who was first to put RCA's first factory-built 1-kw jobs into actual operation. Here's how each tells it:

WFPG-TV, Atlantic City (Ch. 46)—Transmitter arrived with motorcycle police escort from Camden Fri., Dec. 19, at 4 p.m. By Saturday at 3 p.m., engineers had picture on air but no sound. Though they encountered trouble—with modulator, cavities, tank circuits, etc.—RCA crew of 9 got sight-&-sound going at exactly 8:12 p.m. next day, Dec. 21. At 10:45 p.m., mgr. Fred Weber had dedicated the station—exactly 50 days from time CP was granted. WFPG-TV began commercial operation with Philco-sponsored film, *The Gift*, is now operating daily 4:45-11:15 p.m., with microwave pickups of all networks from Philadelphia.

WSBA-TV, York, Pa. (Ch. 43)—Got delivery of one of first 4 RCA uhf transmitters Friday afternoon also, and at 2:06 a.m. Sunday, Dec. 21, had a picture on the air but no sound because filterplexer hadn't arrived. Nevertheless, it continued picture patterns with slides, films, live camera shots, as Washington consultants Robin Compton, George Davis and Julius Cohen worked with chief engineer Lou Jones and crew from Camden to get it going full blast. By 7:45 a.m. Monday, Dec. 22, sight-&-sound were working well and intermittent tests continued. By Tuesday, reports mgr. Louis Appell, he had reports of good signals on built-in antennas from points 7-19 miles from the transmitter and reports of good reception up to 30-mi. radius. He says converters are selling very well, with station beginning ABC & DuMont network service from Dec. 23. Daily schedule is 5-11:30 p.m., with afternoon hours to be added next month.

WSBT-TV, South Bend, Ind. (Ch. 34)—Delivery of RCA transmitter, which left plant same time as ones for Atlantic City and York, was necessarily slower. From manager Robert H. Swintz came modest claim: "WSBT-TV went on the air at 11:50 p.m. Sun., Dec. 21, and tele-

cast its first live news and weather program on Dec. 22 at 12:45-1 a.m." *South Bend Tribune* station is now in full-fledged operation.

WBRE-TV, Wilkes-Barre, Pa. (Ch. 28) saw no cause for rush, though its plant was ready for quick transmitter installation, too. It had announced Jan. 1 as dedication day—and Jan. 1 it will be, according to mgr. David Baltimore.

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**Personal Notes:** Joseph M. Allen, Bristol-Myers v.p. in charge of adv. and member of ANA TV-radio steering committee as well as BMB director, joins staff of Assn. of National Advertisers Jan. 1 . . . Walter A. Tibbals Jr., BBDO's director of TV-radio on Eisenhower train during campaign, transfers from N. Y. to Hollywood Jan. 2 to supervise TV-radio production . . . Kenneth D. Fry, TV-radio director of Democratic National Committee since Feb. 1948, resigns to return to private industry . . . Wm. Dallman named merchandising mgr., WNBK, Cleveland, succeeding Gene Myers, resigned to join Ed Lamb stations . . . Lloyd Dennis elected program v.p., WTOP & WTOP-TV, Washington . . . Bertha Kurtzman, WJZ-TV operations mgr., promoted to acting program mgr. . . . Harold A. Smith named NBC central div. adv.-promotion mgr. for network TV-radio, Wm. Yonan, asst., Arnold Johnson mgr. of TV-radio sales service, Tom Lauer asst., in unification just completed by Edward Hitz, network sales mgr. . . . Everett Palmer, ex-Walsh Adv., named TV-radio director of new McCann-Erickson Toronto office, succeeded at Walsh by Kent Burt . . . David M. Crandall named supervisor of TV production, N. W. Ayer N. Y. office . . . Charles Phelps, from sales staff, named asst. night executive officer of NBC under Wm. Burke Miller . . . Werner Michel, ex-Kenyon & Eckhardt and CBS, named DuMont asst. director of programming & production.

John Glover Robb, 62, former deputy chief engineer of Marconi's Wireless and chief of its Baddow research labs, died Dec. 16 at his home in Braithwaite, Keswick, Cumberland. A brother, F. G. Robb, is Marconi test chief.

**Station Accounts:** TV time sales continue to boom in Denver (Vol. 8:48), with KBTB this week reporting plum account—Union Pacific Railroad for 2 weather shows weekly for 52 weeks. City got first outlet, KFEL-TV, last July 18 and KBTB began Oct. 2, yet Rocky Mountain Electrical League reports set sales totaling 99,899 up to Dec. 1 and 125,000 expected by Jan. 1 . . . KBTB's new rate card, effective Jan. 15, raises base Class A hourly rate from \$250 to \$350, one-min. from \$60 to \$70 . . . Foreign-language telecasts haven't taken hold to much extent on American TV, perhaps because there are as yet so few stations and most still have big demand on their time; in Honolulu, however, Philco distributor Peter Fukunaga sponsors first half hour, 10 Japanese firms cooperatively sponsor next hour of all-Japanese program on KGMB-TV, Sun. 4:30-6 p.m. . . Paramount used saturation series of spot films on 6 Los Angeles stations for Christmas week premiere of *Road to Bali*, with film titled *Great Moments in History with Bing Crosby and Bob Hope* due to be spotted also in other cities where film is shown . . . Peters Shoe Co. (Weather Bird shoes) in tieup with Walt Disney's Technicolor film *Peter Pan* for TV-radio campaign in March . . . Manischewitz Co. (canned goods & wines) to sponsor new half-hour TV film series *I'm the Law*, starring George Raft, in selected markets, thru Donahue & Co. . . Mission Macaroni Co., Seattle, uses lasagne as subject of spots on KING-TV, Seattle, and KPTV, Portland, thru Taskett Adv., Seattle . . . Among other advertisers reported using or preparing to use TV: Utica Mutual Insurance Co., thru Devereaux Co., Rochester; Lanvin Parfums Inc. (My Sin products), thru Dorland Adv. Ltd., N. Y.; Walgreen Co. (drugs), thru Schwimmer & Scott, Chicago; 4711 Ltd. (cosmetics), thru Milton Weinberg Adv. Co., Los Angeles; Indiana Motor Truck Assn., Indianapolis, thru J. Walter Thompson, Chicago; Northern Paper Mills, thru Young & Rubicam, Chicago; Golden State Co. (Tekko dried milk), thru Guild, Bascom & Bonfigli, San Francisco; Glamorene Inc. (rug cleaner), thru Ruthrauff & Ryan, N.Y.

**Network Accounts:** Medical TV programs, sponsored Dec. 2 & 4 by Smith, Kline & French Laboratories at American Medical Assn. convention in Denver (Vol. 8:47), drew overwhelmingly favorable response from doctors and patients. Surveys by AMA and SKF Laboratories of 5626 physicians showed 90% of those viewing the telecasts (one being birth of a child) thought them worthwhile, 88% felt they were valuable to public, 71% felt they were valuable to physicians. Of 680 comments by patients, 523 were favorable . . . NBC-TV's *Today* changes sales format Feb. 1, offering only 5-min. segments to advertisers, 4 in each 25-min. portion of program, in lieu of previous system of selling 5, 7½, 10 & 15-min. segments; rate for 5-min. segment will be one-fourth 30-min. rate or 15% Class C rate, increase of about \$300 . . . Philco Corp. will sponsor *Cotton Bowl* football game (Texas vs. Tennessee) on NBC-TV, except for Texas stations, Jan. 1, 1:45 p.m. to closing, thru Hutchins Adv.; Humble Oil sponsors on NBC-TV Texas outlets, thru Wilkinson, Schewitz & Tips . . . ABC-TV, piping *Sugar Bowl* game (Georgia Tech vs. Mississippi) over network for cooperative sponsorship, reports these sponsors signed to Dec. 23: Tootsie Roll, WJZ-TV; City National Bank & Trust Co., WENR-TV; Louis Rose (De Soto-Plymouth dealer), WXYZ-TV; Challenge Butter & Cream Assn., KECA-TV & KGO-TV . . . General Electric (lamp div.) buys Thursday telecasts of *Jane Froman's U.S.A. Canteen*, starting Jan. 8, on CBS-TV, Tue. & Thu. 7:45-8 p.m., thru BBDO . . . Consolidated Cosmetics (Lanolin Plus) Jan. 6 starts alt. sponsorship with Snow Crop Marketers Inc. (frozen foods) of 10-10:15 a.m. segment of *Arthur Godfrey Time* on CBS-TV, Mon.-Thu. 10-11 a.m.

