

Television Digest

with **ELECTRONICS** REPORTS

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(For Early Reports on UHF Reception and Receiver Demand in New-Station Areas, see pp. 8-9)

3 MORE ON AIR, UHF SHIPMENTS SPEEDED: Two new uhf stations and one vhf went on air this week, or just before New Year's Day. At same time, RCA disclosed shipments of 2 more 1-kw uhf transmitters Dec. 31 -- to Youngstown grantees WKBN-TV (Channel 27) and WFMJ-TV (Ch. 73), either or both of which will go on the air any day now.

Biggest uhf transmitter maker, RCA disclosed that it will also ship a transmitter to WJTV, Jackson, Miss. (Ch. 25), which is otherwise all set up to go and may turn on power Jan. 12-15. Then, shipments go to WAFB-TV, Baton Rouge (Ch. 28) and WROV-TV, Roanoke (Ch. 27), latter now informing us on-the-air date is Jan. 20.

Eight uhf transmitters per month are promised next few months by RCA and this may be increased to 10 before mid-year. "We'll catch up with orders for sure," said spokesman, "and we'll be ahead of receivers." He quickly explained he didn't mean receiver production, but rather ability to convert vhf, install uhf antennas.

This week's first starter was WKAB-TV, Mobile (Ch. 48), which became 15th post-freeze station (5th uhf) to go on air when it began operation Dec. 29 at 5:30. It thus beat still-delayed vhf WALA-TV, Mobile (Ch. 10) by possibly week or more. City is first where uhf & vhf were slated to get practically equal start.

Wilkes-Barre's WBRE-TV (Ch. 28) began test patterns Dec. 30 at 11:58 p.m. started commercial service at noon New Year's Day. It's using own microwave setup to pick up either WNBT from New York or WPTZ from Philadelphia for network relays.

El Paso's KTSM-TV (Ch. 9) got first equipment tests on air Dec. 31, went on with test patterns next few days, was slated to begin programming Sun., Jan. 4, at 2:15 p.m., will continue on daily schedule of 5:30-11 p.m. thenceforth. It's city's second vhf, KROD-TV (Ch. 4) having started Dec. 4. And from hard-pressing KXLY-TV, Spokane (Ch. 4), its Christmas Day start having been delayed (Vol. 8:52), came word at week's end that mid-January start is now likely.

[For latest reports in our continuing survey of upcoming stations, see p. 5.]

1952 WAS GOOD BUT 1953 LOOKS BETTER: This time last year, taking inventory and making our perennial forecasts for TV's New Year, we underestimated 2 basic factors:

(1) Against NPA forecast of output of 3,500,000 TVs and industry consensus of 4,500,000, due to defense restrictions, we settled on an in-between guesstimate of 4,000,000. Actual 1952 output and sales ran slightly over 6,000,000 (see p. 8).

(2) We forecast final freeze decision by March 1 (it came April 14) and we figured on first new-station grants by June 1 (they came July 11). We thought only 25-50 new stations would be authorized by end of 1952. Actually, the FCC authorized 175 up to Dec. 31, 1952; and actually, 17 new stations were on the air at year's end to bring total now operating to exactly 125 (plus 2 in Canada, 1 on Mexican border).

Otherwise, our predictions stood up pretty well (see Vol. 7:52) --- so here we go again, quite confident our 1953 forecasts, if they err at all, are on the same

conservative side. Looking into 1953 prospects, this is an amalgam and summary of the best thinking of Television Digest's editorial staff, as we pridefully begin our 9th volume in the 8th year of publication since Vol. 1:1 of Sept. 1, 1945:

* * * *

STATIONS ON AIR & CPs: Some 75-100 more stations will start telecasting, bringing total on air to 200-225. About 150-200 more CPs will be granted, mostly uhf or small-city vhf. Relatively few grants will be made as result of hearings. Few stations will operate at maximum powers during first quarter, but many Channel 2-6 stations will reach 100 kw by end of year and a few Channel 7-13 stations will hit 316 kw. Most uhf will run 15-25 kw, a handful up to 250-300 kw, none at 1000 kw.

TELECASTING BUSINESS: If TV network billings are an index -- as they always have been in radio -- the business of telecasting accounted for considerably more than \$300,000,000 in time sales alone during 1952 (vs. FCC-reported \$235,700,000 in 1951), and all signs point to substantially more in 1953. Network time sales totaled about \$160,000,000 in 1952. Old rule-of-thumb in radio was to double network figure to account for whole industry. Applying it to TV, we get \$320,000,000, which looks like fair figure. With more stations on the air this year, 1953 figure could go as high as \$500,000,000. And that doesn't include expenditures on talent & production.

SET OUTPUT & TRADE TRENDS: Some 6,000,000 TVs having been produced and sold during 1952, not less than that number and probably as many as 7,500,000 (or better than 1950's record 7,355,000) could be made and marketed this year. That would mean present 21,000,000 sets-in-use would swell to well over 27,000,000. With many sets near end of their 8½-year obsolescence span (Vol. 8:47), with half the sets-in-use still 16-in. or under, with 17-in. sets now cheaper than old 7, 10, 12 & 16-in., and with 21-in. enjoying huge demand, the replacement market in "saturated" areas (now 67.7% of U.S. population) looks very good. Still-unsold homes in TV areas, plus new markets being opened up by new stations and by higher powers for old stations, add up to continued good business for TV trade.

RADIO: Enjoyed excellent 1952--a record \$486,000,000 in time sales, according to NARTB president H.E. Fellows. This compares with FCC-calculated \$450,400,000 in 1951. This, too, in face of considerably reduced network time sales (Vol. 8:52). Year's production of 9,200,000 radios brought total to 106,000,000 in use in 98% of U.S. homes, which impels Mr. Fellows to predict "even higher gross revenues in 1953." We don't know -- but we do think something has got to "give" as TV continues inroads on audience and advertising budgets. And it's hard to believe all 2516 AM and 648 FM stations can continue to exist and prosper under present pressures -- which is not to deprecate radio's value as "the most economical advertising medium yet devised," as Mr. Fellows puts it. Not only more TV competition but lowered radio network and station time rates seem to point to smaller aggregate revenue prospects for 1953.

* * * *

That's the larger picture. Getting down to some of the important specifics in the telecasting and related fields, these are the prospects:

The FCC: New chairman to replace Walker, new member to replace Merrill, both presumably businessmen or men of experience; possibly one or 2 additional members before year is out. Current generally cooperative attitude toward industry to continue, very much subject to the influence of new chairman -- possibly Comr. Hyde. Commissioners will work harder than ever before, trying to rush final decisions in TV hearings and conduct major rule-making hearings at same time. Comr. Hennock's influence on wane; unpredictable, a Democrat, even educators pay her little heed now.

Congress: Several investigations of FCC may be launched, but won't amount to much in long run. GOP probers likely to lose enthusiasm for embarrassing Commission headed by "good" Republican. Sen. McCarthy's announced probe into "favoritism" in granting of licenses will produce little besides headlines. Rep. Wolverton's fervor for investigation into color decision may dissipate entirely, now that CBS system is defunct and FCC is quite willing to approve compatible system. Sen. Tobey, as head of powerful Interstate & Foreign Commerce Committee, always unpredictable, to oscillate between impassioned attacks on "monopoly" and unaccountable silences. Slowness of TV hearings and final decisions, because of insufficient examiners and staff,

will impel Congress to give FCC more funds. Wraps will come off televising of Congressional hearings.

Film: Trend to filmed TV programs will accelerate as film-vs.-live controversy rages fiercely as ever. While it's inevitable that major film producers will some day release their written-off backlog of old feature pictures to TV, 1953 may see trickle rather than flood of "new oldies", with most big studios still holding back under exhibitor pressure. But TV's impact on theatregoing and on total of film houses will be felt more than ever, and lure of ready cash from increasing number of TV stations will be hard for either big or little producers to resist.

Sports: National Collegiate Athletic Assn. to continue tight restrictions on college football TV -- but not so severe as in 1952, in face of pressures from public and telecasters. Justice Dept. anti-trust suit against National Pro Football League, whether successful or not, will add to pressures to force some modification of TV "controls". Clamor for TV restrictions will increase in other sports, notably boxing and baseball, but no overall "control" plans are likely.

Theatre TV: Commission will be tough to convince that special frequencies should be set aside for this new medium. Decision probable in latter half of year. Meanwhile, closed-circuit theatre-TV shows will continue to be few and far between, though new program material will be tested -- such as vaudeville and drama. Boxing will continue to be biggest drawing card. Number of equipped theatres may increase from today's 100-plus to nearly 175.

Pay-as-You-Look TV: Full-scale FCC hearing on principle of pay vs. free TV likely (Vol. 8:52), ramifications to drag it out but final decision by end of year conceivable. There's 50-50 chance the FCC will favor principle, but probably won't favor any one system over another. But so many complications will develop that actual start of system in 1953 is extremely unlikely.

Coaxial & Microwave Facilities: Majority of new stations will be brought within reach of network service -- but speedy expansion of networks, quick acceptance of new outlets by advertisers, seem unlikely on account of high cost of TV time. Rapid increase in number of circuits, enabling many more multiple-station markets to get several fulltime network services.

Community Antennas, Boosters & Satellites: Community systems will continue rapid expansion, but some will drop out as new stations take the air and as powers increase. FCC will approve use of microwaves to bring signals to very remote communities. Proponents of boosters and satellites may ask FCC for hearing to establish such outlets on regular basis, but no final decision likely in 1953.

Educational TV: Ten or 12 stations should be on air by end of 1953; 80-90 more applications likely. Best on-the-air prospects are in Los Angeles, St. Louis, Houston, Boston, Pittsburgh, Atlanta, Detroit, San Francisco, Philadelphia, New Brunswick, N.J., Manhattan, Kan. About 30 stations will get Ford Foundation grants.

Color: Compatible system will be approved by FCC after brief hearings. NPA will lift ban on the production of home color sets. But few, if any, sets will be offered to public in 1953. Mass production unlikely to come until 1954.

* * * *

Among miscellaneous other subjects, we predict quick FCC approval of long-delayed ABC-United Paramount Theatres merger following Jan. 5 oral argument. If the Commission wants more time to think over other phases of so-called Paramount case, such as Paramount-DuMont control issue, merger issue will be severed and granted. When Congressional critics are made familiar with facts of merger, they will drop their much-publicized "opposition" reported in press.

TV receivers' most popular size will continue to be 21-in., with 24-in. to be up-&-coming by end of year and some 27-in. on market early. Printed circuits will appear in some TV sets. Transistors will reach the mass-production stage, some possibly being incorporated into TV sets by end of year. Barring all-out war, there will be no important materials shortages, with most NPA controls removed by mid-year. Price controls will be out the window from April 30.

Military electronics production will climb to "plateau" in second or third quarter, remain there for rest of year at dollar value of \$3 billion or more.

TAPE-RECORDED TV PICTURES COMING UP FAST: Progress in magnetic tape recordings of TV pictures, as demonstrated this week in Hollywood by Bing Crosby Enterprises, unquestionably rates the adjective "astonishing".

When system was first demonstrated over year ago (Vol. 7:46), engineers conceded that the crooner's organization had achieved remarkable feat in being able to produce recognizable pictures. But here's how New York Times' reporter describes this week's demonstration:

"Those who a little more than a year ago saw the company's initial attempt to tape-record TV off the air expressed amazement over the quality [of current pictures]. In the first stages of the experiment images were barely discernible. [In today's showing] the lighting was bright and the images came through with a minimum of distortion, but they had a persistent grainy quality that covered the screen. It was like looking at a worn print of a motion picture."

Though network engineers are pleased with development, they point to tremendous strides already made in improvement of kinescope recordings. They agree that film recordings still have a way to go but confess they don't know whether ideal method of future will be film, tape or something else.

Further demonstrations will be held in May, said Frank Healey, head of Crosby's electronic division. By then, he said, refinements would produce picture equal to live telecasts. Commercial production of equipment is expected by January, 1954. Though recorder will sell for \$50-\$60,000, Healey pointed out that 15-min. tape show would cost only \$80, compared with up to \$600 for 15-min. kine.

Additional advantages of tape, according to Healey: (1) Simultaneous recording of picture and sound which can be played back instantaneously. (2) Re-use of tape, just as with audio tape -- through simple electronic "erasure".

Tape is 1-in. wide, but 1/2-in. tape is planned; running speed wasn't given. Mr. Healey said color TV can be recorded as well as black-&-white. Development was under direction of Crosby's chief engineer John T. Mullin, was achieved in collaboration with Ampex Electric Corp. and Minnesota Mining & Mfg. Co. Crosby plans to license manufacture of equipment to Ampex, which makes sound recording equipment, and units probably will be leased to stations and studios.

FCC's ONE-A-DAY PACE BRINGS 6 MORE CPs: FCC rounded out the year with neat 175 CPs -- having granted 6 this week (2 vhf). This means the remarkable rate of one-a-day since processing of applications began July 1. Vhf grants total 48, uhf 127.

Commission picked 3 grants from Group A priority list, reaching down to the 159th city. The 3 Group B grants ranged from 8th city to 176th. Comr. George Sterling is particularly pleased with this week's batch, since it includes first CP in his native state of Maine.

While hitting smaller and smaller cities in Group A, Commission is finding fewer and fewer applications. At current rate, FCC may soon race clear to end of Group A, then work back and forth over entire list, granting uncontested applications wherever they crop up. In Group B, end of list may soon be reached, too, but for different reason -- most channels are contested.

Week's vhf CPs: Bangor, Me., WABI, No. 5; Altoona, Pa., WFBG, No. 10. Uhf grants went to: Festus, Mo., Ozark TV Corp., No. 14; Lakeland, Fla., WONN, No. 16; New London, Conn., WNLC, No. 26; Harrisburg, Pa., Harrisburg Broadcasters, No. 71.

Festus is by far the smallest town (pop. 5199) to get CP so far. But its transmitter site is only about 20 miles from downtown St. Louis. Principals are accountant John T. McKenna, TV film producer Carl G. McIntire, ex-Congressman Raymond W. Karst, who is gen. counsel of Economic Stabilization Agency, and flying school operator George Menos. Harrisburg grantee is owned by Donald E. Newhouse, son of newspaper chain operator S.I. Newhouse.

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WWSW's famed court appeal, which sought to force FCC to put Channel 4 into Pittsburgh, and which was rendered moot by allocation of the channel to nearby Irwin, Pa., was finally dropped. Attorney Paul Segal issued statement pointing out that appeal aroused public interest; that Pittsburgh Mayor Lawrence then asked chan-

nel be assigned to Irwin; that 3 applicants have filed for Channel 11 and 3 for Channel 4, promising "a fair and orderly hearing without excessive delays"; that Irwin station "will be able to render some measure of service" to Pittsburgh.

Another celebrated case moved ahead a notch when Commission set Feb. 2 as date for comparative hearing for Channel 8 between WGAL-TV, Lancaster, and WLAN. Latter contends it has equal right to the channel, to which WGAL-TV shifted Dec. 31. WGAL-TV reports shift was completed at 9:45 p.m., in a blinding blizzard, and that increase from 1 to 7.2 kw has improved coverage greatly.

AM STATIONS UP TO 2516 AT END OF YEAR: An increase of 106 in total radio stations authorized by FCC is surprising end-of-year fact disclosed by 1953 AM-FM Directory which logs all North American radio stations and which goes to our full-service subscribers in about a week. It shows that the oft-predicted mortality of AM outlets simply hasn't happened. And there were only 6 fewer FMs as of Dec. 31, 1952.

Actual figures are these: Total AM stations authorized at end of 1952 was 2516, of which 2377 were licensed and on air and 139 were CPs. On same 1951 date, total was 2410 (2306 licensed, 104 CPs). AM total was 2351 at end of 1950; 2246, end of 1949; 2131, end of 1948; 1961, end of 1947; 1579, end of 1946; 1056, end of 1945.

FM grantees totaled 648, of which 612 were on the air. Year earlier, total was 654, with 640 on air. During the year, 36 FM licenses and 5 CPs were dropped. At year's end only 8 applications for new FM stations were listed.

Our 1953 AM-FM Directory (cost per extra copy, \$7.50) also lists all applications for new AM stations pending as of Dec. 31. They totaled 232, as against 290 year before. Applications for new AM facilities for existing stations were down to 159 from 172 year earlier. Dropped during 1952 were 11 AM licenses, 12 CPs.

Canada's radio stations increased to 190 from 173 during the year, Mexico's to 315 from 298, Cuba's to 106 from 104 -- all logged in the Directory.

EARLY UHF starters in more Pennsylvania communities are assured in more reports received this week from grantees in the course of our continuing survey of upcoming new stations. December starters in York (Vol. 8:52) and Wilkes-Barre (see p. 1) undoubtedly will spur others to hasten debuts, especially in light of favorable reports on uhf receptivity over their rolling terrains. Following are reports received this week from uhf grantees:

WLEV-TV, Bethlehem, Pa. (Ch. 51) is shooting for Feb. 15 start, may be a bit later, according to Clair R. McCollough, who got grant for third Steinman station Oct. 29. He's replacing low-power experimental uhf KG2XAZ with new plant. Robert Meeker Associates will be rep. Other Steinman stations are the pioneer WGAL-TV, Lancaster, and WDEL-TV, Wilmington, and in Bethlehem area it operates AM station WEST, Easton.

WEEK-TV, Easton, Pa. (Ch. 57) has ordered DuMont equipment, will start in matter of days on tower and building foundations atop nearby Gaffney Hill (1775-ft. above sea level), hopes weather will enable it to complete construction and get station on air before April 1, reports publisher J. L. Stackhouse, *Easton Daily Express*, grantee.

WEEU-TV, Reading, Pa. (Ch. 33), whose gen. mgr. Thomas E. Martin first gave out that it would begin in mid-1953 (Vol. 8:38), then said May 15 (Vol. 8:46), now is reported expecting to start in latter February with interim GE equipment and with full power in May. That's what consultant Mike Hanna told recent meeting of Reading Rotary Club.

WSUN-TV, St. Petersburg, Fla. (Ch. 38) has ordered RCA equipment, tower is up, transmitter building completed, begins studio construction shortly, reports mgr. George D. Robinson. May 1 is still on-air target date. Weed & Co. will be national sales rep.

WFAM-TV, Lafayette, Ind. (Ch. 59) ordered its RCA equipment last summer, is waiting for favorable weather to begin building transmitter and studio house, expects to be in operation on or about May 1, reports president O. E.

Richardson. Wm. G. Rambeau will be national sales rep. WTVM, Muskegon, Mich. (Ch. 35), granted Leonard A. Versluis, former owner of WLAV-TV, Grand Rapids (now WOOD-TV), hasn't ordered equipment yet, is still in early planning stages, but Mr. Versluis reports he thinks he can get it on the air by next Sept. 15.

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Vhf grantees are fewer (only 48 of the 175 to date) and there aren't many new reports from them. Our report last week from DuMont, stating that it had shipped transmitter to KGKL-TV, San Angelo, Tex. (Ch. 3) apparently was erroneous, for mgr. Lewis O. Seibert Jr. writes under Dec. 26 date to say that equipment has not been ordered and construction plans not finalized. Station therefore should be removed from list of Jan.-Feb. on-the-air prospects. KTXL-TV, also San Angelo (Ch. 8) has reported March starting date, though it too had not yet ordered equipment.

WFBG-TV, Altoona, Pa. (Ch. 10), granted last week, looks like an early starter, its GE transmitter and antenna and GPL projection equipment all on order and due for speedy delivery, probably within week, according to mgr. Jack M. Snyder. It's using old FM plant, so that building is all ready and tower practically ready. On-the-air target date is "Feb. 15 or sooner." H-R Representatives will be national sales rep.

WABI-TV, Bangor, Me. (Ch. 5) was another quick vhf starter promised this week. RCA equipment has been ordered, and mgr. Murray Carpenter said station should go on the air Feb. 1. Hollingbery will be rep. Mr. Carpenter is equal owner with ex-Gov. H. A. Hildreth, and they also have applied for Ch. 13 in Portland.

KIDO-TV, Boise, Ida. (Ch. 7) has ordered RCA transmitter & studio equipment and tower from Allison Steel Co., Phoenix, has completed building plans, aims to get on air by June 1, reports v.p. Walter E. Wagstaff. Blair TV will be national sales rep.

Telecasting Notes: Sensitivity of the TV medium illustrated by summary dropping of playwright George S. Kaufman from panel of Lucky Strike's *This Is Show Business*, Sun. 7:30-8 on CBS-TV, simply because he quipped during the pre-Xmas program: "Let's make this one program on which no one sings *Silent Night*." Result was several hundred letters and phone calls in protest. Kaufman's explanation was that he did not wittingly intend any anti-religious remark; he said, "I was merely speaking out against the use and over-use of this Christmas carol in connection with the sale of commercial products" . . . Tin Pan Alley, sore beset by Red drives and fearful of the offcolor quip ever since it began to lean on radio and TV for income, isn't happy about Kaufman dismissal—Garry Moore even observing, during his own CBS-TV show, that "it's a shame that responsible people in the TV industry have given in to such foolish pressure" . . . Rev. Truman B. Douglass, chairman of Broadcasting & Film Commission of National Council of Churches, wrote CBS chairman Paley to object, too, stating: "The real sacrilege is the merciless repetition of *Silent Night* and similar Christian hymns by crooners, hillbillies, dance bands and other musical barbarians." He suggested CBS "begin its reform movement by scrutinizing some of these rather than by firing a distinguished playwright who was undoubtedly expressing the sentiments of many persons of religious sensitiveness and discriminating taste" . . . Religious husband-&-wife team, TV's first, is Rev. Dr. Norman Vincent Peale, minister of Marble Col-

legiate Church, New York, and Mrs. Ruth Peale, appearing on *What's Your Trouble?* on WCBS-TV, New York, Sat. 3:45-4 p.m.; 26-week series was produced by Broadcasting & Film Commission of National Council of Churches of Christ . . . CBS-TV to conduct all-day workshop in its Grand Central studio Jan. 29 to instruct ministers and lay associates how they can make maximum use of TV facilities . . . WPIX has discontinued Sun. a.m. telecasts from N. Y. churches, plans studio religious program Sun. afternoons titled *Television Chapel* . . . Richmond's WTVR left it to audience to decide whether it wanted only New Year's Day Cotton Bowl game, to which it was committed, or also Rose Bowl game, back-to-back due to time differential; 2 noon and 2 evening announcements asked viewers to vote, with 4826 letters for 2 games, 460 against . . . Opera has a future on TV, says NBC music director Samuel Chotzinoff in *New York Times* interview Dec. 28; annual NBC-TV series, he asserts, has created vast new audience for opera, which he predicted in next decade will be as natural to U. S. life as movies . . . Canadian Broadcasting Corp. and its Toronto & Montreal stations have reached rate agreement with NBC & CBS, whereby U. S. networks will pipe sponsored programs to them . . . "Look, Folks! I'm on TV!" titles article in January *Changing Times* (Kiplinger) telling laymen how to prepare for a TV appearance . . . Petry issues January report titled *Cost of Reaching Families Through Spot TV* . . . CBS distributed \$100 savings bonds to 92 employes qualifying for its 20-year club.

Personal Notes: Jack Werner, chief of FCC Common Carrier Bureau, resigns as of Jan. 6 to join Washington law firm of Freedman & Levy; he supervised staff work in TV network facilities, theatre TV and like matters in addition to telephone and telegraph . . . Earl Minderman, asst. to FCC Chairman Walker and his predecessor Wayne Coy, and the man credited with ghosting their speeches, has resigned to be field liaison officer of the National Citizens Committee for Educational TV headed by Robert R. Mullen, with Milton S. Eisenhower, president of Penn State, and Marion B. Folsom, new Undersecretary of the Treasury, as honorary chairmen . . . Andrew Ring, veteran Washington consulting engineer, has taken Howard Head and Stephen Kershner into partnership, renamed firm A. D. Ring & Associates . . . Peter G. Levathes, ex-TV chief and sales manager of 20th Century-Fox's Movietone News, to join Young & Rubicam as v.p. on special assignments, reporting to Anthony Geoghegan, media v.p. . . . Eugene Katz has succeeded father, now chairman, as president of the Katz Agency, biggest of the TV rep firms. . . . Thad Holt, president of WAPI & WAFM-TV, appointed for 3-year term as director of Federal Reserve Bank, Birmingham . . . Terrell W. Kirksey, ex-DuMont transmitter div. field man in southwest, onetime asst. chief engineer of old KBTB, now WFAA-TV, Dallas, named chief engineer of KDUB-TV, Lubbock, Tex. . . . Jerry Leighton, ex-WSAZ-TV, Huntington, joins new WSBA-TV, York, as production mgr. . . . Mike Shapiro, ex-WFAA-TV, Dallas, named commercial mgr., KDUB-TV, Lubbock, Tex. . . . John B. Hughes, commentator, named news director, WOR-TV, New York . . . Charles E. Denney Jr., ex-NBC account executive (no relation to the exec v.p.), joins Paramount Television Productions, assigned first to make study of Los Angeles market . . . George McGovern, NBC sales, joins Wm. Esty Co. as research director, succeeding Adolph Toiga, now with Lennen & Mitchell . . . Max E. Buck, ex-Kings Super Markets adv. mgr., named director of adv., merchandising & sales promotion, WNBT & WNBC, New York . . . Warren Boorum named director of sales promotion, WTOP & WTOP-TV, Washington, succeeding Hayward Meeks, now with WMAL & WMAL-TV . . . Bernard

G. Rasmussen, business mgr. & timebuyer in TV-radio dept. of Ruthrauff & Ryan, resigns to join N. Y. office of Fuller & Smith & Ross in similar capacity . . . Marshall Grant, ex-Ruthrauff & Ryan, joins new Gross-Krasne Productions, Hollywood . . . Arche Mayers, president of Unity TV Corp., elected president, National Television Film Council, New York . . . H. H. Holtshouser to manage CBS-TV spot sales office in Memphis, H. W. Maier Jr. to manage radio spot sales, in new separation of functions . . . Carroll H. Marts named gen. mgr. of midwest operations, General Teleradio Inc., with George Jenson, midwest mgr., WOR & WOR-TV, now also midwest sales mgr. of KHJ-TV.

TAIL WAGGING DOG is indicated in profit-&-loss statements filed to support Washington Post Co.'s application for FCC permission to purchase WMBR & WMBR-TV, Jacksonville, for \$2,470,000 (Vol. 8:51).

Net profit of the newspaper company, controlled by the Eugene Meyer family, was only \$54,500 in 1951, the application shows, but for 1952 it will be "in excess of \$200,000." *Washington Post* acquired 55% control (with CBS 45%) of WTOP & WTOP-TV in August 1950. The TV property is known to be a big earner, so presumably accounts for all or most of the newspaper company's earnings, if it doesn't actually make up the newspaper's losses.

Alongside radio, the dominance of TV revenues and earnings in a joint operation is pointedly illustrated by fact that WMBR-TV enjoyed sales of \$954,591 in 1951 while WMBR's AM-FM revenues totaled \$383,225. TV expenses were \$346,422, AM-FM expenses \$325,335. Combined net operating profit was \$282,833, profit after taxes \$96,066.

In 9 months to Sept. 30, 1952, WMBR-TV sales were \$650,073, AM-FM sales \$286,261. TV expenses were \$327,595, AM-FM expenses \$192,284. Net operating profit on combined operations was \$332,387 (more than for whole of 1951) and profit after taxes was \$104,527.

Of total selling price, \$1,259,700 will go to Ed Norton, \$444,600 to Frank M. King, \$765,700 to Glenn Marshall Jr.—latter staying on as gen. mgr.

MORE TV SPORTS "controls" are in prospect—this time in boxing—despite fact that its 1952 combined TV-radio income and boxoffice exceeded 1951's. Authoritative prizefight publication *Ring Magazine* estimates boxing's 1952 TV-radio income at \$4,800,000 and gate receipts at \$4,600,000, compared with 1951 TV-radio income of \$2,000,000 and gate receipts of \$5,100,000. Despite increased revenue, National Boxing Assn. executive committee, at Jan. 10-11 meeting, will call on state boxing commissions to insist on TV "blackouts" in areas where fights are staged. NBA president George A. Barton says TV's "terrific impact on boxing is the most classic example in all sports history of killing the goose that laid the golden eggs" and NBA commissioner Abe J. Greene adds that "TV has cut its own supply lines" because public no longer attends fights at small clubs. *Ring Magazine* publisher Nat Fleischer, in year-end sports roundup, is also worried over fate of small clubs, calls for "a more intelligent and realistic evaluation of the hazards of TV," and concludes that "TV has taken over boxing, making it another puppet show, with the TV industry pulling the strings and boxing dancing to a none too lively or enthusiastic tune."

College football TV restrictions will face bitter battle, led again by U of Pennsylvania and Notre Dame, at Jan. 5-10 convention of National Collegiate Athletic Assn. in Washington, but NCAA's TV committee has demonstrated in past that it has enough backing to push through another "control" plan. Organized baseball hasn't any plans for TV "controls," but this week established 6-man "exploratory" committee to study plan of Sen. Johnson (D-Col.), Western League president, to distribute funds from baseball's pooled TV-radio income to minor league clubs "hurt" by major league telecasts (Vol. 8:50).

Spotlight on educational TV will shift to Buffalo next week as first of 3 important hearings is held there Jan. 6 to consider proposed 10-station educational network of State Board of Regents, which holds non-commercial uhf CPs for WGTW, New York (Channel 25); WRTV, Albany (No. 17); WQTV, Binghamton (No. 46); WTVF, Buffalo (No. 23); WROH, Rochester (No. 21); WHTV, Syracuse (No. 43). Main purpose of hearings, which will also be held Jan. 14 in New York & Jan. 21 in Albany, will be to find ways of raising \$4,000,000 merely for construction of stations. It's safe bet other grantees in same no-funds boat, such as New Jersey Dept. of Education (uhf Channel 19, New Brunswick), and applicants who must depend on legislative appropriations, will watch N. Y. hearings closely for possible financial formula. Hearings were called by N. Y. State Temporary Commission on Educational TV, appointed by Gov. Dewey and headed by Douglas M. Moffat, prominent N. Y. attorney. Commission must make recommendations for educational TV to upcoming session of legislature. Other members: Bernard Duffy, BBDO president; Michael R. Hanna, general manager of Cornell U's WCHU; Dr. Paul F. Lazarsfeld, Columbia U; Clarence U. Carruth, N. Y. attorney; Mrs. J. W. Kideney, Buffalo.

Talent strike against WGN & WGN-TV, Chicago (Vol. 8:52), ended Dec. 30 when management and AFTRA reached agreement to boost basic weekly wage of staff announcers from \$135 to \$150, with extra fees for TV; to place news staff out of union jurisdiction; to adopt severance and retroactive pay plans, but no check-off or revisions in stations' sick leave policy.

Senator Prescott Bush (R-Conn.), elected in November to succeed late Sen. McMahon, has resigned as director of CBS but is retaining his partnership in Brown Brothers, Harriman & Co. It's rumored he may be replaced by Philip Graham, publisher, *Washington Post* (WTOP).

Financial & Trade Notes: Bankers Trust Co.'s Amusement Industry Div., 16 Wall St., New York, so far as we can learn, has as yet made no loans for construction of TV stations, although article by Herbert Golden in its house organ, *Pyramid*, states that it intends to do so (Vol. 8:52). But it has loaned some \$12,000,000 in the past to the film industry with satisfying results—and currently is financing the *Dragnet* and new *Hopalong Cassidy* series. This week, too, Western Television Corp. announced it has concluded \$1,525,000 loan for acquisition of films for TV which it distributes through Motion Pictures for Television Inc., claiming to do the largest volume of business in film in TV field.

Mr. Golden, onetime *Variety* staffman, stated in his article: "Permits for some 1500 or more additional transmitting outlets are eventually to be issued by the FCC. The cost of each of them will average better than \$500,000, and BTCO aims to help get them afloat." With regard to film loans, article stated:

"BTCO now has evolved a 3-cornered policy for feature films which is about as foolproof as you can get in a business that's definitely not foolproof. The policy is: (1) No loan of more than 50% of production cost will be made. (2) No loan beyond \$500,000 will be granted on a film. (3) No single-picture loans will be made. The last point means that a producer must come in with a program of at least 2 and preferably 3 pictures. They are cross-collateralized so that in the event one film proves a dud, there's some assurance of success for the producer via profits on the others."

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Sylvania expects to show 13% gain in net sales for 1952, even more in 1953, says year-end statement by president Don G. Mitchell, reporting 1952 sales at about \$230,000,000 vs. previous all-time high of \$202,800,000 in 1951 and \$162,000,000 in 1950. Plant capacity limited sales in some product lines, he stated, but manufacturing and related storage space were increased in 1952 by some 4,000,000 sq. ft. Defense business was 30% of total in 1952 as against 20% in 1951. With current backlog of defense orders totaling about \$85,000,000, it may go up several percentage points this year. Electronics Division enjoyed 40% sales increase in 1952.

Raytheon's sales for 6 months ended Nov. 30 totaled \$78,787,000, net earnings \$1,913,000 (83¢ on 2,170,942 shares) after taxes of \$4,450,000. For same 1951 period, sales were \$45,348,000, earnings \$718,000 (55¢ on 1,736,753 shares) after \$1,060,000 taxes. Inventories at end of 1952 period totaled \$52,300,000 vs. \$38,000,000 for 1951 period. Backlog of govt. orders is about \$200,000,000.

Look Magazine's annual TV award for best variety show in 1952 was won for second straight year by NBC-TV's *Your Show of Shows*, whose producer, Max Liebman, was designated year's best producer & director. Other awards: comedy, *I Love Lucy* (CBS-TV); drama, *Robert Montgomery Presents* (NBC-TV); public affairs, political conventions (all networks); panel, *What's My Line?* (CBS-TV); sports, Pabst boxing bouts (CBS-TV); m.c., John Daly (CBS-TV); educational, *Zoo Parade* (NBC-TV); news, *See It Now* (CBS-TV); children's show, *Kukla, Fran & Ollie* (NBC-TV).

Block of 119 feature films was acquired from Republic Pictures jointly by KTTV and KLAC-TV, Los Angeles, for price reputed to be around \$350,000. Pictures included the 104 recently sold to WCBS-TV, New York (Vol. 8:51-52), plus 15 old John Wayne westerns. Both stations will show all the pictures. Station officials explained purchase was made jointly because of high cost of big package.

YEAR'S OUTPUT & SALES ABOUT 6,000,000: TV production figures for 2 more weeks of 1952 remain to be compiled by RTMA statisticians -- but the 5,900,000-plus cumulative total to Dec. 19 leads them to predict, quite safely, not less than 6,000,000 total production for year and to estimate factory value at \$1,031,700,000.

That means retail sales of TVs ran just about 6,000,000, for advance indications are that factory, distributor and dealer stocks at end of year won't be up from what they were at same time year before, indeed may be down somewhat.

It's a far cry from guesstimates averaging 4,500,000 made by industry sales chiefs about this time last year (Vol. 7:52). It's an excellent showing, too, when you note that factory inventories totaled 150,104 as of Dec. 19 (last date for which figure is available) and that's about same as for that time last year. Figure went up from 93,297 week before, due to usual seasonal accumulation of New Year's models.

Neither factory inventory figure nor last distributor and retail inventories are regarded out of line. RTMA's last distributor inventories showed 468,341 units at end of November, dealer inventories 803,327. On Nov. 28, factory inventories were 91,688. Thus end-of-November overall trade pipelines were about 1,360,000 -- not considered excessive. Very likely this was considerably reduced in December.

Preliminary radio output estimate is 9,200,000, factory value \$213,256,000.

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Reported output of TVs for week ended Dec. 19 was 170,717 (6636 private label), down from 203,680 week preceding. Factory inventories went up to 150,104 from 90,297. Radio output was 256,021 (91,741 private), down from 269,640. Radio inventory was 171,683, down from 178,824. Week's radios were 88,965 home receivers, 38,960 portables, 53,202 clock, 74,894 auto.

UHF SET DEMAND GOOD, SUPPLY IMPROVING: Uhf receiver and converter market "arrived" with the infant 1953 -- but the stork didn't bring it.

With 6 uhf stations now on air, with new ones expected virtually every week, with most manufacturers turning out uhf sets and/or converters in quantity, and with the public buying them -- uhf now takes its place as "a member of the family."

Reports on the new uhf markets -- Atlantic City, York & Wilkes-Barre, Pa., South Bend, Mobile -- are still fragmentary. Stations haven't been on the air long enough to gauge receiver sales or coverage. Some reports from the new areas have been wildly optimistic, others quite gloomy. And fact that all 5 of the new uhf stations came on air during holiday season adds to confusion.

RCA, which built 4 of the 5 new transmitters in use, plans to wait several weeks to let equipment "shake down" before making field measurements. But engineer J.P. Taylor, who headed RCA's survey team in Portland (Vol. 8:46) says he's "agreeably surprised" by first reports, and adds: "Everything we've heard so far has convinced us it's better than the engineers have predicted."

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To get preliminary sizeup of uhf acceptance in some of the new areas, we made spot check by telephone of distributors, dealers and others in 3 cities.

We got the most enthusiastic reports from York, whose WSBA-TV (Channel 43) went on air Dec. 22 and whose transmitter has been at full 1-kw power ever since. Nearly every major manufacturer now has vhf-uhf sets and converters pouring into the area -- and they're selling fast, according to all reports.

There have been spot shortages of uhf receiving equipment since WSBA-TV went on air, but real bottleneck apparently is shortage of servicemen. Wait for installation is said to be 2-5 weeks. In addition to opening of uhf station, another factor which may contribute to heavy demand in York is power increase of Lancaster's vhf WGAL-TV (23 mi. distant) from 1 to 7.2-kw (see p. 5).

No figures are available on number of uhf sets and converters sold in York, which was about 50% saturated with vhf sets before WSBA-TV went on air (Vol. 8:44). But parts distributor Leo Hochberger (York Radio & Refrigeration) estimates more than 10,000 homes in area are now equipped for uhf, with about 1000 being added each week. Making big dent in York market alongside merchandise by TV set manufacturers are converters made by Mallory, Regency and Sutco (Sutton Electronics).

York TV reception was described as "excellent" by Washington consulting engineer Robin Compton, who helped set up the installation. He reported surprisingly good reception in Hanover (18 air miles) and Harrisburg (22 mi.). He said he found no blind spots or nulls "that weren't worked out by using proper antennas, properly placed." He added that built-in antennas worked well in many close-in locations.

Most viewers in new uhf areas who had vhf sets before coming of uhf are discovering that they need new antennas and transmission line to get new station. In many cases, uhf antenna must be mounted on another mast on different part of roof. Dealers claim good results with both all-channel antennas and uhf-only types in the new uhf cities. Ladder, tubular and Anaconda uhf line are being used for lead-ins. Availability of antennas and transmission line doesn't appear to pose problem now.

New Atlantic City station WFPG-TV (Channel 46), plagued by transmitter troubles, finally went to its full 1-kw transmitter power Dec. 30. From Atlantic City, like York, came reports of converter shortages, and number of converted sets in area has been estimated at 5000. First reports of "dumping" (if you can call it that) of converters came from Atlantic City and York, which readily absorbed units originally shipped to Reading in belief WHUM-TV would be on air first.

By way of contrast, no rush to buy converters or uhf sets is reported in South Bend, Ind., where WSBT-TV (Channel 34) began test programming Dec. 22. Philco distributor G.E. McMenamin (Radio Distributing Co.) says post-Christmas sales have been "very good -- above expectations -- but certainly no panic." He estimates about 3000 converters and uhf sets in area which receives fringe pictures from Chicago and is about 30% saturated with vhf sets -- some 18,000 of South Bend area's 55,000 homes have TV, according to local electric company.

"We get quite a few 'lookers' in the stores," says Mr. McMenamin, "but we don't expect the market to really open up until Feb. 1 when the station begins full programming." WSBT-TV now telecasts 2 hours daily of films, news, weather reports.

Motorola distributor F.E. Miholich (Femco Distributing Co.) also attributed "no surge in buying" since station went on air to fact that WSBT-TV hasn't yet begun full-time programming. He said uhf sales were quite good before telecasts began, thought "things should really start rolling by Feb. 1." He reports good pictures as far as 40-55 miles from the transmitter.

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Some dealers and distributors in new uhf areas are irked with quality of signals during early tests. One distributor gave us this advice:

"Tell those guys [telecasters] not to go on the air until they're really ready. There shouldn't be any race to see who gets going first, because when a station goes on the air without enough power and before all the bugs are taken out, it gives uhf a bad name, it gives the telecasters a bad name and it makes it awfully tough for the dealers and distributors."

Compatible color still isn't ready, CBS says in year-end statement which urges that industry and Govt. hurry up and choose an acceptable system—whether field sequential or compatible—and put it to use in 1953. Network says it believes compatible system to be "extremely desirable" and that it "genuinely hopes" industry will be successful in perfecting one. Says CBS: "The manufacturing industry, broadcasters and the FCC owe the public the obligation of promptly considering whether it still remains true, as CBS believes on the basis of information currently available to it, that the present field sequential system is the only practical, workable and inexpensive color system or whether this approved system is to be re-

placed by a compatible system which must be equally practical, workable and inexpensive."

Westinghouse's 42-tube color set, using NTSC standards, is described by Kenneth E. Farr in January *Electronics Magazine* which devotes front cover to set and the pictures it produces.

Chicago's annual Audio Fair will be combined with 1953 International Sight & Sound Exposition, to be held in Palmer House, Sept. 1-3.

Admiral has issued 12-p. brochure for its distributors to pass along to TV-radio dealers, titled *How to Make Money*.

Topics & Trends of TV Trade: Industry's most determined effort yet to reduce spurious radiations begins with Jan. 9 all-industry conference in New York's Biltmore Hotel, called by RTMA engineering dept. director Dr. W. R. G. Baker. FCC recently came to JTAC (which is sponsored by RTMA and IRE) with plea that it get to bottom of the vexatious problem (Vol. 8:50) and JTAC agreed to take on job. FCC's complaint is that industry just isn't doing enough generally and that failure to adopt uniform IF in uhf receivers threatens to undermine whole uhf allocation plan. Dr. Baker wrote Commission that RTMA will do everything in its power to ameliorate spurious radiations, said that all organizations are invited to conference, whether RTMA members or not. Commissioners and staff are also invited.

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RCA president Frank B. Folsom, usually given to underestimating, says he thinks 6,250,000 new TVs will be sold in 1953 which, added to defense production, means the "going rate" of the TV-radio industry, now estimated at \$5 billion, will approach \$6 billion in latter part of year. He forecasts 150-200 new TV stations on air this year, bringing some 5,000,000 more families within range of TV program service. "America's overwhelming acceptance of TV," says his year-end statement, "is shown by the fact that in the last 6 years the public's investment in TV receivers alone amounts to more than \$9 billion [involving] the manufacture and distribution of approximately 23,000,000 TV sets, of which nearly 21,000,000 are in use today."

Westinghouse introduces 1953 line of 17 new receivers at distributor meetings beginning Jan. 7: Table models—17-in. mahogany plastic \$200 & \$230; 21-in. mahogany \$260, \$290 & \$330, blonde \$330. Consoles (all 21-in.)—mahogany open-face \$300, \$370 & \$390, blonde \$390 & \$410; mahogany half-door 380, oak 400; mahogany full-door \$400 & \$450, blonde oak \$420 & \$470. Top of line is carryover mahogany combination at \$570. All sets have built-in antennas for vhf & uhf and "100-mile plus" tuners for distant reception. New line of 20 radios will be introduced at same time.

Tightening of raw materials in 1953 is foreseen by Majestic chairman Leonard Ashbach, yet he anticipates 50% increase in TV-radio production with addition of new 5-story plant his firm is occupying next week at 79 Washington St., Brooklyn, just opposite main plant. Majestic plants in Brooklyn and Charlotte, Mich. (home of parent Wilcox-Gay Corp.) are presently producing 800 TV sets daily, he said, and by end of next year should be turning out 1200 a day. During 1952. Majestic added 40 distributors, expects to add 150 more in 1953.

Dan D. Halpin, gen. sales mgr., DuMont receiver div., foresees potential 1953 retail volume of over \$1.5 billion from sales in multiple-set & replacement markets. He said over 4,000,000 homes have sets at least 3 years old, many under 12-in.; over third of receivers in N. Y. meet that description. Americans will always want larger screens and better cabinets, he said, adding: "There is no such thing as saturation. Call it penetration if you will."

NARDA will inaugurate monthly survey in February on sales, inventories, merchandise availability & credit conditions among cross-section of member dealers. Results will be published by NARDA on 25th of each month. Survey committee chairman is Tom Carmichael, of Burns & Carmichael, Seattle.

Motorola's 30-model line of TVs, 10 of them 17-in. and 20 of them 21-in., was introduced to distributors at regional meetings this week, and at same time adv. mgr. Ellis L. Redden announced 1953 advertising has been budgeted at \$12,000,000.

PHILCO sticks to old prices, with only a few variations, in restyled line introduced to some 10,000 dealers via 54 local distributor-sponsored "conventions" conducted on closed TV circuit from Philadelphia and New York, Dec. 29, 6-7 p.m. EST. West Coast groups viewed it 3-4 p.m. PST. Consensus was the idea was great one for introduction of merchandise and intimate talks by Philco executives, and highlight was announcement that another giant Atlantic City convention is planned in June—all expenses to be paid by Philco to dealers earning requisite "points." Whereas June, 1950 convention brought 5000 dealers to that city, preparations are being made this time for 7500.

Line comprises 37 models, most renumbered, all providing for optional all-channel uhf tuner capable of bringing in any of the 70 new uhf channels. The line (all prices rounded out):

Table Models: 17-in. walnut \$200, dark plum \$230, blonde \$250, honey maple \$290, mahogany finish \$280 & \$300; 21-in. mahogany finish \$300 & \$260, blonde \$290, mahogany \$290 & \$340. All but first 3 have built-in aerials.

Consoles (all open face with built-in aerials): 17-in. honey maple \$320, mahogany veneer \$300, blonde oak \$320, walnut veneer \$280, mahogany veneer \$340; 21-in. honey maple \$340, blonde oak \$430, mahogany veneer \$340, walnut veneer \$330, mahogany veneer \$350, \$370, \$390 & \$430, blonde oak \$340.

Consoles (full door): 21-in. honey maple \$460 & \$500, mahogany veneer \$430, \$450 & \$480. *Console* (half door): 21-in. mahogany veneer \$400.

Combinations (all with AM & 3-speed): 17-in. full door mahogany veneer \$480 & \$470; 21-in. full door mahogany veneer \$600, solid mahogany and veneers (AM-FM) \$775; 21-in. half-door mahogany veneer \$500.

Top of line is 27-in. solid mahogany full-door console at \$750.

Big radio line has cabinet models at \$180 & \$230, table models ranging from radio-phono at \$110 & \$225 (latter with harmonic reproducer) down to \$28; clock radios in 15 models priced from \$75 down to \$30; portables from \$100 down to \$40.

Distributor Notes: Motorola names Jones Television Supply Co., Sioux City; Presque Isle Electric Co., Erie, succeeding Pennsylvania Sales Co.; Fargo Glass & Paint Co., Fargo, replacing Nash-Finch . . . Emerson appoints Turner Distributing Co., Springfield, Mo., replacing Mayflower Distributing Co.; Philadelphia distributor, Emerson Radio of Pennsylvania, establishes Scranton branch . . . Capehart N. Y. distributor, IT&T Distributing Corp., appoints Ben Z. Kaplan adv. & sales promotion mgr.; he's ex-Motorola-New York adv. mgr. . . Admiral names Berebeth Corp., Honolulu . . . DuMont appoints Frank Edwards Co., San Francisco, replacing Thomson-Diggs Co. . . Hallcrafters names Edwin Flato Co., Corpus Christi . . . CBS-Columbia appoints E. G. Hendrix Co., San Antonio . . . Pacific Mercury names Grauman Co., Denver; Service Games Inc., Honolulu.

Pacific Mercury conducted closed-circuit TV meetings, originating in ABC-TV Los Angeles studios, for its distributors in western cities, including radiocast to Honolulu. Beauty of this type of "convention," according to sales v.p. Elliot Peikoff, is that it can be conducted more often than actual meetings. It will probably be repeated in second quarter 1953, he stated.

Varian Associates is moving main business offices to newly completed building in Palo Alto but retaining manufacturing facilities at San Carlos, Cal. Electronic sales in fiscal year ended Sept. 30 totaled \$3,861,000 compared with \$1,766,000 preceding year, and president Russell H. Varian reports backlog of \$3,000,000 in unfilled orders.

Electronics Reports: Statistical sizeup of TV-radio-electronics in 1952 by Dr. O. H. Caldwell in January issue of *Tele-Tech*: "Annual bill" for TV-radio came to \$5.5 billion, including \$850,000,000 in broadcasters' time sales, \$140,000,000 in talent costs, \$450,000,000 in electricity & batteries to operate TV-radio receivers, \$2.36 billion retail cost of TVs sold during year, \$500,000,000 for radios at retail, \$250,000,000 for phonograph records, \$992,360,000 for TV-radio repairs and parts.

These are Dr. Caldwell's estimates of annual payroll of "electronic-TV" industries for 1952: manufacturers \$700,000,000, TV-radio distributors & dealers \$650,000,000, TV-radio stations (including talent) \$500,000,000, commercial communication stations \$80,000,000. Among other statistics for 1952, *Tele-Tech* estimates TV stations used 656,000,000 ft. of motion picture film, costing about \$32,500,000, TV-radio stations used 900,000,000 ft. of magnetic sound recording tape at \$2,000,000 and 3,500,000 transcription discs at \$10,500,000.

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Richards W. Cotton, on loan from Philco since June 16, resigns Jan. 9 as director of NPA Electronics Div. to return to post of asst. to president Wm. Balderston. At request of defense mobilizer Henry H. Fowler, he'll remain at helm of DPA's top-level Electronics Production Board on part-time basis during transition between administrations. Indicative of the importance which mobilization authorities attach to Electronics Production Board, its "staff" has been doubled at time when other mobilization bodies are being emasculated by economy firings (Vol. 8:52). Added to staff of EPB this week as asst. to chairman was Robert Van Valkenburgh, formerly of DPA Office of Program & Requirements and ex-electronics branch, Military Security Board, High Commission for Germany. Other member of EPB staff is Justin R. Sypher, board secy. & asst. to chairman. Since NPA is now in state of suspended animation pending change-over to GOP administration, it's not anticipated that new director will be chosen from industry. Electronics Div. deputy director Donald S. Parris will assume director's duties. J. Bernard Joseph, chief of division's broadcast & communications equipment section, who was scheduled to leave Jan. 5, has been granted extension through Jan. 31.

Mobilization-induced expansion of electronics industry is rapidly being transformed from "target" figures on paper to actual brick and steel and production machinery, according to NPA sources. Of \$287,500,000 in govt. tax-aided expansion and direct loans granted to electronics industry as of Dec. 1, some \$210,000,000-worth, or 73%, is now "in place"—actually built or installed. Of the \$287,500,000, facilities for production of end equipment now "in place" account for \$105,000,000 or 36.6%, tubes \$71,450,000 or 24.9%, components \$33,240,000 or 11.6%. Total expansion goal for electronics industry is \$396,000,000.

First use of transistor in consumer product available to general public was announced Dec. 29 by Sonotone Corp., whose transistorized hearing aid is now on sale. Device uses one transistor plus 2 "micro-miniature" tubes, retails for \$229.50, or \$24.50 above price of regular model. President Irving I. Schachtel said new hearing aid gives "double the power of any comparable instrument at half the operating cost." He added that tiny B battery costing less than \$1 will last more than 6 months, compared with 330 hours in old-style instrument. Saving on A batteries was estimated at 50%. Mr. Schachtel said Sonotone is now largest producer of cathode ray guns for TV picture tubes.

Edwin E. Potter, GE's Washington v.p., has retired and is succeeded by Warde E. Stringham, his executive asst. and ex-district mgr. for GE Supply Co. in Washington, who will hold title of commercial v.p. of parent firm.

Trade Personals: Marvin Hobbs, ex-Munitions Board, left Raytheon Jan. 1 to become engineering v.p., Harvey-Wells Electronics, Southbridge, Mass. . . . Ernest Searing elected chairman, Charles Weyl president, International Resistance Co. . . . H. Scott Killgore, ex-Collins Radio, has joined Emerson Radio as sales director of govt. contracts; Henry Giese joins Emerson as traffic mgr. . . . E. Robert Glauber resigns as Admiral Eastern branches mgr. to become Olympic branch operations v.p. & president of its N. Y. distributor, Olympic Appliances Inc. . . . Antony Wright, engineering v.p., Capehart consumer products div., promoted to v.p., commercial products div. . . . Raymond V. Buivid promoted to GE radio sales mgr.; Thomas J. Nicholson to parts sales mgr. . . . William Helfrecht promoted to sales mgr., Jewel Radio, succeeding Milton Benjamin, resigned to organize own factory sales organization, New York-New England Distributor Sales Co. . . . Mac Markowitz, Emerson Radio, elected president of the Purchasing Agents of the Radio & TV Industry . . . Harold J. McCormick, GE contact man with its ad agency, Maxon Inc., named N. Y. district sales mgr. for receiver dept. . . . Kenneth L. Ross named Westinghouse central N. Y. district TV-radio sales mgr. in Rochester . . . Arthur J. Hammer named RCA Victor Dallas mgr., replacing James W. Cooke, retired . . . Francis E. Blake, former attorney for Atomic Energy Commission, appointed asst. mgr., Stromberg-Carlson patent dept. . . . Edward A. Kaegi, factory mgr. of General Motors' Delco radio div., named gen. mgr. of GM's Detroit transmission div. . . . Reuel O. Launey named mgr., Dominic Leone asst. mgr. of new Clarostat Chicago plant . . . Lynam H. Wilson, ex-Kokomo, Ind. consulting engineer, named gen. mgr. Argos Products Co. Inc., Genoa, Ill. (cabinets) . . . W. Walter Jablon appointed sales v.p., David Bogen Co. . . . A. John Platt promoted to mgr. of theatre equipment sales, RCA engineering products dept., succeeding Marty Bennett, promoted to regional management staff . . . Gaius Wike named sales mgr., Utah Radio Products Co., succeeding Fred Tower, promoted to v.p. of Caswell-Runyan Div. (cabinets) . . . Kjell Gaarder, ex-Webster-Chicago, named chief of V-M Corp. development & production engineering . . . Robert C. Tait, Stromberg-Carlson president, designated chairman of board of Buffalo branch, Federal Reserve Bank.

FCC lifted "cloud" of ancient anti-trust violations from GE this week by granting renewal of licenses for WRGB and WGY, Schenectady. Renewals had been held up since Oct. 27, 1949 for AM, since Jan. 25, 1950 for TV, pending FCC's determination of just how "tainted" GE was. In similar situation, Westinghouse had its stations renewed April 19, 1952.

WFAA, Dallas, has asked Commission for 30-day extension of its tests of high-intensity daytime tower lighting (Vol. 8:45) "because of the widespread interest." Present authority for the tests expires Jan. 6.

J. Graves McDonald, husband of singer Marguerite Piazza and former Philco distributor in Memphis, died Dec. 31 in Biltmore Hotel, New York, at age of 40. He married the singer in 1950, having met her while she was appearing in an operetta in Memphis. He retired from appliance business to become her manager. They have an infant son.

Admiral Luke McNamee, 81, chairman of board of Mackay Radio since retiring in 1951, died at Newport naval hospital Dec. 30. He was president of Naval War College when he retired from Navy in 1934 and became president of Mackay.

Iceland A. Wooten, 52, director of Bell Labs chemical physics dept. and holder of patents on electron tube materials, died at Williamsburg, Va. Dec. 29 while returning from visit to his parents in Statesville, N. C.

FRANK H. WHITE, 53, ex-CBS treasurer and former president of Mutual Broadcasting System, who joined NBC about 6 months ago as v.p. & gen. mgr. of its TV-radio networks, this week succeeded Joseph H. McConnell as president of NBC and member of its board. The 47-year-old "Joe" McConnell resigned to become president of Colgate-Palmolive-Peet Co., succeeding Edward H. Little, who will become chairman.

The change was one of several approved Jan. 2 by parent RCA board, which elected Admiral Lewis L. Strauss, USN ret., ex-member of Atomic Energy Commission, as director of both RCA & NBC, filling vacancy created by recent resignation of NBC chairman Niles Trammell (Vol. 8:50). McConnell, onetime RCA Victor gen. counsel, succeeded Trammell as NBC president in Oct. 1949.

Emanuel Sacks, RCA staff v.p., becomes gen. mgr. of RCA Victor Record Dept., succeeding P. A. Barkmeier, promoted to v.p. & director of all RCA Victor regional offices. Frank White, incidentally, was formerly president of the CBS subsidiary, Columbia Records Inc., equivalent to job being assumed by Sacks.

At NBC, Sylvester (Pat) Weaver, becomes vice chairman of the board under Chairman David Sarnoff, at same time continuing as v.p. in charge of TV-radio networks. John K. Herbert, network sales v.p., is moved up to "v.p. in charge of networks and sales." He becomes, in effect, second in command with sales as his main concern, while Weaver has autonomy over programs and the creative side.

Via closed circuit Jan. 2, "Joe" McConnell told NBC affiliates of his decision to enter a new industrial field without announcing actual job he's taking. It's understood new post will pay more, mean less strain than the combination of industry-advertising-show business represented by NBC. He's off next week for a cruise to Bermuda with R. S. Reynolds Jr., head of Reynolds Metals Co., close personal friend, while his ex-chief, RCA president Frank Folsom, flies to California for week's vacation.

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Carleton D. Smith, NBC v.p. and director of o-&-m station operations, has returned to Washington to manage network's WRC & WNBW. He succeeds Eugene Juster, assigned to public affairs dept. in New York. One of first "presidential announcers," Smith rose to be manager of WRC, was transferred to New York as director of TV and became station relations chief. His return to Washington as a v.p. is in recognition of the growing scope of operations there, as v.p. Frank M. (Scoop) Russell pays more and more attention to RCA matters.

Approval of ABC-UPT merger was urged by another voice this week, on eve of Jan. 5 oral argument before FCC, when Alf Landon wrote to Commission stating "it seems to me that if the merger is not approved, it may reduce competition instead of maintaining it." The ex-governor of Kansas and onetime GOP presidential candidate, whose station holdings include ABC affiliate WREN, Topeka, said he was writing only because Senators Tobcy and Langer had voiced opposition to merger (Vol. 8:49-50). He ventured that neither Senator had read a line of the hearing record and admitted he hadn't either. "The answer to the monopoly issue," he said, "lies in the regulation by the Commission of the networks." Landon said that when he was considering purchase of WREN last summer he was advised that ABC was "pretty sick" and a poor affiliation unless merger were approved.

ABC reports estimated gross billings of \$34,391,316 from sale of radio network time in 1952, and estimated gross of \$17,697,140 from TV network time. This compares with \$33,242,182 & \$18,297,589, respectively, in 1951.

New Wisconsin legislature, looking for new revenue sources, will have before it proposal to tax sellers of TV \$5 per set, owners \$1 per set.

BEST GUIDE to TV-radio spending by political parties in recent election campaign, as adduced thus far, is the \$6,062,378.05 figure announced this week by Senate Subcommittee on Privileges & Elections after its survey of all stations. Figure includes preemption costs but not production costs for individual programs, which subcommittee counsel Paul Cotter said ran "pretty high" in some cases, and may add \$300,000-\$500,000 to total.

TV expenditures were \$2,951,328.52, radio \$3,111,049.53. Republicans shelled out \$1,643,909.61 for TV and \$1,803,825.82 for radio, Democrats \$1,303,916.91 for TV and \$1,269,660.28 for radio. Remainder was split among 12 minor parties.

Survey results impressed subcommittee members with need for higher legal limits on campaign expenditures. Subcommittee chairman Sen. Hennings (D-Mo.) said that "the total figure of approximately \$6,000,000 was undoubtedly somewhat less than the popular conception of the costs for television and radio campaigning," but he added that "it nevertheless forcefully stresses the need for a revised uniform election law, which would establish realistic limitations consistent with the high cost of present-day campaigning."

Special House Committee to Investigate Campaign Expenses was similarly impressed, and in report filed Jan. 3 devoted much space to discussing TV's high cost and recommended that campaign spending limits be raised "substantially," particularly since increasing number of TV stations will mean higher, not lower, TV costs for political campaigning in future. It flatly rejected suggestions of some witnesses that Federal Govt. subsidize some campaign costs, including TV expenditures.

Only 4 applications for new TV stations were filed with FCC this week, bringing to 757 total pending as of Jan. 3 (294 of them uhf). Applications were for Pine Bluff, Ark., Channel 7, by Burnett Estes, Dallas contractor; Meridian, Idaho, Ch. 2, by KDSH, Boise, and group including Earl Glade, onetime mgr. of KSL, Salt Lake City, recently mayor of that city, and a bishop of the Mormon Church; Durham, N. C., Ch. 46, by WTOB, Winston-Salem; Richmond, Va., Ch. 29, by same WTOB group (who also amended their Winston-Salem application to ask for uhf Ch. 26 there instead of previously sought Ch. 12). [For further details about these applications, see *TV Addenda 15-Y* herewith; for listings of all 1952 post-freeze applications, grants, etc., see *TV Factbook No. 16*, due Jan. 15.]

Issues in Lancaster hearing for Channel 8 between WGAL-TV and WLAN (see p. 5) include: (1) WLAN's financial qualifications (Vol. 8:38). (2) Multiple ownership—balancing 3 stations owned by Steinman interests against WLAN's possible one. (3) Overlap between operation of Steinman's WDEL-TV, Wilmington, and WLEV-TV, Bethlehem (CP), at presently authorized powers and heights, with WGAL-TV's proposed operation at 316 kw. Comr. Sterling again voted against hearing (Vol. 8:38), pointing out that Commission is responsible for shifting WGAL-TV from Channel 4 to 8 and for overlap caused by power-height increases authorized in new standards. Comr. Merrill concurred in ordering hearing, would have gone further and investigated overlap which would result if all 3 Steinman stations operated with maximum facilities.

Only stations without live network service as of Jan. 1 are those in Albuquerque, Lubbock, El Paso, Spokane, South Bend, Colorado Springs, Mobile. All others are served either by AT&T or their own private relays. Length of time stations must wait for service depends upon when networks order connections from AT&T (and whether they want them "expedited") and physical difficulties involved. South Bend and El Paso are among simplest to connect, should be hooked up soon.

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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January 10, 1953

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NEW INDEX, TV FACTBOOK & MAP, AM-FM LOG: During next week or so, subscribers to our various services will be provided with carefully-edited basic documents designed to enable them to maintain their own ready reference files. First, there's the Index to contents of our 1952 Newsletters, Supplements, Special Reports, etc., sent herewith to all subscribers. It is compiled to make it easy for you to look up major events, trends, facts, dates, etc., as chronicled in Television Digest during the last year.

Use of the 1952 Index presupposes, of course, that you have maintained your file of Newsletters and other Reports (Vol. 8:1-to-52). We're now preparing bound volumes for those who ordered them in advance (at \$25 per copy), and we strongly urge that you have your own files bound locally if facilities are available.

The semi-annual TV Factbook (No. 16) goes into mails week of Jan. 19, and with each copy will go our 1953 TV Map. We've had a new map built to our specifications, showing all TV cities, plus all AT&T and private network facilities -- both existing and proposed. It includes all cities over 10,000 pop., except in most congested areas, and those communities under 10,000 with applications or CPs. In addition, communities peculiar to the TV allocation plan -- such as Irwin, Pa.; Warner Robins, Ga.; Old Hickory, Tenn., etc. -- are clearly indicated.

You'll be able to keep map up to date, if you desire, by simply noting new stations on air, network routes, etc., as reported. Each subscriber to our full TV services gets Factbook with map; extra Factbooks with maps are \$3, extra maps \$1.

Our 1953 AM-FM Directory logs all U.S., Canadian, Mexican, Cuban and other North American radio stations now authorized -- by states & cities and separately by frequencies, as well as all U.S. applications pending as of Jan. 1, 1953. It goes into the mails Jan. 17 to full TV-AM-FM subscribers. Extra copies are \$7.50.

Both the TV Factbook, which features a Directory of TV Stations on air or expected to be in operation during January & February, plus a 48-page Blue Section listing all post-freeze grants and applications, and the AM-FM Directory, will start new series of Weekly Addenda reporting station applications, grants, changes, etc., designed to permit you to have up-to-the-minute logs available at all times.

SEN. TOBEY TRIES TO STALL ABC-UPT MERGER: Senate hearing on ABC-UPT merger is in the works, apparently -- but approval of merger is still expected. In fact, report was that Commission met Jan. 6, after oral argument on case, voted to adopt examiner Leo Resnick's initial decision (Vol. 8:46), with Comr. Hennock dissenting and Comr. Webster planning to issue separate statement.

It's Sen. Charles Tobey (R-N.H.), standing almost alone in his opposition, who wants the investigation. He fired another hot telegram at Commission this week, warning that his Interstate & Foreign Commerce Committee (he'll be chairman) will conduct hearing on matter of movie-TV tieups in a few weeks, that it will consider merits of ABC-UPT merger and whether legislation is needed to prevent such mergers.

Despite vehemence of Sen. Tobey, who dropped in and heard a few minutes of

the argument, many of Tobey's Senatorial colleagues, including some very influential ones, see nothing but good resulting from merger.

But some delay appears inevitable. Even if Tobey doesn't faze Commission, it will take time, though perhaps no more than couple weeks, for dissents and/or separate opinions to be written. FCC practice is to hold decisions until dissents can be issued simultaneously.

* * * *

Oral argument was largely summary of the exhaustive hearing which consumed an entire year. Only Miss Hennock had many questions about the merger, reflecting doubt that ABC is in as serious financial straits as it said it is. She seemed even more dubious about Paramount Pictures Corp.-DuMont control question, seemed convinced former controls latter -- contrary to examiner's findings.

Comr. Webster was much concerned over the "transfer" issue. This involved splitup of old Paramount Pictures Inc. into United Paramount Theatres and Paramount Pictures Corp., and transfer of stations to the two new organizations. Paramount claims transfers were "involuntary," didn't require FCC approval. Webster made it clear he thinks Paramount should have sought Commission approval first.

TRADE BUOYED BY UHF RECEIVER DEMAND: "Uhf is hot!" That's unanimous verdict of the set makers and distributors, large and small, we met at this week's Chicago marts.

Thanks to hefty promotion jobs by manufacturers & telecasters, uhf already has found public acceptance -- and even in some vhf areas where uhf stations aren't yet on air, customers are insisting on built-in uhf. "You can't sell a set in Connecticut unless it has uhf," sales official of a medium-sized manufacturer told us -- despite fact there are no uhf stations on air in that state yet.

Biggest problem in the new uhf areas, manufacturers and distributors agreed, is getting enough sets to satisfy the demand. In areas where new stations are operating on full power, where all the "bugs" have been taken out, local distributors were full of praise for quality of pictures.

A look at the sets displayed in Chicago reveals manufacturers are now taking uhf in their stride. Gone are the awkward makeshifts of the early Portland days. New vhf-uhf sets are neat as a pin, and every brand has its own ingenious approach to simplified tuning controls. Many set makers are now using tuning arrangements entirely different from the ones they offered when uhf first "popped" in September.

* * * *

Controversy still rages over uhf tuning methods -- limited-channel (strips and "matchboxes") vs. continuous. Principal selling-point used by proponents of strips and matchboxes is simplicity -- uhf stations being "as easy to tune as vhf." Manufacturers who use continuous tuning stress fact sets will get all channels.

RCA came out this week with what it considers a compromise between these 2 approaches. Its new turret tuner, offered as "optional equipment" (\$50) for new RCA sets, as well as some older models, will accommodate 16 channel "inserts" in any combination of vhf and uhf. Tuner operates on fundamental of oscillator frequency, and inserts may be installed from front of cabinet without removing chassis.

New tuner will be shipped to distributors equipped with 12 vhf inserts. The dealers and distributors will be supplied with uhf inserts for all local stations. If more than 4 uhf channels are receivable in any area, RCA will trade uhf inserts for customer's vhf inserts on even-Steven basis. Company says tuners and inserts are now in production. RCA also continues to turn out external converters in three different models -- 1-&-2-channel matchboxes and continuous type.

Trend to all-channel tuning appears to be underway. Many manufacturers have switched from strips to continuous tuners or are offering customer choice of the 2 systems. Admiral is expected to unveil set with continuous uhf tuning soon. And Zenith is known to have continuous tuner in works -- but when it will be introduced isn't known, and company is still plugging its strips as vigorously as ever.

DuMont, Capehart and CBS-Columbia are among those which have concentrated on strips so far but plan to offer continuous tuning soon. Hallicrafters now stresses all-channel tuning, although it started out with strips last fall. On other hand,

Stewart-Warner, which offers both strips and continuous tuner, says its sales so far favor the strips. Emerson, which indicated last fall it would also have continuous tuner early this year (Vol. 8:42), is still offering strips only.

Those which had all-channel tuning from the first -- notably Arvin, Crosley, Philco, Raytheon, Sylvania -- are still using it as their big selling-point.

11 CPs INCLUDE UHF FOR CHICAGO & HOUSTON: Year's first batch of TV grants totaled 11 (2 vhf) as FCC continued granting applications as fast as staff can process them. Included was first uhf to Chicago, plus more uhf for Houston & Pittsburgh. Week's crop brings total post-freeze new station authorizations to 186 -- 50 vhf, 136 uhf.

Commission worked back over both Groups A & B to glean most of the grants, advancing only 2 cities in Group B -- to 183rd.

Chicago uhf grant went to Republican Congressman Richard W. Hoffman, owner of 250-w radio station WHFC in Cicero area and publisher of 4 neighborhood newspapers. He got Channel No. 26, first granted out of the 5 uhf allocated city.

While Cornell U, which operates commercial radio station WHCU, Ithaca, got Ch. 20 for commercial operation, educational CP for Ch. 14 in Ithaca went to University of the State of New York -- its 7th grant. Other uhf grants went to:

Stockton, Cal., KSTN, No. 36; Atlantic City, N.J., Matta Enterprises, No. 52 (second for city); Pittsburgh, Pa., WKJF-FM, No. 53 (third); Houston, Tex., the UHF Television Co., No. 23, and KNUZ, No. 39 (second & third, first having been educational grant for Channel 8); Madison, Wis., WKOW, No. 27.

The vhf grants went to Springfield, Mo., Lester L. Cox and Springfield Newspapers Inc. (KGBX), No. 3; and Hutchinson, Kan., Hutchinson TV Inc., No. 12. Springfield grant was close, barely squeaked through. By 4-3 vote, FCC granted CP with condition 19.6% stockholder Lester L. Cox drop his 1% interest and directorship in KWTO, Springfield, removing that vestige of "duopoly". Comrs. Webster, Henneck & Merrill wanted "further inquiry". Cox is son of Lester E. Cox, who owns 49% of KWTO and has interests in KCMO, Kansas City and KOAM, Pittsburg, Kan. The elder Cox is also a curator of U of Missouri, itself a TV applicant for Columbia. Part owners of Hutchinson grantee are John P. & Sidney F. Harris, who have interests in KBUR, Burlington, Iowa, and KFBI, Wichita.

Houston's UHF Television Co. comprises oilmen R.L. Wheelock, W.L. Pickens & H.H. Coffield, original stockholders (who later withdrew) in KPHO-TV, Phoenix, Ariz., and in KEYL, San Antonio. They sold KEYL to Storer interests in 1951 (Vol. 7:30,41) and are now also applicants for TV in Dallas, Corpus Christi and New Orleans.

Madison situation is particularly interesting. Both WKOW and WISC had been applicants for Channel 27; two others were competing for city's sole vhf channel, No. 3. WISC has court appeal pending, seeking to force FCC to make No. 3 non-commercial. Recently, the Channel 3 contestants merged into single application, presumably could have been granted. But WISC then amended to No. 3, tying up that channel but leaving WKOW free for grant.

[For further details, see TV Addenda 16-A herewith; for complete data on these and all other applications, see TV Factbook No. 16, to be published Jan. 19.]

STARTERS NOW MAKING HASTE MORE SLOWLY: New-station grantees seem less inclined now to hasten day of getting on the air -- not only because deliveries of transmitters and associated equipment have been slow, particularly uhf, but because they're hearing that some of the quick starters have run into technical troubles. "Bugs" usually are cleared up in time, but advice of the equipment makers and consulting engineers alike continues to be, "Better to be slower and surer."

To the 17 newcomers going on air up to Jan. 1, none was added up to Jan. 10 but at least 4 more will be added week of Jan. 12 -- 3 uhf, one vhf. Youngstown's WKBN-TV (Ch. 27) and WFMJ-TV (Ch. 73); WJTV, Jackson, Miss. (Ch. 25) and Tucson's vhf KOPO-TV (Ch. 13) look like the next.

WKBN-TV started picture patterns without sound Jan. 6 at 5:27 a.m., but only sporadically; filterplexer arrives next week for full tests. WFMJ-TV, also with RCA equipment, also awaits filterplexer. Both should be carrying sight-&-sound tests

before another week has passed, commercials by Jan. 20. WJTV got its transmitter this week, was poised for tests Jan. 10 or 11, commercial debut Jan. 15.

Both built-in uhf sets and converters are selling like the proverbial hot cakes in Youngstown area, reports WFMJ-TV's Len Nassman. Vhf fringe reception from Cleveland (65 mi.) & Pittsburgh (67 mi.) is poor, so local service, especially network, is eagerly awaited. Microwave relays from Cleveland will bring in network programs starting with inauguration in Washington Jan. 20. Nassman estimates 20,000 TVs will be equipped to bring in uhf by time both stations go on air.

Cowboy star Gene Autry's KOPO-TV, Tucson, managed by veteran radio broadcaster E.S. (Mitty) Mittendorf, began testing DuMont equipment this week, but regular daily schedule of 6-7 hours of test patterns start Jan. 15, will continue to Feb. 1, which is still commercial debut date.

RCA and GE uhf and vhf shipments this week and in next few weeks (detailed on p. 8, along with other reports on upcoming new stations) augur several more new starters before end of month. "Imminent" vhf starters are still KXLY-TV, Spokane, and WALA-TV, Mobile, and uhf WEEK-TV, Peoria, should get going by end of month.

* * * *

There may be a few more surprise starters. One that came up this week was WABI-TV, Bangor, Me. (Ch. 5). Granted Dec. 31, its RCA equipment arrived Jan. 9 and antenna was due to be in place Jan. 13. Film camera is on hand. Housing atop Cope-land Hill, 5.5 mi. from center of town, will be completed in 2 weeks. So Jan. 31 has been set as starting date for what it claims will be first post-freeze station in New England. Manager is Murray Carpenter, half owner with ex-Gov. Horace Hil-dreth, now president of Bucknell U. Network is CBS-TV; national rep is Hollingbery.

ENGINEERS BREATHING 'LIFE' INTO KINES: Kinescope recordings approaching the quality of live shows are now a reality -- result of long, painstaking research and develop-ment by the 4 TV networks and equipment firms.

Long the bane of the televiewer, TV recordings -- under certain controlled conditions -- are now considered "acceptable" in same sense as radio transcriptions. Tremendous strides in improvement of kine quality have been made in past year -- and nobody doubts future advancements will further narrow the gap between live shows, TV films and filmed "TV transcriptions" to point of virtual imperceptibility.

The startling advances being made in development of magnetic tape and other non-film TV recording techniques (Vol. 9:1) haven't deterred the industry's engi-neers from pushing vast improvements in film transcriptions. Most of them feel kines some day will be obsoleted by all-electronic system -- but the immediate need for better reproduction is so pressing that improvement of film recording techniques is anything but a lost cause. And it's still going ahead full steam.

Principal beneficiaries of steady improvement in kines are stations, present and future, without network interconnections, for whom TV recordings and films are principal fare. Also looking on with extreme interest are stations in the Far West, which get most of top evening network shows via "transcribed" re-runs, as in radio.

The quite spectacular progress of the kine has come about by unspectacular means -- engineers gradually chipping away at shortcomings of TV transcriptions and improving contrast, resolution, sound, uniformity. Network and equipment engineers are attacking problem from both ends -- constantly redesigning both recording and playback equipment. Unfortunately, playback equipment in most TV stations today is inadequate to bring out best in today's improved kines. DuMont's 16mm flying spot scanner (Vol. 8:14,41) and other innovations in film-showing equipment, when they come on the market, should go long way toward remedying situation.

* * * *

Quality of new kines was demonstrated quite graphically last month, when strike of technicians in Detroit forced cancellation of 2 NBC-TV Dinah Shore shows which were due to originate from WWJ-TV. Network substituted 35mm kines of same shows, recorded and played back with new "electronic recording" equipment and tech-niques, still in developmental stage. Result:

"When we substitute a film for a live show, our switchboard usually lights

up like a Christmas tree," said NBC production v.p. Fred Wile. "But we didn't get a single call after the first show, and after the second there was only one -- from a man who wanted to know whether it was live or filmed."

NBC's "electronic recording" system has been developed over several years by improving kine recording and playback equipment all along the line. NBC and the other networks have found 35mm gives best results for network re-runs, and can be reduced to 16mm for playing by individual stations without noticeable loss of quality. NBC has used 35mm "electronic recording" for West Coast re-runs of some shows for about year. What network's experimentation has proved so far, says Mr. Wile, warily, is: "Under certain controlled conditions you can get a very good result."

CBS, too, has completely redesigned recording and playback equipment in New York and Hollywood studios. Results have been good enough to prompt engineering v.p. Wm. Lodge to opine: "Under ideal conditions, a large percentage of viewers wouldn't know the difference between a TV recording and a live program."

* * * *

Among CBS's innovations is use of "crispener" -- previously developed for color TV -- in its recording equipment. In use for the last 3 months, it sharpens demarcation between blacks and whites, increasing apparent resolution. Playback equipment has been completely redesigned, to point that -- again in Mr. Lodge's own words -- "the average person now can't tell the difference between a good film, made especially for TV, and a live performance."

"Tremendous improvement", is how research director Thomas T. Goldsmith describes new transcription units being installed in DuMont Network's new studios in New York. These new recorders use 7-in. monitor tubes with special blue phosphors to improve contrast. Built-in oscilloscope shows video waveform at all times, taking much of guesswork out of monitoring TV recordings and making possible greater uniformity in reproduction, according to Dr. Goldsmith.

On playback end, DuMont is hurrying toward volume output of its flying spot scanner, and plans to show production model at Los Angeles NARTB convention April 28-May 1. Dr. Goldsmith says combination of new recording equipment and film scanner should produce transcriptions "approaching the quality of live studio fare."

Major improvements in recording techniques have stemmed from "the ability to exercise more constant product control," says ABC engineering v.p. Frank Marx. New 35mm kines now being used by ABC, in both negative and positive form, are "vast improvement for network showing," he says. He believes most important improvement in TV film reproduction will be commercial production of 16mm flying spot scanner.

Personal Notes: John J. Mullins, who recently sold interest in KPHO & KPHO-TV, Phoenix, to Meredith Publishing Co., is moving back to Tulsa and plans to devote his time to acquiring TV stations . . . Walter J. Stiles, consulting engineer, now chief engineer of new KOPO-TV, Tucson, Ariz., plans also to continue consulting practice . . . William F. Brooks, ex-NBC v.p., elected exec. v.p., Allied Public Relations Associates Inc., 1625 I St. NW, Washington . . . Henry T. Hede promoted to administrative asst. to ABC v.p.-treas. Nicholas Priaux . . . Warren Morton, ex-WOR, Crosley, Branham and Katz, joins ABC-TV sales dept. . . . Edward Kletter has resigned as DuMont sales promotion director to set up own ad agency, handling Serutan account; joining him as v.p. is Norman Livingston, ex-WOR sales chief, recently with Roy S. Durstine Inc. . . . William Fall succeeds Hugh L. Kibbey as program director, WFBM-TV, Indianapolis . . . Lester Dana succeeds Robert Evans as program director, WSPD-TV, Toledo . . . Al Schrott, mgr. of WJAC-TV, Johnstown, elected treasurer of Johnstown Tribune Publishing Co., parent company; he continues as WJAC-TV mgr. . . . Art Nevins named film director of WLWT, Cincinnati, succeeding Russ Landers, now film director of KECA-TV, Los Angeles . . . Herb Bachman, ex-ABC-TV & Headley-Reed, succeeds Frank Schiro as director of sales promotion & publicity, KPIX, San Francisco.

NBC EXECUTIVE realignments underline determination to get back to "two-fisted, hard-selling era of Niles Trammell [and] points up unspoken belief of the top brass at RCA that the time for expensive experimentation is past, and the period of shrewd operations geared for bigger net returns is definitely here." Thus does Joseph Csida, editor of *Billboard* and onetime RCA executive, who usually knows the score with respect to that company better than most, size up recent shakeup that brought Frank H. White in as president to succeed Joseph H. McConnell, resigned (Vol. 9:1). White was chosen over 3 others considered (v.p.'s Pat Weaver, Ed Madden, Joe Heffernan) as "the most experienced and perhaps most coldly practical in all facets of the business," says Csida.

Gen. Sarnoff, as chairman of both RCA & NBC, "will more directly operate NBC," says *Variety*, while RCA president Frank Folsom "will similarly channel greater direct supervision over RCA Victor operations." *Variety* reveals McConnell's NBC salary was \$140,000 plus car and town apartment, says he quit not only for more money and stock consideration but also "his wife's desire to keep him more in one location rather than having the peripatetic duties of a constantly moving super salesman."

Henry B. Lockwood, 53, mgr. of WOR recording studios and a noted radio amateur, died Jan. 3.

ANTI-TRUST indictment against *Kansas City Star*, returned by Federal grand jury Jan. 6, accuses newspaper and its WDAF & WDAF-TV of violating Sherman Act in "dissemination of news and advertising in metropolitan Kansas City." Justice Dept. is filing suit against newspaper and its president Roy A. Roberts and treasurer Emil A. Sees to enjoin continuation of alleged violations and is requesting court, under Communications Act of 1934, to revoke station licenses.

Pressed by regime of outgoing Attorney General McGranery, charges drew immediate retort from Roberts, one of earliest Eisenhower supporters, implying political motives, published in big ads in Washington and New York newspapers. Political aspects were further emphasized in Senate speech Jan. 9 by Sen. Carlson (R-Kan.), who called suit a "vindictive" and "punitive" move by President Truman because of newspaper's anti-corruption campaign. Meanwhile, newspaper entered innocence pleas to all charges Jan. 9, got 60 days to file motions attacking the indictments.

Among accusations was allegation that "special discounts for advertising in defendants' newspapers have been offered to those who have advertised on defendants' radio station and that advertisers not using defendants' newspapers have been denied access to the *Star's* TV station." Regarding TV-radio properties, Roberts states:

"The Government seeks to have the *Star* divest itself of both its radio and television stations although Congress has repeatedly refused to pass legislation conferring such powers. The *Star* went on the air for the first time in 1922, among the first 5 radio stations in the United States, long before there was even a station in New York for instance. We pioneered in this field because we felt it was an opportunity to serve our community. We took a financial beating for years. We were one of the first 5 stations that constituted the original NBC network, being the westernmost outpost at the time. The Government on radio complains of a rate practice prevailing in years only 1933 to 1937, long since abandoned. Not until now—2 weeks before the end of the Truman Administration—has any governmental agency challenged our conduct of radio.

"The Government seeks to have the *Star* divest itself of its television station, WDAF-TV. The same opportunity was open to any other applicants to go into the television field when we did. The facts are losses then being suffered by television were so terrific, everyone hesitated to take the risk. The *Star* believed Kansas City was entitled to television service and chose to pioneer this new service as it had in radio, and expected to take terrific losses. Fortunately, it turned out the other way. Goodness knows, the outgoing Administration certainly wouldn't have given the *Star* any preference or favors on a license if there had been anybody else ready to take the risk."

"Operations Americana" will be title of new weekly coast-to-coast NBC-TV series of 30-min. locally-originated programs to show progress being made in various American cities. The joint project of NBC-TV and *Life Magazine*, which will invest \$100,000 and lend several researchers, shows originally were to be confined to owned-&-operated stations but have spread to affiliates, which are pro-rating production costs. City-by-city series, available for local sponsorship, will be presented each Wed. 10:30-11 p.m., beginning Jan. 14, when WNBK presents *Life in Cleveland*, followed by *Life in Washington* from WNBW.

TV-radio broadcasts of Congressional hearings would specifically be permitted under resolution (H.Res. 21) introduced by Rep. Patrick J. Hillings (R-Cal.); Chairman Velde (R-Ill.) already has announced he'll permit televising of some hearings of his House Un-American Activities Committee.

EDUCATIONAL TV advanced another step in New York State Jan. 6 following forceful presentation of board of regents plan for 10-station U of State of New York network in first of 3 hearings called by N. Y. State Temporary Commission on Educational TV (Vol. 9:1). At conclusion of Buffalo hearing, one Commission member, who declined use of his name, said he was favorably impressed with plan and believed that went for other members as well.

Hearing was marked by surprising accord as one witness after another implored Commission to urge speedy \$4,000,000 appropriation from legislature to put program into effect before June 2, when FCC may consider making unused reserved channels available to commercial applicants. Board of Regents this week received CP, its seventh, for uhf Channel 14 in Ithaca (see p. 3 & TV *Addenda 16-A* herewith; for other grants, see Vol. 8:44).

Answering charges that proposed network would compete with commercial stations, Dr. T. Raymond McConnell, Buffalo U chancellor, said: "WBEN-TV has cooperated generously and effectively with educational institutions in the presentation of educational programs. We propose to continue this collaboration and cooperation after the educational non-commercial station has been established." Cooperation of WBEN-TV was also cited by Dr. Benjamin C. Willis, Buffalo supt. of schools, and Dr. Harvey M. Rice, president, Buffalo State Teachers College.

Only opposition came from Charles A. Suchan, representing Tonawanda Business & Civic Assn., who said he favored educational TV but was opposed to spending tax money for it at present. Further opposition is expected at New York City hearing Jan. 14 and at Albany Jan. 21.

Other educational TV developments this week: (1) Massachusetts Gov. Herter urged legislature to grant \$100,000 for study of statewide educational TV network in advance of appropriations for other state functions. (2) Walter W. Finke, Minneapolis industrialist and civic leader, appointed chairman, Minnesota Committee on Educational TV. (3) North Carolina Gov. Umstead said in inaugural address Jan. 8 he would appoint educational TV commission shortly, probably to be headed by North Carolina U president Gordon Gray. (4) State educational meetings scheduled Jan. 12 in Richmond & Baton Rouge.

Independent AM station WMGM, New York, owned by Loew's Inc. and operating with 50 kw on 1050 kc, may be sold to its manager Bertram Lebharr Jr. for \$2,000,000, payable \$500,000 down and \$150,000 per year for next 10 years. Loew's, parent of big MGM, Hollywood producer, thus would sever last ties with radio ownership. Though it made several passes at TV acquisitions, notably of Los Angeles KLAC-TV, it has never been identified with TV operations. WMGM was formerly known as WHN, was managed for many years by ex-FCC secretary Herbert Petty, has reputation of being big earner. Trade stories of impending sale evidently were premature, and deal hasn't yet been closed, for Loew's issued statement Jan. 9 saying Lebharr has "indicated interest" in buying but no definite proposition is before board yet.

Preview of mass education via TV was afforded this week in Baltimore, where strike of janitors closed 107 public schools for 3 days. WAAM, WBAL-TV & WMAR-TV all donated free time to teachers selected by board of education to give regular classroom instruction to some 80,000 pupils, who reported to school each morning to get TV "program schedules" of their classes and turn in homework from previous day's telecasts. Limited number without access to set were invited to form studio audience. Experiment was pronounced success by supt. of schools William H. Lemmel.

Telecasting Notes: Heavy film buying by new-station grantees, many before they hit the air, is reported by the film syndicators, with result that starting stations generally can operate full evening hours even if they're non-interconnected. Most will go on full-day schedules much earlier than their predecessors could . . . **Timebuying** on new stations is reported good generally—with national reps doing thriving business. Murray Carpenter's new WABI-TV, Bangor, Me. (Ch. 5), due on air Jan. 31, is case in point; first post-freeze outlet in New England, it's getting plenty of advance billings from Boston as well as from TV distributors-dealers and other local sponsors . . . Republic's determination to market its old films to TV, despite protests from exhibitors, again demonstrated this week by third deal involving big block of feature pictures—this time 156 sold to KRON-TV, San Francisco, following sale of 119 to KTTV & KTLA, Los Angeles (Vol. 9:1) and 104 to WCBS-TV, New York (Vol. 8:51-52) . . . Tempest over George S. Kaufman's allegedly irreverent remark about overdoing *Silent Night* on TV-radio (Vol. 9:1) during holiday season abated quickly—and CBS, showing unusual spunk for ever-fearful networks, is letting him resume his place on *This Is Show Business* panel as of Jan. 24, when it moves to Sat. 9-9:30; Lucky Strike is dropping Sun. 7:30-8 sponsorship. CBS said letters supporting Kaufman exceeded those criticizing him . . . **Blame for Kaufman incident** is placed on sponsor in Jan. 7 editorial in *Washington Post*, partner with CBS in ownership of WTOP-TV, which says "sponsor ordered that Mr. Kaufman be cast into the outer darkness" and states CBS "severed" sponsor's contract. "Sponsor control of program content

has been the blight of radio," newspaper asserts. "If TV is to be spared this blight, the broadcasters will have to regain an authority over programs which they never should have relinquished" . . . Coronation films may be shown on U. S. networks as early as 7:30 p.m. Coronation Day, June 2, as result of trans-Atlantic air race between ABC, CBS & NBC, each of which has chartered special plane in effort to be first with the films; DuMont's plans incomplete, but spokesmen said it would be in the race, too . . . Pooled networks will carry both sections of Inaugural Ball from Washington on sustaining basis night of Jan. 20; committee insisted telecasts not be sponsored, but before-&-after plugs will give just about same impact . . . Toronto's CBLT has reduced base hourly rate from \$1600 to \$750, 1-min. from \$320 to \$225, 20-sec. from \$240 to \$150, 8-sec. from \$120 to \$75; Montreal's CBFT has reduced hour from \$750 to \$375, 1-min. from \$150 to \$100, 20-sec. from \$112.50 to \$75, 8-sec. from \$56.25 to \$37.50. Both CBC stations are now affiliated with all U. S. networks . . . First U. S. commercial show going to CBC stations, via kines pending completion of microwave relays, is *Studio One*, sponsored by Canadian Westinghouse, at same Mon. 10-11 p.m. time as on CBS-TV . . . Promoting uhf, new WKNX-TV, Saginaw, Mich. (Ch. 57), due on air in March, will run closed circuits at local TV Exposition Jan. 13-16, will give door prizes of receivers and antennas . . . Required reading for commercial staffs: "How to get the most out of farm radio and TV" in Dec. 29 *Sponsor Magazine*—comprehensive survey with case examples . . . First birthday of NBC-TV's *Today*, 7-9 a.m. weekday show, is Jan. 14—and it's carried in 40 cities.

