

DENVER HOME SHOW

On KFEL Closed Circuit

ENTERTAINMENT aspects of the sixth annual Metropolitan Denver Home Show, May 11-18 at the U. of Denver, were telecast via KFEL Denver closed circuit on 28 exhibitors' TV receivers.

KFEL reports it the most ambitious closed circuit video production in Denver to date. The telecasts enabled thousands of home show visitors to view the entire stage performance on the exhibitors' receivers.

WORLD VIDEO ENDS

CBS-TV Gets Last Show

A STOCKHOLDERS vote April 25 brought about discontinuation May 2 of operations by World Video Inc., pioneer television package firm organized in December 1947 and which had been a "school" for such executives and talent as Henry White, Dick Gordon, Wendy Barrie and Faye Emerson.

Independent's demise, although it had been operating in the black, was brought about when its last show on the air, *Celebrity Time*, was taken over for the sponsor, B. F. Goodrich Co., and its agency, BBDO, by CBS Television. Network was understood to have made "certain concessions" in taking over production and to have offered plans for lifting the program's rating to meet the competition of Red Skelton, opposing on NBC-TV.

TV COVERAGE

TELEVISION station coverage will be extended this year in 25 TV areas, with stimulation of receiver sales, according to the Sales Managers Committee of Radio-Television Mfrs. Assn. The committee has completed a study of immediate effects of the FCC thawing of TV station construction.

First TV areas to benefit, the committee reports, will be cities in which 30 channel shifts of existing TV stations have been ordered by the FCC. "This will result from expected increases in transmitting power which will be available to these stations at the same time they change channels," according to the committee.

Data on station power increases were received by the committee from W. L. Stickel of Allen B. DuMont Labs. Mr. Stickel told the committee TV markets in the 25 areas may be expected to be extended several miles by reason of power increases that vary according to channels involved.

Cites Priority

Committee chairman is R. J. Sherwood, of Hallicrafters Co. The committee reminded that FCC has stated it will give priority to processing of applications for channel shifts ordered in its recent allocations report and to requested power increases, beginning July 1. It added that hearings are not likely to be necessary in most instances.

Cities in which TV channel transfers have been ordered, with sta-

RTMA Predicts Expansion

tions and channels involved, follow:

Area	Stations	Present Channels	Proposed Assignments
Chicago	WBKB (TV)	4	2
Pittsburgh	WDTV (TV)	3	2
Cleveland	WXEL (TV)	9	8
	WNBK (TV)	4	3
Milwaukee	WTMJ-TV	3	4
Cincinnati	WLWT (TV)	4	5
	WKRC-TV	11	12
	WCPO-TV	7	9
Providence, R. I.	WJAR-TV	11	10
Atlanta	WLTV (TV)	8	11
Norfolk-Portsmouth	WTAR-TV	4	3
Newport News, Va.			
Louisville	WAVE-TV	5	3
	WHAS-TV	9	11
Birmingham	WBRC-TV	4	6
Albany-Troy	WRGB (TV)	4	6
Schenectady, N.Y.			
Columbus, Ohio	WLWC (TV)	3	4
Rochester	WHAM-TV	6	5
Memphis	WMCT (TV)	4	5
Dayton, Ohio	WLWD (TV)	5	2
	WHIO-TV	13	7
Syracuse	WSYR-TV	5	3
Grand Rapids, Mich.	WOOD-TV	7	8
Wilmington, Del.	WDEL-TV	7	12
New Haven, Conn.	WNHC-TV	6	8
Johnstown, Pa.	WJAC-TV	13	6
Davenport, Ia.-Moline-Rock Island, Ill.	WOC-TV	5	6
Lancaster, Pa.	WGAL-TV	4	8
Huntington, W.Va.-Ashland, Ky.	WSAZ-TV	5	3
Bloomington, Ind.	WTTV (TV)	10	4
Ames, Ia.	WOI-TV	4	5