**Network TV-Radio Billings**

November 1952 and January-November 1952  
(For October report see *Television Digest*, Vol. 8:49)

**N**OVEMBER network TV billings fell nearly \$400,000 from October to total of \$16,877,711, bringing cumulative total for year's 11 months to \$160,317,763, according to Publishers Information Bureau monthly report. Month's total compared with \$13,900,029 in November 1951, cumulative compared with \$113,742,652 for same 11 months last year. Looks now like the network total will exceed \$175,000,000 for year, not counting income from coverage of the political conventions; that would mean good guess for whole industry's 1952 income from time sales would be at least \$350,000,000.

Network radio billings held their own during November, being only slightly down, at \$14,278,750, from same 1951 month. Radio's 11-month cumulative, however, was \$146,527,834, down from \$160,099,546. The complete PIB tables:

	NETWORK TELEVISION †			
	Nov. 1952	Nov. 1951	Jan.-Nov. 1952	Jan.-Nov. 1951
NBC	\$ 7,957,417	\$ 6,535,907	\$ 73,934,637	\$ 52,578,779
CBS	6,525,176	4,605,506	60,745,841	37,734,476
ABC	1,368,552	1,911,243	16,853,604	16,605,766
DuMont	1,026,566	847,373	8,783,681	6,823,631
<b>Total</b>	<b>\$16,877,711</b>	<b>\$13,900,029</b>	<b>\$160,317,763</b>	<b>\$113,742,652</b>

	NETWORK RADIO †			
	Nov. 1952	Nov. 1951	Jan.-Nov. 1952	Jan.-Nov. 1951
CBS	\$ 5,419,533	\$ 5,257,454	\$ 52,943,930	\$ 63,506,265
NBC	4,073,971	4,315,646	42,748,228	49,980,710
ABC	2,612,761	3,220,760	31,823,837	30,408,627
MBS	2,172,485	1,583,291	19,011,789	16,203,944
<b>Total</b>	<b>\$14,278,750</b>	<b>\$14,377,151</b>	<b>\$146,527,834</b>	<b>\$160,099,546</b>

NETWORK TELEVISION—January-November 1952 †					
1952	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 2,020,461	\$ 5,074,643	\$ 717,148	\$ 7,259,307	\$15,071,559
Feb.	2,148,467	5,103,043	748,544	6,813,549	14,813,603
March	2,065,052	5,643,123	760,593	7,320,358	15,789,126
April	1,699,760	5,641,831	738,926	6,946,751	15,027,268
May	1,504,043	5,602,634	775,063	6,822,982	14,704,722
June	1,279,985	5,385,820	749,497	5,794,534	13,209,838
July	943,387	4,163,245	653,415	4,555,020	10,315,067
Aug.	1,166,169	5,105,929	845,780	5,618,643	12,736,521
Sept.	1,203,917	5,746,166	809,475	6,769,228*	14,523,786*
Oct.	1,453,811	6,754,231	958,674*	8,076,848*	17,243,564*
Nov.	1,368,552	6,525,176	1,026,566	7,957,417	16,877,711
<b>Total</b>	<b>\$16,853,604</b>	<b>\$60,745,841</b>	<b>\$ 8,783,681</b>	<b>\$73,934,637</b>	<b>\$160,317,763</b>

NETWORK RADIO—January-November 1952 †					
1952	ABC	CBS	MBS	NBC	Total
Jan.	\$ 3,301,479	\$ 5,161,397	\$ 1,699,282	\$ 4,357,353	\$14,519,511
Feb.	3,177,970	4,783,507	1,600,399	3,994,018	13,560,894
March	3,355,715	5,154,077	1,826,527	4,184,074	14,520,393
April	3,244,146	4,943,400	1,681,924	4,078,593	13,948,063
May	3,323,092	4,963,794	1,821,571	3,861,882	13,970,339
June	3,001,314	4,629,254	1,632,977	3,708,014	12,971,559
July	2,082,666	3,257,331	1,339,276	2,878,196	9,557,469
Aug.	2,281,852	3,994,905	1,325,059	3,338,843	10,940,659
Sept.	2,533,735	4,813,802	1,607,485*	3,901,715*	12,856,787*
Oct.	2,909,107*	5,817,930	2,304,804	4,371,569*	15,403,410*
Nov.	2,612,761	5,419,533	2,172,485	4,073,971	14,278,750
<b>Total</b>	<b>\$31,823,887</b>	<b>\$52,943,930</b>	<b>\$19,011,789</b>	<b>\$42,748,228</b>	<b>\$146,527,834</b>

\* Revised as of Dec. 24, 1952.

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

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

Network TV sponsorship is slowing down—at least that's what Magazine Advertising Bureau claims. It says number of network advertisers decreased from 183 in second half of 1951 to 171 in first half of 1952; that new advertisers are arriving at slower rate; that rate of drop-outs is increasing. But MAB concedes that many sponsors have gone in for spot, so haven't necessarily cut TV budgets. [Editor's Note: See also PIB figures, above.]

**Telecasting Notes:** Record \$25,000,000 for TV film production is budgeted in 1953, notes Dec. 24 *Variety*, which presents company-by-company breakdown and comments: "Most significant fact is that 35 out of the 45 vidpix series which will be shooting [next year] are pre-paid, with sponsors picking up the tab, a far cry from the day when embryo producers were shooting all over town with high hopes but no angels" . . . Paramount Pictures is entering TV film field through its Paramount TV Productions, with 39 half-hour drama shows to be made by independent producers Edward J. & Harry Lee Danziger for release and sale by Paramount . . . Columbia Pictures expanding TV film production to utilize one-third of its stage space, and changing name of TV subsidiary, Screen Gems Inc., to Columbia Pictures Television . . . Universal-International's TV subsidiary, United World Films, discontinues most TV film work pending "study of TV market" . . . RCA record dept.'s custom sales div., under mgr. J. P. Davis, entering TV film distribution (not production) shortly after Jan. 1 to parallel services of its Thesaurus radio transcription library with film library; project is separate from NBC-TV film div., which syndicates to stations . . . TV-radio-film rights to Mark Hellinger stories purchased from his estate by Les Hafner, who plans to produce 26-week series on Hal Roach lot . . . Mickey Spillane, mystery writer, has sold film rights to 8 novels to producer Victor Saville . . . WCAU-TV, Philadelphia, this week became first station outside N. Y. & Hollywood to lease Teleprompter equipment, as Teleprompter secy. Irving Kahn released preliminary report setting forth exploitation plans, including tieup with RCA Service Co., and stating company has converted 1951 net loss of \$15,000 to 1952 profit of \$60,000 . . . Talent strike hit Chicago's WGN-TV and AM stations WGN & WLS Dec. 23, when members of AFTRA walked out to enforce contract demands, but executives and supervisory personnel kept stations on air; the other Chicago TV stations signed 2-year union contracts . . . Temporary injunction to prevent work stoppages by NABET obtained by WWJ-TV, Detroit . . . Crosley's James D. Shouse has offered Greater Cincinnati Educational Foundation use of WLWT tower for an educational TV station, if and when it gets one; means saving of at least \$100,000 to the foundation . . . Dangers of censorship, and telecasters' efforts to forestall it, are subject of "Congress vs. the Plunging Neckline," mostly about Harris subcommittee hearings, in Dec. 27 *Saturday Evening Post* . . . Deadline for entries for George Foster Peabody TV-radio awards set for Jan. 14, says Dean John E. Drewry of U of Georgia's school of journalism, to which entries should be sent . . . Milwaukee Public Museum, municipally-owned, inviting applications for newly created \$5098 post of curator in charge of TV-radio programs.

