

BEARDSLEY BACKS Educational TV in Iowa

MOVEMENT for development of educational TV in Iowa, including a 12-station network program service, has won the support of the state's Gov. William S. Beardsley.

Addressing the Governor's Conference on Educational Television in Des Moines a fortnight ago, Gov. Beardsley said there would be advantages gained from pooling the resources of Iowa's educational institutions, including privately-owned schools and colleges. TV's benefits would extend into adult and advanced education, he said.

Plans for the network developed earlier this winter were presented during the conference by representatives of the Iowa Joint Committee on Educational Television. Gov. Beardsley urged that citizens of the state be fully apprised of educational TV's promise.

WKNB-TV SIGNS CBS-TV Affiliation Announced

PRIMARY affiliation of WKNB-TV Hartford-New Britain with CBS-TV was announced last week by Peter B. Kenney, station manager. WKNB-TV is scheduled to make its debut in late January, operating on Ch. 20.

The station transmitter is located atop Rattlesnake Mountain in Farmington, Conn. Station claims the antenna, located 970 feet above average terrain, will be one of the highest in the East.

NBC-NABET Hearing

NATIONAL Labor Relations Board has set NBC-NABET hearing for Jan. 19 in Los Angeles on NBC charges against the National Assn. of Broadcast Engineers & Technicians (NABET). The network seeks to enjoin the union from enforcing its claimed jurisdiction over the lighting on field and remote TV pickups. NBC awarded the work to IATSE, with NABET protesting and refusing to accept the network's decision. NABET officials claim the lighting work has been theirs historically. NBC appealed to NLRB.

LONG NOW 30% OFF
PLAYING RECORDS
 Except Price Fixed Records
 All long Playing (33 1/3 R. P. M.) Records Guaranteed Factory New. All leading labels, including Victor, Decca, Columbia, London, etc.

FREE CATALOGUE
 Write for Catalog 9-B
 (Include 10¢ to Cover Mailing)

RECORD HAVEN Stores
 520 W. 48 St. N.Y. 36, N.Y.
 If in N.Y.C. Visit Stores at
 1125 Sixth Ave.
 1143 Sixth Ave.
 1211 Sixth Ave.

HIGH TV SALES

FULL production and steady sales at high levels for television end electronics manufacturers in 1953 were predicted in year-end statements released Friday by John W. Craig, vice president and general manager of Crosley Div. of Avco Mfg. Corp., and L. F. Cramer, vice president and assistant general manager of the company.

Mr. Craig believed opening of new television stations will create "a demand for television receivers that will exceed anything the industry has known to date." He said estimates indicate some two million TV homes already exist as a result of TV stations now under construction.

Adding to the bright picture, Mr. Craig said, are indications "governmental restrictions and materials shortages will be lessened to a large degree" in 1953. He voiced the opinion that by the end of 1953 "over-restrictive controls and regulations" will be abolished and "metals will be available in a more free supply."

Mr. Craig described 1952 as "a year of adjustment," noting the appliance and electronics industry began the year with high inventories. He added that mid-year inventories were brought back into balance by mid-year, and second-half year business rose sharply over the first six months.

Although supporting Mr. Craig's belief TV set sales would be high in 1953, Mr. Cramer warned that a shortage might develop in picture tubes, particularly in larger sizes. He also predicted an increase in receiver prices and a popular acceptance of the yet-to-be introduced 21- and 24-inch rectangular-spherical tubes.

Size of Screens

Mr. Cramer estimated there would be two million new TV homes in 1953 and total industry sales of approximately 6½ million sets. He felt 21-inch screens would lead all others in sales with approximately 4,335,000 sets (67%), followed by 17-inch, 1,300,000 (20%); 24-inch, 715,000 (11%), and 27-inch, 130,000 (2%).

In predicting a picture tube shortage, Mr. Cramer noted that in 1950 the industry had a capacity equivalent to approximately 18 million 17-inch tubes. Although tube manufacturing facilities have increased, he said, the industry's capacity has been lowered because it takes nearly twice as long to build a 21-inch tube as a 17-inch tube.

"Faced with a sales forecast of 6½ million new sets and with the growing replacement market for tubes, which is likely to exceed three million tubes in 1953, a tube shortage will begin to be seriously felt," Mr. Cramer declared. "Manufacturers without tube-making facilities and those who do not expand their tube operations are going to face urgent problems."

Mr. Cramer based his belief that

Seen in '53 by Craig, Cramer of Crosley

receiver prices would rise in 1953 on the steadily increasing costs of labor, materials, component parts and selling expenses in the past year and a half. He said the "unhealthy inventory at the beginning of 1952 led manufacturers to bring out sets during the year at price margins far too low for economically sound business."

WROV-TV Studios

CONSTRUCTION of new studios at WROV-TV Roanoke, Va., has been completed, according to Frank E. Koehler, general manager. Mr. Koehler said installations are complete and "everything that has been installed operates satisfactorily." Station expects to receive its transmitter from RCA before Jan. 15, date set to begin operations.

HOFFMAN RADIO Corp., L. A., manufacturers of radio and television receiver sets, declared a dividend of 25 cents a share on the common stock, payable Dec. 31 to stock of record Dec. 23. This was first dividend on the stock since April 1951.

N. Y. Mayor's Talk

VINCENT R. IMPELLITTERI, New York mayor, was heard on two radio stations and one TV outlet Tuesday in Part Two of his "Report to the People on the Bus Situation," relative to a long-pending strike of Local Transport Workers Union. Part One originally was telecast live over WJZ-TV New York Sunday, after which WNYC, the city's municipally-owned radio station, recorded the sound portion and rebroadcast it as a radio address. Same process was used Tuesday, with WNBT (TV) carrying the mayor's original live address at 7-7:15 p.m. EST and WNYC's taped version was heard at 8:15-8:30 p.m. WMGM also carried the recorded speech at 7:30-7:45 p.m. the same night.

Paul O. Reehling

FUNERAL services were held last Wednesday with burial at Arlington Cemetery for Paul O. Reehling, 59, business accountant in the FCC at Washington, who was found dead the previous Monday at his home in nearby Alexandria, Va. Survivors are his wife, a brother and two sisters.

GREAT NEWS for NEWS MEN!

TRAVIS TAPAK
 at applied for

WHY be a weight lifter or a walking cord?

TAPAK WALKIE-RECORDER
 (pronounced TAPE-PACK)

COMPLETELY self-powered and self contained. Spring-wound tape transport. No wet batteries, no charging.

Tapes your news programs WHERE and WHEN news occurs. Interviews VIPs where you catch 'em—afoot, train, car, or plane. No lines, trucks or set-ups needed.

TAPAK gets the program and can PROVE it has it. Rewinds at hi-speed and plays back immediately. Also erases, monitors, and edits on location.

NAB st'd voice speed: 7½". Others do part of the job. ONLY TAPAK DOES IT ALL.

TRAVIS TAPAK complete \$298.50 with batteries...
 TAPAK complete with microphone and headphone \$309.95

Write for Terminal's Complete AUDIO CATALOG

Terminal Radio Corp.
 Distributors of Radio and Electronic Equipment
 85 CORTLANDT ST., NEW YORK 7, N.Y.
 phone: WOrth 4-3311