RTMA announced last week that 1,277,512 TV receiving sets had been shipped to dealers in the first three months of 1952, compared to 1,814,767 sets in the same period of 1951. March shipments, estimated at 471,015 sets, were over the 434,808 sets shipped in February. First-quarter set shipments:

State	Total
Alabama	15,518
Arizona	3,180
Arkansas	3,689
California	114,661
Colorado	592
Connecticut	33,369
Delaware	4,726
District of Columbia	12,080
Florida	15,334
Georgia	26,605
Idaho	18
Illinois	73,418
Indiana	56,132
Iowa	25,579
Kansas	8,251
Kentucky	18,888
Louisiana	9,986
Maine	1,747
Maryland	21,460
Massachusetts	57,506
Michigan	55,590
Minnesota	20,111
Mississippi	2,844
Missouri	35,233
Montana	15
Nebraska	11,659
Nevada	8
New Hampshire	4,957
New Jersey	51,883
New Mexico	1,597
New York	155,236
North Carolina	27,623
North Dakota	12
Ohio	109,377
Oklahoma	15,147
Oregon	26
Pennsylvania	125,589
Rhode Island	9,060
South Carolina	6,559
South Dakota	95
Tennessee	17,411
Texas	39,655
Utah	7,468
Vermont	1,359
Virginia	24,646
Washington	14,987
West Virginia	14,241
Wisconsin	22,373
Wyoming	12
Total:	1,277,512

NEW FTL DEVELOPMENT

Is Antenna-Amplifier Unit

HIGH-GAIN antenna and high-power amplifier unit, designed to meet the new FCC specification of 316 kw maximum effective radiated power for VHF Channels 7-13, was announced last week by Federal Telecommunication Labs., Nutley, N. J., research associate of the International Telephone and Telegraph Corp.

Of light weight and simple base structure, the antenna-amplifier combination can be installed with relative ease on either new or existing towers and requires only one transmission line, company said. The equipment can be driven from any existing 5 kw TV transmitter without modification to the driver, and its input impedance is said to be sufficiently resistive so that physical location is not a critical matter.

TV PROBLEMS

Faught Cites in 'Look'

"THE future of television hangs in the balance," according to Dr. Millard C. Faught, New York public policy adviser identified as a television economic consultant, in the May 6 issue of *Look* magazine.

Lifting of the TV station freeze, Dr. Faught wrote, will be "just a headline of hope until a long list of TV problems are solved." What it boils down to, he observed, is that "we are trying to build television's future on a single source of revenue—the advertiser's dollar."

Dr. Faught said he was "immediately assailed or ignored" by the broadcasting industry in 1949 when he predicted that a network of 1,000 TV outlets, programming only 70 hours a week, would require the "appalling" sum of \$1,740,352,500 in advertising. Advertisers would have to sell more than \$80 billion in goods via TV to justify such a TV outlay. "Now we are talking about building twice as many stations as my 1,000 and programming them twice as many hours a week."

Look magazine itself guesses that 1,000 stations programming 70 hours weekly now require an annual budget of \$3,500 million.

Predicting that many areas will continue without TV stations—even though the freeze has ended—because they will not be able to support local service on advertising alone, Dr. Faught, a consultant to Zenith, developer of Phonevision, suggested that a pay-as-you-see plan is the solution.

Truman Gets Tour Film

BARNEY BALABAN, president, Paramount Pictures Corp., last week presented President Truman with a 50-minute, 35mm film recording of the President's personally conducted tour of the White House May 3. The film will become a part of Mr. Truman's personal film library.

PEABODY AWARD 1951

originating Station of

THE JOHNS HOPKINS SCIENCE REVIEW

**Around
Baltimore
they always
keep an eye on**

WAAM

TELEVISION

CHANNEL 13

Affiliate DuMont Television Network—American Broadcasting Co.
Represented nationally by Harrington, Richter & Parsons, Inc.