### Next TV Factbook—Pre-Print Orders

Our semi-annual *TV Factbook No. 16* will be off the presses shortly after Jan. 15, 1953—containing basic data on all operating stations & networks (including rates); complete tabulation of applications for new stations, detailing principals involved, facilities requested, etc. (and starting new series of weekly Addenda); list of all new-station grantees (with reported starting dates); directories of TV set & tube manufacturers, transmitter & studio equipment makers, film & live program suppliers, community antenna systems, theatres equipped for TV, FCC personnel, legal & engineering consultants, etc., etc. One copy goes to each *full-service* subscriber. Extra copies, if pre-print orders for 20 or more are placed by Jan. 3, cost \$1.50 each; single copies, \$3.

REPUBLIC PICTURES' sale of 104 feature films to WCBS-TV, New York (Vol. 8:51), drew bitter reaction from theatre owners, with some implications of boycott among exhibitors. Bulletin of Allied Motion Picture Theatre Owners of Pennsylvania commented acidly: "It is too bad that [president Herbert J. Yates] feels it necessary to compete actively with the industry that made Republic what it is today."

Harry Brandt, president of 100-theatre circuit that bears his name, was quoted in Dec. 24 *Variety*: "I wonder what Republic's sales manager is going to get in film rentals from theatres now. If he wants to sell to theatres, he'll have to ask for the same terms he's getting from TV . . . for the same money and based on the number of people who'll see the pictures." Mr. Brandt said his circuit was Republic's best New York area customer.

Republic, meanwhile, was reported negotiating with 2 other CBS-TV stations—wholly owned KNXT, Los Angeles, and 45%-owned WTOP-TV, Washington—for lease of the same 104 feature films as it released to WCBS-TV. Asking price to KNXT reportedly is about \$200,000, or about what Republic got from WCBS-TV, and Washington station is said to have been offered the films for some \$100,000.

Another big film deal may be in wind—this time involving more than 300 old RKO feature films. Matty Fox's Motion Pictures for Television resumed negotiations for the oldies this week after attempt to buy control of movie company fell through (Vol. 8:47).

Fact that the TV networks intend to assert and protect program ownership rights is especially important in light of community TV systems' practice of picking up and relaying programs—is manifested anew in letter from L. S. Frost, NBC-TV Hollywood public relations director, warning owners and operators of movie theatres against exhibiting telecast of New Year's Day Rose Bowl Game. "Any unauthorized exhibition of the telecast would be in violation of theatre-TV rights owned and reserved by the Pacific Coast Intercollegiate Athletic Conference and the Pasadena Tournament of Roses Assn.," said letter, "and also of similar rights and certain other proprietary rights of the NBC."

New York City's WNYC, municipally-owned non-commercial radio station applying for commercial uhf channel No. 31 in competition with WNEW, met opposition of city's Commerce & Industry Assn. on grounds that annual cost to city would be nearer \$2,000,000 than the \$380,000 proposed. Opposition arose at city budget hearing this week, where it was alleged cost of producing a TV show is 7 times that of AM; that WNYC now operates on budget of \$315,000; that proposed TV allocation would require \$236,607 for transmitter, \$87,338 for studio equipment, \$54,000 for mobile unit. WNYC-AM is currently center of controversy as result of city comptroller's suggestion it be scrapped to save money.

"TV's most forward step in 1952," says ABC engineering v.p. Frank Marx, "was the realization that transmitting antennas had to be specifically designed for the local situation, in order to do a good job." He predicts that the trend toward tailor-patterning of antennas for the height, power, gain and topography of the specific situation "will do a great deal to improve reception generally—and this is doubly true in uhf."

Consumer boycott of sponsors of TV films made abroad is being "carefully considered" by West Coast AFL Film Council, chairman Roy Brewer says. Film unions oppose overseas production of TV films, adds Mr. Brewer, except when story requirements make it essential to shoot scenes in foreign location.

**M**ORE UHF transmitter shipments "reasonably soon" are indicated by RCA, which now says it will ship separate components to priority customers when ready—whether transmitters, antennas, filterplexers, etc. Policy of waiting until station is all ready to go on air—so that as soon as transmitter and associated equipment arrive they can readily be connected—is being abandoned in favor of plan to ship available elements separately.

Vhf shipments so far aren't presenting too much of problem to the transmitter makers, and from DuMont this week we had word it has already shipped to new KDZA-TV, Pueblo (Ch. 3); WLVA-TV, Lynchburg, Va. (Ch. 13); KGKL-TV, San Angelo, Tex. (Ch. 3); KOLN-TV, Lincoln, Neb. (Ch. 12); KOPO-TV, Tucson, Ariz. (Ch. 13). Also about to be shipped is transmitter for WCSC-TV, Charleston, S. C. (Ch. 5), due on air in April.

GE has shipped or is about to ship vhf KFDA-TV, Amarillo (Ch. 10) and KVTV, Sioux City, Ia. (Ch. 9), with others on tap very soon. Federal expects by Dec. 30 to have its first uhf plant on way to WICC-TV, Bridgeport (Ch. 43), by February expects to see U of Houston's KUHT (Ch. 8) on air, will shortly ship to WETV, Raleigh, N. C. (Ch. 28) and WTVU, Scranton, Pa. (Ch. 73). Also "about ready" is Tijuana's XETV (Ch. 6).

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In our continuing survey of upcoming new stations, we had these reports from vhf CP holders this week:

KVTV, Sioux City, Ia. (Ch. 9) has ordered GE 5-kw transmitter, is erecting Fisher tower, now aims "to beat somewhat our proposed April 1 starting date," according to Robert R. Tincher, v.p. of Cowles Broadcasting Co. and manager of its WNAX, Yankton, S. D., only 60-mi. distant, who will supervise TV operation.

KSWO-TV, Lawton, Okla. (Ch. 7) reports RCA transmitter and antenna already on hand, construction beginning immediately, with April 1 starting date planned. O. L. Taylor Co. will be national sales rep.

KDZA-TV, Pueblo, Colo. (Ch. 3) already has its DuMont transmitter, building completed, reports it will begin test patterns Jan. 20, programming Feb. 1. McGillvra will be national rep.

KGKL-TV, San Angelo, Tex. (Ch. 3), headed by H. C. Ragsdale, Houston Harte and Herbert Taylor, has had DuMont transmitter shipped, but makes no prediction of starting date. KTXL-TV, San Angelo (Ch. 8) reports it hasn't yet ordered equipment, is still planning construction, hopes to get started in March, with O. L. Taylor as rep.

WKAQ-TV, San Juan, Puerto Rico (Ch. 2) is negotiating with Govt. for common TV-radio site, which has slowed up plans. GE equipment is being ordered, but Angel Ramos, grantee and publisher of El Mundo, forecasts start "about end of next year."

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From uhf CP holders, these reports:

KMBT, Beaumont, Tex. (Ch. 31) has ordered GE equipment, according to J. A. Newborn Jr., partner in Television Broadcasters, and aims for May start.