"One of the greatest surprises of 1952," writes James J. Nagle, *New York Times* business expert, "was the almost negligible effect of TV as an advertising medium on the revenues and circulations of printed media. All such types of media showed gains [and] a number of new publications even entered the field. Network radio showed a decline, but spot and local radio held their volume. The answer seemed to lie in the fact that TV sponsors were using mostly new money, rather than cutting into their budgets for other media. Whether this trend will continue this year when 75 new stations are expected to be built is problematical. The high cost of programs remains TV's biggest headache." Magazine Advertising Bureau also observes that network TV budgets are largely "extra money" and notes rising number of dropouts among TV advertisers. MAB estimates advertising revenues of magazines at \$550,000,000 in 1952 vs. \$511,000,000 in 1951.

Thirty top agencies in TV-radio billings aggregated \$448,900,000, of which \$266,000,000 went to TV, \$182,900,000 to radio, according to *Broadcasting Magazine* survey published Jan. 5. Details on each agency, including accounts and TV-radio's percentum of each agency's overall billings (ranging up to 60%) are published. Top 10 (in millions): BBDO, \$26.5 TV & \$13.5 radio; Young & Rubicam, \$24 & \$12; Benton & Bowles, \$19.5 & \$10.5; Biow, \$19.5 & \$10.5; Wm. Esty, \$18 & \$10; J. Walter Thompson, \$13.5 & \$13.5; Dancer-Fitzgerald-Sample, \$8.5 & \$17.5; McCann-Erickson, \$16.3 & \$8.7; Foote, Cone & Belding, \$10 & \$10; Leo Burnett, \$9 & \$9.

Both CBS & NBC will show radio billings, not yet released, considerably lower for 1952 than for 1951. But both ABC & MBS are up, latter claiming best gain in radio. MBS reports 1952 radio time sales totaled \$21,004,976, up 17% from \$17,900,958 in 1951. ABC has reported 1952 radio billings of \$34,391,316 vs. \$33,242,181 in 1951.

Joyce O'Hara, 59, executive v.p. of Motion Picture Assn. of America, long associated with its president Eric Johnston, died of heart attack in his New York hotel Jan. 9.

Network Accounts: Ford Motor Co. will sponsor one-shot 2-hour show June 15 simultaneously on NBC-TV and CBS-TV to mark 50th anniversary. Program will be recorded and adapted for radio, but format and other details aren't definite yet . . . Amana Refrigeration Inc. (home freezers) buys 4:15-4:30 segment of *Kate Smith Show* on NBV-TV, starting Feb. 19, Thu. 4-5 p.m., thru Maury, Lee & Marshall . . . General Electric will substitute filmed drama series on CBS-TV, starting Feb. 1, during 8-week transcontinental tour of *Fred Waring Show*, Sun. 9-9:30 p.m., but latter will originate 2 live programs from Los Angeles and Kansas City while on tour . . . General Foods Corp. (Maxwell House Coffee & Gaines Dog Food) buys *Red Buttons Show* to replace *Life with Luigi* on CBS-TV, starting Jan. 5, Mon. 9:30-10 p.m., thru Benton & Bowles . . . Eastco Inc. (Clearasil) buys one-shot 5-min. segment Jan. 19 of *There's One in Every Family* on CBS-TV, Mon.-Sat. 11-11:30 a.m., thru Ruthrauff & Ryan . . . Jay Jackson as of Jan. 2 became m.c. of *Twenty Questions*, sponsored by Curads & Clorets on DuMont, Fri. 10-10:30 p.m., replacing Bill Slater . . . Sweets Co. of America Inc. (Tootsie Rolls) expands *Tootsie Hippodrome* from 15-min. to half-hour, starting Feb. 1, on ABC-TV, Sun. noon-12:30 p.m.; agency is Moselle & Eisen . . . Early morning news show *Today* on NBC-TV, weekdays 7-9 a.m., enters its second year Jan. 14 with these new sponsors added this week: Kleenex, thru Foote, Cone & Belding; Buick, thru Kudner; C. H. Masland & Sons (rugs & carpets), thru Anderson & Cairns; Willys-Overland, thru Canady, Ewell & Thurber; International Silver Co., thru Young & Rubicam; Avco (Bendix Home Appliances Div.), thru Earle Ludgin; Anson Inc. (jewelry), thru Grey Adv.; Jerclaydon Inc. (Glamorene rug cleaner), thru Ruthrauff & Ryan.

NARTB membership drive, aimed at raising membership 28% over present 107 TV stations, 1033 AM, 368 FM, 4 TV and 2 radio networks, started Jan. 5 and will run until Feb. 28, through committees in 17 district under supervision of station relations director Wm. T. Stubblefield.

SHIPMENTS of transmitters provide fairly reliable guides to possibility of getting on air—and this week we can recapitulate what several more major manufacturers have reported as they step up production tempo.

Taking uhf first, RCA shipped its seventh 1-kw transmitter Jan. 8 to WJTV, Jackson, Miss. (Ch. 25) and indicated next will go, probably next week, to WAFB-TV, Baton Rouge (Ch. 28) and WROV-TV, Roanoke (Ch. 27). Beyond that it won't make any commitments yet, except to stick by prediction of 7 or 8 per month output shortly.

GE ships second 100-watt job to WEEK-TV, Peoria (Ch. 43), on Jan. 13, to be followed by 12-kw amplifier in April. Then follows 12-kw to WHUM-TV, Reading (Ch. 61) about Jan. 15-20, first of that power. After that, GE will ship second 12-kw to WWLP, Springfield, Mass. (Ch. 61), Feb. 17. Rest of schedule calls for:

WHYN-TV, Holyoke, Mass. (Ch. 55), 100-watt early in February, followed by 12-kw amplifier March 6; WGBI-cated next will go, probably next week, to WAFB-TV, Reading (Ch. 33), 100-watt in mid-March, followed by 12-kw end of May; WPAG-TV, Ann Arbor, Mich. (Ch. 20), 100-watt mid-February, followed by 1-kw in mid-summer; KBMT, Beaumont, Tex. (Ch. 31), 100-watt in mid-February, 12-kw later; WOSH-TV, Oshkosh, Wis. (Ch. 48), 100-watt in April; WILK-TV, Wilkes-Barre, Pa. (Ch. 34), 12-kw end of April; WTVS, Gadsden, Ala. (Ch. 21), 100-watt in April; KPIK, Los Angeles (Ch. 22), 12-kw in May.

Already delivered by RCA are these vhf transmitters soon to go into operation: KXLY-TV, Spokane (Ch. 4); WALA-TV, Mobile, (Ch. 10); WABI-TV, Bangor, Me. (Ch. 5); KELO-TV, Sioux Falls, S. D. (Ch. 11). About to be delivered are KFDX-TV, Wichita Falls (Ch. 3) and KVOA-TV, Tucson (Ch. 4).

GE's vhf deliveries include KFDA-TV, Amarillo, Tex. (Ch. 10), shipped Dec. 29; WFBG-TV, Altoona, Pa. (Ch. 10), shipped Jan. 6; KVTV, Sioux City, Ia. (Ch. 9), due Jan. 16; KTNT-TV, Tacoma (Ch. 11), due Jan. 26; KGUL, Galveston (Ch. 11), due Feb. 13.

Latest DuMont and Federal shipments were reported on p. 7, Vol 8:52.

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In our continuing survey of upcoming new stations, this week's crop of reports include only 3 vhf—besides those reported on p. 3. KELO-TV, Sioux Falls, S. D. (Ch. 11), said it won't make previously promised Feb. 1 date, but won't be long thereafter, announced appointment of O. L. Taylor as national sales representative.

KNOE-TV, Monroe, La. (Ch. 8), will order equipment next week, reports ex-Lt. Gov. James A. Noe, owner. Construction begins Jan. 10, and target is April 1. H-R Representatives Inc. will be national rep.

KUHT, Houston (Ch. 8), U. of Houston's non-commercial educational outlet, has its Federal equipment, now has target date of April 20, may test on or before April 1. Houston Independent School District, originally co-grantee, will use and defray costs of allotted time for local public school telecasts.

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Among the uhf grantees, long-delayed WHUM-TV, Reading, Pa. (Ch. 61), first due to get 12-kw GE transmitter in about 2 weeks, with its 1000-ft. tower up, now reports: "Now that the waveguide problem is solved, the transmitter and antenna which have been under test at GE plant in Syracuse will be shipped to the WHUM-TV transmitter site in the very near future." Waveguide's installation will require about 7 days. Station ought to get on air by Feb. 1.

Both Pittsburgh uhf grantees now indicate mid-summer as their target dates—WENS (Ch. 16) reporting it expects to be ready in July or August, WTVQ (Ch. 47) having previously said August. WENS is the Donovan

Faust-Larry Israel (ex-WDTV) group; WTVQ the Ronald Woodyard group.

WTVU, Scranton, Pa. (Ch. 73), expects to have GE transmitter in operation by March 1, has appointed Donald Cooke Inc. as national rep.

WNLC-TV, New London, Conn. (Ch. 26), reports equipment will be ordered within next 2 weeks, construction plans completed within 6 weeks, target July. No national sales rep has yet been selected.

KHTV, Baton Rouge, La. (Ch. 40), hopes for late fall starting date, according to John E. English, partner, who is an attorney in Erie, Pa. and also has interest in TV application for Erie.

KAFY-TV, Bakersfield, Cal. (Ch. 29), begins construction next week of new home for TV plant, hopes to get on air by latter March or early April, reports manager Naum Healy. Forjoe & Co. will be national sales rep.

KTVW, Wichita Falls, Tex. (Ch. 22), using RCA equipment throughout, now has May target, reports W. Erle White, president, White's Auto Stores, grantee. Call letters (changed from requested KWTW) were issued by FCC this week. Paul N. Goode is acting mgr., William D. Buford development engineer.

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WITV, Ft. Lauderdale, Fla. (Ch. 17), one of earliest grantees (July 30, 1952), has ordered DuMont 5-kw transmitter, is negotiating for higher tower than the 548-ft. granted by FCC and so hasn't fixed starting time yet. This week, it was announced that Comdr. Mortimer W. Loewi, asst. to Allen B. DuMont, has bought 25% interest in WITV as an investment, in partnership with L. C. Judd, local realtor; George W. English, chairman of local First National Bank; E. J. Richardson, builder. Comdr. Loewi and son Bob recently acquired 10-acre tract in Hallandale, between Miami and Ft. Lauderdale, for restaurant and cottage resort named "Out of This World" which opened Jan. 3.

WTVO, Rockford, Ill. (Ch. 39), being built by the brothers Elmer & Harry Balaban, of the noted Chicago theatre family, in partnership with the Dubinsky theatre family of Rockford, completes new transmitter house on Meridian Rd., 2 mi. west of city, on Jan. 16, begins erection of 650-ft. Ideco tower in February, gets its RCA transmitter Feb. 1, is contemplating interim antenna so as to start operating in February, even before big tower is up, reports president Harry Balaban. It will be in full operation by March, he stated. Weed & Co. will be national rep.



First 100-watt uhf transmitter in use—and GE's first uhf transmitter—is producing good results for WKAB-TV, Mobile (Channel 48), judging from early reports. Although station still is using temporary transmission line and GE hasn't yet begun field tests, there have been reports of good reception on built-in antennas in city and satisfactory signals as far as 40 miles or more from transmitter. Station went on air Dec. 29 (Vol. 9:1), is scheduled to go to high power in spring with 12-kw amplifier.

To avert shortage of TV receiving and auto radio antennas, NPA this week removed the 2 products from its list of civilian type items. Electronics Div. director Richards W. Cotton said this action should pave way for larger rations of aluminum to antenna makers, since their materials allotments are no longer tied to the amount they used during base period (last half 1949 or first half 1950).

In Battle Creek call letter fight, WBCK-TV is protesting to FCC the assignment of WBKZ-TV to Booth Radio & Television which has no AM there. WBCK-TV claims confusion over call letters "will create a situation at variance with the principles of fair competition."

CHICAGO MARTS SHOW TV TREND IS UP: Look for moderate price increases, concentration on 21-in. production and sales -- and, above all, a banner business year ahead which might see as many as 7,500,000 TV receivers sold.

Those were the major conclusions we gathered from close observation of the bustling winter furniture marts in Chicago this week, traditional time for TV manufacturers to show new wares along with those of other makers of household goods.

No alternative to another wave of price boosts, slightly higher than those of last fall, was frankly foreseen by Dan D. Halpin, DuMont gen. sales mgr., so long as production and labor costs continue to mount. Sales executives of other firms were quick to echo Halpin's prognosis, but none wanted to be quoted and none seemed willing to be the first to make a major price break. Caution reigned at first marts since OPS lifted price ceilings on TV-radio receivers (Vol. 8:35).

Relatively few brand-new lines were shown, most set makers preferring merely to "sweeten" last summer's lines with a few new models. Many are rendering lip service, at least, to the one-line-a-year policy which seems to be gaining foothold.

[For detailed reports on new models & prices, see Topics & Trends, p. 10.]

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There was plenty of activity in the TV booths, but all motion wasn't selling by any means. Actual buying was at minimum most places, since order-taking usually comes at company conventions and in hotel suites. As usual, sales officials spent considerable time in booths of competitors -- checking prices, styling, etc.

But optimism prevailed, no matter where you went -- and everybody joined in the industry's perennial guessing game about how many sets would be made and sold in 1953. Most optimistic was Hallicrafters Wm. J. Halligan, forecasting 7,500,000. In public statements, Motorola's Bob Galvin and Westinghouse's Tod Sloan said 6,500,000 to 7,000,000; GE's W.R.G. Baker, 6,500,000 to possibly "equal to 1950's" 7,325,000; Philco's Wm. Balderston, 6,500,000; Dr. Allen B. DuMont, 6,000,000-6,500,000; RCA's Joe Elliott, 6,250,000; Andrea's Frank A.D. Andrea, 6,000,000; International Resistance Co.'s Harry A. Ehle, at least 6,000,000.

At Philco's Boca Raton convention, President Balderston said his company's doubled plant capacity gives it "an opportunity to sell more than 1,000,000 TV sets in 1953." DuMont's Halpin spoke of 300% increase in TV volume first half 1953 over same period 1952. CBS-Columbia announced \$8,000,000 worth of orders on books for first 3 months. So it went everywhere, with a common refrain among jubilant manufacturers that they were "out of inventory."

Only some unforeseen contingency, such as worsening of Korean situation or more hullabaloo over color, could upset their calculations, they said.

That 1953 will be year of the 21-in. -- almost to exclusion of other sizes, save 17-in. for price and 27-in. for exploitation -- also seems evident from reports of the tubemakers and opinion of the sales folk. Latter are convinced 21-in. is the ideal size for those buying first sets as well as for replacements. Heyday of 21-in. could well extend through 1954, despite hopes for 24-in. (Vol. 8:49).

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Statistical year ended Jan. 2 with 6,092,128 TVs and 9,558,011 radios produced, according to preliminary RTMA figures. TV factory inventories as of Jan. 2 were put at 104,809, radio inventories 190,269 -- both quite low. Radio output for year: 3,721,712 home sets, 1,448,213 portables, 1,754,309 clock, 2,635,277 auto.

Figures are subject to adjustments, and final official counts will shortly be made known by RTMA. For the record, it showed 90,608 TVs (5153 private label) produced week ended Dec. 26, and 93,009 (4750 private) week ended Jan. 2.

Topics & Trends of TV Trade: Some new models, refinements of old models, some restyling of furniture — rather than full new lines—dominated TV offerings at Chicago's Furniture and Merchandise Marts this week. As we looked over the 1953 lines, as exhibited at the marts and in hotel suites, the conclusion was inescapable that "new lines" was a misnomer for all but a few companies. Practically none had full complements of new models, replacing old; if anything really was new, it was the provision for converting to uhf (see story, p. 2).

Nearest to full new lines seemed to be those of RCA and Philco, as already reported (Vol. 8:50-51 & 9:1), and even these had quite a few carryovers. Also, this week, Hallicrafters, Bendix and Stewart-Warner claimed brand new lines rather than merely a few new models.

Admiral seized occasion in Chicago shows to point with pride, in page ad in Jan. 7 *Retailing Daily*, to its one-line-per-year policy, advocated so strongly last year by NARDA. It invited comparisons of "so-called 'new' TV lines" with its 13 basic models introduced last August (Vol. 8:33). Admiral convention in Chicago's Conrad Hilton Hotel, Jan. 22-24, will be devoted mainly to white goods, will add only one 21-in. mahogany table model, tentatively priced at \$230.

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Hallicrafters' new line: Tables—17-in. brown leatherette \$200 & \$250; 20-in. mahogany & blonde plastic \$250 & \$310, brown \$300. Consoles—21-in. open-face mahogany \$330 & \$390, blonde \$350 & \$410, full-door mahogany \$400 & \$460; 27-in. open-face mahogany \$595, blonde \$625.

Bendix's new line: Tables—17-in. mahogany \$200 & \$250; 21-in. mahogany \$260 & \$300, blonde \$310. Consoles—17-in. mahogany \$280; 21-in. open-face mahogany \$290 & \$380, blonde \$390, half-door mahogany \$420, blonde \$440, full-door mahogany \$450, blonde \$470; 27-in. full-door mahogany & blonde \$750. Combinations—21-in. mahogany & blonde \$595.

Stewart-Warner's new line: 21-in. tables—leatherette \$200 & \$230, mahogany \$280 & \$350, blonde \$300 & \$370; 21-in. open-face consoles—mahogany \$330, \$370, \$390 & \$420, blonde \$390 & \$440; 27-in. open-face mahogany console \$500.

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Capehart-Farnsworth's 4 new models: 21-in. mahogany table \$270, blonde \$280; 21-in. half-door mahogany console \$430, full-door French provincial \$475; 27-in. full-door mahogany console \$700.

CBS-Columbia's 5 new models: Tables, 17-in. mahogany & ebony \$190, 21-in. \$220; consoles, 21-in. half-door mahogany \$400, full-door \$460; 27-in. open-face mahogany \$680.

Crosley's new model: 21-in. full-door mahogany console \$390, blonde \$400.

Magnavox's 2 new models: 21-in. full-door mahogany console \$435, French provincial \$445; half-door mahogany, oak & walnut \$495 & \$575.

Majestic's 3 new models: 21-in. open-face mahogany console \$320, limed oak \$330; full-door mahogany \$370, limed oak \$390, silver-fox \$400; mahogany combination \$520, limed oak \$530.

Motorola's 3 new models: 17-in. mahogany table \$230; 21-in. mahogany table \$280; 21-in. open-face mahogany console \$300 & \$320, blonde \$320.

National Electronics Mfg. Co. (Natalie Kalmus): 21-in. open-face mahogany console \$360, limed oak \$370, full-door limed oak combination \$700.

Raytheon's new model: 17-in. black leatherette table \$200, brown & maroon \$220.

Olympic's 7 new models: 17-in. mahogany table \$200, 21-in. \$250; 17-in. open-face mahogany console \$250 & \$300, ¾ doors \$350, full-door \$370; 17-in. full-door mahogany combination \$400, 21-in. \$460.

Pathe's 3 new models: 21-in. mahogany table \$280; open-face mahogany console \$350; full-door mahogany & blonde \$400.

Sentinel's 3 new models: 17-in. mahogany table \$230, 21-in. \$270; 21-in. open-face mahogany console \$340, blonde \$350.

Sparton's 3 new models: 21-in. mahogany table \$390, blonde \$400; 21-in. open-face mahogany console \$440, blonde \$450; full-door mahogany console \$460.
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Serious shortage of picture tubes in 1953 was forecast this week by L. S. Thees, gen. sales mgr., RCA tube dept. Anticipated manufacture of 6,250,000 new TV sets plus renewal demand for 3,750,000 CR tubes will place severe strain on production facilities, he said. "The shortage will be even more serious," he added, "unless the usual practice of curtailing production during the summer months is abandoned in favor of a steady, full-production load, scheduled on a 12-month basis." He predicted that after midyear, demand will surge far beyond tube industry's ability to produce. He estimated more than 70% of 1953's TV sets will use tubes 20-in. or larger. "Aside from the fact that the production cycle is longer for these large tubes," he stated, "the industry's existing manufacturing facilities are not yet geared to produce these types in quantities required to meet the demand."

Distributor Notes: Admiral appoints Robert I. Howard v.p. & gen. mgr. of its N. Y. distributor; Don Jacobs gen. sales mgr.; Gay B. New operations mgr.; Jack Somber TV-radio supervisor . . . DuMont names Midwest-Timmerman Co., Des Moines . . . CBS-Columbia appoints Certified Supply Co., Middletown, N. Y. . . . Emerson distributor, Emerson-Long Island Inc., announces resignation of Richard B. Dreazen as sales mgr. . . . Raytheon appoints Contractors Heating & Supply Co., Denver . . . Motorola distributor, Motorola-New York Inc., names Milt Allenson adv. & sales promotion mgr.

Shortage of TV servicemen is growing more acute daily as new stations go on air, says Frank J. Moch, president, National Alliance of Television & Electronic Service Assns. Industry's 55,000 qualified servicemen, he warns, are nearly 25,000 short of national demand. He is urging Veterans Administration to establish training courses to build up adequate labor pool.

New vhf-uhf antenna is being offered by RCA Service Co., including mast and new low-loss transmission line, for \$24.95, installed. Uhf-only antennas range from bow tie at \$29.95 installed to corner reflector at \$42.50; vhf-uhf indoor antenna is \$7.95.

Granco Products Inc. is new company organized to manufacture and distribute uhf converters and uhf measuring instruments, with offices and 10,000-sq. ft. plant at 36-17 20th Ave., Long Island City, N. Y.

RCA plans factory in Spain to produce phonographs, records and eventually TV sets, arrangements having been completed this week with Gabriel Soria, president of Industria Electronica S.A., whereby RCA will put up half of \$500,000 for 322,000-sq. ft. Madrid plant to be completed by mid-1953.

Philco is building new \$4,000,000 plant at Connersville, Ind., to increase refrigerator capacity by 50%, double home freezer output; it will have 340,000-sq. ft., will employ 3000 at capacity.

Trade Personals: Dempster McIntosh, since 1943 president of Philco International, has resigned to open own export office at 149 Broadway, New York; he continues with Philco as consultant. Successor will be Sydney Capell, v.p. & general manager of Philco's Canadian operations for last 17 years . . . Donald S. Parris named acting director, NPA Electronics Div., effective Jan. 10, succeeding Richards W. Cotton, who returns to post of asst. to Philco president Wm. Balderston but retains chairmanship of NPA Electronics Production Board . . . W. W. Watts Jr., RCA engineering products v.p., sails with Mrs. Watts Jan. 23 on *Queen Mary* for 6 weeks' business trip in Europe . . . Gerald W. Davis, ex-Bureau of Standards and Raytheon, leaves NPA Electronics Div. Jan. 15 to join Signal Corps engineering & technical div., Washington, as electronics engineer . . . Robert E. Cassatt, onetime sales promotion mgr., GE receiver div., recently Fedders-Quigan adv. mgr., named sales mgr. of Fedders refrigeration appliances div., succeeding Frank Mitchell, resigned . . . Robert L. Anderson, ex-ABC central div. research mgr., named mgr. of Admiral's newly formed market & research dept.; Joseph R. Gransee named asst. to adv. director Seymour Mintz . . . Bernard Hecht, Little Silver, N. J., ex-RCA and International Resistance, has become management consultant specializing in quality control . . . Frank Loring, ex-Hallicrafters mgr. of distributor relations, named DuMont north central regional mgr., Chicago . . . Howard C. Handweg, ex-Motorola auto radio merchandising mgr., named asst. gen. sales mgr., Ampro Corp. . . . E. G. Denham resigns as Capehart-Farnsworth Washington sales mgr., replaced by James D. Walker, ex-New York sales mgr. . . . Roger F. Long promoted to sales mgr., GE equipment tube sales, central region, Chicago . . . R. Edwin Gray, Dallas district mgr. for Stromberg-Carlson, placed in charge of new sales office for sound div., serving 8 southern states . . . Leonard A. Rooney named Raytheon communication equipment sales mgr. . . Eugene C. White appointed to new position of industrial specialist, GE tube dept. . . . Fred Favor resigns as DuMont asst. sales promotion mgr. . . . Fred A. Mann resigns as sales mgr. National Electronics Mfg. Co. (Natalie Kalmus TV) . . . Wm. Tozer named national service mgr., Martin Hodsoll field service mgr., Canadian Admiral . . . J. Kneeland Nunan elected sales v.p., Consolidated Engineering Corp., Pasadena, and executive v.p. of its subsidiary CEC Instruments Inc. . . . Wm. Marsh designated as RCA Service Co. district representative for leases of Teleprompter in N. Y., headquartering at 155 E. 24th St. . . . Blair Foulds, commercial engineering director, promoted to v.p. of General Precision Lab.

Another peak-level year is foreseen for the electrical manufacturing industry, matching or exceeding its \$12 billion volume of 1951 & 1952, according to year-end report by W. J. Donald, managing director, and A. J. Nesti, chief statistician, of the National Electrical Manufacturers Assn. Devoted largely to heavy duty apparatus, report shows electrical appliances, which dropped from factory value of \$4 billion in 1950 to \$3.3 billion in 1951 and \$3 billion in 1952, are expected to rise to \$3.5 billion in 1953.

Picture tube phosphors have become \$3,000,000-a-year enterprise in past 6 years as TV screen sizes grow larger, reports Dec. 27 *Chemical Week*. Article reports that TV industry uses 15-20,000 pounds of phosphors per month at \$15 a pound, that requirements of color are likely to bring even further expansion.

Columbia Records Inc. has purchased Eaton O'Neill Co. plant in Terre Haute, Ind., will occupy it next summer for record manufacturing.

TV-radio-appliances comprised 25% of Western Auto Supply Co.'s 1952 sales volume of \$170,000,000.

ALL-OUT ATTACK on spurious radiation problem (Vol. 9:1) was launched when all-industry meeting, called by RTMA in New York's Biltmore Hotel Jan. 9, heard this statement by Dr. W. R. G. Baker, director of engineering dept.:

"Manufacturing costs may be increased as spurious radiation is reduced, but this industry has a job to do and we will do it to the best of our ability."

These three "Task Committees," with their chairmen, were formed: Receivers, J. A. Chittick, RCA; transmitters, J. E. Keister, GE; coordination, Donald G. Fink, Philco. Job of first two is to develop necessary technical data and to set timetables for reducing radiation. Third is to coordinate work of the other two with JTAC, IRE and FCC, and disseminate information.

Steady progress in reducing spurious radiations was reported by chairmen of various RTMA committees, but Dr. Baker stated that "a complete solution to the problems has not yet been achieved."

Hearing aid manufacturers have been quick to capitalize on commercial production of transistors, announced by Raytheon early last month (Vol. 8:49). Hard on heels of last week's disclosure that Sonotone is now selling hearing aid with one transistor and 2 tubes (Vol. 9:1) comes announcement of completely transistorized hearing aid by Maico Co. It uses 3 transistors, no tubes, substitutes tiny 25-30¢ "energy capsule" (life, 75 hours) for both "A" and "B" batteries. Maico president Leland A. Watson estimates efficiency of hearing aid has been boosted 100 times by transistors, complete unit weighing 2½ oz. He said Maico will be able to turn out "several thousand hearing aids monthly within 6 months." It's as yet unpriced, but will cost "well above \$200," says Mr. Watson.

Admiral revealed existence of own research laboratory at Palo Alto, Cal., near Stanford U. in cryptic announcement this week, said it has "more than 20 engineers working on various phases of color TV and other electronics developments." Director is Robert M. Jones, ex-Admiral chief engineer. On further inquiry, Admiral says nothing more, except that lab has been in secret operation over 2 years with Jones in charge. Also this week Arvin reported it has color TV generator in operation at Columbus, Ind. plant, testing color receivers, one having 49 tubes.

IRE board appointed, at Jan. 7 meeting, these 1953 officers and directors: Haraden Pratt, telecommunications advisor to the President, reappointed secretary (10th year); W. R. G. Baker, GE v.p., treasurer (3rd year); Alfred N. Goldsmith, consulting engineer, editor, post he has held since founding of IRE in 1912; directors, Ralph D. Bennett, U. S. Naval Ordnance Lab; Wm. R. Hewlett, Hewlett-Packard Co.; Arthur V. Loughren, Hazeltine.

Furniture industry, which is closely allied with TV-radio, will probably show record sales volume of about \$3.4 billion for 1952, as against \$3.35 billion in 1951, said Gen. Lawrence H. Whiting, president of American Furniture Mart. He reports retail stores ran about 5% ahead in annual sales volume in 1952 (spurred to 10% in December) and that wholesalers ran even with 1952.

Motorola Communications & Electronics Inc. is name of new wholly owned subsidiary formed to distribute products made by Motorola's communications & electronics div. No changes in present field sales personnel are contemplated, said president Paul Galvin.

Cinema Engineering Co., Burbank, Cal. manufacturer of electronics and motion picture equipment, has broken ground for new 18,000-sq. ft. plant at 1100 Chestnut St.

Philco radios and refrigerators now being made in new 20,000-sq. ft. plant of Amron Ltd., Hcrzlia, Israel; first run is 500 radios per month, to be increased to 1500.

COLLEGE FOOTBALL TV "controls" in 1953 were approved, as expected, by National Collegiate Athletic Assn. at Washington convention this week by 172-13 vote—but determined opposition by U of Pennsylvania, Notre Dame and DuMont Network may force slight modifications from 1952's strict limitations.

NCAA's TV committee didn't make detailed recommendations for convention adoption. Instead, it advised that new committee be established for 1953 to hold hearings and devise football TV program. But it's almost assured that next fall's program will follow closely along lines of last fall's—one network game per week and no team appearing more than once on TV. Only modification may be provision for some regional football telecasts to supplement network "game-of-the-week."

Convention didn't even consider U of Pennsylvania's proposal that each college be permitted to make its own TV arrangements and contribute one-third of TV receipts to fund for aid to colleges considered "hurt" by telecasts (Vol. 8:46).

Most delegates placidly accepted TV committee recommendations, but possibility of private or govt. anti-trust action against NCAA still exists. TV committee chairman Robert Hall of Yale advised membership to watch results of govt.'s anti-trust suit against National Professional Football League, and DuMont Network gen. mgr. Chris J. Witting released statement that "court action may be a product of persistence in thwarting the public interest."

Subscription TV was aired briefly before delegates, who heard Telemeter's Paul McNamara, Skiatron's James Landis and Phonevision's Ted Leitzell describe each system. TV committee's report noted that subscription TV "will be of vast importance in the future."

More accurate technical rules are sought by FCC in proposed rule-making covering TV stations issued this week as Doc. 10370 (Notice 53-14) and Doc. 10369 (Notice 53-13). First ties down method of determining height above average terrain, specifying that the 8 radials must start with true north and describing how radials over bodies of water or foreign territory are to be treated. Second proposal seeks to get more consistency into conversion of powers from "dbk" to kilowatts and would make mandatory a special showing on coverage for unusual terrain conditions. Several other changes, mostly minor, are included. Also issued was a final "blue pencil" order making minor editorial changes in definitions, etc. Various AM and FM changes are included in week's proposals. Comments on proposed changes will be accepted until Feb. 9. Copies of documents may be obtained from Commission, or we'll get them for you.

Located 359 miles from Ft. Worth, 392 from El Paso, Lubbock's KDUB-TV (Ch. 13), which went on air Nov. 13, boasted 12,252 sets-in-use within 60-mi. service range (pop. 317,700) as of Jan. 1, according to new survey. Before station got on air, local dealers had sold 3500 sets; they're now selling 1000 per week, survey shows. NBC-TV Research "census," showing low Dec. 1 figure (Vol. 9:1), apparently was due to failure of San Antonio, Amarillo and other major distributors, non-local, to report movement of sets into Lubbock.

Power increases for 5 New York stations were granted this week by FCC which also granted boosts to 6 others (see *TV Addenda 16-A* herewith). The New York stations are WJZ-TV, WCBS-TV, WNBT, WPIX, WOR-TV—and WOR-TV hiked to 88 kw immediately, using amplifier it has been testing. WABD and WATV haven't yet requested increases. From San Francisco, KPIX reports it expects to achieve 100 kw with new GE 35-kw amplifier "within the next few weeks."

Peoria's WMBD Inc., if proposed new ownership that includes mgr. Charles C. Caley and WKZO-TV operator John E. Fetzer is approved by FCC, will supersede TV application of Peoria Broadcasting Co., present WMBD licensee, for Channel No. 8. This is most noteworthy of week's 8 TV applications, because WMBD once held CP for vhf Channel 8 but gave it up. Of week's applications, 6 are for vhf, 2 for uhf, bringing total pending at 747 (280 uhf). Other vhf applications came from St. Louis, No. 11, by Koplal family, hotel owners; Hattiesburg, Miss., No. 9, by group headed by Dorsey Newman, Birmingham; Salt Lake City, No. 2, by Salt Lake Tribune Publishing Co. (KALL); Salt Lake City, No. 2, by Frank Carman & Grant Wrathall; Ogden, Utah, No. 9, by KVOG. Uhf applications were for Miami, No. 33, by Sherwood Gordon, local businessman, et al.; Corona, Cal., Ch. 52, by KOWL (Arthur Croghan). [For further details about these applications, see *TV Addenda 16-A* herewith; for complete listing of all post-freeze applications, grants, etc., see *TV Factbook No. 16*, due off presses Jan. 19.]

Honolulu TV station KONA (Radio Honolulu Ltd.), which went on air Dec. 17, 1952 as 11th post-freeze station, is offering for public sale 30,000 shares of Class "A" non-voting common stock at \$10 par, through A. H. Rice & Co. Ltd., 227 S. King St., Honolulu. Purpose of issue, as explained in prospectus dated Jan. 2, is "to pay for construction costs, purchase of equipment, engineering fees, and to provide working capital." Prospectus lists station's capitalization at \$422,820, including the \$300,000 from sale of current offering. Total assets are listed as \$672,918, liabilities \$219,615. Company expects to show net operating income of \$39,500 before taxes after first full year of operations, on basis of anticipated \$315,000 in time sales and expenses and depreciation totaling \$260,000. Present plant represents investment of \$77,420 in cash, about \$350,000 in credit, says prospectus. President is Walter H. Dillingham, real estate broker.

FCC seeks \$8,000,000 for fiscal 1954, or \$1,591,540 more than was appropriated for it last year, in budget sent to Congress this week by President Truman. Figures don't mean much, of course, since President Eisenhower will compile his own budget, possibly by April. The increase, budget says, is to handle workload of processing TV applications and to strengthen radio-monitoring and enforcement activities. Last year, Commission received extra \$300,000 for TV processing, largely through efforts of Sen. Johnson (D-Colo.), chairman of Interstate & Foreign Commerce Committee. Commission's argument for more funds is as good as ever, since its augmented corps of examiners and TV staff are still too small. As situation stands, many applications face several years' wait before their hearings can be scheduled.

TV-radio editors of the country, polled by *Radio Daily*, picked this telecasting "Who's Who of '52," reported Jan. 7: man of year, Bishop Sheen, DuMont; woman, Lucille Ball, CBS; dramatic show, *Robert Montgomery Presents*, NBC; comedy show, *I Love Lucy*, CBS; variety, *Show of Shows*, NBC; musical, Fred Waring, CBS; commentator, John Cameron Swayze, NBC; documentary, *Victory at Sea*, NBC; quiz, *What's My Line?*, CBS; sportscaster, Mel Allen, NBC; children's, *Kukla, Fran & Ollie*; song hit, *Wish You Were Here*, ASCAP.

FCC's unpopular proposal for marking and lighting of guy wires of high TV towers (Vol. 8:46, 50-51) seemed headed for scrapheap this week as CAA deputy administrator F. B. Lee added his objection to those of TV-radio and tower industries. Mr. Lee urged deletion of guy wire clauses from proposed new standards for tower lighting and marking because specifications "have never been fully tested in the field."

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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January 17, 1953

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TV FACTBOOK No. 16—BIGGEST & BEST: It's with pride we feel is pardonable that we send you, who are subscribers to our full TV services, your copies of the 16th edition of our semi-annual TV Factbook, whose 268 pages, carrying advertising for first time, make it by far the most ambitious single job we've yet undertaken. It's just twice the size of last July's edition, and in it you will find all the basic directories of preceding editions, brought up-to-date, plus such new data as a listing of all post-freeze new stations authorized to Jan. 3, 1953, showing which are on the air and when the rest expect to start; new TV-radio set & percent-of-household estimates; directories of community TV projects and theatre-TV installations, allocation tables with priority lists revised to date, etc.

TV Factbook No. 16 also tabulates all 748 applications pending as of Jan. 3 -- this 48-p. section to be kept current with our weekly Addenda or "Blue Sheets". Main Directory of TV Stations shows personnel, facilities and rates of the 125 U.S., the 2 Canadian and one Mexican border stations on the air Jan. 3, plus the 19 others due to begin operating in January & February, along with rate cards of networks and data on all Mexican, Cuban and South American TV stations.

A 34x22-in. wall map in color goes with each Factbook. It's entirely new, and shows present TV cities, all U.S. cities with more than 10,000 population, routes of all actual and projected coaxial-microwave network interconnections.

[Newsletter-only subscribers are urged to place orders now for their copies of the Factbook, at \$3 each; extra maps are available at \$1 each.]

3 MORE GO ON AIR—U.S. TOTAL NOW 128: Year's first new stations to begin operating: WKBN-TV, Youngstown (Channel 27); KOPO-TV, Tucson (Ch. 13); WALA-TV, Mobile (Ch. 10). So these can be added to your log of stations now in commercial operation -- making 128 in the U.S., plus 2 in Canada, one on the Mexican border.

First of Youngstown's 2 uhf outlets (rival WFMJ-TV on Ch. 73 is due to start momentarily, too), WKBN-TV tested its first picture transmission Jan. 6, added sound Jan. 11 and began commercial programming with newscast that day at 4:15 and kine of "Omnibus". It's now operating 5:30-9:30 p.m. daily with programs, 11-12 & 2-5:30 on test patterns. Next week, it expects to have AT&T relay ready for CBS networking.

Gene Autry's KOPO-TV, first of 2 vhf in that thriving Arizona town (other, KVOA-TV on Ch. 4, due very soon), began test patterns "at the 13th second of the 13th minute of the 13th hour on Jan. 13 on Channel 13," according to telegram from technical chief Walter Stiles. Its commercial debut date is still Feb. 1.

Bill Pape's WALA-TV, Mobile, where uhf WKAB-TV (Ch. 28) got started Dec. 29, started after-midnight tests Jan. 10, continued that way several days, then plunged right into commercial schedules Jan. 14 at 6 p.m. It's now operating Mon.-Fri. 5-11 p.m., Sat. & Sun. noon-11 p.m. It's to be basic NBC-TV, gets kines also from others.

[For reports on upcoming new stations & transmitter deliveries, see p. 5.]

11 CPs INCLUDE 7 VHF, 3 BIG-CITY UHF: FCC's TV "construction permit machine" is truly in high gear -- rolling out 11 more grants this week. This makes 40 in last 4 weeks alone, 197 since end of freeze. Surprisingly, 7 of this week's group are vhf; the explanation is that they came mostly from wide-open West where vhf is relatively plentiful. Big-city uhf grants included CPs for Louisville, St. Louis, Dallas.

The vhf grants: Boise, Ida., KGEM, No. 9 (second to city); Rochester, Minn., KROC, No. 10; Columbia, Mo., U of Missouri, No. 8; Billings, Mont., Rudman-Hayutin TV Co., No. 8; Butte, Mont., KOPR, No. 4; Great Falls, Mont., KFBB, No. 5; Fargo, N.D., WDAY, No. 6. The uhf grants: Salinas, Cal., Salinas-Monterey TV Co., No. 28; Louisville, Ky., WLOU, No. 41 (second); St. Louis, Mo., Broadcast House Inc., No. 36; Dallas, Tex., UHF Television Co., No. 23.

* * * *

Several multiple applicants did nicely in this week's grants. Engineer Grant Wrathall is 16.75% owner of Butte grantee, 50% partner in Salinas organization. Oilman M.B. Rudman holds CPs for Galveston as well as half of Billings grantee. Dallas organization comprises oilmen R.L. Wheelock, W.L. Pickens & H.H. Coffield, who received Houston CP just last week (Vol. 9:2). All these principals have additional applications pending (see pp. 105-152, TV Factbook 16).

U of Missouri once argued for partial commercialization of educational channels during allocations hearing. After FCC turned that idea down, university asked for commercial channel, got it this week after KMMO withdrew competing application. It's the third educational institution with commercial CP. Others are Cornell and Michigan State. A curator of U of Missouri is Lester E. Cox, who holds interests in TV applicants KCMO, Kansas City, and KOAM, Pittsburg, Kan.

THE 162 BIGGEST MARKETS & THE MOST TVs: Just 8 of "The 162 Most Important Markets of the U.S." have as many as 9 out of 10 of their homes equipped with TV sets -- but it's an exceptional major market without considerably more than 50% "saturation".

That's one of the striking facts adduced from report bearing above title and prepared by big J. Walter Thompson Co. ad agency, as released for first time in our TV Factbook No. 16 of Jan. 15, 1953, just off the presses.

These "most important markets," as delineated by JWT researchers headed by Carroll Hudders, who compiled the report under direction of media v.p. George Dibert, do not purport to be TV station service areas, which generally enjoy considerably wider coverage radius. But the value of the tabulation becomes readily apparent to TV station operators, timebuyers and receiver manufacturers because it shows:

(1) Estimated number of households in each of the 162 markets as of Jan. 1, 1953; (2) estimated number of TV receivers same date; (3) ratio of TV receivers to households; (4) percentage of U.S. total TVs represented in each market.

Only 76 markets had TV stations in operation as of Jan. 1, but 73 are included among the 8 "A", 35 "B", 72 "C" & 47 "D" markets that comprise the 162 total. These 162 embrace 17,418,060 TV homes, representing 65.8% saturation. They represent 82.9% of all the TV homes in the U.S.

Here's the TV score for the 8 "A" markets in their order of rank: New York, 3,341,525 TVs in 3,950,412 households, or 84.6% saturation of all households in the counties designated; Chicago, 1,360,778 TVs in 1,687,628 homes (80.6%); Los Angeles, 1,197,895 TVs in 1,578,216 homes (75.9%); Philadelphia, 945,318 TVs in 1,070,992 homes (88.3%); Detroit, 609,026 TVs in 888,275 homes (68.6%); Boston, 654,522 TVs in 821,778 homes (79.6%); San Francisco-Oakland, 396,075 TVs in 774,680 homes (51.1%); Pittsburgh, 461,138 TVs in 638,865 homes (72.2%).

So goes the tabulation down to the 162nd market. These top 8, however, represent an average of 78.4% of homes with TVs, constitute 42.6% of all 21,000,000 TV sets estimated to be in use in the United States as of Jan. 1, 1953.

* * * *

In the "90% saturation" bracket are these 8 markets, according to ranking: 10th, Cleveland; 40th, Rochester; 42nd, Dayton; 44th, Allentown-Bethlehem-Easton;

47th, Toledo; 73rd, Wilmington; 75th, Reading; 84th, Trenton. Oddly, neither the Allentown area, Reading nor Trenton has a station of its own as yet, so their tele-viewing is to other cities. Allentown & Reading figures seem inordinately high.

There are some markets pushing 90% so closely as to be worth note: New York 84.6%; Philadelphia 88.3%; and 12th ranking Baltimore 86.5%; 14th, Buffalo 83.4%; 15th, Cincinnati 83.4%; 31st, Indianapolis 88.6%; 33rd, New Haven-Waterbury 86.3%; 35th, Albany-Troy-Schenectady 86.4%; 37th, Columbus 84.9%; 50th, Omaha 88.3%; 53rd, Syracuse 87.1%; 55th, Richmond 84.2%; 90th, York 88%; 128th, Atlantic City 82.1%.

For detailed breakdowns for all 162 markets, including definitions of areas covered by the study, see pp. 262-266 of TV Factbook No. 16.

WSM-TV's BOOSTER TESTS ENCOURAGING: Enthusiastic first report on booster TV station experiments, filed with FCC this week by John H. (Jack) DeWitt, president of WSM-TV, Nashville, is bound to encourage more such experiments -- looking to "clusters of satellites" that might widen coverage range of "parent" stations. By same token, success could very well increase apprehension of community antenna system operators.

WSM-TV was granted CP July 15, 1952 for experimental 5-10 watt booster to be located at Lawrenceburg, Tenn., 67 miles away, operating on Channel 4, same as "parent" WSM-TV (Vol. 7:50; 8:29,50). On Oct. 17, station was ready to go, but it wasn't until Jan. 1 of this year that full-scale tests during daytime were possible.

Conclusions? "Without question," report says, "the booster does the expected job of providing a good signal to all the residents of the town. Within the city of Lawrenceburg, a highly acceptable picture can be received using the built-in antenna, which comes as a part of most sets, or the simple 'rabbit ears' antennas.

"It is felt that apparatus development is reasonably complete. The system is operating satisfactorily and is remarkably stable...It is felt that this system can be used as a prototype for similar installations in other locations where the terrain may be the same or quite different in character."

DeWitt doesn't claim that more study isn't needed. He's asking for a 90-day extension to look into many more problems -- such as matter of reception in fringe area of the booster, where signal level from WSM-TV and booster are equal.

* * * *

Principal development problem was antennas -- receiving and transmitting. Theory of booster is to minimize co-channel interference between WSM-TV and booster by having latter emit vertically polarized waves. DeWitt found there is very little experience of others to go on in designing antennas with both high front-to-back ratios and "pure" polarization characteristics.

Another problem is fading -- WSM-TV's signal varying as much as 20 db at that distance. This also adds to problem of reception in booster's fringe area.

* * * *

DeWitt's analysis of community antennas and satellites is particularly interesting. Though some community systems "are undoubtedly giving satisfactory service," he says, there's a connection fee of \$100 or more plus the monthly charge. Furthermore, maintenance of system "is comparable with maintenance of a good telephone system." And there are unresolved problems of program copyright and ownership.

Satellites appear quite attractive, report says, except that they require additional spectrum space -- although this drawback applies only to towns large enough to support their own TV stations.

Several advantages of boosters are listed, including: (1) Require no additional spectrum space. (2) Eliminate elaborate and hazardous receiving antennas. (3) Low installation and operation costs. (4) Produce negligible amount of interference. (5) Retain program responsibility in FCC licensees' hands.

Comparing costs, report says that there are 275 sets in Lawrenceburg, each of which uses antenna costing at least \$100. If each home in town had a set, investment in antennas would total at least \$175,000. In WSM-TV's original application, cost of booster was estimated at \$5288, and operation was to be unattended.

BATTLE SHAPING UP IN THEATRE-TV HEARING: Offer of partnership with theatre-TV folk by Western Union should be one of most interesting angles of theatre-TV hearing, scheduled to resume Jan. 26 -- and possibly destined to drag well into springtime.

Hearing shapes up as battle between AT&T -- which will argue that common carriers can do best job of providing wideband theatre-TV service -- and the Motion Picture Assn. & National Exhibitors Theatre TV Committee, which want special micro-wave frequencies exclusively allocated for transmission of programs to theatres.

Standing on sidelines -- but ready to jump into the fray if anyone steps on their toes -- will be the 4 TV networks, NARTB and the various industrial radio services in fields such as petroleum, aeronautics, motor transport. Principal interest of these groups is to make sure theatre folk don't cast eyes at any frequencies now assigned to them or potentially useful to them.

That's how theatre-TV hearings look on basis of advance summaries of testimony and exhibits filed with FCC this week, and pre-hearing conference Jan. 16.

Western Union's role in hearing is significant. A pioneer in development and use of microwaves, company is smarting under its complete freeze-out from TV networking at hands of AT&T -- upheld last October by FCC's 3-2 decision refusing WU permission to interconnect with AT&T's facilities (Vol. 8:42). Handicapped by lack of finances, WU looks to tieup with theatre-TV interests as good way to get into potentially vast new field. Its statements in hearing will make clear that as a common carrier it is in no way bound to AT&T's views -- and that no matter how FCC rules in theatre-TV case, theatre folk and Western Union can get together.

Arrangements would be "economically attractive" to both parties, according to testimony prepared by Western Union v.p. H. P. Corwith, who gives these alternatives: (1) If FCC rules common carriers should provide theatre-TV service, WU could supply facilities on long-term use basis. (2) If FCC rules frequencies should be allocated outside common carrier band, "the theatre-TV interests probably could set up a limited common carrier to supply such service and Western Union could enter into an agreement to build and operate the system." (3) If FCC decides to license special frequencies to theatre-TV, WU could build and operate system for theatre folk.

Western Union petitioned Commission Jan. 16 to include in hearing the question of interconnection between common carriers supplying theatre-TV service.

* * * *

AT&T's top engineering and legal talent will be at hearing to dispute the charges by theatre interests that common carriers can't accommodate wideband (10-mc) transmission, that they'd be too expensive, and that AT&T's other commitments make construction of new facilities too indefinite. AT&T will describe "tests to determine suitability of existing Bell System facilities to provide 10-mc. transmission," and will assert that its facilities can meet all requirements specified by theatre-TV engineers at technical phase of hearings last November (Vol. 8:43-44).

As to cost of system, AT&T's preliminary estimate for New York-Washington intercity link to provide 3 simultaneous programs to 9 cities is \$4,400,000 for construction, \$1,050,000 annually for operation. Theatre-TV proponents will present 3 volumes of cost data -- and their figure for roughly comparable intercity system is \$3,326,000 for construction, \$733,000-\$771,000 annual operation.

Question of bandwidth may come up again. RCA's Dr. George Beers is expected to argue that 10-mc band isn't needed, that 8-mc can provide necessary resolution.

* * * *

Imposing array of "name" witnesses will be presented by theatre folk to outline necessity and uses for theatre TV, including Metropolitan Opera manager Rudolph Bing, theatrical producers Gilbert Miller and S. M. Chartok, MPAA president Eric Johnston, Collier's sports editor Tom Meany, 20th Century-Fox's Spyros Skouras.

Hearing is likely to be quite lengthy, although direct testimony probably won't consume more than 15 hearing days. Amount of time spent in cross-examination and rebuttal -- and question of how many days a week the Commission can devote to en banc proceeding -- will determine how long it will last. But at pre-hearing conference it was evident all parties are prepared to settle down for long siege.

SPEEDIER deliveries of transmitters augur early starts of quite a few more new stations—and the word from RCA now is that, by beginning of February, it expects to deliver uhf transmitters at rate of 2-a-month. Production and delivery of uhf transmitters isn't so much a problem now, said an RCA spokesman, as obtaining tubes, filterplexers, antennas and crystals. Delays will be in such components henceforth, rather than transmitters.

Following close upon last week's delivery to WJTV, Jackson, Miss. (Ch. 25), RCA schedule calls for deliveries next week to WAFB-TV, Baton Rouge (Ch. 28) and WROV-TV, Roanoke (Ch. 27), both of which have indicated they also will be on air by Feb. 1. Next in line for RCA uhf deliveries are WKNB-TV, New Britain, Conn. (Ch. 30); WHP-TV, Harrisburg, Pa. (Ch. 55); WNBH-TV, New Bedford, Mass. (Ch. 28)—all 3 probably during week of Jan. 26.

GE's delivery to WEEK-TV, Peoria (Ch. 43) went this week as scheduled, and rest of its uhf deliveries are still scheduled as reported in this space in Vol. 9:1.

On the vhf side, DuMont reports transmitters shipped to WLVA-TV, Lynchburg, Va. (Ch. 13); KOLN-TV, Lincoln, Neb. (Ch. 12); KDZA-TV, Pueblo, Colo. (Ch. 3)—so that they should be starting very soon.

Latest word from Spokane's KXLY-TV (Ch. 4) is that its RCA plant will turn on juice inauguration day, Jan. 20, while WABI-TV, Bangor (Ch. 5) is still poised for Jan. 31. Next RCA 2-kw shipments go before end of this month to KVOA-TV, Tucson (Ch. 4); KCSJ-TV, Pueblo (Ch. 5); WBAY-TV, Green Bay, Wis. (Ch. 2).

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From CP holders themselves, these were this week's replies in our continuing survey of upcoming new stations:

KSTV will be call letters sought for new Ch. 36 station in Stockton, Cal., authorized Jan. 7 to owners of KTSN there, who include Knox LaRue, San Francisco

Personal Notes: Jules Herbubeaux, TV operations director of WNBQ, Chicago, promoted to asst. gen. mgr. of integrated WNBQ & WMAQ under NBC Chicago v.p. Harry C. Kopf; George Heinemann named director of programs for both TV & radio stations, Homer Heck mgr. of production staffs, Wm. Bray news director, John Whally operations director, John Wehrheim controller . . . Don Kellett, exec. asst. to Roger Clipp, gen. mgr. of WFIL & WFIL-TV, and a U of Pennsylvania 9-letter man, has resigned to become pres. & gen. mgr. of new Baltimore Colts pro football team . . . Robert Stahl, ace *Variety* reporter, resigns to join staff of new TV fan magazine being projected by *Philadelphia Inquirer's* Walter Annenberg (WFIL-TV) . . . Kingdom S. Tyler named mgr., Harold W. Van Wagenen asst. mgr., CBS building construction dept., under operations v.p. Frank Faulkner . . . John Stewart named TV sales mgr. in New York, George W. Clarke Inc., station reps; no list of stations yet announced. Wm. R. Wyatt, ex-Forjoe, Chicago, is newly named eastern v.p. . . . Robert Clark, ex-mgr. of NBC-TV technical operations, Hollywood, named director of engineering, KONA, Honolulu; Craig Maudsley, ex-Dancer-Fitzgerald-Sample, to be director of national sales . . . Sheridan D. Reid, ex-KSL-TV, named production mgr., KGMB-TV, Honolulu . . . Joseph Goodfellow, ex-NBC spot sales, named director of sales, WRC & WNBW, Washington, under newly-named mgr. Carleton D. Smith . . . James Fletcher named national sales mgr. of new WABI-TV, Bangor, Me., Elmer C. Snow named supervisor of transmitting plant . . . Phil Williams resigns Jan. 31 as asst. TV director, 20th Century-Fox, to join Ziv TV Productions . . . John Clement, ex-WTAR-TV, Norfolk, joins new WROV-TV, Roanoke (due on air Jan. 31) as local program director . . . Robert A. Forrest promoted to program mgr.,

mgr. of George P. Hollingbery Co. and the operators of KONG, Visalia; KMOR, Oroville; KYNO, Fresno. Reports LaRue: Aug. 15-Sept. 1 starting date, though no equipment yet ordered, no construction plans yet, no rep selected.

Atlantic City's second uhf, Ch. 52 granted to Matta Enterprises, which operates WLOA, Braddock, Pa., applicant for TV in that town (near Pittsburgh) and for station in Akron, is still "in a state of flux" but partner Wm. G. Matta thinks RCA should have equipment delivered by early summer. No call letters or rep have yet been chosen.

Ross K. Prescott, Dallas counsel for the Wheelock-Pickens-Coffield oilmen group, which last week got CP for Houston (Ch. 23) and this week got same channel for Dallas, advises that bids for Houston uhf installation are now being taken, plans now being formulated, target for start is "summer 1953."

Hutchinson (Kan.) grantee of Ch. 12, authorized Jan. 7 (Vol. 9:2), has indicated to local dealers that station will get going by July 1 and that it expects to provide coverage of 75-100 miles, taking in such towns as Wichita, Great Bend, Newton & Pratt. Hutchinson is about 60 mi. from Wichita, whose channels are in contest, and new station will very likely be first in Kansas.

WHFC-TV, Chicago (Ch. 26), that city's first uhf grant, hasn't ordered equipment yet, says Rep. Richard W. Hoffman (R-Ill.), owner. He didn't expect grant so soon, he told us, and was "caught unawares" and he wants to study some already-operating uhf stations before going ahead with his plans.

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GE will rent its 12-kw uhf klystrons, rather than sell them as part of transmitter. This arrangement, long expected, was officially announced this week. Rental will be on hourly basis, will include stand-by tubes.

WCAU-TV, Philadelphia . . . Joe Grear named mgr. of films & props, WHBF-TV, Rock Island . . . Eugene S. Ragle, ex-program director, WLWC, Columbus, named to same position at KPTV, Portland, replaced by Walter Jacobs . . . Bob Finnegan, sportscaster, named asst. to John T. Madigan, ABC-TV director of news & special events; John Dunn named managing editor, *All Star News* . . . Theodore R. Kupferman, of NBC legal dept., offers second series of lectures by Copyright Institute starting Jan. 19 at U. S. Customhouse in New York . . . Ralph Judge, sales mgr. of Stovin Co., Canadian station reps, elected 1953 president of Canadian Radio Representatives Assn. . . . Wm. G. White named asst. mgr., TV-radio media, Cunningham & Walsh . . . Ransom P. Dunnell, ex-TV-radio production mgr., Cunningham & Walsh, joins Ward Wheelock Co., N. Y., in same capacity . . . Paul C. Phillips, ex-N. W. Ayer, New York, named TV-radio director, Factor-Breyer Inc., Los Angeles . . . Nat Wolff, TV-radio production mgr., succeeds Everard W. Meade, v.p. & TV-radio director, Young & Rubicam, as of March 15; Meade is retiring to reside in Charlottesville, Va. and devote time to writing and lecturing . . . Robert S. Kieve, ex-copywriter for CBS-TV, named special asst. to Emmett J. Hughes, administrative asst. to Gen. Eisenhower . . . John A. Thomas, ex-BBDO, named TV-radio director and T. L. Paynter, ex-Erwin Wasey, named TV-radio production mgr., New York office of Ewell & Thurber, Toledo agency . . . Lem Jones succeeds Peter G. Levathes, now Young & Rubicam, as TV director of 20th Century-Fox, N. Y.

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Annual dinner of Federal Communications Bar Assn. is set for Feb. 6 in Washington's Mayflower Hotel, principal speaker not yet chosen.

Telecasting Notes: Just as some short-sighted publishers, in early radio days, refused to carry radio program listings, so the sometimes fat-headed movie moguls in Hollywood balk at letting TV cameras into their sacred precincts. Such a rift occurred last week when Hollywood Variety Club and Paramount Pictures refused 3 local TV stations permission to televise 80th birthday dinner for movie pioneer Adolph Zukor . . . Mr. Zukor himself, quite aptly, used occasion to warn movie people they'd better join forces with TV, asserting: "TV is a form of entertainment; that makes it our own business—and the sooner we get at our business the better" . . . Another blowup looms in request this week of Theatre Network TV to put annual Academy Awards presentations, due March 19, on theatre screens; telecasting of big Hollywood affair to home sets has been banned, although it will be carried on radio as usual . . . Quality's same, live or film, Hollywood Ad Club was told Jan. 6 by Al Simon, president of Simon Productions, who predicted 75% of TV shows will be on film by end of 1953 . . . Own film production subsidiary is acquired by Crosley stations with purchase this week of Bert Johnston Productions Inc., Deer Park, O., for undisclosed sum; G. Carlton Hill continues as head . . . "Civil war" of TV-radio vs. newspapers erupted last week when *Cleveland News* owned by same interests as *Plain Dealer* (WHK) and 40% owner of WKBN-TV, Youngstown, and applicant for uhf Ch. 19 in Cleveland, published daily front-page box score of "killings" on Cleveland TV-radio

Station Accounts: "Electricity for Better Living" will be theme of big promotional campaign to be undertaken this year by 84 power companies, with resultant heavy local advertising which includes TV-radio, as planned by Bozell & Jacobs Inc. . . . Teamsters Joint Council No. 43 buys 13-week series on WJBK-TV, Detroit, titled *Keep 'Em Rolling*, Sun. 2-2:30 p.m., in which union is cooperating with national and state trucking associations in presenting story of trucking with speakers, live variety talent, film, thru Joe Schneiders Associates, packager acting also as agency . . . General Petroleum Corp. has renewed for another year its blanket contract for automatic sponsorship of all unscheduled special events telecasts on KTTV, Los Angeles . . . Playskool Mfg. Co. (Lincoln logs) starts national building contest for children Jan. 24 on WCAU-TV, Philadelphia, Sat. 10:30-11 a.m., thru Friend, Reiss, McGlone Adv., N. Y. . . . Benrus Watch Co., besides sponsoring part of NBC-TV *Show of Shows*, is expanding use of TV-radio spots, thru Cecil & Presbrey . . . Gimbel's Dept. Store's *The Handyman* and Philadelphia Electric Co.'s *TV Kitchen*, claimed by WPTZ as TV's oldest sponsored night time and daytime programs, having started in 1947, have renewed again, latter show thru Al Paul Lefton Co. . . . Imposing list of new announcement and participation sponsors reported this week by WCBS-TV, New York: American Home Foods (G. Washington Coffee) and Standard Brands (Royal Pudding), thru Ted Bates; Eastco Inc. (Clearasil), thru Ruthrauff & Ryan; Sun Oil Co., Chase National Bank and Helena Rubinstein Inc. (toilet goods), thru Hewitt, Ogilvy, Benson & Mather; Lever Bros. (Chlorodent), thru J. Walter Thompson; Sergitube Products Corp. (bandages), thru A. Lewis King; American Home Products (Burnett's puddings), thru Grey Adv.; Seeman Bros. (Nylast), thru Wm. Weintraub . . . Among other advertisers reported using or preparing to use TV: Jackson & Perkins Co. (flower growers), thru Maxwell Sackheim & Co., N. Y.; Cott Beverage Corp. (dietetic beverages), thru Dowd, Redfield & Johnstone, N. Y.; Lewis Howe Co. (Tums), thru Dancer-Fitzgerald-Sample Inc., N. Y.; Tidy House Products Co. (groceries), thru Buchanan-Thomas Co., Omaha; Bennett Labs Inc. (TV filter), thru Harrington-Richards Div., Fletcher D. Richards Inc.,

stations each preceding day. Stations hit back with criticism of *News'* page 1 emphasis on crime, declaring on day box was omitted *News* bannerline read "Storekeeper Murdered in Shop on Lorain Avenue" . . . Same criticism of crime in children's TV shows, in 5-article series in *Chicago Daily News* last week, resulted in investigation by City Council, to begin week of Jan. 26 . . . Smash-hit *Victory at Sea* film series, Sun. 3-3:30 p.m. on NBC-TV, won Distinguished Public Service Awards from Navy Dept. this week for Richard Rodgers, who composed music; Henry Salomon Jr., producer; Robert W. Sarnoff, NBC v.p. in charge . . . Newsphotos via facsimile, shot by TV camera right off the machine as they emerge, give NBC-TV's *Today* program swifter service by eliminating wait for darkroom development . . . Credit course in psychology being offered over WOI-TV, Iowa State College station; enrollment already over 100, mostly housewives, for classes at 2:30-3 p.m. every Mon., Wed., Fri., with students mailing in "homework" and coming to Ames for Feb. 7 mid-semester exam and March 21 final . . . New KNUZ-TV, Houston (Ch. 39) has named Forjoe as national rep. . . . KMTV, Omaha, raises Class A hour rate Feb. 1 from \$450 to \$550, min. from \$90 to \$110; reduces Class C hour rate from \$300 to \$192.50, min. from \$60 to \$38.50 and Class D hour from \$200 to \$154, min. from \$40 to \$30.80 . . . KPTV, Portland, has new rate card effective Feb. 1, raising Class A hour from \$250 to \$350, min. from \$50 to \$75.

San Francisco; Climalene Co. (soaps & detergents), thru W. S. Hill Co., Pittsburgh; Relaxacizor Sales Inc. (reducing machines), thru Wm. Warren, Jackson & Delaney, N. Y.; Fedders-Quigan Corp. (air conditioners), thru BBD&O, Buffalo; Mystik Adhesive Products (Mystik tape), thru J. Walter Thompson, Chicago (formerly handled by Geo. H. Hartman Co.); Automotive Liqui-Moly (auto lubricant), thru Friend, Reiss, McGlone Adv., N. Y.; Certina Watches, div. of Illinois Watch Co., thru Frank Brodsky Agency, Chicago; Gyro Skid-Control Co., thru McNeill & McCleery, Hollywood.

Study of TV commercials by NARTB's Code Review Board will examine station & network practices to determine how closely they comply with TV Code recommendations. Board authorized study this week during 2-day Washington session at which it also: (1) Advised stations to determine their religious broadcasting policies "in light of local conditions," with governing factor to be "freedom of access to microphone and camera." (2) Noted diminution of "pitchman-type" commercials and advised against "excessive repetition" of such programs. (3) Authorized TV Code director Edward Bronson to produce standard formula for checking programs and commercials against Code provisions. Board meets again in April to prepare report for April 28-May 1 NARTB convention in Los Angeles.

DuMont ended 1952 with record gross billings of \$10,531,839, up 35.6% from 1951's \$7,761,506. Breakdown of types of advertisers shows that food advertising led with \$2,756,901, followed by drugs \$2,073,547, beverages \$992,614, appliances \$905,134, tobacco \$903,810. Top 10 sponsors were General Foods, Drug Store TV Productions, Larus & Bro., Curtis Publishing Co., Wine Corp. of America, Serutan, American Chicle, Mennen, Admiral, International Shoe Corp.

William L. Foss, 60, head of Washington consulting engineering firm bearing his name, died Jan. 11 of a heart attack at his home. Native of Portland, Me., he was first associated with the Rines radio stations, was an Army electronic specialist during war.

BALANCE SHEETS and profit-&-loss statements of TV and radio stations are usually carefully guarded property, seldom opened to public gaze despite natural curiosity and the eagerness of competitors and new-station enterprisers to glimpse them. This week, such figures were disclosed at FCC in connection with application for purchase of Jacksonville's WMBR, WMBR-FM & WMBR-TV by Washington Post Co. (WTOP & WTOP-TV) for \$2,470,000 (Vol. 8:51 & 9:1). Previously reported figures didn't quite tell the full story.

FCC file shows that current assets of licensee Florida Broadcasting Co., as of Sept. 30, 1952, totaled \$1,031,205, including TV equipment valued at \$223,163, AM at \$85,992, FM at \$30,758, less \$188,847 reserve for depreciation. Assets also listed \$252,138 in deferred charges, including \$143,180 construction charges on new building, \$72,432 TV camera and audio equipment, \$29,909 repairs of old building. Current liabilities totaled \$406,213, surplus \$358,991, net worth \$624,991.

During 1951 calendar year, WMBR-TV enjoyed sales of \$571,365, representing \$218,936 from national accounts, \$150,750 local, \$83,859 CBS, \$55,279 NBC, \$23,960 ABC, \$34,692 production & talent, plus other small items. The AM-FM stations grossed \$383,225, including \$129,594 from national, \$129,212 local, \$92,986 CBS, \$23,789 production & talent.

TV operating expenses ran \$346,422, AM-FM \$325,335—so that net operating profit on the combined \$954,591 sales of the TV-radio stations, after \$671,757 combined expenses and other charges, amounted to \$283,019. Provision of \$186,952 for income taxes left net profit of \$96,066.

Illustrating the fast upward trend in TV revenues, the P&L statement for 9 months ended Sept. 30, 1952, showed TV revenues of \$650,073 (more than for whole year 1951), AM-FM revenues of \$286,261, or total of \$936,334. In TV, largest slices came from national \$237,685, local \$177,938, CBS \$104,789, NBC \$49,329, ABC \$14,069, production & talent \$50,964, political \$8907. In AM-FM, local amounted to \$103,527, national \$72,886, CBS \$55,515, production & talent \$20,802, political \$19,456.

Operating expenses in the 9 months were \$327,595 for TV, \$192,284 for AM-FM, \$84,067 for general & administrative—totaling \$603,947. Net operating profit before taxes was \$332,577, after taxes \$104,527.

Net income of Washington Post Co. for 1951 was given as \$54,500, and net income for 1952 was estimated in excess of \$200,000—exclusive of equity of company in the undistributed earnings of WTOP Inc. (45% owned by CBS) whose figures were not revealed.

Large-scale TV network costs by 1955 may run from \$2,500,000 to \$3,000,000 for average sponsor's 39-week contract, says Jan. 12 *Sponsor Magazine*, which surveyed major ad agencies, NBC-TV and CBS-TV. It also concludes: (1) TV homes will total 23,500,000 in 164 largest markets by December, 1953 and 26,900,000 by December, 1955. (2) Networks will "level off" at 125-150 stations in 3-4 years and will assume ad agencies' burden of building big TV shows. (3) Network time costs will rise, but "costs-vs.-circulation figures will drop." (4) TV's effect on other media will become more pronounced, nighttime radio will be reduced to "complementary" media role, magazines will be hit harder than newspapers, and TV will inherit great deal of budget money heretofore earmarked for other media.

Walter Annenberg's Triangle Publications Inc. has purchased *TV Guide*, pocket-size New York program weekly, will change name and make it national publication with regional editions. Same firm published *Radio Guide* from 1931 to 1943, is parent company of *Philadelphia Inquirer* (WFIL & WFIL-TV).

EDWARD LAMB, Toledo attorney who founded WTVN, Columbus, and WICU, Erie, this week closed deal to sell WTVN (Ch. 6) to Radio Cincinnati Inc., owned by the Taft interests which publish the *Cincinnati Times-Star*, founded and operate WKRC-TV, own WKRC, own 20% of WBIR, Knoxville, and apparently have ambitions to expand their TV-radio operations. Consideration was approximately \$1,500,000 cash, payable on FCC approval for which application will shortly be filed.

WTVN began commercial operation Sept. 30, 1949, recently moved into own modern TV Centre, is reputed to be a substantial earner. Studio & transmitter plants as well as license are to be transferred, with Lamb retained as consultant for 10 years. He retains his Erie TV station. He also owns Erie AM station WIKK and WHOO, Orlando, Fla., and is publisher of the *Erie Dispatch-Herald*. He holds CP for WMAC-TV, Massillon, O., Ch. 23 uhf outlet due to go into operation in spring, and is applicant for TV stations in Toledo & Portsmouth, O., and Orlando, Fla.

President of Radio Cincinnati Inc. is Hulbert Taft Sr., publisher of the newspaper; executive v.p. is Hulbert Taft Jr., who runs the TV-radio properties; secy. is David Taft. Robert A. Taft Jr., son of the Senator, is general counsel. The Robert Tafts are cousins of the Hulbert Tafts, and the Senator is a trustee and small stockholder in the parent newspaper company. R. C. Crisler, Cincinnati, was broker in the sale transaction.

Note: WTVN sale deal is 19th involving the 108 "pioneer" or pre-freeze TV stations, nearly all running well into 7 figures. (For complete list of TV station sales & transfers, 1949-52, see p. 93, *TV Factbook No. 16.*)

New theatre-TV programming and production firm, Closed-Circuit Television Co., has been formed in New York by Harold Azine, ex-Civil Defense Administration TV-radio chief, who pioneered off-hour use of theatre TV for training of civil defense workers (Vol. 7:36, 39; 8:25). Mr. Azine said company will concentrate on off-hour commercial presentations rather than evening boxoffice attractions, "although the latter are also a possibility." New firm, with office at 20 E. 52nd St., is fourth to announce entry into theatre-TV production and distribution field, though only Theatre Network TV Inc. (Nathan L. Halpern) has actually staged any productions to date. Others are Teleconference Inc., New York (Stanley Baar) and Theatre Television Authority, Sacramento, Cal. (Kenneth E. Wright).

John E. Pearson Television Inc. has been organized by the well-known radio rep, with employes owning 40% of stock and with offices in New York, Chicago, Minneapolis, Dallas, Los Angeles, San Francisco. First active station is new WFPG-TV, Atlantic City, and it will also handle these CP holders when they go on air: KCBD-TV, Lubbock, Tex.; WHIZ-TV, Zanesville, O.; WOSH-TV, Oshkosh, Wis.; KGKL-TV, San Angelo, Tex.; KFSA-TV, Ft. Smith, Ark.; WOUC, Chattanooga, Tenn.

Power increases: RCA reports amplifiers already shipped to KSTP-TV and WCCO-TV, Minneapolis-St. Paul. Next are to WNAC-TV, Boston, Jan. 20, and WJAR-TV, Providence, end of month. WHEN, Syracuse, expects to reach 190 kw by March 1; KING-TV, Seattle, says it will achieve 100 kw this summer; WHBF-TV, Rock Island, plans hike to 100 kw by Aug.-Sept.

Martin Agronsky, ABC, elected president and chairman of executive committee of the Congressional TV-radio galleries, succeeding Hollis Seavey, MBS. Other officers: Richard Harkness, NBC, v.p.; Wm. Costello, CBS, secy.; Joseph F. McCaffrey, MBS, treas. On executive committee, in addition, are Julian Goodman, NBC-TV; George J. Marder, UP radio; Ann Corrick, Crosley.

'BOB' SPRAGUE, AIR FORCE UNDERSECRETARY: The electronics industry, which supplies anywhere from 10% to 50% of the materiel going into military aircraft cost, gets a welcome break -- its biggest in the Eisenhower Administration thus far -- with the appointment of Robert C. Sprague as Undersecretary of the Air Force, succeeding Roswell L. Gilpatric. Nomination hasn't been announced, pending routine FBI clearance, but it's definite -- Sprague having accepted after conference last week with Gen. Eisenhower and having already resigned as president of Sprague Electric Co.

His brother Julian, sales v.p., will head the company he founded in 1926, now one of the biggest and most successful electronics components producers, largely capacitors. On new job, he serves with Secretary of the Air Force Harold E. Talbott.

In his 53rd year, "Bob" Sprague, native of New York, graduate of Hotchkiss (1918), Annapolis (1921-A), Naval Post-Graduate School (1922), post graduate of MIT (1923-24), is one of the top figures in TV-radio-electronics manufacture. He started out to be a naval architect, helped design the carrier Lexington. He was elected RTMA president in June 1950, serving until April 1951 when he became chairman.

It isn't often that "parts peddlers", as the components folk are sometimes called by the more glamorous set makers, rise so high in RTMA echelons. But Sprague's personality, diplomacy and knowledge won universal respect -- especially in Washington, where he spearheaded RTMA's successful fight in Congress for fairer tax rates for new industry, and where he guided the industry's relations with the defense establishment and fought FCC's ill-starred color rules to a standstill. He and RCA president Frank Folsom set up the top level Joint Electronics Industry Committee.

1953 STARTS WITH HIGH TV-RADIO OUTPUT: First production week of 1953 (ending Jan. 9) saw TV output jump to 155,892 units (12,443 private label) from slightly over 90,000 in each of last 2 weeks of 1952 (Vol. 9:2). That this betokens flying start, is indicated by comparison with equivalent first week of 1952, when only 69,198 output was recorded. It wasn't until mid-August, in fact, that any week got up to 150,000. Factory TV inventory on Jan. 9 was 124,685, as against 104,809 on Jan. 2.

Radio also fared well in week ending Jan. 9, going up to 209,057 (85,907 private label) from 97,741 the week preceding. Factory inventory was 223,569, up from 190,267. Week's radios: 75,724 home, 20,094 portable, 43,130 clock, 70,109 auto.

Booming TV retail trade in latter 1952 is documented in RTMA report just out that shows 803,327 TVs sold in November, compared with 847,219 in October, 875,290 in September, 700,490 in June-July-August (first months RTMA began own figures). RTMA estimates retail sales thus totaled 5,095,220 for first 11 months of 1952.

Retail radio set sales in November, excluding auto radios, totaled 486,800 vs. 580,077 in October, bringing total for 11 months to 5,363,859.

TRADE GOOD—BUT DEALERS VOICE CONCERN: Business is fine, all right -- but the men who sell TVs, radios & appliances say it isn't all gravy. Though their optimism is at highest pitch since the 1950 TV boom, these are some of the worries they voiced at this week's NARDA convention in Chicago:

(1) Conflicting information about uhf in some areas -- especially where one or two rival manufacturers are dominant and are advertising exclusive claims of "only my uhf equipment will work."

(2) Lack of servicing data from set manufacturers when they introduce new TV lines. Dealers complained they can't sell new sets, particularly uhf, unless they are equipped to service them -- and they can't service 'em without information.

(3) Shrinking markups, a perennial headache for retailers. Mort Farr, outgoing president, warned lower profits will mean "the largest threat to economic security" dealers will face in coming year.

Joe Marty Jr., Admiral's electronics gen. mgr., speaking for manufacturers

on panel, tried to assure retailers that uhf presents no special sales or service problems, can be sold exactly like vhf. Said Marty: "All types of uhf reception operate. There should be no hesitancy in selling uhf. The uhf picture is free from noise and is sharper than the vhf picture."

Dealers weren't entirely convinced. Some retailers in new uhf areas had harsh words for grantees who sacrificed picture quality in haste to get on the air. They complained bitterly of being made scapegoats, forcing them to antagonize prospects by demonstrating pictures without sound, or sound without pictures.

Closer liaison with manufacturers, retailers agreed, would solve many of the problems. Accordingly, board of directors decided to establish committee of dealers to meet with set makers and distributors periodically during the year to thrash out problems of mutual interest. Other actions of board, approved by convention:

- (1) Resolved to fight for repeal of 10% excise tax on TV sets.
- (2) Officially thanked Admiral, Arvin, DuMont, GE, Motorola & Stromberg-Carlson for adhering to one-line-a-year policy, which NARDA pushed and still urges.
- (3) Urged uniform 90-day warranty on all parts & tubes from manufacturers.

It was a businesslike, fruitful convention marked more by maturity of judgment than by petty gripes. As one observer remarked: "We dealers seem to be growing up. We used to talk about all sorts of silly local problems that could be handled without coming all the way to Chicago. That's past. We've come to realize that TV is a big league business -- and we've got to be big to stay in it."

Topics & Trends of TV Trade: GE will virtually double its TV production this year over 1952, expects to increase combined TV-radio sales about 35% over last year, will spend more than \$9,000,000 through its receiver dept. and its distributors to promote these wares via TV, radio, magazine and newspaper advertising. Thus receiver dept. mgr. Willard H. Sahloff this week indicated GE's determination to become one of the top-ranking producers and sellers of TVs.

It's one of the oft-remarked commentaries in the trade that neither GE nor Westinghouse, despite their eminent trade names and pioneering positions in radio, has ever been able to come anywhere near the Big Four (Admiral, Motorola, Philco, RCA) in unit output or dollar volume in TV—although in radio GE has always held a top position, having pioneered clock radios. It claims that one-third of all clock radios sold are GE.

While GE enjoyed big TV-radio sales in early part of 1952, said Mr. Sahloff, the summer dip caused year's total to slip some 12½%. At end of year, GE distributors had less than 2 weeks supply of TVs, about one week of radios, and factory had no inventory at all, he reported. This year should be good for the whole industry, he said, because of (1) generally low inventory positions; (2) fact that "about 110 new markets will open"; (3) tremendous replacement market being created by larger and more adequate screen sizes; (4) improved quality of telecasts.

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New NARDA officers, elected at Chicago convention this week: president, Wallace Johnston, Wallace Johnston Appliances, Memphis, succeeding Mort Farr; v.p.'s, Harry B. Price Jr., Price's Inc., Norfolk, Phil S. Urner, Urner's Appliance Center, Bakersfield, Cal., and Vergal Bourland, Bourland Appliances, Fort Worth; secy., Victor P. Joerndt, Appliance Television Center, Kenosha, Wis.; treas., Ken Stucky, Stucky Bros., Fort Wayne.

Latest list prices of TVs, clock radios and phono records, along with those of various appliances, are tabulated in handy form in *Mart*, late-closing insert in monthly *Television Retailing* (Caldwell-Clements Inc.)—of particular value to dealers and distributors. Supplements started with January issue.

Distributor Notes: Admiral Newark appoints Samuel Schwartzstein sales mgr., Harold Bretton appliance field supervisor . . . Golden State Appliance Distributing Co. (Admiral), Los Angeles, names Darrell Peron sales mgr. . . DuMont names Samuel Brechner mgr. of N. Y. factory branch . . . Emerson Radio of Florida Inc. opens Tampa branch . . . Sentinel appoints North Coast Electric, Portland, Ore.; Massachusetts Gas & Electric Light Supply Co., Boston . . . Motorola appoints Allegheny Home Appliance Co., Huntington, W. Va., replacing Jones-Cornett Electric Co. . . . Emerson names Savage & Son Inc., Denver; Young's Wholesale Furniture & Appliance, Wichita; Roanoke Electronic Supply Co.

Servicemen will have to learn a lot in next few years to keep up with TV developments, J. M. Lang, gen. mgr. of GE tube dept., told session of servicemen in Harrisburg, Pa., Jan. 18. He spoke to Federation of Radio Servicemen's Assns. of Pennsylvania after accepting award for GE's "initiative in providing a public relations program in behalf of the independent TV technicians throughout the country." Lang referred to 3 areas of development: (1) Uhf. He estimated that 700 new stations will go on air in next 5 years; of these, 350 will be uhf. (2) Color. This "new animal," he said, "involves changes far more basic than the transition from vhf to uhf." (3) Transistors. These will become standard components in TV, bringing their special problems.

TV servicing seminar, limited to 50 experienced servicemen, will be held weeks of Jan. 25 & Feb. 8 at Iowa State College, Ames, owner of WOI-TV. Seminar will follow lectures on basic electronic principles and circuitry and informal discussions on customer relations & business practices.

RTMA abandoned plans this week for formal petition to OPS for decontrol of TV-radio-phonograph parts in view of agency's probable death by April 30 but will continue its informal requests for relief from recontrol order (Vol. 8:42, 48).

Fire destroyed part of Trad TV's concrete factory at Asbury Park, N. J., July 16, causing \$500,000 estimated damage.

Trade Personals: Walter Scott, works mgr., promoted to v.p. in charge of manufacturing, consumer product div., Motorola Inc.; John Silver named v.p. in charge of operations, communications & electronics div. . . . Dr. Allen B. DuMont to be honor guest of Radio-TV-Appliance div. for State of Israel Bonds, headed by Emerson's Ben Abrams, at dinner in New York's Savoy-Plaza Jan. 22 . . . William Harrison named mgr. of distributor operations, Philco; he's succeeded at New York branch by Stuart Plante . . . Glenn Catlin, ex-Zenith Radio counsel, named executive assistant & counsel of National Electronics Distributors Assn. . . . J. F. Waters, ex-GE Supply Co., named asst. adv. director, Hoffman Radio . . . Ted Nemes appointed sales mgr. of Admiral's new air conditioning div. . . . George Cohen named Emerson asst. sales director . . . Walter P. Chase appointed Olympic Los Angeles sales mgr. . . . Valdemar Bertelsen named Crosley sales financing representative . . . Frank R. McMillan, ex-asst. sales mgr. of International Resistance Co. radio div., appointed mgr. of new Chicago sales office at 4013 N. Milwaukee Ave.; Robert Butler, ex-merchandise div., named asst. mgr. . . . Walter E. Peek, ex-Mallory, joins Centralab as sales mgr., mechanical electronics products . . . H. L. Kunz, gen. mgr. of capacitor div., promoted to v.p., Sangamo Electric Co.; Wm. W. Taylor named sales mgr., succeeding John G. Twist, resigned . . . Robert L. Shaw, ex-Alliced Stores, named Sylvania TV-radio district sales mgr. for Mo., Kan., Tenn. . . . Fred Schick, ex-product design dept., named head of govt. coordination dept., DuMont receiver div. . . . Ralph E. Niedringhaus, Sylvania sales mgr. in Cleveland since 1947, elected president of Sylvania Electric (Canada) Ltd.; Wm. B. O'Keefe, manufacturing v.p.; W. Benton Harris, treas.; Guy Therien, secy. . . . Ray Robinson, ex-Philco, named gen. mgr. of Jerrold Electronics; Caywood Cooley becomes engineering asst., Zolman Garfield, executive asst. to president Milton Shapp . . . George S. Kariotis promoted to sales mgr., southern California branch, Sprague Electric Co., Culver City, Cal., succeeding Tom Bills, resigned to join Johns Hopkins labs . . . John G. Weaver, ex-Swift & Co., named Crosley mgr. of TV-radio advertising & sales promotion.

Genesis of community antenna system in San Bernardino, Cal. was frustration of Richard J. Filanc, official of Mark B. Shaw funeral directors, whose reception of Los Angeles stations was blocked by Little Mountain. As reported by Lester Gilbert in Jan. 13 *Retailing Daily*, Mr. Filanc organized local group, contracted with Hoffman Radio Co. to install 7-channel Jerrold system. Some 2000 homes are located in blanked-out area. Service is to begin this week at cost of \$150 for initial connection, \$5 monthly. Mr. Filanc's San Bernardino Community TV Antenna System Inc. is to pay Hoffman and Jerrold about \$35,000 thirty days after service starts. Approximately 100 homes are to be connected initially.

RTMA realigned Washington staff this week by promoting Peter H. Cousins, information director, to special asst. to executive v.p. James D. Secrest and staff asst. to technical products div. chairman Carlyle W. Miller. Tyler Nourse, asst. information chief, becomes editorial director in charge of RTMA publications, and Herbert Francis Hoge Jr. is appointed asst. to Mr. Nourse. Changes were made following resignation of Ralph M. Haarlander.

Portable radio costing under \$5 to receive emergency information in air raid alerts or bombing attack if regular power fails is planned by Civil Defense Administration, which this week wrote manufacturers for suggestions.

Brig. Gen. Gordon A. Blake, vice commander, Wright Air Development Center, named deputy director of Air Force communications & electronics.

Electronics Reports: Hefty steel bonus for manufacturers of civilian goods in second quarter is favored by NPA, and probably will go through. Additional steel would bring allotments to 90% of amount used in average quarter of base period (first half 1950 or last half 1949). NPA filed for increase with DPA, its superior, but at week's end DPA had not yet approved it. Meanwhile, NPA Electronics Div. is now processing second quarter applications for materials and is allotting TV-radio manufacturers 70% of base period quarterly use. Any extra steel will be distributed as supplemental allocation.

NPA Electronics Div. is scheduled to move Jan. 22 to Room 319, Pension Bldg., 5th & G Sts. NW, Washington, across street from present location in General Accounting Office Bldg. Two other industry divisions—Motion Picture & Photographic Products, and Scientific & Technical Equipment—have been consolidated into new Motion Picture, Scientific & Photographic Products Div., under director Nathan D. Golden, formerly director of Motion Picture Div. and Commerce Dept. motion picture chief. J. Bernard Joseph of Electronics Div., who was scheduled to leave agency this week, will remain and has been placed in charge of electron tubes in components section. Defense Mobilizer Henry H. Fowler resigns as of Jan. 20.

* * * *

"Transocean TV Is on the Way" titles article in Jan. 27 *Look Magazine* by Albert J. Forman, asst. editor of *Tele-Tech*, plugging "Narcom" system of microwave & vhf relays spanning North Atlantic via island chain connecting Baffin Island, Greenland, Iceland & British Isles (Vol. 8:21). Story says scientists feel system can be set up within next 4-5 years—"all that's needed is the cash: between \$50,000,000 and \$100,000,000—the cost of one large ocean liner."

Limits on spurious radiations of TV transmitters, specified in proposal advanced by FCC (Vol. 8:48), shouldn't be effective until a year after formal adoption, RTMA told Commission this week. It said it has no objection to proposal but pointed out that manufacturing cycle for necessary filters runs up to 12 months and that in interim "manufacturers will make every effort to remedy any actual cases of interference which may arise."

Expanded research-development agreement between General Precision Laboratory and Britain's Pye Ltd., announced this week, covers principally TV cameras but also applies to theatre and industrial TV. Among projects is miniature camera built around new tube developed by Pye. GPL and Pye have been working together for 3 years.

Elimination of noise in aircraft electronic equipment is subject to 459-page Air Force study, *Design Techniques for Interference-Free Operation of Airborne Electronic Equipment* (PB 11051), now available for \$11.50 from Office of Technical Services, Commerce Dept., Washington.

Norman H. Moore, chief engineer, Litton Industries, San Carlos, Cal., elected 1953 president of West Coast Electronics Mfrs. Assn.; Ed Grigsby, Altec-Lansing, elected v.p.; Don Larson, Hoffman Radio, secy.; Myrl Stearns, Varian Associates, treas.

Add transistorized hearing aids: E. A. Myers & Sons, Pittsburgh, this week announced device using 3 transistors, no tubes, following introduction of transistorized aids by Sonotone (Vol. 9:1) and Maico (Vol. 9:2).

Joseph T. Thwaites, 51, mgr. of electronic research & development, Canadian Westinghouse, and widely known for his work in radar, radio and industrial electronics, died Jan. 16 of heart attack while en route from Montreal to Hamilton.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for Nov. 11-Dec. 10: Frank H. Sparks sold 300 Arvin, holds 7350; Amory Houghton sold 62,304 Corning Glass, holds 725,400 personally and through trusts; Arthur A. Houghton Jr. sold 79,428 Corning Glass, holds 854,768 personally and through trusts; C. C. Lowry bought 100 Gabriel, holds 100; James T. Buckley sold 500 Philco, holds 19,094; Meade Brunet bought 100 RCA, holds 400; Emanuel Sacks bought 100 RCA, holds 200; S. H. Easinger bought 750 Remington Rand, holds 1522; Beman Gedel bought 250 Remington Rand, holds 515; Leslie R. Groves bought 525 Remington Rand, sold 525, holds 530; H. C. Landsiedel bought 500 Remington Rand, holds 500; Harry Landsiedel bought 2000 Remington Rand, holds 8483 personally and through joint tenancy; Albert H. Rumble exercised option to buy 1250 Remington Rand, holds 2878; A. R. Rumble bought 1500 Remington Rand, holds 4319.

Emerson's sales of \$57,664,200 for fiscal year ended Oct. 31, 1952 were second highest in company's history but net income went down to \$2,362,555 (\$1.17 a share). For fiscal 1951, sales were \$55,797,963, net income \$3,592,397 (\$1.85). In report to stockholders, president Benjamin Abrams said Emerson has "practically no inventory" of TV sets, is allocating current production to distributors. He predicted that "the industry is levelling toward a constant replacement market of 5,000,000 receivers annually." He hailed proposed merger with Webster-Chicago (Vol. 8:51), to be acted upon by stockholders of both companies at separate meetings Feb. 4, as advantageous to both companies. Emerson's backlog of military orders was given as \$50,000,000.