WITH-TV, Baltimore (Ch. 60) should get on the air in about 6 months, reports grantee Thomas Tinsley. Equipment hasn't yet been ordered, and construction plans are still in nebulous stage.

WIMA-TV, Lima, O. (Ch. 35) has ordered DuMont equipment, plans offices and studio in downtown office building, will go on the air during summer of 1953, reports gen. mgr. Robert W. Mack.

WKST-TV, New Castle, Pa. (Ch. 45), which expects to cover Youngstown area, still claims it will be telecasting by Feb. 1, though RCA transmitter, antenna, etc. haven't yet been shipped and previous report from mgr. A. W.

Graham stated it will take 30 days from date of delivery to get going. Meeker will be sales rep.

WAZL-TV, Hazelton, Pa. (Ch. 63) has indicated "6 to 8 months" before it starts, meaning June-August.

WTVP, Decatur, Ill. (Ch. 17) has moved up prospective starting date to July 1—depending on equipment delivery. It's filing modification to ask for 600-ft. tower.

New Ch. 34 station in Waco, Tex. granted Nov. 12 to Clyde Weatherby, call letters not yet announced, has ordered DuMont equipment, he reports, is still only in planning stage, has June 1 target date.

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New Jersey Dept. of Education, holding grant of non-commercial uhf Channel 19 in New Brunswick (Vol. 8:49 & Addenda 15-U), told us this week its construction plans call for 2 studios linked to transmitter by microwave, each studio and remote unit to be equipped with dual camera chain. Edward C. Rasp Jr., asst. coordinator of audiovisual education, in reply to our continuing canvass of grantees, writes that facilities will probably be ordered from DuMont in view of station's close cooperation with DuMont organization (part of station's present equipment is on loan from company, and Dr. DuMont is member of State Educational TV Commission). He tells us his station hopes to go on air in late summer or early fall "if we get proper legislative authority." Other educational TV developments this week: (1) N. Y. Board of Regents approved credit toward degrees for extension courses given by TV. (2) Board composed of engineers, administrators & educators to coordinate educational TV planning in 14 southern states was authorized by Southern Regional Conference on Educational TV, members to be named later.

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GE will produce own klystron tubes for uhf transmitters at Schenectady tube plant, starting "early next year," said tube dept. mgr. E. F. Peterson this week. GE has been getting tubes from Varian Associates, San Carlos, Cal. Six different models will be used to cover whole uhf band, divided as follows: Channels 14-23, 24-33, 34-44, 45-56, 57-69, 70-83. The 12-kw tubes range from 4½ to 5 ft. long, weigh 180-280 lbs., have maximum diameter of 21½ in. GE supplies following typical operating data for 6-mc bandwidth: DC beam voltage 17 kv; DC beam current 2½-3 amperes; driving power, synchronizing level 60 watts; driving power, pedestal level 33.7 watts; power output, saturation level 15 kw; power output, synchronizing level 12 kw; power output, pedestal level 6.72 kw.

Reports from stations granted power boosts: WDSU-TV, New Orleans—going to 100-kw "sometime next spring." WBTB, Charlotte—"30 to 45 days" to install amplifier for 100-kw. WTVR, Richmond—new tower and transmitting gear for 100-kw to be in operation "spring or summer." KSD-TV, St. Louis—\$150,000 project to hike power to 100-kw "will begin as soon as new equipment is delivered."

Salt Lake City's KSL-TV, which lost 330-ft. tower and antenna in 100-mile gale on 9425-ft. Coon Peak (Vol. 8:51), took advantage of break in weather to rebuild now rather than wait for spring. Smaller tower, with single section antenna, was erected.

Tallest tower erected solely for community antenna use, as far as we know, is 440-ft. structure completed Dec. 18 by TV Distributing Co., Graham, Tex., operated by Brown Walker.

Deadline for comments on 72-76 mc proposed rule (Vol. 8:36, 42-43) was extended by FCC to Feb. 20, since no one is satisfied with proposal and everyone feels more study is needed.

**NEW DIRECTORY OF TV SET & TUBE MAKERS:** Whereas we listed 105 U.S. companies making or assembling TV receivers at the start of 1952, our latest semi-annual TV Factbook (No. 16) due off the presses in mid-January will show only 95. None of those dropped was of major consequence to industry volume. Very few new firms are listed. Of the 95, total of 13 reported they merely assembled sets for own or private labels.

Details about all these firms -- office & plant locations, executives, products, etc. -- make up the department headed Manufacturers of Television Receivers, one of major features of the Factbook. In addition, there's a similarly complete directory of 26 Canadian firms, many of them subsidiaries of U.S. companies, which reported they manufacture TVs -- a list checked with Canadian RTMA for accuracy.

There are 38 tubemaking firms in U.S. and Canada, all but one (in Canada) making CR picture tubes and 12 of them also making TV-radio & other receiving tubes. One set manufacturer and one tubemaker are currently involved in bankruptcy proceedings; both are listed, nevertheless, because they're reported still in production.

**THE INDUSTRY 'AIN'T SEEN NOTHING YET':** Except for the continuing boom in new markets opened up by new stations, this is the usual lull period in the TV trade -- the post-Christmas letdown while awaiting new models and new prices. Most new lines and/or fill-ins are to be displayed at Chicago's furniture and merchandise marts Jan. 5-16, and at various private conventions and showings in Chicago and elsewhere after New Year's Day. (For list of Chicago exhibits, see p. 14, Vol. 8:49.)

Even hard-working RTMA was giving its staff a well-merited long holiday week end, so deferred issuance of its weekly TV-radio production and factory inventory reports. At this writing, the general trade picture seems something like this:

(a) Holiday-slowed production of new 1953 models concentrating on adaptation to uhf. (b) Factories, distributors and retailers alike with TV-radio inventories at lowest in nearly 2 years, latter awaiting deliveries of new models. (c) Prices of models so far released holding fairly firm, with competing manufacturers cagily awaiting what the other fellow offers and few increases yet over \$10 or \$20.

With its ubiquitous staff of faithful reporters, Retailing Daily continues to report "stickiness" in established TV markets, notably New York, Chicago, Philadelphia -- probably reflecting the seasonal lag. But it also reflects wariness lest manufacturers plunge into orgy of over-production leading to "dumps at mid-year."

Major producers, measuring their prospective markets well, especially the new ones, don't seem inclined to go overboard, so far as we can discern, and there isn't much likelihood that the 1951 recession will be repeated -- despite plans for high first quarter production schedules.

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There's one school of thought -- with which we're disposed to go along -- that's inclined to belief that the TV-electronics industry as a whole "ain't seen nothing yet" and that 1953 could be a better year than 1950. Our own leanings, we confess, are prejudiced by our own rather intimate contacts with builders of new stations, the new markets they're opening up and the eager buying they evoke; that and fact that 1953, by all signs, should be good replacement and second-set year.

Just when outlook seems extraordinarily bright, though, there's matter of color to consider (see p. 3) and the complex trade problems it's bound to raise. But even if the lab folks stir things up again, it will take several years before color can be offered over-the-counter. The advice given its readers last week by U.S. News & World Report makes sense, shows newsmen now "wise" to unfounded public-ity promises; it should be passed on to customers:

"If you're thinking of a new TV set for Christmas, you should not be too influenced by the thought that, by waiting a little while, you can get color."

**Topics & Trends of TV Trade:** From Dick Levy, live-wire scion of the family that owns and operates the W. Bergman Co. Inc., Buffalo Philco distributors, comes an ebullient and rather significant reaction to the granting of 2 uhf stations in that area, now served by one vhf only. We think his observations are worth passing on to the trade, as indicative of a perceptive and enlightened view of the business prospects such grants open up.

"We're practically in the uhf business," writes Levy. "No commercial quarrel here with the FCC's policy of [granting] uhf which will bring in more network programs and clients and audience. We'll get a \$50-\$75 unit of sale in tuners (like a nice-sized radio sale) or else it will be like a guy faced with buying a set of tires for a 3-4 year old jalopy. If it costs more than a few bucks and he's good at the finance company—new sets, here we come! Perhaps I'm flying high, too, but this looks as big as '50."

Channel 17 grantee, Chautauqua Broadcasting Co. (Addenda 15-D) has 2 dads, Harry Grossman of Buffalo and Nathan Cohn of Syracuse, staking their sons to controlling interest in project, with 30 other investors. Ch. 59 grantee, Buffalo-Niagara Television Co. (TV Addenda 15-Q), has Western Savings Bank president Charles Diebold and big heating-air conditioning dealer Joe Davis as angels. Both are dead serious about developing uhf TV, can be expected to get their stations on the air as soon as possible. So far as Bergman Co. is concerned:

"We intend to specify [to Philco] a large percentage of sets so [uhf] equipped for first quarter. If our reasoning holds, it will be like automatic transmission and power steering. On a Chrysler, Cadillac, Oldsmobile, Buick, the dealers hardly bother to ask if you want it. They just assume. But Pontiac and Dodge come both ways and do a sales job on it. So our price leaders can be field equipped if the going gets tough."

Note: Buffalo actually has 3 uhf grants, the third being educational CP (WTVF) on Channel 23, held by University of the State of New York. There's no telling when it will get going, since legislature hasn't yet appropriated funds.

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Vacation trip to Europe for 12 days, all expenses paid, is enticing bait held out to some 400 distributors and dealers and their wives by Westinghouse TV-radio div. in extraordinary sales promotion drive. While details of qualifications for air trip next spring are still secret, div. mgr. T. J. Newcomb revealed itinerary will include Paris, Cannes, Nice, Rome. Quipped *New York Times* business columnist Dec. 23: "It may safely be assumed that dealers who don't sell a reasonable number of Westinghouse TV and radio sets won't be lolling on the beaches of Cannes next spring." Feature of "European Holiday" will be international marketing roundtable in which dealers will meet with European appliance experts for exchange of ideas.

Smuggling of TV sets into Cuba is so widespread it's estimated 15-25,000 sets are on island illegally, reports Dec. 26 *New York Times*. Story reports U. S.-made receivers are transshipped from Miami or Key West by water to isolated coves and inlets along Cuban coast to escape duty payments, or are flown over, unloaded at private airports and whisked by truck to retail dealers, who undersell Cuban distributors franchised by American manufacturers. Many smuggled sets have been traced to unauthorized U. S. dealers and known transshippers, *Times* story reports.

Promotion break for RCA Victor records will come in Technicolor film titled *His Master's Voice* to be shot by Columbia Pictures next spring, using Victor recording studios as locations and built around its famous voices.

**Trade Personals:** Arthur L. Chapman, Sylvania v.p. since Jan. 1, 1951, appointed v.p. in charge of electronics operations as of Jan. 1, responsible for TV, radio, parts, electronics, radio tube and CR tube divisions . . . L. G. Haggerty, Capehart-Farnsworth director of manufacturing since Feb. 1950, elected v.p. in charge of manufacturing . . . Don G. Mitchell, president of Sylvania, elected to board of National Biscuit Co. . . James P. Quam, chairman, Quam-Nichols Co., elected president of Randall Graphite Bearings Inc., Lima, O. . . Joseph G. Glasser appointed production div. mgr. of Raytheon equipment mfg. div., Waltham, Mass., succeeding George Downs, resigned . . . Walter L. Stickel, Hoffman Radio national sales mgr., back at his desk this week after 6 weeks confinement due to illness . . . M. Robert Wilson, ex-sales mgr. Thor Corp. (appliances) named Hallcrafters sales v.p. . . Robert F. Halligan promoted to asst. operations mgr., Hallcrafters, under mgr. William Wright . . . James S. Cohan, ex-adv. mgr. of DuMont N. J. factory sales branch, appointed cooperative adv. mgr., DuMont TV receiver div. . . W. J. Goerisch, Graybar power apparatus sales mgr. in N. Y., named central district sales mgr. in Chicago, succeeding L. C. Esthus, returning to Des Moines as mgr., while D. M. Hitchcock moves to Denver to replace S. B. Hardin, retiring . . . O. E. Bishop, sales service mgr., promoted to mgr. of sales, distributor div., P. R. Mallory & Co. . . Kenneth A. Giffin appointed Los Angeles district sales mgr., GE tube dept. . . Frederick D. Ogilby promoted to v.p. & gen. mgr. of Philco TV div., William H. Chaffee v.p. & gen. mgr. of radio div. under Larry F. Hardy, president of both divs. . . Bert Cole, ex-Philco & Crosley sales executive in N. Y., named eastern regional mgr., Serval Inc.

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Distributor Notes: Admiral appoints R & M Distributing Co., Fort Smith, Ark. (Charles F. Reynolds, president); August J. Krisch Co., San Antonio, replacing South Texas Appliance Corp. . . Motorola subsidiary, Motorola-Detroit Co., promotes James B. Charters from sales mgr. to branch mgr., succeeding John B. Langley, resigned . . . Magnavox names Atlantic Appliance Co., Asbury Park, N. J. . . Arvin appoints Colen-Gruhn Co., 387 Fourth Ave., New York . . . Pacific Mercury names Grauman Co., Denver; Service Games Inc., Honolulu . . . Majestic Charlotte distributor, Victor Shaw Co., appoints Furman Ferguson sales v.p. . . Motorola appoints Samson Distributors Inc., Washington, replacing Greber Distributors Inc., which continues as Baltimore outlet.

Emerson's new "all-screen front" 21-in. table at \$249.95 is cut of \$70 from its current 21-in. list, said to be lowest-priced for size in wood cabinet from any major manufacturer; firm's promotion now featuring "space saver" TV receivers, accenting compactness.

DuMont's 5 new models are: 17-in. Chatham, mahogany table \$250, blonde \$260; 21-in. Oxford, mahogany table \$300, blonde \$310; Lynwood, open mahogany console \$370, blonde \$380; Essex, full-door mahogany console \$425; Hanover, full-door mahogany console \$525, blonde \$545.

GE's germanium diode production will be doubled next year to meet rising demand for uhf receivers, germanium products sales mgr. James H. Sweeney announced this week. He said each of estimated 6,500,000 sets to be produced next year will contain as many as 3 germanium diodes.

Philco discloses new 1953 line of TV-radio sets and prices in closed-circuit telecast to 54 cities, attended by some 10,000 dealers, Mon., Dec. 29, 6-7 p.m. EST.

Emerson and Webster-Chicago stockholders meetings called for Feb. 4 to consider merger (Vol. 8:51).

**M**ORE YEAR-END statements this week from leaders of the TV-radio-electronics industry to add to those we summarized here last week—all continuing in the same optimistic vein in contemplating 1953 outlook. Here's a distillation of this week's releases:

"TV's best years and possibly greatest expansion are still ahead," said RTMA president A. D. Plamondon Jr. He predicted 200 stations on air by end of 1953, with about 40% of population seeing TV for first time next year. Yet, he noted with justifiable satisfaction, with only 60% of the country as a market, 23,000,000 TV sets have been produced so far, of which at least 20,500,000 valued at \$8 billion retail are in use.

Mr. Plamondon foresees 50,000,000 sets-in-use within 5 years; thereafter, replacement markets that alone will require annual production almost as great as at present. He concluded: "No other great product of American industry has established itself as a virtual necessity of the American home in such a short time. It took the automobile industry 25 years or more to do what TV has done in five. Even in an allied field, it took 10 years to manufacture and sell an equal amount of radios."