Cornell-Dubilier sales for fiscal year ended Sept. 30, 1952 hit all-time high of \$35,496,041 and net income was \$1,539,831 (\$3.15 a share). This compares with \$33,082,683 sales, \$1,649,163 net income (\$3.58) for fiscal 1951 (Vol. 8:1). In annual report, president Octave Blake said sales for first 2 months of fiscal 1953 are running at rate of approximately \$42,000,000 a year.

RCA sold \$25,000,000 of 3½% promissory notes, due May 1, 1977, to New York Life Insurance Co. and another investor, bringing borrowings to \$30,000,000; most is earmarked for working capital, especially financing of defense business.

General Instrument Corp. reports net profit of \$685,866 (\$1.13 a share) on sales of \$20,560,000 for 9 months ended Nov. 30, 1952, compared to net loss of \$1,097,434 on sales of \$13,129,000 same 1951 period.

Television-Electronics Fund reports asset position as of Jan. 1 was \$25,174,189, up some \$14,000,000 from Jan. 1, 1952.

"Forward planning" will occupy main attention of NBC v.p. Sylvester (Pat) Weaver in his new capacity as vice chairman of NBC board, under chairman David Sarnoff, resulting from reshuffling caused by Frank White's accession to president as successor to Joe McConnell (Vol. 9:1-2). Relinquishing operational activity as he left for vacation this week, he circularized memo which stated in part: "A tremendous planning job still lies ahead. [Our] plant problems, the final place of film, the coming of color, the extension of our network, the increased station competition, the need already for new programming forms and for development projects to create writing, acting and entertaining of high calibre and fresh vitality—everywhere one looks one sees the need for basic forward planning. And this is just as true in radio as in TV." Concentrating on policies, plans and developments, Weaver reports to White, who has final authority, thus setting at rest conjectures about who's now NBC "boss man."

SENATOR TOBEY is pretty much alone in his opposition to ABC-United Paramount Theatres merger (Vol. 9:2), judging from reaction we got from our interviews this week with available members of his Interstate & Foreign Commerce Committee. Nor is he likely to get any help from Justice Dept., whose outgoing Attorney General McGranery on Jan. 7 offered his belated opinion that merger has monopolistic aspects. Commission turned McGranery down Jan. 12, telling him case is closed and reminding him that Justice Dept. long ago informed FCC it wouldn't participate in case.

Text of majority decision upholding Examiner Resnick's report is understood to have been drafted and approved by FCC members this week and copy turned over to Comr. Henneck so that she may write her expected dissent. Unless Tobey shows more zeal than his initial outburst presaged, he may not get around to hearing, if one is conducted at all, before FCC majority approves merger. He has scheduled several other hearings, hasn't set date for ABC-UPT probe despite his statement to FCC that he'd hold hearings in 2 weeks. New chief counsel of Senate committee, its first in many years, is Robert D. L'Heureux. He comes from Banking & Currency Committee, was formerly member of Tobey's office staff.

Tobey is understood to nurse an aversion to the Hollywood film people, confusing them with exhibitors; he has said he has nothing against ABC, indeed wants it to prosper.

Outgoing chairman of Sen. Tobey's committee, Sen. Johnson (D-Colo.) is known to favor the merger, but he said: "It's my long-standing policy not to interfere with any action while it's before a court or a board." Few other members appear to know much about the case or have an opinion on it. Of those reached, only Sen. Hunt (D-Wyo.) showed real interest, saying: "I'd like to know more about it, and I've spoken to the FCC about it. TV is raising the devil with attendance in some states; I know it is in mine. I'd like to be more fully informed before I make a public statement."

Enthusiastic friend of TV is Sen. Charles Tobey (R-N. H.), new chairman of Interstate & Foreign Commerce Committee, who achieved national prominence as explosive Bible-quoting member of Kefauver Committee during 1951 televised crime hearings. Meeting with NARTB's TV Code Review Board this week, he described TV as "one of the greatest miracles of all time," and added, "Television is in its infancy still. Frankly, I wouldn't be without it in my home." Although he warned against "the tendency toward too much advertising," Sen. Tobey reiterated, "I want you fellows to feel that I am your friend here in Congress. I have a keen interest in television and think it is doing a great deal for the American people and can do more." Earlier in week, he said that his committee should investigate New York-New Jersey waterfront and that hearings should be televised. "It is only a little more elaborate reporting," he said, "and I think the people have the right to see their government working."

Sale of 43.5% interest in KJR, Seattle TV applicant, by Ralph E. Stolkin, Edward G. Burke Jr. and Sherrill C. Corwin to Theodore R. Gamble, has been approved by FCC. Transfer gives theatreman Gamble 87% ownership of station. Messrs. Stolkin, Burke and Corwin also recently sold their 43.5% interest in Portland applicant KOIN in which Mr. Gamble holds 43.5% (Vol. 8:47, 50-51). Each of the 3 still owns 15% of KXOB, Stockton, Cal. TV applicant, and 10% of WMAY-TV Inc., Springfield, Ill. applicant. In addition, Mr. Corwin owns 24% of Mid-Continent Television Inc., applicant for Wichita.

MT. WASHINGTON, N. H., site of Yankee Network's pioneer FM operations, now abandoned, would be transmitter location for Channel 8 operation proposed in application filed this week by Portland group headed by ex-Gov. Horace Hildreth of Maine, now president of Bucknell U and 50% owner of WABI & new WABI-TV, Bangor, Me. Principals include John Guider, retired Washington attorney, who owns WMOU, Berlin, N. H., and the operators of various other radio stations in Maine & New Hampshire. Application is for Poland, Me., and requests channel allocated to Lewiston.

Application was one of 13 filed this week as quest for new TV stations continues to fill FCC hopper, bringing to 738 total now pending (462 vhf, 276 uhf). Other vhf applications were from Fort Smith, Ark., Ch. 5, by Burnet Estes, Dallas contractor; Miami, Fla., Ch. 10, by David Haber, WFEC; Boston, Ch. 5, by 21 business & professional men; Las Vegas, Nev., Ch. 13, and Reno, Nev., Ch. 4, both by H. L. Cravens, of Brownwood, Tex.; Provo, Utah, Ch. 11, by KCSU.

Uhf applications were for Boston, Ch. 44, by Jack Wrather, oil heir and an owner of KOTV, Tulsa; Medford, Mass., Ch. 44, by WHIL; Trenton, N. J., Ch. 41, by WTTM, now owned by Farm Bureau Mutual Automobile Insurance Co.; Sharon, Pa., Ch. 39, by Leonard J. Shafitz, Reynolds Metals Co. film chief; Beloit, Wis., Ch. 57, by Sidney H. Bliss, *WCLO-Janesville Gazette*.

[For further details about these applications, see *TV Addenda 16-B* herewith; for complete listing of all post-freeze applications, grants, hearings ordered, etc., see *TV Factbook No. 16* and Addenda to date.]

TV-radio legislation will pass through hands of these Interstate & Foreign Commerce Committee members in 83rd Congress, named this week: *Senate Republicans*—Tobey, N. H., chairman; Capehart, Ind.; Bricker, O.; Schoeppel, Kan.; Butler, Md.; Cooper, Ky.; Griswold, Neb.; Potter, Mich. *Senate Democrats*—Johnson, Colo.; Magnuson, Wash.; Johnson, Tex.; Hunt, Wyo.; Pastore, R. I.; Monroney, Okla.; Smathers, Fla. *House Republicans*—Wolverton, N. J., chairman; Hinshaw, Cal.; O'Hara, Minn.; Hale, Me.; Dolliver, Ia.; Heselton, Mass.; Bennett, Mich.; Hoffman, Ill.; Beamer, Ind.; Springer, Ill.; Bush, Pa.; Schenck, O.; Carrigg, Pa.; Warburton, Del.; Derounian, N. Y.; Pelly, Wash.; Younger, Cal. *House Democrats*—Crosser, O.; Priest, Tenn.; Harris, Ark.; Rogers, Fla.; Klein, N. Y.; Stanley, Va.; Granahan, Pa.; Carlyle, N. C.; Williams, Miss.; Mack, Ill.; Thornberry, Tex.; Heller, N. Y.; Roberts, Ala.; Moulder, Mo.

Sen. McCarthy's first action on TV applications, in addition to his previous blanket request for information on grants, renewals & transfers, was Jan. 8 letter to FCC Chairman Walker concerning Badger Television Inc., applicant for Channel 3 in Madison in competition with WISC. Part owner of applicant is *Capital Times*, whose publisher is William Evjue, city editor Cedric Parker—with both of whom McCarthy has had long-standing feud. "I would like to bring evidence," McCarthy wrote, "that it would be against the public interest to have either Mr. Evjue or Mr. Parker exercising any control over a TV station." He asked if Commission is interested and when it would like the information.

TV and other modern media make desirable changing time of national political conventions to about Sept. 1 and shortening future presidential campaigns, said CBS chairman Wm. S. Paley in Jan. 18 address titled "TV and the Presidential Campaign" before Philadelphia's Poor Richard Club, which bestowed upon him its annual Gold Achievement Medal for "contribution to the strength of the nation through his service to government."

UH F IS HERE to stay and it's good—surprisingly good—no question about it." That's first enthusiastic reaction from 4-man team making engineering tests in South Bend for Howard W. Sams & Co. Inc., publishers of technical manuals and servicing data. Using mobile truck with variable height antenna and receivers and test equipment of various makes, crew found pictures from WSBT-TV (Ch. 34) clear and distinct, comparable to vhf. Team will spend 2 weeks making exhaustive measurements from all angles. Station began getting network service Jan. 16, had been transmitting test pattern 1-5 p.m., film 7-9.

In Bridgeport, former home of RCA's experimental uhf station, folks are sold on uhf, according to survey by Forman Market Research for Ch. 43 grantee WICC-TV, due on air within next few weeks. Despite fact that Bridgeport receives pictures from New York's 7 stations and New Haven's one, survey shows 22% of those interviewed are prepared to convert their sets to uhf "immediately," another 26% when station goes on air, and foresees figure of 75% within year. Survey showed 70% of Bridgeport residents already own TVs, but also indicated: (1) 91% of Bridgeport residents had heard about coming TV station. (2) 91.5% knew "who is putting this new TV station on the air." (3) 81.6% thought Bridgeport should have locally owned & operated station.

People would sooner drop telephone than TV, in opinion of Jackson Martindell, president of American Institute of Management. Testifying before District of Columbia Utilities Commission in support of phone company's petition for rate increase, he asserted that phone companies would suffer more than other utilities during depression and that they're harmed more by inflation. Elaborating on his TV vs. telephone thesis, he said: "Why, home appliances have solved the servant problem, and TV sets are today's nursemaids. Just the other day, I was discussing this with my daughter and she said if I paid her \$200 a month for someone to take care of the children, she would throw the TV set out the window—but not before." As if to underscore this point, Admiral electronics gen. mgr., Joe Marty Jr., told St. Louis Admiral dealers Jan. 15 that there are more TVs than telephones in Los Angeles, Philadelphia, Boston, Cleveland, Baltimore and St. Louis. He added that TVs generally exceed phones in metropolitan areas where stations have been on air 5 years or more.

Live TV "horse opera," originating at WCAU-TV, Philadelphia, starts on CBS-TV about Feb. 2, Mon-Fri. 3:30-4 p.m., slated to be one of TV's biggest production efforts. Titled *Action in the Afternoon*, program will utilize area surrounding WCAU-TV for city block in mythical "Huberle, Mont." and will use one of largest production crews on TV, headed by WCAU-TV v.p. Charles Vanda and staff of Hollywood & New York script writers. Cast of 11 players and score of supporting actors will work under any weather condition to simulate Montana climate. Sponsorship details haven't yet been divulged.

Grosses of the 7 major film producers have "stabilized," notes Jan. 7 *Variety*, but moviemakers still face problem of sagging profits. Show business journal reports majors' "1952 profit tally will be fortunate to reach \$25,000,000," compared with 1951 figure of \$31,000,000 and all-time high of \$125,000,000 in 1946. Grosses for first 9 months of 1952 totaled \$551,000,000 against \$526,000,000 for same 1951 period. *Variety* notes all major producers except Warner Bros. and RKO are now active in some phase of TV—either production of TV films, ownership of stations or manufacture of TV equipment.

Station Representatives Assn. has mailed second edition of its *Spot Radio Estimator* to advertisers & agencies.

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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(For Report on Progress of Compatible Color and Lawrence Tri-Color Tube, see page 9)

USEFUL DIAGRAM OF AT&T'S TV CIRCUITS: Diagram of AT&T's TV network circuits, enclosed herewith as a Special Supplement to all subscribers, is a handy guide for determining cities now served by networks and for figuring number of networks which can serve stations in each city simultaneously.

Diagram was prepared by AT&T as an exhibit for theatre-TV hearing which will resume Jan. 26, includes both present and proposed circuits, direction of transmission, distinguishes between coaxial and microwave. It is up to date as of Jan. 1, can be used as a worksheet to indicate status as it changes.

Diagram is a natural adjunct to our basic 32x22-in. wall map of TV stations and network facilities which is included with our Jan. 15 TV Factbook. Additional copies of the basic map, which also shows privately owned TV network facilities, are available at \$1 each or 50¢ in quantities of 10 or more.

ROSTER OF APPLICATIONS 'FREE' FOR GRANTS: Exactly 130 applications for new stations are "in the clear" for immediate grants -- as soon as FCC can reach them under its priority schedule. And as of today, there are 705 TV stations in sight, adding up channels applied for and occupied (by stations actually in operation or granted).

These significant figures were derived from comprehensive analysis of the 733 applications pending -- as digested in our TV Factbook No. 16 and Addenda -- the first such breakdown of applications and grants, to our knowledge. Our analysis, made continually over 8-week period to reveal week-to-week trends, also shows:

The 130 uncontested applications break down to 44 vhf, 86 uhf. They include 9 non-commercial educational applications, 4 of them for vhf. The "free-for-grant" applications cover 115 communities, listed on next page for your convenience.

These figures change day-to-day, week-to-week, of course, with new grants, new applications, and the amendment and dismissal of old ones. Some channels on the list will no longer be "free" by time Commission gets to them; other cities will be added to list as applications are filed for "virgin" channels. And some grants may be delayed or forestalled by questions as to applicants' qualifications.

The number of "free" applications is being whittled down at rate of 5 a week on the average, though Commission has been averaging 10 CPs weekly. If applications and grants continue at current rate, FCC should work its way through backlog of uncontested applications in about 6 months and be in position to grant non-competitive applications as fast as they come in, regardless of priority status.

Of the total 705 potential TV stations now in works, 386 will be vhf and 319 uhf. Allocation plan provides for some 2060 channels.

Applications for contested channels -- those which will have to go to hear-

ing unless all but one party drop out -- total 598, vying for 258 channels of which 172 are vhf, 86 uhf.

Some 1355 channels are "going begging" -- that is, there are no applications for them at this stage of the game. Most are in smaller communities, and 1130 are uhf, 225 vhf. This figure isn't particularly significant, in view of fact that FCC could have assigned far more channels in many areas but didn't anticipate any demand for them. Stations on air or granted to date total 317 (including 108 pre-freeze), of which 170 are vhf, 147 uhf.

These are the channels currently uncontested and therefore free for granting (listing is state-by-state; educational channels indicated by asterisks):

Decatur, Ala. 23	Atlanta, Ga. 36	Sallsbury, Md. 16	Elmira, N. Y. 18	Memphis, Tenn. 13, 42, 48
Corona, Cal. 52	Douglas, Ga. 32	Boston, Mass. 50, 56	Utica-Rome, N. Y. 25*	El Paso, Tex. 20
Phoenix, Ariz. 3	Macon, Ga. 13, 47	North Adams, Mass. 74	Charlotte, N. C. 36	Fort Worth, Tex. 20
Pine Bluff, Ark. 7	Rome, Ga. 9	Benton Harbor, Mich. 42	Greenville, N. C. 9	Longview, Tex. 32
Chico, Cal. 12	Thomasville, Ga. 6	Coldwater, Mich. 24	Hendersonville, N. C. 27	Lufkin, Tex. 9
Delano (Wasco), Cal. 33	Waycross, Ga. 37	Lansing, Mich. 54	Mount Airy, N. C. 55	McAllen, Tex. 20
Eureka, Cal. 40	Valdosta, Ga. 6	Minneapolis-St. Paul 17	Winston-Salem, N. C. 26	Midland, Tex. 2
Riverside, Cal. 40	Caldwell, Ida. 2	Columbus, Miss. 23	Minot, N. D. 10, 13	San Antonio, Tex. 35
San Bernardino, Cal. 30	Idaho Falls, Ida. 3, 8	Hattiesburg, Miss. 9	Ashtabula, O. 15	Sherman, Tex. 46
San Diego, Cal. 21	Nampa, Ida. 6	Jackson, Miss. 47	McAlester, Okla. 47	Temple, Tex. 6
San Francisco-Oakland, Cal. 9*, 20, 44	Twin Falls, Ida. 11	McComb, Miss. 31	Oklahoma City, Okla. 19, 25	Texarkana, Tex. 6
San Luis Obispo, Cal. 6	Chicago, Ill. 20	Hannibal, Mo. 7	Eugene, Ore. 13, 20	Tyler, Tex. 19
Tulare, Cal. 27	Harrisburg, Ill. 22	St. Louis, Mo. 9*, 30, 42	Klamath Falls, Ore. 2	Victoria, Tex. 19
Yuba City, Cal. 52	Springfield, Ill. 20	West Plains, Mo. 20	Medford, Ore. 5	Charlottesville, Va. 64
Grand Junction, Col. 5	Davenport, Ia.-Rock Island, Ill. 36	Butte, Mont. 6	Salem, Ore. 24	Harrisonburg, Va. 3
Bridgeport, Conn. 71*	Fort Dodge, Ia. 21	Havre, Mont. 9	Chambersburg, Pa. 46	Marlon, Va. 50
Hartford, Conn. 24*	Pittsburg, Kan. 7	Missoula, Mont. 13	Lewistown, Pa. 38	Norfolk-Portsmouth-Newport News, Va. 15, 33
Norwich, Conn. 63*	Lexington, Ky. 64	Keene, N. H. 45	Lock Haven, Pa. 32	Walla Walla, Wash. 5
Dover, Del. 40	Maysville, Ky. 24	Albuquerque, N. M. 13	Sharon, Pa. 39	Wenatchee, Wash. 55
Washington, D. C. 26*	Minden, La. 30	Clovis, N. M. 12	Aiken, S. C. 54	Wheeling, W. Va.-Steubenville, O. 51
Fort Myers, Fla. 11	New Orleans, La. 26	Roswell, N. M. 8	Anderson, S. C. 53	Beloit, Wis. 57
Jacksonville, Fla. 30, 36	Portland, Me. 53	Johnson City, Tenn. 11	Greenwood, S. C. 21	Marinette, Wis. 11
Miami, Fla. 2*	Annapolis (Odenton) Md. 14	Honolulu, Hawaii 13		Milwaukee, Wis. 10*, 19

SEVERAL TESTING, OTHERS GETTING READY: Three more new stations are on air, testing -- and there should be quite a few other starters during February. Even Tijuana's XETV (Channel 6), on border near San Diego, is reported about ready to get going, so that the count now totals 131 U.S., 2 Canadian, 2 Mexican border stations operating.

This week's starters, all as yet on test patterns only: KXLY-TV, Spokane (Ch. 4), which began last week end with test patterns from Mt. Spokane, reported quite successful by mgr. Norman Hawkins, and which plans commercial operation from Feb. 1; WTVJ, Jackson, Miss. (Ch. 25), which began tests Jan. 20, goes commercial momentarily; WABI-TV, Bangor, Me. (Ch. 5), slated for first tests this Sunday, Jan. 25, and definitely going commercial next Saturday, Jan. 31.

For all practical purposes, these 3 can now be regarded as on the air -- the Jackson and Bangor outlets opening up brand new TV markets. Bangor debut, indeed, is something of a saga: Granted Dec. 31, mgr. Murray Carpenter and co-owner ex-Gov. Hildreth, president of Bucknell U, pushed it along so speedily that the ebullient Mr. Carpenter was able to wire us Friday that everything is running ahead of schedule and that: "They said we couldn't build for our estimated costs, but we've done it. They said we couldn't build in 4 weeks, but we've done it. They said we couldn't build in the Maine winter, but we've done it. Now just watch us."

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Due to turn on juice any time now, also, are WFMJ-TV, Youngstown (Ch. 73), WROV-TV, Roanoke (Ch. 27); KDZA-TV, Pueblo (Ch. 3); WLVA-TV, Lynchburg, Va. (Ch. 13) -- the last-named advising us that its schedule now calls for test patterns starting Feb. 2 and for regular operation starting Feb. 8.

GE has shipped to both WEEK-TV, Peoria (Ch. 43) and WHUM-TV, Reading (Ch. 61) -- and those plants are far enough along to get them on air very soon. Also, before end of February, we're promised these other starters: WICC-TV, Bridgeport (Ch. 43); WWLP, Springfield, Mass. (Ch. 61); KOLN-TV, Lincoln, Neb. (Ch. 12); WFBG-TV, Altoona (Ch. 10); WAFB-TV, Baton Rouge (Ch. 28); WLEV-TV, Bethlehem, Pa. (Ch. 51); and maybe a few others, on which no reports have yet been obtained.

[For details about all aforementioned starters, see Station Directory, TV Factbook No. 16; for news about transmitter shipments & upcoming stations, see p. 6.]

DOZEN MORE CPs GRANTED, TOTAL NOW 209: Add 12 CPs to your list. FCC granted that many more this week, bringing total post-freeze new-station authorizations to 209, of which 147 are uhf, 62 vhf. That's almost twice as many as pre-freeze stations -- and they're still coming fast. In 5 weeks, holidays and all, Commission approved 52 CPs. They aren't all uhf, by any means; 5 of this week's were vhf.

The vhf grants went to: St. Cloud, Minn., WJON, No. 7; Santa Fe, N.M., Greer & Greer, No. 2; Wichita Falls, Tex., KWFT, No. 6 (third for city); Bellingham, Wash., KVOS, No. 12; Cheyenne, Wyo., KFBC, No. 5.

Uhf CPs went to: Northampton, Mass., WACE, Chicopee, No. 36; Kansas City, Empire Coil Co., No. 25; Jamestown, N.Y., WJTN, No. 58; Kingston, N.Y., WKNY, No. 66; Sandusky, O., WLEC, No. 42; Greenville, S.C., Greenville Television Co., No. 23; Madison, Wis., Bartell Television Corp., No. 33 (2nd for city).

Kansas City grant to Herbert Mayer's Empire Coil Co. is another milestone in Mr. Mayer's remarkable history of station acquisition. It's his 4th station, 3rd uhf. His other holdings are vhf WXEL, Cleveland, and uhf KPTV, Portland, both on air, and CP for uhf KDEN, Denver. He dropped St. Louis application this week.

Among the grantees without local AMs: Greer & Greer operate theatres in New Mexico and Colorado, are TV applicants for Albuquerque. Greenville grantee is big partnership of businessmen; largest share (15%) is held by realtor R.M. Caine; a 5% owner is Burnet R. Maybank Jr., attorney, son of Sen. Maybank (D-S.C.).

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

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There has been much talk about "shakedowns" and "strike" applications ever since freeze ended -- referring to those filing competing applications in hopes of being bought off in cash or stock. FCC is well aware of the charges, but hasn't nailed anyone yet. Commission and others have spotted several very suspicious applications, but it takes time to develop a solid case against them.

In only a few cases have rival applicants formally told Commission of their suspicions. FCC hasn't yet gone into charges -- openly, at least. But it has indicated it would welcome iron-clad proof in order to make a "horrible example" -- but such proof is manifestly hard to get.

NO LETUP IN COMMUNITY ANTENNA GROWTH: Guessing about future of community antenna systems remains a popular game -- but all the conjecture doesn't seem to slow down their growth one whit.

Despite end of freeze, advent of new stations, increases in station power-height, experiments with boosters and satellites (Vol. 9:3) -- our new directory of systems on pp. 239-241 of TV Factbook 16 shows that in 6 months the total of operating systems has grown from 94 to 149 while number planned went from 16 to 26.

Total homes served by these systems is extremely difficult to calculate, but estimates run about 75-85,000. Assuming only 70,000, the money involved is quite respectable sum. Assuming only \$125 each, initial connection charges total \$8,750,000. Receivers would run about twice that -- or \$17,500,000. At \$3.50 for monthly service fee, yearly intake would be about \$3,000,000.

This is small potatoes compared with aggregate of entire TV industry -- but it means very nice businesses for successful system operators. Not all are in clover by any means, but potential is excellent in many communities. In the opinion of Martin F. Malarkey Jr., president of National Community TV Assn., only about half the operators are currently in black. But the losers, he says, generally have no one to blame but themselves. As in any industry, systems have their share of plain poor businessmen and shoddy operators.

The hills and valleys of Pennsylvania still account for largest group of systems -- 53. West Virginia is next with 23. California has 18. Noteworthy is advent of the multiple owner. William Gentry, of Concord, Cal., has 5. Dominic Vitelli, Brockton, Pa., has 3. W. Howes Mead, Lexington, Ky., has 1 with 2 planned.

Among biggest projects are those operating & planned by Jerrold Electronics Corp., major producer of community equipment. Backed by J.H. Whitney & Co., the big

investment house, it aims for 6000 subscribers in Williamsport, Pa. It has started in Ventnor, N.J., Atlantic City suburb, working with Butcher & Sherrerd, Philadelphia investors. And, with Whitney, it will shortly enter Fairmont, Clarksburg, Morgantown and Parkersburg, W. Va. Jerrold reports 2 more systems in operation with its equipment -- Walton, N.Y. and Harlan, Ky.

Things to watch for from now on, besides number of systems and homes served, are impact of TV station growth, conversion to add uhf, beginnings of subscription TV -- a la Telemeter in Palm Springs, Cal., due to start soon.

Jerrold announced its subscription-TV intentions this week, said it would reveal its system when FCC sets matter for hearing. President Milton Shapp claims he has something simpler than any system offered to date, because it will be confined to wired systems. He's convinced community systems are "naturals" for fee-TV.

Personal Notes: George M. Burbach, for 40 years with *St. Louis Post-Dispatch*, director of its radio station KSD and founder of its KSD-TV, was presented with an oil portrait of himself at Jan. 15 reception at which the Pulitzers acted as hosts; portrait will hang in the studios . . . Wm. H. Fineshriber Jr., MBS executive v.p., resigns as of March 1 to join former MBS president Frank H. White, now NBC president, in an executive NBC post . . . James D. Shouse, Avco director and Crosley Broadcasting Co. chairman, elected president of Cincinnati Chamber of Commerce . . . James C. Cole, veteran radio mgr., onetime with WEBC, Duluth, appointed mgr. of new WFTV, Duluth (Ch. 38), tentatively slated to start Feb. 15 (Vol. 8:49) and one of the 3 uhf grants to Herbert Schfeitel interests (Telenews theatres), others being in Little Rock and Sioux City . . . Harold P. See promoted from TV director to station mgr., KRON-TV, San Francisco, under Charles Thierot, gen. mgr. and asst. publisher of parent *Chronicle* . . . P. A. (Bud) Sugg elected to board of Oklahoma Publishing Co. (*Daily Oklahoman*) whose WKY & WKY-TV he manages . . . Robert F. Lewine, ex-TV-radio director, Hirshon-Garfield, joining ABC-TV as eastern program director . . . Bun Clapperton, ex-KPOA, named local sales mgr. of KONA, Honolulu . . . Don Stewart shifted to DuMont transmitter sales, following merger of network's film syndication & teletranscription depts. now headed by Robert Woolf, with Merriman Holtz Jr. as supervisor of film syndication . . . Mrs. Doris Corwith, NBC supervisor of public affairs and president of American Women in Radio & TV, sailed Jan. 24 on hospital ship *U.S.S. Haven* for 2-week tour of western Pacific as guest of Navy, returning in *Mars* seaplane . . . Craig Ramsey named asst. to KFEL-TV program director Duncan Ross, Wm. G. McAndrew named KFEL-TV commercial production director, both going to Denver from NBC-TV, New York . . . Gregory T. Lincoln, ex-WPIX, joins Crosley New York sales office handling TV accounts . . . Frederick N. Polangin, ex-Hutchins Adv. (Phileo account), named to N. Y. staff of Fuller & Smith & Ross as supervisor of TV-radio div. of Westinghouse account . . . Arnold Johnson resigns as NBC Chicago TV-radio service mgr. to become radio facilities mgr., Needham, Louis & Brorby; he's succeeded by Thomas Lauer . . . Mrs. Donna Quigley, ex-Frank Best & Co. and Reuben H. Donnelley Corp., joins Cayton Inc. as asst. TV director . . . Kenneth W. Miller, FCC engineer in Conelrad group, chosen as engineering asst. by Comr. Robert Bartley, first such aide selected . . . Ned Hullinger, ABC western div. station relations mgr., transferred to station relations dept., N. Y.

Douglas Coulter, 52, NBC-TV executive producer, onetime CBS program v.p. and ex-N. W. Ayer radio v.p., died of a heart attack at his home in Scarsdale, N. Y., Jan. 21. He was credited with introducing the first radio variety and mystery shows, and with handling debuts of Will Rogers, Eddie Cantor, Jack Benny, Joe Cook, Mills Brothers.

EX-COMR. JONES' chances of becoming chairman of FCC are regarded virtually nil, despite considerable publicity in recent weeks. Close inquiries indicate he couldn't get own Ohio delegation in Congress to support him, despite his acknowledged ability and popularity when he was GOP Congressman. To the electronics industry, he's definitely persona non grata because of the part he played in the color imbroglio, his sparking of long-drawn-out anti-trust probe involving still-undecided ABC-UPT merger, his opposition to majority's method for early lifting of 4-year TV freeze. He himself says he'd take job only if drafted, and the publicity isn't doing his nicely-building law practice any harm.

Speculation about Republican successors to Chairman Walker and Comr. Merrill continues meanwhile—but nobody really knows answers, not even President Eisenhower's wartime aide Harry C. Butcher, who called on him shortly before inauguration and who himself is definitely not slated for any part of the new Administration. It's apparent Gen. Eisenhower hasn't taken up matter yet.

All that's known is that strong bi-partisan and industry sentiment favors promotion of the capable and knowledgeable Comr. Hyde (Idaho Republican) to chairmanship; that Indianapolis-Phoenix publisher Eugene Pulliam has been working hard for Charles Garland, gen. mgr. of Gene Autry's KOOL, Phoenix, and onetime mayor of Des Plaines, Ill.; that there's considerable support and opposition to candidacy of Lewis Allen Weiss, ex-Don Lee president and MBS chairman; that dozens of other names have been advanced and publicized, including radio & telephone people, lame duck politicians, even newsmen—making for guessing game that has given trade press plenty of copy.

First coast-to-coast inauguration telecasts, viewed by estimated 70,000,000 over 118 stations (out of the 128 on air), won unanimous acclaim of TV-radio critics. Audience was augmented by TV installations in many of nation's classrooms as well as state legislatures and public places all over country. Inauguration was free attraction on theatre-TV screens in Cleveland, Cincinnati and Indianapolis. The 4 TV networks used total of more than 50 cameras, staffs totaling some 600. Most fascinating innovations were the mobile transmitters of ABC, CBS & NBC, mounted in autos which cruised along parade route. New portable cameras were unveiled, too—NBC's 8-lb. handheld job using RCA vidicon industrial TV tube, and ABC's 18-lb. "Peek-A-View," also using vidicon, made by Dage Electronics Co. (Vol. 8:50). ABC's coverage was sponsored by Willys, CBS's by Packard, NBC's by General Motors, DuMont's on local cooperative basis.

Of the 43,849,460 radio homes in U. S. (some 98% of all), 44% have 2 or more radios, says A. C. Neilsen Co. As of June 1, 1952 there were 70,175,670 radio sets and 17,706,930 TVs in operation in U. S. homes. In addition, 22,630,820 families owned one or more auto radios.

Telecasting Notes: "Open door" to TV-radio as well as press is official policy of new Administration—another milestone in growing acceptance of TV as news medium. Some newspapermen were miffed (as they were when radio first loomed as a "competitor") when President Eisenhower's press secretary James C. Hagerty announced Jan. 21 that live TV-radio will be permitted to participate in some of President's new conferences for first time, probably once a month. Exact form of TV-radio "conferences" hasn't yet been worked out, but in apparent recognition of TV's role in presidential election campaign, Mr. Hagerty told newsmen: "We are in a new era with a new medium which we will take and use" . . . Dim view of televised presidential press conferences was taken by *New York Times* Jan. 23 in editorial saying such telecasts would be "a vaudeville act" and expressing hope "President Eisenhower will not take this risk"; but *Times* TV-radio editor Jack Gould, in same issue, enthusiastically called proposal "the thoroughly American way [to give] millions an opportunity" to see Govt. in action . . . TV-radio broadcasting of hearings before standing Congressional committees at discretion of chairman or by majority vote of committee is provided by bill to be introduced Jan. 26 by Rep. Javits (R-N. Y.) which also provides for code to safeguard rights of witnesses; bill is similar to one he introduced in last Congress, where it was pigeonholed by Rules Committee (Vol. 7:18) . . . "Look at Those Congressmen Ham It Up" titles article, by James R. Aswell, on Robert Coar's joint Senate-House recording facilities, non-profit and self-supporting setup on Capitol Hill which makes radio transcriptions or shoots TV films for legislators to send back to their local stations, due Feb. 13 in *Saturday Evening Post* . . . Tommy Manville, as guest on Socony's *Broadway Stanza*

on WPIX, New York, conducted by Rialto columnist Hy Gardner, was cited as example of "below-the-belt TV" by no less an authority than *Variety*, which lambastes the "free-for-all on the Manville matrimonial spree" as "one of the prize misdemeanors of the year"—coming just when newspapers and Congressional watchdogs are increasingly alerting themselves to abuses. This one, said *Variety*, reached "a level of bad taste that must have floored the Mobiloil boys into immobility" . . . Birth of son to Lucille Ball and husband Desi Arnaz Jan. 19, with its attendant heavy newspaper publicity, resulted in all-time high Trendex rating of 68.8 (approximately 44,000,000 viewers) for their filmed *I Love Lucy* program same night on CBS-TV . . . Ford Foundation, having gotten *Omnibus* off to good start on CBS-TV, with 5 sponsors now making it self-supporting, soon to get proposal for children's TV show from its TV-Radio Workshop chief Robert Saudek . . . Live-wire WAAM, Baltimore, already offering *Income Tax Clinic* at 9:15 p.m. each Tuesday until fateful March 15—a "natural" for TV-radio . . . 95 stations and all 4 networks now subscribe to NARTB-TV Code and regularly flash its symbol, including 3 of Washington's 4, which are under constant gaze of FCC members, staff & families; sole holdout—and it sticks in NARTB craw—is *Washington Post's* WTOP-TV, due to an old personal gripe of mgr. John S. Hayes . . . John E. Pearson TV named rep of new KSFA-TV, Ft. Smith, Ark. (Ch. 22), due on air May 1, reports Weldon Stamps, gen. mgr. . . . KONA, Honolulu, new rate card, retroactive to Dec. 16, reduces Class A rate from \$225 to \$150, 1-min. from \$45 to \$30 . . . New WTVU, Scranton, Pa., due on air in March, has appointed Bolling as national rep.

Station Accounts: So-called "chain lightning" merchandising plan of WNBC & WNBT ties in 5000 drug stores, represented by New York State Pharmaceutical Assn., as sponsors of weekly half-hour *Favorite Story*, starring Ronald Colman. Plan was used previously with 1500 supermarkets and 2000 independent grocers and includes TV-radio spots to promote neighborhood stores. Pharmaceutical Assn., in turn, will provide members with point-of-sale displays of other products advertised on WNBC & WNBT . . . Chesterfield and Hamm Brewing Co., each taking half of all games, will repeat sponsorship next season of all home games of Chicago Cubs and White Sox on WGN-TV, with reported \$100,000 paid each club for rights . . . National Brewing Co. (National Bohemian) to sponsor 24 home, 14 road games of Washington Senators on WTTG, through Kenyon & Eckhardt; it's 7th season on WTTG for club . . . Broil-Kwik Co. (infra-red broilers) buys night stanza of *Mono-Drama Theatre* on WABD, New York, Mon.-thru-Fri. 11:15-11:30 p.m., thru Zlowe Co.; afternoon stanza is 2:45-3. Unique new show stars lone actor who recreates a living portrait without aid of props or supporting players . . . Helen Pessl Inc. (Little Lady Toiletries) stars Irene Wicker in *Little Lady Story Time* on WJZ-TV, N. Y., starting Feb. 1, Sun. 11:30-12 noon, thru Keystone Adv. . . I. S. Grass Noodle Co. (Mrs. Grass' soup mixes) using TV on Ohio stations WNBK, WLWT, WLWD, WLWC and Chicago stations WBKB & WNBQ to back up big midwest newspaper ad schedule, thru Phil Gordon Agency, Chicago . . . Among other advertisers reported using or preparing to use TV: Avis Rent-A-Car System, thru Ruse & Urban, Detroit; Indiana Bell Telephone Co., thru J. Walter Thompson, Chicago; Rolls Razor Inc. (Rolls razor & accessories), thru Anderson & Cairns Inc., N. Y.; Flagstaff Foods (food products), thru Weiss & Geller, N. Y.; Hills Bros. Coffee Inc. (Red Can coffee), thru N. W. Ayer & Son, San Francisco; Calcinator Sales Co. (incinerators), thru Christopher-Williams & Bridges.

NEW YORK State Board of Regents' ambitious plan for 10-station educational TV network is rated only 50-50 chance of winning approval in toto—despite overwhelming support at 4 hearings before N. Y. State Temporary Commission on Educational TV, which ended Jan. 22 in Albany. That's opinion we get from newsmen who covered hearings and who are also wise to political maneuvering in State House.

Chief obstacle to full endorsement appears to be cost, estimated to involve outlay of \$3,850,000-\$4,500,000 in tax funds for construction alone. Best guess is that economy-minded Commission members, some reputed to be lukewarm to educational TV, will urge legislature to approve modest program as a trial, reserving right to expand network if it proves successful.

Educational TV gets chance to show its wares before 15,000 school officials at convention of American Assn. of School Administrators in Atlantic City, Feb. 14-20. New Jersey Dept. of Education's TV research center at Rutgers U plans to show series of typical educational programs. Joint Committee for Educational TV will provide lawyers and engineers to answer questions of educators.

Other educational developments this week: (1) NARDA convention in Chicago set up regional committees to seek support for educational TV. (2) Chicago board of education submitted budget request of \$150,000 for construction of TV studio in Manley Trade School. (3) American Council on Education, 1785 Massachusetts Ave., NW, Washington, published *A Television Policy for Education* (285 pp., \$3.50) based on addresses at TV Programs Institute at Penn State College last spring. (4) Ten Philadelphia groups formed Delaware Valley Television Corp., non-profit organization to press for educational TV station. (5) Massachusetts Special Commission on Educational TV called public hearing in Boston Jan. 26 to consider its recommendations for state network. (6) U of Minnesota Board of Regents approved state network plan to cost \$5,000,000.

TWO-A-WEEK, not 2-a-month as we erroneously reported last week, is anticipated RCA schedule of uhf transmitter deliveries starting possibly in February. Meanwhile, next week's shipments go to WAFB-TV, Baton Rouge (Channel 28) and to WROV-TV, Roanoke (Ch. 27). First February uhf deliveries are scheduled for WKNB-TV, New Britain, Conn. (Ch. 30); WHP-TV, Harrisburg (Ch. 55); WNBH-TV, New Bedford, Mass. (Ch. 28); WAKR-TV, Akron (Ch. 49); WKST-TV, New Castle, Pa. (Ch. 45); WTVO, Rockford, Ill. (Ch. 39).

GE also is stepping up its uhf deliveries and has considerably increased its orders. This week it shipped 100-watt transmitter to WEEK-TV, Peoria (Ch. 43) and 12-kw to WHUM-TV, Reading (Ch. 61), both now shooting for Feb. 1 start. In February, it ships to WWLP, Springfield, Mass. (Ch. 61); WHYN-TV, Holyoke, Mass. (Ch. 55); WPAG-TV, Ann Arbor, Mich. (Ch. 20); KBMT, Beaumont, Tex. (Ch. 31); WLOK-TV, Lima, O. (Ch. 73).

GE's March uhf shipments include WGBI-TV, Scranton (Ch. 22); WEEU-TV, Reading (Ch. 33); WOSH-TV, Oshkosh, Wis. (Ch. 48). In April or May, 12-kw job goes to KPIK, Los Angeles (Ch. 22). Other May shipments are to WILK-TV, Wilkes-Barre (Ch. 34); KRTV, Little Rock (Ch. 17). June: WUTV, Youngstown (Ch. 21); KIMA-TV, Yakima, Wash. (Ch. 29). July: KTVA, Austin, Tex. (Ch. 24); WPPA, Pensacola, Fla. (Ch. 15); KTAG, Lake Charles, La. (Ch. 25). August: WTVT, Chattanooga (Ch. 43); WCOC-TV, Meridian, Miss. (Ch. 30).

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Replies were rather numerous this week in our continuing survey of upcoming new stations, though some were quite indefinite. Here's what uhf grantees reported:

Denver isn't likely to get uhf before end of summer, according to latest dope on KIRV (Ch. 20) and KDEN (Ch. 26). Former's prime mover, Sam Sigman, is quoted in trade reports as stating difficulty in getting equipment is causing delays until August. Latter grantee, Empire Coil Co., has postponed until spring because of site problems. Meanwhile, Denver's Rocky Mountain Electrical League reports 1952 set sales totaled 115,299, plus estimated 2000 brought in from elsewhere—remarkable record when it's recalled that first vhf TV began there last July 18, second Oct. 2.

St. Louis trade reports indicate that KTSL group headed by Wm. Ware (Ch. 36) aims for April 1-15 start, though Mr. Ware himself says it will be week or so before definite information about plans can be announced. Also from Columbia, Mo., it's reported that new U of Missouri commercial outlet on Ch. 8 won't be ready for at least 6 months.

WICC-TV, Bridgeport, Conn. (Ch. 43), last promised for Jan. 15 with first Federal uhf transmitter, now looks to "third week in February" for its start, reports mgr. Philip Merryman. It might have made January date, except for delays in 435-ft. tower, he states.

WKOW-TV, Madison, Wis. (Ch. 27) has ordered RCA equipment, breaks ground for new plant Feb. 1, expects to get started June 1, has appointed Headley-Reed, according to gen. mgr. Michael Henry.

WISE-TV, Asheville, N. C. (Ch. 62) and WCOG-TV, Greensboro, N. C. (Ch. 57) are to be pushed to completion, reports Harold H. Thoms, holding both CPs. RCA transmitter and DuMont cameras & film equipment have been ordered for WISE-TV, which he expects to get going by May 30. DuMont 5-kw transmitter has been ordered for WCOG-TV, which is due to start Aug. 15, he stated.

New station in Salinas, Cal. (Ch. 28), granted Jan. 14 to S. A. Cisler Jr. and Grant Wrathall, hasn't yet ordered equipment but is aiming for summer of 1953 start, according to Mr. Cisler.

Among vhf grantees, there's more definite information, at least as to target dates. These are digests of this week's reports:

From Springfield, Mo., J. Gordon Wardell, manager of Springfield Television Inc. (Ch. 3), reports construction of new building to start in 2 weeks, RCA equipment ordered, July 1 expected on-air date, call letters and national rep not yet selected. President is Lester L. Cox, son of Lester E. Cox (KWTO, Springfield). Major stockholder is Springfield Newspapers Inc. (KGBX). The elder Cox has relinquished his previous interest in Springfield Television Inc. while the younger has given up his single share in KWTO.

WBAY-TV, Green Bay, Wis. (Ch. 2) reports that construction of studios in Columbus Club Bldg. will be completed shortly, that RCA has delivered 2 studio camera chains, film chain and associated equipment, that transmitter and ST microwave link are yet to come. Present plans call for tests to begin about March 1, regular programming 7 hours daily starting March 15. Weed & Co. will be rep.

WDAY-TV, Fargo, N. D. (Ch. 6) has had RCA equipment on order since June 1951, reports president Earl Reineke. Though construction plans haven't jelled yet, it hopes to begin interim operation by May 1. National rep hasn't been chosen, though Free & Peters is radio rep.

KZTV, Reno, Nev. (Ch. 8) hasn't ordered equipment yet or begun construction, yet president Kenyon Brown guesses it might get on the air by June 1. He's 50% owner, other half being owned by Fort Smith (Ark.) publisher Donald W. Reynolds.

KVTV, Sioux City, Ia. (Ch. 9) has ordered GE transmitter, RCA studio equipment, Graybar lighting equipment, has started erection of tower, studios and transmitters, now reports it will go on air no later than April 1, possibly earlier. Katz will be rep. Management is headed by Robert R. Tincher, mgr. of WNAX, Yankton, S. D., also owned by Cowles publishing interests.

KROC-TV, Rochester, Minn. (Ch. 10) has ordered RCA equipment, but hasn't yet begun construction, according to Gordon P. Gentling. Its target date is May 1. Rep will be Robert Meeker.

KELO-TV, Sioux Falls, S. D. (Ch. 11) has RCA equipment on hand, much of plant completed, will have test patterns by March 1, start commercial telecasting April 1, says mgr. Evans Nord. O. L. Taylor will be national rep.

KCBD-TV, Lubbock, Tex. (Ch. 11) expects to be on the air by March 30, according to latest report from president Joe H. Bryant, thus giving that community second vhf outlet—KDUB-TV having begun Ch. 13 operation last Nov. 13. RCA equipment has been ordered, to be delivered this month. Studio building is about completed. John E. Pearson will be rep.

KTNT-TV, Tacoma, Wash. (Ch. 11) has ordered GE equipment, already received and being installed, with studio and tower completed—but it won't estimate starting date. Weed has been signed as national sales rep. Rival KMO-TV (Ch. 13), being built by Carl Haymond, previously reported May, 1953 as target (Vol. 8:51).

First network service to Canada went into effect this week when 2-section 66-mi. microwave link began operating from Buffalo to Toronto across Lake Ontario, with intermediate relay at Fonthill, Ont. CBS-TV beamed first live program, *Studio One*, shortly after connection. Extension to Montreal is due in Spring. Also interconnected this week were Youngstown's WFMJ-TV & WKBN-TV.

GE shipped 20-kw amplifier to WPIX, New York, Jan. 22, and station is due to hike power to nearly 100 kw shortly, operating from Empire State Bldg.

LEADERS STILL THINKING & TALKING BIG: They're licking their chops in the industry over prospects of another big production and sales year -- anticipated by just about everyone on the manufacturing side of TV-radio, big and little. High expectations are based not only on continuing high demand for their product but on the new Administration's obvious friendliness to business. That the electronics boys got quite a kicking around by the preceding regime, is all too well known (see p. 8).

Hopes are so high that, as if in response to Philco's hint of 1,000,000 TV output this year (Vol. 9:2), Admiral is on record as indicating it too will turn out 1,000,000. And RCA, boasting that it can't meet current demand, takes traditional position that "we won't be outproduced or outsold by anybody."

Whether all this turns out to be tall talk, fact remains that the industry is flourishing to the point where Motorola's Robert W. Galvin could tell the Chicago Society of Investment Analysts this week that 1953 should be good profit year, maybe 10% before taxes on consumer goods, 8½-10% on govt. contracts, higher on commercial products -- enhanced by good prospect of end of excess profits tax July 1.

Unlike DuMont's Dan Halpin, who anticipates higher prices ahead (Vol. 9:1), Galvin takes position that production costs are now leveling off and said, "We don't anticipate more price increases." In fact, in long run, he thinks "the electronics industry will offer lower priced products through technical improvements, such as applications of transistors, coupled with plated circuitry."

Components makers face good future, too, said Galvin, thanks to expanding TV and other operations, and he foresaw for this year "no basic material shortages."

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The uptrend was reflected by Admiral's Ross Siragusa at his "white goods" convention in Chicago this week. Admiral's 1952 sales, he said, were second highest in its history, exceeded only by 1950's \$230,000,000. This year, it's prepared to turn out \$225,000,000 worth of products, exclusive of defense and export. Production plans embrace doubling sales of home appliances, especially now that Admiral is also in the home freezer and air conditioner fields.

TV hit annual rate of 7,000,000 output during last 4 months of 1952, said Siragusa, yet inventories did not pile up. The "old markets are still best", he assured his distributors. Though as many as 100 new stations may be expected this year, he cautioned against "tendency to overemphasize this factor."

"The 67 markets existing prior to the lifting of the freeze," said Siragusa, "still will account for the great share of sales. Our studies indicate that a maximum of 1,500,000 sets will be sold in new markets in 1953.

"On that basis, the industry will have a ratio of at least 3 sets to sell in the 67 pre-freeze markets for each one to be sold in new markets. You may find that ratio surprising, but it is not out of line with the facts. For example, more sets were sold in New York in October alone than in Denver in the first 3½ months after telecasts were started there. October sales in Chicago almost equalled the 3½ months sales total in Denver."

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Perhaps symptomatic of the times, smaller manufacturers are no less optimistic than the Big 4, as indicated in reports in these columns during recent weeks -- many of them quite intent on getting bigger. News release from Raytheon this week quotes sales chief Wm. J. Helt as saying he expects to increase TV sales by 300% this year over last, will add 15 more distributors to the 26 appointed last year so as to acquire nation-wide distribution.

Raytheon statement is one of many. Retailing Daily's Martin Rosenbloom, surveying field Jan. 23, lists CBS-Columbia as expecting to hike output from 122,000

last year to 225,000 this year; Olympic, from 75,000 to 100,000; GE, to go up 100%; Emerson, up 80%; Crosley, up 60% -- among others.

* * * *

Production climbed again second week of New Year (ending Jan. 16), RTMA reporting 173,348 TV units turned out (7007 private label) as against 155,892 in week preceding. Top 1952 week was 205,957 last Oct. 31 (Vol. 8:45) and it's expected this will be reached and perhaps exceeded soon as things are now going. Factory inventories remained steady at 127,464 as of Jan. 16, up only about 3000 from Jan. 9.

Radio output went up, too -- to 255,072 (113,278 private) from 209,057 week preceding. Factory inventories went to 240,126 from 223,569. Week's radios were: 90,892 home sets, 21,148 portables, 42,767 clock, 100,265 auto -- latter figure a record high, presumably due to new car models now being introduced.

GOVT. DROPS COLOR-FM ANTI-TRUST PROBE: Dept. of Justice's grand jury investigation of the TV-radio-electronics industry, regarded by many (and with good reason) as a spite-provoked "fishing expedition," fell flat on its face this week -- propelled to that ignominious posture by the outgoing Administration itself!

It wheezed to a fitting climax when Attorney General McGranery, on last day in office Jan. 19, abandoned the much-publicized anti-trust inquiry into color, FM and patents, ending a period of harassment costly to both industry and taxpayer.

Like other crackdown efforts of the old FCC regime, which was quite rightfully suspected of sparking this one too, it proved to be a magnificent bust.

* * * *

Probe started about year ago, with RTMA and 18 companies required to produce exhaustive files under sweeping subpoena duces tecum that threw respondents into a dither of resentment and forced them to engage high power defense counsel (Vol. 8:9 et seq). Accent on color lent to belief, confirmed by fact FCC helped all along, formally and informally, that the proceeding stemmed from FCC pique over the industry's virtually unanimous refusal to accept its color edict.

No one expected criminal indictments ever would result, but cost and bother were enormous, to say nothing of unfairness, especially at a time when the industry was worried about slumped TV market, aggravated by the then still-unlifted freeze, and when industry leaders were intensely preoccupied with mounting defense demands.

The case aroused deep-seated resentment against the Truman Administration at all industry levels, just as did the adoption of incompatible color -- against the overwhelming advice of manufacturers, scientists and sellers alike.

"Most of the persons to whom subpoenas were directed have complied substantially with them," said McGranery's statement. "The Department study of the documentary material submitted suggests that removal of whatever restraints may exist in the industry should more properly be the subject of civil litigation than of criminal prosecution. The study thus far made of the documents has not disclosed the use of force, strong arm tactics or activities of a similar punitive nature."

The press release adds that the Attorney General "emphasized that the investigation itself was not terminated and would continue, and that he had simply withdrawn authority to use criminal process." It was always the industry's position that it would never be indicted for non-existent "conspiracy" against color or for "failure to push FM," and that patent problems properly belong in civil courts.

* * * *

It's doubted now that civil action is more than an empty threat, mentioned merely for "face saving" -- particularly since RCA patent pool is in litigation in civil courts (with Zenith). As we observed, when probe was first projected, "While grand jury action might mean criminal indictments, it's regarded more probable that civil action may be the aim -- especially against RCA patent pool" (Vol. 8:9).

RCA was main target from start, although RTMA and these other companies were served: Admiral, CBS-Columbia, Crosley, DuMont, Emerson, GE, Hazeltine, IT&T (Capehart-Farnsworth, Federal, et al), Motorola, Philco, Pilot, Raytheon, Sylvania, Westinghouse, Zenith. For some inexplicable reason, several top industry entities were not served, though they had taken same strong position vis-a-vis color others did.

Sweeping nature of subpoena flabbergasted most (for text, see Supplement No. 77). RCA had toughest time complying because of its complex patent-licensing agreements, and it lost in drawn-out court effort to quash or modify the "dragnet" subpoena demanding data going back to 1934 (Vol. 8:43).

Probe obviously ran out of steam after anti-trust chief H. Graham Morison resigned June 30 (Vol. 8:25), although dept. attorneys Malcolm A. Hoffmann & Marcus A. Hollabaugh dutifully pressed the case. Both are career men, who expect to stay on their jobs, protected by civil service. They may be transferred, however -- and at FCC its sideline "patent investigation" that has been running nearly a decade is expected to get short shrift under the new leadership due soon.

COMPATIBLE COLOR progress is unmistakable, even though development has been far more time-consuming than experts predicted. But there's abundant evidence that time is being well spent—in both field testing of system and perfection of transmitters and receivers.

New field testing specifications were chosen unanimously last week by National Television System Committee, after a year of experience with old set. These are to be tested as long as necessary, perhaps 3-4 months, whereupon final standards will be chosen. New specifications have following principal differences from old:

(1) Color subcarrier frequency of 3.579545 mc, instead of 3.898125 mc. New frequency is almost, but not quite, same as original frequency proposed for system. Change was made to improve color performance, simplify receiver construction.

(2) Adoption of orange-cyan-wideband (OCW) principle and abandonment of color phase alternation (CPA). CPA was originally proposed as technique for eliminating color fringing, but was found to produce flicker at high brightness levels. OCW seems answer to both fringing and flicker problems. System as now constituted produces large color areas of picture in all 3 primary colors, the very fine detail in black-&-white, medium-sized detail in orange and cyan. It all takes advantage of fact that eye can't perceive color in smaller details.

Full specifications will be sent to NTSC members shortly, and field testing will get underway almost immediately. RCA, for one, expects to have new specs on air in New York next week. Others expected to transmit are DuMont, GE, Philco, Stromberg-Carlson.

* * * *

When and how system will be presented for FCC approval remains unknown. Speaking to AIEE group in New York this week, NTSC vice chairman David Smith, Philco, said NTSC would probably "act as a sort of consultant" to FCC. Interestingly, there are some at Commission who hope that color becomes no big issue for year or 2. Reason is that they fear it could depress growth of uhf which is regarded as much more important than color.

Discussing color synchronizing signal, Philco's Donald Fink told AIEE that "ghost has finally been laid to rest" concerning the problem. He recalled FCC's concern over accuracy of one 11-millionth of a second required by compatible system. Actually, he said, present black-&-white has even more stringent requirements yet millions of receivers comply with them. In compatible color, he went on, there is one specification requiring accuracy of one 250-millionth of a second, but that accuracy has already been achieved without exorbitant receiver cost.

* * * *

We took a look at Lawrence tri-color tube this week, found it performed very well under conditions presented. It's in operation almost daily at New York headquarters of Paramount Pictures, 50% owner of Chromatic TV Labs, the tube's developer.

System employed is closed-circuit field-sequential, 405 lines, 144 fields, but with 8-mc video bandwidth, and only

Kodachrome and Ektachrome slides were shown. Pictures were generated by flying-spot scanner.

Color fidelity was excellent—as good as any we've seen. Brightness was good, 30-50 ft.-lamberts. Resolution was satisfactory, as it should be with 8-mc video bandwidth. Breakup and flicker were negligible, though hum was quite annoying and is proving extremely difficult to eliminate. Black-&-white reproduction was acceptable.

One shortcoming was the rather coarse line structure, due in part to 405 lines (instead of 525), in part to fact tube has twice as many red phosphor lines as it has blue or green. This causes certain colors to render coarser pictures.

Picture is 18x12-in., housed in 20-in. circular metal-coned one-gun tube. Deflection is 70 degrees and tube is only 19-in. long, same as black-&-white. Face of color plate has 900 strips of phosphors, each .015-in. wide. Back of it is wire grid structure with 450 wires.

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Chromatic's Richard Hodgson and Robert Dressler have many improvements in mind. They say they've tested NTSC system on tube at Oakland, Cal. plant, will set up NTSC system in New York in a few months.

Narrower phosphor lines (.01-in.) and larger tube (27-in.) are in the works. Production is quite simple, developers claim. Phosphors are merely "squeegeed" on, and wire grid is automatically wound in about 2 minutes. Present tubes have operated 1000 hours or more, and life is said to be comparable with black-&-white tubes.

Live pickups, as well as 35mm color film chain, are planned for New York setup. Hodgson and Dressler say NTSC color presents no problems, though 3-gun tube may turn out to be preferable to 1-gun.

A camera tube operating on same principle is "being considered," Hodgson says, though it obviously offers only small market as compared with receiving tubes.

Tubes are being sold to manufacturers at \$500 each, and production is about 25 weekly. Biggest part of cost, Hodgson claims, "is still the envelope, as in black-&-white." He feels that tube can ultimately sell for no more than twice price of black-&-white, and says Chromatic has no plans for going into mass production of receivers itself, though it may produce a luxury set. It will license others.

Chromatic principals naturally feel they'll give other color tube makers a run for their money. "RCA," they say, "throws away about 85% of the light, using that mask with holes in it. We use 85% of the light. Furthermore, our tube isn't nearly so critical. The beam is about one-fifth the width of the phosphor strips and works as long as it hits the strip any place." Some tubes may be made with vertical phosphor strips, as first models were.

Hodgson is quite happy with NTSC's work, says its system is good enough, "though there are other ways of doing it." Chromatic is member of NTSC, is going along with its current conclusions. He indicated that his developmental work is handicapped by FCC's limitations on compatible color transmissions during daytime. Commission still permits only few minutes weekly.

Topics & Trends of TV Trade: Drive to head off unfair trade practices before they develop was launched in Springfield, Mo. (pop. 75,549) this week with slogan, "If you don't know your TV set, be sure you know your dealer!" Using Portland and Denver experiences to build on, Better Business Bureau of Springfield, where KTTS-TV (Ch. 10) is aiming for April start (Vol. 8:46), called meeting of city's newspaper, radio stations, distributors & dealers to get community-wide campaign started. Result was one of most ambitious ethics programs yet undertaken by prospective new market.

Meeting produced 2 major results: (1) Trade signed firm pledge to abide by rigid set of advertising rules, including mandatory information on make & model, charges for extras, performance claims, trial offers, tube sizes, prices, description of woods, color adaptability, guarantees & warranties, service offers. (2) Participants agreed to pay their proportionate share of educational program on TV reception, to be carried to public via all ad media.

For its part, BBB will "call a spade a spade," said mgr. Leo Busch. "We will call the unscrupulous businessmen 'gypos,' which is what they are. We will point out what happened in Denver when gypos and opportunists flooded the market with used, obsolete and off-brand sets."

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Tele-tone Radio Corp. assets fetched total of \$144,896 in trustee in bankruptcy sale last week, trustee Paul H. Hudson disposing of 2000 chassis, 1000 tuners, 10,000 speakers, 15,000 cabinets, 5000 picture tubes, 5000 circuit tubes, among other items. He rejected bid of \$16,750 for 13,000 cabinets as inadequate. Meanwhile, Newark court is still studying amendments to plans of reorganization proposed by Pacific Mercury and by California Eastern Airways, rival bidders (Vol. 8:41, 47, 49).

Kaye-Halbert enters industrial TV field with new "Cyclops" camera, to be custom-built to users' specifications by the Culver City, Cal. TV set manufacturer. Camera is size of 16mm motion picture camera, uses 16mm lenses. Controls are located on monitor unit which may be placed as far as 500 ft. from camera.

Radio transmitter weighing less than 2 lbs., Motorola's "Handie Micro-Talkie," is now being mass-produced. Priced at \$110, unit has optimum range of 5 miles, operating in 152-174-mc band with power output of 20-40 milliwatts. Suggested users: policemen, firemen, materials handlers, watchmen.

November excise tax collections on TVs, radios, phonos were \$12,332,956, compared with \$12,732,216 in Nov. 1951. On refrigerators, air conditioners, etc. Govt. collected \$3,274,024 in Nov. vs. \$5,185,582 in Nov. 1951.

Pacific Mercury, which makes TVs for Sears Roebuck, enlarging Van Nuys, Cal. plant by 125,000 sq. ft., and will employ 400-500 more workers when completed in July; also plans plant in Alabama.

RTMA service committee appoints Paul B. Zbar of New York, ex-director of American Radio Institute, as chief instructor of industry's training course for servicemen at N. Y. Trade School, to begin about March 1.

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Distributor Notes: Zenith appoints W. W. Cone gen. mgr. of New Jersey distributing div.; he's ex-Motorola-New York v.p. . . . Motorola Detroit appoints Jack Potter sales mgr. . . . Federal Distributing Co. (Sylvania), Des Moines, names Peter Prescott sales mgr. . . . Crosley Atlanta names Charles O. Lilley operations mgr., replacing L. E. Perez, resigned . . . GE Supply Co., Cincinnati, names Harold O. Parry sales promotion mgr. . . . DuMont appoints Bernard Distributing Co., Peoria . . . CBS-Columbia appoints Horrocks-Ibbotsen Co., Utica . . . Hoffman Radio appoints Graybar, Boise, Ida.

Electronics Reports: "The transistor age has arrived." With these words, Raytheon president Charles F. Adams Jr. signaled first all-out "transistorization" of a consumer product industry. At New York press conference Jan. 23, he revealed Raytheon has "started to ship tens of thousands of transistors monthly to more than 15 hearing aid manufacturers" (Vol. 9:1-3). Raytheon's germanium junction transistor type CK722 is particularly adapted to hearing aids using 3 transistors in lieu of tubes, he said. Receiving tube v.p. Norman B. Krim said the transistors cut battery replacement costs up to 97%, provide greater gain and power, cut distortion and eliminate microphonics. And judging by "transistor hearing aid" advertisements which have blossomed in the newspapers virtually overnight, the magical transistor will give ad writers 97% more power without changing batteries.

While hearing aid is first big mass-production civilian use of transistor, it is, of course, infinitesimal measure of potential of electronics' new wonder baby. Motorola v.p. Robert W. Galvin, addressing Chicago Investment Analysts Society Forum Jan. 21, predicted use of transistors in control devices "will bring about a second industrial revolution," which he said will be comparable in impact to the development of the steam engine.

Bell Labs v.p. J. W. McRae, addressing same meeting, foresaw this year's "development of important types of transistors and perfection of production techniques for them." He said Bell Labs has licensed about 35 firms to make transistors, and some 40,000 have been produced so far. Monthly production totals about 30,000, of which 20,000 are made by Western Electric, currently costing \$5-\$14 each.

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Synthetic material to replace expensive germanium in transistors is announced as new development by Brown-Allen Chemical Inc., New York. Besides being cheaper, "certain developed forms of this material," said president John O. Ekbohm, "may solve existing transistor problems of unreliability arising from the use of germanium and silicones." He added that Standard Piezo Co., Brown-Allen subsidiary, is now setting up production facilities for "devices using this new material [which] we plan to market this year."

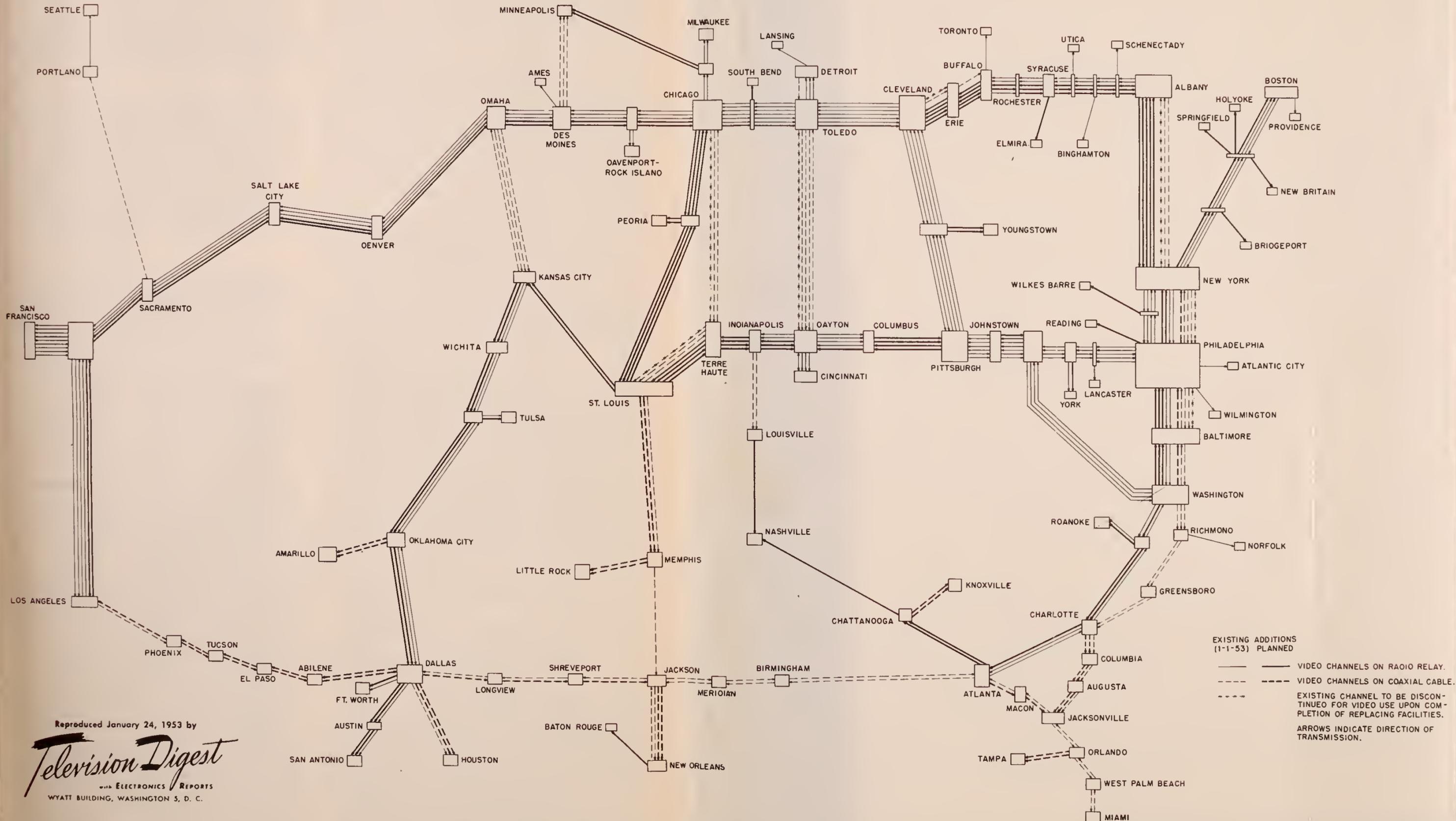
National Bureau of Standards this week revealed it has developed transistor-powered crystal oscillator that is "small, portable, dependable and accurate over long periods of time." Entire circuit, including power supply, fits into metal tube less than 2-in. in diameter and 7-in. long. Bureau hailed development as paving way for inexpensive and compact laboratory frequency standard, heretofore unavailable.

Cuban microwave networking was inaugurated Jan. 2 when Circuito CMQ sent Havana baseball games 170 miles to its Channel 5 station in Santa Clara, via 7-hop Philco system installed by CMQ's own technicians. Transmission of all Havana programs to Santa Clara and Ch. 9 station in Matanzas began Jan. 20. Plans are to add 12 more hops and 330 miles to reach Channel 2 station in Santiago de Cuba. Cost of first 7 hops is estimated at \$480,000, other 12 at \$700,000. Reporting on start of networking, CMQ director Goar Mestre says: "The quality of the sound and the image was excellent and the commotion that it has caused in the Interior has exceeded anything we imagined." He reports Cuba has more than 100,000 sets. CMQ's second Havana station, CMBF-TV (Ch. 7), is due to start first week in February. Within 3-4 months, he says, Havana will have 5 stations, making total of 10 for country of about 5,000,000 people.

Marion E. Bond, 49, chief engineer of Motorola's 2-way radio development, died Jan. 19 in Chicago.

BELL SYSTEM TELEVISION NETWORK FACILITIES

Chart Prepared by AT&T Co.



EXISTING (1-1-53) ADDITIONS PLANNED

— VIDEO CHANNELS ON RADIO RELAY.
 - - - VIDEO CHANNELS ON COAXIAL CABLE.
 - - - EXISTING CHANNEL TO BE DISCONTINUED FOR VIDEO USE UPON COMPLETION OF REPLACING FACILITIES.
 → ARROWS INDICATE DIRECTION OF TRANSMISSION.

Reproduced January 24, 1953 by
Television Digest
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 WYATT BUILDING, WASHINGTON 3, D. C.

Handwritten Title

1875



Handwritten signature or name

Financial & Trade Notes: Battle over proposed merger of Webster-Chicago with Emerson Radio (Vol. 8:51) shaped up this week as 2 opposing factions sought proxies to be voted at Feb. 4 meeting of Webster-Chicago stockholders. In letter to shareholders, Martin C. Remer, president of Chicago investment firm of Remer, Mitchell & Reitzel Inc., said: "Webster is so good a company that you are not justified in accepting three-quarters of a share of Emerson for one share of Webster. [It is] true that Webster will show a loss for the year ending Dec. 31, 1952 of possibly \$300,000. But this loss seems to be due largely to the substantial increase in Webster's business [which] necessitated the acquisition of additional manufacturing facilities."

Mr. Remer estimated his firm, its employes and clients hold about 50,000 shares of Webster-Chicago stock. Proposed merger must be approved by holders of two-thirds of Webster's outstanding stock, or 300,000 shares. In letter asking stockholders' approval of merger, Webster-Chicago president R. F. Blash said company's directors consider terms "fair and equitable" and that "as stockholders of Emerson you will be owners of a portion of a much more diversified company which is now one of the leaders in the radio & TV field." Stockholdings of the 6 directors of Webster were listed as 47,582 shares, including 30,000 owned by Mr. Blash.

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Dividends: Standard Coil Products, 25¢ payable Feb. 15 to stockholders of record Feb. 5; Sparks-Withington, 15¢ Feb. 16 to holders Feb. 2; Servomechanisms, 10¢ Feb. 16 to holders Feb. 2; American Phenolic, 25¢ Jan. 30 to holders Jan. 16; Sentinel, 7½¢ payable Feb. 27 to holders Feb. 16; P. R. Mallory Co., 35¢ March 10 to holders Feb. 20; Weston Electrical Instrument, 50¢ March 10 to holders Feb. 27; Tung-Sol, 25¢ March 2 to holders Feb. 16.

Sylvania has registered with SEC issue of \$20,000,000 in sinking fund debentures, due in 1978, and 550,000 shares of new common stock to be offered publicly in February through syndicate headed by Paine, Webber, Jackson & Curtis. Money will be used to pay off \$15,000,000 of bank loans, finance expansion and increase working capital.

Trade Personals: Paul Dye, Admiral mgr. of distribution, promoted to gen. sales mgr. under v.p. Wallace Johnson . . . Herman S. Sacks resigns as adv. mgr., Bendix TV-radio div., to become gen. mgr. of Music House, Buffalo . . . Dr. Russell R. Law, RCA researcher at Princeton and Harrison, joins Hytron (CBS) as technical asst. to v.p. Charles F. Stromeyer . . . Edward P. Atherley named midwest sales mgr., Sylvania distributor tube sales, headquartered at 3450 W. Division St., Chicago. Mgr. Harold H. Rainier also announced Robert L. McNelis to succeed Atherley as central district sales mgr., Chicago, Justin J. McCarthy as metropolitan sales mgr., New York, R. C. Hoffman as midwest sales mgr., Pittsburgh; Wm. O. Spink named asst. central district sales mgr., equipment tube sales . . . Walter Lefebre, ex-district mgr., promoted by Sylvania to director of new TV market development . . . Eugene Vigneron named controller, Sylvania TV-radio div., Buffalo, succeeding Leon C. Guest Jr., transferred to N. Y. . . James Summers, ex-Ampro, named adv. mgr., Simpson Electric Co., succeeded at Ampro by Robert Saiehek . . . Leslie Norde joins Hammerlund Mfg. Co. as chief receiver engineer . . . Wm. M. Scott, ex-controller of Admiral-New York, elected president of Pennsylvania Exchange Bank, New York City . . . Henry Fogel, ex-mgr. of commercial products, Radio Receptor Co., appointed president, Granco Products Inc. . . . John M. Preece, district mgr., Allen-Bradley Co., elected president of Chicago Electric Assn., succeeding Harry Alter . . . Harold P. Gilpin promoted to gen. sales mgr., Sylvania radio & TV picture tube div., headquartered in N. Y.

PHILOSOPHY behind uhf allocation plan was outlined by FCC chief engineer Edward Allen in speech before meeting of American Institute of Electrical Engineers in New York's Hotel Statler Jan. 20.

Three factors governed co-channel and adjacent-channel uhf spacing 15 miles less than vhf, he said: (1) Uhf isn't expected to serve as large an area. (2) Greater directivity of uhf receiving antennas is likely to reduce interference. (3) Smaller spacing would somewhat offset the restrictions on channel assignments imposed by uhf "taboos" regarding spacing—oscillator radiation, image, intermodulation, etc.

Allen pointed out that 12 vhf channels have about 600 assignments to cities, whereas 70 uhf have only about 1400. The taboo spacings, he said, are partially responsible for relatively smaller number of uhf assignments. A study of Zone I (northeast U. S.) showed that if the taboos were ignored from now on, and only co-channel and adjacent-channel spacings observed, about 20% more uhf assignments could be made. Improvement in receiver performance, said Allen, is worth "real effort" so that taboos may be forgotten and more channels assigned to cities that need them.

Commission set 1000 kw as maximum uhf power because it seemed attainable in next few years, not because it would render uhf comparable with vhf in coverage. At least 5000 kw in uhf is needed to compare with 100 kw in vhf Channels 2-6, Allen stated.

Effects of height on uhf transmission, one of biggest technical unknowns, was discussed by RCA's D. W. Peterson and Jess Epstein. Their paper was based on experiments with antennas at various heights on WOR-TV tower. Results, in general terms, are those previously reported (Vol. 8:40):

- (1) Height doesn't mean much in rough terrain.
- (2) Height means even more than theory indicates in built up areas with smoother terrain.

Extremely important result of tests is that techniques were derived for giving much more accurate prediction of coverage for projected stations. FCC has been looking for that kind of data, and, when satisfied with their validity, presumably will incorporate new factors in its rules.

RCA's Dana Pratt described uhf transmitters, antennas, transmission lines, costs, etc. Noteworthy is manufacturers' success in maintaining frequency stability, for offset carrier operation, within limits that FCC (and some industry experts) once thought were almost impossible to achieve. Manufacture of necessary crystals, Pratt said, takes 3 weeks, compared with 4-5 days for previous crystals.

Cost of uhf transmitting plan giving 200 kw ERP is about \$200,000, he said, with studio costs starting at minimum of \$35,000.

Fine technical status report on uhf is January *Proceedings of the IRE*, devoted entirely to uhf, including 30 papers on transmitters, tubes, receivers, transmission lines, antennas, relays, propagation, instruments.

Theatre business is a "poverty industry"—and the "villain" is TV. Thus Robert W. Coyne, executive director of National Council of Motion Picture Organizations, representing some 14,000 theatres, candidly admitted what he had for long time refused to concede, when he spoke Jan. 19 before some 50 Rhode Island theatre owners in Providence. He said TV was prime factor in decline in theatre attendance, second factor being the 20% amusement tax which he thought this Congress might reduce.

Zenith Radio enjoyed its largest sales in history in 1952, looks forward to 1953 as very good year also, said sales v.p. Henry C. Bonfig this week. For 9 months to Sept. 30, Zenith sales were \$82,500,000 vs. \$75,100,000 in same 1951 period and \$110,000,000 in all 1951.

BIGGEST REVENUE sources among Crosley Broadcasting Corp. properties are its combined TV stations—WLWT, Cincinnati; WLWC, Columbus; WLWD, Dayton. However, 50-kw AM station WLW, Cincinnati, continues to be the biggest single earner, reputed one of top in all radio and unmatched as yet by any of the TV stations.

This is brought to light in profit-&-loss statement filed with FCC by the Avco subsidiary to show its ability to take over and operate Atlanta's WLTV under \$1,500,000 purchase deal now pending FCC approval (Vol. 8:51).

All the Crosley station operations combined grossed \$8,342,979 in the 11 months ended last Oct. 31 (fiscal year ends Nov. 30), of which the TV stations combined represented \$4,436,013, WLW \$3,052,156, WINS (New York) \$733,879, remainder inter-company sales of time & talent.

Operating profit on the combined properties (not broken down in report to FCC) amounted to \$1,793,055 after \$4,634,272 direct expenses, \$498,596 commercial operating expenses, \$1,417,055 selling, service, general & administrative expenses. Operating profit thus was 21.49% of net sales. After provision of \$980,000 for Federal income tax, 11-month profit on all the properties was \$800,956 or 9.6% of net sales.

With combined sales running close to \$800,000 a month, the Crosley Broadcasting Corp. dollar volume for whole of its fiscal year ran well over \$9,000,000, net profit probably around \$900,000. Last report on parent Avco Corp. showed its gross was \$220,000,000 for 9 months ended Aug. 31, net profit \$7,600,000 (Vol. 8:39).

No FCC decision on ABC-UPT merger yet—and no date for Senate hearing on subject. That's status this week as majority of Commission waits for Comr. Henneck to write her dissent before considering merger again. Sen. Tobey still says his hearing will come "within a few weeks." Will Commission render its decision before? Guessing is that it will, possibly next week. Sen. Tobey introduced a bill this week (S. 538), putting into words what he wants. It would require FCC to refuse station licenses to those found guilty of monopolizing entertainment business. But bill permits Commission to exempt those who haven't violated anti-trust laws controlling any form of entertainment in 5 years preceding their application for license and have "no probability" of practicing restrictions in broadcasting. Curiously, bill would seem to be no deterrent to approval of merger, because UPT, since formation as splitoff of old Paramount, has never been charged with violating anti-trust laws.

Theatre-TV hearing, which resumes Jan. 26, will get only 2 days a week of FCC's time, may run into night sessions. Commission, obviously irked at prospect of long-drawn-out hearings, is anxious to wring as much water out of testimony as possible. To this end, FCC general counsel Ben Cottone called conference of attorneys Jan. 23, got promise to reduce direct testimony to writing wherever possible as well as pledge from theatre-TV proponents and AT&T that each would try to squeeze its engineering and accounting testimony into 2 days. Aim of conference was to reduce hearing to total of 16-18 days, or 8-9 weeks, since sessions will be held only on Mondays and Tuesdays. Commission could conceivably take action to shorten proceeding further when hearing reconvenes next week. National Exhibitors Theatre TV Committee and Motion Picture Assn. are scheduled to conclude their engineering and accounting testimony next week, and AT&T is expected to testify Feb. 2-3. Meanwhile, MPAA & NETTC this week petitioned FCC to grant Western Union's request that question of interconnection between common carriers be included in hearing (Vol. 9:3).

Licensed TV sets in Britain totaled 1,732,882 at end of October, 1952, up 77,436 for month.

TWELVE APPLICATIONS for new stations filed with FCC this week, 7 for uhf, included one for Durham, N. C. (Channel 46) by T. E. Allen & Sons Inc., in which Ambassador to Yugoslavia George V. Allen and his wife are chief stockholders. Week's other uhf applications were for Miami (Ch. 33), by group headed by Nathaniel Klein, part owner of WINZ, Hollywood, Fla.; Miami Beach (Ch. 27), by Robert W. Rounsaville, owner of WMBM and other radio stations and holder of CP for Louisville; Tarpon Springs, Fla. (Clearwater's Ch. 32), by WBOY; Portland, Me. (Ch. 53), by Frank S. Hoy, WLAM, Lewiston, Me.; Columbus, Miss. (Ch. 28), by Birney Imes Jr., WCBI; Gulfport, Miss. (Ch. 56), by WGCM. Vhf applications were for Pine Bluff, Ark. (Ch. 7), by Dallas contractor Gaylord Shaw; Austin, Minn. (Ch. 6), by owners of KBOK, Owatonna, and KATE, Albert Lea; Las Vegas, Nev. (Ch. 8), by Herman M. Greenspun, publisher, *Las Vegas Sun*; Minot, N. D. (Ch. 13), by John Boler, KCBJ; St. Louis, Mo. (Ch. 9, educational), by local commission headed by Chancellor Arthur H. Compton, of Washington U. Total applications now on file: 733, of which 460 are for vhf, 273 uhf. [For further details about these applications, see *TV Addenda 16-C* herewith; for complete listings of all post-freeze applications, grants, hearings ordered, etc., see *TV Factbook No. 16* with Addenda to date.]

Hassle over potential TV revenues in Tampa-St. Petersburg Channel 8 hearing this week finally brought FCC economist H. H. Goldin to stand to testify on basis of Commission's confidential station revenue files. He supplied novel breakdown in terms of dollars-per-set, according to number of stations per market. In 1951, he said, median revenue per set for all stations was \$6.28. In one-station markets, it was \$9.82, 2-station \$7, 3-station \$4.38, 4-station \$3, 7-station \$1.75. In 1950, respective figures were \$5.90, \$10.13, \$7, \$5.25, \$3.60, \$1.60—not radically different. In markets of 250,000-500,000 pop. in 1951, he reported, median was \$11-per-set in one-station markets, \$7 in 2-station. Previous year, figures were \$10 and \$5.50 for same markets. In 1951, average station's revenue in one-station markets was \$496,000 for less than 50,000 receivers, \$648,000 for 50-75,000, \$952,000 for over 75,000. Goldin plans to derive similar statistics based on number of families, retail sales, etc.

San Diego originations for upcoming XETV, Tijuana (Ch. 6), just across border, are proposed in application to FCC this week seeking authority to transmit via microwave—filed by Alvin G. Flanagan, ex-program director of San Diego's KFMB-TV, more recently ABC-TV western program mgr., now an independent packager at 1250 Catalina Blvd., San Diego. Application aroused tempers of KFMB-TV and counsel for pending San Diego applicants, who indicated they will file strenuous protests. They object that such operation of XETV, owned by Azcarraga-O'Farrill interests (latter also owner of successful XELD-TV, Matamoros, across border from Brownsville, Tex.), would mean Mexican-licensed station is not subject to FCC regulation yet would compete directly with American outlets, existing or projected. Plan is for XETV to install and own studio equipment at 4231 Park Blvd., San Diego, lease it to Flanagan, pay him on per-program basis, his programs not to exceed 30% of XETV schedule.

FCC told Sen. McCarthy it welcomed any information he has bearing on qualifications of Badger TV Inc., applicant for Channel 3 in Madison, Wis. Sen. McCarthy had told Commission he had information showing that president Wm. Evjue, publisher of *Capital Times*, and city editor Cedric Parker are unfit applicants (Vol. 9:3). Commission suggested he supply information immediately, noted that Parker isn't a stockholder and that channel is contested by WISC, Madison.

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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NEWSPAPERS-MOVIES-RADIO 'GIVE' AS TV GAINS: Here's no less a personage than the president of the Newspaper Advertising Executives Assn., Herbert G. Wyman, admitting that newspaper lineage is losing to other media, notably TV. Here also is the head of the National Council of Motion Picture Organizations, Robert W. Coyne, ruefully calling the theatre business a "poverty" industry and blaming TV (Vol. 9:4).

And now we see network radio billings, once the broadcasters' bellwether, dropping gradually but markedly each year for last 4 years while TV billings go up by leaps and bounds (see story and PIB tables, p. 7).

The movie story is an old one, reflected in each quarterly and annual profit and loss statement of the producers and exhibitors. The newspaper spokesman should know whereof he speaks, for Mr. Wyman is adv. mgr. of big Pittsburgh Post-Gazette. He told his annual Chicago convention this week:

"It is our sincere belief that far too many potential newspaper schedules are being lost because of the emotional infatuation of district sales staffs & local dealers for TV, radio and magazines." It's tough to take, too, "at the very time when skyrocketing operations costs have us gasping for breath."

So it's idle to say that TV's impact isn't being felt by other media -- even though the extent and whys & wherefores are still subject of research and argument.

They're quite rightfully worried, at all events -- not only the newspaper & movie people but the radio broadcasters. The newspaper folk, long active in radio and among the pioneers in TV, were urged by Stuart M. Chambers, adv. mgr. of the St. Louis Post-Dispatch (KSD & KSD-TV) to exert more intensive selling at local levels. The movie folk are casting about for new methods of boosting boxoffice and are seeking to get into the TV swim. The radio people not only are getting into TV but are promoting like blazes to show radio is cheaper and more effective than other media.

* * * *

The fabulous pace of TV's increasing dollar volume is indicated in PIB figures for the last 4 years. With more stations, this volume is bound to go up more. We know already, from official FCC records, that total TV revenues rose from \$500,000 in 1946 (only 10 stations) to \$1,900,000 in 1947 (15 stations), \$8,700,000 in 1948 (50), \$34,300,000 in 1949 (98), \$105,900,000 in 1950 (107), \$235,700,000 in 1951 (108). [For breakdowns, with revenues & expenses, see p. 13, TV Factbook No. 16.]

We know from FCC figures also that total radio revenues were \$322,600,000 in 1946 (1025 stations), \$363,700,000 in 1947 (1464), \$407,000,000 in 1948 (1824), \$413,800,000 in 1949 (2021), \$444,500,000 in 1950 (2229), \$450,400,000, 1951 (2266).

FCC figures for 1952 won't be available for some months -- but meanwhile the trade journal, Broadcasting, comes up with an estimate of \$288,826,000 for net time sales for entire TV industry in 1952 and \$464,439,000 for the entire radio broadcasting industry. In a word, both gained -- TV substantially more than radio.

If we accept the McCann-Erickson projections for Printers' Ink (see p. 7),

TV's 1952 gain is even more impressive. Among all media, says this report, TV had highest gains. Its \$580,100,000 volume (time plus talent) was up 49.4% from 1951, comparing with \$722,700,000 for radio (time & talent), \$614,100,000 for magazines, \$2,458,500,000 for newspapers.

Fact is that TV's remarkable growth is predicated on mere 108 stations as of end of freeze in mid-1952, only 17 added thereafter to Jan. 1, and only 4 networks, none of them fulltime in same sense as radio networks. Radio's slowed-down pace is predicated on 2500-odd AM stations (to say nothing of 600-odd FM; see Vol.9:1) plus 4 fulltime national networks. Three of the networks date back to late '20s.

Like it or not, radio appears to be near maximum dollar potential, while TV has only begun. There are many authorities in both TV and radio who are convinced that radio, too, will have to "give" by way of lower revenues, fewer stations, maybe even fewer networks, as TV grows. But somehow, just as the railroads had to adjust to the motor car and to air transportation, just as newspapers had to adjust to radio competition, radio is bound to adjust to change -- and find its proper level.

[For more details on TV-radio revenue estimates for 1952, see p. 7.]

11 CPs INCLUDE 4 VHF, MAKE TOTAL 220: Eight more commercial CPs (4 vhf, 4 uhf) plus 3 Connecticut educational grants were approved by FCC this week -- bringing total since freeze to 220. Commission reached 202nd city in Group A, 190th in Group B.

The vhf CPs: Roswell, N.M., John A. Barnett, No. 8; Johnson City, Tenn., WJHL, No. 11; Memphis, Tenn., WHBQ, No. 13; Temple, Tex., KTEM, No. 6.

The uhf grants: Fort Dodge, Ia., KVFD, No. 21; Salem, Ore., Lawrence A. Harvey, No. 24; Tyler, Tex., Jacob A. Newborn Jr., No. 19; Charlottesville, Va., WCHV, No. 64. Connecticut State Board of Education received CPs for No. 71 in Bridgeport, No. 24 in Hartford, No. 63 in Norwich.

Our tabulation of "clear" channels (Vol.9:4) -- those for which only one application has been filed -- dwindled from 128 to 120 because FCC granted 11 CPs and several competing applications were filed this week. We've found 2 discrepancies in last week's tabulation. Channel 20 in Springfield, Ill., and Channel 64 in Lexington, Ky., had 2 applications each rather than one.

The 120 uncontested applications -- ready for FCC approval if otherwise qualified -- break down to 42 vhf (4 educational) and 78 uhf (2 educational), and are located in 106 cities. Contested channels number 264 (173 vhf, 91 uhf).

* * * *

Sidelights on grantees: Oilman John A. Barnett, Roswell, N.M. CP-holder, is new to radio, as is Salem, Ore. grantee Lawrence A. Harvey, Los Angeles attorney and manufacturer. Mr. Harvey is also applicant for Los Angeles and San Francisco. Tyler, Tex. permittee Jacob A. Newborn owns no AMS but holds TV grant for WTVS, Gadsden, Ala., 10% of KBMT, Beaumont, Tex., is applicant for Minden and Alexandria, La. Temple, Tex. publisher Frank W. Mayborn (KTEM-Temple Telegram) holds interest in WMAK, Nashville, Tenn., TV applicant.

Memphis grant to Harding College (WHBQ) is commercial -- the school choosing to try for choice vhf channel and getting it without opposition. Connecticut educational grants bring total in that category to 14.