RCA chairman David Sarnoff regards lifting of freeze, licensing of new stations and opening up of uhf as most significant steps in TV progress in 1952. He announced that big RCA Service Co. alone will open 34 additional service branches in 1953. Great strides in color were reported by Gen. Sarnoff, who stated: "Field tests have produced further evidence of the practicability and desirability of a compatible system [which] permits owners of existing TV sets to receive color programs in black-&-white without any change whatever in their sets."

Philco president Wm. Balderston, on eve of company's big Boca Raton convention starting Jan. 3, predicts 100 new stations on air in 1953 and output of at least 6,500,000 TV sets, 8,000,000 radios. Philco 1952 sales will hit new record total of \$350,000,000, he reported, with defense orders amounting to \$160,000,000, compared with total \$310,000,000 for 1951. Of color, he said NTSC has made "tremendous strides" toward a fully compatible system, but cautioned that it's unlikely to go on market "for some years to come."

Dr. Allen DuMont foresees: (1) More than 75 new stations on the air in 1953, of which 50 will be uhf. (2) About \$50,000,000 worth of transmitting & studio equipment sold by all manufacturers during the year. (3) Between 6,000,000-6,500,000 TVs produced and sold at retail volume of more than \$1 billion, highest production year since 1950 when 7,563,800 sets were produced. (4) More than 8,000,000 picture tubes produced, 2,000,000 for replacements, with 21-in. rectangular most popular and 17-in. holding own as price item.

Admiral sales v.p. W. C. Johnson estimated 100 new markets in 1953 should account for sales of 750,000-1,250,000 TV sets next year, bulk of remainder going for replacements or into multiple-set homes. He noted that 50% of some 20,000,000 sets-in-use have screens under 16-in., predicted 21-in. sets will run away with 1953 market.

### Bound and Indexed

We will index and bind, between embossed book covers, a limited quantity of all 1952 issues of the *Television Digest* Weekly Newsletters, plus the *Final Television Allocation Report*, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken only until Jan. 5. Price: \$25 per volume.

**Financial & Trade Notes:** TV-radio industry's 9-month profits in 1952 were about 13% lower than same 1951 period, according to *New York Times'* survey of earnings of 512 companies in practically all manufacturing fields. But it predicted that final quarter profits will be best for any 3-month period this year for most manufacturers. Combined net income of the 512 companies declined 9% for first 3 quarters of 1952. The 11 companies in the TV-radio-records category showed 13% drop in same period—from total profit of \$49,533,000 in first 9 months of 1951 to \$43,116,000 in same 1952 period. Nine manufacturers of electrical supplies and equipment reversed the trend, showed 9% gain over 1952—attributed to "sizable earnings advances by GE and Westinghouse." Home appliances (9 companies) showed 7% decrease. "The 21-month downtrend in earnings is likely to be checked only temporarily [in fourth quarter, but] no outright slump is anticipated," said the *Times*.

Control of RKO Pictures was recaptured last week by Howard Hughes, who sold his 29% interest in company 2 months ago to syndicate headed by Ralph Stolkin for some \$7,000,000 (Vol. 8:38-40, 43). Hughes was named Dec. 12 to head new RKO board. Sherrill C. Corwin, associated with Stolkin in ownership of several AM stations and TV applications, resigned from board. Another associate in Stolkin's TV-radio enterprises, Edward G. Burke Jr., remains on RKO board.

Packard-Bell sales reached new high of \$22,724,273 for year ended Sept. 30, but Federal taxes brought net earnings down below fiscal 1951. Profits before taxes were \$3,054,411, after taxes \$968,051. For fiscal 1951, company's sales were \$18,772,527, profits before taxes \$2,805,246, after taxes \$1,014,751.

Indiana Steel Products Co., for 9 months ended Sept. 30, reports net income of \$197,575 (\$1.39 a share) compared with \$512,545 (\$3.58) same 1951 period. For third quarter 1952, net income was \$50,816 (37¢) vs. \$97,012 (68¢) in third quarter 1951.

Oak Mfg. Co. reports sales of \$11,013,071 and net income of \$745,116 (\$1.42 a share) in 9 months ended Sept. 30, compared with sales of \$9,774,409 sales and profit of \$767,942 (\$1.46) for same 1951 period.

I-T-E Circuit Breaker Co. reports net profit of \$2,535,642 (\$8.96 a share) on net sales of \$62,837,546 in year ended Sept. 30.

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Dividends: Motorola, 37½¢ payable Jan. 15 to stockholders of record Dec. 31; Emerson, 10¢ Jan. 15 to holders Jan. 5; Packard-Bell, 25¢ Jan. 26 to holders Jan. 10; Audio Devices Inc., 3¢ Dec. 30 to holders Dec. 19; Technicolor Inc., 50¢ Dec. 30 to holders Dec. 19; Reeves Ely Labs, 10¢ Dec. 29 to holders Dec. 18; Canadian GE, \$2 plus \$4 extra Jan. 1 to holders Dec. 19; IT&T, 20¢ plus 5¢ extra Jan. 21 to holders Dec. 19; Davega, 15¢ Jan. 8 to holders Dec. 29; Hoffman Radio, 25¢ Dec. 31 to holders Dec. 23; Stewart-Warner, 35¢ extra March 7 to holders Feb. 13.

Short interest in TV-radio and related stocks on N. Y. Stock Exchange showed these changes between Nov. 14 & Dec. 15: Admiral, 8087 Nov. 14 to 7352 Dec. 15; Avco, 7080 to 4021; GE, 11,348 to 11,801; Magnavox, 6358 to 5675; Motorola, 17,879 to 17,669; Philco, 7097 to 5569; RCA, 23,625 to 25,635; Zenith, 11,241 to 10,131.

Reviewing "electronics in solids" and transistors in particular, RCA chairman David Sarnoff devotes considerable space to subject in year-end statements, says: "Scientists are acknowledging electronics in solids as one of the most dramatic steps in technical progress . . . Like the electron tube, the transistor is a master key to the continuing expansion of electronics."

**Electronics Reports:** Latest reorganization of NPA Electronics Div., effective Jan. 5, finds staff whittled down to 35, many of top personnel gone, some new men brought in from other agencies. Richards W. Cotton, still listed as director, is slated to return in next few weeks to Philco, where he is asst. to president Wm. Balderston and v.p. of Philco International. Donald S. Parris continues as deputy director.

Under new setup, radio & TV receiver and broadcast & communications equipment sections will be merged into equipment section, to be headed by Joseph W. Bauler, who now heads program & requirements branch of NPA Communications Equipment Div. He's ex-Federal equipment design engineer, veteran of 15 years with Illinois Bell, wartime Signal Corps electronic engineer. He'll replace Lee Golder, chief of radio & TV receiver section, who becomes gen. sales mgr. of Carbonneau Industries, and J. Bernard Joseph, chief of broadcast & communications equipment section. Other new branch and section chiefs, together with their present positions:

Products branch—R. D. Parker, now chief, capacitor & resistor section. Components section—E. MacDonald Nyhen, chief, transformer & special components section. CMP section—Eric Bovet, mobilization planning asst. to Mr. Cotton; O. W. McDaniel, asst. chief. Expediting & expansion section—Wm. E. Dulin, military production asst. to Mr. Cotton. Harold G. Butterfield, chief, electronic tube section, returns to post of director of purchasing, National Union Radio Corp.

Components branch chief James A. Mendenhall leaves NPA, is said to be slated for new govt. post. Wm. Bapst, chief, expediting & expansion section, becomes v.p., Carroll Electronics, New York.