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

* * * *

Commission set precedent this week by telling the Storer Broadcasting Co. (George Storer) to choose which application it wants to pursue -- Wheeling or Miami. Storer owns 4 stations -- WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta; KEYL, San Antonio -- and is permitted only one more under FCC rules.

Acting on petition of WSTV, Steubenville, O., competing with Storer for Ch. 9 in Wheeling-Steubenville, Commission said it couldn't allow organizations to file unlimited number of applications because they'd "flood this Commission's processing line and its hearing docket [and] delay the processing of applications which could otherwise be granted." Storer has 30 days to choose. Several other multiple applicants are in similar situation, presumably will also have to make choice.

PEORIA'S WEEK-TV TESTS, 2 DUE IN VA.: Test patterns of WEEK-TV, Peoria, Ill., on uhf Ch. 43, got under way evening of Jan. 29 -- and report at deadline from general mgr. Fred Mueller notes: "All is well." It's too early for field reports. Station got GE's second 100-watt unit, with 12-kw due for April delivery. First GE unit went to WKAB-TV, Mobile (Ch. 48) which began operating Dec. 29. First 12-kw, already delivered, is now being installed at WHUM-TV, Reading (Ch. 61), due on air shortly.

You can add WEEK-TV to roster of new stations now operating, making 24 post-freeze, 132 in all. And Virginia's new vhf & uhf may be testing by the time you read these lines: WLVA-TV, Lynchburg (Ch. 13) and WROV-TV, Roanoke (Ch. 27).

WLVA-TV president Edward A. Allen, veteran broadcaster, has proceeded slowly and cautiously with long-delivered DuMont installation, making no undue promises; he has scheduled first tests Feb. 2, commercial operation Feb. 8 with CBS affiliation.

WROV-TV got its RCA transmitter & filterplexer this week, but was beaten to the gun locally by vhf WLSL-TV (Ch. 10), which began Dec. 11; location of Roanoke seems to insure area will be good vhf-uhf transmission & reception testing ground.

RCA this week also shipped uhf transmitter to WAFB-TV, Baton Rouge (Ch. 28), which should also start quite soon. Week of Feb. 2 it ships to WKNB-TV, New Britain (Ch. 30), whose construction is so far along it could start in matter of days.

Also on the momentarily expected list, we can look for word any time now of starts of new vhf stations KDZA-TV, Pueblo, Colo. (Ch. 3); KOLN-TV, Lincoln, Neb. (Ch. 12); WFBG-TV, Altoona, Pa. (Ch. 10) -- among those known to have transmitters in process of installation. Also due momentarily is WFMJ-TV, Youngstown (Ch. 73) -- and there will be others later in February and even more during March.

[For reports on other upcoming stations, see p. 4.]

\$3,150,000 PAID FOR SAN DIEGO OUTLETS: Old-line TV properties are coming higher and higher -- judging from terms of this week's deal for purchase of San Diego's KFMB-TV with KFMB by Wrather-Alvarez Broadcasting Co., co-owned by Jack D. Wrather, oil heir from Texas, and Mrs. Helen Maria Alvarez, founder in 1949 (at the age of 25) of KOTV, Tulsa, which she still manages and which they also own jointly.

Transfer papers will shortly be filed with FCC for approval, expected to be granted without hitch in light of its quick approval this week of \$2,470,000 sale of WMBR-TV & WMBR, Jacksonville, to Washington Post (Vol. 8:51 & 9:1) and of \$1,500,000 sale of WLTV, Atlanta, to Crosley (Vol. 8:51).

San Diego stations were purchased from John A. Kennedy interests, who bought them in April 1951 for \$925,000 from Jack O. Gross, who founded the TV station in May 1949 (Vol. 6:46 & 7:17). Deal involves \$3,000,000 cash, exclusive of net quick assets, plus \$150,000 consultant fees to Mr. Kennedy payable over 5 years.

Buyers acquire plant that includes 5-story downtown building, former home of Mr. Kennedy's defunct San Diego Journal, which was remodeled into a TV-radio center. Also included is 6½-acre transmitter site in La Jolla and 25 acres in Grantville, Cal. San Diego real estate alone is said to be valued at more than \$1,000,000.

Kennedy is reported retiring but his manager Howard Chernoff, regarded as one of the ablest young men in the business, has been asked to remain. This is Kennedy's last TV-radio property; he sold his 3 West Virginia stations several years ago, and more recently sold his 48% interest in WSAZ-TV, Huntington. The man who sold him the KFMB stations, Mr. Gross, is now applicant for uhf in Sacramento.

* * * *

The Wrather-Alvarez partnership began with the oilman's purchase, with his mother, of half interest in Tulsa's KOTV last May in a \$2,000,000 deal by which Mrs. Alvarez acquired 50% ownership. Highly successful, station KOTV had been sought by many buyers, notably Time Inc. Together, Mr. Wrather, who lives in Hollywood and is husband of film star Bonita Granville, and Mrs. Alvarez are currently applicants for stations in Little Rock (Ch. 11) and Corpus Christi (Ch. 10). Mrs. Alvarez on her own is applicant for uhf in Sacramento, as is Mr. Wrather in Boston.

Several other deals involving existing stations are said to be cooking, with same principals. This one was handled by Blackburn-Hamilton Co.

Note: Considering population, price for San Diego outlets is highest ever--

but they're reputed to be big earners and city has only one more vhf channel allocated (plus 5 uhf). The 1-kw AM outlet recently won CBS affiliation, in lieu of ABC, largely on basis of TV ownership. Nearby Tijuana, however, has 2 vhf channels assigned by agreement with Mexico -- XETV's Ch. 6 and still-ungranted Ch. 12.

In actual dollars, deal is exceeded only by the \$4,500,000 plus other considerations paid for WOR & WOR-TV, and the proposed \$6,000,000 to be paid by CBS for WBKB, Chicago, if ABC-UPT merger goes through. Even the present KHJ-TV, Los Angeles (formerly KFI-TV) was acquired by CBS for \$2,500,000.

[For list of all TV station sale deals to date, see p. 93, TV Factbook No. 16. For story about fabulous career of Mrs. Alvarez, see Vol. 8:19.]

FIRST TO BUILD own composite equipment since lifting of the freeze is the new KVOS-TV, Bellingham, Wash. (Channel 12), owned by Rogan Jones and granted Jan. 22. He reports equipment already on hand, adding: "We built it—flying spot scanner, iconoscope, station monitor, sync generator, power supply and transmitter. We did buy the projection machine." He expects to get it on air in 2-4 months, with "first rate of under \$100 per night-time hour." Writes Jones, who has quite a record in the broadcasting industry as something of a firebrand:

"Composite equipment has been necessary in order for us to know what we are sure will be the lowest capital investment in the industry. It's a matter of public record that we told the Commission \$22,000 would cover everything. We're close enough to completion to know that figure will not be exceeded. It is our hope that we will provide the industry with an example of what low investment, low cost of operation can produce for high quality TV operation. We will have our own facilities for re-broadcasting from Seattle and hope to do business on that basis with all networks as well as on the usual kine and film basis."

* * * *

Our continuing survey of upcoming new stations yielded very little new data on vhf plans, beyond previous reports in these columns. These were the vhf reports:

KWFT-TV, Wichita Falls, Tex. (Ch. 6), although granted only last week, looks like it will be first on air of the 3 authorized in that community. KWFT mgr. Kenyon Brown says GE equipment has been ordered, is already on hand, and old FM tower (495-ft.) and transmitter quarters are immediately available. March 1 is definite starting date, and Blair TV will be rep. Mr. Brown, who also has interests in new KRTV, Little Rock (Ch. 17) and KZTV, Reno (Ch. 8) is 50% partner in this project with the Rowley Theatre family of Dallas. Other Wichita Falls grantees are Darrald A. Cannan's KFDX-TV (Ch. 3), granted Dec. 17, which hasn't yet reported plans, and W. Erle White's KTVW (Ch. 22) which has promised May debut (Vol. 8:2).

U of Missouri's commercial grant (Ch. 8) of last Jan. 14 is "still in preliminary stages of development" but hope is to have plant completed "within the year," reports president Frederick A. Middlebush. Equipment hasn't yet been ordered, nor have call letters been assigned. Plan is to use station as student workshop, carry educational programs, join networks for selected shows. "Through the addition of this new facility," says official statement, "the U of Missouri will now take its place in the field of radio and TV education in a manner similar to that enjoyed by its School of Journalism in the field of press communication."

Note: New WPIX 20-kw amplifier shipped last week was erroneously reported as GE's, should have been RCA; it means 100 kw ERP for that station from Empire State tower. RCA has also shipped amplifier unit to WNBW, Washington, for power hike.

WBAY-TV, Green Bay, Wis. (Ch. 2) got its 2-kw RCA transmitter this week, still plans to begin tests March 1. Network news releases (usually quite unreliable on starting dates) this week stated KFEQ-TV, St. Joseph, Mo. (Ch. 2) will affiliate with CBS-TV April 1, as will WHP-TV, Harrisburg, Pa. (Ch. 55) March 15 and WCOV-TV, Montgomery, Ala. (Ch. 20) March 1. ABC-TV reports KFOR-TV, Lincoln, Neb. (Ch. 10), KFDA-TV, Amarillo (Ch. 10) and WILK-TV, Wilkes-Barre (Ch. 34) joining it April 1. NBC-TV reports Feb. 1 for WFBG-TV, Altoona, Pa. (Ch. 10); March 15 for WLEV-TV, Bethlehem, Pa. (Ch. 51). DuMont reports WFBG-TV, Altoona, Pa. Feb. 1; KVTV, Sioux City, Ia. (Ch. 9) March 29.

* * * *

From uhf grantees, the word is still largely that they intend to get going next summer, fall or winter—depending on equipment availability. This was the week's crop of reports on uhf CPs:

KCTY, Kansas City (Ch. 25), first uhf awarded that area, will begin building as soon as winter weather subsides, probably in latter March, and should be able to get on the air by July, reports Herbert Mayer, whose Empire Coil Co. is grantee. Equipment has been ordered from RCA, except for a Ben Adler master control, similar to those he built for Mayer's WXEL, Cleveland, and KPTV, Portland, Ore.

Bartell Television Corp.'s uhf in Madison, Wis. (Ch. 33) has ordered RCA equipment, aims for June 1 start—but no other details are yet available from owners Gerald A. Bartell, Earl W. Fessler, Lee & David Beznor, who operate string of radio stations in area. Rival uhf grantee WKOW-TV (Ch. 27) also reported RCA equipment and June as expected starting time (Vol. 9:4).

KRTV, Little Rock, Ark. (Ch. 17), though it has ordered GE equipment, won't get on air before early April, according to latest advices from management (publisher Donald W. Reynolds, theatreman E. H. Rowley and broadcaster Kenyon Brown). It had earlier promised Feb. 1 or March 1 (Vol. 8:42).

WIRK-TV, West Palm Beach, Fla. (Ch. 21) has ordered RCA & GE equipment, hasn't started construction yet, but expects to be able to get on air by next June, according to president Joseph S. Field Jr.

WACE-TV, Northampton, Mass. (Ch. 36), according to president John Begley, will be RCA-equipped throughout. Construction plans are under way, and it's hoped to get started in late 1953 or early 1954.

WLEC-TV, Sandusky, O. (Ch. 42) hasn't ordered equipment yet or set building plans, reports mgr. Jay E. Wagner Jr., but it thinks it can get on the air by next Dec. 1.



Four more TV hearings are expected to be scheduled shortly—probably in Chattanooga, Tenn.; Mobile, Ala.; Portsmouth, O.; Lebanon, Pa. They're next cities on Group A & B priority lists with competing applications. Examiners likely to be available for these cases are Leo Resnick, Fannery N. Litvin, H. Gifford Irion, Wm. G. Butts.

SOME UHF "PROBLEMS" were brought to light this week—but on the whole, reports from the new uhf areas continue to be extremely good. RCA Service Co., which made field measurements in York, South Bend and Atlantic City found propagation in those areas following closely on the Portland pattern (Vol. 8:46)—very good. RCA's John P. Taylor, explaining results, said he had no data on percentage of population covered as he did for Portland. He added that his propagation findings—which are closely in line with FCC's predictions—apply only as far as horizon, or 30-35 mi., since no measurements were made beyond that.

Representatives of most major set manufacturers and local distributors met in Atlantic City Jan. 29 with president Fred Weber of WFPG-TV, Channel 46 outlet there, to thrash out problems in sales and installation of uhf converters and receivers. Number of reasons were given for sales difficulties, principal one being that public was never fully informed that outside antennas would be required in most locations. Other problems faced by station: (1) Transmitter difficulties in the early days—now said to be cleared up. (2) Competition from the 3 Philadelphia vhf stations. (3) Tendency of some residents to blame new station for week-long blackout of Philadelphia stations due to tropospheric disturbance, which occurred when WFPG-TV first went on air.

Good example of cooperative effort between set manufacturers and TV station was 3-day "TV Show" at U of Notre Dame's big Navy Drill Hall, sponsored by *South Bend Tribune* last weekend to mark beginning of full-time telecasting by its WSBT-TV (Ch. 34). Some 30,000 people traipsed through hall, observed 26 entertainment acts on special closed-circuit show from Drill Hall stage, and crowded around exhibits of 200 uhf sets at 43 booths manned by local TV and accessory dealers. To commemorate occasion, *Tribune* Jan. 25 put out 44-page TV supplement studded with TV and antenna ads. Station begins full network telecasting Feb. 1.

From WBRE-TV, Wilkes-Barre's Channel 28 station which began commercial operation New Year's Day, comes report that local dealers were completely "sold out" of uhf converters and sets during first 3 weeks of telecasting, in spite of "marvelous job" by manufacturers and distributors of keeping them supplied with receiving equipment. Station mgr. David Baltimore said reports from nearby Scranton and Carbondale were "excellent" despite hilly terrain. He said station is now carrying "nearly solid commercial schedule at night"—mostly NBC, some CBS.

FCC remains adamant on its "one-year rule" prohibiting changes in allocation plan until June 2, 1953, though minority comprising Comrs. Hyde and Merrill now feels rule should be waived in exceptional cases. Commission this week denied petition of WHBC and WCMW, Canton, O., which requested that another channel be added to city's single uhf, rejecting stations' argument that Canton is being denied quick TV service while WHBC and WCMW engage in long, costly and unnecessary hearing. Comr. Hyde dissented, said assignments of more channels now would "conduce to the use of channels where they are needed and at the same time tend to facilitate action upon applications." Comr. Merrill agreed with Hyde on basic policy, though he didn't feel that petition of WHBC and WCMW should be approved. Comr. Sterling buttressed majority opinion with separate statement, saying waiver of one-year rule would "open the door to a flood of petitions for rule making which would seriously impede the processing of TV applications."

New book on test equipment construction and operation is *Basic Electronic Test Instruments* by Rufus P. Turner, just published by Rinehart (254 pp.).

Personal Notes: E. V. Huggins, recently Asst. Secretary of the Air Force and onetime executive v.p. of Westinghouse International, elected Westinghouse v.p., corporate affairs, and president of Westinghouse Radio Stations Inc.; Joseph E. Baudino, WRS gen. mgr. since the death of Walter Evans, elected executive v.p. in charge of all operations, reporting to Mr. Huggins . . . Harold C. Burke, ex-TV-radio director of Hearst Radio Inc., who managed its WBAL & WBAL-TV, Baltimore, to be coordinating director of Walter Reade Theatres' new WCEE, Asbury Park, N. J. (Ch. 58), last reported due to start in latter 1953 . . . Edward Larkin to manage CBS-TV spot sales in Los Angeles and George E. (Buck) Hurst to manage radio sales there, in new division of functions . . . Dean Milburn named Free & Peters Fort Worth mgr., replacing Joseph W. Evans, resigned . . . Joseph F. Timlin, ex-N. Y. office mgr., elected v.p. for TV-radio, Branham Co.; Monroe H. Long vice chairman, Eugene F. Corcoran president, in reorganization of Chicago headquarters . . . Harold Froelich, ex-Adam Young rep, to be sales mgr. of new WTVO, Rockford, Ill. (Ch. 39), due on air in latter Feb. or early March . . . Elzey M. Roberts Jr. elected president of KXOK, St. Louis, applicant for Ch. 4, succeeding his father, now chairman . . . Charles B. Seward promoted to film director, WFMY-TV, Greensboro . . . John S. Allen, sales mgr., elected v.p. and member of board of WTVJ, Miami; John Shay, operations mgr., onetime WRGB technical director, also elected to board . . . Clayton Bond Jr. promoted to TV sales representative, 20th Century-Fox, succeeding Phil Williams, resigned to join Ziv . . . Zangwill Golobe named executive v.p., Forjoe & Co.

WABC-TV, WABC-AM & WABC-FM are new call letters for ABC's New York stations, changed from WJZ-TV-AM-FM, authorized by FCC this week. ABC hasn't yet set date to start using new call letters, but they're expected to go into effect soon, accompanied by customary promotional fanfare. DuMont, operating TV station WABD, New York, had objected to new ABC identification, claiming confusing similarity. ABC told FCC there was no confusion when CBS was using original WABC call years ago, and Commission rejected DuMont opposition.

Frank Stanton, CBS president, elected chairman of new board set up by Ford Foundation for advanced study in social relations and human behavior. Onetime Ohio State U psychology instructor, Stanton heads board including Paul Buck, provost, Harvard; F. F. Hill, provost, Cornell; Clark Kerr, chancellor, U of California; Robert K. Merton, chairman, dept. of psychology, Columbia U; Prof. Robert R. Sears, Harvard; Alan T. Waterman, National Science Foundation; Theodore Yntema, financial v.p., Ford Motor Co.

FCC amended operator requirement rules this week to permit remote control of AM & FM transmitters with less than 10 kw power, in response to NARTB petition for changes. Under amendments, effective in 30 days, holders of restricted radiotelephone operator permits will be allowed to stand regular transmitter watches at AM & FM stations employing non-directional antennas, provided one first-class operator is a full-time employe of each station. About 2000 comments on proposed changes were received by FCC from networks, radio stations, unions, trade schools, etc.

FCC's first report to Congress on applications not acted upon, required by McFarland Act passed last year, was 101-page document containing reports on every type of application FCC handles—not merely TV, AM & FM. TV applications are categorized—indicating whether in hearing, passed over because they're competitive and manpower for hearings isn't available, not yet reached on priority lists, etc. Status is as of Dec. 31, 1952.

Telecasting Notes: TV "crime" doesn't pay, according to Weiss & Geller ad agency president Edward H. Weiss, who told Chicago TV Council that commercials are two-thirds less effective on "crime" programs than on "non-crime"—although mystery shows, when effective at all, are more likely to sell such things as TV sets & cars than foods & beverages; he cited Wine Corp. of America's improved sales after switching from crime to quiz show . . . TV film production by ad agencies is on increase; Wm. Esty Co. now plans to distribute filmed *Man Against Crime* program in markets where it's not now shown, and Young & Rubicam aims to add filmed programs to its current production of filmed commercials . . . Filmed programs may constitute about 70% of TV fare in 5 years, said NBC film v.p. Robt. Sarnoff to TV Assn. of Philadelphia; NBC's film syndication plan, he said, will supply local stations with network-quality programs for local sponsorship—including re-runs of such shows as *Dragnet* . . . Ex-Vice President Barkley's weekly commentaries on current events on NBC-TV Sun. 5:30-5:45 p.m. starting Feb. 1 was joint idea of packager Louis Cowan and NBC-TV news chief Wm. McAndrew; titled *Meet the Veep*, program (which *Variety* says is paying Mr. Barkley \$2500 per week) will shortly have sponsor "in keeping with dignity of the office," has veteran Washington commentator Earl Godwin as Barkley's conversational partner . . . "Committee of 9" telecasters, set up to answer current criticism of TV, being formed by NARTB; it will include network members, will undertake public relations program . . . Simulcast 10 p.m. *News* daily on WOAI & WOAI-TV, San Antonio, variously sponsored by Joske's dept. store, Lone Star Beer and Farm & Home Savings & Loan Assn., believed to be first such sponsored show in TV . . . Ft. Worth's famed rodeo, keyed from WBAP-TV, was to be carried 3 full hours, 3-6 p.m. Jan. 31 on NBC-TV . . . N. Y. Yankees

Station Accounts: Local sponsor bankrolling own series of variety films, each 15-min. production costing reported \$7000-\$8000, is Chock Full O'Nuts, N. Y. restaurant chain, which will place them on WNBT in March; films are open-ended, so they can be sold in other cities, by which method sponsor hopes to regain outlay and possibly even make profit. Stars are Don Cornell and Jean Martin, latter the wife of sponsor company's president . . . B. G. Phillips & Co., Wall St. investment brokerage house, buys Tue. 6:30-6:45 stanza of Walter Raney's *Headline News Edition*, sponsored Wed.-Thu.-Fri. by S. C. Johnson & Son, on WABD, New York, thru Hirshon-Garfield Inc. . . . In Utica, N. Y., over WKTU, Philipson & Co., local investment firm, buys Tue. 6:55-7 p.m., during which partner Ben Philipson gives laymen's explanation of investment theory, placed thru Farquhar & Co. . . . Hoffman Radio, seeking to widen distribution in new TV markets, is doubling ad budget, is sponsoring *Abbott & Costello* films in 11 markets, will place them in new ones as they open up, thru Foote, Cone & Belding, Los Angeles . . . Procter & Gamble, for Joy, liquid detergent, buys 8 weekly partic. in WCBS-TV's *Early Show*, 5 weekly in *Late Show*, films, for 52 weeks, thru Biow Co. . . . N. Y. Herald Tribune buys Sat. 5-min. Charles Collingwood segment of *6 o'Clock Report* on WCBS-TV, New York, thru Donahue & Coe . . . United Cigar Stores buys 2 half hours weekly of *Dinner Date* on WOR-TV, thru Product Adv. . . . Elgin Watch Co. will use TV spots to back up newspaper-magazine campaign and local jeweler advertising in announcing 3 new watch lines, March 2-April 5, thru Young & Rubicam . . . Schweppes Ltd. (British beverage), which has U. S. distribution tieup with Pepsi-Cola, plans TV-radio campaign . . . Among other advertisers reported using or preparing to use TV: Norwegian Canning Industry (sardines), thru McCann-Erickson, N. Y.; Noxzema (skin cream), thru Sullivan,

will have 13 road games on TV (WPIX) for first time this season, in addition to 66 home games, sponsor not yet announced . . . Trend of times: ABC reports 3 of its own radio stations (WJZ, WENR, WXYZ) go on single-rate basis, day & night, as of Feb. 1, with KECA & KGO following suit shortly; new WJZ Class A rate is \$720 an hour, 8 a.m. to 10:30 p.m. . . . Feb. 1 rate increases: WNBW, Washington, Class A hour from \$650 to \$725 (B from \$475 to \$500, C from \$300 to \$325); WFAA-TV, Dallas, hour from \$500 to \$650, min. \$100 to \$130; WNBW-TV, Binghamton, hour from \$400 to \$500, min. \$80 to \$100; KMTV, Omaha, hour from 450 to \$550, min. \$90 to \$110; KPTV, Portland, hour from \$250 to \$350, min. \$50 to \$75 . . . Gill-Perna Inc. new firm name of Gill-Keefe & Perna as of Feb. 2, Helen Gill continuing as president, John J. Perna Jr. as executive v.p.; only TV station on list as yet is upcoming WKNX-TV, Saginaw, Mich. (Ch. 57) . . . Adam Young TV named rep for new WFTV, Duluth (Ch. 38), due on air in mid-Feb. . . . Blair-TV now representing DuMont's WTTG, Washington.

Will-wonders-never-cease dept.: RCA will be plugged on a CBS program, and NBC will lend CBS one of its most cherished program properties for the occasion. Program will be Ed Sullivan's *Toast of the Town*, Feb. 15, when it will pay tribute to phono record industry—including RCA Victor. Program property will be *Amahl & the Night Visitors*, widely acclaimed Gian-Carlo Menotti TV opera, originally commissioned by NBC for performance on Christmas Eve, 1951, which has become established as a modern "classic." Kirk Browning, NBC opera specialist, will join Mr. Menotti and much of the original NBC opera cast in trek to CBS, to make sure that the 8-minute segment of the 45-minute opera is presented in accordance with NBC policy.

Stauffer, Colwell & Bayles, N. Y.; Bell Brand Foods Ltd. (potato chips), thru McCann-Erickson, Los Angeles; Van Camp Sea Food Co. (Chicken of the Sea tuna), thru Brisacher, Wheeler, San Francisco; Girard's Inc. (salad dressing), thru Guild, Bascom & Bonfigli, San Francisco; Lewal Industries Inc. (Instant-Dip silver cleaner), thru Lawrence C. Gumbinner, N. Y.; A.P.W. Products Co. (paper products), thru Hilton & Riggio, N. Y.; Comet Rice Mills (Comet rice), thru Tracy-Locke, Dallas.

EDUCATIONAL TV is ideal way of solving nationwide teacher shortage problem by providing instruction for 2 or 3 times as many students with far fewer teachers. That was major conclusion of annual report submitted this week by Dr. Henry Chauncey, president of non-profit Educational Testing Service of Princeton, N. J., which conducts tests for students for draft deferment. Noting shortage of estimated 52,000 teachers, Dr. Chauncey declared that proper educational TV programming would enable teachers to serve as counselors.

Other educational TV developments this week: (1) Grantee WTLV, New Brunswick, N. J. (Ch. 19), not ready yet to go on air, began 2-week experiment of closed-circuit telecasts to 4 high schools in area. (2) FCC Chairman Walker wrote American Civil Liberties Union that Commission will accept "evidence of interest" by prospective educational applicant as sufficient reason to extend filing deadline beyond June 2. (3) N. Y. State Temporary Commission on Educational TV was granted 2-week extension of deadline to Feb. 25 for filing its recommendation to legislature on proposed 10-station network (Vol. 9:1, 3-4). (4) NARTB president Harold Fellows told U of Georgia students at Georgia TV-Radio Institute that 1000 TV stations will require 40,000 employes, urged them to prepare now for careers in TV.

Network Accounts: Lack of third sponsor for costly *All-Star Revue* on NBC-TV, Sat. 8-9 p.m., means that program will be dropped in April, with time segment offered for 2 half-hour sponsorships instead. Pet Milk Co. and Johnson & Johnson (Band Aids) are current sponsors, but NBC-TV hasn't found another to help carry show's estimated \$70,000 weekly cost. It's planned to continue *Your Show of Shows*, Sat. 9-10:30 p.m., with participating sponsorships, despite rumors that program may be cut down or dropped. Plans for Coca-Cola Co. to sponsor Rosemary Clooney in one half-hour portion of time to be vacated by *All-Star Revue* were dropped when Paramount Pictures Corp. refused to permit her to do regular weekly show; Coca-Cola, instead, is considering musical program, with Dick Haymes and Giselle McKenzie, on CBS-TV, Sat. 9-9:30 p.m. . . . Special 3-man sales unit was assigned last week to concentrate on NBC-TV's early-morning news show *Today*, weekdays 7-9 a.m.; regular sales force continues to work for show also . . . General Mills (Kix cereal) will sponsor Fri. portion of *Ding Dong School*, starting March 6, on NBC-TV, Mon.-Fri. 10-10:30 a.m., thru Tatham-Laird; Scott Paper Co., starting Feb. 5, scheduled to sponsor Thu. 10-10:15 a.m. portion, thru J. Walter Thompson . . . Revlon Products Corp. (cosmetics) buys Tue. portion of *Jane Froman's U.S.A. Canteen*, starting Feb. 10, on CBS-TV, Tue. & Thu. 7:45-8 p.m., thru Wm. H. Weintraub; General Electric sponsors Thu. portion (Vol. 8:52) . . . Thor Corp. (washing machines) reported buying *Quick as a Flash*, starting March 12, on ABC-TV, alt. Thu. 10:30-11 p.m., thru Henri; Hurst & MacDonald . . . General Bronze Corp. (storm windows) joins co-op sponsorship of *American Forum of the Air* on NBC-TV, starting March 15, Sun. 2:30-3 p.m., thru Wildrick & Miller . . . Bristol-Myers Co. (Ipana toothpaste) will sponsor *Time to Smile*, starting Feb. 8, on CBS-TV, Sun. 9:30-10 p.m., alternating *Ken Murray Show* and *Alan Young Show* each week, thru Young & Rubicam . . . Bymart-Tintair Inc. (Tintair home hair coloring) buys Wed. 11:25-11:30 a.m. portion of *There's One in Every Family*, starting Feb. 4, on CBS-TV, Mon.-Fri. 11-11:30 a.m., thru Ruthrauff & Ryan . . . Simoniz Co. buys *Big Story*, starting Feb. 6, on NBC-TV, Fri. 9-9:30 p.m., alternating with Pall Mall.

Estimate of 1952 TV-radio time sales by *Broadcasting Magazine*, the authoritative radio trade journal, places TV at \$288,826,000, radio at \$464,439,000—both figures after all discounts and commissions. Last year, magazine estimated 1951 TV time sales at \$217,046,000, radio at \$485,492,606. FCC's official report later last year placed 1951 TV revenues at \$235,700,000, radio at \$450,400,000. Though *Broadcasting's* "time sales" and FCC's "revenues" are different things, each set, taken by itself, is a gauge of TV-radio relationship. Commission's official 1952 figures won't be out for several months. *Broadcasting* estimates that the \$288,826,000 TV times sales for 1952 break down to \$135,614,000 network, \$82,711,000 spot, \$70,501,000 local. Its 1951 estimate of \$217,046,000 broke down to \$101,111,000 network, \$58,234,000 spot, \$57,701,000 local. Its 1952 radio estimate of \$464,439,000 is broken down to \$99,071,000 national network, \$11,107,000 regional network, \$124,414,000 spot, \$229,847,000 local.

Advertising volume went up 11% in 1952 to all-time high of \$7,219,600,000, reports *Printers' Ink* on basis of McCann-Erickson research dept. statistics. National advertising (57.1% of total) accounted for \$4,120,900,000, up 10%; local advertising (42.9%) \$3,098,700,000, up 12.3%. All major media showed gains, with TV greatest, the figures breaking down thus: newspapers \$2,458,500,000, up 8.9%; radio \$722,700,000 (time & talent), up 1.5%; magazines \$614,100,000, up 7%; direct mail \$1,011,400,000, up 9.5%; TV \$580,100,000 (time & talent), up 49.4%.

Network TV-Radio Billings

December 1952 and January-December 1952
(For November reports see *Television Digest*, Vol. 3:52)

ALL-TIME HIGH billings of \$17,462,216 in December brought total network TV gross time charges to \$180,794,780 for all 1952, according to Publishers Information Bureau's monthly report. Year's total compares with \$127,989,713 in 1951, \$40,778,885 in 1950, \$12,294,513 in 1949. It compares, also, with \$163,453,462 gross volume of network radio in 1952, which is down from \$174,718,594 in 1951, \$183,358,922 in 1950, \$187,800,329 in 1949. The December TV figure compares with \$14,925,095 for network radio billings.

[These figures, PIB emphasizes, do not represent actual dollar revenues (see footnote below) but are based on one-time rates. However, the trade generally accepts them as reliable index for comparisons and trends, albeit they're inflated by as much as 40% of actual dollar revenues.]

Year ended with NBC-TV's \$83,242,573 placing it well in lead, CBS-TV second with \$69,058,548, ABC-TV third with \$18,353,003, DuMont fourth with \$10,140,656. All save ABC-TV improved their revenues very substantially over 1951. Complete PIB tables follow:

NETWORK TELEVISION †

	Dec. 1952	Dec. 1951	Jan.-Dec. 1952	Jan.-Dec. 1951
NBC	\$ 7,830,806	\$ 6,592,673	\$ 83,242,573	\$ 59,171,452
CBS	7,088,506	4,736,368	69,058,548	42,470,844
ABC	1,331,588	1,980,145	18,353,003	18,585,911
DuMont	1,211,316	937,875	10,140,656	7,761,506
Total	\$17,462,216	\$14,247,061	\$180,794,780	\$127,989,713

NETWORK RADIO †

CBS	\$ 5,717,800	\$ 5,278,508	\$ 59,511,209	\$ 68,784,773
NBC	4,370,265	4,343,307	47,927,115	54,324,017
ABC	2,856,714	3,300,219	35,023,033	33,708,846
MBS	1,980,316	1,697,014	20,992,105	17,900,958
Total	\$14,925,095	\$14,619,048	\$163,453,462	\$174,718,594

NETWORK TELEVISION—January-December 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	15,813,603
March	2,065,052	5,643,123	760,593	7,320,358	15,789,126
April	1,699,780	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	1,082,751*	4,916,245*	799,074*	5,963,550*	12,761,620*
Aug.	1,166,169	5,190,934*	845,780	5,618,643	12,821,526*
Sept.	1,203,917	5,860,751*	809,475	6,769,228	14,643,371*
Oct.	1,453,811	6,896,206*	958,674	8,076,848	17,385,539*
Nov.	1,396,999*	6,654,812*	1,026,566	8,026,017*	17,104,394*
Dec.	1,331,588	7,088,506	1,211,316	7,830,806	17,462,216
Total	\$18,353,003	\$69,058,548	\$10,140,656	\$83,242,573	\$180,794,780

NETWORK RADIO—January-December 1952 †

1952	ABC	CBS	MBS	NBC	Total
Jan.	\$ 3,301,479	\$ 5,161,397	\$ 1,699,282	\$ 4,357,353	\$14,519,511
Feb.	3,177,970	4,788,507	1,600,399	3,994,018	13,560,894
March	3,355,715	5,154,077	1,826,527	4,184,074	14,520,393
April	3,244,146	4,943,400	1,681,924	4,078,593	13,948,063
May	3,323,092	4,963,794	1,821,571	3,861,882	13,970,339
June	3,001,314	4,629,254	1,632,977	3,708,014	12,971,559
July	2,372,710*	3,920,643*	1,339,276	3,621,810*	11,254,439*
Aug.	2,281,852	4,028,081*	1,325,059	3,338,843	10,973,835*
Sept.	2,533,785	4,846,978*	1,607,485	3,901,715	12,889,963*
Oct.	2,914,322*	5,851,106*	2,304,804	4,371,569	15,441,801*
Nov.	2,659,934*	5,506,172*	2,172,485	4,138,979*	14,477,570*
Dec.	2,856,714	5,717,800	1,980,316	4,370,265	14,925,095
Total	\$35,023,033	\$59,511,209	\$20,992,105	\$47,927,115	\$163,453,462

* Revised as of Jan. 26, 1953.

† Cumulative totals for all TV and radio networks (except MBS) 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.

CBS Inc., New York, changes phone number as of Feb. 2 to Plaza 1-2345.

FCC ISSUED ULTIMATUM to theatre-TV proponents Jan. 30 to clear up "apparent inconsistencies in the record" so that Commission can decide "whether to proceed further with this hearing." After 2 days of hearings during which commissioners expressed considerable irritation with length of testimony on theatre-TV transmission costs, FCC issued "Notice of Revised Procedure" asking theatre-TV attorneys to answer 8 questions at conclusion of direct testimony on engineering and costs.

First four questions seek clarification of requests for theatre-TV frequencies in common carrier and industrial bands. Commission also asked: (1) Whether evidence will be introduced to show who would apply for theatre-TV frequencies. (2) Whether figures will be given "to make it possible to determine the magnitude of ultimate cost of admission to a theatre patron." (3) How much time theatres would use TV "on a day-by-day basis." (4) Whether "theatre-TV service will provide programs of only live events, i.e., of programs that cannot reasonably be placed on film."

Theatre-TV spokesmen said questions could all be answered readily, and that if Commission is confused, "the confusion is self-created." They blamed confusion on fact that engineering and cost testimony are being presented in advance of lay testimony intended to prove necessity for theatre-TV service. As to frequencies, "we have repeatedly made it clear that we want an exclusive allocation for theatre TV."

Commission is devoting Mondays & Tuesdays to en banc hearing, with night sessions also scheduled on those days, beginning next week. Theatre-TV proponents wound up their direct engineering and cost testimony Jan. 27, and AT&T is scheduled to testify Feb. 2 & 3.

Most of this week's session was devoted to explanation of 331 pages of cost figures by Manfred K. Toeppen, president of Toeppen Co., Beverly Hills, Cal., consulting engineers, who prepared study for theatre-TV interests. Hearing was marked by repeated clashes between FCC general

counsel Benedict Cottone and theatre-TV attorneys—Vincent B. Welch for Motion Picture Assn. and Marcus Cohn for National Exhibitors Theatre TV Committee.

Sample cost estimates presented by Mr. Toeppen for 9-city theatre-TV system, including New York-Washington inter-city trunk, program source link and intra-city microwave distribution: One-program system (single network) with 233 theatres—total capital investment, \$11,171,300; average investment per theatre, \$47,946; per theatre seat, \$41.53. Six-program system, 1398 theatres—total investment, \$58,272,500; average investment per network, \$9,721,100; per theatre, \$41,683; per seat, \$36.56.

Operating costs for the one-program system, on basis of 6 hours daily operation, 5-year amortization, would be \$3,487,800 a year, or \$41.01 per day per theatre or 3½¢ per seat. If 6-program system is used, each system or network would cost \$2,662,500 a year for operation and amortization, or \$31.31 per day per theatre or 2¼¢ a seat. Estimates cover transmission costs only, and don't include projection equipment or programming.

Cost figures sparked first clash between the principal hearing protagonists — AT&T and theatre-TV backers. Theatre folk maintain FCC should make special frequency allocation for theatre TV, and one of their arguments is that common carrier service would be too costly. AT&T gen. counsel Ernest D. North arose to say that AT&T would present its own cost estimates later, and pointed out that transmission costs are but a small part of the costs of broadcasting. Commission's job, he said, is not to decide who can provide cheaper service, but what is in the public interest.

Challenging MPAA-NETTC cost estimates, Mr. North said they were "based upon engineering assumptions with respect to services that nobody has ever furnished." AT&T's figures, he added, will be "based primarily upon our actually known costs with respect to existing equipment and estimates of costs with respect to such portions of the service as are new."

Pro football TV anti-trust suit opened Jan. 26 in Philadelphia Federal District Court, and at end of week's 4 days of sessions very thoroughly covered by the press, Govt. had won several important points. Govt. contends that each individual team in National Football League should have right to decide whether it will televise own games. NFL is defending League rules which ban televising of pro games to stations within 75-mi. radius of any League game. Govt.'s most significant victory this week came when Judge Allan K. Grim, hearing case without jury, ruled that the public's right to the "open televising" of football games is "one of the fundamental problems of this case." Ruling met strenuous objections of NFL attorneys who claimed real issue is whether anyone who wants to buy TV or radio rights to games has been harmed by League's restrictions. NFL is expected to move for dismissal of suit next week on grounds interstate commerce is not affected. Govt. attorneys already have announced they consider National Collegiate Athletic Assn. restrictions on college football telecasts similar to those practiced by NFL, and that a ruling against NFL would pave way for action against NCAA.

Extra pay for TV showing of films made for theatre presentation is asked by Screen Writers Guild in new contract proposal presented to Assn. of Motion Picture Producers. Writers would share in producers' income from TV on basis of complex formula based on percentage of production costs attributed to story material.

Justice Dept. set deadline of Feb. 19 this week for answers to its 16mm anti-trust suit against 12 major film producers and distributors to compel them to release their films to TV (Vol. 8:30-32).

Community antenna for Clarksburg, W. Va., being built by Whitney-Jerrold group (Vol. 9:4), was authorized by city council in face of hysterical opposition from city's newspapers, *Exponent* and *Telegram*, both owned by 76-year-old Cecil B. Highland. Feb. 2 *Time Magazine* reports that "one of publisher Highland's oldest and bitterest fights is against radio. He bans all program listings, even censors ads that mention radio or have anything to do with it." He ran stories with such headlines as "Danger to Life, Property Could Come from Cable," said that "cash would be used to replace" children burned up by cable. City council voted unanimously to permit the installation.

Transmit FM, functional music and other specialized uses of FM appear likely to be subject of FCC hearing sooner or later. Commission at one time raised questions about legality of such services but later renewed licenses of stations involved. Now, with some new members on Commission, feeling is that hearing should be held to determine precise legal status of special services and whether FCC rules or Communications Act should be changed. Proposals for subscription TV may get involved in proceedings, since some at Commission believe it presents similar legal questions.

Brazil, with one station in Rio de Janeiro and a second now building, plus 2 in Sao Paulo, more than in any other South American country [see TV Factbook No. 16], proposes to utilize TV to promote colonization of undeveloped areas, install stations to provide settlers with education and entertainment, reports Pan American Union. Plan is to set up microwave relay system piping programs to the remote areas.

1952 OUTPUT 6,096,279 TVs AT \$2 BILLION: On basis of average factory value per set of \$171.95, TV production of 6,096,279 units during 1952 meant factory billings of roundly \$1.05 billion -- up nicely from the 5,384,798 units worth \$956,986,300 in 1951 but not too near the 1950 record of 7,463,800 at \$1.35 billion.

Radio production last year, also announced this week by RTMA, was 9,711,236 units, which at average of \$23.18 at factory meant approximately \$225,000,000 value, comparing with 12,627,362 in 1951 at factory value of \$315,000,000 and 14,589,900 in 1950 valued at \$375,000,000.

At retail level, it's conservative to add 50% as markup between wholesaler, dealer and customer. Add also cost of installations, antennas, accessories & service, and it's reasonable assumption that the TV trade easily amounted to \$2 billion last year; radio trade, it's fair to guess, ran a good \$400,000,000 all told.

RTMA's final tabulation of TV & Radio output, released this week, indicates cumulative production to end of last year of just about 23,100,000 sets. And as of Jan. 2, 1953, end of the 1952 statistical year, factory inventory total was 104,809. (For breakdowns of TV-radio figures before 1952, see pp. 235-7, TV Factbook No. 16.)

* * * *

Below is RTMA table of 1952 TV-Radio production by months, with breakdown of radios by types. It's noteworthy that December statistical month (6 weeks) showed 921,086 TV sets produced and 1,325,158 radios, which compare with December 1951 (5 weeks) totals of 467,108 TVs and 868,100 radios. RTMA also points out that year's TVs with FM totaled 94,185, radios with FM 409,678. The RTMA tables:

	1952 Production		1952 Radio Production by Types			
	Total TV	Total Radio	Home Sets	Portables	Clock	Auto
January.....	404,932	632,455	288,724	68,433	80,151	195,147
February.....	409,337	759,453	312,705	72,866	106,103	267,779
March (5 wks)	510,561	975,892	357,689	99,720	175,169	343,314
April.....	322,878	847,946	286,164	110,529	176,003	275,250
May.....	309,375	748,344	288,927	128,351	115,588	215,478
June (5 wks).	361,152	874,253	297,669	205,186	124,489	246,909
July.....	198,921	441,736	203,868	81,353	61,295	95,220
August.....	397,769	543,802	235,728	105,006	108,753	94,315
Sept. (5 wks)	755,665	865,654	324,786	126,666	183,496	230,706
October.....	724,117	772,346	314,459	113,552	180,841	163,494
November.....	780,486	924,195	389,853	153,503	185,639	195,200
Dec. (6 wks).	921,086	1,325,158	452,556	194,837	271,507	406,258
TOTAL.....	6,096,279	9,711,236	3,753,128	1,460,002	1,769,036	2,729,070

* * * *

Third 1953 week's TV output jumped to 190,649 units (8153 private label) as of Jan. 23 vs. 173,348 Jan. 16 and 155,892 Jan. 9 -- so it looks like year is getting off to flying start. Factory inventories totaled 156,955, up from 127,464 the preceding week (Jan. 16) and 124,685 at end of first week (Jan. 9).

Radio output also went up -- to 282,741 units (144,252 private label) week ended Jan. 23 from 255,072 the preceding week, 209,057 at end of first 1953 week. Factory inventories went down to 225,976 from 240,126. Auto radios hit new peak of 129,995 in week. Others: home sets, 94,844; portables, 18,127; clock, 39,775.

RTMA midwinter conference, with 23 committees meeting, will be held Feb. 3-5 at New York's Roosevelt Hotel. Board meets at 9:30 a.m. final day.

Uhf will be main topic at annual convention of National Electronic Distributors Assn., Sept. 14-16, in St. Louis' Chase Hotel.

National Assn. of Music Merchants annual convention and trade show will be held July 13-16 in Chicago's Palmer House. Last year's exhibitors, who have priority on their spaces, should mail applications by April 1 to NAMM headquarters, 28 E. Jackson Blvd., Chicago; new applications are due by July 11.

Topics & Trends of TV Trade: There's no such thing as a "saturated market," in opinion of Magnavox president Frank Freimann, who asserts: "Sales potential this year is greater than in 1952, even with due recognition of the markets which reached a relatively big percentage of saturation. The history of the radio industry has shown that there is no point of actual saturation. This is also true of TV. Technological improvements make the new product so desirable as to make obsolete the millions of small-picture sets sold a few years ago."

TV price trend is upward, in Freimann's opinion, wherefore he seems to agree with DuMont's Dan Halpin (Vol. 9:2) and disagree with Motorola's Robert Galvin (Vol. 9:4). Many companies have already raised their prices, he said, and high manufacturing costs are maintaining the trend. Major TV components, such as picture tubes, went up in January, and Magnavox has been paying 24% more for optical filters since Jan. 15, to say nothing of more for making chassis.

But the public has its greatest spending power since 1947 and has a new "feeling of confidence created by the new Federal Administration," as well as greater stability within the industry itself, he said. Buyers will be more quality conscious this year, especially in the partially saturated metropolitan markets. "The trade-in buyers, the second set buyers and the late comers will be more interested in quality than in price. A high percentage of the families who have been stand-offish about TV are in the high income groups. The trade-in buyers and second set buyers will want bigger pictures and better performing sets."

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Admiral Corp. has set up 2 export subsidiaries to take over operations of present international div., both under presidency of James R. Oberly, asst. secy. & asst. gen. counsel of the company, with international div. mgr. George Kende as v.p. New companies are Admiral International Corp. and Admiral Corporation Interamericana, latter handling sales in western hemisphere outside U. S. & Canada. Firm now sells its products in more than 30 countries, TVs in about a dozen, and president Ross Siragusa foresees substantial increases as more TV services are introduced abroad.

Canadian RTMA reports 146,373 TVs with factory value of \$64,677,682 sold during 1952, when Dominion's first stations, Montreal's CBFT & Toronto's CBLT, went on air. Sales showed substantial jump over 1951, when only 40,615 TVs valued at \$21,237,442 were sold (Vol. 8:5). Toronto-Hamilton area took 41% of 1952 sales, Montreal 26%, Windsor 14%, Niagara Peninsula 12%, remaining 7% going to other areas. Cumulative set sales from start of count totaled 224,811 worth \$102,191,707.

* * * *

Distributor Notes: Admiral Distributors Inc., Los Angeles div., is new name of now factory-owned branch (formerly Golden State Appliance Distributing Co.) . . . DuMont appoints G & W Sales, Tucson; N. Y. factory branch sales mgr. Charles T. Wandres resigns . . . Moore-Handley Hardware Co. (Motorola), Chattanooga, to open Knoxville branch . . . Zenith New Jersey appoints Louis K. Ross operations mgr. . . Sylvania appoints Gough Industries, Los Angeles; Remco Inc. (Sylvania), Chicago, opens South Bend branch (William Vanni, mgr.) . . . CBS-Columbia appoints B. T. Crump Co., Roanoke . . . Emerson names Central Valley Distributors, Fresno, Cal. . . Kaye-Halbert names Delmar Distributing Co., Youngstown . . . Joseph M. Zamoiski, v.p. of Washington-Baltimore Philco distribution company of that name, appointed chairman of TV-radio committee, National Assn. of Electrical Distributors.

Magnavox bringing out 21-in. table model in \$250 bracket sometime in April.

Trade Personals: Julian K. Sprague elected president of Sprague Electric Co., succeeding brother Robert C. Sprague, slated to become Undersecretary of the Air Force (Vol. 9:3); Ernest L. Ward, mfg. v.p., becomes executive v.p. . . . Monte Cohen, executive v.p. of General Instrument Co., elected president, succeeding Abraham Blumenkrantz, now chairman . . . Joseph N. Benjamin, ex-works mgr., elected Pilot Radio v.p. . . . Jerry Hart, ex-Pilot Radio sales mgr., named sales & adv. specialist for North Atlantic district, York Corp. . . . Ray Donaldson, recently resigned as RTMA house attorney, appointed counsel of Senate Banking Committee . . . Dr. Cleo Brunetti, associate director of Stanford Research Institute and former chief of Bureau of Standards' engineering electronics section, joins research dept. of General Mills' mechanical div. . . . Sheldon F. Myers, with Westinghouse 35 years in merchandising & promotion capacities, named adv. & sales promotion mgr., TV-radio div., Sunbury, Pa., to be assisted by Harold S. Boxer, ex-Freed-Eisemann Co., N. Y. . . . Dr. Harold Pender, ex-dean of U of Pennsylvania's Moore School of Electrical Engineering, founder of International Resistance Co. and member of its board, named Eminent Member of Eta Kappa Nu in recognition of engineering accomplishments and leadership . . . David Sarnoff, RCA chairman, on Jan. 29 received annual engineering & science award of Drexel Institute's Federation of Engineering Societies . . . Gen. Wm. N. Porter, USA ret., wartime chief of Chemical Warfare Service, elected director of Ultrasonic Corp., Cambridge, Mass. . . . Newland F. Smith, ex-Philco & RCA, named TV mgr., Gray Research . . . Jay Greengard named gen. mgr. Waldom Electronics Inc., Chicago (picture tube cones), succeeding late Jerome Prince . . . Don Smith named Crosley air-conditioning sales mgr., succeeding Ted Nemes, now with Admiral . . . T. R. Mathews resigns as Stromberg-Carlson TV-radio distributor mgr.

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Merchandising Notes: Clever promotion finds Admiral tying its multi-million dollar advertising campaign to showing of Walt Disney's full-length cartoon movie, *Peter Pan*, due for premiere in February in New York, Washington & Chicago. At that time, dealers will distribute Peter Pan comic books to patrons in theatre lobbies—which will display Admiral products. As picture is distributed nationally, dealers will give away toy TV studios featuring Peter Pan characters to children who bring their parents into stores for Admiral demonstrations. In addition, Derby Foods Inc. (Peter Pan peanut butter) will have displays in 20,000 grocery stores calling attention to Admiral promotion . . . Honolulu, with 2 vhf stations, should have TV sets in 84 out of every 100 of its 61,900 homes by end of 1955, GE marketing mgr. Ernest H. Vogel told staff of W. A. Ramsey Co., distributors, while on visit there Jan. 28. He compared Honolulu to Syracuse, with about same population, noted that Syracuse area jumped from 9 sets per 100 at start of TV in 1949 to 84 at end of 1952, and forecast 72,000 set sales in Honolulu . . . Magnavox has doubled production capacity since Sept., anticipating record market, and has launched biggest ad campaign in its history, says president Frank Freimann . . . Sparton, seeking more national recognition, using 13 full-page color ads in *Life Magazine* every fourth week starting March 30.

Arturo Mancini, Westinghouse TV-appliance sales agent in Milan and president of Italy's new Commission for Electronic Material Imports, due in New York in February on buying trip; Milan dispatches say commission hopes to double 1952 TV import quota from last year's 5000.

Admiral has added 21-in. mahogany plastic table model at \$270 as only new item in its 1953 line released last August (Vol. 8:33). Model is first to incorporate new 252-sq.-in. spherical tube.

Electronics Reports: Highest steel allotments since start of materials allocation program 2 years ago are now going out from NPA to manufacturers of TV-radios and other consumer goods. DPA this week put stamp of approval on increase in second-quarter carbon steel ration to 90% from originally planned 70% of average quarterly use during base period (first half 1950 or last half 1949). Alloy steel is being distributed at 100% of base period rate. Copper and aluminum rations will remain at their low first-quarter levels—50% & 55%, respectively. During first quarter, steel was rationed at about 50% of base period usage, and is considered biggest material bottleneck in TV-radio production by some manufacturers. In second quarter, copper wire and aluminum are expected to produce biggest headaches.

* * * *

NPA Electronics Div. staff changes, announced this week by acting director Donald S. Parris: Eric D. Bovet named acting deputy director, supervising program & requirements branch and CMP section; E. MacDonald Nyhen named acting chief, products branch; Samuel Bryan acting chief, components section. R. D. Parker, veteran of 20 years with AT&T, including 13 years at Bell Laboratories, resigned this week as chief of products branch to set up own practice as consulting engineer, specializing in communications and electronics, at 3606 Chesapeake St. NW, Washington.

Map of microwave facilities, both TV and industrial, is included with February *Tele-Tech Magazine* (Caldwell-Clements Co., 480 Lexington Ave., N. Y.). Map depicts only those more than 50 miles long, but table of microwave licensees includes those under 50 miles. Magazine reports 1747 stations and repeaters authorized as of end of 1952, with 60% now in operation over 40,000 route miles. Of 1606 stations in the 60 systems more than 50 miles long, 886 are for petroleum industry, 309 common carrier, 245 power industry.

IRE's convention in New York's Grand Central Palace, Waldorf-Astoria and Belmont Plaza, March 23-26, includes heavy schedule of sessions on uhf transmitters & receivers, color, propagation, station construction and operation. Transistors rate special attention this year with least a score of papers devoted to them. Major address will be given by RCA chairman David Sarnoff at March 25 annual banquet.

National Union Radio Corp. on Jan. 30 discontinued manufacturing operations in Newark plant, 1181 McCarter Highway. Some 850 employes scheduled to be laid off were told plant was being closed because company suffered "hundreds of thousands of dollars in manufacturing losses in 1952." Manufacturing activities are now consolidated in Hatboro, Pa. plant, but receiving tube shipments will continue from Newark for some time.

New Raytheon picture tube plant, to be built in Quincy, Mass., is scheduled for completion next summer. Employing 350 workers, 100,000-sq. ft. facility will bring to about 1,000,000-sq. ft. the amount of space Raytheon devotes to production of TV picture tubes, according to president Charles F. Adams.

Aerovox will build new plant in Monrovia, Cal., scheduled for completion in early summer.

Magnavox sales for quarter ended Dec. 31, 1952, increased to \$14,790,154 from \$10,691,871 in same 1951 quarter. Net earnings after taxes were \$908,197 (\$1.16 on each of 758,680 shares) for 1952 quarter vs. \$567,428 (77¢ on 726,172 shares) in 1951 period. For 6 months ended Dec. 31, sales were \$26,126,251, net earnings \$1,546,024 (\$2.02 a share) vs. sales of \$15,702,911, net earnings of \$587,795 (79¢ on 726,172 shares) in last half of 1951.

Financial & Trade Notes: Electronics industry "has acquired financial muscle," and is now entering "a second phase of major growth," said Motorola president Paul V. Galvin in announcing his company's 1952 sales topped \$166,000,000, increase of 23% over 1951. "In 10 years," he said, "the industry has outgrown its knee pants; our next phase is one in which many of the electronic applications we know now to be attainable become realities."

Last year was Motorola's second biggest year, he added, biggest having been 1950 when sales hit \$177,000,000. For 1953, he foresaw increase of about 35% to \$225,000,000. Fourth quarter 1952 sales were \$59,000,000, largest single quarter in firm's history.

Mr. Galvin predicted industry would produce 6,500,000-7,000,000 TVs in 1953, tempered his optimism with warning lest current high demand become "heady wine that confuses TV manufacturers to a point of overproduction." He urged industry's planners to gear their "short-haul projections" to all factors involved in expansion of TV sales potential—including rate of transmitter construction, lag between hoped-for and actual on-air dates of new stations, seasonal factors and "intensified competition for consumer dollars among a host of non-electronic products also desired and needed in the home."

* * * *

"Battle of the proxies" continued this week in proposed Emerson-Webster-Chicago merger (Vol. 8:51 & 9:4). Letter to Webster-Chicago stockholders from John F. Bolger, president of Chicago investment firm of Shillinglaw, Bolger & Co., urged approval of merger plan. That it would be "a good deal," he said, is proved by recent action of Webster-Chicago stock—which rose from 7½ bid to high of 10½ after announcement of merger proposal, then declined as low as 9½ when opposition to merger developed. Leader of opposition is Martin C. Remer, president of Remer, Mitchell & Reitzell, Inc., Chicago investment firm. Stockholders of both companies will vote on proposal Feb. 4.

Cornell-Dubilier stockholders have voted to double number of authorized common shares to 1,000,000 and to eliminate pre-emption rights of all stockholders. This move, said president Octave Blake, will pave way for further acquisitions and possible stock dividends. "I have a company in mind right now that we would like to acquire," he said.

Packard-Bell sales set new record of \$10,479,294 for quarter ended Dec. 31. Net earnings for quarter were \$577,949 (98¢ a share) after Federal tax provision of \$1,008,000. In comparable 1951 quarter, sales were \$6,024,900, net earnings \$428,671 (73¢) after \$461,700 for Federal taxes.

Dividends: Zenith, 50¢ payable March 31 to stockholders of record March 10; Aircraft Radio, 10¢ Feb. 16 to holders Feb. 5; Stewart-Warner, 35¢ March 7 to holders Feb. 13; Westinghouse, 50¢ March 4 to holders Feb. 9; Cornell-Dubilier, 30¢ March 26 to holders March 6; Avco, 15¢ payable March 20 to holders Feb. 27.

Edwin A. (Nick) Nicholas, 59, director of IT&T patent contract dept. and president of Farnsworth Television & Radio Corp. from 1938 until sold to IT&T in 1949, died in Fort Wayne Jan. 27 after a 4-month illness. He began his career as messenger for United Wireless, in 1924 joined RCA, was Radiola div. v.p. and then RCA Victor sales v.p. when he resigned in 1938 to head Farnsworth.

Dr. Emil E. Mayer, 68, onetime engineering v.p. of GE of Germany, who fled Hitler and became president of old Wilcox-Gay Corp., serving until it was sold to Leonard Ashbacher, died of a heart ailment Jan. 30 at his home in New Rochelle, N. Y.

Count of TV Sets-in-Use by Cities

As of January 1, 1953

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

URGENT NEED of an all-industry statistical service, reporting sets-in-use by areas either monthly or quarterly, is pointed up by Jan. 1, 1953 monthly report of NBC Research, first and only organization to offer such regular "census" service. NBC frankly states that it's going to report henceforth only on markets of its own affiliates, hence omits new TV cities like Lubbock, Tex.; York, Pa.; Colorado Springs, Colo.; Honolulu, Hawaii. It lumps them under "all others" for total of only 8700 sets, in arriving at grand total as of New Year of 21,234,100 sets-in-use. That figure is 794,700 gain over Dec. 1, 1952 (Vol. 8:52). Included in count for first time are new TV areas of Atlantic City, El Paso, Mobile, Jackson, Miss., Wilkes-Barre.

NBC figures are adjustments, based on RTMA production & shipment figures, reports from the areas, etc. They've been subject to controversy for some years, will become increasingly so as old and new stations object to area allocations. NBC explains that it does not purport to provide figures for the entire industry, only for its own and its clients' uses; points out, rightly, that if all claims of all stations were accepted the total would reach far beyond actual production of TVs since the industry started. Its research chief, Hugh M. Beville Jr., who undertook this service in TV's early days because no one else would, has repeatedly stated he would gladly join with other networks and with NARTB, RTMA, AAAA & ANA to support long-needed independent census-taking service.

Meanwhile, *Television Digest*, in absence of any other acceptable monthly figures, and without assuming responsibility for the accuracy of the NBC figures, will continue to reprint the NBC reports until such time as the industry gets together to furnish a new and more inclusive service.

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
<i>Interconnected Cities</i>					
Ames (Des Moines)	1	122,000	Milwaukee	1	398,000
Atlanta	3	270,000	Minneapolis-St. Paul	2	332,000
Atlantic City	1(†)	5,000	Mobile	2	17,000
Austin	1	18,200	Nashville	1	96,200
Baltimore	3	453,000	New Haven	1	347,000
Binghamton	1	95,000	New Orleans	1	150,000
Birmingham	2	146,000	New York	7	3,290,000
Bloomington	1(a)		Norfolk	1	152,000
(see Indianapolis)			Oklahoma City	1	141,000
Boston	2	1,002,000	Omaha	2	165,000
Buffalo	1(b)	328,000	Philadelphia	3	1,181,000
Charlotte	1	198,000	Phoenix	1	51,900
Chicago	4	1,360,000	Pittsburgh	1	550,000
Cincinnati	3	365,000	Portland	1(†)	53,000
Cleveland	3	711,000	Providence	1	270,000
Columbus	3	251,000	Richmond	1	157,000
Dallas	2	239,000	Roanoke	1	39,800
Fort Worth	1		Rochester	1	170,000
Davenport-Rock Island	2	169,000	Salt Lake City	2	81,000
Dayton	2	216,000	San Antonio	2	118,000
Denver	2	85,000	San Diego	1	130,000
Detroit	3(c)	773,000	San Francisco	3	538,000
Erie	1	105,000	Schenectady	1	250,000
Grand Rapids & Kalamazoo	1(d)	200,000	Seattle	1	224,000
Greensboro	1	105,000	South Bend	1(†)	13,000
Houston	1	221,000	St. Louis	1	480,000
Huntington	1	132,000	Syracuse	2	180,000
Indianapolis	1(a)	362,000	Tolcdo	1	223,000
& Bloomington			Tulsa	1	88,700
Jackson, Miss.	1(†)	2,000	Utica	1	81,000
Jacksonville	1	95,100	Washington	4	425,000
Johnstown	1	184,000	Wilkes-Barre	1(†)	17,000
Kalamazoo	1(d)		Wilmington	1	128,000
(see Grand Rapids)			<i>Non-Interconnected Cities</i>		
Kansas City	1	264,000	Albuquerque	1	19,200
Lancaster	1	183,000	Brownsville (Matamoros, Mexico)	1(e)	11,100
Lansing	1	108,000	El Paso	2	11,700
Los Angeles	7	1,375,000	Spokane	1	14,500
Louisville	2	178,000	All Others*		3,700
Louisville	1	180,000	Grand Total		21,234,100
Memphis	1	131,000			
Miami	1				

(a) Bloomington separately 220,000. Indianapolis separately 311,000.
(b) Does not include estimated 106,000 sets in Canadian area reached by Buffalo station.

FAITH IN UHF, which he pioneered with Portland's KPTV (Ch. 27), is indicated in another application filed this week by Empire Coil Co.'s Herbert Mayer, asking for Channel 26 in Indianapolis. Last week, he secured grant of Ch. 25 in Kansas City (Vol. 9:4), and he also holds CP for Ch. 26 in Denver. His first station was vhf WXEL, Cleveland (Ch. 9), which he still operates, and he recently dropped application for Ch. 30 in St. Louis.

Another educational institution preferring to seek commercial channel filed this week, Georgia Tech, which operates WGST, asking for Ch. 36 in Atlanta. Week's other uhf applications were for El Centro, Cal., Ch. 16, filed by Wm. Ross, trustee for ex-Gleeson AM stations; San Jose, Ch. 48, by John A. Vietor Jr., builder, also applicant for San Diego; Jacksonville, Fla., Ch. 30, by Duval TV Broadcasters Inc. (theatres & radio); Jacksonville, Fla., Ch. 36, by Gulfport Bestg. Co.; Bloomington, Ill., Ch. 15, by Cecil W. Roberts, of Farmington, Mo., owner of string of radio stations; Ottumwa, Ia., Ch. 15, group headed by vault manufacturer Roy L. Phillippe; Sharon, Pa., Ch. 39, by *Sharon Herald-WPIC*; Camden, S. C., Ch. 14, by owners of WACA.

Weck's vhf applications were for Pocatello, Ida., Ch. 6 by Tribune-Journal Co.-KJRL; Pocatello, Ch. 10, by KWIK; Hattiesburg, Miss., Ch. 9, by WHSY; Sedalia, Mo., Ch. 6, by KDRO; Puget Sound, Wash., Ch. 7, by KVI, Seattle.

These 10 uhf and 5 vhf brought to 735 total applications now pending, 275 of them for uhf. [For further details about these applications, see *TV Addenda 16-D* here-with; for complete listings of all post-freeze applications, grants, new stations, hearings, etc., see *TV Factbook No. 16* with Addenda to date.]

Still no decision on ABC-UPT merger, though it's still "imminent." FCC discussed draft of Comr. Hennock's dissent but majority is bent on approving merger. On Paramount-DuMont control issue, Commission is currently split 4-3 with majority favoring decision holding Paramount doesn't control DuMont. There's still no date for Sen. Tobey's promised hearing on TV-movie relationship by his Interstate & Foreign Commerce Committee.

New audio magnetic tape material, said to have twice the output of current types and an improved signal-to-noise ratio, was announced this week by Minnesota Mining & Mfg. Co. which calls development "first major advance in magnetic tape since the adoption of red oxide as tape material."

Big buildup for NARTB convention at Biltmore Hotel, Los Angeles, April 28-May 1, began this week with brochure urging members to "Hit the Trail in the NARTB Gold Rush of '53." Pre-registrations and hotel reservations start Feb. 20.

(c) Does not include estimated 48,000 sets in Canadian area reached by Detroit stations.
(d) Grand Rapids separately 153,000. Kalamazoo separately 169,000.
(e) Estimate for Texas area. Estimated 2500 additional sets in Mexican area of Matamoros station.
(†) Uhf sets.

(*) Markets not listed here but having stations as of Jan. 1, 1953 are Lubbock, Tex.; York, Pa.; Colorado Springs, Colo.; Honolulu. 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 224,811 up to Dec. 31, 1952, according to Canadian RTMA (see p. 10). 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 Dec. 31: Windsor 51,278, Toronto-Hamilton 89,484, Niagara Peninsula 31,583, Montreal 38,263, other areas 14,193. In addition, Cuban sources claim 70,000 sets-in-use in Havana, 20,000 in rest of Cuba.

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

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with **ELECTRONICS REPORTS**

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(How Is UHF Working Out? For Survey of 2 New Markets, See Special Report Herewith)

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

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

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

On transmitter end, Towner worked with GE to squeeze 28 kw out of an amplifier rated at 20 kw. Amplifier was delivered Jan. 16. Transmitter-antenna combination, plus big 6 $\frac{1}{2}$ -in. transmission line, produces the 316 kw.

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

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

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

* * * *

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

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

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

* * * *

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



NARTB-TV CODE SEAL

Feb. 8, the seal will look slightly different, embracing not only the words "Television Code Board" but also the Washington P.O. address of NARTB, so that viewers can know exactly where to write. By showing address, code review board chairman John Fetzer says, "the board hopes that viewers will be encouraged to comment more freely and frequently on TV programming" . . . TV success led to MGM contract this week for Lucille Ball & Desi Arnaz, whose *I Love Lucy* (CBS-TV) is top-ranking TV show, who will be paid \$250,000 this summer for acting in technicolor film titled *The Long Long Trailer*, relating adventures of couple on cross country tour in auto trailer; when she was MGM contract player a few years ago, Miss Ball's salary was \$50,000 . . . Bernard Prokter, who owns *The Big Story*, sponsored by Pall Mall and Simoniz on NBC-TV, in Hollywood to produce feature film by that name for release to theatres . . . Film moguls abruptly reversed stubborn policy against TV (Vol. 9:3) and this week awarded TV rights to annual Academy Award presentations March 19 to NBC-TV for \$100,000; commercial sponsor of big Hollywood affair hasn't yet been announced, but left out in cold was Nate Halpern's Theatre Network TV which had been

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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(For Complete Text of Revised NTSC Color Field Test Specifications, See Supplement No. 75-A Herewith)

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

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

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

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

* * * *

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

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

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

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

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

* * * *

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

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

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

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

* * * *

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

* * * *

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Transmission and Reception

Revised NTSC Color Field Test Specifications

Technical Details of Signal to Be Tested During Forthcoming Months

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

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

TEST SPECIFICATIONS—GROUP I

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

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

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

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

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

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

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

(8) The radiated signals are horizontally polarized.

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

TEST SPECIFICATIONS—GROUP II

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

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

where

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

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

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

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

In these expressions the symbols have the following significance:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table I

Q-channel bandwidth

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

I-channel bandwidth

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

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

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

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

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

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

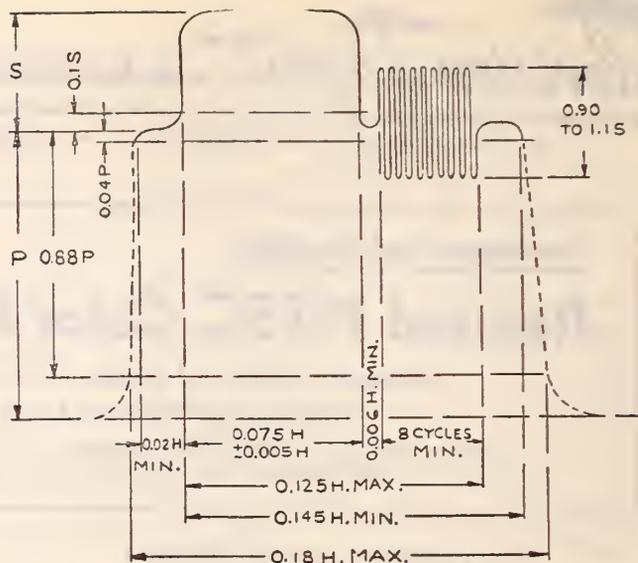


Fig. 1.—Revised Specifications for Field Test of NTSC Compatible Color Television

Notes:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TELEVISION SETS-IN-USE

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

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

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

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

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

The uniform standard of signal strength is 0.1 mv/m

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

Market	TV Sets-in-Use (Jan. 1, 1953)	Radio Homes in TV Areas (May 1, 1952)	1952 Total Homes	Population (Jan. 1, 1952)	1951 Retail Sales	1951 Food Sales	1951 Automotive Sales	1951 Drug Sales	1951 Effective Buying Income
*Albuquerque	19,200	47,520	49,800	186,100	\$ 171,608,000	\$ 36,688,000	\$ 29,509,000	\$ 5,892,000	\$ 260,858,000
Ames (Des Moines)	122,000	210,780	211,700	686,000	745,616,000	144,836,000	161,003,000	18,870,000	1,026,267,000
Atlanta	270,000	422,070	431,600	1,598,300	1,324,931,000	282,691,000	262,437,000	41,623,000	1,736,086,000
Atlantic City.....	5,000††	43,230	43,900	143,400	214,205,000	54,490,000	23,030,000	6,661,000	255,871,000
Austin	18,200	77,850	79,600	288,100	269,700,000	60,426,000	56,483,000	10,114,000	367,929,000
Baltimore	453,000	460,400	474,600	1,696,800	1,696,026,000	446,674,000	239,054,000	66,592,000	2,435,789,000
Binghamton	95,000	138,860	141,600	487,900	506,668,000	125,070,000	93,130,000	10,750,000	619,987,000
Birmingham	146,000	260,780	265,200	993,700	697,468,000	182,893,000	132,365,000	18,756,000	1,031,343,000
Bloomington	220,000†	151,610	156,400	517,700	415,914,000	98,789,000	80,884,000	11,984,000	607,402,000
Boston	1,002,000	1,105,740	1,121,100	3,970,100	4,229,109,000	1,192,116,000	663,906,000	128,714,000	6,385,332,000
*Brownsville, Tex.-									
Matamoros, Mexico	11,100	72,850	77,500	323,600	233,290,000	66,763,000	45,659,000	6,638,000	316,938,000
Buffalo	328,000	354,870	357,600	1,257,100	1,423,557,000	359,130,000	257,146,000	36,368,000	1,804,827,000
Charlotte	198,000	374,960	381,800	1,498,700	1,080,938,000	256,000,000	225,509,000	29,164,000	1,428,027,000
Chicago	1,360,000	1,730,990	1,760,700	5,893,200	6,890,371,000	1,502,607,000	1,009,653,000	204,798,000	11,182,365,000
Cincinnati	365,000	416,380	426,100	1,399,600	1,345,378,000	350,641,000	223,557,000	39,300,000	2,234,060,000
Cleveland	711,000	815,030	824,300	2,806,800	3,105,192,000	805,318,000	536,022,000	91,382,000	4,915,046,000
Columbus	251,000	337,950	343,600	1,164,700	1,110,770,000	252,866,000	205,476,000	30,603,000	1,724,224,000
Dallas-Fort Worth	239,000	405,220	409,600	1,332,600	1,619,281,000	321,074,000	312,265,000	61,930,000	2,056,436,000
Davenport-									
Rock Island	169,000	181,150	182,800	604,400	648,562,000	135,673,000	128,217,000	15,417,000	961,301,000
Dayton	216,000	276,720	280,800	947,800	954,164,000	223,233,000	173,996,000	29,560,000	1,483,987,000
Denver	85,000	261,400	264,900	864,000	1,013,119,000	207,855,000	194,008,000	40,253,000	1,301,549,000
Detroit	773,000	935,930	947,600	3,395,600	4,129,527,000	945,070,000	951,926,000	163,258,000	6,035,461,000
*El Paso	11,700	60,520	51,500	209,400	206,496,000	44,556,000	41,632,000	7,483,000	269,205,000
Erie	105,000	153,990	165,800	623,900	678,969,000	146,838,000	107,886,000	12,266,000	768,934,000
Fort Worth-Dallas (see Dallas-Ft. Worth)									
Grand Rapids	153,000†	183,830	187,000	633,600	706,846,000	181,215,000	122,888,000	26,914,000	886,531,000
Greensboro	105,000	228,070	232,300	893,500	703,146,000	149,934,000	133,816,000	20,113,000	1,069,795,000
Houston	221,000	333,160	338,200	1,133,600	1,279,013,000	305,641,000	252,203,000	39,840,000	1,892,380,000
Huntington	132,000	203,190	207,300	769,600	529,746,000	135,129,000	103,073,000	14,190,000	846,471,000
Indianapolis	311,000†	374,050	379,000	1,235,000	1,306,839,000	283,489,000	258,589,000	49,618,000	2,079,664,000
Jackson	2,000††	**	**	**	**	**	**	**	**
Jacksonville	95,100	117,990	121,500	429,800	409,856,000	104,415,000	87,879,000	16,378,000	608,040,000
Johnstown	184,000	329,930	337,700	1,219,500	1,040,167,000	296,008,000	193,098,000	21,365,000	1,443,068,000
Kalamazoo	169,000†	191,720	196,600	656,500	713,408,000	179,661,000	135,927,000	25,456,000	966,943,000
Kansas City	264,000	456,820	462,700	1,461,300	1,611,121,000	315,837,000	296,920,000	76,719,000	2,230,400,000
Lancaster	183,000	206,650	211,900	734,000	756,288,000	169,964,000	136,443,000	17,414,000	1,204,613,000
Lansing	108,000	215,320	218,900	768,200	846,409,000	210,327,000	187,023,000	28,119,000	1,199,372,000
Los Angeles	1,375,000	1,664,360	1,695,900	6,142,400	6,748,284,000	1,371,665,000	1,049,141,000	202,116,000	9,071,376,000
Louisville	178,000	245,990	251,400	903,500	763,892,000	179,386,000	154,258,000	29,222,000	1,196,966,000

(over)

Market	TV Sets-in-Use (Jan. 1, 1953)	Radio Homes in TV Areas (May 1, 1952)	1952 Total Homes	Population (Jan. 1, 1952)	1951 Retail Sales	1951 Food Sales	1951 Automotive Sales	1951 Drug Sales	1951 Effective Buying Income
*Lubbock	***	65,970	66,800	233,700	297,521,000	56,039,000	75,946,000	10,702,000	325,662,000
Memphis	180,000	260,300	272,500	1,024,200	838,546,000	172,215,000	182,027,000	22,995,000	1,028,226,000
Miami	131,000	193,660	202,200	638,300	818,418,000	165,331,000	132,279,000	40,187,000	902,281,000
Milwaukee	398,000	409,680	411,500	1,412,100	1,574,407,000	367,187,000	269,984,000	40,403,000	2,407,257,000
Minneapolis-St. Paul	332,000	457,170	460,100	1,575,700	1,713,045,000	351,907,000	294,168,000	49,799,000	2,419,273,000
*Mobile	17,000	**	**	**	**	**	**	**	**
Nashville	96,200	249,840	255,500	929,100	666,103,000	149,780,000	146,558,000	19,179,000	918,213,000
New Haven	347,000	505,830	512,900	1,783,700	1,984,355,000	524,390,000	315,341,000	62,300,000	3,128,889,000
New Orleans	150,000	275,180	280,500	991,800	801,646,000	181,489,000	103,565,000	31,229,000	1,188,662,000
New York	3,290,000	4,190,930	4,239,900	14,316,000	16,256,111,000	4,606,751,000	1,806,320,000	405,631,000	26,793,521,000
Norfolk	152,000	224,680	231,700	863,300	660,007,000	164,127,000	121,036,000	21,025,000	1,022,528,000
Oklahoma City	141,000	237,200	241,400	789,500	726,203,000	148,659,000	169,330,000	27,233,000	960,201,000
Omaha	165,000	223,170	224,400	741,600	843,325,000	162,821,000	167,014,000	25,475,000	1,218,453,000
Philadelphia	1,181,000	1,327,960	1,343,000	4,742,200	4,964,941,000	1,243,718,000	716,821,000	123,736,000	8,021,956,000
Phoenix	51,900	110,780	117,100	404,400	429,681,000	94,423,000	81,242,000	14,944,000	534,202,000
Pittsburgh	550,000	767,190	776,500	2,746,900	2,839,491,000	787,312,000	460,498,000	75,202,000	4,311,607,000
Portland	53,000††	260,210	261,600	797,500	940,594,000	215,815,000	182,945,000	20,794,000	1,383,316,000
Providence	270,000	399,110	406,000	1,398,600	1,332,733,000	374,670,000	201,824,000	44,754,000	2,045,843,000
Richmond	157,000	154,450	160,500	613,100	502,812,000	113,250,000	78,277,000	17,219,000	803,166,000
Roanoke	39,800	305,510	314,600	1,262,300	793,206,000	180,541,000	151,766,000	23,667,000	1,188,788,000
Rochester	170,000	203,330	205,000	694,500	738,455,000	182,430,000	134,439,000	20,030,000	1,105,835,000
Rock Island-Davenport (see Davenport-Rock Island)									
Salt Lake City	81,000	90,770	91,500	319,700	340,783,000	74,387,000	55,592,000	11,236,000	503,520,000
San Antonio	118,000	170,200	174,100	654,600	605,947,000	137,561,000	111,734,000	19,051,000	877,543,000
San Diego	130,000	182,490	187,000	590,500	605,358,000	145,424,000	113,974,000	19,606,000	1,004,186,000
San Francisco	538,000	967,330	986,800	3,121,800	3,507,757,000	873,692,000	573,908,000	100,155,000	5,565,035,000
Schenectady	250,000	327,310	332,600	1,107,400	1,283,487,000	327,042,000	213,580,000	26,111,000	1,527,457,000
Seattle	224,000	429,830	434,100	1,369,800	1,359,514,000	326,788,000	235,007,000	38,858,000	2,473,850,000
South Bend	13,000††	**	**	**	**	**	**	**	**
*Spokane	14,500	115,050	116,300	375,500	377,101,000	79,954,000	76,501,000	11,254,000	569,774,000
St. Louis	480,000	585,810	596,000	1,988,000	1,959,232,000	484,702,000	337,973,000	62,374,000	3,084,534,000
Syracuse	180,000	215,570	218,400	760,800	804,288,000	205,292,000	137,319,000	19,904,000	1,037,279,000
Toledo	223,000	313,780	317,400	1,062,600	1,130,806,000	272,163,000	227,811,000	31,217,000	1,636,782,000
Tulsa	88,700	178,930	182,800	595,100	507,610,000	113,358,000	118,892,000	17,730,000	726,396,000
Utica	81,000	115,070	117,400	407,000	433,553,000	115,317,000	67,149,000	9,014,000	538,441,000
Washington	425,000	479,710	490,900	1,780,600	2,016,314,000	458,494,000	342,294,000	86,020,000	3,041,077,000
Wilkes-Barre	17,000††	**	**	**	**	**	**	**	**
Wilmington	128,000	142,420	145,200	522,900	509,850,000	128,160,000	92,243,000	13,783,000	828,965,000
All Others	8,700	**	**	**	**	**	**	**	**
TOTAL	21,234,100	29,178,200	29,644,500	101,363,200	\$106,185,964,000	\$26,099,052,000	\$17,651,271,000	\$3,197,162,000	\$160,924,461,000
U.S.A. Total		43,849,460	44,719,400	154,926,600	\$151,234,526,000	\$36,442,643,000	\$26,800,331,000	\$4,444,109,000	\$220,441,068,000
% of U.S.A.		67.9	67.7	66.9	70.2	71.6	65.9	71.9	73.0

* Non-interconnected cities, as of Jan. 1, 1953.

** Figures unavailable. *** KDUB-TV went on air Nov. 13, 1952; NBC Research does not offer total since station is non-affiliated, but local survey showed 12,252 on Jan. 1, 1953.

† Bloomington & Indianapolis, taking into account overlap, are together accredited with aggregate of 362,000 sets-in-use (see *Television Digest*, Vol. 9:5, p. 12).

‡ Grand Rapids & Kalamazoo, taking into account overlap, are together accredited with aggregate of 200,000 sets-in-use (see *Television Digest*, Vol. 9:5, p. 12).

†† Uhf receivers.

Note: Markets not listed here but having new stations as of Jan. 1, 1953 are York, Pa.; Colorado Springs, Colo., and Honolulu.

Note: An additional 224,811 TV sets were sold in Canada up to Dec. 31, 1952, mostly in areas within range of U. S. telecasting stations.

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

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

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

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

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

* * * *

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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Reports from vhf grantees included:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Television Digest

with **ELECTRONICS REPORTS**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

It's same height and width as Standard turret tuner, but is 2 $\frac{3}{4}$ -in. longer, should fit most manufacturers' present chassis with some modifications. Price to manufacturers will be "about twice that of turret tuner," or in neighborhood of \$25.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Television Digest

with **ELECTRONICS REPORTS**

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

* * * *

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

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

[For article on TV's impact on newsreels, see p. 8.]

SPRINGFIELD-HOLYOKE & LAWTON, OKLA.: You can add populous Springfield-Holyoke to new uhf-served areas -- for their 2 new stations, while not yet on schedules, have run or are about to run low-power interim tests and will be in business shortly. They're using same kind of 12-kw GE plant first delivered to WHUM-TV, Reading, Pa.

Springfield's WWLP (Ch. 61) was putting in antenna and klystrons this week end, turns on full power in week or so. Meanwhile, on March 1, it ran brief 100-watt tests with dipole. It will interconnect by March 15 with NBC-TV & ABC-TV.

Holyoke's WHYN-TV (Ch. 55) definitely starts low-power tests this week end; 100-watt exciter is in, but 12-kw amplifier is still being installed. Test patterns on both low and high powers will be followed by network interconnections (CBS-TV & DuMont) and full program schedules before end of this month.

Springfield-Holyoke are one town for all practical purposes -- contiguous, with center of one just 6 mi. from center of other. Transmitters are only 10 mi. apart. Nearest TV stations are vhf in Albany, 75 mi.; Boston, 80; Schenectady, 85.

These make 19 on-the-air so far this year, 36 post freeze, 144 total. Quite a few more are on verge of starting. By month's end there could be dozen or more, for recapitulating our records we find these promised for March (not necessarily in this order): WBAY-TV, Green Bay, Wis. (Ch. 2); KSCJ-TV, Pueblo, Colo. (Ch. 5); KVTV, Sioux City, Ia. (Ch. 9); KELO-TV, Sioux Falls, S.D. (Ch. 11); KCBT-TV, Lubbock, Tex. (Ch. 11); KGUL-TV, Galveston, Tex. (Ch. 11); KGNC-TV & KFDA-TV, Amarillo, Tex. (Ch. 4 & 10, respectively); KTTS-TV, Springfield, Mo. (Ch. 10).

Equipment test authorizations had been issued by FCC at week's end only to the Sioux City and Springfield grantees, though Green Bay and Amarillo's KGNC-TV hold STAs (special temporary authorizations) to begin commercial operation.

These uhf are due in March, though not for sure in all instances: WICC-TV, Bridgeport (Ch. 43); WLEV-TV, Bethlehem, Pa. (Ch. 51); WAFB-TV, Baton Rouge (Ch. 28); WCOV-TV, Montgomery, Ala. (Ch. 20); WKST-TV, New Castle, Pa. (Ch. 45); WPAG-TV, Ann Arbor, Mich. (Ch. 20); WLOK-TV, Lima, O. (Ch. 73); WTVO, Rockford, Ill. (Ch. 39).

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All of the vhf are good prospects for this month, barring unforeseen trouble, most of uhf too. Bethlehem's WLEV-TV is already advertising itself widely in trade press but is waiting for network interconnection, due momentarily, then will be all ready to start. Bridgeport's WICC-TV, Federal's first 1-kw and delayed recently by hospitalization of mgr. Phil Merryman, may be ready for tests by March 15. Rockford's WTVO is example of "cautious" approach; co-owner Elmer Balaban says antenna is due March 15, adds: "So we are expecting to be on the air sometime this month, but we are not announcing a formal on-the-air date until we have a good picture."

Previously reported for February, Tucson's KVOA-TV (Ch. 4) now talks about sometime in April or May. Previously reported for March, but unlikely, are KDZA-TV, Pueblo (Ch. 3); WKNX-TV, Saginaw, Mich. (Ch. 57); WATR-TV, Waterbury, Conn. (Ch. 53). We have no record of equipment ordered or shipped to the Waterbury grantee.

Meanwhile, beware erroneous reports on starting dates continuing to issue from the networks. Illustrating carelessness was ABC's March 2 release incorrectly reporting March 1 starts for KGUL-TV, Galveston (which says March 15); WEEU-TV, Reading, Pa. (April 15); WFTV, Duluth, Minn. (May 1).

[For latest reports on other upcoming new stations, see page 9.]

7 CPs GRANTED, MORE HEARING DATES SET: First of new batch of hearings were scheduled by FCC this week -- Spokane (Ch. 2) and Ft. Wayne (Ch. 69), to start April 6 -- as it chalked up 7 more CPs (4 vhf, 3 uhf), making 281 to date. Eleven more cities are being lined up for hearings (for list, see Vol. 9:8), dates to be announced from time to time -- probably several a week from now on.

Working down through smaller and smaller cities in priority Group A, where many towns have no applications, FCC went through 24 more cities to 310th on list. It advanced no further in Group B.

Backlog of uncontested applications free for grant has really dropped in last 2 weeks, what with large number of CPs (26) and small number of applications (7). "Clear" applications now total 84 (25 vhf, 59 uhf), compared with 105 two weeks ago. Contested channels remain same -- 254.

Another shared-time proposal was submitted to FCC this week, Rochester's WVET & WHEC amending their competing applications and agreeing to share Ch. 10. It's second such application; FCC granted first to Salinas & Monterey, Cal. (Vol. 9:8).

The vhf grants: Clovis, N.M., Telepolitan Bcstg. Co., Ch. 12; Medford, Ore., Southern Oregon Broadcasting Co., Ch. 5; Bismarck, N.D., KFYR, Ch. 5, and Rudman Television Co., Ch. 12.

The uhf CPs: Bloomington, Ill., Cecil W. Roberts, Ch. 15; Sherman, Tex., Sherman Television Co., Ch. 46; Charleston, W.Va., WKNA, Ch. 49.

* * * *

Sidelights on grantees: Clovis CP-holder is partnership of farmers Sid S. & Sam W. Pipkin. With acquisition of Bismarck CP, oilman M.B. Rudman is fast nearing limit of 5 permitted to a single entity; he has grants in Galveston, Tex. and Minot,

N.D., owns 50% of Billings, Mont. grant, is applicant for Fargo, N.D. The Medford, Ore. CP is 50% owned by Amos E. Voorhies, publisher of the Grants Pass Courier, 50% by KIEM, Eureka, Cal., a TV applicant.

Uhf grantee in Bloomington, Cecil W. Roberts, owns AMs in 5 small Missouri and Kansas towns. Sherman, Tex. CP-holder is controlled by Prather family, Dallas realtors and owners of Flippen-Prather Stores. Joe L. Smith Jr. (WKNA), Charleston, also owns WJLS, Beckley, TV applicant.

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Most outspoken charge of "strike" application to date was levied this week against WOPI, Bristol, Tenn., by WCYB, competitor for Ch. 5. WCYB asked FCC for conditional grant pending comparative hearing, alleging "the WOPI application was not filed in good faith but was filed for the purpose of delaying and hindering [a grant to WCYB]." WCYB president Robert H. Smith, former chief engineer of WOPI, says that WOPI misrepresented its finances; that it specifies antenna site it knows can't be used; that it concealed bankruptcy history of WOPI president W.A. Wilson.

Others appear encouraged by FCC's concern over "strike" applications and the like, as voiced by Chairman Walker in testimony before House committee (Vol. 9:8). They ask either for conditional grants or that opponents' applications be thrown out. WMAM, Marinette, Wis., questioned good faith of WMAW, Green Bay, challenged its financial qualifications. WORD, Spartanburg, S.C., asks for reconsideration of grant to WIS-TV, Columbia, charging excessive overlap in coverage and ownership between WIS-TV & WSPA, Spartanburg. Tri-State Telecasting, Chattanooga, wants conditional grant, questions financial qualifications of opponents WDEF and Southern TV.

[For further details about grantees and applicants, see Addenda 16-I herewith; for complete data on all applications, see TV Factbook No. 16 with Addenda.]

THE UHF MARKETS: YOUNGSTOWN, OHIO: Youngstown is potentially one of the best uhf markets in the country -- and we caught it in an interim and rapidly-changing stage of development on our trip there this week. Briefly, here's the situation:

WKBN-TV (Ch. 27) is on the air, carrying CBS-TV, ABC-TV & DuMont. WFMJ-TV (Ch. 73), after desultory starts with test patterns in February, was finally scheduled to get going Sunday, March 7, at 3 p.m., as a basic NBC-TV affiliate.

Area has 50-100,000 TV sets getting vhf signals, poor but usable, from Cleveland and Pittsburgh. Adding important and peculiar twist is fact that Cleveland's WNBK (NBC) has figure-8 pattern delivering almost no signal to the area.

Net effect has been that customers rushed to buy uhf converters and new vhf-uhf sets when WKBN-TV took to the air (first tests Jan. 6, network Jan. 20). Then demand simmered down to a rate regarded as quite good for this time of year as they wait for WFMJ-TV to bring in NBC-TV. NBC Research credits area with 20,000 uhf sets as of Feb. 1. Locally, there's no agency attempting to keep accurate count of sets.

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Youngstown should be an excellent uhf city because it's uhf-only, has 3 channels, is 60 mi. from any vhf station on air now or to be built for a long time -- in fact, as long as present allocation plan remains unchanged in area. Furthermore, Youngstown market is very substantial -- 528,498 pop., according to 1950 U.S. Census; 153,496 households, according to J. Walter Thompson estimate of Jan. 1, 1953.

Third CP in Youngstown, Polan Industries' WUTV (Ch. 21), hopes to get going in July with 12-kw GE transmitter. Meanwhile, WKST-TV, New Castle, Pa. (Ch. 45), 15 mi. away, will test shortly, claiming Youngstown coverage. WHHH-TV, Warren, O. (Ch. 67), 12 mi. away, is silent about plans.

Terrain isn't rough, but there are some substantial ridges. From our own observations and those of servicemen, it's evident good signals are available in and near Youngstown, though there is some trouble behind hills. Quality is more variable as you get 10-25 mi. from transmitter. This is with 16-kw ERP from tower of WKBN-TV 550-ft. above average terrain. WFMJ-TV is starting with 19.6-kw ERP from 300 ft. above average terrain.

Philco made spot-check of area, found pictures generally good at 20-30 mi. Its engineers also found substantial variations between hills and valleys.

Customers' buying habits are worth elaborating. Virtually all vhf reception is via antennas 25-100 ft. high; we saw some that had to be lighted under CAA regulations. Potential customers have been waiting for uhf stations to be received with small antennas or none at all. When WKBN-TV began telecasting, many people bought sets, and quite a few owners of vhf sets converted -- usually as cheaply as possible.

But conversions aren't coming at heavy rate yet. Vhf owners are waiting for WFMJ-TV to bring them the NBC schedule they can't get from WNBK. They aren't very anxious to spend the \$50 or so needed to bring in WKBN-TV's schedule, most of which they now get, after a fashion, from Cleveland & Pittsburgh.

As you'd expect from the foregoing, dealers are putting heaviest promotion behind "built-in antennas, no outside antenna needed." Compared with Cleveland & Pittsburgh pictures, results produced by built-ins are frequently good. But they don't compare with quality of pictures from good outdoor installations.

Some dealers in area are lead-footed, curiously, losing sales they could be getting by careful demonstrations. Several good-sized stores didn't even have sets equipped to demonstrate a uhf picture. One very large department store showed an unforgivably poor picture. Salesmen, on commission, want either to sell a lot of sets with built-in antennas or fewer sets with expensive vhf-uhf installations -- including high towers, boosters and rotors. It's harder to sell the "average" installation -- a situation which will probably change soon.

Dealers bought heavily on converters, find they aren't moving fast. People want built-in vhf-uhf. Some dealers, caught with substantial vhf-only inventories, were counting on moving them with external converters, but have been disappointed. Bow-tie & reflector is far-and-away most common uhf antenna. Corner reflectors are offered, have few takers.

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Situation will be changing for some time, producing a lot of sales and a lot of headaches. Advent of WFMJ-TV should be tremendous boost. WKST-TV will nudge customers a little more. Then Cleveland vhf stations will increase their powers and/or heights. WNBK will put out an omnidirectional pattern, improving signal in area, but it will switch from Ch. 4 to 3. WXEL will increase power but shift from Ch. 9 to 8. WDTV, Pittsburgh, which lost viewers when it shifted from Ch. 3 to 2, will regain some when it increases power, probably in May.

Thereafter, WUITV, Youngstown (Ch. 21), hopes to get going -- in July -- taking over ABC-TV and possibly DuMont from WKBN-TV. And when WKBN-TV & WFMJ-TV add 10-kw amplifiers some time later, their ERP will increase about tenfold. It adds up to lot of confusion -- but it all means more and better service to everyone in area.

* * * *

Pleased by developments to date, WKBN-TV president Warren Williamson Jr., a broadcasting pioneer and an engineer, points to comfortable list of sponsors, takes great pride in showing off his magnificent \$1,000,000 plant housing TV-AM-FM. He says every man-jack of TV staff comes from radio staff of 60 people.

"We trained our own," he says. "These are local people, with roots here. We don't go for these expensive hot-shots from out of town." TV & radio are completely integrated, including sales staff.

Station runs 11 a.m.-midnight, starting off with 2-3 hours of test pattern -- to great satisfaction of overworked servicemen.

"We do everything ourselves," Williamson says. And he means everything -- from transmitter installation to fine panelling and cabinetry of offices. Building has been under construction 5 years, a climax to history going back to 1926 when station started with 7½-watt AM transmitter.

Station has 539-ft. tower to which 250 ft. can be added if needed. There's room in rear of building for addition of 50-kw amplifier -- if and when needed.

Williamson predicts, summing up his experience: "A lot of people in the industry are going to be surprised over the success of uhf."

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WFMJ-TV sales manager Len Nasman has been biting his nails, naturally, over repeated delays in getting on air. Channel 73 transmitter is highest frequency unit

delivered by RCA so far, and Nasman insists he's making haste slowly because he must start with "perfect" picture. After tests this week under variety of conditions, including network pickups, he's finally satisfied.

"We have a terrific lineup of sponsors," he says, showing us the list, "but I'm bound to lose a few unless we get going soon." WFMJ-TV will be an NBC "must".

Staff has been "dry-running" local shows for a month, while engineers probed transmitter's innards, and should have hard time explaining away any flubs.

Station is starting out by moving in on its AM-FM facilities -- in both studios and transmitter house. New \$500,000 building and 1000-ft. tower are planned. "If Channel 73 turns out to give less fill-in than the lower channels," Nasman says, "the 1000-ft. tower will more than make up for it."

Owned by Youngstown Vindicator, only paper in town, station has excellent promotion backing, will go all-out when it begins telecasting.

Transmitter is located only about a mile from WKBN-TV's, minimizing problem of orienting receiver antennas. WUTV is still hunting site, has sought land nearby and has discussed with WKBN-TV and Truscon engineers the possibility of putting its antenna on WKBN-TV's tower, side-by-side with the WKBN-TV antenna in "candelabra" arrangement. If permanent site isn't found soon, WUTV will erect temporary antenna on tall building downtown.

Personal Notes: Gustav B. Margraf, NBC v.p. & gen. attorney, named v.p. in charge of talent & program administration, reporting to program dept. v.p. Charles C. Barry; Thomas E. Erwin appointed v.p. & gen. attorney . . . Fred Shawn appointed NBC director of program administration, reporting to Mr. Margraf, as will Hal Kemp, mgr. of talent office. John Rayel promoted to TV program mgr., reporting to Tom McAvity, national program mgr.; Rayel succeeds Carl Stanton, now director of film div. . . Wm. P. Robinson, Crosley Broadcasting Corp. v.p., appointed gen. mgr. of its WLWA, Atlanta (formerly WLTV), succeeding Wm. T. Lane, who had agreed to stay until all details of transfer from old owners were completed . . . George W. Fuerst, ex-ABC, named NBC-TV Spot Sales rep in San Francisco, succeeding Carl Nielsen, resigned . . . Paul A. Walker, FCC chairman, honored as 50-year member of Sigma Alpha Epsilon at Founder's Day dinner in Washington March 7 . . . Gordon W. Olive, veteran director of engineering, Canadian Broadcasting Corp., retires from CBC at end of month, presumably will be succeeded by his asst. W. G. Richardson . . . William M. Materne, ex-spot sales mgr. of ABC-owned radio stations, appointed sales mgr. for both TV & radio stations . . . David H. Hedley, ex-adv. promotion mgr., *Cosmopolitan Magazine*, appointed mgr. of sales presentations, NBC adv. & promotion dept., reporting to v.p. Jacob A. Evans . . . Samuel Goldwyn Jr., just out of Army, joins CBS-TV as producer in new & public affairs dept. . . Howard O. Peterson, sales v.p. of KMTV, Omaha, has resigned to become gen. mgr. of new KTVH, Hutchinson, Kan. (Ch. 12), succeeded at KMTV by Arden Swisher, ex-WNAX & KOIL . . . Van Beuren DeVries, ex-WMAL-TV, Washington, to be program director of new KRTV, Little Rock, Ark. (Ch. 17) due on air in April (Vol. 9:5) . . . Spurgeon (Spud) Chandler, ex-Yankees pitching star, who retired from playing in 1947 and quit recently as Yankee scout, named sports director of WSB-TV, Atlanta . . . Everett Holles, staff commentator, named director of MBS Washington operations, succeeding Hollis Seavey, now heading Clear Channel Broadcasting Service . . . John Bates named TV-radio director, Lambert & Feasley . . . George McGovern, ex-NBC director of sales development, named director of research, Wm. Esty Co.

American Women in Radio & Television Inc. (Doris Corwith, NBC, president) holds 1953 convention in Atlanta Biltmore Hotel, April 30-May 3.

Network TV-Radio Billings
January 1953 and January 1952
(For December reports see *Television Digest*, Vol. 9:5)

NETWORK TV billings were \$17,447,905 for first month of 1953, reports Publishers Information Bureau, up from \$15,071,559 in January 1952. CBS-TV nudged within \$200,000 of NBC-TV, threatening latter for top place for first time. All-time TV high was \$17,462,216 for December 1952 (Vol. 9:5).

Network radio held reasonably firm in January, totaling \$13,873,362 vs. \$14,925,095 in December and \$14,519,511 in January 1952. CBS as usual led in radio billings—nearly \$1,000,000 ahead of NBC. The complete PIB tables:

NETWORK TELEVISION		NETWORK RADIO			
	Jan. 1953	Jan. 1952			
NBC	\$ 7,521,553	\$ 7,259,307	CBS	\$ 5,157,346	\$ 5,161,397
CBS	7,321,386	5,074,643	NBC	4,260,555	4,357,353
ABC	1,604,892	2,020,461	ABC	2,669,327	3,301,479
DuMont	1,000,074	717,148	MBS	1,786,134	1,699,282
Total	\$17,447,905	\$15,071,559	Total	\$13,873,362	\$14,519,511

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by PIB on basis of one-time network rates, or before frequency or cash discounts. Therefore, in terms of dollars actually paid to networks they may be inflated by as much as 40%. Figures are accepted by networks themselves, however, and by the industry generally, as satisfactory index of comparisons & trends.

Joseph G. Csida, editor of *Billboard Magazine*, one-time RCA record div. executive, has resigned effective March 20 to become v.p. & gen. mgr of the 4 music publishing firms controlled by George & Eddie Joy, namely, Santly-Joy, Oxford, Hawthorne (all ASCAP) and Trinity (BMI). He will also handle talent management. New offices are at 1619 Broadway, New York. Roger Littleford, co-publisher of *Billboard*, becomes acting managing editor.

Kingsley H. Murphy, 68, onetime publisher of the *Minneapolis Tribune* and a member of the board of Minneapolis Star and Tribune Co. (Cowles), died at his home in Minneapolis March 4. He owned KSO, Des Moines, at one time controlled WTCN, at time of death held interlocking stock interests in WCCO & WCCO-TV, Minneapolis, along with Ridder newspapers and CBS.

Quiz of FCC by House Interstate & Foreign Commerce Committee, started Feb. 20 (Vol. 9:8), resumes March 12.

Station Accounts: One new station getting off to terrific commercial start will be WAFB-TV, Baton Rouge, La. (Ch. 28), which has moved up announced starting date from early March to "last week in March." It will get service from all 4 networks, lists 37 of their accounts already signed, plus 22 local shows, 32 spot accounts (Adam Young, rep); national spot includes Blensol, Crosley, Bulova, Brown & Williamson, Pepsi-Cola, Borden, Elmer Candy Co., Jackson Brewing Co., Dixie Brewing Co., American Brewing Co., Kool-Vent Awnings. On local side, station has sold heavily to TV-radio-appliance distributors & dealers, auto dealers, packing companies, insurance & finance firms . . . Another new starter with imposing list of 91 sponsors, 60 of them NBC-TV, is WFMJ-TV, Youngstown (Ch. 73), which moves from test patterns to daily 3 p.m.-midnight programming March 8; its national spot orders (Headley-Reed, rep) include Galen Labs, Bulova, Rival Dog Food, Kools & Viceroy's, Sun Oil, Gilbert's Furniture, Serta Mattresses, Crosley, Pio Wines, Pilsener Beer, Burkhardt Beer, Salada Tea, Canada Dry . . . Emerson Radio of Washington Inc. has taken on sponsorship of *Drew Pearson*, who leaves DuMont TV March 18 and ABC-Radio March 29, carrying him on WTOP-TV from March 14, Sat. 6:45-7 p.m., thru Robert M. Gamble Agency . . . California Strawberry Council, comprising packers representing 80% of state's frozen strawberry pack, which is one-fourth that of whole country, plans ad campaign, for which it has appointed Alport & O'Rourke, San Francisco . . . Goebel Brewing Co. to sponsor 35 Detroit Tigers home games this spring on WJBK-TV . . . Among other advertisers reported using or preparing to use TV: Salada Tea Co. Inc., thru Hermon W. Stevens, Boston; Pilsener Brewing Co. (P. O. C. beer), thru Meldrum & Fewsmith, Cleveland; Harry Glemby Inc. (Lorraine hair nets), thru Herschel Z. Deutsch & Co., N. Y.; Hubinger Co. (Quick elastic starch), thru Compton Adv., Chicago; Personalized Foods Inc. (Twang cheese spread), thru Irvin Rose Agency, Hollywood; Modernage Furniture Corp., thru Getschal Co., N. Y.

San Diego-Tijuana argument (Vol. 9:4) got hotter this week as T.B.C. Television Inc., San Diego applicant, asked FCC to deny U.S. programs to XETV, Tijuana. Alvin G. Flanagan has asked for permission to establish San Diego studios for XETV; NBC-TV and DuMont have asked for authority to furnish network programs to the station. T.B.C. contends XETV would operate as U.S. station in violation of FCC rules but wouldn't have to pay taxes or be subject to U.S. laws. It cites Mexican newspaper opinion expressing disappointment with station's plans to telecast in English. It also contends that networks' plans would "further monopolistic concentration" because large part of area would get duplicate NBC and DuMont service from Los Angeles and Tijuana and that adjacent-channel interference would ruin reception of KTLA, Los Angeles. Accompanying protest is letter from Sen. Johnson (D-Colo.) asking FCC to consider matter very carefully before "setting up what may very well be a precedent for this type of alien telecasting into America."

TV's cost-per-1000 homes dropped 15% in 1952 "and will probably continue to go down," says Feb. 28 *Advertising Age*, reporting its fourth postwar study of ad costs. It attributes this to rapid increase in sets-in-use, despite fact that station rates continue to rise. Only other medium to show cost-per-1000 drop in 1952 is night radio, down 1.85%; daytime radio went up 10%, newspapers 7.2%, magazines 3.8%, business papers 3.9%, car cards 8.3%, farm monthlies 10.1%, and outdoor advertising remained the same.

Network Accounts: Addition of 12 new stations brings total to 65 carrying Bishop Fulton J. Sheen's *Life Is Worth Living*, sponsored by Admiral on DuMont, Tue. 8-8:30 p.m., thru Erwin Wasey. Others increasing coverage on DuMont: Serutan's *Life Begins at Eighty*, Fri. 8-8:30 p.m., adds 9 for total of 50, thru Edward Kletter; American Chicle's *Rocky King, Detective*, Sun. 9-9:30 p., 11 for total of 45, thru Dancer-Fitzgerald-Sample; Wine Corp. of America's *Where Was I?*, Tue. 9-9:30 p.m., 6 for total of 33, thru Weiss & Geller; Tide Water Associated Oil's *Broadway to Hollywood*, Thu. 8:30-9 p.m., 3 for total of 10, thru Lennen & Newell . . . Cooperative sponsorship being offered by ABC-TV for *Motor City Fights*, starting March 19 from Detroit, Thu. 9 p.m. to closing—one 8-round and one 4-round bout each week. ABC-TV will also try to sell first half-hour and offer remainder for cooperative sponsorship of new Mon. night fights from Chicago and Sat. night fights from California, latter showing in east after midnight; both scheduled for later April . . . American Federation of Labor starts forum program *Both Sides*, debates between 2 public figures, March 15 on ABC-TV, Sun. 1:30-2 p.m., thru Furman, Feiner & Co. . . . Scholl Mfg. Co. Inc. (Dr. Scholl's Zino-Pads, etc.) buys Mon. 3:30-3:40 p.m. portion of *Paul Dixon Show*, starting March 16, on DuMont, Mon.-Fri. 3-4 p.m., thru Donahue & Coe; Vitamin Corp. of America (Rybutol & Juvenal) buys Wed. 3:40-3:50 p.m. portion, starting March 18, thru Kastor, Ferrell, Chesley & Clifford . . . Continental Baking Co. (Hostess cakes) buys Wed. 5-5:15 p.m. portion of *Howdy Doody*, starting May 6, on NBC-TV, Mon.-Fri. 5-6 p.m.; Standard Brands Inc. (Royal dessert) buys Mon. 5-5:15 p.m. portion, starting March 17, both thru Ted Bates . . . Carter Products Inc. buys Wed. 11-11:05 a.m. portion of *There's One in Every Family*, starting April 1, on CBS-TV, Mon.-Sat. 11-11:30 a.m., thru Ted Bates . . . General Cigar Co. (Robert Burns cigars) reported moving *Herman Hickman Show* from NBC-TV, Fri. 7-7:15 p.m., to ABC-TV, Sun. 6:45-7 p.m., if Gruen Watch Co. moves *Walter Winchell*, now in that time period on ABC-TV, to Sun. 6:30-6:45 p.m. . . . Armstrong Cork Co. commissions original opera, "The Parrot," with score by Darrell Peter and book by Frank P. DeFelitta, for March 24 *Armstrong Circle Theatre* on NBC-TV, Tue. 9:30-10 p.m., thru BBDO.

U.S. Senate's righteous and angry man, Charles W. Tobey (R-N.H.) has signed with CBS-Radio to broadcast 3 talks starting Sat., March 14, 6:45-7 p.m., over WCBS, New York, to be offered all other local stations which want to carry it. Subject is New York's waterfront crime, which he's investigating as chairman of subcommittee. In response to criticism (notably by Jack Gould in March 4 *New York Times*) that he and CBS might be "embarrassed" by the payments, inasmuch as he's chairman of Senate Interstate Commerce Committee in charge of TV-radio legislation, he announced next day that the royalties are being assigned to his favorite charity, the Lincoln Foundation Trust, which treated his son for cancer.

Keynote speaker at NARTB convention in Los Angeles, April 28-May 1, will be RCA's chairman David Sarnoff, who also will be honored with first annual keynoter plaque and gold key award for contribution to TV-radio; he also was keynote speaker at last IRE and RTMA conventions.

Havana's new Channel 2 station and its associated Ch. 3 outlet in Santa Clara, owned by Radiotelevision El Mundo, are now on tests, mostly noonday, will soon be in regular operation. It will be Havana's fourth, the third on Ch. 7 having started in February (Vol. 9:8).

Poll by *London Daily Express*, whose 4,500,000 circulation makes it biggest in world, shows 51% of British people favor sponsored TV, 29% against, 20% don't know.

Telecasting Notes: Haven't the movie people learned yet what the newspapers found out long ago, vis-a-vis the upstart radio—that they should “join 'em if you can't lick 'em”? Or is it just sour grapes when top-flight Hollywood reporter Bob Thomas writes: “When the Academy Awards are televised for the first time March 19, six minutes of the hour program will be devoted to plugging a TV set. Thus the climax of what can be called one of the biggest bonehead plays in recent Hollywood history. All of the film industry's brass are now admitting that they have been locked in a life-or-death struggle with TV for the past 3 years. Yet, when the industry puts on its biggest event of the year, its competitor is allowed to use the event as a showcase for selling more TV” . . . Writer Thomas calls this “incredible but true”—as though keeping the fund-starved Awards dinner off TV would stem the tide of TV sales (up 20,000 to bring total to 1,395,000 in Los Angeles area during January alone) . . . Unperturbed, NBC-TV will make gala of the RCA Victor sponsorship, is even asking Broadway theatres to schedule early curtains that night so that folks can get home in time to catch 10:30-midnight telecast, which will include cut-in to Hudson Theatre in N. Y. for some stars who were cited and some former Oscar winners . . . Miami's live-wire WTVJ wants to share know-how with all Florida TV applicants, so president Mitchell Wolfson, who also is chain

theatre operator, has called first Florida TV Conference March 27-28, with guest experts . . . Procter & Gamble's *The Doctor*, half-hour film series, now being syndicated by NBC-TV for local sponsorship under new title of *The Visitor* . . . In hunt for TV talent, NBC program v.p. “Bud” Barry is sending teams of “scouts” around the country to size up promising material, says he'll send them abroad if necessary; first “find” is comedienne Helen Halpin, to star in new film series, *Oops, It's Daisy* . . . ABC progress report: showman George Jessel signed this week to long-term contract as producer and performer in both TV & radio; it calls for minimum of \$100,000 a year, is effective June 1 or after present contract with NBC-TV *All Star Revue* expires . . . CBS's Ed Murrow subject of cover story, subtitled “Born to Broadcast,” in March 9 *Newsweek* . . . Free & Peters is out with revised edition of its *Spot TV Rate Estimator* . . . CBS-TV Spot Sales takes over national representation of WBBM-TV, Chicago . . . KDYL-TV, Salt Lake City, Feb. 1 changed Class A hour rate from \$400 to \$575, min. from \$75 to \$100 . . . KFEL-TV, Denver, new rate card effective March 15 changes Class A hour rate from \$250 to \$350, min. from \$60 to \$75 . . . New WKNB-TV, New Britain, Conn. rate card has Class A hour rate of \$250, min. \$50 . . . New WBES-TV, Buffalo, due on air in October (Vol. 9:7), has published rate card quoting Class A hour at \$350, min. \$70.

NEWSREEL FIELD, probably more than any other as yet, has felt impact on TV—and we find the networks setting up own corps of TV film correspondents (sometimes doubling in radio) and doing their own shooting all over the world. Even *Camel Caravan*, NBC-TV's top-ranking newsreel, once supplied by Fox Movietone, has its own crews of cameramen and independent film sources.

Result of TV's day-to-day showings of filmed news is that theatre newsreels are trending more and more to the documentary. Even in that field, they have worthy rivals in Ed Murrow's *See It Now* and the now TV-only *March of Time*. Analysis of 1952 newsreels by MPA reveals an unprecedented number of newsreel issues devoted entirely to one subject.

“Every Home a Newsreel Theatre” captioned articles in this Newsletter 6 years ago (Vol. 3:44) and again 4 years ago (Vol. 5:48)—pointing up the lessening importance of newsreels to theatres as their speed and importance on TV grew.

Comes now a book by veteran theatreman Arthur Mayer, titled *Merely Colossal* and published by Simon & Schuster, which recounts:

“The operation of newsreel theatres was, until recently, the nearest approach to the ideal of making a living with a minimum of effort ever devised by human ingenuity. At the beginning of each season you contracted for all 5 newsreels and then sat down and prayed for earthquakes, floods, plane crashes and elopements of millionaire debutantes with their chauffeurs. [But] these idyllic conditions were too perfect to endure permanently. TV's capacity to bring unpleasant tidings directly and daily into the home has greatly curtailed the popularity of newsreels and brought to an untimely end the ample leisure, not to mention the ample profits, of newsreel theatre operation . . .”

Quite a few local theatre exhibitors are among those applying for (and in many cases getting) grants of local TV stations. Onetime big newsreel theatre operators who decided to get in early are Herbert Scheffel & Alfred Burger, who hold CPs for uhf stations in Duluth, Sioux City, Ia., Little Rock, Ark., and Springfield, Ill. [For ownership of all applicants and grantees, see listings in TV Factbook No. 16 with Addenda to date.]

TV has mushroomed New York State's film industry to nearly half the size of California's, making it important source of employment for New Yorkers. So says current issue of New York State Dept. of Labor's *Industrial Bulletin*. Pointing out that some 11,000 are employed by state's 300 firms engaged in film production, service & distribution. State's film industry is said to be second only to California's, which employs 25,000 in 538 companies. Publication says 25% of current employment in Hollywood's movie industry is in TV film field. In New York, “a considerable volume of movie-making for TV goes into commercials, spot announcements and station identifications.”

Urging community system operators to clean up “slipshod” practices, Martin F. Malarkey Jr., president of National Community Television Assn., wrote to all operators, listing following examples: (1) Forcing customer to buy sets from community operator in order to get service. (2) Charging customer extra for connection if he buys set from other source. (3) Laxity in answering customer complaints. (4) Poor picture quality. (5) “Outlandish” rates. (6) Use of local camera for inserting of commercials, while deleting commercials of originating station—not yet practiced, but being considered by some operators.

List of foreign TV stations in operation and planned—most complete and up-to-date of its kind—has been published by RCA Frequency Bureau, 60 Broad St., N. Y. Revised to Feb. 1, 1953, *Television Broadcast Stations in Foreign Countries* contains country-by-country roundup of stations, frequencies, power and standards.

Conelrad plan to permit broadcasting of vital information during air attack alert (Vol. 8:49) would be incorporated into FCC rules under notice of proposed rule making released March 5 by Commission (Public Notice FCC 53-239, Doc. 10420). Deadline for comments and proposed amendments is March 24.

Upon petition by IBEW, FCC withheld effectiveness of its new rules relaxing operator requirements for AM & FM stations adopted Feb. 4 (Vol. 9:5). Rules were to go into effect March 6, but Commission stayed their effectiveness pending filing of petition by IBEW for reconsideration.

FARGO's WDAY-TV (Ch. 6), to be operated by veteran broadcaster Earl Reineke, this week got shipment of interim 2-kw RCA transmitter—so that it's likely to make its announced May 1 debut (Vol. 9:4). It was week's only new-station vhf transmitter shipment reported by RCA or GE, though 3 uhf went out from RCA as scheduled and as reported last week (Vol. 9:9). Mystery as to who will get first DuMont uhf, 5-kw, aroused scuttlebutt, unverified but deemed reliable, that it may be WGLV, Easton, Pa. (Ch. 57), originally given call WEEX-TV and owned by *Easton Express*. It appears to be handiest city for delivery and observations of DuMont's "show-case" effort in uhf.

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Other reports in our continuing survey of upcoming new stations this week brought this dope on vhf prospects:

KEYT, Santa Barbara, Cal. (Ch. 3) now has June 29 target date, with RCA equipment due for delivery April 15. Mountain road to transmitter site has been built and architects Pereira & Luckman are now working on studio-office structure on mesa about half mile west of center of city. Trade reports that station goes on air April 1 are called erroneous by Harry C. Butcher, chairman, who continues operating his radio KIST there while Colin Selph manages the TV. Hollingbery will be rep.

KTXL-TV, San Angelo, Tex. (Ch. 8), first promised for March (Vol. 8:52), now figures on July start, reports Armistead D. Rust, 50% owner, rancher and mayor of the town. Equipment and construction plans aren't yet available, but O. L. Taylor will be national sales rep. San Angelo's other grantee, KGKL-TV (Ch. 3) looks like later starter for no TV plans have been made because the radio station has just been sold to 10% stockholder & manager Lewis O. Seibert for reported \$250,000; how TV will fare in deal is still indefinite, for CPs cannot be sold—but transfer of CP may be effected on basis of no valuation being placed on it.

WEAU-TV, Eau Claire, Wis. (Ch. 13) has ordered RCA equipment, aims to get started in October or November, according to Walter C. Bridges, president, and partner with the Morgan Murphy radio-newspaper interests. Mr. Bridges, who manages WEBC, Duluth, says Hollingbery will be national rep.

KJRL-TV, Pocatello, Ida. (Ch. 6) is projected for "early fall," reports Robert S. Howard, president of *Idaho State Journal* and operator of KJRL, grantee. RCA equipment is specified in application, but order hasn't yet been placed. No rep has been chosen.

KOMU-TV, Columbia, Mo. (Ch. 8), authorized Jan. 14 as a commercial outlet to be operated by the U of Missouri, will be directed by Prof. Edward C. Lambert, of Missouri's famed School of Journalism, who will report to president Frederick A. Middlebush. Equipment hasn't yet been ordered; it hopes to start by mid-summer.

KFOR-TV, Lincoln, Neb. (Ch. 10), city's second (KOLN-TV having started Feb. 10), now estimates on-the-air date as April 15. It's due to get RCA equipment this month. Ken Greenwood will be TV program mgr.

Elmira's El-Cor Television Inc., granted Ch. 18, following combination of *Corning Leader* (operator of WCLL, Corning) and *Elmira Star-Gazette* (Gannett-WENY), reports it proposes to use DuMont equipment but has as yet made no construction plans nor set a target date. Call letters haven't yet been issued. National rep will be same as for radio WELM, Elmira, namely Everett-McKinney, according to Walter Valerius, WELM mgr. WELM is being sold to new interests under conditions of grant (Vol. 9:9).

Elmira's WTVE (Ch. 24), first promised for mid-March (Vol. 8:45), now has May 15 target, reports John S. Booth, co-licensee, who also operates radio WCHA, Chambersburg, Pa. Delay is due to wait for RCA equipment, already ordered.

WHCU-TV will probably be call letters of new Ch. 20 outlet granted Cornell University's commercial AM station WHCU, Ithaca, N. Y., managed by Michael B. Hanna. He reports equipment hasn't yet been ordered, construction can't begin until ground thaws on nearby mountain sites. "Barring unforeseen problems, we can get on the air sometime in November," he states.

WCOS-TV, Columbia, S. C. (Ch. 25), due to get delivery of RCA transmitter in week or so, reports studio-transmitter practically completed, tower on way up, probable starting date "within the first couple of weeks in March." Its radio rep is Headley-Reed. WNOX-TV (Ch. 67), first promised for April, is due May or June (Vol. 9:9) and most recent grantee, WIS-TV (Ch. 10) has indicated target date of Sept. 1.

KSTM-TV, St. Louis (Ch. 36), first announced for April, now has Aug. 1 target and expects to be the second commercial station in city, says release from Wm. Ware, president of Broadcast House Inc., grantee and operator of radio KSTL. He announced 2-year contract signed this week with ABC. WTVI, in nearby Belleville, Ill. (Ch. 54) has announced May 1 target (Vol. 9:8). Also nearby, KACY, Festus, Mo. (Ch. 14) has indicated no date, no equipment ordered, no construction plans yet. Only other St. Louis area grantees are WIL-TV (Ch. 42), granted Feb. 11, and KFUD-TV, Clayton (Ch. 30), granted Feb. 4, neither of which has announced plans yet.

WARM-TV, Scranton, Pa. (Ch. 16) has ordered GE equipment, plans to build atop nearby Mt. Dewey, hopes to get started by late summer or early fall, according to gen. mgr. Wm. M. Dawson. Hollingbery will be national rep. It's third station scheduled for Scranton, others being WTVU (Ch. 73), promised in March (Vol. 9:2) but unlikely to make it before April or May, and WGBI-TV (Ch. 22), due in April (Vol. 8:49).

KAFY-TV, Bakersfield, Cal. (Ch. 29) will begin construction immediately of studio-transmitter building at new site on hill about 2 mi. north of city. Most of equipment will probably be RCA, reports Naum Healy, mgr. of KAFY, and it is planned to begin operating in May. Forjoe is radio rep.

WPAG-TV, Ann Arbor, Mich. (Ch. 20), with interim GE equipment delivered, expects to start tests March 15, reports exec. v.p. Edward F. Baughn.

Is TV to blame for small sports crowds? Judge Allan K. Grim was still trying to find answer as fifth week ended in Govt.'s anti-trust suit against National Football League in Federal District Court, Philadelphia. Defense counsel tried to show that League's TV restrictions are "reasonable," and necessary to protect their business, by calling to stand New York Giants pres. John V. Mara who testified that his club stopped putting home games on TV after 1948 when his own survey showed that TV cut down gate attendance. Under cross-examination, however, he admitted that Giants' poor performance that year

was also responsible for smaller gate receipts. Washington Redskins owner George P. Marshall testified that under League's TV policy, there are "up to 5 or 6 sponsors of different games each week," but if Govt. wins case one sponsor will "gobble up" all TV rights and put only one game per week on TV. Earlier in week, Judge Grim denied defense motion for mistrial. NFL attorneys said that letter sent to Judge Grim from Gordon McLendon had prejudiced their case, McLendon charging that radio restrictions in baseball and football had put his Liberty Broadcasting System out of business.

SEASONAL TV CUTBACKS; RADIO DOING WELL: New markets & uhf are proving good for the TV business, all right -- but not good enough to persuade TV manufacturers to desist from their seasonal practice of cutting back production during second quarter of the year. Then they usually begin on new lines for midsummer showing and fall selling.

It's still the same pattern, set makers say, despite the happy prosperity they're now enjoying as demand keeps well up with output: 25% of sales are made in first quarter, 15% in second, 60% second half -- with biggest wallop last 4 months.

This year will be no exception, judging from what leading set makers are saying. Naturally, they aren't telling size of individual cutbacks -- competition being what it is -- but this is how Motorola sales v.p. W.H. Kelley puts it:

"Starting in April the sun comes out, people pay their taxes and go fishing. They're just not TV conscious in those months.

"New markets and uhf will take up some of the slack this year, of course, but certainly not enough to compensate for loss of business in major markets like New York, Chicago and Los Angeles. And don't forget, we don't have any political conventions this year to keep up summer interest."

Spokesmen for RCA and Admiral echoed Kelley's sentiment, but said they hoped to keep the reductions below past years. Philco wouldn't comment.

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Steadiness of demand for radios is phenomenon of the current market. "It's like sugar in a grocery store," says Bruno-New York's Irving Sarnoff. "It's a staple and it's a healthy product to handle -- no price fluctuations, no dumping, stable."

Radio set production continues at high level (see below), even taking into account seasonal market for auto radios as new car models emerge. Second quarter of 1953 should run ahead of same period last year, March 6 Retailing Daily stated, quoting Motorola as foreseeing 25% gain in home sets, 50% in portables, 100% clock. First 8 weeks of this year brought output of 2,200,000 radios as against approximately 1,325,000 during same weeks of 1952.

An Admiral official says February radio sales were up 75% over same 1952 month, and Zenith is quoted as foreseeing second quarter that's "pretty good but not sensational." Crosley is placing great store by its portable clock radio, about to be introduced. RCA is reported planning an all-wave portable, as is Emerson, costing around \$140-\$150 -- manifestly to compete with Zenith's highly successful unit.

Other manufacturers are reported saying February radio gains ranged from double to 450% ahead of same month last year.

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Flurry of trade-ins of old TVs was reported from Chicago this week, backed by big advertising -- leading Magnavox to set up "watchdog" committee lest terms get out of hand. March 6 New York Times quoted several unidentified TV-radio manufacturers as concerned about Chicago trade-in situation, fearing terms "too liberal for comfort" might damage national list prices.

So far as Washington is concerned, dealers can now set whatever terms they like. We inquired at Federal Reserve Board, and a spokesman said that agency has no plans to reimpose any form of consumer credit similar to deceased Regulation W.

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Either beginning of cutbacks or Washington's birthday holiday in some cities, or both, may account for drop in TV production to 151,944 (10,811 private label) in week ended Feb. 27 from preceding week's 187,584. But at same time factory inventories fell to 111,754, two-month low, from 139,113 on Feb. 20 -- very healthy. Total output first 8 weeks this year runs about 1,400,000 vs. 815,000 same time last year.

Radios continued to roll along -- totaled 301,065 (149,705 private label)

week ended Feb. 27 vs. 304,252 week preceding. Factory inventories went to 258,845 from 290,126 Feb. 20. Week's radios: 91,035 home sets, 24,193 portables, 55,415 clock, 130,422 auto -- latter continuing at same high rate as preceding 5 weeks.

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RTMA this week reported January retail TV sales as 640,073, radios 414,726 excluding auto sets. At end of January, distributor inventories stood 406,743 TVs and 697,695 radios, compared with 404,315 & 571,275 at end of December. January TV output was 719,234, radios 1,093,142 including auto. No dealer inventories are published, but factory inventories at end of January were 133,436 TVs, 257,200 radios.

Trade Personals: Lawrence A. Hyland, onetime Naval Research Lab electronics scientist, lately with Bendix Aviation, promoted by Bendix this week to v.p. in charge of engineering . . . Edward M. Tuft, RCA Victor v.p. in charge of organization & development, elected to new post of v.p. in charge of personnel (including labor relations) for parent RCA, headquartering in N. Y. . . . Albert F. Watters, RCA Victor personnel director, elected a v.p. . . . Robert W. Sanders, ex-Hoffman, named Magnavox chief TV engineer, Frank R. Norton chief radar engineer . . . George F. Maedel, ex-v.p. & gen. supt., elected president of RCA Institutes Inc., succeeding Maj. Gen. George L. Van Deusen, who retired March 1 . . . Robert Telford promoted to gen. works mgr., Marconi's Wireless, with J. P. Wykes continuing as mgr. of Chelmsford Works, E. B. Greenwood as works mgr. of new factory being built at Basildon New Town (Essex) . . . Irving Sarnoff, president of Bruno-New York, sails with Mrs. Sarnoff March 21 on *Queen Elizabeth* for 6 weeks in Europe and Israel . . . Max Enelow, v.p. of Hutchins Adv., handling Philco account, joins Philco Corp. in Philadelphia as advertising counsel . . . Charles H. Wright, gen. auditor of Crosley div., promoted to asst. to Leonard F. Cramer, Avco v.p. in charge of Crosley electronics operations; he also is asst. gen. mgr. of div. . . . Henry R. Geyelin, DuMont mgr. of corporate advertising, resigns to join Metropolitan Life Insurance Co. as adv. mgr. . . . Howard Rymer, ex-Motorola, named chief of Warwick Mfg. Co.'s new factory at Zion, Ill. . . . Joseph Schlug, ex-sales promotion mgr., Westinghouse electronic tube div., Elmira, named asst. to div. sales mgr. Harold G. Cheney . . . W. H. Kelley, Motorola sales v.p., assigns 3 new sectional sales mgrs.: Charles H. Coombe, ex-national retail merchandising mgr., to east, headquartering in Philadelphia; Charles W. Swanson, ex-Milwaukee regional mgr., to midwest, Chicago; T. J. Morley, ex-Memphis regional mgr., to south, Little Rock . . . Mrs. Vivian Overand, ex-Westinghouse, appointed Admiral home economics director, replacing Miss Willie Mae Rogers, now director of Good Housekeeping Institute, Chicago . . . Robert Cheshire, ex-DuMont, named Hoffman Radio southwest mgr., headquartering in Dallas . . . Joseph Swereda promoted from DuMont N. Y. factory branch district sales mgr. to central states sales mgr. of parent company's receiver div., headquartering in Chicago . . . Bruce R. Carlson, a top analyst with Stein, Roe & Farnham, Chicago investment counsel, on May 1 joins Sprague Electric Co. as asst. to president . . . John F. Myers appointed New England and upstate N. Y. regional sales mgr. for Stewart-Warner Electric.

RCA board of directors, headed by Chairman Sarnoff and President Folsom, off March 6 on inspection junket to Chicago, San Francisco and Los Angeles, winding up with formal board meeting in latter city March 16. Main purpose is said to be to inspect new NBC studios in Burbank.

RCA purchased new plant in Cambridge, O. this week from Continental Can Co. for manufacture of TV-radio parts and phonograph players. Plant will employ 400-600, with production scheduled to begin in June.

ALL-CHANNEL tuning definitely is a trend in TV sets and converters now going to uhf areas, though there's still plenty of demand for strip-tuned sets because of low price and tuning convenience. Attitude of most TV set manufacturers seems to be to give customer his choice; many who offered only strips at first now also have all-channel continuous uhf tuning as optional feature.

Overwhelming majority of major TV manufacturers now offer continuous tuning sets and/or converters. It's not known how many will switch over to Standard Coil Products Co.'s new 82-channel detent type (Vol. 9:9) when it becomes available, but number may be very high, considering popularity of Standard vhf turret tuner. Emerson has just begun shipping sets with continuous uhf tuner (\$50 extra), although it continues to offer uhf strip-tuned sets, too. DuMont has been using General Instrument's new continuous uhf tuner in its custom line for several months, but still offers strips in standard line. DuMont has also begun deliveries of GI continuous converter in compact leather cabinet.

Standard Coil, which says its turret tuners are in some 8,000,000 of the nearly 22,000,000 sets now in use, is constantly stepping up production of uhf strips to meet demands for conversion of existing sets as well as for use in news sets sold in uhf areas. Standard says it's now shipping to distributors strips for these channels: Channel No. 25, now occupied by Portland's KPTV, Youngstown's WKBN-TV & Roanoke's WROV-TV; Ch. 28, Wilkes-Barre's WBRE-TV; Ch. 34, South Bend's WSBT-TV; Ch. 43, York's WSBA-TV & Peoria's WEEK-TV; Ch. 46, Atlantic City's WFPG-TV; Ch. 48, Mobile's WKAB-TV; Ch. 61, Reading's WHUM-TV & Springfield's WWLP. Distributors apparently aren't yet handling Standard Coil strips to tune Youngstown's WFMJ-TV (Ch. 73), New Britain's WKNB-TV (Ch. 30) or Holyoke's WHYN-TV (Ch. 55)—all of which are either on air or testing.

New continuous uhf converter using principle of coaxial cavity tuning, has been announced by Granco Products Inc., 36-17 20th Ave., Long Island City, N. Y. Howard W. Sams & Co., Indianapolis, has just published 44-p. book, *UHF Converters*, containing descriptions and diagrams of 21 models of popular brands: Arvin, Crosley, DuMont, Mallory, Motorola, RCA, Raytheon, Regency, Sarkes Tarzian, Standard Coil, Stromberg, Sutco, Sylvania.

Receiving antenna industry has been in constant state of flurry since beginning of uhf TV. Virtually every week sees many new antennas on market, and several new companies are entering already crowded field. Cornell-Dubilier, big capacitor manufacturer, now has line of uhf antennas. And a new company, Tele Wand Corp., was formed this week at 1022 18th St. NW, Washington, to distribute indoor vhf-uhf non-directional broad-band antenna (\$20 list) of new type based on patents of Harold J. Berney, Silver Spring, Md.; Wesley L. Smith is president. One new antenna accessory for which big demand apparently is developing is the coupler or interaction filter which permits use of single transmission line to feed signals to set from vhf & uhf antennas.

Topics & Trends of TV Trade: Price controls on nearly all other appliances went the way of TV & radio March 5 when OPS took ceilings off refrigerators, home freezers, dishwashers, ranges, ironers, washers & dryers. This left water heaters and food waste disposers as only appliances still under price control; it's not known whether they'll be decontrolled before OPS ends.

President Eisenhower, at news conference same day as latest decontrol action was announced, praised businessmen for notable restraint following lifting of controls. He said he was gratified there was little discernible evidence anyone has tried to gouge public by hiking prices. The President said copper had been the only problem area, with some suppliers raising prices by 6-7¢ per pound after controls were removed.

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General Motors is marketing TV antennas and picture tubes under Delco trademark through its parts sales division, United Motors Service. The antennas and tubes are produced by other manufacturers and sold by UMS to electronic distributors. UMS gen. merchandise mgr. V. A. Dupy stressed that GM doesn't intend to go into TV set business again. UMS dropped its Delco-branded TVs & home radios 5 years ago. Delco is big manufacturer of auto radios. UMS distributes auto radio tubes and parts.

Freed Electronics & Controls Corp. succeeded to the "Freed-Eisemann" trademark as well as the corporate name, property and rights of old Freed Radio Co. as of March 5. Firm is headed by Arthur Freed, will engage in fundamental research, design, development and manufacture, including TVs and radio, plans to expand payroll of 175 to 500.

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Trade Miscellany: 1953 Electronic Parts Show in Chicago's Conrad Hilton Hotel, May 18-21, has sold out all display space, reports gen. mgr. Kenneth C. Prince . . . Reports persist in financial circles that recent sharp rise in Apex Electrical Mfg. Co. stock presages acquisition of that firm by RCA on basis of even swap of shares . . . Admiral appoints Russel M. Seeds Co., Chicago, to handle all printed advertising of its TV-radio divs.; Edmond I. Eger, co-owner of Cruttenden & Eger, handling Admiral account for last 18 years, joins Seeds as v.p. in May, along with his asst. Pierre F. Marshall . . . Emerson buys building at 524 W. 23rd St., New York, to house its executive offices, beginning in August; engineering dept. to move there later . . . Raytheon moves sales executive (Wm. J. Helt) and adv.-sales promotion (George Hakim) offices to 1416 Merchandise Mart, Chicago; new phone no., Whitehall 4-3158 . . . Emerson reveals plans to produce 3 all-channel receivers: 17-in. mahogany table at \$280, blonde \$290; 21-in. mahogany console \$380, blonde \$400; 21-in. full-door mahogany console \$450.

Distributor Notes: Admiral appoints The Place Inc., Fort Wayne (A. B. Gray, pres.) . . . Philco N. Y. names Gene Gold, ex-Crosley, adv. & sales promotion mgr. . . . DuMont promotes Philip Geth to field sales supervisor of N. Y. factory branch; appoints Griffith Distributing Co., Cincinnati; Air-Tel Inc., Houston . . . Gough Industries Inc. (Sylvania), Los Angeles, opens Fresno branch; Woodson & Bozeman Inc., Memphis, opens Little Rock branch (Frank W. Knudsen, mgr.) . . . Crosley names Fred Kuhne, ex-Motorola, electronics sales mgr. of N. Y. distributing div. . . . Hallcrafters appoints United Appliance Distributorship Inc., New Britain, Conn. . . . Raytheon appoints Victor Shaw Co., Charlotte, replacing Graybar . . . Hoffman Radio appoints Graybar, Des Moines & Davenport; Lone Star Wholesalers, Dallas . . . Rogers-Dixon Co. (Emerson), Winston-Salem, N. C., names Basil R. Walsh Charlotte sales mgr. . . . Pacific Mercury appoints Gold E Distributors Inc., San Diego; Norcal Distributing Co., Fresno.

Electronics Reports: Increasing number of military contracts going to big electronics firms is reflected in Defense Dept.'s list of 100 companies receiving biggest volume of military prime contracts from July 1950 through June 1952. Eighteen electronics and related firms made list, their contracts totaling \$8½ billion or some 12.1% of dollar value of all prime contracts let by Govt. since Korea. Previous list, covering July 1950-Dec. 1951, included 16 electronics manufacturers, representing 10.8% of all contracts (Vol. 8:21).

Newcomers to "top 100" are Admiral, 84th on list with \$96,800,000 in prime contracts, and Motorola, 96th with \$80,000,000. All 16 electronics firms which appeared on December 1951 list are also on latest list, although relative positions of many of them have changed. General Electric rose from fifth to second (General Motors being first), with nearly \$2½ billion in contracts, or 3.5% of dollar value of all prime contracts.

Many electronic items, of course, are made by the big "non-electronic" companies on list (i.e., Hughes Tool Co., No. 22 on list, produces large amount of electronic equipment) and many electronic companies make non-electronic items—such as GE with its huge jet engine business. Much of the contracts on list have been subcontracted to other firms. The 100 companies received 62.4% of all prime military contracts—or close to \$44 billion out of a total of nearly \$74 billion. Of the top 10 contractors, 5 are aircraft manufacturers, 3 are auto makers.

Here's how electronics firms stacked up in the top 100. They're listed below together with their position on list in June 1952 and in December 1951, dollar value of their prime contracts and their percentage of total military contracts:

Company	Position (June 1952)	Amount of Contracts	Percentage of Total	Position (Dec. 1951)
General Electric	2	\$2,418,300,000	3.5%	5
AT&T	12	1,144,800,000	1.6%	13
Westinghouse	14	929,800,000	1.3%	12
Sperry Corp.	18	712,000,000	1%	17
Bendix	19	683,000,000	1%	18
RCA	23	412,400,000	.6%	27
Avco	28	385,700,000	.6%	33
IT&T	29	356,600,000	.5%	22
Collins	40	253,300,000	.4%	44
Raytheon	42	238,600,000	.3%	42
Philco	44	234,200,000	.3%	40
American Bosch (including Arma Corp.)	58	158,200,000	.2%	59
Hazeltine	70	119,600,000	.2%	56
Sylvania	71	117,500,000	.2%	71
Admiral	84	96,800,000	.1%	—
Stewart-Warner	90	89,700,000	.1%	78
Gilfillan Bros.	94	81,900,000	.1%	87
Motorola	96	80,000,000	.1%	—

Best defense-order bet for small businessman: "Get in on a subcontract through one of the top 100 prime contractors." This is the advice of *U.S. News & World Report* in March 6 special report, "Way to Arms Dollars." Article points out that Defense Dept. finds it easier to police a few big contracts placed with large corporations than the thousands of small ones which would have to be made if Govt. dealt extensively with smaller firms. It quotes survey of 59 major contractors which found that 32,382 subcontractors were enlisted in filling the orders. Although military has placed many prime contracts with small business, article concludes that "arms is essentially big business [and] the best bet for small firms in this new industry is through subcontracting."

Military electronics contracts totaled more than \$8 billion during 30-month period from Korean outbreak to Jan. 1, 1953. During last 6 months of 1952, obligations for procurement of electronics totaled about \$1.5 billion. These figures are derived from Defense Dept.'s total figures on "hard goods" procurement—of which electronics constitutes about 10%. Total hard goods obligations for 30-month period were \$82.5 billion, for 6-month period \$14.7 billion.

Financial & Trade Notes: Philco sales went to record high of \$366,963,850 in 1952, compared to \$305,328,670 in 1951, with earnings after all taxes amounting to \$11,491,207 (\$3.15 per share) as against \$12,168,046 (\$3.35) in 1951. Federal and state income taxes rose to \$14,238,250 in 1952 from \$10,444,850 in 1951. Working capital during year increased from \$43,848,000 to \$45,483,000. Of the net income, \$6,015,000 was paid in dividends, \$5,476,000 reinvested to increase working capital and provide for plant expansion, which included new TV plant completed in Philadelphia during year, new refrigerator plant started in Bedford, Ind., and new refrigerator-freezer plant planned in Connersville, Ind.

Annual report notes that one-fifth Philco's total business last year was represented by research, development, production and technical services for Govt. and industrial customers. Advances in color research, transistors and microwave are reported. Predicting 100 new TV stations in 1953, bringing service to 3,500,000 additional families, report states:

"About 6,000,000 TV sets with 7, 10, 12 and 15-in. picture tubes are still in use, although the screen sizes they provide are inadequate by present standards and technological advances have greatly improved picture quality since their manufacture. Many owners of these sets are in the market for new receivers. It appears likely the industry will have the opportunity to produce and sell in excess of 6,500,000 TV sets in 1953."

Aerovox had net earnings of \$941,550 (\$1.35 a share on 700,000 shares) on sales of \$22,400,000 for 1952 vs. \$783,606 (\$1.11) on sales of \$22,500,000 for 1951. In report to stockholders, pres. W. Myron Owen announces formation of new subsidiary Precision Ceramics Inc. to manufacture, under license agreement with French firm, ceramic transmitting capacitors at New Bedford, Mass. In December, Aerovox bought out Acme Electronics Inc., Pasadena, will later house it in new plant at Monrovia, Cal.

Tung-Sol reports net income of \$2,007,713 (\$3.75 a share on 514,056 common shares) on sales of \$35,489,558 for year ended Dec. 31, compared with \$2,049,458 (\$4.23 on 477,815 shares) on sales of \$31,484,760 for 1951. Taxes totaled \$4,224,000 (\$8.22 a share) in 1952 vs. \$4,456,000 (\$9.32) in 1951. With current assets at \$15,704,855 and current liabilities at \$6,106,343, working capital at year's end amounted to \$9,598,512, compared with working capital of \$6,605,740 at end of 1951.

Muntz TV Inc. reports net income of \$327,216 (29¢ a share) on sales of \$34,805,462 for 9 months ended Dec. 31, compared with \$741,440 (66¢) on sales of \$23,832,633 same 1951 period. Reduced earnings are attributed, in part, to expenses incurred in opening of 14 new retail outlets. Working capital has increased from \$2,625,342 to \$2,989,870 and total assets from \$6,807,683 to \$8,716,584.

Dividends: Hoffman, 25¢ payable March 31 to stockholders of record March 18; Aerovox, 15¢ March 16 to holders March 2; Decca, 17½¢ March 30 to holders March 12; Muter, 15¢ March 31 to holders March 16; WJR, The Goodwill Station Inc., 10¢ March 13 to holders March 4; Arvin, 50¢ March 31 to holders March 16; Corning Glass, 25¢ March 31 to holders March 18.

P. R. Mallory & Co. has filed SEC registration statement to sell 150,000 shares of cumulative convertible preferred stock, \$50 par, thru Lee Higginson Co., funds to be used for general corporate purposes, including payment of short-term bank loans.

DuMont opens new plant in mid-March for manufacturing cathode ray instruments; it adjoins present tube plant in Clifton, N. J., brings total space to 118,000 sq. ft., in which whole instrument div. will be housed.

CRITICISM by the carload was heaped this week on majority members of N. Y. State Temporary Commission on Educational TV which voted 10-5 last week to reject plan of board of regents of U of State of New York for state-supported 10-station network (Vol. 9:9). Charges of bias towards educational TV and political opposition to regents on part of Gov. Dewey, who appointed commission, came thick and fast from newspapers, educators and commission's minority, which filed separate reports to Dewey and the legislature, which has final say and seems likely to uphold majority.

Minority rebuttal said commission chairman Douglas M. Moffat was "carrying out the dictates of Gov. Dewey to smother the possibility of educational TV." It said majority members took a "peephole approach" to regents' plan—"they saw always the hole, never the doughnut."

Report recommended appropriation of \$500,000 for experimental pilot station in unidentified upstate community, to be operated by educational corporation "so there will be no direct ownership nor direct state operation." It also recommended new commission be created by Dewey for "another look" at educational TV.

Efforts to raise money from private sources will be discussed at meeting of about 100 interested committees March 11 in New York City. Dr. Milton Eisenhower's National Citizens Committee for Educational TV, meanwhile, is already at work in several upstate cities to raise private funds in those communities.

Other educational TV developments this week: (1) Ford Foundation granted \$145,000 to Joint Committee for Educational TV to continue its work through current year. (2) Edward L. Ryerson, Inland Steel chairman, heads committee to raise \$500,000 for Chicago educational station. (3) NARDA appointed 5-member educational TV committee comprising Don Gabbert, Minneapolis, chairman; Mort Farr, Upper Darby, Pa.; Evan Moon, San Antonio; Harold Samson, Milwaukee; Wm. Warsaw, Washington. (4) Ohio Program Commission recommended \$5,000,000 appropriation by legislature for a 5-college non-commercial network comprising Kent State, Bowling Green, Ohio State, Miami U, Ohio U. (5) St. Louis Educational TV Commission, applicant for Ch. 9 (see *Addenda 16-C*) established headquarters in City Products Bldg.

Decontrol marches on: (1) ODM this week cancelled all advance third-quarter allotments of steel, copper and aluminum, with exception of nickel-bearing stainless steel which will be rationed in third quarter at same rate as second quarter. (2) Selenium allocations were discontinued, but 30-day inventory limitation on selenium retained. (3) Relieved of its CMP duties, NPA continued to shrink, may soon dry up and blow away. Hundreds of employes will get dismissal notices March 25. Electronics Div. will be cut to about half its present size by April 26.

Merger of Dumont Electric Corp. (no relation to Dumont Labs) into Airplane & Marine Instruments Inc., new firm to be known as Dumont Airplane & Marine Instrument Inc., has been approved by stockholders of both companies. Former makes TV-radio condensers, etc., latter makes precision electronic equipment and tubes. Dumont preferred stock will be exchanged on share-for-share basis, common on basis of 2½ shares for one in new company.

Electro-Sonic Laboratories Inc. 32-15 36th Ave., Long Island City, N. Y., has been formed by Insuline Corp. of America for physical and engineering research in all phases of electronics. Insuline president Samuel J. Spector is board chairman and John H. McConnell, ex-Bell Labs, is chief engineer.

WJR, The Goodwill Station Inc. (Detroit) reports 1952 net income of \$441,714 (86¢ a share) compared with \$477,630 (92¢) in 1951.

Count of TV Sets-in-Use by Cities

As of February 1, 1953

Estimates are sets within .1 Mv/m contours (60 mi.), excluding overlaps, as established by NBC Research.

SETS-IN-USE estimates by areas will continue to be made this year on monthly basis by NBC Research, headed by Hugh M. Beville Jr.—but the figures are intended primarily for use by the network and its own affiliates, sponsors and agencies. Fact that individual stations are constantly protesting the estimates continues to point up urgent need of an all-industry statistical service, supported by NARTB, RTMA, et al (Vol. 9:5). Meanwhile, in absence of any other similar compilations, we'll continue to report the NBC figures.

Feb. 1 tabulation adds Youngstown (20,000 sets) to interconnected list, Peoria (7500) and Bangor (3000) to non-interconnected, omits figures for Lubbock, York, Colorado Springs and Tucson, which had stations as of Feb. 1 that are not NBC-TV outlets. Lumped under "All Others," the table allots them aggregate of 25,000 sets. Also listed separately and not included in grand total are 10,000 credited to Honolulu (2 stations).

Grand total of TV sets-in-use as of Feb. 1 is given as 21,955,100, up 721,000 from Jan. 1 figure—regarded as a fair estimate of month's accretion inasmuch as January set production equalled just about that number and the trade was known to be moving approximately as many sets as were being produced. That "old markets" are far from saturation is shown by increases credited to some of them—New York, up 60,000; Chicago, 50,000; San Francisco, 32,000; Pittsburgh, 30,000; Detroit & Denver, 25,000 each; Huntington, 21,000; Los Angeles, Atlanta, Charlotte, 20,000 each; Philadelphia, 19,000; Indianapolis-Bloomington, 18,000; Ft. Worth-Dallas, 17,000. More recent markets like Wilkes-Barre were given 13,000 more, Portland 10,500. (For comparisons with Jan. 1 figures, see Vol. 9:5; for additional market data on each TV area, see our Feb. 14 Special Report on *Television Sets-in-Use*, available on request.)

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
Interconnected Cities					
Ames (Des Moines)	1	132,000	Nashville	1	103,000
Atlanta	3	290,000	New Haven	1	349,000
Atlantic City	1(†)	6,000	New Orleans	1	154,000
Austin	1	20,100	New York	7	3,350,000
Baltimore	3	461,000	Norfolk	1	157,000
Birmingham	1	95,000	Oklahoma City	1	147,000
Birmingham	2	151,000	Omaha	2	170,000
Bloomington	1(a)		Philadelphia	3	1,200,000
(see Indianapolis)			Phoenix	1	54,200
Boston	2	1,015,000	Pittsburgh	1	580,000
Buffalo	1(b)	335,000	Portland	1(†)	63,500
Charlotte	1	228,000	Providence	1	284,000
Chicago	4	1,410,000	Richmond	1	157,000
Cincinnati	3	370,000	Roanoke	1	44,300
Cleveland	3	725,000	Rochester	1	175,000
Columbus	2	255,000	Rock Island-Davenport		
Dallas	2	256,000	(see Davenport-Rock Island)		
Fort Worth	1		Salt Lake City	2	82,000
Davenport-Rock Island	2	179,000	San Antonio	2	124,000
Dayton	2	219,000	San Diego	1	136,000
Denver	2	110,000	San Francisco	3	570,000
Detroit	3(c)	793,000	Schenectady	1	256,000
Erie	1	105,000	Seattle	1	233,000
Grand Rapids	1(d)	205,000	South Bend	1(†)	20,000
& Kalamazoo			St. Louis	1	485,000
Greensboro	1	105,000	Syracuse	2	122,000
Houston	1	221,000	Toledo	1	224,000
Huntington	1	153,000	Tulsa	1	92,500
Indianapolis	1(a)	330,000	Utica	1	83,000
& Bloomington			Washington	4	437,000
Jackson, Miss.	1(†)	6,600	Wilkes-Barre	1(†)	30,000
Jacksonville	1	191,000	Wilmington	1	128,000
Johnstown	1	190,000	Youngstown	1(†)	20,000
Kalamazoo	1(d)				
(see Grand Rapids)			Non-Interconnected Cities		
Kansas City	1	272,000	Albuquerque	1	19,200
Lancaster	1	193,000	Bangor	1	3,000
Lansing	1	122,000	Brownsville		
Los Angeles	7	1,395,000	(Matamoros, Mexico)		
Louisville	2	183,000		1(e)	11,100
Memphis	1	186,000	El Paso	2	15,300
Miami	1	121,000	Mobile	2	18,000
Milwaukee	1	408,000	Peoria	1(†)	7,500
Minneapolis-St. Paul	2	345,000	Spokane	2	17,300
			All Others*		25,000
			Grand Total		21,955,100

Applications for new stations dwindled to 3 this week, one of them uhf. Owners of WDOK, Cleveland, led by pres. R. Morris Pierce and treas. Frederick C. Wolf, seek uhf Ch. 15 in Waterloo, Ind., about 25 mi. north of Ft. Wayne. Channel is allocated to nearby Angola, Ind. Applying for El Dorado, Ark., Ch. 10 is T. H. Barton who controls KARK, Little Rock, TV applicant for that city. Group headed by Edward J. Jansen and Truman B. Hinkle, pres. & secy.-treas. of KRAN, Las Vegas, Nev., is seeking Ch. 2 in Henderson, Nev., about 15 mi. south of Las Vegas. These bring to 683 total applications now pending, 246 of them uhf. [For further details about foregoing applications, see *TV Addenda 16-I* herewith; for complete listings of all post-freeze grants, new stations, hearings, etc., see *TV Factbook No. 16* with all Addenda to date.]

First private applications for TV in Canada, accepted only from cities where CBC does not plan to build, were made known by CBC board this week as follows: Niagara TV Ltd., Hamilton, Channel 13; CPFL, London, Ch. 10; CKSO, Sudbury, Ont., Ch. 5; CKLW, Windsor, Ch. 9; Television de Quebec, Quebec City, Ch. 4; CHSJ, St. John, N. B., Ch. 4; CJCB, Sydney, N. S., Ch. 4. Govt.-owned CBC already has own stations in Montreal (CBFT) and Toronto (CBLT), plans new CBOT on Ch. 4 in Ottawa by mid-May (Vol. 9:9). At undisclosed future dates it will build CBWT, Winnipeg, Ch. 4; CBHT, Halifax, Ch. 3; CBRT, Vancouver, channel not announced.

Channel shifts & power increases: WCPO-TV, Cincinnati, hopes to go from Ch. 7 to 9 on March 9, boosting power to 40 kw. If WCPO-TV meets date, WHIO-TV, Dayton, moves from Ch. 13 to 7 by March 15, using present 16 kw pending completion of new facilities for full power about Sept. 1. Depending on weather, WDEL-TV, Wilmington, will shift from Ch. 7 to 12 on March 7 or 14, using 2.5 kw. WBTV, Charlotte, hikes power from 16.3 kw to 50 kw March 9, hopes to go to 100 kw within 60 days.

FCC Comr. Rosel H. Hyde paid second visit to White House March 6, arousing speculation both that he was and was not tapped for FCC chairmanship, for which he's being strongly supported. He had no comment, nor did White House make any announcement by end of week—though 2 GOP appointments and nomination for chairmanship are expected momentarily.

Atlanta's WLTV is now WLWA, result of Crosley decision to identify all its TV outlets with "WLW" prefixes. Station was transferred to Crosley this month (Vol. 9:5). Other Crosley outlets: WLWT, Cincinnati; WLWC, Columbus; WLWD, Dayton.

Moscow has 80,000 TV sets, reports *Pravda*.

- (a) Bloomington separately 220,000. Indianapolis separately 321,000.
- (b) Does not include sets in Canadian area reached by Buffalo station.
- (c) Does not include estimated 51,000 sets in Canadian area reached by Detroit stations.
- (d) Grand Rapids separately 158,000. Kalamazoo separately 169,000.
- (e) Estimate for Texas area. Estimated 2500 additional sets in Mexican area of Matamoros station.
- (†) Uhf sets.

(* Markets not listed here but having stations as of Feb. 1, 1953 are Lubbock, Tex.; York, Pa.; Colorado Springs, Colo.; Tucson, Ariz. Also not listed is Honolulu (where NBC estimates 10,000 sets-in-use as of Feb. 1, but does not include these in this total).

Set estimates for stations may be added together for network purposes. Where coverage areas overlap, the sets have been divided between the stations involved. Therefore, the estimate for each station is an unduplicated figure. Stations with overlapping coverage have total TV installations higher than the unduplicated network figures shown here. For spot & local purposes, anyone interested in total number of sets reached by an individual station should consult the station or its representative.

Note: TV sets sold in Canada totaled 250,083 up to Jan. 31, 1953, according to Canadian RTMA (Vol. 9:9). Since nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The CRTMA area count as of last Jan. 31: Windsor 53,615, Toronto-Hamilton 100,741, Niagara Peninsula 34,605, Montreal 44,503, other areas 16,619. In addition, Cuban sources claim 70,000 sets-in-use in Havana, 20,000 in rest of Cuba.

MARTIN CODEL'S
AUTHORITATIVE NEWS SERVICE
FOR MANAGEMENT
OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

Television Digest

with **ELECTRONICS REPORTS**

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March 14, 1953

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ONE DISTRESS DEAL, ONE PROFIT DEAL: First TV station ever to founder on the fiscal rocks, post-freeze Honolulu outlet KONA (Ch. 11), went silent this week after owners asked FCC for permission to shut down for 30 days "for technical and financial reasons." Scramble to buy it was already under way when word of its distress, attributed largely to poor planning and bad management, had gotten out a few weeks ago.

Station will be taken over, if FCC approves, half by Honolulu Advertiser and half by J. Elroy McCaw & John D. Keating, who presumably would drop their competitive applications for Ch. 4 in Honolulu. Newspaper owns KGU (NBC) and McCaw-Keating own KPOA, Honolulu, and KILA, Hilo (MBS). Deal to acquire it is being made with representatives of Herbert M. (Monte) Richards, prominent Hawaiian industrialist, chief backer of the station. (For further details, see story on page 14.)

Another station deal -- this one with all the appurtenances of prosperity, however -- was consummated this week when Mrs. A. Scott Bullitt, owner of Seattle's KING-TV & KING, bought back the 25% interest she sold in those stations in July 1951 to Hearst Radio Inc. (Vol. 7:26). Hearst publishes Seattle Post-Intelligencer.

Mrs. Bullitt paid \$375,000 for KING-TV in 1949 (then KRSC-TV); it was heavy loser, but she soon built it into highly profitable property. She sold the 25% to Hearst for exactly same amount. She's paying Hearst \$450,000 to buy it back.

40 ON AIR; STATUS OF ALL CPs SINCE FREEZE: We've had so many requests for up-to-the-minute lists of new TV stations that have gone on the air post-freeze, and so many inquiries about the status of CP holders who have yet to build, that we decided to bring the records up-to-date on basis of questionnaires to principals, FCC files, data from counsel & engineers, equipment orders & shipments, etc.

Result is Special Report herewith, which lists (1) the 40 stations that have gone on the air since freeze was lifted, with facilities granted, starting dates, national reps, etc., and (2) the 270 CPs outstanding, with prospective starting dates as reported to us, plus other pertinent data. CPs include this week's 29.

Actually, this tabulation of the 310 grants since processing started last July is projection to mid-March of the status reports on CPs outstanding as of last Jan. 3 as published on pp. 5-12 of our TV Factbook No. 16.

We have dope on most of the grantees, though some starting dates aren't yet ready to report, some reps not yet chosen, some call letters not even assigned. By far the majority of grantees have replied to our questions frankly, most indicating at least their "hoped for" debut dates. It wasn't for want of our trying that there is no data on some stations. Besides basic facilities data from official sources, we simply indicate month they said they expect to start rather than any pin-pointed dates, for experience has shown there's delay more often than not.

We count a station on-the-air the moment it begins more or less regular test patterns; several of the 40 here listed aren't on commercial schedules yet.

Some of these CPs may never go to construction. It's no secret that certain grantees, on second thinking about economic and competitive conditions, will drop. A few may be speculative, though that's extremely difficult to prove. All grants to date were obtained on non-competitive basis, i.e., no one else asked for channel.

There will be the same stalling, in some instances, that was evident in the pre-freeze days, when 15 CP holders dropped or were forced by FCC to forfeit their CPs, most of them after getting repeated extensions. There are a few long-standing CPs whose holders haven't even approached equipment makers yet for specifications or bids, lending to suspicion they have no intention to build.

But the great majority of grantees, be it said, got their CPs in good faith, will build, and indeed in some instances (notably uhf) are much too eager to get on-the-air-in-a-hurry -- with consequent danger of getting off to bad starts with untested equipment, too-weak signals, poor public response. It has happened.

* * * *

Once the FCC gets squared away politically, it's a foregone conclusion the few laggards and phonies will be ferreted out. At FCC, as throughout the industry now, there's justifiable pride in fact that 310 grants have been made in the scant 8 months since freeze was lifted; that 40 new stations actually got on air and many more are building, creating boom conditions; that, even discounting normal delays, there should be well over 100 post-freeze new stations on air before year's end, and maybe twice that number by mid-1954.

'FIRST ROUND' ENDS WITH RECORD 29 CPs: FCC "went wild" this week -- granting 29 CPs, no less -- as it raced through entire 1016 cities in Group A priority list, all 215 in Group B. Previous record was 19 CPs. Total to date: 310 (104 vhf, 206 uhf).

Thus the "first round" is over. Conceivably, Commission can have a couple more big weeks -- but not many, since it has only 63 uncontested applications to work on now. Very shortly, CPs will thin down to desultory trickle as occasional uncontested application emerges, to be snatched up by FCC and granted.

Pressure for quick solutions to competitive situations will then become more intense than ever. FCC and Congress, as well as applicants, will devote more and more thought to ways and means of eliminating hearings -- through mergers, shared-time arrangements, "trustee corporations" (Vol. 9:9) and the like. Commission is constantly encouraging all legitimate techniques for eliminating contests -- witness this week's shared-time grant on Ch. 10 to WHEC & WVET, Rochester, on basis of an amendment filed late last week (Vol. 9:10).

Three more contests were eliminated this week as competitors combined or amended applications. In San Diego, Charles E. Salik and T.B.C. Television Inc. dropped Ch. 10 applications on condition they get 1/3 ownership each in KFSD's CP if its application is granted. In Las Vegas, Herman Greenspun dropped Ch. 8 application in return for 5% of Las Vegas Television Inc. In Indianapolis, Empire Coil Co. amended from Ch. 26 to Ch. 67, leaving itself and Marion Radio Corp. uncontested on respective channels.

Methods for speeding hearings will get much more attention, too. But haste in hearings depends much more on applicants and their attorneys than on FCC. The law provides hearing contestants with elaborate safeguards, virtually all of which consume time, and applicants are always fearful of abdicating their rights.

No more hearing dates were set this week. Commission has assigned examiner Leo Resnick to Ft. Wayne case, Wm. Butts to Spokane hearing, both starting April 6.

* * * *

The 13 vhf CPs: Chico, Cal., KHSL, Ch. 12; San Luis Obispo, Cal., KVEC, Ch. 6; Fort Myers, Fla., WINK, Ch. 11; Panama City, Fla., J.D. Manly, Ch. 7; Macon, Ga., WMAZ, Ch. 13; Nampa, Ida., KFXD, Ch. 6; Missoula, Mont., KGVO, Ch. 13; Albuquerque, N.M., KGGM, Ch. 13; Rochester, N.Y., WVET & WHEC, Ch. 10 (shared); Greenville, N.C., WGTC, Ch. 9; Lufkin, Tex., KTRF, Ch. 9; Harrisonburg, Va., WSVA, Ch. 3.

The 16 uhf grants: San Francisco, Lawrence A. Harvey, Ch. 20; Yuba City, Cal., John Steventon, Ch. 52; Dover, Del., Rollins Bcstg. Inc., Ch. 40; Columbus, Ga., WDAK-Martin Theatres, Ch. 28; Harrisburg, Ill., Turner-Farrar Assn., Ch. 22; Marion,

Ind., WMRI(FM), Ch. 29; Princeton, Ind., WRAY, Ch. 52; Davenport, Iowa, Mel Foster-Harold Hoersch, Ch. 36; Salisbury, Md., WBOC, Ch. 16; Cambridge, Mass., WTAO, Ch. 56; St. Paul, Minn., WCOW, Ch. 17; Columbus, Miss., WCBI, Ch. 28; Hendersonville, N.C., WHKP, Ch. 27; Mt. Airy, N.C., WPAQ, Ch. 55; Chambersburg, Pa., WCHA, Ch. 46; Fort Worth, Tex., Tarrant County Television Co., Ch. 20.

* * * *

Sidelights on non-radio grantees: San Francisco CP-holder Lawrence Harvey, attorney and manufacturer of aluminum products, holds CP for Salem, Ore., is Los Angeles applicant. Yuba City's John Steventon is feed mill operator, owns 25% of KMOR, Oroville, Cal. J.D. Manly, Panama City, holds interests in variety of businesses, including construction, quarry, concrete, auto sales, hotel.

Turner-Farrar Assn., Harrisburg, operates chain of southern Illinois theatres. Davenport principals Foster and Hoersch hold real estate interests, are also applicants for Miami. The 3 partners comprising Ft. Worth grantee are all in auto business; A.H. Lightfoot holds 40%, K.K. Kellam 30%, Basil Roper 30%.

Other highlights: Dover's Rollins Bcstg. Inc. owns several AMS, including WJWL, Georgetown, Del., is TV applicant for Fayetteville, N.C. Allen Woodall, president of WDAK, 50% owner of Columbus, Ga. grantee, holds interest in Macon CP and Augusta application. Grant to WMAZ in Macon is the happy climax to tortuous trip through maze of FCC legalities; Commission found it had erred in assigning Ch. 13 to Macon, because of substandard co-channel spacing, thereafter went through full rule-making procedure to move it to nearby Warner Robins, Ga.

Electronic equipment manufacturer Harvey Radio Labs is owner of WTAO, Cambridge grantee. Birney Imes, operator of WCBI, Columbus, Miss., is radio veteran, owns several other Mississippi AMS, including TV applicant WMOX, Meridian.

Rochester shared-time grant is an arrangement between Gannett newspapers (WHEC) and the 130 stockholders who own WVET. Principals of Chambersburg grantee also own WTVE(TV), Elmira, N.Y. WSWA, Harrisonburg, is owned by Frederick Allman, engineer who built WAAM, Baltimore, later sold interest.

[For further details about grantees and applicants, see Addenda 16-J herewith; for complete data on all applications, see TV Factbook No. 16 with Addenda.]

GREEN BAY-SIOUX CITY-AMARILLO-GALVESTON: Four new vhf stations are now testing, all in new TV cities, so can be added to log of stations operating -- now totaling 148, of which 23 have started thus far this year, 40 since freeze was lifted. New outlets:

WBAY-TV, Green Bay, Wis. (Ch. 2), which began test patterns with RCA equipment just after midnight March 7. Mgr. Burkett Farquhar reports good picture quality and "coverage reports exceeding expectations." National sales rep is Weed.

KVTV, Sioux City, Ia. (Ch. 9), which began night equipment tests (GE) March 9, goes commercial right away as CBS-TV affiliate. It's first TV station owned by Cowles newspaper interests, headed by manager of their Yankton radio station WNAX, Robert Tincher. Katz is national sales rep.

KGNC-TV, Amarillo, Tex. (Ch. 4), which began testing RCA transmitter March 11, exactly year after Gene Howe, late great editor of owner Amarillo Daily News and Globe-Times, had predicted in his oft-quoted "Old Tack" column: "A year from today the flickers will be flickering in Amarillo." It goes commercial March 18, managed by Tom Kritser. O.L. Taylor is rep.

KGUL-TV, Galveston, Tex. (Ch. 11) also began test signals March 11, goes commercial March 22 as basic CBS-TV outlet. GE transmitter is located between Galveston and Houston, only 46 mi. apart, so for all practical purposes Houston area now has second vhf. Paul E. Taft is gen. mgr. CBS-TV Spot Sales is national rep.

* * * *

Most of the other March starters previously listed as probable (Vol. 9:10) look like good prospects, at least by early April. KFDA-TV, Amarillo (Ch. 10), with GE equipment all in hand, shouldn't be far behind KGNC-TV -- and about ready to test are KCBD-TV, Lubbock, Tex. (Ch. 11); KELO-TV, Sioux Falls, S.D. (Ch. 11); KTTS-TV, Springfield, Mo. (Ch. 10).

March uhf prospects still are WICC-TV, Bridgeport, Conn. (Ch. 43); WCOV-TV,

Montgomery, Ala. (Ch. 20); WAFB-TV, Baton Rouge, La. (Ch. 28); WLEV-TV, Bethlehem, Pa. (Ch. 51); WKST-TV, New Castle, Pa. (Ch. 45); WTVO, Rockford, Ill. (Ch. 39); and WLOK-TV, Lima, O. (Ch. 73). Some may be delayed. There could be a "sleeper" or two.

Getting very close, too, are WHP-TV, Harrisburg, Pa. (Ch. 55); WLBC-TV, Muncie, Ind. (Ch. 49); KCJB-TV, Minot, N.D. (Ch. 13); educational KUHT, Houston (Ch. 8), promised for March 29.

* * * *

KSWO-TV, Lawton, Okla. (Ch. 7) went commercial March 8 after successful test patterning; in this space last week, we inadvertently dropped the several paragraphs reporting its March 3 start (though the headline listed it).

WWLP, Springfield, Mass. (Ch. 61), testing first with low power (Vol. 9:10), was all set to start test patterns with 12-kw GE transmitter March 14 and to go commercial March 16. It's second 12-kw job on air, first being WHUM-TV, Reading, Pa. (Ch. 61). Within month, Holyoke's WHYN-TV (Ch. 55), in same area, also testing first on low power, should have its 12-kw GE in full operation.

[For latest reports on other upcoming new stations, see page 7.]

WHO'S DELAYING COLOR? CONGRESS ASKS: Prospects of two-ring Congressional circus -- separate investigations of color TV status by Senate and House -- aren't creating the sensation they once might have. Industry thinking seems to be as follows:

(1) The incompatible system is dead, no longer threatens dislocation of existing or future TV service.

(2) A compatible system, backed by entire industry, is about to reach technical fruition and to be integrated smoothly into the nation's TV service -- which now comprises 22,500,000 receivers served by 148 stations and is in critical stage of expansion due to introduction of uhf. Petition asking FCC to adopt compatible standards is expected in a few months.

FCC seems to share industry's attitude, to some extent at least.

* * * *

Current furor started March 6 when Sen. Johnson (D-Colo.) released to press 10-page letter to Sen. Tobey (R-N.H.), chairman of Interstate & Foreign Commerce Committee, charging that "powerful interests" are seeking to delay color until "market might be saturated with black-&-white TV sets." He asked for investigation to find out why color isn't here now. Sen. Tobey was out of town, unavailable for comment, but Johnson says Tobey agrees with him.

Most immediate industry reaction came from RCA chairman Gen. Sarnoff, who issued statement from San Francisco saying: "I don't know to whom Sen. Johnson refers...It surely can't be RCA. We are doing everything we know how to advance color TV for the home." He said that RCA has spent almost \$20,000,000 on color research, \$5,000,000 last year alone, and -- for first time -- stated that RCA will petition FCC for approval of new standards after end of field tests in "next few months."

Field tests will take 4-6 months, in opinion of Dr. W.R.G. Baker, chairman of National TV System Committee. Meanwhile, he says, "I hope the engineers will be left alone to do the job. A hearing before end of the tests would be premature."

* * * *

First word of House color investigation came March 13 during resumption of Interstate & Foreign Commerce Committee's quiz of the FCC (Vol. 9:8). Members were questioning Chairman Walker as to whether a hearing would accelerate introduction of color. Walker assumed they meant an FCC hearing, said:

"I think we should watch developments then determine when a hearing should be held. If we find someone holding back, we might start a hearing immediately. But with so many people crying for television, I doubt whether we'd be justified in stopping our work on grants for new stations and putting our small staff on color." He added that Commission has been queried on color by Tobey, will respond shortly.

"The time has come for the public to be advised," Chairman Wolverton then said. "We're aware that a license for color has been granted, yet there's no color. What's withholding it from the market when it should be available? In a short time we will have a hearing on the matter." He later set March 24 for start.

Which committee will cop headlines first? It's too early to place bets on sweepstakes, but House has already set date and Senate hasn't. Wolverton says hearing will include testimony from industry and Govt., plus demonstrations of systems.

Why did Johnson choose this time to open his barrage? On basis of press reports, he told us, there are too many conflicting stories, and "the public has a right to be advised." He had not asked NTSC for report on its progress, said that he hasn't seen any color demonstrations recently, hasn't consulted with any other members of his committee besides Tobey.

"We got the industry stirred into action once before," Johnson said, "but you turn your back on them and they go to sleep." As chairman of committee in 1949, he was largely responsible for the Commission's last excursion into color -- a trip which lengthened the late unlamented freeze by several years.

* * * *

Contrasting with Johnson's approach, Tobey on Feb. 20 wrote to Dr. Baker, asking 3 pointed questions, to which Baker replied March 6. The questions:

(1) Is any NTSC member planning to manufacture sets based on FCC's present field-sequential color standards? If not, why not?

(2) Do they plan to make sets for other color standards? If not, why not?

(3) Is anyone going to petition FCC for new color standards? Who and when?

Baker wrote that he doesn't know production plans of others, but that he knows several companies with experimental sets for testing NTSC specifications. And he said: "I know of no specific plans for the filing of a petition with FCC."

Baker also reviewed purpose and work of NTSC, said that its operations are an open book; that membership is open to scientists and engineers with the special technical qualifications; that NTSC isn't concerned with any company's proprietary interests or patents; that work of first NTSC before the war, in formation of current black-&-white standards, was proof of group's capabilities.

When will NTSC finish its work? "It is tempting at this stage," Baker wrote, "on all of the evidence that has accumulated, to be most optimistic. However, as an engineer with some experience in this incredibly fast moving industry, I feel that we must defer final judgment until the substantial completion of these field tests. Not until then can it be determined whether our work is in shape for serious consideration by the FCC." Copies of letter went to NTSC members and FCC.

It's Baker's hope that history of black-&-white standards will be repeated, i.e., NTSC will come to Commission with fully tested set of standards which FCC will be prepared to accept after careful study -- perhaps without formal hearing.

* * * *

NTSC's field-testing Panel 16, under Hazeltine's Knox McIlwain, meets in New York March 19-20 for first of exhaustive tests with the new specifications recently adopted. [For full technical details of specifications, see our Supplement No. 75-A.] After studying results for a month, panel will meet again in Syracuse April 14-16. Later sessions are scheduled for Philadelphia. A separate task group plans tests in Chicago, assuming Zenith still has experimental use of Ch. 2.

Sets capable of receiving new specifications have been built, or will be built by April, by following manufacturers: Sylvania, RCA, Westinghouse, Emerson, Tele King, Crosley, GE, Admiral, Hazeltine, Zenith, Motorola, Philco. Dr. Baker told Tobey that more than 200 engineers have contributed to NTSC's work.

CBS's only comment on developments was that it still believes its system is the only practical one, as it stated couple months ago (Vol. 9:1).

* * * *

Johnson's letter to Tobey reads like old times, though setting is much different. After attacking the unidentified "powerful interests" and telling Tobey "you are not afraid of powerful interests," he traced history of color controversy, largely through trade press quotes "to demonstrate the confused status."

He attacked Charles Wilson, former ODM director, for NPA color order M-90 -- "just another unwarranted, crippling blow aimed directly and specifically at color TV." NPA's second color order, emphasizing shortage of engineers, "was merely another way to beat the devil around the bush." Incidentally, M-90 is due to be re-

scinded shortly, in line with Administration's general policy of decontrol.

"I have no feeling as to the preference as to any one system," wrote Johnson, "except that like anyone familiar with the problem, as I have stated frequently, a compatible system is most desirable. However, I leave that problem and I have left that problem to the expert agency."

Report that Lawrence tri-color tube can be mass-produced for \$60 is "startling and revealing information and should be explored," he said. He added that he's reminded that some of first monochrome tubes cost \$450-\$500.

Standards were adopted about 3 years ago, yet color still isn't available to public, he said. "Why isn't it? Is this delay in manufacturing color TV receivers deliberate? Are the standards adopted by the FCC unsound? If so, in what manner? Have new standards been developed? If so, why are they not submitted to the FCC?"

Personal Notes: Walter Buchanan has resigned as chief engineer of XEX, Mexico City, to become subsecretary of communications in charge of TV, radio & communications—virtually the equivalent of FCC chairman; he's also professor of electronics at U of Mexico City . . . James M. Gaines, NBC v.p. for owned-&-operated stations, on March 15 joins General Teleradio Inc., General Tire subsidiary operating WOR & WOR-TV, which he will head; Teleradio also operates MBS and other TV-radio stations. NBC v.p. Charles R. Denny takes over Gaines' duties, network's 5 TV and 5 radio stations now reporting directly to him . . . Samuel Miller leaves Cohn & Marks to establish own law offices March 15 at 1025 Vermont Ave. NW, Washington, phone Sterling 3-5764; Geo. MacClain, formerly with FCC on Conelrad project, recently with National Security Resources Board, joined Cohn & Marks March 3 . . . Theodore R. Kupferman, ex-NBC legal dept., now gen. attorney for Cinerama Productions Corp. . . . Carlton Winckler, production mgr. of CBS-TV operations, named program dept. production mgr., succeeded by Walter Pierson . . . David Savage, mgr. of WCBS-TV film dept., joins NBC film div. as mgr. of film procurement, March 17 . . . Thaine Engle has left WBAP-TV, Ft. Worth, to become NBC-TV supervisor of audience promotion; he's succeeded by Howard Fisher as WBAP-TV director of publicity & promotion . . . James W. Bradner Jr., ex-KGBC, joins new KGUL-TV, Galveston, as commercial mgr. . . . Stanley Smith promoted to eastern sales mgr., ABC-TV network . . . C. Fred Crandon, ex-WCSH, recently with electronics div. of Portsmouth Navy Yard, named chief engineer of new WPMT, Portland, Me. (Ch. 53) due on air in late August . . . Warren S. Walden, sports director of WJAR-TV, Providence, wins E. Joseph Tierney Memorial award as "Outstanding Man of the Year in Rhode Island" for publicizing and raising funds for public service causes . . . George Arms, ex-radio director, Kansas State College, joins KUHT, Houston, new educational non-commercial station; Paul Owen, ex-KNBH, Los Angeles, also named producer-director . . . Luis Gallup, ex-WKRC-TV & WCPO-TV, named promotion mgr., WLWC, Columbus . . . Lionel van Deerlin, ex-city editor of old *San Diego Journal*, now public relations director, XETV, Tijuana . . . Sol J. Paul resigns as N. Y. adv. mgr. of *Broadcasting* to start new TV magazine, details unannounced . . . Bruce Fouche named TV-radio director of Institute of Life Insurance . . . Charles V. Dresser promoted to central div. sales mgr., NBC-TV Spot Sales . . . John Soell, ex-DuMont, and Larry Hasbrouck, ex-ABC, have joined H-R Representatives Inc.

Col. Harry C. Wilder, veteran broadcaster who sold his WSYR in Syracuse to Newhouse Newspapers in 1949 (after which it built WSYR-TV), is selling control of his WELI, New Haven, to gen. mgr. Richard W. Davis, other staffmen and group of local citizens. Col. Wilder resides winters in Phoenix. He also owns WTRY, Troy, N. Y.

QUESTIONING OF FCC by House Interstate & Commerce Committee, which concluded March 13, covered a lot of matters besides color (see p. 4). It also produced this statement by Chairman Wolverton (R-N. J.): "This committee is making plans to be apprised of developments in TV to help share responsibility with the Commission." Among subjects covered:

(1) Regulation of networks: FCC Chairman Walker made it clear that other commissioners don't necessarily agree with him that networks should be licensed (Vol. 9:8). He favored congressional study of networks.

(2) Educational reservations: Walker stated that "it's hard to say" whether reservations will be continued beyond June 2, that "it depends on who's on the Commission." Asked whether non-commercial station can become commercial, he said it would require rule-making but that he wouldn't guess the outcome.

(3) Oscillator radiation: Curtis Plummer, chief of Broadcast Bureau, said that industry has made "real progress," producing tenfold improvement, but that more reduction is needed.

(4) Trafficking in licenses: Questioned by Rep. Heseltun (R-Mass.), Walker said FCC is always on alert to scotch that practice as well as the filing of "strike" applications—"but it's hard to police thousands of stations."

Chairman Wolverton was quite concerned that stations, "monopolies" he called them, are in position to "determine who can buy time, can favor one advertiser over another, can charge higher rates for one than another, etc." Walker said that he doesn't believe Commission has jurisdiction over rates and sales practices and that stations aren't necessarily "monopolies" since they frequently have competition.

Consulting engineers John Creutz and Millard Garrison have consolidated their separate operations with those of E. C. Page & Joseph R. Waldschmitt, forming new firm of Page, Creutz, Garrison & Waldschmitt with offices in Bond Bldg., Washington; phone, Executive 3-5670. Also a partner is Virginia R. Erwin, onetime FCC engineer and first registered woman consulting engineer in the field. Firm has also added to staff James L. Hollis, formerly in charge of high power transmitter development and propagation research, Collins Radio Co.

FCC preliminary report on TV revenues-income-expenses for 1952 is due in week or two, will include data on the few new stations which started last year. Though industry total is expected to be far greater than 1951's \$235,700,000 revenues and \$41,600,000 net before Federal income taxes (Vol. 8:34), it's well known that a few stations continued to lose. In 1951, 14 stations reported losses, 8 of them in New York and Los Angeles, the 7-station markets.

THREE MORE UHF transmitters will be shipped by RCA week of March 16—to WFTL-TV, Ft. Lauderdale, Fla. (Ch. 23); WBKZ-TV, Battle Creek, Mich. (Ch. 64); WKNX-TV, Saginaw, Mich. (Ch. 57). By end of month, 4 more are due for shipment—to WSUN-TV, St. Petersburg, Fla. (Ch. 38); KMJ-TV, Fresno, Cal. (Ch. 24); WHIZ-TV, Zanesville, O. (Ch. 50); WKJF-TV, Pittsburgh, Pa. (Ch. 53).