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Thanks to end of freeze, employment in communications equipment industry reached a postwar peak of 408,200 in August and upward trend is likely to continue through February, according to a report by Labor Dept.'s Bureau of Employment Security based on survey of 309 leading manufacturers. Bureau said main reason for payroll increase was race for TV equipment and receivers. TV-radio-phonograph and radar equipment manufacturers accounted for over 90% of June-August job increase, and an additional 8.5% payroll boost is expected by February. "Since there are 110 TV stations on the air [August] and the present goal is 2000 and industry estimates it takes from 9 months to a year to prepare a station for its first telecast, there would appear to be a fertile market for equipment firms for at least the next 3 years," concludes report, available from Labor Dept.

New Philco plant in England will manufacture TV sets in 6 months, is now turning out radios for world-wide distribution. In announcing operation of new 100,000-sq. ft. British plant, Philco International Corp. said English-made models are being offered to "place Philco distributors and dealers in the most advantageous position competitively [by enabling them] to purchase Philco receivers from either England or the U. S. depending on the currency available." British operation uses British-made components, but all designs are checked at company's Philadelphia laboratories prior to production. All 10 radio models now being produced are multi-band shortwave sets, 3 of them including broadcast band.

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"Automatic allotment" steel quotas for second quarter 1952 were announced this week by NPA. Manufacturers who compute own materials quotas—and that includes all but the 10 or 12 largest TV-radio makers—will be entitled to as much as 110% of the amount they were allotted in third quarter 1952. Quotas of copper, aluminum and nickel stainless steel will remain at third quarter level.

Remington Rand continues active in industrial TV field, contrary to Vol. 8:50 report referring to its TV dept. as "defunct"—based on misinformation from what was regarded reliable source. Executive v.p. A. R. Rumbles tells us sales and engineering of Remington Rand's Vericon monochrome system and color TV installation and service is continuing, though arrangement with CBS has been discontinued. Sales are now handled by M. H. Simmonds out of New York office, 315 Fourth Ave.

New techniques in printed circuitry and miniaturization are described in new group of govt. and industry research reports listed in current issue of *Bibliography of Technical Reports*, available from Commerce Dept.'s Office of Industry & Trade. Included are papers on printed circuit construction based on conventional components, adhesive-tape resistor system, miniature scaled power transformers, waveguide construction, sealed units.

Tremendous increase in amateur licenses since World War II—a 67% jump to 117,069—was noted by FCC Comr. George Sterling, himself a "ham," in recent talk to New York Radio Club. Oldest amateur is 86, youngest 7, he said. He reviewed amateurs' problems, commended their fight to cure TV interference, urged formation of "TVI" committees in new TV communities.

Symposium on electronic components has been scheduled for April 29-May 1 in Pasadena, Cal., sponsored by IRE, RTMA, AIEE and West Coast Electronic Mfrs. Assn. Inquiries regarding technical papers, etc., should be directed to Dr. A. M. Zarem, Stanford Research Institute, Suite 1011, 621 So. Hope St., Los Angeles.

Underwater TV equipment has been ordered from Britain by Belgrade shipping material import company, Brodomipeks, for dock and harbor inspection work in Yugoslavia's Adriatic ports. Contract marks first export order of the equipment developed and manufactured by Marconi and Siebe, Gorman & Co. (Vol. 8:24).

High Vacuum Equipment Corp., 349 Lincoln St., Hingham, Mass., organized by Joseph B. Merrill, president & gen. mgr., to manufacture for electronics, metallurgy, plastics, etc.

Universal Can & Condenser Co. has been formed by McNaught Metal Products Inc., 3435 N. Kimball, Chicago, to manufacture condensers for electronics.

Acrovox Corp. has bought out Acme Electronics Inc., Pasadena, Cal., whose 2 plants will operate as subsidiary under continuing management of Hugh P. Moore, pres.

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IRE's 1953 convention in New York March 23-26 will cover more ground than ever—with 220 papers, 400 exhibits, 43 sessions. Convention has as theme "Radio-Electronics, A Preview of Progress," will be conducted at Grand Central Palace, Waldorf-Astoria and Belmont Plaza. Sessions will run gamut of electronics, including uhf transmitters and receivers, station construction, color, propagation, antennas, transistors, management. Attendance of more than 30,000 is expected.

Rio de Janeiro's new Channel 2 municipal educational station, to be directed by Dr. Fernando Tude de Souza, professor of radio at the U of Rio de Janeiro, is getting shipment of some \$700,000 worth of DuMont equipment as of Jan. 15, according to DuMont transmitter div.

Good reading: Dr. Allen B. DuMont's article in November *Academy Magazine*, organ of Academy of Radio & Television Arts & Sciences, explaining advances in application of TV to education, industry, military tactics.

Handy directory of all commodities & services which have been removed from price control through Dec. 18, with the corresponding OPS exemption order number, is available for 35¢ from Supt. of Documents, Washington.

## Count of TV Sets-in-Use by Cities

As of December 1, 1952

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

**A**NOTHER BIG MONTH of TV set sales added 688,200 to sets-in-use to bring Dec. 1 total to 20,439,400, according to NBC Research's monthly "census." Thus it looks very much like 1952 will end with 21,000,000 or more.

Only new interconnected market added during November was Austin, Tex., where KTBC-TV began Nov. 27, so was credited only 6400 as of Dec. 1. Non-interconnected KDUB-TV, Lubbock, Tex., starting Nov. 13, was credited 600. Both cities obviously have many more now—but figures necessarily lag by month.

Best gains were shown in old markets: New York & Los Angeles, up 50,000 each; Chicago, 35,000; Philadelphia & San Francisco, 27,000 each; Indianapolis-Bloomington, 23,000; Boston, Atlanta, Pittsburgh, Portland, 20,000 each; St. Louis, 17,000; Huntington, 16,000; Charlotte, Cleveland, Dallas-Ft. Worth, Denver, Seattle, 15,000 each; Ames-Des Moines, Washington, Norfolk, 12,000 each; Buffalo, Providence, Houston, Milwaukee, 11,000 each.

Following is Dec. 1 count by areas (consult individual stations for their estimates of total families within their respective service ranges):

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
<i>Interconnected Cities</i>			<i>Interconnected Cities—(Cont'd)</i>		
Ames (Des Moines).....	1	110,000	Minneapolis-St. Paul.....	2	330,000
Atlanta.....	3	250,000	Nashville.....	1	90,400
Austin.....	1	6,400	New Haven.....	1	345,000
Baltimore.....	3	444,000	New Orleans.....	1	143,000
Binghamton.....	1	94,000	New York.....	7	3,230,000
Birmingham.....	2	141,000	Norfolk.....	1	147,000
Bloomington (see Indianapolis).....	1(a)		Oklaoma City.....	1	133,000
Boston.....	2	987,000	Omaha.....	2	155,000
Buffalo.....	1(b)	316,000	Philadelphia.....	3	1,157,000
Charlotte.....	1	183,000	Phoenix.....	1	49,400
Chicago.....	4	1,325,000	Pittsburgh.....	1	525,000
Cincinnati.....	3	361,000	Portland.....	1	35,000
Cleveland.....	3	694,000	Providence.....	1	248,000
Columbus.....	3	245,000	Richmond.....	1	149,000
(Dallas.....)	2	225,000	Rochester.....	1	165,000
(Fort Worth.....)	1		Salt Lake City.....	2	80,000
Davenport-Rock Island.....	2	166,000	San Antonio.....	2	113,000
Dayton.....	2	212,000	San Diego.....	1	127,000
Denver.....	2	70,000	San Francisco.....	3	508,000
Detroit.....	3(c)	758,000	Schenectady.....	1	244,000
Erie.....	1	104,000	Seattle.....	1	212,000
Grand Rapids.....	1(d)	196,000	St. Louis.....	1	468,000
& Kalamazoo.....			Syracuse.....	2	178,000
Greensboro.....	1	104,000	Toledo.....	1	222,000
Houston.....	1	212,000	Tulsa.....	1	83,400
Huntington.....	1	118,000	Utica.....	1	80,000
Indianapolis.....	1(a)	351,000	Washington.....	4	417,000
& Bloomington.....			Wilmington.....	1	126,000
Jacksonville.....	1	88,900	<b>Total Inter-connected.....</b>	<b>111</b>	<b>20,403,500</b>
Johnstown.....	1	183,000	<i>Non-Interconnected Cities</i>		
Kalamazoo.....	1(d)		Albuquerque.....	1	19,200
(see Grand Rapids).....			Lubbock, Tex.....	1	600
Kansas City.....	1	253,000	Brownsville (Matamoros, Mexico).....	1(e)	11,100
Lancaster.....	1	177,000	<b>Total Non-Inter-connected.....</b>	<b>3</b>	<b>30,900</b>
Lansing.....	1	107,000	<b>Total Interconnected and Non-Inter-connected.....</b>	<b>114</b>	<b>20,439,400</b>
Los Angeles.....	7	1,320,000			
Louisville.....	2	169,000			
Memphis.....	1	168,000			
Miami.....	1	124,000			
Milwaukee.....	1	386,000			

- (a) Bloomington separately 220,000. Indianapolis separately 300,000.
- (b) Does not include estimated 94,000 sets in Canadian area reached by Buffalo station.
- (c) Does not include estimated 45,000 sets in Canadian area reached by Detroit stations.
- (d) Grand Rapids separately 149,000. Kalamazoo separately 167,000.
- (e) Estimate for Texas area. Estimated 2500 additional sets in Mexican area of Matamoros station.

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

Note: TV sets sold in Canada totaled 197,709 up to Nov. 30, 1952, according to Canadian RTMA (Vol. 8:51). Since nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The CRTMA area count as of last Nov. 30: Windsor 43,256, Toronto-Hamilton 77,739, Niagara Peninsula 28,654, Montreal 30,822, other areas 12,178. In addition, Cuban sources claim 70,000 sets-in-use in Havana, 20,000 in rest of Cuba.

Third Miami application was filed for Channel 7 this week to compete with the one filed 2 weeks ago by ex-NBC chairman Niles Trammell, in collaboration with *Miami News* (WIOD-Cox) and *Miami Herald* (WMAQ-Knight) interests (Vol. 8:50-51). This one came from company headed by Charles Silvers, aluminum furniture-window manufacturer. Also filing this week was new Madison (Wis.) group for uhf Channel 33, representing group of broadcasters who withdrew their competing applications. Week's other vhf applications were for Wichita Falls, Tex., Ch. 6, by Garnett Parker, theatreman; Richmond, Va., Ch. 12, by group headed by Gordon G. Thalheimer, theatreman, and including ex-Gov. Wm. M. Tuck. Week's other uhf applications were for Decatur, Ala., Ch. 23, by WMSL; Cambridge, Mass., Ch. 56, by WTAO-Harvey Radio Labs; Appleton, Wis., Ch. 42, by Bartell-Beznor group owning WAPL, Appleton & WOKY, Milwaukee. Week's 7 applications brought to 762 total now pending, 297 of them for uhf. [For details about foregoing applications, see *TV Addenda 15-X* herewith; for listings of all post-freeze applications, grants, hearings, etc., see *TV Factbook No. 15* with Addenda to date.]

TV will occupy much of NARTB engineering conference at April 28-May 1 annual convention in Los Angeles—as it has at all recent conventions. Uhf is bound to be featured, since it comprises lion's share of CPs and is the most important "unknown" in the industry. Also high on agenda is consideration of standards for magnetic audio tape. Guidance committee, named last week, will derive agenda from some 50 suggestions received by NARTB engineering director Neal McNaughten. Committee comprises: Raymond Guy, NBC, chairman; Frank Marx, ABC; William B. Lodge, CBS; Rodney Chipp, DuMont; Earl M. Johnson, MBS; Carl Nopper, WMAR-TV, Baltimore; James Ebel, WMBD, Peoria.

AT&T's second permanent westbound TV channel (Vol. 8:51) was placed in use Dec. 27. Added at same time were 2 more Los Angeles-San Francisco channels, one in each direction.

Financing of new TV stations and TV film productions is included in plans of big Bankers Trust Co., New York, according to article in current issue of its house organ *Pyramid*.

Rep. Eugene Cox (D-Ga.), frequently fiery critic of FCC, who was involved in 1943 investigation charging he had represented a radio station securing license from Commission and had received \$2500 fee, died Dec. 24 in Bethesda (Md.) Naval Hospital at age of 72.

### 1953 AM-FM Station Directory

All subscribers to the full TV-AM-FM services of *Television Digest* will, in mid-January, receive copies of our *1953 AM-FM Station Directory*, revised to Jan. 1, loose-leaf, printed on single sheets so that changes and corrections may be added on opposite blank pages as they're reported in our weekly AM-FM Addenda. New directory lists not only all North American AM-FM stations by states and cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It's only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 10 or more are placed by Jan. 3, cost \$5.00 each; single copies \$7.50.

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## Supplements and Special Reports Published During 1952

References are to issues of Television Digest with articles pertaining to documents

### Directories

**Semi-Annual TV Factbooks of Jan. 15 and July 15:** with weekly Addenda reporting current FCC grants, applications, new stations on air, etc.

**Annual AM-FM Directory of Jan. 1:** with weekly Addenda reporting current FCC decisions, applications, etc. Listings of all AM-FM stations by states and frequencies, all applications by states and frequencies, call letter lists, etc. (Includes other North American stations.)

### The Final Television Allocation Report

Full text of end-of-freeze "Sixth Report and Order" of the FCC (52-294), adopted April 14, making possible grants of new stations after July 1. Includes new VHF-UHF assignments by states and cities and rules governing stations, with full texts of separate opinions of Comrs. Webster, Henneck and Jones. (Vol. 8:16).

### Numbered Supplements

**No. 77: Subpoenas Served on RTMA and various TV-radio manufacturers in anti-trust probe.** Full text, indicating scope of Grand Jury inquiry instituted by Dept. of Justice. (Vol. 8:9.)

**No. 78: VHF Allocations by Channels.** Including final assignments for the 30 existing stations due to be shifted. (Vol. 8:17.)

**No. 79: Community Television Antenna Systems.** Projects operating, under construction or in planning stage. (Vol. 8:19.)

**No. 80: Maximum Powers with Various Heights and service contours in miles.** Prepared by CBS Engineering Dept. on basis of new FCC rules & regulations governing TV stations. (Vol. 8:20.)

**No. 81: City-by-City Priorities for processing of applications for new TV stations.** Indicates order in which FCC is handling applications. (Vol. 8:21.)

**No. 81-A: Priorities by State-and-City.** Geographical breakdown of cities listed in FCC's application processing schedule. (Vol. 8:22.)

### Special Supplements and Reports

**What's Ahead in Business.** Full text of address delivered by Crosley Broadcasting Corp. chairman James D. Shouse before NARTB convention in Chicago April 1. (Vol. 8:14.)

**"TV Station Operating Costs"**—Reprint from March-April edition of 'Broadcast News,' published by RCA Engineering Products Dept. (Vol. 8:16.)

**NPA Modifies Ban on Color TV Production.** Full text of June 24 amended order M-90. (Vol. 8:26.)

**"Considerations in the Early Planning of TV Stations"**—Reprint from May-June edition of 'Broadcast News,' published by RCA Engineering Dept. (Vol. 8:28.)

**"The Low State of TV"**—Reprint from October 19 'New York Times'. (Vol. 8:43.)

**The 92 Post-Freeze New Station Grants to Date** with their possible starting dates. (Vol. 8:44.)

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