That will make 10 uhf for the month, shipments having gone out this week to WLBC-TV, Muncie, Ind. (Ch. 49); WFAM-TV, Lafayette, Ind. (Ch. 59); WCOS-TV, Columbia, S. C. (Ch. 25)—and Camden officials state they will ship same number during April to bring total by time of NARTB convention to 36. RCA also states it's now promising deliveries of new uhf orders by August.

* * * *

Looks like first educational TV station to take the air will be U of Houston's KUHT (Ch. 8), which has announced formal April 6 starting date but may begin tests March 29. Preliminary plans call for 5-9 p.m. operation weekdays during first few months, said president W. W. Kemmerer. "For the first few days or for the first week," he wrote, "we would welcome participation from well-known national programs and nationally recognized artists [and] we think that it would be a fine gesture from the commercial interests if they would participate as a gesture of good will, incidentally, probably getting full value for the incidental advertising."

KCSJ-TV, Pueblo, Colo. (Ch. 5), which first had target date of March 1, had to locate at new site, so now isn't likely to make it before sometime in April, according to counsel. It's using RCA transmitter formerly used as WCBS-TV stand-by in Empire State Bldg. Plans call for layout similar to that of old one of WCBS-TV in Chrysler Bldg. Avery-Knodel will be national rep.

WJHL-TV, Johnson City, Tenn. (Ch. 11) reports all GE equipment ordered, including 2 cameras, should be ready in 40 days, so that it expects to put on test patterns in July and go commercial Aug. 1. Pearson will be rep.

KOAM-TV, Pittsburg, Kan. (Ch. 7) expects to begin by Oct. 1, reports E. V. Baxter, chief owner. RCA equipment has been ordered, he states, but construction plans not yet made and rep not selected.

KFYR-TV, Bismarck, N. D. (Ch. 5) hasn't ordered equipment yet, but mgr. F. E. Fitzsimonds reports it ought to be ready by early fall. Blair is AM rep, but he states no TV rep has yet been chosen.

KCJB-TV, Minot, N. D. (Ch. 13), which got DuMont shipment immediately after Feb. 2 grant, is hastening construction, looks like it can get test pattern on air by March 23, reports John W. Boler, president. Its commercial date will be April 1, he states.

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WMGT, North Adams, Mass., which got Ch. 74 grant Feb. 18, apparently faces little prospect of early start. Trade report from Pittsfield quotes Leon Podolsky, president and chief owner of radio WBRK, Pittsfield, as indicating station might be ready by spring of 1954. Mr. Podolsky recently was named technical asst. to the president of Sprague Electric Co. He's also applicant for Ch. 64 in Pittsfield, being opposed by WBEC.

WITV, Ft. Lauderdale, Fla. (Ch. 17) has asked for 6 months extension of grant of last July 30 because former president L. Coleman Judd contracted polio last fall and stepped down to v.p., followed by election of Comdr. Mortimer H. Loewi, ex-DuMont executive, now 25% stockholder, as president. Target date is now Sept. 30, with RCA transmitter ordered and new offices set up at 300 S.E. Third Ave. Gen. mgr. is R. W. Standart. *Fort Lauderdale News'* WFTL-TV (Ch. 23), with Noran E. Kersta at head, is still aiming for April 1-15 start (Vol. 9:8).

John Poole's KPIK, Los Angeles (Ch. 22) is adding to old KFVB-FM transmitter building on Mt. Wilson, spending \$200,000 on this expansion, and proposes to share site with U of Southern California's long promised non-commercial educational station KUSC-TV (Ch. 28). Latter will use DuMont equipment, was last reported readying for April or May start. KPIK will use GE, now plans early July start, according to Poole, who also operates radio stations KBIG, Catalina, and KBIF, Fresno.

WLOK-TV, Lima, O. (Ch. 73), slated for March 15 start and with GE equipment all on hand, has moved first test patterns up to March 19 and commercial operation to April 1, reports gen. mgr. R. O. Runnerstrom. Snowstorms caused delay. Meanwhile, big TV Exposition it staged in local armory, with 30 dealers displaying 22 lines of sets, and "See Yourself on TV" stunt with WLOK-TV live camera, drew 25,000 persons.

WKNA-TV, Charleston, W. Va. (Ch. 49) should be able to get going in early summer because antenna site is already available and RCA order had been placed contingently, reports grantee Joe L. Smith Jr. Construction will proceed as rapidly as possible, he states. Weed will be rep.

KNUZ-TV, Houston (Ch. 39) has target date of July 4, expects to operate from the U of Houston campus by special arrangement with the board of regents. It will lease space from the university's own non-commercial KUHT (Ch. 8) due on air in few weeks. Forjoe will be KNUZ-TV rep.

WCHU-TV, Charlottesville, Va. (Ch. 64), though first promised for fall (Vol. 9:6), now says its consulting engineers don't regard channel as desirable for area, so are currently probing better allocation. Meanwhile, no definite plans.

WBCK-TV, Battle Creek, Mich. (Ch. 58) reports it has ordered DuMont equipment, has construction plans all ready, should start sometime in August. Headley-Reed will be national rep.

KEDD, Wichita, Kan. (Ch. 16) has moved forward on-air date to mid-May, commercial to about June 1, reports gen. mgr. Stanley H. Durwood of Durwood Theatres, 85% owner. GE equipment has been ordered.

Approximately Oct. 1 is target date for new station in Bloomington, Ill. (Ch. 15) authorized March 4, reports owner Cecil W. Roberts. Equipment has not yet been selected, building plans not made, call letters not assigned, rep not chosen. Mr. Roberts is operator of radio stations KREI, Farmington, Mo.; KCHI, Chillicothe, Mo.; KNEM, Nevada, Mo.; KCRB, Chanute, Kan.; KCLO, Leavenworth, Kan.

WBUF-TV, Buffalo (Ch. 17), changing from WBUF, has moved up projected starting date to June 15, is in market for staffmen; it signed ABC & DuMont affiliations this week, has H-R Television Inc. as rep, has DuMont equipment on order.

KACY, Festus, Mo. (Ch. 14), which actually will be a St. Louis outlet, has ordered GE equipment and completed all construction plans, and expects to get on air sometime during this summer, reports Ozark Television Corp. counsel Robert S. Kilker. No rep has yet been chosen.

WFMD-TV, Frederick, Md. (Ch. 62) has set target for fall of 1953, reports Maj. Laurence Leonard, owner, presently vacationing in Ft. Lauderdale, Fla. "Plans are far advanced," he states, "for what I believe will prove to be a successful type of operation in our particular market."

WSGN-TV, Birmingham, Ala. (Ch. 42) has ordered RCA equipment, has studios about three-fourths completed, aims for "early 1954" start, reports gen. mgr. Henry P. Johnston. It hasn't selected rep yet.

Network Accounts: ABC-TV plans fresh approach in rotating series of dramas and comedies called *American Album*, starting April 12, Sun. 7:30-8 p.m., with idea of offering successful ones for sponsorship during fall season. Aim is to corral new writing & acting talent to back up featured "name" stars now being rounded up by talent v.p. Robert M. Weitman and program dept. director Charles Underhill. About 80% of programs will be live, originating from both New York & Hollywood, and some will be included in radio counterpart called *American Cavalcade* . . . Arthur Godfrey goes off air May 4 to undergo surgery for old hip injuries from auto accident 20 years ago; he'll be absent for 6 weeks from morning program on CBS-TV, Mon.-Thu. 10-11 a.m. and 4 months from evening programs Mon. 8:30-9 and Wed. 8-9 p.m.; after 6 weeks, he will also do some of his radio programs from his home . . . S. C. Johnson & Sons Inc. (wax) buys co-sponsorship of *Saturday Night Fights* with current sponsor Bayuk Cigars Inc. (Vol. 8:49), starting April 25, on ABC-TV, Sat. 9 p.m. to closing, thru Needham, Louis & Brorby . . . Hall Brothers Inc. (Hallmark greeting cards) will sponsor first hour of *Hamlet*, starring Maurice Evans, April 26 on NBC-TV, Sun. 3:30-5:30 p.m. or 5-7 p.m., thru Foote, Cone & Belding; second hour sponsor not yet announced . . . Fram Corp. (air filters) will sponsor *Vacationland America*, starting April 3, on NBC-TV, Sun. 5:30-5:45 p.m., thru VanSant, Dugdale & Co., replacing *Meet the Veep*, which moves to Fri. 7-7:15 p.m. . . . General Cigar Co. (Robert Burns) moves *Herman Hickman Show*, starting March 29, from NBC-TV, Fri. 7-7:15 p.m., to ABC-TV, Sun. 6:30-6:45 p.m., thru Donahue & Coe . . . Palm Beach Co. (men's suits) buys *Palm Beach Golf Championship* from Westbury, L. I., N. Y. May 17 on DuMont, Sun. 5-6 p.m., thru Ruthrauff & Ryan . . . Pet Milk Co. will retain its option on Sat. 8:30-9 p.m. period on NBC-TV after *All-Star Revue* ends in April and is reported planning to sponsor *Original Amateur Hour* in that time period . . . Texaco is reported dropping Milton Berle's *Texaco Star Theatre* on NBC-TV, Tue. 8-9 p.m., thru Kudner Agency, which is trying to sell sponsorship to Buick, now sponsor of *Buick Circus Hour* every fourth Tue. 8-9 p.m.

"TV is underpriced," not overpriced, because its increase in time costs has been only one-third that of increase in TV set circulation, according to CBS-TV sales development mgr. Edward P. Shurick. He told Public Utilities Advertisers Assn. March 12 in Richmond that sponsors think of TV as just another ad medium, whereas it should be considered complete and self-sufficient with other media in supplementary roles. He pointed out that TV has grown 180% faster than network radio in its early years and that TV's cost-per-1000 viewers has decreased 144% since Jan. 1950.

TV admen are guilty of "cultural corruption" in mixing sentiment with commercials, writes Bernard De Voto in his column, "The Easy Chair," in March *Harper's Magazine*, citing as example sequence on *Kate Smith Show* in which commercial on orange juice came immediately after heart-warming interviews with wounded men in Korea; De Voto based column on 20 hours of continuous viewing—7 a.m. one day to 3 a.m. next day.

Relationship of films for TV and films for movies will be discussed at Harvard March 19 by panel moderated by Parker Wheatley, director of Lowell Institute's Cooperative Broadcasting Council, and including Paul Raibourn, Paramount Pictures; Pat Weaver and Robert Sarnoff, NBC; Louis DeRochemont, producer.

ABC progress report: Best 4 weeks in its history, Feb. 9-March 9, brought in \$4,500,000 in sales of spot on its 10 owned stations, of which \$3,250,000 was TV.

Station Accounts: Peoria's WEEK-TV, which began operating last Jan. 29 (Vol. 9:5), went commercial in February, reports 21 network accounts signed (NBC & DuMont) plus these national spots (Headley-Reed, rep): Alliance Mfg. Co., Brown & Williamson, Bulova, Crosley, Falstaff Brewing, Griesedieck Brewing, Miller Brewing, Phillips Petroleum, Purity Bakeries, Rival Dog Food, Sawyer Biscuit Co., Vestal Inc. . . . WJTV, Jackson, Miss. (Ch. 25), which began Jan. 20, reports these national spots (Katz, rep): Kools, Viceroy, Williamson Candy, Lay Potato Chips, Stag Beer, Falstaff Beer, Bulova, Orkin, Continental Trailways, Crosley, Casite . . . New program *Journey Through Life*, on WCBS-TV, New York, starting March 30, Mon.-Fri. 1-1:30 p.m., now has these sponsors lined up for one-min. participations: Converted Rice Inc. (Uncle Ben's converted rice), thru Leo Burnett; N. Y. Telephone Co., thru BBDO; Bab-O, thru Dancer-Fitzgerald-Sample; Alka-Seltzer, thru Robt. H. Otto; B. C. Remedy Co. (headache powder), thru N. W. Ayer; American Home Foods Inc. (G. Washington coffee & Bernet pudding), thru Ted Bates & W. Earl Bothwell; M. & R. Dietetic Laboratory Inc. (Pream powdered cream), thru Ralph Jones; Ferrara Confectionery Co. (candy), thru Admiral Adv. . . . Florsheim Shoe Co. joins with Nash and Old Gold, regular season sponsors, to sponsor half of finals of *National Invitation Basketball Tournament* from Madison Square Garden on WPIX, New York, thru Gordon Best Adv.; *Ted Steele Show*, going to nights when baseball starts, adds sponsors Pepsi-Cola and Lucerne Dairy . . . Knowles Co., local Ford dealer, sponsoring Fred Vant Hull, ex-Minnesota and pro grid star, now polio victim, in 3 sports commentaries weekly on KSTP-TV, which he does from wheelchair . . . Sealy Mattress Co. and Snellenburg, Philadelphia dept. store, co-sponsoring 5-day-a-week *Columnists Corner* on WCAU-TV, featuring local newspaper columnists, thru Ed Shapiro Inc. . . . National Tea Co. chain buys *Clifton Utley* newscasts at 5:50 p.m. daily on WNBQ, Chicago, in addition to Sun. p.m. *Range Riders*, thru Schwimmer & Scott . . . Blue Shield Hospital Plan sponsors *H. V. Kaltenborn* on WNBTV, Fri. 7:15-7:30 p.m., starting March 20 . . . Ohio Oil Co. buys *Crown Theatre*, half-hour film series produced by Crosby Enterprises and starring Gloria Swanson, thru Stockton-West-Burkhart, Cincinnati . . . "Weather strips" on WTMJ-TV, Milwaukee, at 5:55, 10:25 & 12:30 p.m. increased to 17 per week, all sold . . . Amoco signs *Washington Redskins* grid games on WMAL & WMAL-TV for 11th consecutive season, thru Joseph Katz Co. . . . Vitamin Corp. of America, for new Calometric Weight Control, starts 10-day test in Los Angeles & San Diego in April, using TV and newspapers, thru Biow Co., N. Y. . . . General Electric to sponsor series of 40 comedy films starring Ray Milland, being produced in Hollywood by Review Productions . . . Among other advertisers reported using or preparing to use TV: Chunky Chocolate Corp. (Chunky candy), thru Peck Adv. Agency, N. Y.; Vestal Inc. (Wax-Rite liquid wax), thru Olian Adv. Co., St. Louis; Royal, Barry-Carter Mills (Martha White flour), thru Noble-Dury & Assoc., Nashville; Globe Brewing Co. (Hals beer), thru VanSant, Dugdale & Co., Baltimore; H. W. Lay & Co. (Lays potato chips), thru Liller, Neal & Battle, Atlanta; Continental Trailways (bus line), thru Lannin & Sanders, Dallas; Casite Div., Hastings Mfg. Co. (Casite for autos), thru Keeling & Co., Indianapolis; Doughnut Corp. of America (American Ice Cream Div.), thru Grey Adv., N. Y.

Picard Adv. Co., which handles TV-radio accounts (also Petry and United TV Programs), has changed name to Picard, Marvin & Redfield with addition of L. L. Redfield, ex-Dowd, Redfield & Johnstone, as partner and executive v.p. Mr. Picard remains president, Wm. S. Marvin v.p.

Telecasting Notes: Atom blast telecasts and broadcasts, scheduled March 16-17 over pooled network facilities, are best example to date of Govt.-network cooperation for civil defense. Demonstration by Atomic Energy Commission and Civil Defense Administration at Yucca Flat, Nev., will show what happens to typical homes in atomic explosion. Pooled telecasts by ABC, CBS & NBC will show millions of Americans the preparations for blast at 2-2:30 p.m. EST March 16, then the actual blast (from distance of 7 mi.) at 8-8:30 p.m. March 17, followed at 4:30-5 p.m. by close-in view of explosion's effects . . . Near-disaster struck crew landing microwave equipment for atomic telecast on 6300-ft. mountain peak near California-Nevada border March 9 when Air Force helicopter was dashed against mountainside by gust of wind; on board was Klaus Landsberg, gen. mgr. of independent KTLA, Los Angeles, who masterminded last April's A-blast telecasts (Vol. 8:16-17) and is director of March 17 pooled telecast. Plane made safe landing at Valley Wells, Cal., 11 mi. away . . . WCBS-TV, New York, begins program day at 7:20 a.m. instead of 8:20 starting March 30, opening with *News & Previews*, then *Telecomics* at 7:30 followed by *Time for Beany* at 7:45, then *Ernie Kovacs* at 8-9 . . . Kudos for Iowa State College's WOI-TV's educational programming (it operates commercially, too) were heaped by Dorothy Thompson in her March 10 newspaper column following visit to Ames—high and well-earned tribute to efforts of founding mgr. Richard Hull . . . CBS-TV's *Omnibus* offering 2 TV "firsts" Sun., March 29: George Gershwin's one-act opera *135th Street*, and Ethel Barrymore in first dra-

matic role on TV . . . Good program idea: *Amateur Chef* on KSTP-TV, St. Paul, Sun. 1:30—appealing male interest in cookery . . . Marian & Jim Jordan (*Fibber McGee and Mollie*) have informed NBC they won't be able to make TV film version, due to "health and taxes," so network is considering new faces for the roles; Don Quinn, who worked on this show, also on *Beulah*, *Great Gildersleeve* and *Halls of Ivy*, has joined Young & Rubicam in Hollywood to supervise comedy shows . . . Murder mystery *Double Jeopardy*, in which Vivian Blaine starred on NBC-TV, being adapted for Broadway stage next season by author David Shaw . . . Famed Peabody Conservatory of Music, Baltimore, to offer 16-week college course in music & TV techniques taught by staff of WAAM, aiming to supply TV stations with musicians schooled in TV fundamentals . . . WBT-WBTV scholarship of \$5000 annually for studies of TV-radio at the U of North Carolina, set up by Jefferson Standard Foundation of big life insurance company operating those Charlotte stations . . . KPRC-TV, Houston, begins operations from new \$1,000,000 plant March 29, which is 25th anniversary of KPRC affiliation with NBC . . . KDYL-TV, Salt Lake City, plans to build new 34,000-sq. ft. studio building next spring . . . KING-TV's radio adjunct, KING, Seattle, takes ABC affiliation from KJR as of June 1; mgr. Otto Brandt is onetime ABC v.p. . . . Katz taking over national representation of WTVN, Columbus, from Headley-Reed, following station's recent acquisition by Radio Cincinnati Inc. (WKRC-TV) . . . New WCOS-TV, Columbia, S. C. (Ch. 25), due in April, has set Class A hour rate at \$200, one-min. \$40.

ANGRY CANADIAN broadcasters, embittered over Canadian Broadcasting Corp.'s policy of excluding private TV enterprisers from major cities until CBC builds its own govt.-owned stations first, pulled no punches in their criticisms at this week's Canadian Assn. of Broadcasters convention in Montreal. They called govt. policy "stifling and stupid," for so far it has brought forth only one station each in Toronto and Montreal, one other promised in May in Ottawa. Private broadcasters are literally straining at the leash to bring competitive TV to those and other cities.

Said CAB president Malcolm Neill in his annual report: "From the outset the CBC has portrayed TV as some horrible Frankenstein monster which only they with their superior intellects can control and thus protect us from ourselves." Said ex-CAB president Harry Sedgewick, noting that equipment costs some 30% more in Canada than the U. S.: "If we're not discouraged by costs, we're licked by regulations before we start." It was estimated at least \$800,000 would be required to build in major markets, \$500,000 a year to operate. Minimum equipment for smaller markets might be had for \$180,000, costing \$120,000 a year to operate.

CBC is now accepting new station applications in non-CBC-reserved cities (meaning all but Toronto, Montreal, Ottawa, Winnipeg, Halifax, Vancouver) and 6 were filed up to last week (Vol. 9:10). Regulations requiring certain proportion of live program content—meaning that camera chains and studios must be purchased from the start—were bitterly assailed.

TV news seminar, co-sponsored by Radio-TV News Directors Assn. & Northwestern U's Medill School of Journalism, will be held April 28-May 2 at Orrington Hotel, Evanston, Ill., featuring panel discussions on how to make news pay its way, latest techniques of news presentations, use of wire services, etc. Fee for enrollment, limited to 40 persons, is \$50, payable to Baskett Mosse, Northwestern TV-radio journalism chairman.

Wm. L. Gleeson will get \$306,272 from Congress as compensation for FCC's deletion of TV Channel 1 for which he once held CP in Riverside, Cal. That's prediction of Rep. Usher L. Burdick (R-N. D.) who served as one-man House Judiciary subcommittee which heard testimony March 9 from Gleeson and FCC Comrs. Hyde & Sterling. Rep. Burdick says he's confident both House and Senate will approve bill awarding Gleeson damages specified, enabling Gleeson to recover control of his California radio stations now in receivership: KPRO & KPOR (FM), Riverside; KREO, Indio; KROP, Brawley; KYOR, Blythe. Though Commission previously argued that Gleeson wasn't entitled to claim, originally \$149,400, Comrs. Hyde & Sterling stated they're now satisfied he does rate payment. Hyde said Commission hasn't studied Gleeson's report of expenditures in connection with CP but has no reason to question auditor's accounting. Sterling said Gleeson should receive consideration for seeking to fulfill CP. Ch. 1 was turned over to other radio services in 1947, eliminating previous (and unworkable) arrangement under which they were to share all TV channels with stations.

Commentary on Canadian TV commercial programming in letter received from a Toronto adman: "As in any business rampant with amateurs and scarce in experts (the U. S.-trained TV people are too expensive!) some of the results are rather tragic. We have sound men forgetting to turn on the sound button, announcers who freeze when they forget the commercial after years of reading from a script for radio, etc. Nevertheless, it's a lot of fun, and we are learning a lot as we go along. God bless the benevolent sponsors who pretend to be looking the other way when these flubs happen."

F. H. Elphicke, CKWX, Vancouver, elected president of Canadian Assn. of Radio & Television Broadcasters (CARTB, formerly CAB), at Montreal convention this week. He succeeds D. Malcolm Neill, CFNB, Fredericton, N. B. E. Finlay MacDonald, CJCH, Halifax, was elected v.p., and gen. mgr. T. James Allard was named exec. v.p.

Financial & Trade Notes: Judge Luther M. Swygert, in Federal district court in Hammond, Ind., ruled this week that majority of board was within its legal rights in proposing to amend by-laws with aim of removing A. D. Plamondon Jr. as president of Indiana Steel Products Co., Valparaiso, Ind., biggest makers of permanent magnets used in TV-radio. He's also president of RTMA.

Three directors, charging "one man dictatorship," and claiming support of 3 vice presidents and 17 other executives, propose March 20 special meeting, and annual stockholders' meeting has been set for April 2. Proxies are now being solicited.

Judge Swygert refused to issue injunction asked by stockholder George A. Schwab Jr., of Nashville, who had obtained temporary restraining order halting Feb. 13 directors' meeting. The battle between 3 directors on one side, and Mr. Plamondon and director Frederick M. Gillies, exec. v.p. of Acme Steel Co., Chicago, on the other, has been conducted not only in court but in barrage of statements to stockholders, each charging other with bad faith.

Plamondon was warmly supported at the court hearing by some of his company's biggest customers, who attested to his high standing in the industry and averred they might withdraw their business from company if he were not at its head. Board majority produced affidavits in court alleging waste, deceitful practices, promotion of personal interests, nepotism, etc. Plamondon countered by stating he has been with company 16 years, has most of his life savings invested in it—and by showing that company has consistently prospered. Its sales were \$6,071,292, \$7,840,671 and \$6,385,911 for 1950, 1951 & 1952 and earnings were respectively \$3.05, \$4.15 & \$2.16 per share, while in January of this year sales went to \$141,301 and earnings 25¢ per share. Plamondon and his family own 17,520 shares of the 143,149 outstanding, or about 12%.

Chairman Paul R. Doelz, head of Kalman & Co., Minneapolis investment firm, leading the opposition, holds 200 shares. Others on his side are Hubert S. Conover, of F. M. Yantis & Co., Chicago, holding 320 shares, and W. C. Buchanan, president of Globe Steel Tubes Co., Milwaukee, none.

Proxy statement shows Plamondon drew 1952 salary of \$25,000, bonus \$25,656; v.p. & gen. mgr. R. F. Smith, \$15,000 & \$8885; A. R. Kirsch, secy.-treas., \$11,000 & \$8885. Besides Plamondon, Gillies and Kirsch, the Plamondon slate asks stockholders also to elect as directors Thomas A. Dean, president, General Mfg. Co., Kansas City, holding no shares, and Henry E. Seyfarth, Chicago attorney, holding 1600 shares.

United-Carr Fastener Corp., heavily in govt. and private electronics, has nominated Robert C. Sprague, of Sprague Electric Co., to board—annual meeting of stockholders to be held March 24. Sinclair Weeks, now Secretary of Commerce, has resigned as chairman. In 1952, firm earned net profit of \$2,233,725 (\$3.66 per share on 610,384 shares outstanding) on consolidated sales of \$41,334,071, which compares with \$2,496,728 (\$4.09) on \$39,508,718 in 1951.

CBS has arranged \$25,000,000 credit with Prudential and Metropolitan Life on 4½% notes due Jan. 15, 1973, but network will pre-pay loan starting in January 1959. Before this credit, CBS's long-term debt was \$25,000,000, total assets at end of 1951 more than \$100,000,000. Proceeds will be used for expansion, including new picture tube plant to be built by CBS-Hytron at Kalamazoo, Mich.

Dividends: American Broadcasting-Paramount Theatres Inc., 25¢ payable April 20, to stockholders of record March 27; IT&T, 25¢ April 22 to holders March 20; General Instrument, 25¢ April 15 to holders April 2; Packard-Bell, 25¢ April 25 to holders April 15.

FILM INDUSTRY'S new-found affinity with TV, subject of our article captioned "TV Swinging to Film—And Vice Versa" in Vol. 9:10, saw M-G-M signing contract this week with Ed Sullivan's *Toast of the Town* on CBS-TV, providing for series of "miniature pre-world premieres" of its new pictures as regular feature of TV show, together with personal appearances by M-G-M stars. Deal follows similar one with 20th Century-Fox, and means that 2 of the 4 biggest movie producers are now giving televiewers advance peeps at their wares via the popular Sunday night show.

To bolster our point that the TV is moving into film field on its own in a big way, we digested an article in March 7 *Billboard Magazine*. Though we stated figures therein "may be the usual hyperbole of show business," item kicked up quite a fuss in show circles—so much that NBC president Frank White issued formal statement March 10 from RCA chairman David Sarnoff, relayed from Hollywood, where RCA board is to meet March 16 (or just before RCA-sponsored Motion Picture Academy Awards telecast). It read:

"In answer to press requests for comment on recent articles in certain trade publications purporting to quote from a confidential report concerning NBC's film operations, Frank White, NBC president, today made public the following statement by Gen. David Sarnoff, chairman of the board of RCA and NBC:

"The statement published in the March 7 issue of *Billboard* and quoted in the *Television Digest* issue of the same date stating that a confidential report had been made to me on the subject of TV Film Production and Syndication is incorrect. No such report has been submitted to me by anyone in the NBC or in the RCA. The statements that a \$40,000,000 annual profit is anticipated by NBC in about 3 years and that a profit of \$5,000,000 was netted by the NBC in 1952 from TV film production and syndication are fantastic."

FCC action on theatre-TV case is expected in next week or so. Commission has several alternatives. It could: (1) resume allocation hearing where it left off Feb. 9 (Vol. 9:7), now considered unlikely; (2) grant theatre interests' requests of Feb. 27 by approving principle of "special common carrier" limited to theatre TV (Vol. 9:9); or (3) close its books on theatre TV, at least for time being. AT&T this week filed its opposition to "special common carrier" proposal, charging that no evidence has been presented to show that an exclusive theatre-TV service would be in public interest, that existing common carriers can do better job of theatre-TV transmission and that there's been no indication who would operate the proposed "special common carrier."

DuMont insists it isn't controlled by Paramount Pictures, in petition filed this week for reconsideration of FCC's recent decision which held the contrary by 5-2 vote (Vol. 9:7). DuMont reiterates that Dr. Allen B. DuMont controls company, gives examples showing how his decisions prevailed over opposition of Paramount stockholders. DuMont asserts that Commission discriminated against it, "distorting" the record to guarantee approval of ABC-UPT merger. Presumption is that DuMont will go to courts if FCC turns down petition.

TV commercial shorts accounted for \$4,000,000 of 1952 gross sales of \$51,000,000 recorded for 126 top commercial film companies by *Business Screen Magazine*, gain of \$5,000,000 over 1951.

National TV Film Council appoints legal committee headed by Samuel Spring, Universal Pictures director & RKO consultant, to investigate application of laws of defamation and privacy to TV.

40 on Air, 270 CPs Outstanding

New Stations in Operation and Construction Permits

Status of All Post-Freeze Grantees to March 14, 1953

With Probable Starting Dates of CP Holders and National Sales Representatives

Radio Station Affiliate, If Any, Indicated in Parentheses After Name of Grantee

Powers and Antenna Heights Are Those Specified in CPs and Not Necessarily Those Used at Present

DAGGER (†) DENOTES NON-COMMERCIAL EDUCATIONAL STATION

BPCT number is FCC File reference. For list of all pre-freeze stations and details about these grantees, including street addresses, see *TV Factbook No. 16 with Addenda*; for Directory of National Sales Representatives, see pp. 89-91, *TV Factbook No. 16*.

STATIONS AUTHORIZED POST-FREEZE AND NOW ON THE AIR

ALABAMA

- WALA-TV, Mobile (Ch. 10)—Pape Bcstg. Co. Inc. (WALA). Granted 11-26-52; on air 1-14-53; 316-kw visual, 190-kw aural, 460-ft. BPCT-705. Rep: Forjoe.
- WKAB-TV, Mobile (Ch. 48)—Pursley Bcstg. Service (WKAB). Granted 8-6-52; on air 12-29-52; 270-kw visual, 140-kw aural, 250-ft. BPCT-988. Rep: Forjoe.

ARIZONA

- KOPO-TV, Tucson (Ch. 13)—Old Pueblo Bcstg. Co. (KOPO). Granted 11-12-52; on air 1-13-53; 316-kw visual, 160-kw aural, 280-ft. BPCT-1168. Rep: Forjoe.

COLORADO

- KKTV, Colorado Springs (Ch. 11)—TV Colorado Inc. (KVOR). Granted 11-26-52; on air 12-7-52; 250-kw visual, 125-kw aural, 1850-ft. BPCT-886. Rep: Hollingbery.
- KBTW, Denver (Ch. 9)—Colorado Television Corp. (KVOD). Granted 7-9-52; on air 10-2-52; 240-kw visual, 120-kw aural, 946-ft. BPCT-933. Rep: Free & Peters.
- KFEL-TV, Denver (Ch. 2)—Eugene P. O'Fallon Inc. (KFEL). Granted 7-9-52; on air 7-18-52; 56-kw visual, 28.5-kw aural, 780-ft. BPCT-691. Rep: Blair.

CONNECTICUT

- WKNB-TV, New Britain (Ch. 30)—New Britain Bcstg. Co. (WKNB). Granted 7-11-52; on air 2-11-53; 205-kw visual, 105-kw aural, 970-ft. BPCT-870. Rep: Bolling.

ILLINOIS

- WEEK-TV, Peoria (Ch. 43)—West Central Bcstg. Co. (WEEK). Granted 8-28-52; on air 1-29-53; 175-kw visual, 88-kw aural, 550-ft. BPCT-701. Rep: Headley-Reed.

INDIANA

- WSBT-TV, South Bend (Ch. 34)—South Bend Tribune (WSBT). Granted 8-28-52; on air 12-22-52; 170-kw visual, 88-kw aural, 540-ft. BPCT-1017. Rep: Raymer.

IOWA

- KVTV, Sloux City (Ch.9)—Cowles Bcstg. Co. (WNAX, Yankton, S. D.). Granted 11-19-52; on air 3-9-53; 29-kw visual, 15.5-kw aural, 700-ft. BPCT-1078. Rep: Katz.

MAINE

- WABI-TV, Bangor (Ch. 5)—Community Telecasting Service (WABI). Granted 12-31-52; on air 1-25-53; 1.9-kw visual, .95-kw aural, 670-ft. BPCT-1182. Rep: Hollingbery.

MASSACHUSETTS

- WHYN-TV, Holyoke (Ch. 55)—Hampden-Hampshire Corp. (WHYN). Granted 7-9-52; on air with low power tests 3-8-53; 180-kw visual, 91-kw aural, 890-ft. BPCT-463. Rep: Branham.
- WWLP, Springfield (Ch. 61)—Springfield Television Bcstg. Corp. (WSPR). Granted 7-9-52; on air with low power tests 3-1-53; 150-kw visual, 75-kw aural, 700-ft. BPCT-955. Rep: Hollingbery.

MISSISSIPPI

- WJTV, Jackson (Ch. 25)—Mississippi Publishers Corp. Granted 9-10-52; on air 1-20-53; 180-kw visual, 98-kw aural, 720-ft. BPCT-719. Rep: Katz.

NEBRASKA

- KOLN-TV, Lincoln (Ch. 12)—Cornhusker Radio & Television Corp. (KOLN). Granted 10-1-52; on air 2-10-53; 27-kw visual, 13.5-kw aural, 360-ft. BPCT-1044. Rep: Weed.

NEW JERSEY

- WFPG-TV, Atlantic City (Ch. 46)—Neptune Bcstg. Corp. (WFPG). Granted 10-29-52; on air 12-21-52; 18-kw visual, 9-kw aural, 430-ft. BPCT-269. Rep: Pearson.

OHIO

- WFMJ-TV, Youngstown (Ch. 73)—Vindicator Printing Co. (WFMJ). Granted 7-9-52; on air 2-9-53; 175-kw visual, 89-kw aural, 960-ft. BPCT-259. Rep: Headley-Reed.
- WKBN-TV, Youngstown (Ch. 27)—WKBN Bcstg. Corp. (WKBN). Granted 7-9-52; on air 1-11-53; 160-kw visual, 95-kw aural, 550-ft. BPCT-275. Rep: Raymer.

OKLAHOMA

- KSWO-TV, Lawton (Ch. 7)—Oklahoma Quality Bcstg. Co. (KSWO). Granted 12-23-52; on air 3-3-53; 10-kw visual, 5-kw aural, 540-ft. BPCT-708. Rep: Taylor.

OREGON

- KPTV, Portland (Ch. 27)—Empire Coll Co. Granted 7-9-52; on air 9-18-52; 88-kw visual, 44-kw aural, 1020-ft. BPCT-925. Rep: NBC-TV Spot Sales.

PENNSYLVANIA

- WFBG-TV, Altoona (Ch. 10)—Gable Bcstg. Co. (WFBG). Granted 12-31-52; on air 2-24-53; 316-kw visual, 160-kw aural, 990-ft. BPCT-543. Rep: H-R Television Inc.
- WHUM-TV, Reading (Ch. 61)—Eastern Radio Corp. (WHUM). Granted 9-3-52; on air 2-10-53; 260-kw visual, 135-kw aural, 1770-ft. BPCT-268. Rep: H-R Television Inc.
- WBRE-TV, Wilkes-Barre (Ch. 28)—Louis G. Baltimore (WBRE). Granted 10-1-52; on air 12-30-52; 1000-kw visual, 500-kw aural, 1220-ft. BPCT-134. Rep: Headley-Reed.
- WSBA-TV, York (Ch. 43)—Susquehanna Bcstg. Co. (WSBA). Granted 7-9-52; on air 12-22-52; 170-kw visual, 86-kw aural, 530-ft. BPCT-302. Rep: Radio Representatives Inc.

TEXAS

- KGNC-TV, Amarillo (Ch. 4)—Plains Radio Bcstg. Co. (KGNC). Granted 10-8-52; on air 3-11-53; 100-kw visual, 50-kw aural, 770-ft. BPCT-769. Rep: Taylor.
- KTBC-TV, Austin (Ch. 7)—Texas Bcstg. Corp. (KTBC). Granted 7-11-52; on air 11-27-52; 100-kw visual, 51-kw aural, 740-ft. BPCT-876. Rep: Taylor.
- KROD-TV, El Paso (Ch. 4)—Roderick Bcstg. Corp. (KROD). Granted 7-30-52; on air 12-4-52; 56-kw visual, 28-kw aural, 1050-ft. BPCT-673. Rep: Taylor.
- KTSM-TV, El Paso (Ch. 9)—Tri-State Bcstg. Co. Inc. (KTSM). Granted 8-13-52; on air 12-31-52; 58-kw visual, 29-kw aural, 97-ft. BPCT-999. Rep: Hollingbery.
- KGUL-TV, Galveston (Ch. 11)—Gulf Television Co. Granted 11-19-52; on air 3-11-53; 235-kw visual, 125-kw aural, 550-ft. BPCT-1108. Rep: CBS-TV Spot Sales.
- KDUB-TV, Lubbock (Ch. 13)—Texas Telecasting Inc. Granted 10-8-52; on air 11-13-52; 31-kw visual, 15.5-kw aural, 820-ft. BPCT-1118. Rep: Avery-Knodel.
- KWFT-TV, Wichita Falls (Ch. 6)—Wichita Falls Television Inc. (KWFT). Granted 1-22-53; on air 2-27-53; 22.5-kw visual, 11.5-kw aural, 490-ft. BPCT-1309. Rep: Blair.

VIRGINIA

- WLVA-TV, Lynchburg (Ch. 13)—Lynchburg Bcstg. Corp. (WLVA). Granted 11-12-52; on air 2-2-53; 28-kw visual, 14-kw aural, 2090-ft. BPCT-715. Rep: Hollingbery.
- WROV-TV, Roanoke (Ch. 27)—Radio Roanoke Inc. (WROV). Granted 9-17-52; on air 2-15-53; 105-kw visual, 62-kw aural, 670-ft. BPCT-689. Rep: Burn-Smith.

WLSL-TV, Roanoke (Ch. 10)—Shenandoah Life Stations Inc. (WLSL). Granted 9-10-52; on air 12-11-52; 250-kw visual, 125-kw aural, 1970-ft. BPCT-855. Rep: Avery-Knodel.

WASHINGTON

KHQ-TV, Spokane (Ch. 6)—KHQ Inc. (KHQ). Granted 7-11-52; on air 12-8-52; 100-kw visual, 55-kw aural, 940-ft. BPCT-885. Rep: Katz.
 KXLY-TV, Spokane (Ch. 4)—KXLY-TV (KXLY). Granted 7-11-52; on air 1-16-53; 48-kw visual, 28.5-kw aural, 3070-ft. BPCT-972. Rep: Walker Co.
 KTNT-TV, Tacoma (Ch. 11)—Tribune Publishing Co. (KTNT-FM). Granted 12-10-52; on air 2-22-53; 29.5-kw visual, 15-kw aural, 450-ft. BPCT-1344. Rep: Weed.

WBAY-TV, Green Bay (Ch. 2)—Norbertine Fathers (WBAY). Granted 11-12-52; on air 3-7-53; 100-kw visual, 50-kw aural, 450-ft. BPCT-1145. Rep: Weed.

TERRITORIES

KGMB-TV, Honolulu, Hawaii (Ch. 9)—Hawaiian Bcstg. System Ltd. (KGMB). Granted 8-6-52; on air 12-1-52; 35-kw visual, 17.5-kw aural, 1770-ft. BPCT-1004. Rep: Free & Peters.
 KONA, Honolulu (Ch. 11)—Radio Honolulu Ltd. Granted 10-23-52; on air 12-17-52; 125-kw visual, 74-kw aural, 1740-ft. BPCT-984. Rep: Forjoe. [Note: KONA authorized March 12 to remain silent, pending technical and financial changes; see Television Digest, Vol. 9:11.]

CONSTRUCTION PERMITS OUTSTANDING AND PROBABLE STARTING DATES

Editor's Note: This log brings up-to-date the status reports on CPs to Jan. 3, 1953 published on pp. 5-12 of our TV Factbook No. 16. All grantees have been queried at regular intervals about their starting plans, names of representatives, etc. Data here given was received directly from principals and from FCC, stations' counsel and trade sources deemed reliable. Where no starting date is given, or no national rep mentioned, principal would not or could not reply as yet. We do not guarantee accuracy of information on starting dates; in fact, we caution you that these more often than not are optimistic expectations rather than coldly realistic and experience has shown that you can usually add a month or more to estimates given. The weekly Television Digest will continue to report latest information on upcoming new stations as fast as received.

ALABAMA

WJLN-TV, Birmingham (Ch. 48)—Johnston Bcstg. Co. (WJLD, Homewood). Granted 12-10-52; 230-kw visual, 120-kw aural, 650-ft. BPCT-1335. October, 1953.
 WSGN-TV, Birmingham (Ch. 42)—Birmingham News Co. (WSGN). Granted 12-17-52; 1000-kw visual, 500-kw aural, 930-ft. BPCT-386. "Early 1954."
 WMSL-TV, Decatur (Ch. 23)—Tennessee Valley Bcstg. Co. (WMSL). Granted 2-25-53; 21.5-kw visual, 12-kw aural, 120-ft. BPCT-1488.
 WTVS, Gadsden (Ch. 21)—Jacob A. Newborn Jr. Granted 11-5-52; 22-kw visual, 11-kw aural, 470-ft. BPCT-1318. Rep: Weed. September, 1953.
 WCOV-TV, Montgomery (Ch. 20)—Capitol Bcstg. Co. (WCOV). Granted 9-17-52; 79-kw visual, 43-kw aural, 440-ft. BPCT-822. Rep: Taylor. March or April, 1953.

ARIZONA

KTYL-TV, Mesa (Phoenix)—(Ch. 12)—Harkins Bcstg. Inc. Granted 2-18-53; 27-kw visual, 13.5-kw aural, 402-ft. BPCT-1409. April, 1953.
 KCNA-TV, Tucson (Ch. 9)—Catalina Bcstg. Co. (KCNA). Granted 12-17-52; 25-kw visual, 12.5-kw aural, 60-ft. BPCT-1171.
 KVOA-TV, Tucson (Ch. 4)—Arizona Bcstg. Co. (KVOA). Granted 11-12-52; 11-kw visual, 5.5-kw aural, 224-ft. BPCT-853. Rep: Raymer. April or May, 1953.

ARKANSAS

KFSA-TV, Fort Smith (Ch. 22)—Southwestern Publishing Co. (KFSA). Granted 11-12-52; 265-kw visual, 145-kw aural, 270-ft. BPCT-1154. Rep: Pearson. May, 1953.
 KETV, Little Rock (Ch. 23)—Great Plains Television Properties of Arkansas Inc. Granted 10-29-52; 17.5-kw visual, 9.9-kw aural, 510-ft. BPCT-1169.
 KRTV, Little Rock (Ch. 17)—Little Rock Telecasters. Granted 9-17-52; 21-kw visual, 11-kw aural, 470-ft. BPCT-1160. Rep: Pearson. April, 1953.

CALIFORNIA

KAFY-TV, Bakersfield (Ch. 29)—Bakersfield Bcstg. Co. (KAFY). Granted 12-23-52; 20.5-kw visual, 11-kw aural, 460-ft. BPCT-1165. Rep: Forjoe. May, 1953.
 KHSL-TV, Chico (Ch. 12)—Golden Empire Bcstg. Co. (KHSL). Granted 3-11-53; 12.3-kw visual, 6.2-kw aural, 400-ft. BPCT-1310.
 KIEM-TV, Eureka (Ch. 3)—Redwood Bcstg. Co. Inc. (KIEM). Granted 2-11-53; 17.5-kw visual, 9.3-kw aural, 110-ft. BPCT-775.
 KMJ-TV, Fresno (Ch. 24)—McClatchy Bcstg. Co. (KMJ). Granted 9-17-52; 105-kw visual, 58-kw aural, 2290-ft. BPCT-449. Rep: Raymer. May, 1953.
 KPIK, Los Angeles (Ch. 22)—John Poole Bcstg. Co. Granted 12-10-52; 540-kw visual, 320-kw aural, 2930-ft. BPCT-1345. July, 1953.
 †KUSC-TV, Los Angeles (Ch. 28)—University of Southern California, Allan Hancock Foundation (KUSC-FM). Granted 8-28-52; 46-kw visual, 26-kw aural, 2910-ft. BPET-14. April or May, 1953.
 KMBY-TV, Monterey (Ch. 8)—Monterey Radio-Television Co. (KMBY). Granted 2-18-53; will share time and transmission facilities with Salinas Bcstg. Corp. (KSBW-TV) but will maintain separate studios, using 10-kw visual, 5-kw aural, 2630-ft. BPCT-1225. May, 1953.
 KICU, Salinas (Ch. 28)—Salinas-Monterey Television Co. Granted 1-14-53; 105-kw visual, 60-kw aural, 2340-ft. BPCT-1466. Rep: Bolling. August or September, 1953.
 KSBW-TV, Salinas (Ch. 8)—Salinas Bcstg. Corp. (KSBW). Granted 2-18-53; will share time and transmission facilities with Monterey Radio-Television Co. (KMBY-TV) but will maintain separate studios, 10-kw visual, 5-kw aural, 2630-ft. BPCT-1222. May, 1953.

KITO-TV, San Bernardino (Ch. 18)—KITO Inc. (KITO). Granted 11-5-52; 87-kw visual, 49-kw aural, 3630-ft. BPCT-897. Rep: Hollingbery. Fall, 1953.
 —, San Francisco (Ch. 20)—Lawrence A. Harvey. Granted 3-11-53; 94-kw visual, 50-kw aural, 1090-ft. BPCT-1490.
 KVEC-TV, San Luis Obispo (Ch. 6)—Valley Electric Co. (KVEC). Granted 3-11-53; 20-kw visual, 10-kw aural, 790-ft. BPCT-355.
 KEYT, Santa Barbara (Ch. 3)—Santa Barbara Bcstg. & Television Corp. Granted 11-12-52; 50-kw visual, 25-kw aural, 3000-ft. BPCT-1122. Rep: Hollingbery. June or July, 1953.
 KTVU, Stockton (Ch. 36)—San Joaquin Telecasters (KSTN). Granted 1-7-53; 145-kw visual, 78-kw aural, 310-ft. BPCT-1465. August or September, 1953.
 —, Yuba City (Ch. 52)—John Steventon. Granted 3-11-53; 91-kw visual, 46-kw aural, 170-ft. BPCT-1336.

COLORADO

KRDO-TV, Colorado Springs (Ch. 13)—Pikes Peak Bcstg. Co. (KRDO). Granted 11-19-52; 11.5-kw visual, 5.8-kw aural, minus 630-ft. BPCT-837. Rep: McGillvra. May or June, 1953.
 KDEN, Denver (Ch. 26)—Empire Coil Co. Inc. Granted 7-9-52; 110-kw visual, 55-kw aural, 950-ft. BPCT-921. Spring, 1953.
 KIRV, Denver (Ch. 20)—Mountain States Television Co. Granted 9-17-52; 89-kw visual, 53-kw aural, 440-ft. BPCT-1063. September, 1953.
 KCSJ-TV, Pueblo (Ch. 5)—Star Bcstg. Co. Inc. (KCSJ). Granted 10-29-52; 17.5-kw visual, 10.5-kw aural, 400-ft. BPCT-1103. Rep: Avery-Knodel. April, 1953.
 KDZA-TV, Pueblo (Ch. 3)—Pueblo Radio Co. Inc. (KDZA). Granted 11-12-52; 16.5-kw visual, 8.3-kw aural, 270-ft. BPCT-1172. Rep: McGillvra. April, 1953.

CONNECTICUT

WSJL, Bridgeport (Ch. 49)—Harry L. Liftig. Granted 8-13-52; 99-kw visual, 60-kw aural, 660-ft. BPCT-1019. Mid-summer, 1953.
 WICC-TV, Bridgeport (Ch. 43)—Southern Connecticut & Long Island Television Co. (WICC). Granted 7-9-52; 180-kw visual, 91-kw aural, 700-ft. BPCT-944. Rep: Adam Young. March, 1953.
 WNLC-TV, New London (Ch. 26)—Thames Bcstg. Corp. (WNLC). Granted 12-31-52; 105-kw visual, 54-kw aural, 500-ft. BPCT-1217. July or August, 1953.
 WATR-TV, Waterbury (Ch. 53)—WATR Inc. (WATR). Granted 10-29-52; 245-kw visual, 125-kw aural, 800-ft. BPCT-965. Rep: Rambeau.

† —, Bridgeport (Ch. 71)—Conn. State Board of Education. Granted 1-29-53; 220-kw visual, 110-kw aural, 610-ft. BPET-15. Possibly later February, 1954.
 † —, Hartford (Ch. 24)—Conn. State Board of Education. Granted 1-29-53; 235-kw visual, 120-kw aural, 780-ft. BPET-16. Possibly later February, 1954.
 † —, Norwich (Ch. 63)—Conn. State Board of Education. Granted 1-29-53; 215-kw visual, 110-kw aural, 590-ft. BPET-17. Possibly later February, 1954.

DELAWARE

—, Dover (Ch. 40)—Rollins Bcstg. Inc. Granted 3-11-53; 195-kw visual, 100-kw aural, 530-ft. BPCT-1403.

FLORIDA

WITV, Fort Lauderdale (Ch. 17)—Gerico Investment Co. (WBRD). Granted 7-30-52; 18.5-kw visual, 11-kw aural, 420-ft. BPCT-994. September or October, 1953.
 WFTL-TV, Fort Lauderdale (Ch. 23)—Gore Publishing Co. (WFTL). Granted 7-30-52; 100-kw visual, 50-kw aural, 270-ft. BPCT-997. Rep: Weed. April, 1953.
 WINK-TV, Fort Myers (Ch. 11)—Fort Myers Bcstg. Co. (WINK). Granted 3-11-53; 9.6-kw visual, 4.8-kw aural, 320-ft. BPCT-875.
 WONN-TV, Lakeland (Ch. 16)—WONN-TV Inc. (WONN). Granted 12-31-52; 85-kw visual, 43-kw aural, 730-ft. BPCT-1215.

—, Panama City (Ch. 7)—J. D. Manly. Granted 3-11-53; 10.5-kw visual, 5.4-kw aural, 340-ft. BPCT-1571.

WPFA-TV, Pensacola (Ch. 15)—Southland Telecasters. Granted 11-12-52; 20-kw visual, 10-kw aural, 280-ft. BPCT-1187. Rep: Adam Young. June, 1953.

WSUN-TV, St. Petersburg (Ch. 38)—City of St. Petersburg (WSUN). Granted 10-8-52; 205-kw visual, 110-kw aural, 460-ft. BPCT-665. Rep: Weed. May, 1953.

WIRK-TV, West Palm Beach (Ch. 21)—WIRK-TV Inc. (WIRK). Granted 12-17-52; 22-kw visual, 11.5-kw aural, 220-ft. BPCT-908. June, 1953.

GEORGIA

WDAK-TV, Columbus (Ch. 28)—Television Columbus (WDAK). Granted 3-11-53; 89-kw visual, 48-kw aural, 650-ft. BPCT-1297.

WETV, Macon (Ch. 47)—Macon Television Co. (WBML and WNEZ). Granted 2-11-53; 100-kw visual, 55-kw aural, 500-ft. BPCT-1247.

WROM-TV, Rome (Ch. 9)—Coosa Valley Radio Co. (WROM). Granted 2-11-53; 2.9-kw visual, 1.45-kw aural, 720-ft. BPCT-1319. Rep: Weed. July, 1953.

WGOV-TV, Valdosta (Ch. 37)—WGOV-TV Inc. (WGOV). Granted 2-25-53; 98-kw visual, 52-kw aural, 320-ft. BPCT-1276.

WMAZ-TV, Warner Robins (Macon)—(Ch. 13)—Southeastern Bestg. Co. (WMAZ). Granted 3-11-53; 300-kw visual, 150-kw aural, 590-ft. BPCT-473.

IDAHO

KIDO-TV, Boise (Ch. 7)—KIDO Inc. (KIDO). Granted 12-23-52; 51-kw visual, 26-kw aural, 80-ft. BPCT-880. Rep: Blair. June, 1953.

KTVI, Boise (Ch. 9)—Idaho Bestg. & Television Co. (KGEM). Granted 1-14-53; 32-kw visual, 16-kw aural, 2050-ft. BPCT-1312. Rep: Hollingbery.

KID-TV, Idaho Falls (Ch. 3)—Idaho Radio Corp. (KID). Granted 2-25-53; 6.3-kw visual, 3.2-kw aural, 260-ft. BPCT-871.

KIFI-TV, Idaho Falls (Ch. 8)—Idaho Falls Television Inc. (KIFI). Granted 2-25-53; 23.5-kw visual, 12-kw aural, 240-ft. BPCT-1278.

KFXD-TV, Nampa (Ch. 6)—Frank E. Hurt & Sons Inc. (KFXD). Granted 3-11-53; 19.5-kw visual, 9.8-kw aural, 2250-ft. BPCT-1298.

KJRL-TV, Pocatello (Ch. 6)—Tribune-Journal Co. Inc. (KJRL). Granted 2-25-53; 7.2-kw visual, 3.6-kw aural, 20-ft. BPCT-1556. Early Fall, 1953.

KWIK-TV, Pocatello (Ch. 10)—Eastern Idaho Bestg. & Television Co. (KWIK). Granted 2-25-53; 3.2-kw visual, 1.9-kw aural, 870-ft. BPCT-1546.

ILLINOIS

WTVI, Belleville (St. Louis)—(Ch. 54)—Signal Hill Telecasting Corp. Granted 11-19-52; 205-kw visual, 105-kw aural, 630-ft. BPCT-1381. May, 1953.

—, Bloomington (Ch. 15)—Cecil W. Roberts. Granted 3-4-53; 18-kw visual, 9.8-kw aural, 320-ft. BPCT-1554. October, 1953.

—, Champaign (Ch. 3)—Midwest Television Inc. Granted 2-25-53; 100-kw visual, 50-kw aural, 810-ft. BPCT-1125.

WHFC-TV, Chicago (Ch. 26)—WHFC Inc. (WHFC). Granted 1-7-53; 220-kw visual, 110-kw aural, 600-ft. BPCT-1343.

WDAN-TV, Danville (Ch. 24)—Northwestern Publishing Co. (WDAN). Granted 12-10-52; 19-kw visual, 9.5-kw aural, 420-ft. BPCT-919. Rep: Everett-McKinney. November, 1953.

WTPV, Decatur (Ch. 17)—Prairie Television Co. Granted 11-19-52; 17-kw visual, 9.3-kw aural, 540-ft. BPCT-1399. July, 1953.

—, Harrisburg (Ch. 22)—Turner-Farrar Association. Granted 3-11-53; 10.5-kw visual, 5.5-kw aural, 510-ft. BPCT-1323.

WTVH-TV, Peoria (Ch. 19)—Hilltop Bestg. Co. Granted 12-17-52; 95-kw visual, 54-kw aural, 280-ft. BPCT-1023.

WTVO, Rockford (Ch. 39)—Winnebago Television Corp. Granted 9-10-52; 15.5-kw visual, 8.5-kw aural, 660-ft. BPCT-1052. Rep: Weed. March or April, 1953.

—, Springfield (Ch. 20)—Plains Television Corp. Granted 2-25-53; 18.2-kw visual, 10.2-kw aural, 340-ft. BPCT-1101.

INDIANA

WFAM-TV, Lafayette (Ch. 59)—WFAM Inc. (WASK). Granted 12-23-52; 20-kw visual, 10.5-kw aural, 360-ft. BPCT-753. Rep: Rambeau. May, 1953.

WMRI-TV, Marion (Ch. 29)—Chronicle Publishing Co. Inc. (WMRI-FM). Granted 3-11-53; 19-kw visual, 10.2-kw aural, 360-ft. BPCT-1569.

WLBC-TV, Muncie (Ch. 49)—Tri-City Radio Corp. (WLBC). Granted 10-29-52; 16-kw visual, 8.1-kw aural, 500-ft. BPCT-789. Rep: Walker. April or May, 1953.

WRAY-TV, Princeton (Ch. 52)—Princeton Bestg. Co. (WRAY). Granted 3-11-53; 95-kw visual, 54-kw aural, 430-ft. BPCT-1563.

IOWA

—, Davenport (Ch. 36)—Mel Foster-Harold Hoersch. Granted 3-11-53; 15-kw visual, 7.6-kw aural, 430-ft. BPCT-1473.

KQTV, Fort Dodge (Ch. 21)—Northwest Television Co. (KVFD). Granted 1-29-53; 23-kw visual, 12.5-kw aural, 510 ft. BPCT-1234. Rep: Pearson. October, 1953.

KWTV, Sloux City (Ch. 36)—Great Plains Television Properties of Iowa Inc. Granted 10-29-52; 18.5-kw visual, 10.5-kw aural, 530-ft. BPCT-1189.

KANSAS

KTVH, Hutchinson (Ch. 12)—Hutchinson TV Inc. Granted 1-7-53; 115-kw visual, 58-kw aural, 620-ft. BPCT-1244. July, 1953.

†KSAC-TV, Manhattan (Ch. 8)—Kansas State College of Agriculture & Applied Science (KSAC). Granted 7-24-52; 52-kw visual, 26-kw aural, 450-ft. BPET-1. "Before end of 1953."

KOAM-TV, Pittsburg (Ch. 7)—Pittsburg Bestg. Co. (KOAM). Granted 2-25-53; 105-kw visual, 53-kw aural, 540-ft. BPCT-656. October, 1953.

KEDD, Wichita (Ch. 16)—C.W.C. Co. Inc. Granted 2-18-53; 200-kw visual, 105-kw aural, 960-ft. BPCT-1412. May, 1953.

WPTV, Ashland (Ch. 59)—Polan Industries. Granted 8-13-52; 250-kw visual, 130-kw aural, 470-ft. BPCT-1009. July, 1953.

WEHT, Henderson (Ch. 50, allocated to Evansville, Ind.)—Ohio Valley Television Co. (WSON). Granted 11-19-52; 26-kw visual, 13-kw aural. 330-ft. BPCT-1024. Rep: Meeker. May, 1953.

WKLO-TV, Louisville (Ch. 21)—Mid-America Bestg. Corp. (WKLO). Granted 11-28-52; 200-kw visual, 100-kw aural, 500-ft. BPCT-552. Rep: Blair. Summer, 1953.

WLOU-TV, Louisville (Ch. 41)—Robert W. Rounsaville (WLOU). Granted 1-14-53; 240-kw visual, 125-kw aural, 260-ft. BPCT-1442.

LOUISIANA

WAFB-TV, Baton Rouge (Ch. 28)—Modern Bestg. Co. of Baton Rouge Inc. (WAFB). Granted 8-13-52; 225-kw visual, 115-kw aural, 490-ft. BPCT-1026. Rep: Adam Young. March or April, 1953.

KHITV, Baton Rouge (Ch. 40)—Capital Television & Bestg. Co. Granted 12-17-52; 290-kw visual, 150-kw aural, 340-ft. BPCT-1038. Late fall, 1953.

KTAG-TV, Lake Charles (Ch. 25)—Southland Telecasters. Granted 12-17-52; 20-kw visual, 10.5-kw aural, 330-ft. BPCT-1408. Rep: Adam Young. June, 1953.

KFAZ, Monroe (Ch. 43)—Delta Television Inc. Granted 12-10-52; 77-kw visual, 44-kw aural, 320-ft. BPCT-1204. Rep: Headley-Reed. June, 1953.

KNOE-TV, Monroe (Ch. 8)—James A. Noe (KNOE). Granted 12-3-52; 175-kw visual, 88-kw aural, 740-ft. BPCT-1211. Rep: H-R Television Inc. April, 1953.

WJMR-TV, New Orleans (Ch. 61)—Supreme Bestg. Co. Inc. (WJMR). Granted 2-18-53; 200-kw visual, 100-kw aural, 410-ft. BPCT-1447. Rep: Bolling.

—, New Orleans (Ch. 20)—New Orleans Television Co. Granted 2-25-53; 180-kw visual, 98-kw aural, 500-ft. BPCT-367.

MAINE

WPMT, Portland (Ch. 53)—Portland Telecasting Corp. Granted 2-11-53; 22.5-kw visual, 12-kw aural, 330-ft. BPCT-1528. Rep: Everett-McKinney. August or September, 1953.

MARYLAND

WITH-TV, Baltimore (Ch. 60)—WITH-TV Inc. (WITH). Granted 12-17-52; 105-kw visual, 59-kw aural, 300-ft. BPCT-1338. July, 1953.

WFMD-TV, Frederick (Ch. 62)—Monocacy Bestg. Co. (WFMD). Granted 10-23-52; 105-kw visual, 54-kw aural, 1150-ft. BPCT-570. "Fall of 1953."

WBOC-TV, Salisbury (Ch. 16)—Peninsula Bestg. Co. (WBOC). Granted 3-11-53; 110-kw visual, 60-kw aural, 400-ft. BPCT-1304.

MASSACHUSETTS

WTAO-TV, Cambridge (Ch. 56)—Middlesex Bestg. Corp. (WTAO). Granted 3-11-53; 20-kw visual, 11.5-kw aural, 470-ft. BPCT-1485.

WSEE-TV, Fall River (Ch. 46)—New England Television Co. Inc. Granted 9-4-52; 19.5-kw visual, 9.8-kw aural, 400-ft. BPCT-1003. May, 1953.

WNBH-TV, New Bedford (Ch. 28)—E. Anthony & Sons Inc. (WNBH). Granted 7-9-52; 200-kw visual, 100-kw aural, 490-ft. BPCT-217. Rep: Walker. Spring, 1953.

WMGT, North Adams (Ch. 74)—Greylock Bestg. Co. (WBRK). Granted 2-18-53; 1-kw visual, 5-kw aural, 570-ft. BPCT-1259.

WACE-TV, Northampton (Ch. 36)—Regional TV Corp. (WACE, Springfield). Granted 1-22-53; 21.5-kw visual, 11.5-kw aural, 950-ft. BPCT-1455. Late 1953 or early 1954.

MICHIGAN

WPAG-TV, Ann Arbor (Ch. 20)—Washtenaw Bestg. Co. Inc. (WPAG). Granted 9-25-52; 175-kw visual, 93-kw aural, 340-ft. BPCT-1119. Rep: McGilvra. March, 1953.

WBCK-TV, Battle Creek (Ch. 58)—Michigan Bestg. Co. (WBCK). Granted 11-19-52; 20.5-kw visual, 10.5-kw aural, 580-ft. BPCT-1076. Rep: Headley-Reed. August, 1953.

WBKZ-TV, Battle Creek (Ch. 64)—Booth Radio & Television Stations Inc. Granted 10-29-52; 24.5-kw visual, 14-kw aural, 230-ft. BPCT-1102. May, 1953.

WIIFB-TV, Benton Harbor (Ch. 42)—Palladium Publishing Co. (WIIFB). Granted 2-25-53; 17.5-kw visual, 9.3-kw aural, 460-ft. BPCT-1282.

WKAR-TV, East Lansing (Ch. 60)—Michigan State Board of Agriculture, Michigan State College (WKAR). Granted 10-15-52; 245-kw visual, 125-kw aural, 980-ft. BPCT-1126. Between July-September, 1953.

WCTV, Flint (Ch. 28)—Trans-American Television Corp. Granted 7-9-52; 17.5-kw visual, 8.7-kw aural, 490-ft. BPCT-930. September, 1953.

WTAC-TV, Flint (Ch. 16)—Trendle-Campbell Bestg. Corp. (WTAC). Granted 11-19-52; 59-kw visual, 29.5-kw aural, 380-ft. BPCT-970.

WIBM-TV, Jackson (Ch. 48)—WIBM Inc. (WIBM). Granted 11-19-52; 225-kw visual, 115-kw aural, 1030-ft. BPCT-929. Summer, 1953.

WKMI-TV, Kalamazoo (Ch. 36)—Howard D. Steere (WGFJ). Granted 11-26-52; 83-kw visual, 47-kw aural, 270-ft. BPCT-1382. Rep: Adam Young. Fall, 1953.

WILS-TV, Lansing (Ch. 54)—Lansing Bestg. Co. (WILS). Granted 2-4-53; 25.5-kw visual, 13-kw aural, 370-ft. BPCT-1415. August or September, 1953.

WTVM, Muskegon (Ch. 35)—Versluis Radio & Television Inc. (WLAV, Grand Rapids). Granted 12-23-52; 270-kw visual, 140-kw aural, 970-ft. BPCT-1208. September, 1953.

WKNN-TV, Saginaw (Ch. 57)—Lake Huron Bestg. Corp. (WKNX). Granted 10-1-52; 19-kw visual, 10-kw aural, 441-ft. BPCT-1200. Rep: Gill-Perna Inc. April, 1953.

MINNESOTA

WFTV, Duluth (Ch. 38)—Great Plains Television Properties of Minnesota Inc. Granted 10-23-52; 17-kw visual, 9.6-kw aural, 620-ft. BPCT-1155. Rep: Adam Young. May, 1953.
 KROC-TV, Rochester (Ch. 10)—Southern Minnesota Bcstg. Co. (KROC). Granted 1-14-53; 105-kw visual, 54-kw aural, 630-ft. BPCT-796. Rep: Meeker. May, 1953.
 WJON-TV, St. Cloud (Ch. 7)—Granite City Bcstg. Co. (WJON). Granted 1-22-53; 23.5-kw visual, 12-kw aural, 420-ft. BPCT-1227. Rep: Rambeau. Early fall, 1953.
 WCOW-TV, St. Paul (Ch. 17)—WCOW Telecasting Co. (WCOW). Granted 3-11-53; 180-kw visual, 96-kw aural, 560-ft. BPCT-1389.

MISSISSIPPI

WCBI-TV, Columbus (Ch. 28)—Birney Imes Jr. (WCBI). Granted 3-11-53; 210-kw visual, 115-kw aural, 470-ft. BPCT-1535.
 WGCM-TV, Gulfport (Ch. 56)—WGCM Television Corp. (WGCM). Granted 2-11-53; 21.5-kw visual, 11.5-kw aural, 300-ft. BPCT-1529.
 WCOC-TV, Meridian (Ch. 30)—Mississippi Bcstg. Co. (WCOC). Granted 12-23-52; 210-kw visual, 110-kw aural, 500-ft. BPCT-1181.

MISSOURI

KFUO-TV, Clayton (Ch. 30, allocated to St. Louis)—Lutheran Church—Missouri Synod (KFUO). Granted 2-4-53; 175-kw visual, 91-kw aural, 580-ft. BPCT-404.
 KOMU-TV, Columbia (Ch. 8)—Curators of the University of Missouri. Granted 1-14-53; 205-kw visual, 105-kw aural, 800-ft. BPCT-1177. Mid-summer, 1953.
 KACY, Festus (St. Louis)—(Ch. 14)—Ozark Television Corp. Granted 12-31-52; 170-kw visual, 89-kw aural, 870-ft. BPCT-1419. Summer, 1953.
 KHMO-TV, Hannibal (Ch. 7)—Courier-Post Publishing Co. (KHMO). Granted 2-18-53; 10.5-kw visual, 5.4-kw aural, 620-ft. BPCT-760. Rep: Pearson.
 KCTV, Kansas City (Ch. 25)—Empire Coil Co. Inc. Granted 1-22-53; 94-kw visual, 50-kw aural, 820-ft. BPCT-1451. July, 1953.
 KFEQ-TV, St. Joseph (Ch. 2)—KFEQ Inc. (KFEQ). Granted 10-15-52; 52-kw visual, 26-kw aural, 810-ft. BPCT-425. Rep: Headley-Reed. April, 1953.
 KSTL-TV, St. Louis (Ch. 36)—Broadcast House Inc. (KSTL). Granted 1-14-53; 275-kw visual, 145-kw aural, 580-ft. BPCT-1482. August, 1953.
 WIL-TV, St. Louis (Ch. 42)—Missouri Bcstg. Corp. (WIL). Granted 2-11-53; 79-kw visual, 46-kw aural, 490-ft. Rep: Pearson. BPCT-1444.
 KDRO-TV, Sedalia (Ch. 6)—Milton J. Hinlein (KDRO). Granted 2-25-53; 6.3-kw visual, 3.2-kw aural, 360-ft. BPCT-1550. Rep: Forjoe.
 KTTS-TV, Springfield (Ch. 10)—Independent Bcstg. Co. (KTTS). Granted 10-8-52; 12.5-kw visual, 6.4-kw aural, 260-ft. BPCT-1115. March or April, 1953.
 KYTV, Springfield (Ch. 3)—Springfield Television Inc. (KGBX). Granted 1-7-53; 61-kw visual, 31-kw aural, 520-ft. BPCT-800. July, 1953.

MONTANA

KOOK-TV, Billings (Ch. 2)—The Montana Network (KOOK). Granted 2-4-53; 17.5-kw visual, 8.8-kw aural, 440-ft. BPCT-1486.
 —, Billings (Ch. 8)—Rudman-Hayutin Television Co. Granted 1-14-53; 12-kw visual, 6.2-kw aural, 390-ft. BPCT-1428.
 KOPR-TV, Butte (Ch. 4)—Copper Bcstg. Co. (KOPR). Granted 1-14-53; 14.5-kw visual, 7.3-kw aural, 350-ft. BPCT-804. Rep: Hollingbery.
 KXLF-TV, Butte (Ch. 6)—Television Montana. Granted 2-25-53; 2-kw visual, 1-kw aural, 690-ft. BPCT-1253. Rep: Walker.
 KFBB-TV, Great Falls (Ch. 5)—Buttry Broadcast Inc. (KFBB). Granted 1-14-53; 8.9-kw visual, 4.5-kw aural, 100-ft. BPCT-1195. Rep: Weed.
 KGVQ-TV, Missoula (Ch. 13)—Mosby's Inc. (KGVQ). Granted 3-11-53; 11-kw visual, 5.6-kw aural, minus 690-ft. BPCT-829.

NEBRASKA

KFOR-TV, Lincoln (Ch. 10)—Cornbelt Bcstg. Corp. (KFOR). Granted 10-15-52; 59-kw visual, 29.5-kw aural, 290-ft. BPCT-811. April, 1953.

NEVADA

KZTV, Reno (Ch. 8)—Nevada Radio-Television Corp. (KWRN). Granted 12-23-52; 3-kw visual, 1.5-kw aural, minus 440-ft. BPCT-1174. June, 1953.

NEW JERSEY

WRTV, Asbury Park (Ch. 58)—Atlantic Video Corp. Granted 10-1-52; 100-kw visual, 50-kw aural, 470-ft. BPCT-1213. Toward end of 1953.
 WOCN, Atlantic City (Ch. 52)—Matta Enterprises. Granted 1-7-53; 20.5-kw visual, 11-kw aural, 360-ft. BPCT-1457. Early summer, 1953.
 †WTLV, New Brunswick (Ch. 19)—Dept. of Education, State of N. J. Granted 12-3-52; 105-kw visual, 53-kw aural, 780-ft. BPET-13. "Late summer or early fall if we get legislative authority."—Edward C. Rasp Jr., asst. coordinator, Audio-Visual Education.

NEW MEXICO

KGGM-TV, Albuquerque (Ch. 13)—New Mexico Bcstg. Co. Inc. (KGGM). Granted 3-11-53; 89-kw visual, 45-kw aural, 4250-ft. BPCT-1393.
 —, Clovis (Ch. 12)—Telepolltan Bcstg. Co. Granted 3-4-53; 10.2-kw visual, 5.1-kw aural, 500-ft. BPCT-1293.
 KSWs-TV, Roswell (Ch. 8)—John A. Barnett (KSWs). Granted 1-29-53; 110-kw visual, 55-kw aural, 900-ft. BPCT-888. May, 1953.
 KTVK, Santa Fe (Ch. 2)—Greer & Greer. Granted 1-22-53; 54-kw visual, 27-kw aural, 420-ft. BPCT-1266.

NEW YORK

WBES-TV, Buffalo (Ch. 59)—Buffalo-Niagara Television Corp. Granted 12-23-52; 91-kw visual, 51-kw aural, 400-ft. BPCT-1413. Rep: Bolling. October, 1953.
 WBUF-TV, Buffalo (Ch. 17)—WBUF-TV Inc. Granted 12-17-52; 165-kw visual, 83-kw aural, 500-ft. BPCT-1348. Rep: H-R Television Inc. June or July, 1953.
 WECT, Elmira (Ch. 18)—El-Cor Television Inc. Granted 2-25-53; 58-kw visual, 33-kw aural, 780-ft. BPCT-513. Rep: Everett-McKinney.
 WTVE, Elmira (Ch. 24)—Elmira Television. Granted 11-5-52; 58-kw visual, 29-kw aural, 850-ft. BPCT-1161. Rep: Forjoe. May, 1953.
 WHCU-TV, Ithaca (Ch. 20)—Cornell University (WHCU). Granted 1-7-53; 215-kw visual, 110-kw aural, 1220-ft. BPCT-534. November, 1953.
 WJTN-TV, Jamestown (Ch. 58)—James Bcstg. Co. Inc. (WJTN). Granted 1-22-53; 100-kw visual, 56-kw aural, 720-ft. BPCT-1176. Rep: Rambeau.
 WKNY-TV, Kingston (Ch. 66)—Kingston Bcstg. Corp. (WKNY). Granted 1-22-53; 25-kw visual, 13.5-kw aural, 250-ft. BPCT-1264. Rep: Meeker.
 WEOK-TV, Poughkeepsie (Ch. 21)—Mid-Hudson Bcstrs. Inc. (WEOK). Granted 11-26-52; 105-kw visual, 60-kw aural, 230-ft. BPCT-1188. Latter 1953.
 WHEC-TV, Rochester (Ch. 10)—WHEC Inc. (WHEC). Granted 3-11-53; will share time and transmission facilities with Veterans Bcstg. Co. Inc. (WVET-TV), but will maintain separate studios, using 120-kw visual, 60-kw aural, 380-ft. BPCT-326.
 WVET-TV, Rochester (Ch. 10)—Veterans Bcstg. Co. Inc. (WVET). Granted 3-11-53; will share time and transmission facilities with WHEC Inc. (WHEC-TV), but will maintain separate studios, using 120-kw visual, 60-kw aural, 380-ft. BPCT-833.
 WWNY-TV, Watertown (Ch. 48)—Brockway Co. (WWNY). Granted 12-23-52; 185-kw visual, 100-kw aural, 570-ft. BPCT-860.

†WTVZ, Albany (Ch. 17)—University of the State of New York. Granted 7-24-52; 205-kw visual, 110-kw aural, 1410-ft. BPET-3.
 †WQTV, Binghamton (Ch. 46)—University of the State of New York. Granted 8-13-52; 200-kw visual, 105-kw aural, 540-ft. BPET-11.
 †WTVF, Buffalo (Ch. 23)—University of the State of New York. Granted 7-24-52; 205-kw visual, 105-kw aural, 630-ft. BPET-4.
 †WIET, Ithaca (Ch. 14)—University of the State of New York, State Education Department. Granted 1-7-53; 205-kw visual, 105-kw aural, 1290-ft. BPET-10.
 †WGTV, New York (Ch. 25)—University of the State of New York. Granted 8-13-52; 205-kw visual, 110-kw aural, 680-ft. BPET-5.
 †WROH, Rochester (Ch. 21)—University of the State of New York. Granted 7-24-52; 205-kw visual, 105-kw aural, 700-ft. BPET-6.
 †WHTV, Syracuse (Ch. 43)—University of the State of New York. Granted 9-17-52; 200-kw visual, 105-kw aural, 560-ft. BPET-7.
 Note: Funds have not yet been made available for the construction and operation of these non-commercial stations and majority of Special Legislative Commission has recommended against state grants. (See *Television Digest*, Vol. 9:9.)

NORTH CAROLINA

WISE-TV, Asheville (Ch. 62)—Radio Station WISE Inc. (WISE). Granted 10-29-52; 23-kw visual, 13-kw aural, 1140-ft. BPCT-1143. Rep: Bolling. May or June, 1953.
 WAYS-TV, Charlotte (Ch. 36)—Inter-City Advertising Co. of Charlotte, N. C. Inc. (WAYS). Granted 2-25-53; 85-kw visual, 48-kw aural, 540-ft. BPCT-344. Rep: Bolling.
 WCIG-TV, Durham (Ch. 46)—T. E. Allen & Sons Inc. Granted 2-25-53; 17-kw visual, 9.5-kw aural, 458-ft. BPCT-1532.
 WCOG-TV, Greensboro (Ch. 57)—Inter-City Advertising Co. of Greensboro, N. C. Inc. (WCOG). Granted 11-19-52; 115-kw visual, 59-kw aural, 240-ft. BPCT-588. August, 1953.
 WGTC-TV, Greenville (Ch. 9)—Carolina Bcstg. System Inc. (WGTC). Granted 3-11-53; 100-kw visual, 60-kw aural, 860-ft. BPCT-898.
 WHKP-TV, Hendersonville (Ch. 27)—Radio Hendersonville Inc. (WHKP). Granted 3-11-53; 20-kw visual, 10.5-kw aural, 990-ft. BPCT-803.
 WPAQ-TV, Mt. Airy (Ch. 55)—Ralph D. Epperson (WPAQ). Granted 3-11-53; 21-kw visual, 11.5-kw aural, 1480-ft. BPCT-1329.
 WNAO-TV, Raleigh (Ch. 28)—Sir Walter Television Co. Granted 10-15-52; 250-kw visual, 145-kw aural, 490-ft. BPCT-1156. Rep: Avery-Knodel. April, 1953.
 WTOB-TV, Winston-Salem (Ch. 26)—Winston-Salem Bcstg. Co. Inc. (WTOB). Granted 2-4-53; 200-kw visual, 100-kw aural, 360-ft. BPCT-1497. July, 1953.

NORTH DAKOTA

KFYR-TV, Bismarck (Ch. 5)—Meyer Bcstg. Co. (KFYR). Granted 3-4-53; 100-kw visual, 50-kw aural, 520-ft. BPCT-1516. Early Fall, 1953.
 —, Bismarck (Ch. 12)—Rudman Television Co. Granted 3-4-53; 60-kw visual, 32-kw aural, 300-ft. BPCT-1317.
 WDAY-TV, Fargo (Ch. 6)—WDAY Inc. (WDAY). Granted 1-14-53; 66-kw visual, 33-kw aural, 390-ft. BPCT-740. Rep: Free & Peters. May, 1953.
 KCJB-TV, Minot (Ch. 13)—North Dakota Bcstg. Co. Inc. (KCJB). Granted 2-11-53; 29.5-kw visual, 15-kw aural, 420-ft. BPCT-1333. March or April, 1953.
 —, Minot (Ch. 10)—Rudman Television Co. Granted 2-11-53; 58-kw visual, 31-kw aural, 390-ft. BPCT-1320.

OHIO

WAKR-TV, Akron (Ch. 49)—Summit Radio Corp. (WAKR). Granted 9-4-52; 145-kw visual, 73-kw aural, 320-ft. BPCT-230. Rep: Weed. Spring, 1953.
 WICA-TV, Ashtabula (Ch. 15)—WICA Inc. (WICA). Granted 2-4-53; 19-kw visual, 10-kw aural, 340-ft. BPCT-685.

OHIO—(Continued)

- WIFE, Dayton (Ch. 22)—Skyland Bcstg. Corp. (WONE). Granted 11-26-52; 210-kw visual, 105-kw aural, 470-ft. BPCT-884. Rep: Headley-Reed. August, 1953.
- WIMA-TV, Lima (Ch. 35)—Northwestern Ohio Bcstg. Corp. (WIMA). Granted 12-3-52; 91-kw visual, 50-kw aural, 330-ft. BPCT-738. Rep: Weed. Summer, 1953.
- WLOK-TV, Lima (Ch. 73)—WLOK Inc. (WLOK). Granted 11-19-52; 20-kw visual, 11-kw aural, 340-ft. BPCT-1398. Rep: H-R Television Inc. Latter March, 1953.
- WMAC-TV, Massillon (Ch. 23)—Midwest TV Co. Granted 9-4-52; 99-kw visual, 50-kw aural, 430-ft. BPCT-1010. Rep: Headley-Reed. Summer, 1953.
- WLEC-TV, Sandusky (Ch. 42)—Lake Erie Bcstg. Co. (WLEC). Granted 1-22-53; 18-kw visual, 9.1-kw aural, 270-ft. BPCT-1260. December, 1953.
- WHHH-TV, Warren (Ch. 67)—Warren Tribune Radio Station Inc. (WHHH). Granted 11-5-52; 80-kw visual, 43-kw aural, 510-ft. BPCT-1159.
- WUTV, Youngstown (Ch. 21)—Polan Industries. Granted 9-19-52; 170-kw visual, 85-kw aural, 530-ft. BPCT-948. July, 1953.
- WHIZ-TV, Zanesville (Ch. 50)—Southeastern Ohio Television System (WHIZ). Granted 12-10-52; 91-kw visual, 52-kw aural, 530-ft. BPCT-1190. Rep: Pearson. April, 1953.

OKLAHOMA

- KLPR-TV, Oklahoma City (Ch. 19)—KLPR Television Inc. (KLPR). Granted 2-11-53; 91-kw visual, 49-kw aural, 580-ft. BPCT-1448.
- , Oklahoma City (Ch. 25)—Oklahoma County Television & Bcstg. Co. (KWCO, Chickasha). Granted 2-11-53; 17.5-kw visual, 9.5-kw aural, 500-ft. BPCT-828. Fall, 1953.
- KCEB, Tulsa (Ch. 23)—Elfred Beck. Granted 2-25-53; 180-kw visual, 95-kw aural, 520-ft. BPCT-1392.

OREGON

- KSPF, Eugene-Springfield (Ch. 20)—W. Gordon Allen. Granted 2-11-53; 19.5-kw visual, 11-kw aural, 300-ft. BPCT-1511.
- , Medford (Ch. 5)—Southern Oregon Bcstg. Co. Granted 3-4-53; 19-kw visual, 9.8-kw aural, 460-ft. BPCT-1294.
- KPIC, Salem (Ch. 24)—Lawrence A. Harvey. Granted 1-29-53; 105-kw visual, 56-kw aural, 990-ft. BPCT-1458. Mid-summer, 1953.

PENNSYLVANIA

- WLEV-TV, Bethlehem (Ch. 51)—Associated Bcstrs. Inc. (WEST, Easton). Granted 10-29-52; 2.25-kw visual, 2.25-kw aural, 600-ft. BPCT-1199. Rep: Walker. March or April, 1953.
- WCHA-TV, Chambersburg (Ch. 46)—Chambersburg Bcstg. Co. (WCHA). Granted 3-11-53; 105-kw visual, 55-kw aural, 1150-ft. BPCT-806.
- WGLV, Easton (Ch. 57)—Easton Publishing Co. (WEEX-FM). Granted 12-17-52; 83-kw visual, 44-kw aural, 1060-ft. BPCT-261. April, 1953.
- WHP-TV, Harrisburg (Ch. 55)—WHP Inc. (WHP). Granted 9-25-52; 240-kw visual, 120-kw aural, 910-ft. BPCT-192. Rep: Bolling. April, 1953.
- WTPA, Harrisburg (Ch. 71)—Harrisburg Bcstrs. Inc. Granted 12-31-52; 220-kw visual, 110-kw aural, 990-ft. BPCT-986. June, 1953.
- WAZL-TV, Hazleton (Ch. 63)—Hazleton Bcstg. Co. (WAZL). Granted 12-17-52; 98-kw visual, 52-kw aural, 660-ft. BPCT-481. Rep: Meeker. Between June-August, 1953.
- WARD-TV, Johnstown (Ch. 56)—Rivoli Realty Co. (WARD). Granted 11-19-52; 91-kw visual, 46-kw aural, 610-ft. BPCT-895. Rep: Weed.
- WKST-TV, New Castle (Ch. 45)—WKST Inc. (WKST). Granted 9-4-52; 20.5-kw visual, 10.5-kw aural, 370-ft. BPCT-985. Rep: Meeker. March, 1953.
- WIP-TV, Philadelphia (Ch. 29)—Pennsylvania Bcstg. Co. (WIP). Granted 11-26-52; 275-kw visual, 140-kw aural, 800-ft. BPCT-185.
- WKJF-TV, Pittsburgh (Ch. 53)—Agnes J. Reeves Greer (WKJF-FM, Pittsburgh, and WAJR, Morgantown, W. Va.). Granted 1-7-53; 260-kw visual, 130-kw aural, 530-ft. BPCT-1384. May or June, 1953.
- WENS, Pittsburgh (Ch. 16)—Telecasting Co. of Pittsburgh, Pa. Granted 12-23-52; 89-kw visual, 50-kw aural, 520-ft. BPCT-1349. Rep: Petry. August or early fall, 1953.
- WTVQ, Pittsburgh (Ch. 47)—Golden Triangle Television Corp. Granted 12-23-52; 230-kw visual, 120-kw aural, 480-ft. BPCT-1417. Rep: Headley-Reed. August, 1953.
- WEEU-TV, Reading (Ch. 33)—Hawley Bcstg. Co. (WEEU). Granted 9-3-52; 225-kw visual, 120-kw aural, 1030-ft. BPCT-239. Rep: Headley-Reed. April, 1953.
- WARM-TV, Scranton (Ch. 16)—Union Bcstg. Co. (WARM). Granted 2-25-53; 245-kw visual, 130-kw aural, 1260-ft. BPCT-1000. Rep: Hollingbery. Late summer or early fall, 1953.
- WGBI-TV, Scranton (Ch. 22)—Scranton Bcstrs. Inc. (WGBI). Granted 8-13-52; 290-kw visual, 150-kw aural, 1170-ft. BPCT-780. Rep: Blair. April, 1953.
- WTVU, Scranton (Ch. 73)—Appalachian Co. Granted 8-13-52; 23-kw visual, 11.5-kw aural, 1280-ft. BPCT-506. Rep: Bolling. April or May, 1953.
- WILK-TV, Wilkes-Barre (Ch. 34)—Wyoming Valley Bcstg. Co. (WILK). Granted 10-1-52; 250-kw visual, 130-kw aural, 1010-ft. BPCT-231. Rep: Avery-Knodel. Latter April, 1953.
- WRAK-TV, Williamsport (Ch. 36)—WRAK Inc. (WRAK). Granted 11-12-52; 21-kw visual, 10.5-kw aural, 1280-ft. BPCT-521. Rep: Everett-McKinney.
- WNOW-TV, York (Ch. 49)—Helm Coal Co. (WNOW). Granted 7-9-52; 96-kw visual, 54-kw aural, 470-ft. BPCT-356. Rep: Hollingbery. April, 1953.

SOUTH CAROLINA

- WCSC-TV, Charleston (Ch. 5)—WCSC Inc. (WCSC). Granted 10-29-52; 100-kw visual, 50-kw aural, 470-ft. BPCT-808. Rep: Free & Peters. April, 1953.

- WCOS-TV, Columbia (Ch. 25)—Radio Columbia (WCOS). Granted 9-17-52; 74-kw visual, 42-kw aural, 650-ft. BPCT-1074. Rep: Headley-Reed. April or May, 1953.
- WIS-TV, Columbia (Ch. 10)—WIS-TV Corp. (WIS). Granted 2-11-53; 265-kw visual, 160-kw aural, 630-ft. BPCT-1560. Rep: Free & Peters. September, 1953.

- WNOK-TV, Columbia (Ch. 67)—Palmetto Radio Corp. (WNOK). Granted 9-17-52; 780-kw visual, 390-kw aural, 620-ft. BPCT-764. Rep: Raymer. May or June, 1953.

- WGVL, Greenville (Ch. 23)—Greenville Television Co. Granted 1-22-53; 22-kw visual, 11-kw aural, 1140-ft. BPCT-1354. Mid-summer, 1953.

SOUTH DAKOTA

- KELO-TV, Sioux Falls (Ch. 11)—Midcontinent Bcstg. Co. (KELO). Granted 11-19-52; 57-kw visual, 29-kw aural, 500-ft. BPCT-645. Rep: Taylor. March, 1953.

TENNESSEE

- WOUC, Chattanooga (Ch. 49)—Chattanooga T-V Inc. (WMFS). Granted 8-20-52; 20-kw visual, 10-kw aural, 460-ft. BPCT-980. Rep: Pearson.

- WTVI, Chattanooga (Ch. 43)—Tom Potter. Granted 8-20-52; 275-kw visual, 140-kw aural, 1270-ft. BPCT-1043.

- WJHL-TV, Johnson City (Ch. 11)—WJHL Inc. (WJHL). Granted 1-29-53; 105-kw visual, 54-kw aural, 720-ft. BPCT-845. Rep: Pearson. July, 1953.

- WHBQ-TV, Memphis (Ch. 13)—Harding College (WHBQ). Granted 1-29-53; 240-kw visual, 120-kw aural, 500-ft. BPCT-563. Rep: Weed. August, 1953.

TEXAS

- KFDA-TV, Amarillo (Ch. 10)—Amarillo Bcstg. Corp. (KFDA). Granted 10-15-52; 56-kw visual, 30-kw aural, 550-ft. BPCT-1111. Rep: Branham. March, 1953.

- KCTV, Austin (Ch. 18)—Capital City Television Co. Granted 7-11-52; 210-kw visual, 105-kw aural, 320-ft. BPCT-785.

- KTVA, Austin (Ch. 24)—Tom Potter. Granted 8-20-52; 280-kw visual, 145-kw aural, 640-ft. BPCT-1037. Late summer, 1953.

- KBMT, Beaumont (Ch. 31)—Television Bcstrs. Inc. Granted 12-3-52; 14-kw visual, 7.1-kw aural, 820-ft. BPCT-1099. Rep: Taylor. April, 1953.

- KLIF-TV, Dallas (Ch. 29)—Trinity Bcstg. Corp. (KLIF). Granted 2-11-53; 50-kw visual, 25-kw aural, 490-ft. BPCT-1388. Rep: H-R Television Inc.

- , Dallas (Ch. 23)—UHF Television Co. Granted 1-14-53; 220-kw visual, 115-kw aural, 510-ft. BPCT-827.

- KEPO-TV, El Paso (Ch. 13)—KEPO Inc. (KEPO). Granted 10-23-52; 120-kw visual, 60-kw aural, 1000-ft. BPCT-1015. Rep: Avery-Knodel.

- , Fort Worth (Ch. 20)—Tarrant County Television Co. Granted 3-11-53; 270-kw visual, 150-kw aural, 320-ft. BPCT-790.

- KTVR, Galveston (Ch. 41)—Rudman Television Co. Granted 11-19-52; 230-kw visual, 120-kw aural, 470-ft. BPCT-1269.

- †KUHT, Houston (Ch. 8)—University of Houston; Houston Independent School District (KUHF-FM). Granted 8-20-52; 30.2-kw visual, 15.4-kw aural, 310-ft. BPCT-9. Latter March or April, 1953.

- KNUZ-TV, Houston (Ch. 39)—KNUZ Television Co. (KNUZ). Granted 1-7-53; 100-kw visual, 60-kw aural, 520-ft. BPCT-1356. Rep: Forjoe. July, 1953.

- , Houston (Ch. 23)—UHF Television Co. Granted 1-7-53; 175-kw visual, 88-kw aural, 510-ft. BPCT-826. Summer, 1953.

- KTVE, Longview (Ch. 32)—East Texas Television Co. Granted 2-4-53; 20-kw visual, 11-kw aural, 290-ft. BPCT-607.

- KCBD-TV, Lubbock (Ch. 11)—Bryant Radio & Television Inc. (KCBD). Granted 10-8-52; 92-kw visual, 46-kw aural, 750-ft. BPCT-1088. Rep: Pearson. April, 1953.

- KTRE-TV, Lufkin (Ch. 9)—Forest Capital Bcstg. Co. (KTRE). Granted 3-11-53; 11-kw visual, 5.6-kw aural, 670-ft. BPCT-907.

- KRIO-TV, McAllen (Ch. 20)—Texas State Network Inc. (KRIO). Granted 2-18-53; 86-kw visual, 49-kw aural, 500-ft. BPCT-1274. Fall, 1953.

- KMID-TV, Midland (Ch. 2)—Permian Basin Television Co. Granted 2-11-53; 50-kw visual, 25-kw aural, 1010-ft. BPCT-1332.

- KGKL-TV, San Angelo (Ch. 3)—KGKL Inc. (KGKL). Granted 12-17-52; 6.4-kw visual, 3.2-kw aural, 440-ft. BPCT-1433. Rep: Pearson. (Note: AM station KGKL recently sold to Lewis O. Seibert; see *Television Digest*, Vol. 9:9 & 10.)

- KTXL-TV, San Angelo (Ch. 8)—Westex Television Co. (KTXL). Granted 11-26-52; 11-kw visual, 5.5-kw aural, 420-ft. BPCT-1407. Rep: Taylor. July, 1953.

- , Sherman (Ch. 46)—Sherman Television Co. Granted 3-4-53; 20.5-kw visual, 11-kw aural, 310-ft. BPCT-623.

- KCEN-TV, Temple (Ch. 6)—Bell Publishing Co. (KTEM). Granted 1-29-53; 13-kw visual, 6.5-kw aural, 350-ft. BPCT-1426.

- KCMC-TV, Texarkana (Ch. 6)—KCMC Inc. (KCMC). Granted 2-4-53; 18.5-kw visual, 9.4-kw aural, 400-ft. BPCT-714. Rep: Taylor. June or July, 1953.

- KETX, Tyler (Ch. 19)—Jacob A. Newborn Jr. Granted 1-29-53; 2.4-kw visual, 1.3-kw aural, 350-ft. BPCT-1422. June, 1953.

- KANG-TV, Waco (Ch. 34)—Central Texas Television Co. Granted 11-12-52; 5-kw visual, 3-kw aural, 350-ft. BPCT-1072. June or July, 1953.

- KFDX-TV, Wichita Falls (Ch. 3)—Wichtex Radio & Television Co. (KFDX). Granted 12-17-52; 60-kw visual, 36-kw aural, 504-ft. BPCT-722. Rep: Taylor. April, 1953.

- KTWV, Wichita Falls (Ch. 22)—White Television Co. Granted 11-5-52; 18.5-kw visual, 9.3-kw aural, 480-ft. BPCT-1109. May, 1953.

VIRGINIA

- WCHV-TV, Charlottesville (Ch. 64)—Barham & Barham (WCHV). Granted 1-29-53; 120-kw visual, 66-kw aural, 780-ft. BPCT-1315.

- WBTM-TV, Danville (Ch. 24)—Piedmont Bcstg. Corp. (WBTM). Granted 12-17-52; 225-kw visual, 120-kw aural, 650-ft. BPCT-643. Rep: Hollingbery. October, 1953.

VIRGINIA—(Continued)

- WVEC-TV, Hampton (Ch. 15, allocated to Norfolk)—Peninsula Bestg. Corp. (WVEC).** Granted 2-4-53; 220-kw visual, 110-kw aural, 480-ft. BPCT-1475. Rep: Rambeau. August, 1953.
- WSVA-TV, Harrisonburg (Ch. 3)—Shenandoah Valley Bestg. Corp. (WSVA).** Granted 3-11-53; 12.5-kw visual, 6.3-kw aural, 1750-ft. BPCT-1324.
- WWOD-TV, Lynchburg (Ch. 16)—Old Dominion Bestg. Corp. (WWOD).** Granted 11-5-52; 100-kw visual, 57-kw aural. 500-ft. BPCT-716.
- WACH, Newport News (Ch. 33)—Eastern Bestg. Corp. (WHYU).** Granted 2-4-53; 20.5-kw visual, 11-kw aural, 310-ft. BPCT-889. Between August-October, 1953.

WASHINGTON

- KVOS-TV, Bellingham (Ch. 12)—KVOS Inc. (KVOS).** Granted 1-22-53; 16-kw visual, 8-kw aural, 550-ft. BPCT-1242. Between April-June, 1953.
- KMO-TV, Tacoma (Ch. 13)—KMO Inc. (KMO).** Granted 12-10-52; 120-kw visual, 71-kw aural, 780-ft. BPCT-1347. Rep: Branham. May, 1953.
- KIMA-TV, Yakima (Ch. 29)—Cascade Bestg. Co. Inc. (KIMA).** Granted 12-3-52; 10.5-kw visual, 5.3-kw aural, 960-ft. BPCT-1228. Rep: Weed. April, 1953.
- KIT-TV, Yakima (Ch. 23)—KIT Inc. (KIT).** Granted 12-3-52; 22-kw visual, 11-kw aural, 960-ft. BPCT-1226. Rep: Branham. Mid-summer or early fall, 1953.

WEST VIRGINIA

- WKNA-TV, Charleston (Ch. 49)—Joe L. Smith Jr. Inc. (WKNA).** Granted 3-4-53; 225-kw visual, 120-kw aural, 390-ft. BPCT-591. Rep: Weed. Early Summer, 1953.
- WLKC, Parkersburg (Ch. 15)—West Virginia Enterprises Inc.** Granted 2-11-53; 19-kw visual, 10-kw aural, 580-ft. BPCT-1295.

- WLTW, Wheeling (Ch. 51)—Polan Industries.** Granted 2-11-53; 24-kw visual, 13.5-kw aural, 170-ft. BPCT-1048.

WISCONSIN

- WGEZ-TV, Beloit (Ch. 57)—Beloit Bestg. Co. (WGEZ).** Granted 2-11-53; 21-kw visual, 11-kw aural, 230-ft. BPCT-1523. Rep: George W. Clark Inc.
- WEAU-TV, Eau Claire (Ch. 13)—Central Bestg. Co. (WEAU).** Granted 2-25-53; 52-kw visual, 26.5-kw aural, 840-ft. BPCT-744. Rep: Hollingbery. October or November, 1953.
- WKOW-TV, Madison (Ch. 27)—Monona Bestg. Co. (WKOW).** Granted 1-7-53; 87-kw visual, 47-kw aural, 690-ft. BPCT-1186. Rep: Headley-Reed. June, 1953.
- WMTV, Madison (Ch. 33)—Bartell Television Corp.** Granted 1-23-53; 16.5-kw visual, 9.3-kw aural, 430-ft. BPCT-1484. June, 1953.
- WCAN-TV, Milwaukee (Ch. 25)—Midwest Bestg. Co. (WCAN).** Granted 2-4-53; 105-kw visual, 50-kw aural, 420-ft. BPCT-1547. Rep: Taylor. July, 1953.
- WNAM-TV, Neenah (Ch. 42, allocated to Appleton)—Neenah-Menasha Bestg. (WNAM).** Granted 12-23-52; 15.5-kw visual, 8.3-kw aural, 290-ft. BPCT-869. Rep: George W. Clark Inc. September, 1953.
- WOSH-TV, Oshkosh (Ch. 48)—Oshkosh Bestg. Co. (WOSH).** Granted 11-26-52; 1.31-kw visual, .7-kw aural, 310-ft. BPCT-792. Rep: Pearson. May or June, 1953.

WYOMING

- KFBC-TV, Cheyenne (Ch. 5)—Frontier Bestg. Co. (KFBC).** Granted 1-22-53; 5.2-kw visual, 2.65-kw aural, 190-ft. BPCT-771. Rep: McGillvra. Late fall, 1953.

TERRITORIES

- WKAQ-TV, San Juan, Puerto Rico (Ch. 2)—El Mundo Bestg. Corp. (WKAQ).** Granted 7-28-52; 100-kw visual, 50-kw aural, 1280-ft. BPCT-952. "Toward end of 1953."

24-in. TUBES FOR FALL-& WINTER MODELS: Set manufacturers have seen the new 24-in. rectangular picture tubes (Vol. 8:49) -- and their enthusiasm leads tube makers to predict that size will account for as much as 25% of their production by December.

"It's the big thing, all right," said one large tube manufacturer. "If we had 10,000 now, we could sell them in a minute." But mass production hasn't yet begun, probably won't until May or June -- with really heavy volume by fall.

The tube is now in sampling stage. In last few weeks, some tube makers have sent out substantial number of samples; others will follow in week or two. Both Corning and Kimble (Owens-Illinois) are now producing small quantities of 24-in. glass bulbs, Corning's production being slightly further along.

Only one problem threatens to mar the otherwise smooth sailing of the new tube size -- the question of aluminization. This process, which involves coating the screen with metallic substance, results in marked increase in brightness. Many industry engineers feel that a non-aluminized 24-in. tube would require greatly stepped-up voltages to achieve satisfactory brightness, and that manufacturers can not use current chassis with non-aluminized 24-in. picture tube.

And here's the rub: Aluminization may prove real bottleneck for many tube manufacturers. It requires another "screening" process, involving added manufacturing facilities. It's slow, touchy job, multiplying production time per tube as much as threefold, and adding about \$5 to price per tube. Of all the tube makers, GE has gone in most heavily for aluminization in past, but most other manufacturers have adopted the process for 27-in. tubes.

New 24-in. receiver will fill gap in TV lines between the luxury 27-in. set and the popular 21-in. Manufacturers figure good quality 24-in. set could be made to sell for under \$500 -- perhaps as low as \$400 -- as opposed to \$700-&-up generally asked for 27-in. sets. Price of tube to set makers will be in neighborhood of \$50, aluminized, vs. \$70-\$75 for aluminized 27-in., and about \$30 for 21-in.

Virtually all tube makers plan to turn out 24-in. rectangular -- except big RCA, which is sticking to 21-&-27-in. That company, incidentally, has now begun production of metal-coned aluminized 27-in. tube, which will get "special handling" and will be marketed as "high quality prestige item."

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Still going to town is the 21-in. tube, far-and-away today's most popular size, outstripping 17-in. by more than 2-to-1. While most set makers still use the glare-rejecting cylindrical-faced 21-in. tube, the cheaper and lighter spherical-faced 21-in. is expected to increase in popularity by next winter -- especially in view of fact that both the 24-&-27-in. are spherical tubes.

Status of 27-in. tube is little changed from our last report on it in December (Vol. 8:49). The plants that are making it say it represents 5% of total output or less right now. Some see it going up to 8 or 10% by year's end, but for the near future at least it seems destined to continue to be strictly luxury item.

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Picture tube plants -- and the glass bulb plants -- are still humming, with plenty of orders. Some manufacturers feel that spring-summer letdown, when and if it comes, will give them healthy opportunity to build up inventories of the larger tube sizes. Otherwise, they fear, there may be real shortages of tubes -- particularly the aluminized ones -- by next winter.

Nowhere in tube industry could we find any sentiment for raising prices. General attitude is that the usually topsy-turvy picture tube situation finally is stabilizing -- with regard to sizes and shapes, at least -- and now is no time to upset any applecarts. Also reflected throughout industry is the feeling expressed

by DuMont tube div. mgr. F.P. Rice, who is confident manufacturers won't "embarrass the new administration" by upping prices just after controls were removed.

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TV production climbed to 166,235 (7475 private label) week ended March 6, up from 151,944 preceding week, but still below 187,584 week ended Feb. 20. Factory inventories reached 141,170, up from 111,754; they were second highest of the year, exceeded only by 156,955 receivers in inventory week ended Jan. 23.

Radios kept going up, totaling 309,234 (150,197 private label) -- highest for any week since June 1951. It compared with 301,065 week preceding. Factory inventories went to year's peak of 324,039, up from 258,845 Feb. 27. Week's radios: 92,814 home sets, 25,182 portables, 61,274 clock, 129,964 auto.

Topics & Trends of TV Trade: Cumulative count of the 21,812,263 TV receivers shipped to dealers during the 7 years from 1946 through 1952, broken down state-by-state and county-by-county, is tabulated in RTMA report just released. It's first study of kind by newly expanded statistical service, isn't designed to show all sets-in-use in various areas, which are estimated monthly by NBC Research (for Feb. 1 NBC count, see Vol. 9:10). RTMA's cumulative compilation shows New York far in lead, Pennsylvania & California close together for second place, Illinois third, Michigan fourth, Massachusetts fifth. All 48 states and District of Columbia are shown as having TVs, though some like Nevada (581 sets), Montana (1156), Wyoming (3065) are without any TV stations and get only DX reception, if at all. The RTMA 1946-52 state-by-state figures (county breakdowns available from RTMA on request):

State	Total	State	Total
Alabama	156,268	Nebraska	139,479
Arizona	49,948	Nevada	581
Arkansas	36,893	New Hampshire	63,570
California	2,097,472	New Jersey	1,282,586
Colorado	100,571	New Mexico	20,406
Connecticut	445,902	New York	3,505,155
Delaware	77,200	North Carolina	255,067
District of Columbia	251,054	North Dakota	1,380
Florida	200,495	Ohio	1,855,765
Georgia	279,827	Oklahoma	195,962
Idaho	2,315	Oregon	46,872
Illinois	1,621,753	Pennsylvania	2,098,227
Indiana	582,977	Rhode Island	178,126
Iowa	247,251	South Carolina	59,907
Kansas	86,395	South Dakota	3,673
Kentucky	242,375	Tennessee	194,736
Louisiana	141,818	Texas	607,640
Maine	22,769	Utah	89,691
Maryland	466,881	Vermont	13,787
Massachusetts	1,061,436	Virginia	305,390
Michigan	1,121,839	Washington	220,367
Minnesota	301,055	West Virginia	126,768
Mississippi	39,669	Wisconsin	359,147
Missouri	549,597	Wyoming	3,065
Montana	1,156		
		Grand Total	21,812,263

Public is interested in technical aspects of TV. That's what Raytheon sales & service engineering director Carroll Hoshour is finding on basis of viewer comments on special one-time TV program he's placing on uhf stations. Program is consumer version of Raytheon's servicemen's training program, "How to Interpret What You See in UHF," with most of technical material reworded for general public. Following success of program on Atlantic City's WFPG-TV (Vol. 9:7), it's been presented on Wilkes-Barre's WBRE-TV and Reading's WHUM-TV, and is scheduled for use on other uhf stations.

Picture tube sales in January totaled 988,316 valued at \$23,892,982 compared with 852,501 worth \$20,394,042 in December, and 340,192 at \$7,691,858 in Jan. 1952, reports RTMA. Rectangular 19-in. and larger represented 73% of total. Receiving tube sales in January totaled 37,343,081 valued at \$25,688,914, of which 23,409,671 went for new sets, 9,167,440 replacement, 1,189,672 export, 1,576,298 Govt. This compares with sales of 43,220,393 worth \$28,820,231 in December and 26,736,695 valued at \$18,895,527 in Jan. 1952.

Trade Personals: Herbert A. Gumz, v.p. & acting gen. mgr., named Webster-Chicago exec. v.p., post vacant since Charles Cushway resigned to head Crescent Industries Inc.; Norman C. Owen, gen. sales mgr., promoted to sales v.p. . . M. D. Schuster resigns May 1 as Hoffman Radio gen. sales mgr. to become partner of McCormack & Co., Hoffman San Francisco distributor; his duties will be assumed by national sales mgr. W. L. Stickel . . . Arnold K. Weber promoted from personnel mgr., RCA Victor engineering products dept., to director of organization development, replacing Edward M. Tuft, now v.p. in charge of personnel for parent RCA; John M. Clifford, asst. personnel director, moves up to personnel director under new v.p. Albert F. Watters . . . Campbell Rutledge Jr. appointed to new post of asst. gen. mgr., Corning Glass electrical products div.; Forrest E. Behm named mgr. of pressware plant (TV bulbs), replacing Paul T. Clark, now technical products mfg. mgr. . . Kenneth A. Hoagland promoted to chief engineer of DuMont cathode ray div., succeeding Alfred Y. Bentley, now chief engineer of receiver div. . . Elwood W. Schaefer & Kenneth C. Meinken Jr. elected v.p.'s, Joseph V. McKee named secy., National Union Radio Corp. . . John Spargo, ex-Raytheon and Collier's Magazine, becomes sales promotion mgr., Bendix TV-radio div. . . Carroll G. Killen succeeds Leon Podolsky as mgr. of field engineering, Sprague Electric Co., Podolsky becoming asst. to president . . . Robert Merritt, ex-production mgr., named sales mgr., Radio Materials Corp., Chicago, replacing Harry Byrne, now Chicago sales rep with headquarters at factory, 1708 Belmont Ave. . . Herbert Delp, ex-Emerson Kansas City district mgr., appointed Capehart-Farnsworth regional mgr. there.

Distributor Notes: Motorola-New York gen. sales mgr. Harry Schechter resigns . . . Peirce-Phelps (Admiral), Philadelphia, names Wm. Redding regional mgr., replaced as major appliances sales mgr. by Richard Waltemate . . . DuMont appoints Air-Tel Inc., Houston; Monroe Auto Supply Co., Monroe, La. (W. L. Ethridge, pres.) . . . Sylvania appoints Rott-Keller Supply Co., Fargo (Herbert Rott, pres.); Remco Inc., Chicago, names Frank A. Meyers field sales mgr. . . Raytheon appoints Harley T. Litteral exec. v.p. of factory branch, Belmont Distributor Inc., Chicago; names Hopkins Equipment Co., Atlanta (M. H. Hopkins, TV sales mgr.) . . . Wright & Wilhelmy Co. (CBS-Columbia), Omaha, names Clair Keith TV sales mgr. . . Stromberg-Carlson appoints Kelvinator Sales Corp., Omaha, replacing Midwest Timmerman Co. . . Stewart-Warner appoints O'Day Equipment Co., Fargo (Leo J. O'Day, pres.), replacing Fargo Glass & Paint Co. . . Valley Appliances Inc. (Emerson), Knoxville, elects Dean Spencer v.p. . . Olympic New Jersey names S. R. Slater gen. mgr., replacing Jack Mendelson, resigned . . . DuMont appoints Rice & Miller Co., Bangor . . . Raytheon names World Radio & Appliance Co., Toledo; Ludwig Hommel & Co., Pittsburgh.

Electronics Reports: "Defense Materials System"—successor to Controlled Materials Plan—goes into effect July 1 to assure supplies of steel, copper and aluminum for military and atomic production. Under DMS, priorities for these metals will be granted only to military and atomic contractors and subcontractors. All other users will have to buy their materials on free market without govt. assistance. Acting defense mobilizer Arthur Fleming said NPA will issue 2 new orders in few days spelling out details of new control system.

Nickel stainless steel will continue to be rationed to all users, civilian as well as defense, and it's anticipated that such alloy materials as tungsten, molybdenum and cobalt also will continue to be strictly rationed. Military and atomic users are expected to take approximately 12% of nation's steel output, 20% of its copper, 30% of aluminum.

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"The transistor and its minute relatives will almost certainly stimulate greater changes in commerce and industry than reaction motors, synthetic fibers, or even, perhaps atomic energy." So says March *Fortune Magazine* in story titled "The Year of the Transistor," by Francis Bello. Article reveals: (1) New Western Electric plant at Laureldale, Pa. will have monthly capacity of 1,000,000 transistors and related devices, all to be used by Armed Forces and Bell System. (2) Laureldale plant and the pilot production lines at GE, Raytheon, RCA and Sylvania are being financed by Signal Corps at cost approaching \$13,000,000. (3) Over one-fourth of RCA's 300-man research staff is engaged in solid-state research; about one-eighth of Bell Labs' 2300 researchers are working in same field.

Small business got 73% of all military contracts let by Signal Corps from July 1950 to Jan. 1953, reports Office of Chief Signal Corps Officer. Companies with 500 employes or less received 107,471 prime contracts totaling \$564,209,000 during that period. But number of prime contracts to small business declined from 74.1% in fiscal 1951 and 73.5% in fiscal 1952 to 68.9% in first half of fiscal 1953.

Daily list of military contract awards and proposed procurements for which bids may be submitted now available from Commerce Dept. on subscription basis: *Synopsis of U. S. Govt. Proposed Procurements & Contracts Awards* is \$7 for year, \$4 for 6 months. Address Commerce Dept. Administrative Service Office, 433 W. Van Buren St., Chicago 7.

CBS-Hytron now in mass production of transistors "for military and civilian use in electronic computers and hearing aids," announced president Bruce A. Coffin. He said Hytron entrance into transistor field was accomplished "without outside help in the form of military development contracts."

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To tell public "the story of TV servicing," GE tube dept. has prepared 8-p. pocket-sized booklet for distribution by servicemen, discussing in simple language the complexity of TV sets, dangers of tampering with set, reasons for calling skilled serviceman, hints on care of set, etc.

The late James M. Skinner, onetime Philco president and chairman, bequeathed \$600,000 for scholarships at U of Pennsylvania (his son James M. Jr., Phileo v.p., to act as advisor) plus \$100,000 to Germantown Hospital. Estate exceeds \$1,000,000.

RTMA has released report showing 7,066,794 radios, excluding auto sets, shipped to dealers in 1952 vs. 7,588,810 in 1951. It's broken down by states and counties, obtainable on request.

NEW JERSEY COMMISSION on Educational TV, headed by RCA v.p. Elmer W. Engstrom, this week urged Gov. Driscoll to request appropriation of \$615,350 to finance WTLV, New Brunswick (Ch. 19). In its first report, commission urged that 5 more stations—at Montclair, Freehold, Hammonton, Andover, Camden—be established at later date. Commission, which includes N. J. manufacturer Allen B. DuMont as member, also sharply criticized New York State Temporary Commission on Educational TV for rejecting plan for state-financed 10-station network (Vol. 9:9). In addition, it urged Driscoll to petition FCC for 2-year extension of deadline for filing for reserved channels.

A competing application, first for educational channel, may come soon from Washington, D. C., where group of educators and govt. officials, sparked by Librarian of Congress Luther Evans, this week drafted articles of incorporation preliminary to filing for Ch. 26, for which D. C. board of education has already applied (see *TV Factbook No. 16*). New group is Greater Washington Educational TV Assn. Inc.

National educational TV leaders place great emphasis on making a strong showing in Nation's Capital, with its abundance of cultural resources as Library of Congress, National Art Gallery, Smithsonian Institution, etc. Dr. Milton Eisenhower's National Citizens Committee for Educational TV has detailed Earl Minderman, former asst. to FCC Chairmen Walker and Coy, to work fulltime with strife-ridden Washington groups to reach accord.

Dissatisfaction with public school board's application stems from 2 factors: (1) It makes no provision for participation by private universities or cultural organizations. (2) It's wholly conditioned on getting funds from Congress, which controls all appropriations for District of Columbia.

Competitive group would reserve place on its governing body for school board, which is thus far remaining aloof but may take up offer when it realizes it can't go it alone. Next logical step would be for it to withdraw its application to avoid dragged-out hearing.

Other educational TV developments this week: (1) Ohio State U filed application for Ch. 34 in Columbus. (2) Connecticut Education Comr. Finis J. Englemann submitted to Gov. John Lodge alternate plan for single station at Hartford if legislature balks at financing 3 already-granted stations at Bridgeport, Hartford, Norwich. (3) John Retallia, Illinois Institute of Technology president, named chairman of Chicago Citizens Committee for Educational TV, replacing Lawrence A. Kimpton, U of Chicago chancellor, who resigned because of illness. (4) Value of educational TV as classroom aid is forcefully presented by Robert Bendiner in article titled "If TV Moved into the Classroom" in March 8 *New York Times Magazine*.

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Educational potential of theatre TV will be demonstrated in New York March 21 when 7 local theatres will present one-hour morning telecast to show high school students the advantages of careers in engineering and science. Program was arranged by Fabian Theatres' Leo Rosen in cooperation with public schools, will originate from ABC-TV studios.

Edward R. Murrow wins annual George Polk Memorial Award for second time in recognition of his Xmas program from Korea. Jack Gould, *New York Times*, also gets award for good TV-radio reporting. Journalism faculty of Long Island U makes awards in honor of the CBS correspondent slain in Greece in 1948.

RTMA & NARTB join in FM promotion campaign, 8th in series, in South Carolina for 6 weeks beginning April 6.

HONOLULU'S KONA got FCC authority to shut down March 12 (see p. 1) not only because it was in business distress but because chief backer "Monte" Richards recently suffered heart trouble and could not go through with plans. Out of welter of negotiations to sell, deal to be put before FCC for approval would enable *Honolulu Advertiser's* Lorrin P. Thurston (KGU) to acquire station in equal partnership with broadcasters J. Elroy McCaw & John D. Keating (KPOA) with very small outlay.

Wealthy Mr. Richards is committed to acquire all common stock outstanding (9938 shares at \$10 par), for which he has paid or will pay \$80,000. He then agrees to turn all the stock over to the new operators, and to buy debentures in that amount in KONA licensee Radio Honolulu Ltd., calling for no interest first 4 years, 5% annually thereafter for 10 years. He's also reported to be securing outstanding bank loans said to total \$150,000.

Purchasers will lend \$15,000 for operating capital on FCC approval of transfer. McCaw and Keating also agree to sell their KPOA "within a reasonable time." They and KGU presumably will also drop their competitive applications for Ch. 4 in Honolulu.

KONA splashed heavily last November when it rushed GE transmitter by air in order to beat KGMB-TV's announced Dec. 1 starting date. It tested Nov. 18, only to run into technical difficulties, forcing change in transmitter site, and didn't really get going until Dec. 12. KGMB-TV, owed jointly by *Honolulu Star-Bulletin*, Consolidated Amusement Co. (theatres) and Mormon Church, had very little trouble winning preeminence, is reported nearly sold out of commercial time already.

From half ownership of a small radio station in Centralia, Wash. (KELA), McCaw has extended his radio holdings and now is moving into TV. He holds about 20% of KLZ, Denver, which has favorable examiner's report for TV channel. He recently sold KRSC, Seattle; is sole owner of KORC, Mineral Wells, Tex.; owns 33 1/3% each in KYAK, Yakima, and KALE, Richland, Wash.; owns 50% of KYA, San Francisco. He's equal partner with Keating in KPOA and in KILA, Hilo, as well as in KYA, San Francisco. Keating also heads and holds one-third interest in Ch. 12 application for Portland, Ore.

Competition from sun was too much for big 10,000,000-candlepower lamp used experimentally by WFAA, Dallas, to determine effectiveness of high-intensity pulsed lighting for daytime marking of high TV towers (Vol. 9:46). Light was tested on WFAA tower for several months under direction of consulting engineer A. Earl Cullum in effort to determine suitable daytime marking for WFAA-TV's proposed 1747-ft. tower, which would be world's tallest. Experiments with light have been discontinued, but station now plans to test value of rotating mirrors as marking device. Observers from FCC, CAA and industry witnessed lighting demonstration, and one CAA official who saw test commented: "While this particular type of light wasn't satisfactory, we're certainly not convinced the principle of daytime lighting should be discarded." One major complaint about the light tested was that duration of illumination period was too short.

Once one of biggest transit FM operators, KXOK-FM, St. Louis, discontinues operations March 31. It was sole survivor of 7 commercial FM stations in city. Board of Education's non-commercial KSLH remains.

Casualty of TV: the Welsh language. Wales Central Advisory Council for Education reports English-language telecasts from Britain have placed Welsh language in "utmost danger of extinction."

Closed circuit telecasts of surgery are provided for in facilities built into new \$40,000,000 U. S. Public Health Service clinical center, Bethesda, Md., opening this spring.

APPPLICATION for Ch. 4 in St. Louis by Stanley Hubbard's KSTP Inc., St. Paul (KSTP-TV & KSTP), holding 50% in company with 40 prominent local citizens holding rest, augurs keen fight for that facility at FCC hearing. Others previously filing were CBS's KMOX, KWK Inc., KXOK Inc. and Meredith Engineering Co. (WHEN, WOW-TV, KPHO-TV). Only 5 other new station applications were filed this week, bringing total pending to 657 (232 uhf). These were for Augusta, Ga., Ch. 12, by J. I. Sims-WTND, Orangeburg, S. C.; Champaign, Ill., Ch. 21, by local business group including U of Illinois professor Dallas W. Smythe, onetime FCC official; Cadillac, Mich., Ch. 13, by Sparks-Withington Co., TV-radio manufacturers; Klamath Falls, Ore., Ch. 2, by business-newspaper-radio group with subscriptions of 2% stock each; Columbus, O., educational Ch. 34, by Ohio State U. [For further details about these applications, see *TV Addenda 16-J* herewith; for complete listings of all post-freeze grants, new stations, hearings, etc., see *TV Factbook No. 16* with Addenda to date.]

Fate of sports TV restrictions won't be known until fall, at earliest, when Judge Allan K. Grim of Federal District Court, Philadelphia, renders decision on govt. anti-trust suit against National Football League. Justice Dept. ended its rebuttal this week by reiterating that it doesn't intend to attack right of individual teams to telecast their games, but is merely opposing "conspiracy" of team owners to restrict football TV. Research specialists Jerry Jordan and Dr. E. Douglas Burdick of U of Pennsylvania testified that National Opinion Research Council findings on TV's impact on sports attendance—used by National Collegiate Athletic Assn. to justify its own TV restrictions—were based on faulty research methods. NCAA's TV committee, meanwhile, is proceeding with plans to hold March 19-21 hearings in Kansas City on its proposed TV policy for fall season.

Power increases & channel shifts: Next week, WNAC-TV, Boston, hopes finally to put 12-bay antenna into operation. Its hopes dropped Feb. 19 with plunge of brand new \$40,000 RCA antenna from 400-ft. level of tower. Old 6-bay antenna had to be replaced pending delivery of new 12-bay unit. WHEN, Syracuse, jumped from 50 kw to 190 kw March 7. WPIX, New York, hit 100 kw March 6. RCA shipped amplifier to WBNF-TV, Binghamton March 11, sends one to WNBW, Washington, March 18. WOAI-TV, San Antonio, aims to reach 100 kw next week. WFBG-TV, Altoona, is shooting for 316 kw May 1. WDEL-TV, Wilmington, shifted from Ch. 7 to 12 March 8.

Atlanta-Jacksonville microwave, 298-mi. 11-hop link supplementing present coaxial, is proposed in application filed with FCC this week by AT&T. Initial service, for telephone use, is due "late this year," with TV to be added later. Since more facilities from Jacksonville to Miami will undoubtedly be required before long, AT&T is expected to augment that section with either microwave or coaxial. AT&T seems to prefer coaxial in Florida because of danger to microwave towers from hurricanes.

FCC clarified power in ERP for stations employing tilted beam antennas by specifying power assigned as that radiated in horizontal plane. For example, if station radiates 100 kw one degree below horizon and 90 kw towards horizon, its rated power is 90 kw. Reason, FCC engineers say, is that coverage and interference are computed on basis of horizontal radiation.

To test propagation from Mt. Washington, in New Hampshire, Mt. Washington TV Inc., applicant for Ch. 8 in Poland, Me., this week received STA from FCC to employ 200-watt transmitter on 181.25 mc, using unmodulated carrier and voice identification, for March 13-June 13 period. Experimental call letters are KC2XEF.

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NEW FCC MEMBER, BUT NO CHAIRMAN YET: A new commissioner finally: John C. Doerfer, Republican, now the chairman of Wisconsin Public Service Commission, whose name was sent to Senate March 20. President Eisenhower didn't tab him as chairman of Commission, yet there's mild speculation that he may, despite widely-held opinion that strongly-supported Comr. Rosel Hyde has been lined up for elevation to the post.

Doerfer is to fill out term of Democratic Comr. Eugene Merrill, whose recess appointment expires June 30, 1954. Merrill had been appointed to unexpired portion of term of Comr. Robert Jones who left to enter private law practice (Vol. 8:38).

No replacement for chairman Paul Walker was indicated by White House, and there's growing belief President Eisenhower will let him serve out term expiring June 30. President strengthened that belief this week when he said he didn't intend to oust a Democratic Washington city commissioner whose term has 2 years to go.

No date for hearing on Doerfer's nomination has been set by Interstate & Foreign Commerce Committee, though its practice is to move very quickly; its next regular meeting is March 25. There's no known opposition to Doerfer.

There had been only briefest speculation about Doerfer in the popular game of "name-mentioning" that has gone on since November elections. He had support of Wisconsin Gov. Kohler, was previously proposed for Federal Power Commission.

Doerfer is described, contradictorily, as a "conservative" and a "liberal," but all who know him agree that he's extremely able, has been a very conscientious public servant in Wisconsin.

The commissioner-designate is 49, native of Milwaukee suburb West Allis, graduate of U of Wisconsin and Marquette U law school. He was elected city attorney of West Allis in 1940, reelected in 1944 & 1948, was appointed to Public Service Commission in 1949 and named its chairman few months later. He's married, father of 2 teen-age boys.

Doerfer has had little experience in TV-radio field, a great deal in wired communications as well as other utilities. He's member of National Assn. of Railroad and Utilities Commissioners, is chairman of its committee on regulatory procedures -- therefore no babe-in-the-woods concerning Federal regulation.

STAGE SET FOR HOUSE COLOR TV HEARING: After last week's "color burst" (Vol. 9:11), situation hung in mid-air this week as everyone waited to gauge tenor of House's inquiry starting March 24, when Interstate & Foreign Commerce Committee begins hearing with following witnesses:

March 24, Dr. E. W. Engstrom, RCA Labs v.p. March 25, Frank Stanton, CBS president. March 26, Richard Hodgson, Chromatic Television Laboratories president; Dr. E.O. Lawrence, inventor of tri-color tube and part-owner (with Paramount Pictures) of Chromatic which is developing the tube; Dr. Allen B. DuMont. March 27, Dr. W.R.G. Baker, GE v.p. and chairman of National TV System Committee.

House group had scheduled color demonstrations in New York March 30-31 --

at RCA, CBS and Chromatic -- but these were postponed, probably to date after Easter because of other committee business.

Also scheduled to testify, at unspecified dates, are NPA and FCC witnesses, as well as additional industry spokesmen who have not yet been selected.

Immediate revocation of NPA order M-90, which limits color set production, was demanded of NPA by Chairman Wolverton (R-N.J.). NPA plans to rescind the order within week or two.

Other congressmen who've shown particular interest in the investigation are Carl Hinshaw (R-Cal.) and James Dolliver (R-Iowa). Hinshaw is a civil engineer; Dolliver served in Signal Corps in World War I. Good attendance by all committee members is expected, because of popular interest in subject. If hearing gets very technical it will bog down, just as it did when FCC -- the specialized agency -- conducted its color hearing.

Sen. Johnson says he's glad to see House going into color and that he feels it will do a good job. Sen. Tobey says that "it's okay with me"; that he hopes the House will "cover the entire field of color"; that he doesn't know whether his committee will also conduct a color hearing. There's no question, however, that scheduling of House hearing so soon caught them by surprise.

PUEBLO, COL. & SPRINGFIELD, MO. ON AIR: TV came to 2 more cities, as nation's 149th and 150th stations turned on the juice. The 2 new vhf stations make a total of 42 starters since freeze-end, 25 since New Year's Day.

KTTS-TV, Springfield, Mo. (Ch. 10) started commercial operation on March 14 with RCA equipment, using temporary 85-ft. antenna tower. Non-interconnected, the station gets CBS & DuMont programs via kinescope. National sales rep is Weed.

KDZA-TV, Pueblo (Ch. 3) put test pattern on air at 11:30 p.m. March 16 with DuMont transmitter and RCA antenna. Programming is scheduled to begin March 22 after 3-hour opening show using local talent and film. Owner Dee Crouch reports clear reception in Canon City, Colorado Springs, La Junta and Las Animas. KDZA-TV is not yet on microwave, will use kines from all networks. McGillvra is rep.

* * * *

Though there were no uhf starters this week, at least 2 look like good bets for next week -- both have transmitters all tuned up, everything ready to go, await only mounting of antenna. WKST-TV, New Castle, Pa. (Ch. 45), RCA-equipped, had an antenna crew on hand at week's end, waiting for stiff wind to die down. President S.W. Townsend says he'll have test pattern first of next week if the wind will stop blowing long enough to hoist antenna. WLOK-TV, Lima, O. (Ch. 73) expects antenna crew to arrive Monday, plans to fire up GE 100-watt transmitter March 25.

In addition to the probable March starters listed previously (Vol. 9:10-11), KFDX-TV, Wichita Falls, Tex. (Ch. 3) wires: "Starting test pattern Sunday, March 29; commercial broadcasts begin April 5." It will be city's second TV station.

[For latest reports on other upcoming new stations, see pages 6-7.]

4 CPs, MORE COMBINATIONS, MORE HEARINGS: FCC's "CPs-granted-while-you-wait" policy was practiced in earnest this week. Though only 4 CPs were granted, 2 of them went to applicants who joined forces to produce uncontested applications only last week. This week, 3 more such applications were filed by opponents who buried the hatchet and hoped for "sudden service" before new competition developed.

More combinations are being prepared by applicants who have decided that a piece of a station now is worth more than the gamble of winning a whole station in a final hearing decision which may come several years from now.

Three more hearings were scheduled this week, all starting April 20 in Washington: Chattanooga (Ch. 3); Portsmouth, O. (Ch. 30); San Juan, P.R. (Ch. 4).

This week's CPs: San Diego, Cal., KFSD, Ch. 10; Chicago, Ill., WIND, Ch. 20; Twin Falls, Ida., KLIX, Ch. 11; Las Vegas, Nev., KLAS, Ch. 8.

* * * *

The KFSD grant came after agreement by 2 opponents -- T.B.C. Television Inc. and Charles E. Salik (KCBQ) -- to drop applications on condition they could each

purchase 1/3 interest in grant; Salik is to sell KCBQ. The KLAS application was cleared for grant when opponent Herman Greenspun dropped out, acquired 5% of KLAS.

Chicago's WIND was granted on condition H. Leslie Atlass, CBS v.p., pulls out of company, disposing of his 19.46% ownership. Comrs. Walker and Hennock dissented from KLIX grant, fearing too much "concentration" in hands of grantee's principals who control CP-holders KGEM, Boise; KIFI, Idaho Falls; KWIK, Pocatello.

* * * *

The 3 applicants who pooled forces this week and now pray for quick grants:

(1) Television Services of Knoxville, now 80% owned by oilman W.R. Tuley who dropped competing application, 10% by J. Horton Doughton, 10% by Harold H. Thoms. Latter 2 previously held 50% each in Television Services.

(2) Utah Broadcasting & Television Corp. (KUTA), Salt Lake City. Opponent KALL-Tribune & Telegram pulled out, acquired 50% of KUTA. Other half is owned by Frank Carman and Grant Wrathall, who previously held 50% each in KUTA.

(3) Minnesota-Iowa TV Co., Austin, Minn. Applicant was formed when South Central Minnesota TV Co. dismissed, its principals joining KAUS. New stockholders in KAUS: Wm. B. Wolf 3.7%, Myles H. Johns 2.8%, Bennett O. Knudson 3.7%, George J. Wolf 3.7%, Ted Nelson .9%.

Another effort to free a channel came in Sacramento. Jack Gross and John Poole, competitors for Ch. 46, filed "joint petition for simultaneous dismissal and grant." They filed letters in which Gross said he has "vitaly important interests" which are being neglected while application is tied up and Poole offered him \$6701 for out-of-pocket expenses connected with application if FCC grants petition. Gross said he'd accept the offer.

[For further details about grantees and applicants, see Addenda 16-K herewith; for complete data on all applications, see TV Factbook No. 16 with Addenda.]

* * * *

Eager to start post-freeze decisions on right foot, FCC's Broadcast Bureau filed 20 pages of exceptions to examiner James Cunningham's initial decision in the Denver Ch. 7 case (Vol. 9:6). The Bureau agreed that Aladdin Radio & TV Inc. (KLZ) should be favored over Denver TV Co., but it felt that Cunningham erred on some important points, including:

(1) Dual AM-TV and multiple ownership. Bureau argued that the ownership of KLZ-AM-FM plus dozen other stations, by the Aladdin principals, ought to be weighed against it, since Denver TV owns no stations. If Aladdin weren't "greatly superior" in all other respects, it said, Denver TV should get the CP.

(2) Testimony by substantial stockholders. There's no excuse, Bureau said, for absence of testimony from 2 of Denver TV's largest stockholders, James Stewart (19.62%) & F. Kirk Johnson (19.62%), who "represent potential absentee control."

(3) Anti-trust violations. Bureau asserted that FCC's "3-year cutoff date" regarding violations, enunciated in Paramount case, doesn't apply to hearing contestants. Therefore, it said, violations of any vintage are pertinent.

(4) Length of local residence and selection of staff. The Bureau said, in effect, it isn't important "how long" principals lived in city but "how well," viz., the contributions they've made. Size of staff selected up to hearing time isn't important either, Bureau maintained, saying that provision for adequate staff when station goes on air is all that counts.

A VHF-UHF MARKET: ROANOKE, VIRGINIA: Virtually every major city in United States is potentially a "dual" vhf-uhf area. And for some time to come, uhf telecasters will face special problems when they go on air in markets also served by vhf.

To see how one "dual" community is faring, we went this week to Roanoke, Va. -- one of the 2 cities which now have both vhf & uhf stations (other being Mobile, Ala.) -- for another in our series of surveys of the uhf markets (Vol. 9:6-10).

Roanoke is in valley hemmed in on all sides by Blue Ridge Mountains. City has population of about 92,000; within 80-mi. radius live nearly 400,000 families. Before city's 2 post-freeze stations went on air, valley's only TV came from

Greensboro, N.C., 83 air mi. away, whose WFMY-TV (Ch. 2) was received by perhaps 2000 families in Roanoke and immediately surrounding area.

Roanoke got its first local TV Dec. 11, 1952, when WSLs-TV began operation on Ch. 10. Owned by Shenandoah Life Insurance Co. (WSLS-AM & FM), station is basic NBC-TV affiliate, also carries CBS programs. Public response has been enthusiastic.

Its coverage area is large, even on interim power of 12.6 kw -- principally because of its lofty antenna site on Poor Mountain, about 15 mi. southwest of town. Antenna is some 4000 ft. above sea level, 3000 ft. above the city of Roanoke. Exec. v.p. James H. Moore claims Class A coverage of 80 mi., covering about 67,000 sets, although no actual set count has been made in area. Station hopes to double its ERP this spring, has most of necessary equipment already installed.

WSLS-TV now goes on air at 7 a.m., signs off about midnight, maintaining a full program schedule except for hour of silence in afternoon -- after only 3 months of operation. Commercially, the operation "has been beyond our expectations," says Moore. Residents of area north and west of Roanoke now get good picture from 2 vhf stations, since debut of WLVA-TV (Ch. 13) in Lynchburg, 45 air mi. from Roanoke.

* * * *

Uhf came on scene shortly after midnight Feb. 15 -- 2 months after vhf -- when WROV-TV (Ch. 27) became city's second TV station. Uhf station -- affiliated with WROV, local AM-FM -- took its time getting on air, tested equipment 18 days before putting out signal, and as result it has never been shut down by technical troubles. Test pattern was put on air without advance notice to community.

WROV-TV's transmitter site seems ideal for community uhf station -- atop 2000-ft. Mill Mountain, in municipally owned recreation park within city limits. Antenna towers above Roanoke's big tourist attraction, "the world's largest man-made star," which can be seen from nearly every part of city.

Radiating 18 kw, antenna is actually 1200-ft. above city, electrically and mechanically tilted 2 degrees to throw maximum signal down on metropolitan area. Beauty of location is that you can figuratively "spit down every chimney in town" from antenna site -- ideal situation for uhf where line-of-sight is all-important.

How far does uhf signal carry in mountainous Blue Ridge area? Gen. mgr. Frank Koehler admits he isn't sure. He's had good reports from outlying areas, but station has been on air for such a short time that no full-dress surveys have been made. "What we want to do first," he says, "is get complete coverage of Roanoke -- we'll worry about the further-out sections later."

Koehler started in radio in 1934 as NBC page in New York, joined WSLs staff before war, served as sales mgr. there, and became gen. mgr. of WROV when it went on air in 1946. Having come up via sales end of radio, he places greatest emphasis on top-notch sales staffs for both WROV & WROV-TV.

TV station began programming March 2, after 2 weeks of test pattern. It is ABC affiliate, got first network programs March 8, just 2 weeks ago. Program hours are 5:30-11 p.m., and, says Koehler, "we have no plans to enlarge this schedule until we're doing the best possible job on what we have now." Station now carries very little network commercial time, nor does it have much national spot, but --

"We're operating in the black right now," says manager Koehler -- "for the first 13 weeks at least."

What's his formula for successful operation of uhf station, ABC-affiliated, in a town which also supports a vhf station carrying NBC & CBS programs? The answer lies in a really good selling job on local accounts, Koehler believes, built around first-rate service to local sponsors, combined with rates within their reach.

"We went on the air with only \$400 in national spot, but our local business ran well into 5 figures," he says. Most of WROV-TV's local business consists of participations in local programs. Station's local shows include "personality and patter" program featuring disc jockey from AM station (who is also one of station's top salesmen); "Kommunity Kwiz", TV version of popular radio show; children's wild west show, combining live and film; 2 daily news shows and feature film. Shows are sold across-the-board on per-participation basis, although some have single sponsor.

Economy is byword in early operation of WROV-TV. Local hourly Class A rate is \$140, among lowest in country; national rate is \$200 (WLS-TV's is \$250).

Station is looking to ABC-UPT merger to provide more and better network programs, "but we're not leaning on it," says Koehler. "We're not depending on ABC to make a sick station well, but to improve an already healthy station."

* * * *

Nobody seems to know how many sets are in area, and nobody has made any real attempt at a census -- RTMA's county-by-county sales figures being used to provide estimates. Within 20-mi. radius of city, most guesses seem to indicate there are about 20,000 sets -- considerably more if you include the cities and towns further out. Of the 20,000, some 75-95% are either equipped to receive Ch. 27 or slated to be converted as soon as servicemen can get to them, dealers and distributors say.

Roanoke area is just beginning to recover from the pandemonium which broke out when 2 stations went on air 2 months apart. Terrific rush to buy sets began in December, when vhf station made debut -- January was just as big or bigger, and mad rush continued through February.

Most sets sold in December and January were vhf-only -- uhf receivers and strips weren't available then in large quantities. Some were sold with guarantee that dealer would convert them to uhf as soon as second station came on air. Many consumers had uhf antennas installed at same time as vhf, separate uhf antenna being put on same mast for about \$5 extra. In the city, most of these were oriented by sight, didn't have to be touched when uhf station went on.

As soon as uhf went on air, dealers and servicemen were swamped with calls to make good their promises and convert those vhf sets, to tune up strips and adapters, to install uhf antennas. Many haven't yet caught up with these demands. And dealers for one big manufacturer, whose converters are just beginning to come in, are only starting to convert sets they sold with promise of immediate conversion.

* * * *

Confusion over uhf is rampant in Roanoke -- among dealers and servicemen as well as public. Old bogey of the indoor antenna has reared its head, and some consumers -- who have heard references to uhf's nulls and shadows -- insist they're in "dead spot" if they can't get picture with built-in or indoor antenna. But local RCA Service Co. says it's having no difficulty getting excellent pictures all over Roanoke area, with proper antenna installations.

Many early installation jobs were sloppy, had to be done over again. As in all of the other uhf areas we visited, indoor antennas and built-ins provide good pictures in some cases, adding to general confusion about the need for good outdoor installation. Some dealers, unfortunately, have contributed to the "indoor antenna" legend -- mainly due to lack of knowledge about uhf.

Uhf strips and 1-2-&-3-channel converters are popular in Roanoke -- more popular than in any other market we've visited to date. Reason is probably that Roanoke's Ch. 27 is only commercial uhf allocation within 35 mi. City is also allocated educational Ch. 33, for which there are no applications, and Blacksburg (26 mi.) has educational uhf channel, with no application. Roanoke is also assigned Ch. 7, which is contested by WDBJ and Polan Industries.

* * * *

Number of TV dealers in Roanoke swelled to about 150 from 15 or 20 when the first station went on air. Scores of dealers moved in from out of town, set up big showrooms and advertised heavily in local papers, with price the biggest attraction.

There's considerable evidence of "dumping" by out-of-town dealers. Some ads feature "discontinued models" and such items as "brand new" 12½-16-&-19-in. sets. Many dealers are said to have brought in huge stocks from out of town.

Complaints poured in on local Better Business Bureau, most of them by consumers against newcomers in town -- but also, according to BBB mgr. Frank Sherertz, by "dealer against dealer, dealer against distributor, distributor against dealer, dealer against manufacturer, and manufacturer against manufacturer."

Principal complaints from consumers, listed by BBB: (1) Some dealers charge

\$10 "deposit" for "free home demonstration". (2) Failure to get service when needed. (3) Failure of dealer to disclose hidden charges. (4) Fake "trade-in" deals. BBB says most offenders mended their ways, complaints have narrowed to very few firms.

Furor of first 3 months has ended now, and buying apparently has settled to normal seasonal pattern -- but still on much higher level than before local stations opened. Demand still exceeds supply for lower-priced sets of some makes, particularly 21-in. table models. Vhf-only sets are still coming into area to fill demand from rural sectors, but in Roanoke and immediate vicinity everything is vhf-uhf.

TRANSMITTER is already on way to KVEC-TV, San Luis Obispo, Cal., which got Ch. 6 grant only last week (Vol. 9:11). Station hasn't yet announced on-air date or other plans, but long-standing order put it near top of DuMont priority list for 5-kw unit. Early starts for WROM-TV, Rome, Ga. (Ch. 9), and KTXL-TV, San Angelo, Tex. (Ch. 8), are also indicated with shipments definitely scheduled by DuMont—the first this week and the second next. WROM-TV previously announced early July start and KTXL-TV, half-owned by Mayor Armistead Rust, has reported plans for July start. DuMont transmitter div., incidentally, is doubling production facilities by occupying 2 buildings it previously shared with instrument div. at 1500 Main Ave., Clifton, N. J. Latter moves to 760 Bloomfield Ave.

RCA this week shipped one vhf transmitter and 2 uhf. Interim 2-kw went to KFOR-TV, Lincoln, Neb. (Ch. 10), whose target date is April 15. The 1-kw uhf units went to WFLL-TV, Fort Lauderdale, Fla. (Ch. 23), planning on April debut, and WBKZ-TV, Battle Creek (Ch. 64), which had announced May date. Next week RCA plans to ship two 2-kw transmitters—one to shared-time grantees KMBY-TV, Monterey, & KSBW-TV, Salinas, Cal. (Ch. 8), which will use same facilities (Vol. 9:8), and one to KROC-TV, Rochester, Minn. (Ch. 10).

GE's shipping schedule for next week includes 100-watt transmitters to WEEU-TV, Reading (Ch. 33), and KRTV, Little Rock, Ark. (Ch. 17), both of which anticipate April starts. Two uhf stations now on air with GE 100-watt units are slated to get 12-kw amplifiers next week—WKAB-TV, Mobile (Ch. 48), which went on air Dec. 29, and WHYN-TV, Holyoke, Mass. (Ch. 55), which made debut March 8.

First 16-bay vhf antenna will be shipped in April to KSWS-TV, Roswell, N. M. (Ch. 8). Federal, furnishing it along with transmitter, says it will have gain of 17.1. Station is due on air May 15.

* * * *

These reports from vhf grantees were received this week in our continuing survey of upcoming new stations:

Shared-time grantees WVET-TV & WHEC-TV, Rochester, N. Y. (Ch. 10) both hope to get going in early fall, says WVET-TV president Ervin F. Lyke. Stations will jointly own and operate GE 5-kw transmitter, and their antenna will be added to that of WHAM-TV on Pinnacle Hill tower, which was built to accommodate up to 3 TV antennas. WVET-TV & WHEC-TV hope to get GE 20-kw amplifier as soon as possible after going on air. WVET-TV will have studios on seventh floor of Central Trust Bldg., offices on fourth floor. No rep has been selected.

WNCT will be call letters of Ch. 9 outlet granted last week to owners of WGTC, Greenville, N. C., whose mgr. A. Hartwell Campbell reports August or Sept. 1 start is contemplated, with RCA 10-kw transmitter and 12-bay antenna ordered and 800-ft. Skyline tower due for delivery in 6 weeks. Bids for transmitter building will be let within week, with 8 weeks to be allowed for completion. Pearson will be national rep.

KGVO-TV, Missoula, Mont., which got Ch. 13 grant last week, has tentatively set debut date as July 4, 1954.

Owner A. J. Mosby says make and type of equipment will be decided on at the NARTB convention in Los Angeles April 28-May 1. Construction plans will be determined after purchase of equipment, he adds. Gill-Perna will be rep.

KGGM-TV, Albuquerque, N. M. (Ch. 13) hasn't ordered equipment yet, but owner A. R. Hebenstreit reports plans all made for June 1 start of construction atop 10,655-ft. mountain. He expects station can get going by Sept. 15, says Nov. 1 is "must" due to weather conditions. Weed will be rep.

WHBQ-TV, Memphis (Ch. 13), owned by Harding College, expects to start test pattern Aug. 1. Gen. mgr. John Cleghorn says studio and transmitting equipment are on order from RCA, construction is still in planning stage and no rep has been selected.

KEPO-TV, El Paso (Ch. 13) reports construction underway, on-air date Aug. 15-Sept. 1. Station got grant last October, has ordered RCA 10-kw transmitter and 12-bay antenna. Avery-Knodel will be rep.

KFEQ-TV, St. Joseph, Mo. (Ch. 2) changes its starting date from April 1 to "indefinite" because of delays in fabrication of 650-ft. Lehigh tower and in delivery of RCA transmitter, which isn't yet in sight.

KCSJ-TV, Pueblo, Col. (Ch. 5) now has moved up on-the-air date to about May 15. Though RCA transmitter plant is on hand, tower isn't up yet. Avery-Knodel is rep.

KELO-TV, Sioux Falls, S. D. (Ch. 11) has moved up test-pattern starts to April 5, due to tower delays, commercial to April 12, reports mgr. Evans Nord. O. L. Taylor is rep.

U of Houston's KUHT (Ch. 8), first educational station actually to get going, has had to postpone opening date to April 20, due to equipment difficulties, reports TV-radio chairman John C. Schwarzwalder. It had previously announced March 29 tests, April 2 programming. Formal university courses via TV, plus music, drama and discussions, as well as telecasts of student life and athletics, will comprise schedule.

* * * *

Reports from uhf grantees included:

WICS are call letters sought for grant to Plains Television Corp., Springfield, Ill. (Ch. 20), which C. G. Alexander, as gen. mgr. of the TV stations of theatremen Herbert Scheftel & Alfred G. Burger, says has ordered RCA equipment and aims for June 1 debut. No rep has yet been chosen. Other Scheftel-Burger grants: WFTV, Duluth (Ch. 38), aiming for May 1, with RCA equipment; KETV, Little Rock, Ark. (Ch. 23), no date; KWTW, Sioux City, Ia. (Ch. 36), no date.

WLBC-TV, Muncie, Ind. (Ch. 49), which originally set March 1 date and later pushed it ahead to mid-summer, now has set April 15 as target date for test pattern. RCA transmitter has been received "and all of our control and studio equipment is installed and operating," writes president Don Burton, and Beasley Construction Co., of Muskogee, Okla., began erecting tower March 16. He adds: "We have enough business already booked to offset our operat-

ing costs." Reps will be Walker, New York, and Hal Holman Co., Chicago.

WKJF-TV, Pittsburgh (Ch. 53) has set May target date. Its RCA transmitter is due to be shipped end of this month or early April (Vol. 9:11). RCA studio equipment and GE antenna will be used, says owner Mrs. Agnes J. Reeves Greer, who adds that transmitter will be housed in existing FM studio building and that TV studio is now under construction. National rep hasn't been named. Mrs. Greer owns WKJF-FM in Pittsburgh and AM stations in Morgantown & Elkins, W. Va. and Dover, O.

Dallas and Houston uhf grantees (Ch. 23 in both cities), the oilmen R. L. Wheelock, W. L. Pickens & H. H. Coffield, contemplate early fall starts with RCA equipment, are now taking construction bids, reports their counsel Ross K. Prescott, Dallas. They're same principals who were once stockholders in KPHO-TV, Phoenix, and KEYL, San Antonio, later sold.

WETV, Macon, Ga. (Ch. 47) will start tests in early July, commercial operation Aug. 1, reports Edward M. Lowe, president. Contract has been signed for RCA equipment, including one film and one studio chain. R. R. Owen has been named chief engineer, only TV staffer yet selected. Mr. Lowe, electrical wholesaler, also controls radio station WNEK.

KIMA-TV, Yakima, Wash. (Ch. 29) should transmit test patterns in June, with commercial telecasting to start 30 days later, reports v.p. Tom Bostic. Transmitter building on Ahtanum Ridge has been completed, awaiting GE equipment. Meanwhile, meetings are being held with dealers and every Monday night the "KIMA-TV story" is being told to community via KIMA radio. Weed will be rep.

WCOV-TV, Montgomery, Ala. (Ch. 20) now sets April 1 as day for test pattern to begin, April 6 for commercial debut with CBS-TV programming, all equipment from RCA due to have arrived by March 29. O. L. Taylor is rep.

WILK-TV, Wilkes-Barre (Ch. 34), originally announced for February, then for April (Vol. 8:43, 9:6), now informs us GE equipment has again been delayed, this time until latter May, pushing on-air date to June or later. Managing dir. Thomas P. Shelburne lists these dept. heads: Hal Berg, programs; Francis Lee, film; Theodore French, chief engineer; Malcolm Dale, sales.

WHIZ-TV, Zanesville, O. (Ch. 50) now anticipates test pattern about April 20, commercial programming weekend of May 1. RCA transmitter should be shipped end of this month, filterplexer about 2 weeks later, says managing dir. Vernon A. Nolte. Executives are: Nate

Milder, sales dir.; Robert Maley, program dir.; Wm. A. Hunt, chief engineer. Pearson is national rep.

WCHA-TV, Chambersburg, Pa. (Ch. 46) has ordered RCA equipment, should get started by July, has named Forjoe, reports v.p. & gen. mgr. John S. Booth. He and pres. C. M. Cassel also hold CP for WTVE, Elmira, N. Y. (Ch. 24) for which RCA equipment has also been ordered and which they hope to get on air by May 15 (Vol. 9:10).

WRAY-TV, Princeton, Ind., granted Ch. 52 week ago, reports its construction plans are still "on paper" and no target date set yet or rep chosen; however, gen. mgr. Bryan Davidson reports it has ordered DuMont 5-kw transmitter, RCA 16-bay antenna, 2 DuMont camera chains, and has erected new and taller tower to accommodate both AM and TV.

Beloit Broadcasting Co., Ch. 57 grantee for Beloit, Wis., reports no commitment has been made yet on purchase of equipment. Station mgr. Vern W. Williams says no target date has been set but "our hopes are to be on by late fall of 1953." He adds: "Construction plans have not jelled yet. What we do depends a great deal on further study of uhf coverage by other stations." Call letters haven't been chosen. Mr. Williams says George W. Clark Inc. will probably be rep.

WTVH-TV, Peoria, Ill. (Ch. 19) is saying Sept. 1 to inquiries about starting date but, reports pres. Hugh R. Norman, "we hope for June 1953." It depends largely on equipment, an RCA 1-kw transmitter with antenna having been ordered. Petry will be national rep.

KTVE, Longview, Tex. (Ch. 32) reports equipment ordered from GE, construction now in progress, target date July. Combined studio-transmitter building will contain 2 live studios. Forjoe will be rep. A. James Henry, appliance dealer, is president; Wm. M. Morrow, commercial mgr.

WPAQ-TV, Mt. Airy, N. C. (Ch. 55) is aiming at fall debut, writes owner Ralph Epperson, who got CP last week. Construction will begin "in near future," he says, but equipment and rep haven't yet been selected.

WICA-TV, Ashtabula, O. (Ch. 15) has completed all construction except installation of RCA transmitter, antenna and studio equipment, plans to turn on juice in late summer or early fall. No rep chosen.

WHKP-TV, Hendersonville, N. C. (Ch. 27) may get going in August or September, reports mgr. Kermit Edney, who says RCA equipment has been ordered, Headley-Reed appointed national rep.

WWNY-TV, Watertown, N. Y., has ordered Ch. 48 equipment from GE, hopes to be in operation Nov. 15.

Ban on big league baseball TV in minor league territory is sought in bill (S. 1396) introduced March 20 by Sen. Edwin Johnson (D-Col.), Western League president. It would permit baseball to reinstate 1949 rule that defined minor league club's home territory as area within 50 miles and prohibited major league TV-radio in that area—unless permission were granted by minor league clubs. Justice Dept. advised baseball leaders that rule violated anti-trust laws and it was dropped. Sen. Johnson said result is that minor leagues are being destroyed by "continual invasion" of their territory by major league TV-radio. TV is blamed for move of Boston Braves' major league baseball franchise to Milwaukee by owner Lou Perini, who says: "What did motivate the move was advent of TV which has made Boston a one-team city." Most baseball observers agree, however, that New England baseball fans traditionally followed Boston Red Sox, and Braves' attendance generally fell below that of Red Sox even in pennant-winning year of 1948. College football, meanwhile, began to plan its own TV fall program over weekend when National Collegiate Athletic Assn. TV committee met in Kansas City with network representatives.

Multiplexed use of FM stations to provide various radio services in addition to the basic FM signal was urged from another party this week—FM inventor Edwin Armstrong, who demonstrated system this week in New York. System, developed by Armstrong, and Columbia U colleague John H. Bose, employs subcarrier to impose at least one additional signal, possibly more, on FM carrier. Armstrong said system would enable FM broadcasters to operate equivalent of 2 or more stations, thus enhancing revenue potential. FCC has long had before it a petition to permit such operations, Multiplex Development Corp. (Wm. Halstead), New York, having filed on Sept. 27, 1950 after tests with developmental station KE2XKH. Just 2 weeks ago, similar petition was presented by WMIT, Marion, N. C., which operates from lofty Mt. Mitchell. Consulting engineer Raymond Wilmotte demonstrated multiplexed FM couple years ago. Petitioners say following types of service can be carried by FM stations without disturbing basic signal or requiring extra spectrum space: facsimile, teletype, transit radio, storecasting, functional music, "third-dimensional sound," emergency defense communications, etc.

Personal Notes: Easton C. Woolley, ex-NBC station relations director, resigns as exec. v.p. of KDYL-TV & KDYL, Salt Lake City, hasn't announced future plans . . . Henry Howard Jr., CBS Radio senior attorney, named CBS-TV director of business affairs, Hollywood, replacing Martin Leeds, now exec. v.p. of Desilu Productions (*I Love Lucy*); Robert J. Dunne replaces Howard . . . Ken Craig, executive asst. to H. Leslie Atlass, CBS v.p. & station gen. mgr., named operations director, WBBM-TV, Chicago (formerly WBKB); Newell T. Schwin succeeds Craig . . . George Kapel, ex-WAAB, Worcester, Mass., appointed station mgr., Duane M. Weise, ex-GE, named chief engineer, of U of Missouri's commercial KOMU-TV, Columbia, Mo. (Ch. 8), shooting for mid-summer start . . . Frank Bourgholtzer, NBC-TV White House correspondent, to become network's chief correspondent in Paris & NATO, replacing William Frye . . . Lefferts A. McClelland named director of operations, WNBW & WRC, Washington, replaced as technical director by John McCollom . . . Emil A. Sellars, ex-WBTV, Charlotte, named chief engineer of upcoming WGVL, Greenville, S. C. (Ch. 23), aiming for Aug. 1 start . . . Harold Kirsch, formerly head of own St. Louis agency, named local sales mgr., WTVI, Belleville, Ill. (St. Louis), due to begin operating about May 1 on Ch. 54 (Vol. 9:8) . . . Andrew N. McLellan named TV consultant to Canadian Assn. of Broadcasters . . . Frank W. Heaston, ex-adv. director, Le Blanc Corp. (Hadaacol), named publicity director, KSTL & upcoming KSTM-TV, St. Louis (Ch. 36), due on air Sept. 1 . . . Wilbert A. Perry, ex-Young & Rubicam, Toronto, named broadcasting dept. mgr., Leo Burnett Co. of Canada Ltd. . . . Frank J. Reed, ex-mgr. NBC-TV sales service, joins TV-radio dept., Sullivan, Stauffer, Colwell & Bayles . . . Merrill Mueller joins Dave Garroway and Jack Lescoulie on NBC-TV's *Today* staff as news editor & commentator, replacing James Flemming . . . Jack L. Barton promoted to asst. mgr., NARTB station relations dept., with headquarters in San Francisco . . . Richard B. Wheeler promoted from sales staff to new post of gen. sales mgr., WTOP-TV & WTOP, Washington.

EDUCATIONAL-TYPE programming will be undertaken by CBS-TV in 26-week film series dramatizing research and cultural projects in 21 American universities, titled *The Search*, 30-min. Sunday program tentatively scheduled to begin in October. Under plan, announced at special news conference March 18 by CBS-TV v.p. Hubbell Robinson Jr., series (costing estimated \$20,000 per program) would be sustaining at start, though "the right kind of sponsor would be acceptable."

One phase of education or research will be featured at different college each week, will include such diverse subjects as underwater explorations, old age, heart disease and teaching English to foreign students. Roy Lockwood, producer, said he hoped to start work on films within month. All films will be shot "on location."

Plan won high praise of educators, Dr. Milton Eisenhower, president of Penn State College, one of participating schools, commenting: "CBS-TV will present more than an interesting report on modern educational activities. It will also demonstrate the social usefulness of TV and provide an admirable example of the manner in which American private enterprise is now rendering helpful public service."

Participating schools: Universities of California, Chicago, Iowa, Louisville, Michigan, Minnesota, North Carolina, Pennsylvania, Southern California, Utah, Washington; Brown, California Institute of Technology, Colorado School of Mines, Columbia, Cornell, Massachusetts Institute of Technology, North Carolina State, Northwestern, Ohio State, Penn State.

Network Accounts: ABC reports \$7,500,000 total new and renewed business for Jan.1-March 18 period, \$4,500,000 of it TV, including 7 TV sales, 3 renewals, 7 new radio sales, 4 renewals . . . Procter & Gamble (Prell, Ivory Snow, etc.) buys Fri. 3:45-4 p.m. portion of *Welcome Travelers*, starting May 1, on NBC-TV, Mon.-Fri. 3:30-4 p.m., thru Biow, in addition to same time period it now sponsors Mon.-Thu.; firm (Oxydol & Dreft) also adds Mon. 4-4:15 p.m. portion of *Kate Smith Hour*, starting March 16, on NBC-TV, Mon.-Fri. 4-5 p.m., to its current sponsorship of same time period Tue.-Thu., thru Compton Adv. . . . Nash-Kelvinator Corp. (Kelvinator Div.) is first sponsor signed for *Break the Bank*, buying Wed. 3:15-3:30 p.m. portion, starting April 1, on NBC-TV, Mon.-Fri. 3-3:30 p.m., thru Geyer Adv.; program returns to network March 30 . . . Minnesota Mining & Mfg. Co. (Scotch Tape) buys Tue. 10-10:30 a.m. portion of *Ding Dong School*, starting May 5, on NBC-TV, Mon.-Fri. 10-10:30 a.m., thru BBDO; Scott Paper Co. is Thu. sponsor, General Mills (Kix) Fri. . . . Pearson Pharmacal Co. Inc. (Endds) buys alt. Sat. 7:30-8 p.m. time period on NBC-TV, and may sponsor *One Man's Family*, starting April 6, thru Harry B. Cohen Adv. . . . Hoover Co. (vacuum cleaners) buys 6 participations in *Today*, starting April 13, on NBC-TV, weekdays 7-9 a.m., thru Leo Burnett . . . Nestle Co. Inc. (Nescafe) becomes third co-sponsor of *Jackie Gleason Show*, replacing Thomas Leeming & Co. (Baume Bengue) March 28, on CBS-TV, Sat. 8-9 p.m., thru Sherman & Marquette; other 2 sponsors are Bristol Myers Co. (Ipana) and Schick Electric Shavers . . . Brown Shoe Co. Inc. drops *Smilin' Ed McConnell*, after April 11, on CBS-TV, Sat. 11:30 a.m.-noon, thru Leo Burnett . . . General Cigar Co. (Robert Burns) still moving *Herman Hickman Show* from NBC-TV to ABC-TV, as reported previously (Vol. 9:10-11), but new program time indefinite . . . Carter Products Inc. (Rise shave cream) buys co-sponsorship of *The Plainclothesman* on DuMont, Sun. 9:30-10 p.m., thru Sullivan, Stauffer, Colwell & Bayles; Larus & Brother Co. Inc. (tobacco) is current sponsor.

Realignment of executives of General Teleradio and Mutual network as announced by president Thomas F. O'Neil: James E. Wallen shifts from MBS treasurer to v.p.-treas. & director of General Teleradio. MBS v.p.'s Earl M. Johnson (engineering & station relations) and Robert A. Schmid (adv., public relations & research) become General Teleradio v.p.-directors, also retain MBS posts. Patrick Winkler, controller of Yankee div., named general auditor of parent company; MBS exec. producer Herbert Rice becomes director of new program development dept. for both network & WOR-radio; Bert J. Hauser, MBS co-op programming mgr., becomes director of co-op div., established as separate unit.

First woman registered as consulting engineer in TV-radio field in District of Columbia is Elizabeth Dahlberg, of McIntosh & Inglis, rather than Virginia Erwin, of Page, Creutz, Garrison & Waldschmitt. Our report of last week (Vol. 9:11) was in error, because Mrs. Dahlberg was registered 12 days before Miss Erwin. A third lady consultant is Marianna Woodson Cobb, of Kear & Kennedy, whose application for registration is now pending. There are a few other women electrical engineers in Washington, most of whom work for Govt., including Irma Galane, wife of Morton Galane, attorney on staff of Roberts & McInnis.

Trade publication changes: (1) K. (Haps) Kemper elected v.p. in charge of Indoor Div. which includes TV-radio dept., *Billboard Magazine*. (2) Bert Briller, *Variety*, named copy chief, ABC-TV sales development dept. (3) Winfield R. Levi, sales mgr. of *Broadcasting Magazine*, named business mgr. of N. Y. office, succeeding Sol Paul, resigned to start own TV publication.

BUSINESS IN GENERAL—WHAT THE EXPERTS SAY: Those predicted price increases in the TV-radio trade haven't materialized -- and if the industry follows the pattern of the rest of the business community, it doesn't look like they will this year. Certainly not on present models, at any rate, despite end of controls and good markets.

Since trends in business as a whole are apropos in considering developments in TV-radio field, we've digested some recent appraisals by foremost authorities.

Consumers are ready to buy. That's happily evident from Federal Reserve Board's 8th annual Survey of Consumer Finances, prepared for it by U of Michigan Survey Research Center, released this week in summary form; details will follow in 3 separate installments. Said report:

"Plans to purchase major household goods, especially TV sets and furniture, are substantially more numerous than they were a year ago," adding: "A factor evidently at work in shaping consumer attitudes throughout 1952 and early 1953 was the stability of consumer prices. An additional factor in buying intentions this year is the more lenient credit terms available compared with a year and 2 years ago."

Some other highly educated opinions on the American economic scene came to our attention this week in March 16 United Business Service, of Boston, which we've summarized for evaluation of what 1953 holds in store for businessman:

ALEXANDER HAMILTON INSTITUTE -- "Business should continue at high levels over the rest of 1953. Increased defense spending will offset any slowing in civilian lines." On commodity prices: "Some firming is likely, though it may be temporary. No sharp deflation is in prospect." On production: "Total 1953 production will top 1952, but activity is unlikely to remain at current high levels."

BABSON'S REPORTS -- "First quarter activity will probably mark the high for this year. A gradual decline is expected to get under way sometime during the next 6 months." On prices: "While rallies are likely in some items, no reversal of longer term downtrend is indicated." On production: "Downturn is likely this spring or summer. Consumer durables appear most vulnerable."

INTERNATIONAL STATISTICAL BUREAU -- "Near term business trend remains upward, with leveling off tendencies indicated later in 1953. Defense spending this year will probably exceed 1952." On prices: "Prices will show a relatively firm trend over near term. Sharp advances are unlikely." On production: "Continued high rate of production this spring will create some overstocking by midyear."

STANDARD & POOR'S -- "Business outlook continues favorable. Activity will remain at high levels at least through the first half. Odds still favor some tax relief this year." On prices: "Despite advances in a few items, decontrol will have little effect on over-all price structure." On production: "Any further production gains will be very gradual. No early decline, however, is in prospect."

NATIONAL SECURITIES & RESEARCH -- "Increased consumer demand and near-record outlays for plants, equipment, construction and rearmament should sustain high level of activity." On prices: "The general commodity price level should remain substantially unchanged over the near term." On production: "Production rates are expected to remain within range of the postwar record recently attained."

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From all of which, United Business Service adduces a "united opinion" that "business will show a steady to slightly rising trend this spring; major setback is unlikely this year." Basic price trend, it states, remains downward though some items will show "firming tendencies." And "output will be well maintained over the next few months, but any further gains will be moderate."

And the ever-astute Kiplinger Washington Letter says business for the year as a whole will be good, better than '52, with a bang-up first half boom running

along about as-is; then, after midyear, some softening, some top froth off the boom. Next year, Kiplinger says, is "still cloudy," probably won't be as good as '53.

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TV production totaled 167,279 (8629 private label) week ended March 13, tenth of year, up from 166,235 preceding week and 151,944 Feb. 27. Factory inventories reached year's high of 163,665, compared to 141,170 preceding week. Ten-week comparison of TV production reveals favorable position of output this year over 1952, preliminary tabulation showing 1,752,303 sets vs. 1,019,427 same 1952 period.

Radios continued to hold to high production level, totaling 306,683 (146,817 private), down from 309,234 preceding week. Factory inventories went to year's high of 354,496, up from 324,039 on March 6. Week's radios: 88,421 home sets, 30,932 portables, 59,219 clock, 128,111 auto.

Trade Personal: Edward C. Hughes Jr., asst. to L. W. Teegarden, retains that job with Mr. Teegarden's move from RCA Victor, Camden, to parent RCA in New York as exec. v.p. . . . Virgil M. Graham, Sylvania Labs, named vice chairman, electrical standards board, American Standards Assn. . . . Milton R. Rackmil, Decca, reelected president of Record Industry Assn. of America; other 1953 officers are Lawrence K. Green, Vox, v.p.; Harry C. Kruse, London, v.p.; Frank B. Walker, MGM, treas., with John W. Griffin continuing as exec. secy. . . . Ogden H. MacGillivray named eastern district mgr., Westinghouse electric appliance div., succeeding W. H. Loeber . . . Dr. Ralph A. Schaefer elected v.p. in charge of materials development, Clevite Corp. . . . F. Gilbert White, ex-Adams Distributors Co., Boston, appointed Sylvania southeast sales mgr., Memphis . . . J. S. Lanahan resigns as DuMont mid-Atlantic regional mgr., effective April 6 . . . Eric Pohle promoted to asst. engineering mgr., DuMont CR tube div. . . . Edward J. Mearsheimer appointed controller, Audio & Video Corp. and subsidiaries . . . Robert T. Bogner named Clarostat personnel director . . . Paul E. Bryant, ex-Zenith western sales mgr., named gen. mgr., Hoffman Radio Los Angeles factory branch.

Pacific Vogue Radio & Television Co., 1023 E. Adams Blvd., Los Angeles, is now shipping its sets as far east as Montana, reports sales v.p. Myron Blackman, ex-gen. sales mgr. of National Electronics Mfg. Co. (Natalie Kalmus) who quit that firm to go into own business. He states it has orders for private-label sets from big Los Angeles dealers Dorn's and Flash, and will manufacture own brands of TVs, radios, sound equipment and bases for table model TVs. New firm has 24,000 sq. ft. of production facilities. President is Lee Rubenstein, secy.-treas. Charles L. Culp.

Involuntary bankruptcy petition was filed in Chicago District Court March 17 against Jackson Industries, 500 E. 40th St., manufacturer & distributor of Trans-Vue TV receivers. Petition was filed by Standard Coil Products Co., with claim of \$26,000; Globe Cabinet Co., \$25,000; Croname Inc., \$15,000. Hearing was set for March 24.

January excise tax collections on TVs, radios & phonos were \$16,637,165, compared with \$18,635,076 in December and \$14,778,466 in Jan. 1952. On refrigerators, air conditioners, etc., Govt. collected \$4,540,040 in January vs. \$7,018,765 in December and \$2,965,832 in Jan. 1952.

General Instrument Corp. acquires plant, its fourth, at Danielson, Conn., plans to enlarge other 3 at Elizabeth, N. J., Chicopee, Mass. & Joliet, Ill. for expansion of TV-radio & other electronics parts production.

Straus-Frank Co.'s Robert D. Straus, Houston (RCA distributor) heads new Texas Radio Corp., formed to take over 75% of radio station KTHT from Mayor Roy Hofheinz for reported \$600,000 and to apply for TV Ch. 13.

Topics & Trends of TV Trade: Prospects for return of consumer credit restrictions similar to late Regulation W now appear to be thoroughly squelched. As if disclaimer of Federal Reserve Board were not enough (Vol. 9:10), Committee for Economic Development this week came out strongly for President Eisenhower's policy of indirect controls through regulation of money market, rather than by consumer credit, issuing report praising Federal Reserve practice of keeping reserve requirements high, purchasing bank securities cautiously and raising its interest rate. President is known to rely on advice of CED, and report can be construed as indicative of Administration intentions.

Report titled *Flexible Monetary Policy* was drawn up by subcommittee headed by J. Cameron Thomson, president of Northwest Bancorporation of Minneapolis. A non-partisan research organization, CED has long been noted as "hard money" advocate. Several of its former members are in Administration, including Secretary of the Treasury Humphrey and Undersecretary Folsom.

Apropos of credit restrictions, National Industrial Conference Board, 247 Park Ave., New York, issued report noting rise in installment sales and loan credits to record \$25.1 billion in 1952, following lifting of Regulation W last May, as compared to \$20 billion in 1951.

Standby controls on prices & wages, to be used in case of economic emergency, appear to be in the cards. President Eisenhower told Sen. Capehart (R-Ind.) last week he wouldn't hesitate to sign such legislation, if passed by Congress. Capehart, chairman of Senate Banking Committee which has been holding hearings on standby controls, predicted bill (S. 1081) giving President authority to freeze wages & prices for 90 days would be ready for Senate action within 3 weeks.

Distributor Notes: Leo J. Meyberg (RCA), San Francisco, names Edward G. Martin v.p.; Hamburg Bros., Pittsburgh, appoints Frank H. Stiening merchandise mgr. . . . Frank Elliott Co., former Raytheon Philadelphia distributor, liquidates; territory taken over by Raytheon factory branch . . . Radio Distributing Co. (Sylvania), Grand Rapids, names Lewis D. Ross TV & appliances mgr. . . . GE Buffalo appoints Edward J. Nyhan adv. mgr. . . . Hallcrafters names General Products Co., Honolulu . . . CBS-Columbia appoints Pacific Coast Heating & Appliance Co., Seattle . . . Emerson appoints Wm. M. Wider Distributing Co., St. Louis . . . Stewart-Warner names Daybert Distributing Co., Detroit (Robert Parkans, pres.); Standard Electric Co., Bangor, Me. (Julius Stone, pres.) . . . Kaye-Halbert appoints Minthorne Music Co., Phoenix.

Armour Research Foundation's \$1,500,000 damage suit against Wilcox-Gay Corp., charging patent infringement on magnetic recorder, was dismissed March 12 by Chicago District Court Judge Wm. J. Campbell.

SHIPMENTS OF TVs to dealers started off at brisk rate in 1953, with 695,087 sets sold in January, compared to only 371,689 in same month of 1952 and 965,891 in Dec. 1952 (6-week statistical month), according to RTMA's state-by-state and county-by-county table released this week. It compared with Jan. production of 719,234, factory inventories of 135,228, distributor inventories of 406,743 at month's end. Every state in nation shared in shipments, New York leading with 65,557; Pennsylvania second, 58,679; California third, 50,402. Nevada, still without TV, received 9 sets. RTMA state-by-state figures (county-by-county tables available from RTMA on request):

State	Total	State	Total
Alabama	14,591	Nebraska	5,377
Arizona	4,842	Nevada	9
Arkansas	4,407	New Hampshire	2,786
California	50,402	New Jersey	15,027
Colorado	10,920	New Mexico	1,274
Connecticut	10,016	New York	65,557
Delaware	1,414	North Carolina	19,494
District of Columbia	5,507	North Dakota	31
Florida	10,947	Ohio	43,900
Georgia	14,501	Oklahoma	10,463
Idaho	1,040	Oregon	8,679
Illinois	42,931	Pennsylvania	58,679
Indiana	26,909	Rhode Island	2,632
Iowa	13,601	South Carolina	4,166
Kansas	5,882	South Dakota	689
Kentucky	10,202	Tennessee	10,470
Louisiana	9,129	Texas	45,379
Maine	2,544	Utah	6,667
Maryland	10,680	Vermont	1,357
Massachusetts	23,683	Virginia	15,639
Michigan	25,062	Washington	16,699
Minnesota	11,351	West Virginia	11,403
Mississippi	6,193	Wisconsin	13,335
Missouri	18,378	Wyoming	220
Montana	23	Grand Total	695,087

Note: Similar figures covering the 922,799 radios sold to dealers in January (when production was 1,093,142 units, with factory inventories of 253,621 and distributor inventories of 697,695) were also compiled by RTMA.

GE's new 5-kw and 250-watt uhf transmitting tubes, being introduced at March 23-26 IRE convention in New York, will be sampled to other manufacturers next month, placed in production third quarter. Both are ceramic-metal tetrodes. It would take 18-24 months to build uhf transmitter around 5-kw unit, which takes about 400 watts of driving power; engineers question whether it would be uneconomical compared with GE's 12-kw transmitter. The 250-watt tube, however, may be used fairly soon in 250-watt uhf transmitters if that power proves adequate for small-area coverage. If it is adequate, kits may be provided to convert GE 100-watt transmitters which are now in use.

Fabulous record from first post-freeze new TV market: Denver wholesalers sold dealers 9322 TVs in January, 10,244 in February, to bring total to 134,865 since last July 18, when city's first station, KFEL-TV, went on air (8:29-30). NBC Research gave Denver area 110,000 sets-in-use as of Feb. 1.

New uhf converter, using continuous tuning to receive all 70 uhf channels, was announced this week by Electro-Voice Inc., Buchanan, Mich., manufacturer of speakers and TV-radio parts. In compact plastic cabinet, it's identified as model 3300 and lists at \$49.95.

CBS has developed 6-ft. color TV projection unit, to be demonstrated this year at American Medical Assn. convention in New York, it discloses in annual report.

Hoffman Radio sales in 1952 totaled \$34,769,201, increase of 70% over preceding year's \$20,487,258, net income rose to \$1,623,768 (\$2.84 a share) from \$457,961 (80¢). In annual report, president H. Leslie Hoffman said upswing reflected sharp growth in sales of TV and military equipment, and that TV orders in last half of 1952 were in excess of production due to labor and certain components. These conditions have been overcome, he said, and company is now producing at double last year's rate.

Financial & Trade Notes: CBS achieved record net income of \$6,445,506 (\$2.75 a share on 2,340,896 shares) on gross revenues of \$251,594,490 for 1952, compared with \$6,360,097 (\$3.10 on each of 2,051,491 shares) on gross revenues of \$192,384,608 in 1951. CBS-TV's 1952 gross billings exceeded 1951 by more than 50%, revenues coming from 102 advertisers, including 40 newcomers. Network reports that all operating units showed increases except CBS Radio. It predicts that TV homes will jump 27% to 27,000,000 by end of 1953.

CBS-Hytron's 150,000-sq. ft. construction project at Newburyport, Mass., is aimed at satisfying anticipated heavy demand for 27-in. & 24-in. picture tubes. Though transistor production will be increased, Hytron says production and sales of vacuum tubes "will probably actually increase." Germanium diode production, now 30,000 daily, has been stepped up "far in excess of original plans." Sales of Columbia Records increased 14.5%, "the largest increase registered by any major record manufacturer."

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Admiral's 1952 sales were second highest in history, but net income dropped from 1951 because of higher taxes. Sales in 1952 totaled \$190,724,356, up \$4,799,298 from 1951's \$185,925,058 but still considerably below 1950's record \$230,397,661 (Vol. 8:9). Net earnings in 1952 were \$8,711,133 (\$4.43 a share) vs. \$9,586,833 (\$4.88) in 1951 and \$18,767,554 (\$9.73) in 1950. Earnings before income taxes were \$19,137,005 in 1952 and \$18,793,583 in 1951. Fourth quarter 1952 set all-time sales record.

Annual report says over \$5,800,000 was invested last year in property, new construction, machinery, etc., bringing company's total production & warehouse facilities to 2,250,000 sq. ft. President Ross Siragusa said unit sales of Admiral TV sets in export market were double those of 1951, and on domestic market company was "hard-pressed to maintain production with sales." Admiral's TV-radio sponsorship of national political conventions last summer (ABC network) was credited with playing major role in depleting company's inventory of refrigerators by September. Year-end backlog of govt. contracts was \$85,000,000.

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Zenith reports record net income of \$5,845,933 (\$11.87 a share), increase of 9%, on sales of \$137,637,697, up 25%, for 1952, compared with \$5,370,740 (\$10.91) on sales of \$110,022,780 in 1951. Final 6 months saw highest level of production and sales in Zenith's history and firm predicts that first-quarter sales this year will increase 60% over same 1952 period, based on substantial replacement and second set business in mature TV markets as well as strong demand in new markets. Export sales of TVs & radios in 1952 jumped 20% and pres. E. F. MacDonald Jr. claimed home radio production increased in contrast to decline in industry. He added that subsidiary Rauland Corp. had sales increase, but "because of unrealistic pricing of cathode ray tubes by the industry and unfavorable conditions in the industry during the first 6 months, operations resulted in a small deficit."

Hallicrafters' sales for 6 mo. ending Feb. 28 were \$26,274,042, net earnings \$672,949 (82¢ a share), compared with sales of \$20,149,146 same period preceding year. Sales for entire preceding year were \$42,001,023, with earnings of \$378,469 (46¢). President Wm. J. Halligan noted that current rate of sales and earnings are exceeding his prediction of last December (Vol. 8:50) that this year's sales would better last year's by more than 15% and that earnings would more than triple. He attributed increase to new markets and "singularly good" acceptance of new product, forecast continued brisk sales for balance of year.

Telecasting Notes: With entire film industry now sold on TV's promotional value (Vol. 9:10), Motion Picture Assn. of America is sounding out TV networks on idea of an MPAA-produced weekly half-hour show, to be offered for outside sponsorship; format isn't definite yet, but each show probably would include clips from 2 or 3 current movies together with "personal appearances" of top stars, perhaps with MPAA president Eric Johnston as mc . . . Marilyn Monroe's TV debut at Hollywood opening picked up during CBS-TV Ken Murray show recently "signaled a sweeping change in the attitude of the big film studios towards TV," reports AP's Bob Thomas from Hollywood March 15. "The telecast marked the start of the studio's new policy—using TV to help sell pictures." In a word, Mr. Thomas, "if you can't lick 'em, join 'em" (Vol. 9:10) . . . In same vein, *Photoplay Magazine* presented NBC-TV with its "award of merit" for "distinguished public service in bringing the film industry's annual Academy Awards to the American public" . . . More on TV's impact on movie-going, from theatreman Arthur L. Mayer's book *Merely Colossal* (Vol. 9:10); he, too, holds that eventually "TV will be accepted by movie makers and exhibitors as radio was, and transformed from an antagonist into an ally" . . . Atom bomb telecast March 17 attracted big 8-15,000,000 audience although it came off at 8:20 a.m. in east, even earlier elsewhere; clarity of picture, obviously far better than in last April's test, won acclaim of press, but TV viewers later in day got even better pictures on film . . . Trade news, Hollywood style: March 16 dispatch says Red Skelton has taken "franchise" on a TV station in Evanston, Ill. "as a capital gains deal"; fact is there isn't any Evanston TV station, no CP outstanding there, not even an application pending . . . Radio Cincinnati (WKRC-TV & WTVN) increases holdings in radio WBIR, Knoxville, from 20% to 30%, Hulbert Taft Jr. becoming president; it's TV applicant . . . ABC progress report: Martin Block, who earns about \$250,000 as WNEW disc jockey on *Make Believe Ballroom*, moves over to WABC next Jan. 1 to be heard Mon. thru Fri. 3:30-7 p.m., carried also on network 2:35-4 p.m.; he's also signed up for TV . . . NBC film properties being syndicated in Canada by RCA Victor Co. Ltd. . . . WPTZ, Philadelphia, signed 9 new accounts in February, representing \$570,000 annual billings—best in history; that's aside from renewals . . . Rate cards of recent starters: WBAY-TV, Green Bay, Wis. (Ch. 2), Class A hour rate \$200, min. \$40; KGNC-TV, Amarillo (Ch. 4), hour \$200, min. \$40 . . . Rate cards of upcoming new stations show: WFTV, Duluth, hour \$235, min. \$40; KROC-TV, Rochester, Minn., hour \$150, min. \$30; WLOK-TV, Lima, O., hour \$150, min. \$30 . . . WKY-TV, Oklahoma City, raises Class A hour rate from \$550 to \$600, one-min. to \$120; KCJB-TV, Minot, N. D., hour \$150, min. \$30; WHIZ-TV, Zanesville, O., hour \$150, min. \$30.

WCBS-TV hikes Class A hour rate to \$4500 from \$4000, making it highest priced station in country. New min. & 10-sec. setup is broken down into Group 1, \$975 & \$500, and Group 2, \$800 & \$400. Group 1 times are Mon.-Sat. 8-10:30 p.m., Sun. 8-11 p.m.; Group 2, Mon.-Sat. 7-8 p.m. & 10:30-11:30 p.m., Sun. 6-7:30 p.m. WNBT, whose hour rate is \$4250, is raising some rates—Class C participations, making them flat \$275. Purpose is to encourage joint purchases of participations and station breaks, instead of sponsors buying each separately.

TV revenues of \$350,000,000 were achieved by all stations and networks in 1952, FCC Chairman Walker disclosed in speech to Boston educators last week, thus giving peek at figures to be released by Commission next week. The 1952 total compares with \$235,700,000 in 1951, \$105,900,000 in 1950, \$34,300,000 in 1949, \$8,700,000 in 1948. (For breakdown of TV-radio revenues-expenses-earnings for 1946-51, see p. 13, *TV Factbook 16*.)

APPPLICATION for Oklahoma City, Ch. 13, by Independent School District, sets up first contest over educational channel, opponent being Oklahoma State Regents for Higher Education. Only 4 other applications for new stations were filed this week, bringing total pending to 655, of which 233 are uhf. They were for Miami, Fla., Ch. 10, by L. B. Wilson, owner of WCKY, Cincinnati; Spartanburg, S. C., Ch. 17, by Piedmont Radio Co. of Greenville, S. C., whose principals include Hattiesburg, Miss. applicant T. Julian Skinner Jr. and Agriculture Dept. employe R. S. Oliver; Minneapolis, Ch. 23, by Northwestern Schools-Bible College; Wenatchee, Wash., Ch. 55, by Wescoast Bestg. Co., controlled by Rogan Jones, owner of KVOS, Bellingham. [For further details about foregoing applications see *TV Addenda 16-K* herewith; for complete listings of all post-freeze grants, new stations, hearings, etc., see *TV Factbook No. 16* with all Addenda to date.]

Novel tri-dimensional trick, quite simple, was telecast recently by KSL-TV, Salt Lake City, and sounds as effective as some complicated engineering approaches. Robert Allen, photo supply shop owner, promoting attachment for enabling 35mm cameras to produce stereoptican slides, adapted the device for TV camera. It produced 2 images, side-by-side, on home sets. Viewers were instructed to look at them through 2 mailing tubes or to place a card in front of face so that each eye saw different image. Station reports 50% of viewers obtained tri-dimensional effect. Only those with screens under 15-in. were successful, but Mr. Allen says he'll set up new demonstration good for all sizes. Engineers say stunt is scientifically sound, though resolution of picture is cut in half and all viewers have to be directly in front of set to get the effect.

Lifting of 1000-ft. limit for vhf stations operating with maximum power in Zone I, to 2000-ft. limit permitted in Zones II & III, is requested in petition filed with FCC this week by WSAZ-TV, Huntington. Claiming limit is "discriminatory and unreasonable," station says that by moving its tower only 1.25 mi. it would qualify for 2000 ft. WSAZ-TV says that evidence on which the 1000-ft. limit is based was introduced in allocation hearing before Jan. 31, 1951; that subsequent data indicates fallacy of limitation; that FCC obviously didn't intend rule to remain in force very long. Station also filed application to increase height to 1318 ft. above average terrain and operate with full 100 kw.

Profit of WOI-TV, Ames, Iowa, was \$118,228 for 2 years ended June 30, 1952, according to official state audit. Though licensed commercially, station is owned by Iowa State College, is nation's only on-air outlet owned by educational institution. Surplus is to be plowed back into programming and technical facilities. Last year alone, gross was \$527,263, operating expenses \$250,630. In fiscal 1952, \$58,267 was spent for technical facilities; previous year \$100,137 went for same purpose. Surplus was achieved despite fact revenues are limited to national accounts under State Board of Education rules.

RCA assumes "angel" role again, backing new Rodgers & Hammerstein musical comedy, *Me and Juliet*, to extent of \$200,000. Rodgers & Hammerstein themselves are putting up \$100,000 of the \$300,000 production budget. Deal undoubtedly grew out of RCA's profitable experience in backing hit musical *Call Me Madam* with \$225,000. Included in deal are exclusive TV rights to NBC, recording rights to RCA Victor.

NBC-TV affiliation is worth \$5,000,000, according to contract filed by Westinghouse with FCC March 20 disclosing terms of \$8,500,000 purchase of WPTZ, Philadelphia, from Philco (Vol. 9:8). Goodwill is valued at \$1,500,000, all other assets at \$2,000,000.

Television Digest

with **ELECTRONICS REPORTS**

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COMPATIBLE COLOR—EVERYBODY WANTS IT: Color TV is undoubtedly somewhat nearer, as result of this week's hearing by House Interstate & Foreign Commerce Committee -- but no one has any idea whether it will come this year, next, or in 5-10 years.

The pressure is on -- and it's heavy. A slightly bewildered FCC, which goes before Committee March 31, finds itself focal point of these developments:

- (1) NPA ban on color set manufacture was removed this week (Order M-90).
- (2) Congress showed it's in no mood to brook slightest unnecessary delay.
- (3) RCA recommended that FCC adopt compatible color "tomorrow".
- (4) Rest of industry, through NTSC, said it's quite sure it has the "right system" (same as recommended by RCA) but pleaded for 4-6 months of field testing to make sure its standards are absolutely ironclad.
- (5) CBS said it's "quixotic" for it to resume with incompatible system.

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It all makes highly probable the adoption of compatible color this year. FCC would be extremely hard put to refuse approval of a compatible system unless something is grievously and obviously wrong with it -- and not even most vigorous critics of the industry claim there is.

Pressures are likely to increase after House committee sees the system work in New York and Princeton April 14-15, but indications are that it will give NTSC the 4-6 months it requests before it begins to get impatient again.

Actual production of color sets is something else. Everyone, including CBS president Frank Stanton -- now a set maker (CBS-Columbia) and cognizant of production problems -- says that tooling up would take time after the FCC acts. [For impact of developments on trade, estimated cost of color sets, see pp. 12-13.]

Pressed for guesses on color timetable, witnesses offered these estimates:

RCA's E.W. Engstrom -- Color can be adopted immediately, and NBC will begin colorcasting while RCA "expedites" manufacture of sets.

CBS's Frank Stanton -- FCC could approve system in 6-18 months, then the industry will tool up.

Chromatic TV Labs' Richard Hodgson -- If NTSC doesn't come to FCC within 4 months, Commission should call hearing on its own motion.

Dr. Allen B. DuMont -- It will take 5-10 years to put color in the home, assuming one year for NTSC to come to FCC, 3 years for Commission to act, 1 year to get into production.

GE's W.R.G. Baker, NTSC chairman -- The 6-18 month estimate by Stanton is "reasonable", though he hopes hearing can be eliminated to telescope time required.

Dr. DuMont startled the committee with his 5-10 year estimate, as you might

guess. He insisted that history indicates he's right; that both monochrome and field-sequential color standards took 3 years to get through FCC.

Tenor of hearing was undoubtedly far different from one which Senate committee might conduct. House group considered NPA the villain and appeared to regard FCC as entirely too restrictive of experimentation in compatible color.

Chairman Wolverton, who represents Camden (N.J.) constituency, made it quite clear he feels the manufacturers aren't to blame for delays. Though mighty pleased with NPA's removal of color ban after he demanded it last week (Vol. 9:12), he flatly refused the request of Rep. Hinshaw (R-Cal.) that NPA witnesses be called to state why ban was imposed. Wolverton, 72, a Congressman of the old school, greets each witness with a flowery eulogy, sends him on his way with another.

Rep. Hinshaw was only member who provided fireworks during week. Second to Wolverton in seniority, he needled Dr. Baker and showed suspicion that the industry conspired to throttle CBS system and that patents govern industry's attitude.

Hearing by Senate committee would undoubtedly take Hinshaw's tack. Though color-nagger Sen. Johnson and fiery Sen. Tobey would probably be willing to concede that incompatible CBS system is kaput and that compatible system is at hand, they'd be more interested in finding out why the FCC-approved CBS system never took hold. Though Chairman Tobey hasn't said yes or no, Senate hearing remains possibility.

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Here's nub of testimony by each of week's witnesses:

DR. E.W. ENGSTROM, v.p. in charge, RCA Labs -- Recommended FCC immediately adopt, without hearing, compatible standards now being tested by NTSC. He was satisfied that RCA has enough experience with system, but said RCA would petition FCC within 6 months if everyone insisted on waiting for completion of field tests. He said CBS system failed because of incompatibility and lack of public demand for sets.

Regarding RCA's readiness for color, he said NBC has 2 studios equipped for color, can broadcast 2-4 programs weekly at start. Total of 477 tri-color tubes has been supplied to 177 companies. Prototype 7500-sq. ft. manufacturing unit, to be available this year, will have capacity of 2000 monthly. Disclosed for the first time was development of single tri-color camera tube; up to now, camera has employed 3 tubes and dichroic mirrors, a bulky arrangement at best.

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FRANK STANTON, president, CBS -- "We'd be tilting at windmills," said he, to resume with field-sequential system without industry support. He begged for quick and final solution to the color question. "Every time color TV revives," he said, "there is public confusion and industry dislocation." He stated that prospects for putting CBS system across were good until NPA ban was imposed. He insisted that the ban was "improper" because it regulated end product, but added this was "academic" to CBS at the time because NPA wouldn't give it enough materials to make big splash with color sets even before ban was imposed.

Regarding compatible system, Stanton said CBS would be delighted if it's practical, but he cautioned: "On the basis of present, but incomplete, information, we believe that the new compatible system faces substantial problems, particularly in cost and complexity both at the transmitting end and at the receiving end."

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RICHARD HODGSON, president, Chromatic TV Labs (Paramount Pictures) -- The Lawrence tri-color tube is perfected, ready for mass production immediately, he said -- good for any system. He urged fastest possible FCC action on compatible system.

He also charged that NPA ban was improper, saying it was imposed "for the purpose of protecting those who were unwilling to face the possibility of immediate color development." Chromatic spearheaded attack to get ban rescinded.

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DR. ALLEN B. DuMONT -- Though compatibility is essential, he said, he thinks NTSC system needs more work before it's simple enough for mass production. Denying charges that manufacturers want to hold color back, he said he'd "be happy to sell a practical system, but I wouldn't make sets I thought the public wouldn't buy." As

far as he could learn, he said, CBS-Columbia made only about 5-600 color sets, sold mere 100. "The public threw CBS out," he said.

As for NPA color ban, DuMont said: "We objected to it. We thought it was a way to take Columbia off the hook." Asserting that color is 5-10 years off, he said: "There's no use kidding you that you'll have it tomorrow." Asked if FCC has retarded color, he replied: "No, they retarded black-&-white for 3½ years."

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DR. W.R.G. BAKER, GE, chairman of NTSC -- After reciting history and scope of NTSC, he urged that nothing be permitted to interfere with field tests; that FCC formally recognize NTSC; that the FCC permit more experimentation during commercial telecasting hours; that Commission adopt compatible system without hearing, when submitted, just as it approved black-&-white standards in 1941.

Rep. Hinshaw went to work on Baker, saying it looked like an "insurrection" against the CBS system on part of manufacturers; that NPA ban looked fishy because manufacturers continued making plenty of black-&-white sets; that NTSC was organized to defeat CBS system; that colorcasting can't start before color sets are produced.

Baker disagreed with him all down the line, of course, stating that Korean war did absorb materials & manpower; that high rate of black-&-white production was attributable to manufacturers' conservation measures; that CBS failed from telecasting standpoint because of incompatibility; that engineers rejected the CBS system because of inferior performance; that colorcasting must precede set production.

Chairman Wolverton defended industry, saying that FCC held "door open" to new systems when it adopted CBS system and industry took advantage of it by forming NTSC; and that CBS itself "recognizes NTSC system as superior." CBS's Stanton wired Wolverton to deny he acknowledged NTSC system to be superior, said the Congressman had "major misunderstanding" of CBS's position.

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When FCC appears before Committee March 31, its makeup will be considerably different from composition when CBS system was adopted in October 1950. Prime protagonist of CBS system who urged color-now, Robert Jones, is gone. Prime defender of FCC's decision, ex-chairman Wayne Coy, is gone. And current spokesman, Chairman Walker, is due to leave by July 1 -- probably before new system is presented to FCC.

STORER BUYS WBRC-TV; OTHER DEALS PEND: On the theory that "everyone has his price," most of the 108 pre-freeze stations -- and even a few of the new ones -- have been eagerly approached during the last few years of TV's upsurge by enterprisers seeking to buy. It's apparently the easier, albeit costlier, way of getting into the business, particularly via the scarcer vhf channels.

You haven't heard the last of "big deals" involving stations -- for several more are presently cooking, near completion -- including sale by Mrs. Eloise Hanna of WBRC-TV, Birmingham, Ala. (Ch. 4), with WBRC-AM, to Storer Broadcasting Co. for \$2,400,000. It's understood deal was engineered by station broker Howard E. Stark. It gives Storer limit of 5, means he'll drop applications for Miami and Wheeling.

It may take a long time before another \$8,500,000 is forked out for a single TV outlet (as for Philco's WPTZ, Philadelphia; Vol. 9:8), or another \$6,000,000 is paid (as for WBKB, Chicago, now CBS's WBBM-TV; Vol. 9:7) -- but the prices are still high and the old stations still being eagerly sought.

It's an open secret that Westinghouse has shopped for more stations than the one it founded (WBZ-TV, Boston) and the WPTZ it purchased last month; and that CBS, George Storer, Tom O'Neil, Hulbert Taft Jr., the Alvarez-Wrathier team have been seeking to purchase more stations to bring themselves up to the permissible 5.

There are others too, undoubtedly, moving perhaps more quietly -- and the fact is that even such solidly entrenched ownerships as Chicago Tribune's WGN-TV, Detroit News' WWJ-TV, Kansas City Star's WDAF-TV, Milwaukee Journal's WTMJ-TV, the 3 DuMont stations, Stanley Hubbard's KSTP-TV, have been approached with "offers".

Latest Storer TV purchase is expected to be followed by several other deals shortly to add to those involving 18 stations listed on p. 93 of our TV Factbook No. 16 and those subsequent: the \$1,500,000 sale of WTVN, Columbus, to Taft interests

(Vol. 9:3); \$3,150,000 sale of KFMB-TV, San Diego, to Alvarez-Wrathner (Vol. 9:5), which FCC approved this week; the aforesaid \$6,000,000 sale of WBKB, Chicago, to CBS as part of ABC-UPT merger, involving also transfers of 5 ABC stations to new holding company (Vol. 9:7); Philco's \$8,500,000 sale of WPTZ to Westinghouse (Vol. 9:8) -- and, of course, the shutdown and recent "distress sale" of KONA, Honolulu, a post-freeze outlet, to the Honolulu Advertiser-McCaw-Keating group (Vol. 9:11).

For the good of TV, it's a happy circumstance that stations sold have gone and are going into hands of people who not only look to profits but have made the business of TV-radio broadcasting their professions, for most part, and who have the requisite experience and know-how to render real service. Study of all the deals to date shows purchasers are generally what trade regards as "good operators".

TV PROFITS JUMP 31% IN '52, VIE WITH AM's: Tremendous surge in telecasting revenues and earnings last year, as in each preceding year, is attested by FCC's preliminary "audit" released this week as Mimeo 88195.

Total telecasting revenues went up 43% to \$336,300,000 from \$235,700,000 in 1951, while net income (before Federal income taxes) rose 31% to \$54,500,000 from \$41,600,000 in 1951. It was by all odds TV's best year. (For complete tables of official 1946-51 TV-radio revenue-&-income figures, see p. 13, TV Factbook No. 16.)

So substantial was TV's increase that FCC's 1952 AM-FM figures, when issued in month or two, may disclose that 1952 was historical turning point when TV's net income actually surpassed radio's. For radio's 1951 net income was \$57,500,000, a drop of \$10,700,000 from 1950, and slight further decline would bring it below TV.

It's clear, in any event, that TV's 4 networks and mere 108 stations (new outlets were a negligible factor last year) ran neck-&-neck with the combined profit of the nation's 2400 AM stations, 4 national networks, numerous regional nets.

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It was still possible to lose money in TV, nevertheless, for 14 stations reported losses, same number as in 1951 -- though losses dwindled. And costs of running TV networks have become so fierce -- rising 56% while revenues rose 50% -- that networks' net income actually dropped to \$9,000,000 from 1951's \$11,000,000. Fact is networks made more out of radio than TV, \$11,200,000, and on about half the gross.

The 14 post-freeze stations which began last year (first in mid-July, all rest between Sept. 18 & Dec. 31) surprisingly lost only \$100,000 on aggregate revenues of \$800,000. They're lumped together in FCC report, though it's believed a few were in black from start. Only 3 actually operated more than 2 months, so figures aren't too significant. (For list of the 14, see Vol. 8:52.)

Preliminary figures will be revised somewhat when FCC issues final report later in year, but changes generally are slight. It should be noted that when FCC talks of "total revenues" it means not only time sales but sales of talent & program material -- latter two factors very important in TV, much more so than in radio.

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You can get Mimeo 88195 by writing to Commission, or we'll get copy for you. Here's breakdown of the salient statistics:

(1) 93 pre-freeze stations, or all save the 15 owned by networks, took in \$143,700,000, netted \$45,600,000. This compares with 1951 gross of \$107,300,000, net of \$30,600,000. They netted \$800,000 in 1950, lost \$13,200,000 in 1949.

(2) Networks plus their 15 stations accounted for \$191,900,000 revenues and net of \$9,000,000. In 1951, their revenues were \$128,400,000, net \$11,000,000. They lost \$10,000,000 in 1950 and \$12,100,000 in 1949. Network AM figures, also released this week, disclosed 1952 revenues of \$97,100,000, net of \$11,200,000 as against 1951 revenues of \$99,000,000, net of \$9,500,000. No AM station figures were given.

(3) Profits were reported by 94 stations, with median of \$453,000 vs. \$330,000 in 1951. In 1950, the 53 profit earners' median was \$129,200. Twelve stations disclosed profits of \$1,500,000 or more each; four, \$1,000,000-\$1,500,000; seventeen, \$600,000-\$1,000,000; nineteen, \$400,000-\$600,000; twenty-two, \$200,000-\$400,000; sixteen, \$100,000-\$200,000; four, under \$100,000.

(4) Of the 14 losers, 9 (1 more than in 1951) were in the 7-station cities, New York and Los Angeles. Average loss of the 9 was \$296,000 vs. \$538,000 in 1951. The 5 profit-makers in those cities averaged \$1,703,000 net on \$5,009,000 average revenues. There were no losers in any of the 40 one-station markets. There was one loser in the 2 station markets, 2 in the 3-station, 2 in the 4-station.

11 MORE CPs, POST-FREEZE TOTAL NOW 325: FCC wasn't as close to bottom of the barrel as some thought, for it scooped out 11 more CPs this week (4 vhf, 7 uhf) to boost its post-freeze grants to 325. Three CPs resulted from amalgamations formed by competitors last week. Two more came as result of recent amendment in Indianapolis which left 2 channels clear for immediate grants.

But all of the new CP holders will have to wait 30 days before they feel really secure in their grants. Ruling on controversial new "protest" section of the Communications Act this week, FCC reversed itself and greatly widened doors to those who claim to be aggrieved and can supply good reasons why any grant should not have been made without a hearing (for details, see below).

This week's vhf grants: Yuma, Ariz., Valley Telecasting Co., Ch.11; Grand Junction, Col., KFXJ, Ch.5; Austin, Minn., KAUS, Ch.6; Salt Lake City, KUTA, Ch.2.

The uhf grants: Indianapolis, Empire Coil Co., Ch.67, and Marion Radio Corp. (WBAT, Marion, Ind.), Ch.26; Des Moines, Rib Mountain Radio Inc., Ch.17; Boston, E. Anthony & Sons Inc., Ch.50; Victoria, Tex., KNAL, Ch.19; San Antonio, Alamo TV Co., Ch.35; Knoxville, Tenn., Television Services of Knoxville, Ch.26.

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Sidelights on grantees: Indianapolis grant to Empire Coil Co. is its 5th; for progress plans, see p. 7. Des Moines grant is second to Morgan Murphy-Walter Bridges radio-newspaper team, first having been in Eau Claire. Boston grantee is New Bedford Standard-Times publisher Basil Brewer, who also holds uhf CP for WNBH-TV, New Bedford. San Antonio grantee, W.W. Lechner, of Ft. Worth, is also applicant for vhf in Ft. Worth & Houston. Salt Lake grant was 5th involving Carman-Wrathall team.

The 3 grants stemming from consolidations were in Austin, Minn., Salt Lake City and Knoxville (Vol. 9:12).

Not all the grants breezed through FCC. Vote on Boston was 4-3, Comrs. Walker, Hennock & Merrill dissenting because of overlap between Boston and New Bedford. Said Comr. Merrill: "I foresee, if the trend continues of permitting over-concentration of limited TV facilities in the same area being under common control, a degree of regulation [of TV] that would not otherwise be necessary." Comr. Hennock dissented to Salt Lake City and Knoxville grants for same reason.

[For further details about grantees, see TV Factbook No. 16 with Addenda.]

FCC 'PROTEST' PROCEDURE—WHAT IT MEANS: That "protest" decision in Grand Rapids-Muskegon case (above) is important. What it means is that henceforth applicants awarded CPs without hearing must hold their breath for 30 days and hope no one challenges their right to grants. CPs more than 30 days old are now "safe", however.

Reversing itself on the case, FCC voted 6-1 (Bartley dissenting) and held that new Sec. 309(c) of Communications Act makes a "party in interest" out of anyone who can show he's substantially affected by new CP -- economically or through electrical interference. Then, as party in interest, he's entitled to give his reasons why CP shouldn't have been granted. If reasons aren't frivolous, FCC must stay effectiveness of the CP, hold hearing on the allegations.

This week's decision (Notice 53-314) involved charges by AM station WGRD, Grand Rapids, that Leonard A. Versluis isn't entitled to CP for Ch. 35 in Muskegon, granted Dec. 23 because (a) his site is too close to Grand Rapids and violates the purpose of allocation plan, (b) he falsified balance sheet, (c) he trafficked in licenses when he sold pre-freeze WLAV-TV (now WOOD-TV), Grand Rapids, for \$1,382,086 (Vol. 7:19, 38). Hearing on the issues was set for April 22.

To get its charges before Commission, WGRD said it was affected economically by Versluis' CP, was therefore entitled to protest. FCC turned WGRD down the first time, saying AM and TV are two different services, therefore the impact of TV on AM doesn't count (Vol. 9:6). WGRD then appealed to courts (Vol. 9:9), surprisingly ac-

quired assistance of Justice Dept. which disagreed with FCC -- a rare occurrence.

FCC hopes it won't be inundated by protests, warned that it "adheres to the view that the term 'party in interest' is a limited one." In another decision this week, involving taxi radio service (Notice 53-318), Commission tossed out one taxi company's protest of grant to another, stating:

"The alleged injury stems primarily from the fact that the two companies are in a competing business rather than from the grant of this auxiliary radio station license. As such, it is considered to be too remote and not within the scope of either the Sanders case or Sec. 309(c)." But it's clear that the gates are open far wider than they used to be.

It's good guess FCC wouldn't have reversed itself unless forced to by the courts, if there weren't over 300 TV grants safely on the books. Commission feels it can now "take the long view" -- that new ruling will result in better grantees because it encourages sleuthing by competitors and others. Several more protests have already been filed; see Addenda 16-L herewith.

ONRUSH OF NEW STATION STARTERS SOON: This spring should literally sprout stations -- if we can accept the stated plans of CP holders. There could be 20 or more before end of April, and many dozens of others are promised during rest of spring and summer. Checking up on the promised early starters, here's the best dope we can give you on stations due to begin operating during next 4-5 weeks:

KFDX-TV, Wichita Falls, Tex. (Ch. 3) definitely reports test patterns starting next Wednesday, April 1, regular operations with basic NBC affiliation April 12. So you can add it to your roster of post-freeze stations on air, now totaling 43, of which 17 came this year. Darrold A. Cannan is president, Howard Fry gen. mgr., Mott M. Johnson sales mgr., O.L. Taylor Co. national rep. This is city's second, KWFT-TV on Ch. 6 having begun operation Feb. 27 (Vol. 9:9).

That's the only firm commitment from any vhf this week, though 9 others have said they'll start sometime in April. They are: KTYL-TV, Mesa, Ariz. (Ch. 12), due to cover Phoenix area; KVEC-TV, San Luis Obispo, Cal. (Ch. 6); KFOR-TV, Lincoln, Neb. (Ch. 10); WDAY-TV, Fargo, N.D. (Ch. 6); KCJB-TV, Minot, N.D. (Ch. 13); KELO-TV, Sioux Falls, S.D. (Ch. 11); KFDA-TV, Amarillo, Tex. (Ch. 10); KUHT, U of Houston (Ch. 8, educational); KCBD-TV, Lubbock, Tex. (Ch. 11).

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On the uhf side, several starters are due momentarily, having aimed for April 1 targets. These include WFTL-TV, Ft. Lauderdale, Fla. (Ch. 23); WTVO, Rockford, Ill. (Ch. 39); WLOK-TV, Lima, O. (Ch. 73); WKNX-TV, Saginaw, Mich. (Ch. 57); WHP-TV, Harrisburg, Pa. (Ch. 55); WKST-TV, New Castle, Pa. (Ch. 45); WCOV-TV, Montgomery, Ala. (Ch. 20) -- latter wiring it's about set for April 5 tests.

Still others are pushing to meet April deadlines, but as yet we've had no word directly from them, or from FCC or equipment makers. These are the other uhf whose last reports indicated they also planned to test sometime in April: KMJ-TV, Fresno, Cal. (Ch. 24); KUSC-TV, Los Angeles (Ch. 28, educational); KRTV, Little Rock, Ark. (Ch. 17); WICC-TV, Bridgeport, Conn. (Ch. 43); WLBC-TV, Muncie, Ind. (Ch. 49); WAFB-TV, Baton Rouge, La. (Ch. 28); WPAG-TV, Ann Arbor, Mich. (Ch. 20); WNAO-TV, Raleigh, N.C. (Ch. 28); WHIZ-TV, Zanesville, O. (Ch. 50); WLEV-TV, Bethlehem, Pa. (Ch. 33); WGLV, Easton, Pa. (Ch. 57); WTVU, Scranton (Ch. 73); WNOW-TV, York, Pa. (Ch. 49); KBMT, Beaumont, Tex. (Ch. 31).

Our guess is that maybe half of these will make it, others delayed for one reason or other. We'll report all starts (dated from first test patterns) as soon as we get official word. [For latest reports on other upcoming stations, see p. 7.]

Alfred I. duPont Foundation Awards for 1952 (Vol. 8:40), consisting of plaque and \$1000 cash, were presented at Washington dinner March 27 to: (1) WBNS-TV, Columbus (large station class) for "extensive utilization of local activities, institutions, interests and talents, with a number of novel program ideas to awaken the community to its own human material resources." (2) WMT, Cedar Rapids, Ia. (smaller station class) for "its notably comprehensive and intensive effort in political education at

the national, state and local levels." (3) Gerald W. Johnson, commentator for WAAM, Baltimore, for his "pointed, witty and wise analysis and comment on international, national and local news for a local audience." In first category, special commendations went to WBAL-TV, Baltimore; in second, to WNAX, Yankton, S. D., a duPont winner in 1945, and WDIA, Memphis. Commentators receiving special mention were Clifton Utley, NBC; Martin Agronsky and Erwin Canham, both ABC.

IDEAL UHF TERRAIN is seen in Kansas City and Indianapolis by Herbert Mayer, president of Empire Coil Co., grantee of stations in those areas and founder of pioneer uhf station KPTY, Portland, Ore.—and so he's hastening construction in those cities. RCA equipment has been ordered for KCTY, Kansas City (Ch. 25), space has been rented in Pickwick Hotel (old quarters of KMBC), transmitter building is nearing completion, 700-ft. Truscon tower was to be shipped this week, and opening is planned in July or earlier. Already on job are Robert Artman, ex-ABC & DuMont, chief engineer, and Albert Shepard, assisting Mr. Mayer, who will be mgr. at outset.

WNES, Indianapolis (Ch. 67), granted to Mayer this week, should be ready by October, he reports. Transmitter site has been acquired at a southeast corner of city. It will also have RCA 1-kw transmitter at outset. Mayer's third CP, for KDEN, Denver (Ch. 26), awaits an RCA 5-kw transmitter, that power being needed to throw signal from Lookout Mt. site, nearly 20 mi. from city; accordingly, starting date has been postponed until next January from previously-promised "spring of 1953" (Vol. 9:4).

DuMont has already sold transmitters to these current grantees: Yuma, Ariz. (Ch. 11); WMAZ-TV, Macon, Ga. (Ch. 13); KAUS-TV, Austin, Minn. (Ch. 6). Yuma station will be managed by Walter Stiles, ex-Boston consulting engineer, who built KOPO-TV, Tucson, which he got on the air last Jan. 13, only 24 days after grant, and who also built KPHO-TV, Phoenix, in 1949. Transmitter will be located 5 mi. west of city, across California line, and it's planned to serve Imperial Valley with studios in El Centro as well as Yuma. Mr. Stiles promises tests in latter June, programming by July 4. About \$400,000 will be spent on plant. Rep may be Forjoe.

* * * *

In our continuing survey of upcoming new stations, these were the other reports received this week:

WCSC-TV, Charleston, S. C. (Ch. 5), which announced April 1 starting date shortly after its grant last October, and which already has DuMont transmitter, now says it "will not make an April 1 start." Says owner John W. Rivers, "At this time we just do not know when we will get on the air. We hope to make it by the middle of May. Television is a fabulous business and when you are the first in your market it is a son-of-a-gun with the public and the retailers. They expect you to be on 20 minutes after you get a grant." Charleston's only other prospects are 3 competing applicants for Ch. 2 (see TV Factbook No. 16).

KVEC-TV, San Luis Obispo, Cal. (Ch. 6), which got grant March 11 and within week had DuMont transmitter on way (Vol. 9:12), expects to get test patterns on air within month (or by latter April) and to go commercial May 8. Chief owner Mrs. Christina M. Jacobson also owns Valley Electric Co., which is reported to have sold more than 100 TVs already on basis of prospective station, expected to cover rich farm area between Los Angeles & San Francisco, including towns of Paso Robles, Morro Bay, Pismo Beach, Arroyo Grande, Atascadero, Lompoc, Santa Maria, northern Santa Barbara, Bakersfield.

KNOE-TV, Monroe, La. (Ch. 8), originally announced for April debut (Vol. 9:2), then for June, now is slated for mid-July tests, Aug. 1 commercial start. Ex-Lieut. Gov. James A. Noe, owner, reports RCA equipment ordered and tower construction already underway, supervised by J. J. (Windy) Phillips. Paul Goodman has been designated v.p. in charge, Irving Zeidman asst. mgr. & program director, Jack Ratliff chief engineer, Ray Boyd director of engineering operations. Rep will be H-R Television Inc.

KMO-TV Tacoma, Wash. (Ch. 13), is waiting for new 10-kw RCA transmitter due for shipment in June, by which time 12-gain antenna will be up and transmitter building

ready. Accordingly, it has moved ahead test pattern date from previously-reported May to July 15 or earlier, commercials to start Aug. 1, reports owner Carl Haymond. Branham will be rep.

KLIX-TV, Twin Falls, Ida. (Ch. 11), granted March 18, won't be ready until spring or summer, 1954, according to trade report quoting radio mgr. Frank McIntyre. "We feel that to survive as a TV station in a market area this size, TV must be low cost for us and for the advertiser," Mr. McIntyre told March 25 *Retailing Daily*. "Somehow, we must develop a lower cost TV." Twin Falls' 1950 pop.: 17,600.

KTVH, Hutchinson, Kan. (Ch. 12) has ordered RCA equipment, will start test patterns in late May or mid-June, reports gen. mgr. Howard O. Peterson. It will affiliate with CBS-TV as basic interconnected. Chief engineer is Robert B. Moore. No rep has been chosen.

WINK-TV, Fort Myers, Fla. (Ch. 11), has ordered RCA equipment and began construction this week, but doesn't expect to get on the air before late fall, reports gen. mgr. A. J. Bauer. Rep has not been selected.

* * * *

Federal shipped transmitter this week to WICC-TV, Bridgeport, Conn. (Ch. 43), expected on air momentarily. RCA during week of March 30 will ship to WEHT, Henderson, Ky. (Ch. 50); station located across river from Evansville, Ind., has been promised by May 1 (Vol. 8:48). RCA also will ship next week to WTVE, Elmira, N. Y. (Ch. 24), promised in mid-May (Vol. 9:10).

WGBI-TV, Scranton, Pa. (Ch. 22), now reports "it will be impossible to make our target date of Sunday, April 15 [and] our target date is now Sunday, June 7." Delay in GE equipment delivery is given as reason by gen. mgr. George D. Coleman. In same city, WTVU, (Ch. 73) was last reported due in April or May with Federal transmitter, to be shipped by mid-April and WARM-TV (Ch. 16) is scheduled for late summer or early fall (Vol. 9:10).

KMJ-TV, Fresno, Cal. (Ch. 24), despite setbacks caused by death of its veteran chief engineer Norman D. (Hap) Webster last month while en route to Camden, is still shooting for May 1 commercial target, hopes to start testing between April 20-25, according to mgr. William S. Sanford. RCA transmitter was to be shipped this week.

Vast improvement in fringe area reception has been outstanding result of power boost to 316 kw by Louisville's WHAS-TV, currently nation's most powerful station (Vol. 9:6). That's conclusion of survey made by station in the 6 weeks since it hiked its power to maximum and shifted from Ch. 9 to 11. Summarizing survey, station director Victor A. Sholis reported: (1) Distributors in "former fringe area" noted "hot pickup" in receiver sales. (2) Far fewer receiver adjustments were required than were originally anticipated. (3) Change to Ch. 11 receiving antennas corrected many cases of poor reception in fringe areas. (4) Many poor reception reports "were traced to use of all-wave antennas." (5) Shift to Ch. 11 brought complaints of interference by local FM stations in some areas, eliminated them in others. (6) Interference from WTTV, Bloomington, Ind. (Ch. 10, scheduled to shift to Ch. 5) was reported in some areas.

Power increases: RCA's first 10-kw vhf transmitter went to WAVE-TV, Louisville, this week; with 6-bay antenna and 25-kw amplifier to come, station will go to 100 kw. KPRC-TV, Houston, due to hit 65 kw on 25th (AM) anniversary March 29 and 100 kw in June. WABC-TV, New York, aiming for jump from 16 kw to 80 kw in 2-3 weeks. WNBW, Washington, got 25-kw RCA amplifier this week; WDSU-TV, New Orleans, gets one next week. To Camaguey, Cuba, DuMont ships 5-kw transmitter about May 1, for satellite to Goar Mestre's CMQ-TV, Havana.

Telecasting Notes: Trend away from late-night feature films in favor of live shows in N. Y. area is discerned by March 25 *Variety* as means of saving telecasters high costs of bidding for first-run films, and then being forced to re-run them several times to make them profitable; system has built-in disadvantage of being unable to attract sponsors for re-runs. Underlining trend are live variety show deals signed last week by WABC-TV with Ruppert Brewery for Mon.-thru-Fri. 11 p.m.-midnight, and by WOR-TV with Times Square Stores for *Inside Times Square*, nightly except Thu. & Sun., 11-11:30 p.m. . . . *Variety* also sees possible prelude to TV sales in plans of Walt Disney to reissue 90 of his old short cartoons in 45-min. packages to movies next month, through RKO; speculation is that reissue splurge may saturate revenue from movies, paving way for rentals to TV, especially when color TV is reality . . . ABC progress report: Ray Bolger and Danny Thomas signed to exclusive long-term contracts (Bolger's reported salary: \$150,000 a year); Bolger will be featured on half-hour filmed show next fall, and Thomas will also have own weekly half-hour show . . . Celeste Holm signed by NBC-TV for situation comedy series on film . . . Edgar Bergen signs exclusive CBS contract, including 5 TV appearances next fall-winter . . . Comedian Bob Hope and J. Hugh E. Davis, ex-Foote, Cone & Belding exec. v.p., are partners in new TV package production service organized under name of J. Hugh E. Davis Co., 6233 Hollywood Blvd., Hollywood, Cal. . . . Joe E. Brown signed to do before-&-after shows on WPIX, as well as radio play-by-play on WINS, during N. Y. Yankees games . . . New program ideas is aim of "creative group" being organized by CBS-TV, to which program v.p. Hubbell Robinson Jr. this week appointed

Personal Notes: William S. Paley, CBS chairman, and Frank White, NBC president, had separate appointments with President Eisenhower at White House this week, presumably to discuss telecasting of his news conferences . . . Roland Tooke, asst. mgr. and program director of WPTZ, Philadelphia, sale of which by Philco to Westinghouse for \$8,500,000 pends FCC approval (Vol. 9:8), will succeed Ernest B. Loveman as mgr. under new ownership; Loveman returns to Philco, where he was once adv. director, in an executive capacity . . . Gene L. Cagle, president, Texas State Network, named to board of Advertising Federation of America to fill term of Mrs. Oveta Culp Hobby, now head of Federal Security Agency . . . George B. Storer Jr., son of head of Storer Broadcasting Co. and mgr. of its KEYL, San Antonio, elected v.p. of parent company . . . Anthony Azzato, ex-WPIX film mgr., joins Standard Television, Hollywood firm headed by Marcus Loew II, as eastern mgr., with office at 10 E. 49th St., N. Y. . . . Wm. C. Lacey, ex-DuMont, named WCBS-TV film buyer, replacing David Savage, now NBC-TV film div. . . . Bob Light named sales promotion mgr. of KHJ-TV & KHJ, Los Angeles, succeeding Herbert Sonnenberg . . . Warner Moore, ex-WFIL-TV, Philadelphia, named local sales mgr., WICC-TV, Bridgeport, Conn., now due on air sometime between April 1-15 . . . Rhea D. Cunningham promoted to chief engineer, KFEL-TV & KFEL, Denver; J. G. Cullen named TV studio technical mgr. . . . Charles M. Higgins, ex-Wm. Weintraub Agency and MBS, appointed commercial mgr. of WIRK & WIRK-TV, West Palm Beach, Fla. (Ch. 21), due in June . . . Joseph V. Heffernan, NBC financial v.p., announces following changes, in consolidating offices of controller of company & networks div.: Harry F. McKeon, ex-company controller, named director of tax dept., reporting to treas. Joseph A. McDonald; Charles J. Cresswell, ex-networks controller, named company controller, reporting to Heffernan; William V. Sargent, ex-asst. controller of networks, appointed director of financial planning & control, reporting to Cresswell . . . Jack Bertell, ex-MCA

Ronald Alexander as first member; he's author of Broadway hit *Time Out for Ginger* . . . Eastman Kodak reported backing 3 films to be produced by Kenneth McEldowney, producer of *The River*; first will be shot in England and J. Walter Thompson will place . . . Bishop Sheen's *Life Is Worth Living*, sponsored by Admiral on DuMont, goes film for 2 or 3 weeks in April during his trip to Rome . . . Teleprompter, through distributor RCA, signs with New York's Statler Hotel for use at banquets, conventions, sales meetings, etc.—first hotel to make device available on rental basis . . . ABC Radio-TV Center projected in San Francisco to house its stations there; 4-story downtown building purchased in 1951 will undergo \$1,500,000 alterations to provide studio & office space . . . March 14 *Business Week* describes series of financial coups by ABC chairman Edward J. Noble, climaxed by merger with UPT; same issue carries "Man Without Desk"—all about Louis Hausman, administrative v.p. of CBS Radio, who arranged his office without a desk on suggestion of president Frank Stanton, and is mighty pleased with resultant efficiency . . . 100 stations carrying *I Beheld His Glory*, 55-min. religious film prepared for Good Friday-Easter showing by National Council of Churches of Christ in the U.S.A., reports producer Cathedral Films; commercial sponsorship isn't allowed . . . WKNX-TV, Saginaw, due on air momentarily, has Class A hour rate of \$250, min. \$50 . . . More base rates of upcoming stations: KFSA-TV, Fort Smith, Ark., hour \$150, min. \$20; KRTV, Little Rock, Ark., hour \$250, min. \$50; WFTL-TV, Ft. Lauderdale, Fla., hour \$150, min. \$25; WPFA-TV, Pensacola, Fla., hour \$150, min. \$20; WFAM-TV, Lafayette, Ind., hour \$200, min. \$40; WMAC-TV, Massillon, O., hour \$200, min. \$30.

v.p., named executive v.p., Mercury Artists Corp. . . . Al Reibling named TV-radio mgr., Kudner Agency, and Hank Ladd promoted to gen. supervisor of TV-radio production; returning to Kudner as TV art director is Gene Murray, recently with Ruthrauff & Ryan . . . Ray Girardin, ex-WEEI, named TV-radio director, H. B. Humphrey, Alley & Richards, Boston . . . Wilbert A. Perry, ex-Young & Rubicam, Toronto, appointed mgr. of broadcasting dept., Leo Burnett Co. of Canada . . . Samuel Carter III, TV-radio commercial supervisor, elected v.p., Sullivan, Stauffer, Colwell & Bayles . . . Laurel Cutler, ex-J. Walter Thompson & William H. Weintraub Co., named v.p. & TV-radio supervisor, C. J. Herrick Assoc., N. Y. . . . Sherwood Armstrong resigns as TV-radio director, Foote, Cone & Belding, San Francisco, to become creative director, Brooke, Smith, French & Dorrance, San Francisco . . . Kenneth G. Manuel, ex-*Detroit News*, named v.p. in charge of TV-radio, D. P. Brother & Co., Detroit . . . Kathryn Hardig promoted to TV-radio director, Ralph H. Jones Co., Cincinnati . . . Ed Hauser, ex-Scheideler, Beck & Werner, named TV-radio director, Lynn Baker Inc.

James Gaines, new General Teleradio v.p., nominated for presidency of Radio & TV Executives Society, New York; George Shupert, United Artists, 1st v.p.; Robert Burton, BMI, 2nd v.p.; Claude Barrere, BAB, secy.; Joseph A. McDonald, NBC, treas.

Frank M. King, 63, veteran broadcaster, until recently part owner of WMBR-TV & WMBR, Jacksonville, Fla., died there last week after heart attack. He also was president of Distributors Inc., TVs & appliances.

Mrs. Muriel King, 35, wife of Jerry King, president of Standard Radio and chairman of United Television Programs Inc., died in Los Angeles March 24.

Storer Broadcasting Co. will move headquarters and entire staff from Birmingham, Mich. to own new building to be ready in Miami about Sept. 1.

Station Accounts: Remarkably good sponsorship record for a relatively new station—it began operation last Dec. 1 (Vol. 8:48)—has been achieved by Honolulu's KGMB-TV, which in addition to CBS-TV kinescope service is currently carrying 14 national spot programs, 16 national spot accounts with local and national announcements, 11 local program sponsors, 41 local spot sponsors. It's well filled up now and nicely in the black. These are the national spot program sponsors (Free & Peters, rep): Pan American Airways, Coca-Cola, Canada Dry, Tidewater Oil, D. E. Sanford, Packard-Bell, Hoffman Radio, Lewis Food Co., Mercury TV, Milner Products Inc., Schlitz, Hamm & Regal Amber beers. National spot announcements: Anheuser-Busch, Lucky Lager, Goebel, Regal Amber & Pabst beers, Kendall Foods, Bulova, Procter & Gamble (Cheer soap), Avoset Co. (Qwip), Borden, Chemicals Inc., Golden Grain Macaroni, John C. Charles Co., Calo Dog Food, Leslie Salt, Mary Ellen's Jams & Jellies . . . Nash Motors, in big campaign promoting new models, is providing dealers with TV kits, including slides, scripts, film spots . . . Robert Hall Clothes (chain), big radio user (180 stations in 80 cities) using 20 TV stations in 11 markets, thru Frank B. Sawdon Inc., N. Y. . . . Among other advertisers reported using or preparing to use TV: Good Humor Corp. (ice cream), thru David J. Mahoney Inc., N. Y.; U. S. Rubber Co. (Keds casual shoes), thru Fletcher D. Richards Inc., N. Y.; World Candies Inc. (Spaceman Zoomies candies), thru McKay Adv. Co., N. Y.; Lux Clock Mfg. Co. (timing devices), thru Edward Graceman & Assoc., Hartford; Santa Fe Railway, thru Leo Burnett Co., Chicago; Niagara Manufacturing & Distributing Corp. (massage equipment), thru Walker & Downing, Pittsburgh; Sturdy Dog Foods, thru Jimmy Fritz & Assoc., Hollywood; Niagara Mfg. & Distr. Corp. (massage equipment), thru Walker & Downing, Pittsburgh; John Morrell & Co. (Red Heart dog food), thru N. W. Ayer, Philadelphia; Lucerne Milk, thru J. Walter Thompson, San Francisco; Polaroid Land Camera Co., thru BBDO, N. Y.; Nu-Enamel Corp. (paints & enamel), thru Olian & Bronner, Chicago; Milner Products Co. (Pine-Sol and Fly-Cide), thru Gordon Best Co., Chicago; Avoset Co. (Qwip pressurized dairy cream), thru Fletcher D. Richards, San Francisco; Golden Grain Macaroni Co., thru Kelso-Norman Adv., San Francisco; Leslie Salt Co., thru Honig-Cooper Co., San Francisco; Chemicals Inc. (starch, household bleach), thru Sidney Garfield & Assoc., San Francisco.

Network Accounts: New series—featuring dramatized versions of trips to neighboring planets, lion hunts, erupting volcanoes, etc.—starts May 10 on CBS-TV, Sun. 5-6 p.m., using resources of American Museum of Natural History which signed 5-year contract with network. Titled *Adventure*, it's being offered for sponsorship at \$25,000-per-week production cost and will partly replace *Omnibus*, Sun. 4:30-6 p.m., which goes off air after May 3. Programs will be both live and film, originating from museum and network studios, with Charles Collingwood narrating and interviewing . . . Procter & Gamble (Lilt home permanent) buys co-sponsorship of *Jackie Gleason Show*, replacing Bristol-Meyers Co. (Ipana), starting May 16, on CBS-TV, Sat. 8-9 p.m., thru Biow; other 2 sponsors are Nestle Co. (Nescafe) and Schick Electric Shavers . . . Coca-Cola will sponsor musical program featuring Eddie Fisher and Don Ameche, starting April 29, on NBC-TV, Wed. & Fri. 7:30-7:45 p.m., thru D'Arcy; it replaces Tide's *Those Two*, Mon.-Wed.-Fri. 7:30-7:45 p.m. . . . Pearson Pharmacal Co. (Endds) starts *Ethel & Albert* April 6 on NBC-TV, alt. Sat. 7:30-8 p.m., thru Harry B. Cohen Adv. . . Blatz dropping *Amos 'n' Andy* after June 21 on CBS-TV, alt. Thu. 8:30-9 p.m., may be replaced by Old Golds with program not yet announced . . . Gillette to sponsor 10 horse races each Sat. April 18-June 20 on NBC-TV, thru Maxon.

EXTENSION OF DEADLINE beyond June 2 for reservation of non-commercial educational channels was urged this week by both New York's Gov. Thomas E. Dewey and New Jersey's Gov. Alfred Driscoll. Former's request, in formal statement, occasioned surprise in view of his well-publicized stand against State funds for educational TV, reflected in report of his N. Y. State Temporary Commission for Educational TV opposing State-financed network (Vol. 9:9).

Dewey declared emphasis on State control has resulted in too little incentive "to make use of this great new medium to bring to the people the fruits of our educational and cultural advances." He said he would soon appoint committee to "act as a coordinating force to bring together the educational and cultural agencies in this state and the commercial TV stations and to help them jointly to develop the greatest potentials of educational TV for our people."

Educational TV leaders weren't immediately convinced that Dewey's statement represented a change of heart. Feeling was that he had been stung by avalanche of criticism following Commission's report (Vol. 9:10) and was trying to make political amends, especially since N. Y. legislature adjourned this week until next year without taking action on any educational TV bills, in the face of 8 grants already made by FCC.

Driscoll's request in letter to FCC Chairman Walker urged 4-year extension of deadline. It came in wake of recommendation by N. J. Commission on Educational TV for State-financed 6-station network (Vol. 9:11).

Other educational TV developments this week: (1) Metropolitan Pittsburgh Educational TV Commission received \$100,000 grants each from Ford Foundation, Arbutle-Jamison Foundation, A. W. Mellon Education and Charitable Trust. (2) New Orleans non-profit corporation, unnamed as yet, formed to press for educational TV station. (3) California State Assembly ordered 60-day study of educational TV allocations. (4) Max Balcom, Sylvania, named chairman of special RTMA committee on educational TV, replacing Emerson's Benjamin Abrams, resigned. (5) GE v.p. Dr. W. R. G. Baker, staunchly favoring educational TV, told Philadelphia's Poor Richard Club that failure to use educational channels "would be a mistake that would affect our civilization for centuries to come."

Senate hearings on baseball TV, growing out of Sen. Johnson's bill (S. 1396) to permit organized baseball to reinstate rule prohibiting major league telecasts in minor league areas (Vol. 9:12), aren't scheduled yet—but the Colorado Democrat will push for them as early as possible, probably after spring training ends early next month. TV networks, Justice Dept. and baseball officials will testify. College football will probably come up with 1953 TV program similar to 1952's one-game-a-week plan, despite suggestions for changes last week from networks and some colleges. National Collegiate Athletic Assn. TV committee held "hearings" March 19-21 in Kansas City and announced that participating schools will divide \$1,151,109 in 1952 TV receipts, but delayed actual drafting of 1953 program until April 7-8 sessions in New York. Demand for restricting boxing TV, too, came out of March 26 meeting in New York of International Boxing Managers Guild, which called on networks to cut down fight telecasts to 4 nights each week, instead of current 6, and asked \$5000 minimum for each fighter appearing on TV in lieu of present \$1500-\$3600. Negotiations for new TV contracts with promoters won't begin until summer, however.

No dashboard TVs in Oregon! Bill making it illegal to have TV screen in front part of car or truck was signed this week by Oregon's Gov. Patterson.

NEW DEVELOPMENT in picture tube design, demonstrated at IRE convention, may simplify manufacture and servicing of TV sets and at same time cut costs and even improve picture. At least that's what's claimed by GE for its internal magnetic focus (IMF) tube, and judging from interest displayed by other picture tube manufacturers, device could find ready acceptance by industry very soon.

IMF tube incorporates focusing device and ion trap within electron gun of tube itself. They're set at factory, sealed in for perfect adjustment and focus for life of tube, according to GE engineers. This eliminates troublesome and touchy ion trap adjustments, simplifies production by cutting out cumbersome brackets and gadgets around neck of tube. Being permanently focused, tube requires no focus knob on set. GE claims it's much easier to produce and gives better focus than the zero-voltage "self-focusing" electrostatic-focus tubes which were introduced as material-saving measure.

GE says new tube will cost \$1.50 more than present magnetically focused tubes, 25¢ more than electrostatic, eliminates parts costing about \$2.50. It may be used as

HIGH-POWERED uhf stations hitting FCC's 1000-kw ceiling are still at least a year away, but manufacturers of the war-developed klystron tubes reported encouraging progress toward goal when we talked with them at this week's IRE convention in New York. Varian Associates, which makes 12-kw klystrons for GE, reports it's working on "early stages" of development of klystron to power 60-kw uhf transmitter, which, coupled with high-gain antenna, could deliver 1000 kw ERP. Varian engineer N. P. Hiestand, in paper presented at convention, said new tube—being developed for GE—will probably be tested in 1954. Tube has 4 cavities, and 6 models will cover entire uhf band. Said Hiestand: "There's no theoretical limit to the power which can be generated by klystrons."

Eitel-McCullough (Eimac) says progress is being made toward its 50-kw klystron (Vol. 8:10), and reports it will offer 12 or 15-kw klystron in about 3-4 months. DuMont, whose uhf transmitter is built around Eimac's 5-kw klystron, is expected to bring out transmitter using

ENTHUSIASM over performance of uhf receivers, converters and antennas is reflected in findings of 4-man engineering team from Howard W. Sams & Co., Indianapolis technical publishers, which spent 2 weeks in South Bend area testing uhf equipment. Crew used mobile equipment, made tests in more than 100 different locations at varying distances from station WSBT-TV (Ch. 34), using "virtually all uhf antennas currently available, all popularly used transmission lines and wide variety of uhf receivers and converters." Among their findings:

"Excellent results were obtained at distances up to 30 mi. from the transmitter [and] satisfactory reception could be obtained at distances up to 45 mi. through proper selection of antenna and lead-in combination." As we did on our own visit to South Bend last month (Vol. 9:9), Sams' field crew found area's flat terrain apparently had no "dead spots."

In antenna tests, team found that height isn't necessarily all-important factor. "In uhf fringe areas," they concluded, "the first consideration is to select an antenna having sufficient gain rather than picking one with only medium gain and attempting to mount it at a higher elevation." It's far better, they added, "to install a high-gain antenna at a moderate height than it is to install a medium gain antenna at an abnormally high elevation." In latter case, losses in longer lead-in may counteract any gain achieved by greater height.

direct replacement for magnetic or electrostatic tube. Some sets may accommodate tube with no extra parts, but most will require close-fitting steel shunt band around tube neck and small centering device. GE will sample gun to other tube manufacturers, tube to set manufacturers in couple weeks, hopes to have new tube ready for fall market in several sizes.

We observed pictures on set using IMF tube, found them clear and sharp, focus remaining satisfactory as line voltage was varied from 90-130 volts. GE says more than 100 of the tubes have been life-tested for 7000 hours under extreme conditions, equivalent of 4 years' use. Tube uses 3 tiny alnico 5 magnets in focus assembly, one in ion trap unit.

GE and almost all other tube manufacturers at IRE convention prominently featured the new 24-in. rectangular tubes in their displays (Vol. 9:11). Most of them are quoting delivery dates from May to July, although some small tube makers said model is now in production in non-aluminized version. Westinghouse showed new metal-coned 24-&27-in. tubes, both due for production in fall, in addition to glass 24-in.

Eimac 12-kw tube. Eimac engineers are enthusiastic about new tube's 45% efficiency, as compared to 25-30% in previous klystrons. They say this will mean big saving to telecasters in electricity. New 12-15-kw tube won't be much bigger than 5-kw tubes (about 40 lbs.), will have externally tuned cavities. Three will cover uhf band. Though DuMont hasn't turned out many uhf transmitters, Eimac officials say klystron isn't the hold-up, adding that they've already made more than 100 of the 5-kw uhf tubes.

DuMont this week announced new uhf transmitting antenna, to be made to its specifications by Gabriel Co.'s Workshop Associates Div. It's a 2-bay 24 wavelength-section slotted antenna, which can be electrically and mechanically tilted and incorporates null fill-in features. It has power gain of 21.5 at beam peak, 17.5 on horizon.

Gates Radio Co. displayed TV transmitter at IRE convention and officials said company would have 500-watt vhf transmitter and 5-kw amplifier for delivery in 6 months. Company also plans uhf transmitter, but it's still "in development" and won't be available until 1954.

Crew's report praised operation of uhf receivers and converters. "Tuning was not difficult and drift presented no serious problem," they said, "and in most cases the converters would not require retuning from day to day, which speaks pretty well for their stability." Complete report of field survey, including recommendations of antennas and lead-in lines for use under various circumstances, will appear in March-April issue of Howard W. Sams' *PF Index & Technical Digest*.

Compatibility tests and evaluation of network color transmissions are object of STA received by Philco's WPTZ last week to transmit color 12:45-1 p.m. daily until April 30. STA specifies that tests are "in order to obtain reaction of non-technical observers among the viewing public to the quality of black-&-white pictures during color transmission and to evaluate the quality of color transmissions when received via coaxial intercity transmission facilities."

"The Story of KPTV" titles attractive 68-p. booklet put out by Empire Coil Co., owner of Portland's KPTV, telling in photos and press clippings the story of construction and initial operations of world's first commercial uhf station. It's full of good material for other uhf enterprisers; write Empire Coil Co., New Rochelle, N. Y., for gratis copy.

Electronics Reports: Transistor was the star of IRE convention March 23-26 in New York. Technical sessions devoted to electronics' "glamour baby" drew the biggest crowds of all—and fascinating exhibits of transistorized gadgets were real show-stoppers. That the "transistor age" is virtually here (Vol. 8:47) is indicated by announcements of 3 large manufacturers that they will soon have mass-production quantities available for commercial use. RCA plans to have 2 junction types and 2 point-contact transistors available commercially May 1. Sylvania will announce commercial production in 30-60 days. GE, which has sold quantities of point-contact transistors for some time, will offer production quantities of junction transistors in "couple of months." Raytheon and others have been selling transistors in quantity for several months.

Among the transistorized items on display at IRE convention: (1) Developmental TV amplifier the size of kitchen match, weighing less than an ounce and small enough to fit inside cable, made by Bell Labs and using 2 germanium diodes, one tetrode transistor, 11 other tiny components. (2) Transmitter, using new GE hermetically-sealed junction transistor, which was operated in pot of boiling water. (3) Signal Corps developmental Geiger counter weighing less than 1 lb. (existing models weigh about 35 lbs.) that could be slipped into coat pocket. (4) Seven hearing aids, now in commercial production, each using 3 Raytheon transistors.

While hearing aids are presently only transistorized civilian items available commercially, portable and auto radios apparently aren't far behind. They're considered ideal for transistorization because of transistor's low battery drain. GE germanium products sales mgr. J. H. Sweeney said his company is working with auto radio manufacturers looking toward transistorized auto set to be commercially produced by 1955.

Bulk of transistors produced to date have gone to armed forces, and military and industrial applications may well be most important uses for them for some time, most engineers believe. Bell Labs' J. J. Scanlon described high speed digital computer, using 78 transistors and 500 germanium diodes, which was tested for 5000 hours, with only one transistor failure and complete freedom from random errors.

Steps toward development of power transistors were announced by several companies. RCA has built transistors which can handle 1 watt (compared to .05 watt for conventional transistors) and externally-cooled (forced-air or liquid) transistors operated at 3 watts. Germanium Products Co. displayed transistor claimed to handle up to 2 watts, demonstrating receiver in which it directly drove loudspeaker.

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Civilian manufacturers got go-ahead this week to begin ordering metals free from allocation controls under new Defense Materials System (DMS) which goes into effect July 1. Priorities on steel, copper and aluminum will be reserved for defense producers only, and civilian orders for delivery after June 30 can now be made without priority. Nickel-bearing stainless steel, nickel and cobalt will continue to be allocated to all users. NPA laid down ground rules for DMS this week in its new Regulations 1 & 2, available at Commerce Dept. field offices.

National Conference on Airborne Electronics, sponsored by Dayton Section, IRE, and Professional Group on Airborne Electronics, will be held May 11-13 at Dayton Biltmore Hotel, Dayton, O.

Eleven color signal generators have been shipped by Telechrome Inc., mostly to manufacturers, according to president J. R. Popkin-Clurman.

CLOSED-CIRCUIT TV as everyday tool for small businesses, schools and even the home—this prospect came big step nearer reality as 3 manufacturers demonstrated new simplified and highly portable industrial TV systems at this week's IRE convention.

Most ingenious new system—and potentially the least expensive—was simple "camera attachment" demonstrated by RCA and subject of paper by Dr. V. K. Zworykin, L. E. Flory, W. S. Pike and G. W. Gray. Unit is about size of home movie camera, contains Vidicon pickup tube and 3-tube signal amplifier, attaches easily to any home TV set, from which it picks up power and scanning information. Camera weighs less than 5 lbs., is ready for mass production when demand warrants. "A large demand for it might make it possible to market the camera plus a new receiver for nothing more than the receiver's cost," said Dr. Zworykin.

Two other manufacturers demonstrated industrial TV systems which do away with the conventional monitor, using any home TV set instead. DuMont's new "Tel-Eye," now in production, is size of portable typewriter, weighs 18 lbs. and has 17 tubes. It has electronic view-finder, plugs into wall socket for power. It's priced at \$2850. Capehart (IT&T) showed laboratory model of new self-contained camera unit using its "Fotocon" tube. General Precision Laboratory demonstrated new camera chain employing newly developed "Staticon" tube and separate monitor, to sell for about \$5000; also 2 image orthicon chains designed for undersea salvage—one weighing 85 lb., the other a ton. GPL says it also has self-contained Staticon which uses TV set as monitor.



How to deal with adjacent-channel interference problems without increasing cost of TV receiver is sticky problem for TV manufacturers. Many areas will never have adjacent-channel interference at all, but increase in number of stations is certain to cause trouble in others—especially fringe areas between adjacent channels. Novel solution to problem was posed by DuMont engineer John P. Van Duyne in March 26 paper at IRE convention. He described plug-in interference filter, which could be sold as accessory to customers in areas subject to the interference, thereby eliminating necessity of increasing set costs by building complete adjacent-channel attenuation into all sets.

First regular use of TV in banking field begins March 30 when New York Savings Bank tellers begin using industrial TV receivers to identify signatures and convey other savings account information from master file room to tellers' cages. Combined with battery of new IBM machines, TV is expected to save bank some \$15,000 a year, besides cutting down delay while customers' records are checked. Industrial TV system was provided by Tele-screen Corp., New Canaan, Conn., and uses Remington Rand camera tube.

High dome technical session, the annual spring meeting of International Scientific Radio Union (URSI), is scheduled for April 27-30 at Bureau of Standards. Subjects to be covered: radio measurement methods and standards, tropospheric and ionospheric propagation, terrestrial radio noise, radio astronomy, radio waves and circuits, electronics. Chairman of electronics session will be Bell Labs' J. A. Morton, transistor expert.

Dozen color sets with Lawrence tube will be used in London during Coronation, Chromatic TV Labs says. They'll be fed via microwave, Pye Ltd. handling the transmission and building the receivers around tubes. Before Queen Mary's death, there were plans to provide her with a set for the event.

COLOR AGAIN—POSSIBLE EFFECT ON TRADE: No question but that resurgence of the color problem, with all its attendant publicity, carries potential of depressing set sales among customers who get impression that color "is just around the corner."

Yet it's recalled there was no major drop in sales when CBS began part-time telecasting and advertising of its color sets. That was in the lush days of 1950, however, when the industry was on a production-&-selling spree.

When the compatible NTSC system is presented to FCC, backed by the entire industry, there's bound to be growing public impression that "color is really here" -- despite fact that true mass production may take several years to achieve.

If new system is approved before year's end, believed quite likely, toughest period for the trade will come between official approval date and mass production.

Balanced against any inclination to "wait for color" will be knowledge that the availability of color receivers will be limited for considerable time, and that they will be plenty expensive for an even longer time.

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"Color TV May Be With Us by Christmas" headlined story in a Washington newspaper this week -- and therein lay the danger to the trade. Will such loose talk hurt current business? We asked quite a few leaders, and their consensus was best epitomized in the laconic reply of one, "Well, it isn't going to help."

Anybody's guess is as good as the other fellow's, but the way we see it an economic cataclysm will have to occur to depress public demand for today's TV. For one thing, values are good, prices right, picture quality satisfactory, programs attractive. For another, the retailer has an answer in the oft-misunderstood word "compatibility", which means that the few early colorcasts can be received in good monochrome on today's sets; also, in indisputable fact color sets will cost more.

Looking at the industry over-all, fact is, as CBS president Stanton pointed out at House hearing this week, the industry enjoyed its peak production in first 2 months of this year (about 1,415,000 sets); that now is seasonal dip period, which usually carries through second quarter; that it's small comfort to retailer when he hears even a fraction of his potential customers say, because they've read catchy headlines and don't know the complications, "Guess I'll wait for color."

It's cold comfort to tradesmen in the saturated markets, depending heavily on replacement business and stimulating it with larger screens and better values, that the manufacturers aren't likely to be hurt much by color talk. For set makers are feeding their product into new markets opening up steadily, thanks to FCC freeze-end policy of granting station permits freely -- and it looks like they won't have too much trouble this year producing and selling even more than last year's "normal" 6,000,000 sets -- color talk or no color talk.

Only the most optimistic think the industry can hit 1950's 7,500,000 again this year; in fact, it isn't geared for that number -- remembering the disastrous early 1951 carryover "recession".

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From the dealer standpoint, as the NARDA Newsletter sees it, "the principal effect of the publicity given the Congressional sabre-rattlers will be weakening of public confidence in the length of use they'll get from black-&-white sets. It calls for a positive selling program of what we have today and a re-affirmation of our confidence in the industry and its products.

"It's a safe bet that no commercial quantities of color sets will be sold for at least 3 and perhaps 5 years and that the types of sets sold today will be in use and good values 10 years from now. Nearly 22,000,000 sets have been shipped to dealers since 1946...too large an audience to be neglected for a long time."

In line with seasonal pattern (Vol. 9:10), TV production dropped to 160,683 (8103 private label) week ended March 20, lowest for any week since Jan. 9, when figure was 155,892. Total compared with 167,279 week ended March 13 and 166,235 preceding week. Inventories went to year's high of 177,199, up from 163,662 March 13.

It was year's 11th production week, with cumulative output about 1,913,000.

Radios continued to advance, totaling 327,322 (156,960 private), highest week since May 1951, up from 306,683 preceding week & 309,234 March 6. Inventories reached year's high of 383,597. Eleven-week radio production is about 2,252,000. March 20 week's radios: 100,390 home, 33,166 portables, 57,070 clock, 136,916 auto.

COLOR SETS—HOW MUCH AND HOW SOON? How much will color sets cost? How fast will they arrive? How will they look? Can you convert existing sets to color? Here's digest of statements by witnesses during this week's Congressional hearing:

An initial cost of 50% more than black-&-white was the estimate of RCA's Dr. E.W. Engstrom, who said: "I suspect we'll lose money at first." Eventually, color sets would come down to about 25% more than black-&-white, but they will always be higher, he said. In addition to expensive tri-color tube, color sets now take 34 receiving tubes, compared with 18-24 for black-&-white.

Rate of production, Engstrom estimated, will probably repeat the history of black-&-white -- a few thousand first year, hundreds of thousands second year, then a jump to millions. [For breakdowns of actual TV receiver production in 1947-52, see table on p. 235, TV Factbook 16.]

Engstrom foresaw no particular servicing problem. Asked about converting black-&-white sets to color, he said it's possible but not too practical -- cost of attachment for color probably running more than black-&-white set.

Using the Lawrence tri-color tube (Vol. 9:4), color sets needn't be so high, according to Richard Hodgson of Chromatic TV Labs, who said tube can be sold to set makers for only \$25-\$35 more than black-&-white tube of same size. He said structure of tube is simpler than RCA's -- and shorter, permitting cabinets with less depth.

Dr. Allen B. DuMont estimated \$600 for 17-in. color set, ventured color will always run 50% more than black-&-white. Only 10% of public, he said, will buy the "luxury" sets, a lesson learned in black-&-white marketing. He thought the others' estimates on costs were too optimistic.

No figures were supplied by GE's W.R.G. Baker, except that he said "early sets will be costly." Asked to evaluate tri-color tubes, he said 3 hold promise: RCA, "furthest advanced today"; Lawrence, "very attractive features"; an unidentified tube, combining features of other two.

Philco presented no witness, but submitted statement for the record which said: "Color receivers will always be substantially higher in cost than black-&-white receivers," but since NTSC system is compatible there will be no curtailment of service to black-&-white receivers.

Both RCA and Lawrence tubes have round envelopes, with color surface considerably smaller than diameter of tube -- but there's nothing to prevent eventual development of rectangular tube with color surface over entire face.

Trade Personals: Herbert C. Guterman named chairman of executive committee of newly-named Freed Electronics & Controls Corp. (ex-Freed Radio Corp.) . . . W. W. Watts, RCA engineering products v.p., back at work after returning from European trip March 26 . . . Angus A. MacDonald named asst. chief engineer in charge of 2-way radio development for Motorola's communications & electronics div. . . . John Hope, credit mgr., Crosley div., Avco, elected president of Major Appliance Manufacturers Credit Assn., succeeding A. L. Murray, Duo-Therm, now chairman . . . Maurice L. Carter, ex-Motorola Chicago, named Cincinnati regional sales mgr., replacing C. W. Swanson, now midwest sales mgr.; Ronald L. Bates, ex-Motorola Detroit, appointed Memphis mgr., succeeding T. J. Morley, now southern sales mgr. . . . Michael Ames, ex-David O.

Alber Associates, named Emerson mgr. of public relations under David J. Hopkins, sales & adv. director; Miss E. F. Solow, with Emerson 36 years, retires as public relations mgr. . . . Paul Neubert, ex-Raytheon, appointed Zenith eastern mgr., Rochester, N. Y., replacing John Dalton, now western mgr. . . . Carroll G. Killen promoted to field engineering mgr., Sprague Electric; Allan J. Weinberger appointed mgr. of Dayton, O., application engineering office, succeeding William M. Lana, now asst. sales mgr. of Culver City, Cal. office . . . Maxwell Ratner, ex-NSRB, named sales mgr., Federated Semi-Conductor Co., N. Y., agent for Germanium Products Corp. (transistors) . . . Robert R. Dial appointed purchasing agent, Radio Apparatus Corp., Indianapolis . . . Calvin Hudy, radio sales promotion mgr., named adv. mgr. of Hallicrafters branch operations.

Topics & Trends of TV Trade: Doubled sales of major appliances—including TV—within next 10 years. This despite an 8-10% decline in national economic level in next 2 years. That's sizeup by Westinghouse v.p. J. H. Ashbaugh, presented this week to Installment Credit Conference of American Bankers Assn. at Chicago.

Mr. Ashbaugh based prediction that appliances will ride out general recession on studies by his company on relation of appliances to national economy, noting that in some cases appliances have shown "greater strength than the composite of all business." He added:

"When we assembled all the facts and data and added them up, we forecast that in the next 10 years we would be selling 2 appliances where we now sell one. As an example of what this growth means, it is our opinion that by 1958 the industry will sell 14,000,000 units of refrigerators, ranges, freezers and laundry equipment, compared to 10,000,000 at retail value of \$2.75 billion last year.

"These products, of course, are only one segment of the electric appliance industry. When one adds to them all of the TV sets, radios, housewares, fans and a host of others—a truly tremendous advance of business is in store."

Mr. Ashbaugh told assembled bankers and credit men they'd have to cooperate with appliance folks to make prosperity a reality in view of growing importance of installment sales.

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Printed circuits will be used in TV sets for first time when 1954 models are introduced next fall and winter, according to engineers of Photocircuits Corp., Glen Cove, N. Y., manufacturers of printed circuits. Several manufacturers, they said, will use printed sub-assemblies, such as IF stages. Displayed by Photocircuits at IRE convention in New York this week was Hallcrafters printed circuit clock radio, now in production. To date, Hallcrafters and Motorola (Vol. 8:33) are only manufacturers known to be making printed-circuit home radios, but Photocircuits officials predict that by this time next year virtually every manufacturer will have at least one printed-circuit model.

New uhf tuners and converters shown at this week's IRE convention included the "Cavituner," 70-channel continuous tuner made by Radio Receptor Co., 251 W. 19th St., N. Y. Using 3 tubes and crystal mixer, the tuner—as well as an external-converter version—will be offered only to manufacturers for time being, said company officials. Both are in limited production, goal being 1000 a day by June, converter's suggested list \$48. Also shown were single-channel (\$14.50 list) and 2-channel (\$27) converters by Trad TV, Asbury Park, N. J., to be sold through electronics jobbers, deliveries to start in May or June.

New vhf-uhf tuner will be shown to set manufacturers in next few weeks by Anchor Radio Corp., 2215 S. St. Louis Ave., Chicago. It will incorporate a stage of RF amplification on all channels, using "circuitry simpler than in any vhf tuner on the market," according to Anchor v.p. Ernest Keller.

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Raytheon Television & Radio Corp., formerly Belmont Radio Corp., wholly-owned subsidiary of Raytheon Mfg. Co., Waltham, Mass., with own plants in Chicago and Oelwein, Ia., will be merged into parent company as of May 31, end of company's fiscal year. TV, radio & govt. business will be continued as a divisional operation, said parent company president C. F. Adams Jr., with headquarters continuing in Chicago. It's corporate change only, doesn't affect internal management structure, policies, personnel or distributor-dealer relationships of new division.

REMARK BY CBS president Frank Stanton during House Interstate Commerce Committee's color hearings this week gave some indication of his company's position in TV-radio-electronics manufacturing. He said "manufacturing and broadcasting are pretty well balanced in our corporate finances," which would indicate that perhaps half of CBS's \$251,594,490 gross for 1952 was represented by CBS-Columbia Inc. (TV sets), CBS-Hytron (tubes) and Columbia Records Inc. (phonograph records)—the other half by TV & radio broadcasting. It was first full year of operation in TV & tube manufacture since merger with Hytron and acquisition of old Air King Co.

Notice of April 15 annual meeting reported these officers' & directors' stockholdings (out of 1,268,700 Class A and 1,072,196 Class B shares outstanding as of Feb. 13) and their 1952 remunerations: Bruce A. Coffin, president CBS-Hytron, 11,383 Class A shares and 17,260 Class B, \$77,586; Lloyd H. Coffin, chairman & treas. CBS-Hytron, 11,250 & 16,150, \$77,586; David H. Cogan, president CBS-Columbia Inc., 5236 & 5236, \$77,586; James B. Conkling, president, Columbia Records Inc., no Class A, 100 Class B, \$60,000; Adrian Murphy, president CBS Radio, no shares, \$58,461; Edward R. Murrow, director and newscaster, no Class A, 200 Class B, \$211,126; William S. Paley, chairman CBS, 38,510 & 222,500, \$101,998; Joseph H. Ream, exec. v.p., CBS (resigned), no stock, \$43,750; Frank Stanton, president CBS, 810 & 3025, \$153,520; J. L. Van Volkenburg, president CBS-TV, no Class A, 100 Class B, \$63,536. [For report on 1952 consolidated sales and net income, see Vol. 9:12.]

A. D. Plamondon Jr. refused this week to recognize authority of 3-man majority of board of directors of Indiana Steel Products Co., largest maker of permanent magnets, to oust him from presidency—and bitter issue probably will be resolved at April 23 stockholders meeting which will vote on rival slates. Board decided March 24 to fire him. Meanwhile, appeal has been taken to U. S. Circuit Court of Appeals in Chicago from decision of lower court upholding majority's legal rights to change management (Vol. 9:11) but court's decision isn't expected before October. Rival factions currently are eagerly soliciting proxies—the Plamondon forces (with strong industry backing, for he is president of RTMA and highly popular in the trade) lined up as indicated in Vol. 9:11 while the Doelz-Conover-Buchanan majority seeks proxies for own slate. Latter propose to reelect themselves and also John H. Boumeester, manufacturing v.p. (holding 100 shares) and Robert F. Smith, gen. mgr., v.p. & sales mgr. (600 shares). Plamondon and family own 17,520 of the 143,149 shares outstanding.

Philco sales first quarter of this year were at annual rate of \$435,000,000, with concomitant "widening profit margin" expected, v.p. Courtney Pitt told N. Y. Society of Security Analysts this week; 1952 sales were \$367,000,000.

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Distributor Notes: RCA Victor Distributing Corp. elects Carl V. Bradford director; he's east central regional mgr. . . . Gough Industries (Sylvania), Los Angeles, merges its 3 appliance divs. under household appliances section, headed by v.p. S. P. Bell; Radio Distributing Co., Grand Rapids, appoints Lewis D. Ross sales mgr. . . . DuMont appoints Rice & Miller Co., Bangor, Me.; Tampa factory branch names Walter Fieldsa sales mgr. . . . Pacific Vogue appoints Horn & Cox, Los Angeles; James F. Ching, Honolulu; Ace TV & Radio Co., Missoula; Video Villa, Colorado Springs; Jack Goot, Las Vegas, Nev.; Adrien P. Wattel, Stockton, Cal. . . . Kassler & Co. (Olympic), Los Angeles, merges with Olympic Electronic Supply Co. under name of Olympic-Kassler Inc., 7636 Santa Monica Blvd. (Ralph Sackley, pres.)

Financial & Trade Notes: Sylvania reports record sales of \$235,023,437 in 1952, up 16% from 1951's \$202,806,387—but net income declined to \$6,960,625 (\$3.04 a share) or 16% under record \$8,253,973 (\$4.18) in 1951. Decline in earnings was attributed to "higher manufacturing costs, heavy starting-up charges on new plants, accelerated depreciation for new facilities and low prices on some products." Annual report predicts earnings will improve in 1953 on basis of anticipated costs and "progress of Sylvania's sales in 1952." Fourth quarter sales exceeded \$72,000,000, greatest quarter in company's history.

TV sales were said to be "strong in the fall after an accentuated seasonal dip in the spring" and demand for picture tubes was so great late in year that allocations were put into effect. National defense billings totaled \$67,000,000, about 28.5% of all billings, reaching peak in spring and then leveling off to \$6,000,000 per month. Unfilled defense orders at year's end amounted to \$75,000,000. Total assets increased to \$176,418,658 from \$150,968,617 at end of 1951, and floor space increased to 4,135,000 sq. ft. from 3,372,000, marking greatest period of physical expansion in firm's history.

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Allen B. DuMont Laboratories Inc. enjoyed record gross income of \$76,367,000 during 1952, up 50% from \$50,742,000 in 1951 and slightly higher than previous peak of \$76,363,000 in 1950. Earnings after Federal taxes were \$1,425,000 (55¢ per share) in 1952 as against loss of \$583,000 (30¢ per share) in 1951 and peak earnings of \$6,901,000 (\$2.87) in 1950. Federal taxes were \$1,473,000 in 1952, none in 1951 and \$6,300,000 in 1950. At year's end, current assets totaled \$31,710,000, working capital \$18,277,000, or up \$4,158,000 from preceding year. All divisions were up, including DuMont Network, for which no separate figures are given—and particularly the TV transmitter div., which doubled 1951 output, and CR tube div., now working on 3-shift, 6-day basis with doubled number of employes. New products developed during year included continuous motion-picture film scanner, Mobil-Mount Dolly and new uhf transmitters which "are expected to add materially to increased shipments next year."

Hazeltine consolidated report shows net income of \$2,006,790 (\$2.86 a share on 700,000 shares outstanding) on gross revenues of \$9,237,190 for 1952, compared with \$1,459,490 (\$2.08 on 350,000 shares) on gross of \$6,957,344 for 1951. Defense production was "almost entirely responsible for the increase in net earnings." Proxy statement for annual stockholders meeting April 14 shows that chairman Jack Binns, holding 4000 shares, received total remuneration of \$62,985.16 in 1952; W. A. MacDonald, pres., Hazeltine Corp., 2000 shares, \$62,960; L. B. Dodds, pres., Hazeltine Research, \$45,795; J. B. Dow, exec. v.p., Hazeltine Corp., 600 shares, \$35,719; Fielding Robinson, pres., Hazeltine Electronics Corp., 1400 shares, \$41,692.

Sprague Electric Co. reports sales of \$44,449,891 for 1952, net earnings \$3,136,853 (\$4.18 a share) vs. \$38,491,215 sales and \$2,720,334 (\$3.63) profit in 1951. Ex-president Robert C. Sprague, who was to have been Undersecretary of the Air Force but declined to sell stock in the company he founded (Vol. 9:7), has returned as chairman. His brother Julian K. Sprague is president; Ernest L. Ward, exec. v.p.; William J. Nolan, v.p. & secy.

International Resistance Co., in uniquely put-together annual report released this week, shows net income of \$577,877 (44¢ a share on 1,325,163 shares) on sales of \$11,778,836 for 1952, compared with \$754,675 (71¢ on 1,067,163 shares) on sales of \$12,973,170 in 1951. Defense business accounted for approximately 30% of total sales.

Trav-Ler reports 1952 net income of \$291,565 (65¢ a share) on sales of \$11,860,387, compared with net loss of \$577,950 on sales of \$8,015,622 in 1951.

ABC ended 1952 with net loss of \$141,725 on gross income of \$56,803,508, according to annual report released this week, compared with net profit of \$368,943 (22¢ a share) on gross revenues of \$58,983,129 in 1951 and of \$84,605 (5¢) on revenues of \$45,470,876 in 1950. Network goes into American Broadcasting-Paramount Theatres merger (Vol. 9:7) with earned surplus of \$3,986,215. United Paramount Theatres 1952 report, also just out, shows net earnings of \$6,961,113 (\$2.11 a share) on gross revenues of \$121,570,000 for 1952, compared with \$10,705,011 (\$3.24) on revenues of \$121,080,000 in 1951. Strong financial position of new AB-PT is shown by cash and govt. securities of \$32,573,000, working capital of \$27,644,000, and total assets of \$141,101,000, as disclosed in UPT's 1952 report. Term debt amounts to \$42,881,000. Figures reflect retirement of ABC's term debt of \$7,662,000 and proceeds from \$6,000,000 sale of WBKB to CBS.

Oak Mfg. Co. reports 1952 sales of \$15,925,959, net income of \$1,103,109 (\$2.10 a share). Sales in 1951 were \$13,680,629, earnings \$2.08 a share. Dollar earning figure for 1951 is not available since company last year changed fiscal year from May 31 to calendar year. Financial statement gives net worth on Dec. 31, 1952 as \$6,683,106, compared with \$6,209,754 a year earlier. Notice of April 23 stockholders meeting disclosed these 1952 remunerations and officer stockholdings: Elof Sandstrom, chairman, \$61,228 (5511 shares out of 524,715 outstanding as of Dec. 31); Robert A. O'Reilly, president, \$61,228 (1955 shares); Edward J. Mastney, v.p., \$30,668 (1755); Harry J. Veitch, v.p., \$28,693 (150); John A. Rovelstad, treas., \$25,768 (2555); Irwin N. Walker, v.p. & gen. counsel, \$7500.

Packard-Bell has filed SEC registration statement to sell 100,000 shares of common stock, thru Paine, Webber, Jackson & Curtis and Shearson, Hammill & Co., funds to be used for new cabinet plant facilities, equipment and working capital. Expansion program, costing \$750,000, will be completed this summer.

Top Zenith officer-director salaries and bonuses for 1952, as disclosed in call for stockholders meeting April 28: E. F. McDonald Jr., president, \$60,000 salary & \$135,249 bonus; Hugh Robertson, exec. v.p. & treas., \$50,000 & \$135,249; H. C. Bonfig, sales v.p., \$40,000 & \$58,459.

Clevite Corp. reports 1953 sales of \$53,307,874, net income of \$3,444,240 (\$3.94 on 799,826 shares) compared with 1951 sales of \$49,463,559, net income of \$2,887,826 (\$4.05 on 666,711).

I-T-E Circuit Breaker had net earnings of \$2,620,429 (\$8.44 a share on 298,364 shares) on sales of \$65,033,122 for 1952, compared with \$1,921,565 (\$7.12 on 265,922 shares) on sales of \$48,988,686 for 1951.

Collins Radio reports net income of \$893,198 (\$2.25 a share) on sales of \$36,718,471 for 6 months ended Jan. 31, compared with \$847,326 (\$2.13) on sales of \$28,481,163 same period preceding year.

P. R. Mallory & Co. reports net income of \$1,897,773 (\$2.12 a share) on sales of \$53,443,117 for 1952, compared with \$1,923,314 (\$3.98) on sales of \$45,438,000 in 1951.

Electronic Associates Inc., Long Branch, N. J., reports net profit of \$96,758 (98¢ a share) on sales of \$1,070,000 in 1952 compared with \$75,700 (77¢) on \$989,500 in 1951.

Jackson Industries, Chicago, subject of petition of involuntary bankruptcy (Vol. 9:12), listed assets of \$1,066,477, liabilities of \$839,615 (\$337,655 in taxes) in Chapter XI proceedings in Chicago Federal District Court March 25. Assets were put at \$563,838 accounts receivable, \$438,696 stock, \$41,309 machinery, fixtures & tools. Total of 73 creditors was listed. Though David Krechman is president of both Jackson and National Electronics Mfg. Co., Los Angeles, latter firm is not affected.

DISMISSALS of applications, as more and more applicants get together to avoid hearings, look like they may soon exceed new applications. There were 7 dismissals this week, including withdrawal of Westinghouse's application for Ch. 17 in Philadelphia (having purchased WPTZ) and WSMB's for Ch. 32 in New Orleans (being half-owned by AB-PT, which now has limit of 5 TVs).

Eight applications for new stations were filed this week, bringing total now pending to 645 (225 of them for uhf). Vhf applications were for Wausau, Wis., Ch. 7, filed by Congressman Alvin E. O'Konski (R-Wis.), who owns WOSA there; Asheville, N. C., Ch. 13, by *Asheville Citizen-Times* (WWNC); Kearney, Neb., Ch. 13, by Bi-States Co., group headed by Dr. F. Wayne Brewster.

UHF applications were for San Francisco, Ch. 32, by Rev. S. H. Patterson, owner of WSAN there and of KJAY, Topeka, Kan.; Paducah, Ky., Ch. 43, by Pierce E. Lackey (WPAD); Richmond, Ky., Ch. 60, by group headed by Maysville tobaccoman Charles P. Clarke (WFTM); Mt. Pleasant, Mich., Ch. 47, by Paul A. Brandt (WCEN); Miami, Okla., Ch. 58, by California banker George L. Coleman with Texas broadcaster-telecaster Kenyon Brown.

[For further details about foregoing applications, see *TV Addenda 16-L* herewith; for complete listings of all post-freeze grants, new stations, applications, dismissals, amendments, hearings, etc., see *TV Factbook No. 16* with Addenda to date.]

Two more Havana stations are now testing—*El Mundo's* on Ch. 2 and one authorized on Ch. 11, licensed to Television del Caribe, S.A., Cuban firm controlled by George B. Storer interests. *El Mundo* engineer Ventura Montes, who built Havana's CMQ-TV (Mestre), reports Ch. 3 satellite, with 500 watts, has also been placed in operation at Santa Clara, satellite of the *El Mundo* Havana outlet. Storer station, also without call letters as yet, is using old transmitter of WPIX, New York. Installation was handled by Albert W. Shropshire, ex-WGBS, Miami, and station will be under Pete Kettler. It won't go into commercial operation for several months, or until adequate studio-office accommodations are obtained. This makes 5 for Havana, CMBF-TV (Ch. 7) having started last Feb. 2 (Vol. 9:8). [For list of all Cuban stations, see p. 87, *TV Factbook No. 16*.]

FCC Comr.-designate John C. Doerfer, Republican, appointed last week by President Eisenhower (Vol. 9:12), is scheduled for confirmation hearing before Senate Committee on Interstate Commerce next Wed., April 1—with no opposition in sight. He'll resign as chairman of Wisconsin Public Service Commission to take new post, succeeding Comr. Eugene Merrill, Democrat. Whether he's to become chairman, or job goes to Comr. Hyde, is still conjectural. Meanwhile, Chairman Walker apparently is being permitted to finish out his term, which expires next June 30, though President has power to revoke Truman executive order which extended his retirement age last year. That means second GOP spot on FCC may not be available until summer.

Permanent station licenses revocable only by civil action in Federal courts is proposed in H.R. 3977 by Rep. Kit Clardy (R-Mich.) who says FCC now acts as "investigator, witness, persecutor, judge, jury and executioner" and that no station dares offend Commission when it knows it will have to "face the music" of renewals every 3 years.

New kine-recording unit displayed by DuMont got close scrutiny by TV broadcast engineers attending IRE convention. It's similar to one installed at DuMont's new studio in New York (Vol. 9:2), uses 7-in. high-voltage blue phosphor tube, can produce either negative or positive picture, has built-in monitoring oscillograph.

VIDEO TAPE RECORDER—destined to "obsolete the use of film for TV"—will be perfected by RCA within 3 years. Thus Brig. Gen. David Sarnoff, in address accepting IRE's first Founders Awards for "outstanding contributions to the radio engineering profession," gave engineers a peek behind curtain of secrecy surrounding RCA's project of putting TV pictures on magnetic tape.

At annual IRE banquet in New York March 25, he recalled his 1951 challenge to RCA engineers to come up with 3 electronic "presents" for his 50th anniversary in radio in 1956—TV tape recorder, electronic air conditioner, amplifier of light (Vol. 7:39). Reviewing progress towards these goals, he said the recorder is nearest to reality.

"The quality of the recorded picture still needs improvement, but even its present performance convinced me that I will have the TV tape recorder before the time I specified." He visualized the new recording method—simpler and cheaper than film—as extending into color TV and perhaps the motion picture industry as well. In addition to RCA, some 5 or 6 companies are believed to be working on video tape recording systems—but their progress has been carefully guarded secret. Only exception to secrecy rule has been Bing Crosby Laboratories, Los Angeles, which showed developmental TV tape recordings in 1951 & 1952 (Vol. 7:46, 9:1).

Gen. Sarnoff's second "present"—the electronic air conditioner—"is still in embryonic stage, but I saw signs of life." The light amplifier he called "the toughest problem to solve."

Address, broadcast via NBC, touched on virtually every phase of electronics and dealt at some length with industrial TV field, whose dimensions "may surpass the growth in broadcast TV we are now witnessing." Simplified industrial TV systems such as RCA's new Vidicon unit, Gen. Sarnoff predicted, make "every one of the 23,000,000 TV receivers now in use potentially a closed-circuit system for schools, the home and other places." He pictures the TV set becoming the control center of the home—"the snap of a switch will turn the receiver from the broadcast program to view the children asleep in the nursery or at play in the yard, or the cooking on the kitchen range; the housewife will not only hear but see the caller at the door before she opens it." [For roundup of new industrial TV equipment, see p. 11.]

Experimental booster station to relay "scrambled" signal was authorized by FCC this week to Howard-Yale Inc. in Palm Springs, Cal. (Vol. 8:8), about 100 mi. from Los Angeles. It will relay all 7 Los Angeles stations and operate 8 a.m.-5 p.m. 3 days weekly for 3 months. "Unscrambling" devices will be attached to receivers for testing purposes and presumably would be coin-operated if used commercially. Palm Springs now has wired community antenna system operated by Telemeter (Paramount) which also plans to scramble signal and install coinbox unscramblers.

Legislation to curb musician union's power to keep Hollywood movies off TV was urged by NARTB employe relations director Richard Doherty March 23 before House Education & Labor Committee, which is considering revision of Taft-Hartley Act. He said AFM's 5% royalty contracts covering all films made by major studios since 1946 is "an effective, tight blockade against the use on TV of all films produced by the signatory producers."

Defendants in 16mm anti-trust suit filed by Justice Dept. against 12 major film producers, to compel them to release their films to TV and other non-theatrical outlets (Vol. 8:30-32), were given until April 15 to file formal objections to suit.